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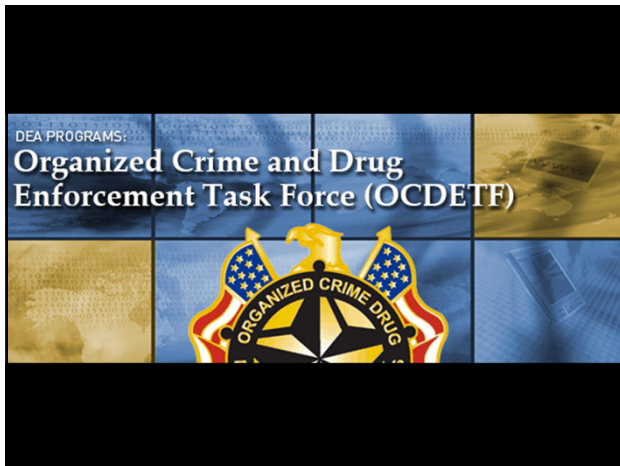
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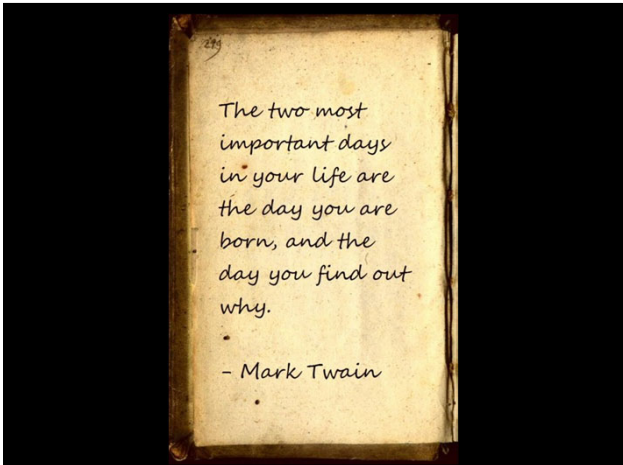
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Why are we having this discussion?



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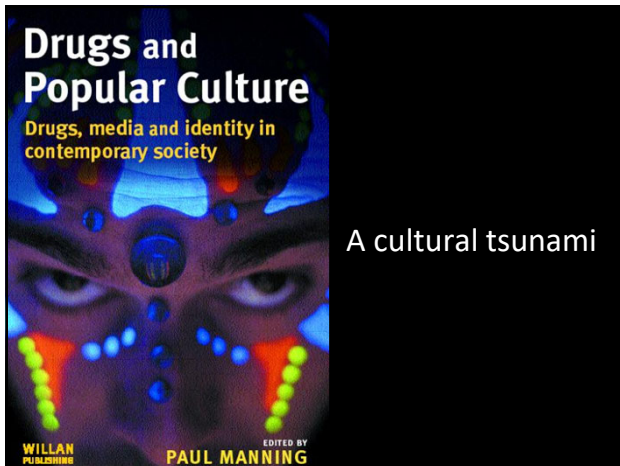
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A cultural tsunami

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Alcohol

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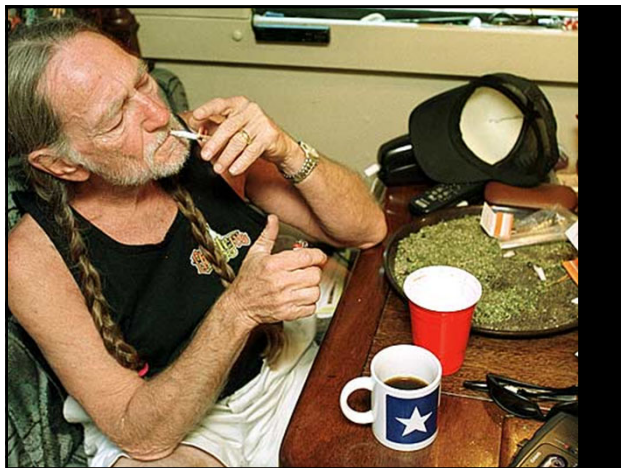
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## The Results?

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2018 - 2019 Past Month Marijuana Use by Age Category and State Legalization Status  
 RED: Legal Recreation, GREEN: Legal Medical

Rank	Age 18-21	Age 22-29	Age 30+
1	Montana 7.6%	Montana 22.8%	Montana 9.4%
2	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
3	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
4	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
5	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
6	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
7	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
8	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
9	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
10	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
11	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
12	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
13	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
14	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
15	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
16	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
17	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
18	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
19	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
20	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
21	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
22	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
23	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
24	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
25	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
26	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
27	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
28	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
29	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
30	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
31	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
32	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
33	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
34	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
35	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
36	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
37	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
38	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
39	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
40	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
41	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
42	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
43	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
44	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
45	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
46	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
47	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
48	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
49	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%
50	Alaska 15.8%	Alaska 20.8%	Alaska 17.5%

Source for State Estimates: SAMHSA, National Survey on Drug Use and Health, 2018-2019.  
 NCHS, CDC

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How do we talk about the subject of marijuana?



