



Monterey County

Item No.

Board Report

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

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Receive a presentation from the Monterey County Health Department's Public Health Cannabis Education Program on program accomplishments and plan for education and policy efforts to address adverse effects of cannabis use by youth, young adults, and pregnant and lactating women.

RECOMMENDATION:

It is recommended that the Board of Supervisors:

Receive a presentation from the Monterey County Health Department's Public Health Cannabis Education Program on program accomplishments and plan for education and policy efforts to address adverse effects of cannabis use by youth, young adults, and pregnant and lactating women.

SUMMARY/DISCUSSION:

In 2018, the Monterey County Health Department (Health Department) was approved an augmentation from cannabis tax revenue. Public Health's augmentation included a .50 FTE, Management Analyst II. The Health Department has not filled the MA II position, instead, various staff have supported the work associated with meeting community needs. Currently, a Health Program Coordinator (0.10%) and Chronic Disease Prevention Specialist II (0.50%) have absorbed the majority of cannabis education duties. In addition to these staff, a Public Health Program Manager II (0.10%), Public Health Epidemiologist (0.10%) and a Chronic Disease Prevention Specialist I (0.05%) support Cannabis Education Program efforts by providing epidemiological and data support. The Health Department has utilized over 50 percent of the augmentation to implement public awareness, social marketing, surveillance and youth and community-based interventions.

While work is currently under way to address these public health issues, more work and resources are needed to inform, educate, and promote public health policies that will preserve the health of the community. This can be provided by offering a comprehensive Cannabis Education Program structured on the framework and 30 years' experience of the California Tobacco Control Program (CTCP) model that emphasizes countering pro-tobacco influences through policy and regulatory changes. Public health leaders across the nation support the use of the CTCP model with public health cannabis education and policy work as it strengthens local efforts for cannabis harm reduction. It is the Health Departments recommendation that the Cannabis Education Program be structured on this framework. A comprehensive public health cannabis program supports the March 2018 Cannabis Tax Revenue Community Forums, ranking education (29%) and health (28%) in the top five community priorities. Specifically, constituents asked for cannabis education supporting schools, teachers, students and parents, and expansion of public health education addressing substance abuse education, prevention, and treatment.

The Cannabis Education Program has addressed education and health priority areas by focusing cannabis tax revenue in three places:

- Social media campaign that includes educational messaging and materials to engage Monterey County youth. County engagement is provided through [Cannabis Decoded] website, Instagram channel, digital media, and cannabis education messaging throughout Monterey County
- Educate Monterey County high school youth on the dangers of driving under the influence of cannabis (drugged driving) and improve attitudes on drugged driving. Additionally, provide parent presentations (Spanish/English) on the dangers of youth cannabis use and provide tools to assist in facilitating parent/child communication
- Social marketing campaign targeted towards pregnant and lactating women. The campaign includes posters and rack cards (Spanish/English) for use with physicians, cannabis retailers and County sites such as Women, Infants and Children. Print ads have been placed within the Monterey County Weekly, California Department of Motor Vehicles electronic billboards and social media platforms.

This work supports the Monterey County Health Department 2018-2022 Strategic Plan Goal 1. Empower the community to improve health through programs, policies, and activities; and 2. Enhance public health and safety through prevention. Additionally, this work supports three of the ten essential public health services: 3. Inform, educate, and empower people about health issues; 4. Mobilize community partnerships and action to identify and solve health problems; and 5. Develop policies and plans that support individual and community health efforts.

OTHER AGENCY INVOLVEMENT:

The Monterey County Health Department’s Public Health Cannabis Education Program has not collaborated on this document with outside agencies.

FINANCING:

Financial impact will vary based upon the extent of funding provided to the Cannabis Education Program.

BOARD OF SUPERVISORS STRATEGIC INITIATIVES:

Check the related Board of Supervisors Strategic Initiatives:

Economic Development:

- Through collaboration, strengthen economic development to ensure a diversified and healthy economy.

Administration:

- Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.

Health & Human Services:

- Improve health and quality of life through County supported policies, programs, and services;

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promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.

Infrastructure:

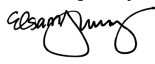
- Plan and develop a sustainable, physical infrastructure that improves the quality of life for County residents and supports economic development results.

Public Safety:

- Create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow by reducing violent crimes as well as crimes in general.

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Approved by:

DocuSigned by:

Date: 3/15/2021 | 10:22 AM PDT
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