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Consider the **words** used by  
marijuana users to describe  
the state of being high

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stoned  
high  
wasted  
baked  
fried  
toasted  
burnt  
blazed  
gone  
faded  
stupid  
wrecked

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Now consider **words** that are  
valued in every community in  
America

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Excellent parents  
Quality education  
Safe highways  
Sound judgment  
Successful employment  
Productive citizens  
Respect for laws  
Healthy environment  
Safe communities  
Healthy kids and families



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Are these words compatible?

Excellent parents  
Quality education  
Safe highways  
Sound judgment  
Successful employment  
Productive citizens  
Respect for laws  
Healthy environment  
Safe communities  
Healthy kids and families

stoned  
high  
wasted  
baked  
fried  
toasted  
burnt  
blazed  
gone  
faded  
stupid  
wrecked

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If not, we need to  
consider

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Should public policies, laws  
and constitutions be  
changed to INCREASE the  
number of people in this  
state of mind?



stoned  
high  
wasted  
baked  
fried  
toasted  
burnt  
blazed  
gone  
faded  
stupid  
wrecked

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Of course not



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What is our solution?

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## Our biggest obstacles

Ignorance  
Apathy  
Denial

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## HOW DO WE WAKE PEOPLE UP?



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How Do We?

Educate  
Motivate  
Activate



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We must **UNDERSTAND**  
That SOCIETAL CHANGE does not occur without

### **A SENSE OF URGENCY**

The requires

**Knowing the facts**

**Understanding why we should care**

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## Key Messages

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“It is easier to build strong children than to  
repair broken men (and women).”

Frederick Douglas

It is easier to defend cities than to reclaim  
them.

**CHOICES HAVE CONSEQUENCES**

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Drug use is NOT  
a victimless  
crime

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Drugs impact your ability  
to make good choices

Impaired judgment

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We all pay for the poor  
choices of others . . .

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## Especially Children



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Bad choices consume a massive  
amount of resources

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## Choices impact the environment



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Choices impact physical health



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Choices impact our friends



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Choices impact families



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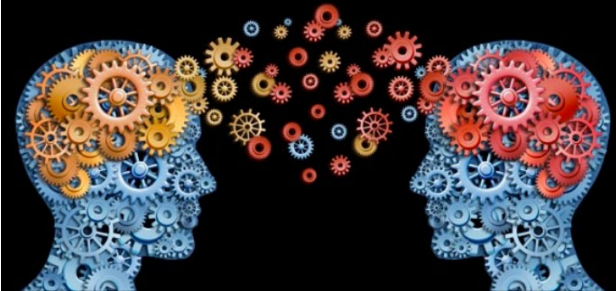
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Choices impact mental health



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Choices impact brain development & education



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Choices impact  
freedom



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## Choices impact career opportunities



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## Choices impact real people



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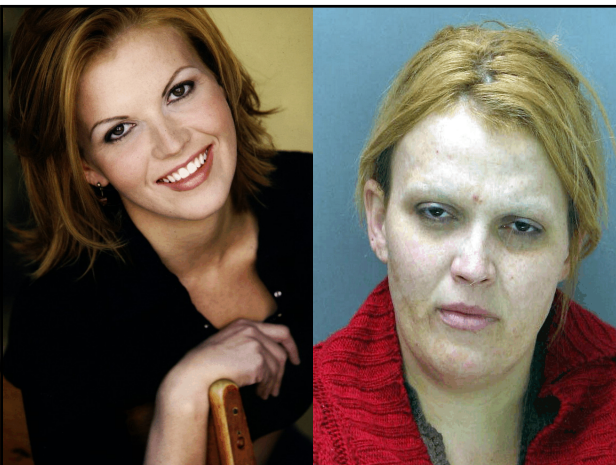
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# Successful Strategies For Community Education

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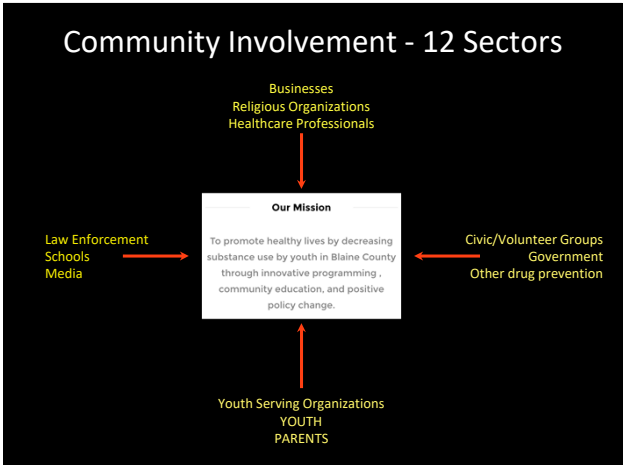
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# Community Involvement - 12 Sectors



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Join Us



KEYS TO SUCCESSFUL COALITIONS

- Clear vision and mission
- Recruit from all sectors
- Train coalition members
- Assign to Committee
- Subcommittee Action Between Meetings (critical)
- Reports and **Accountability**
- Retention

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Train and mobilize youth



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Teach youth how to be part of the solution

THINK

- Youth inspired
- Youth developed
- Youth led

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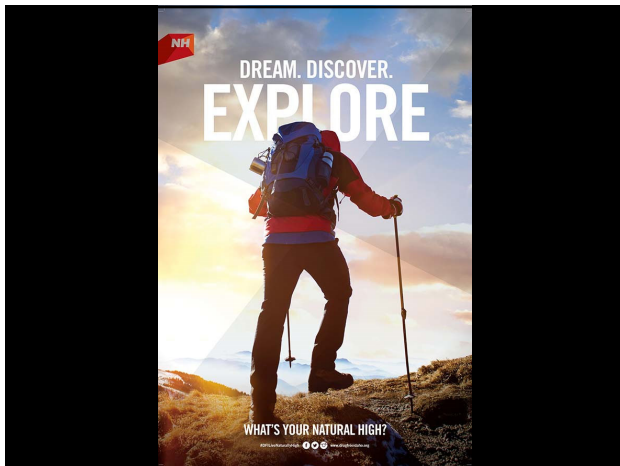
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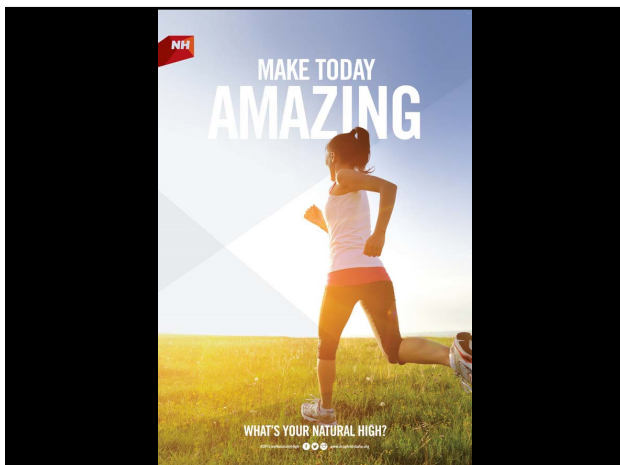
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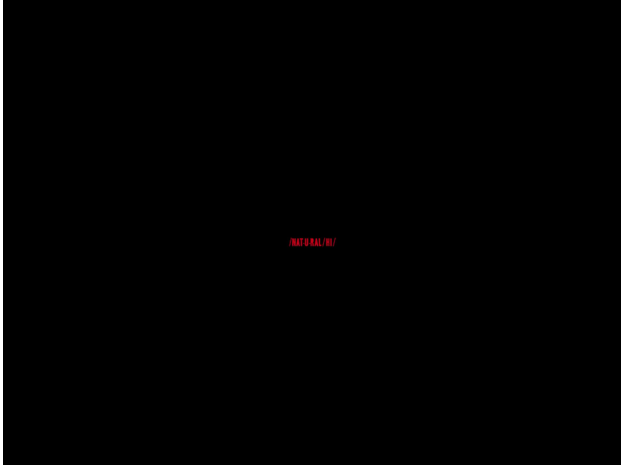
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We must remember



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There was a time . . .

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Cocaine drops for toothaches. Very popular for children in 1885.

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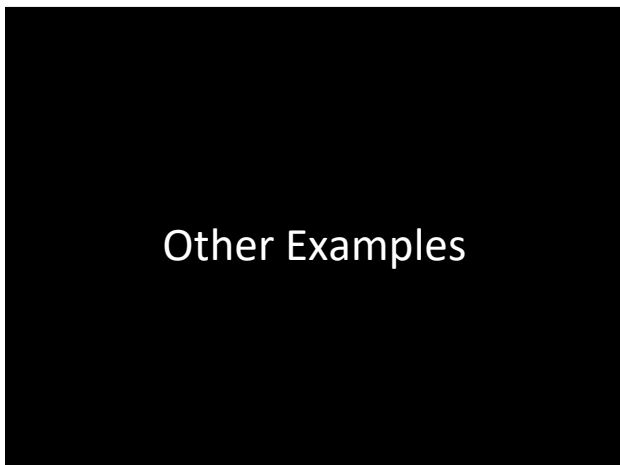
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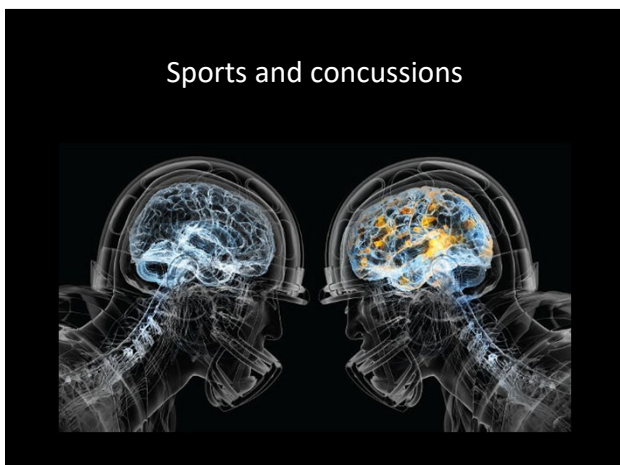
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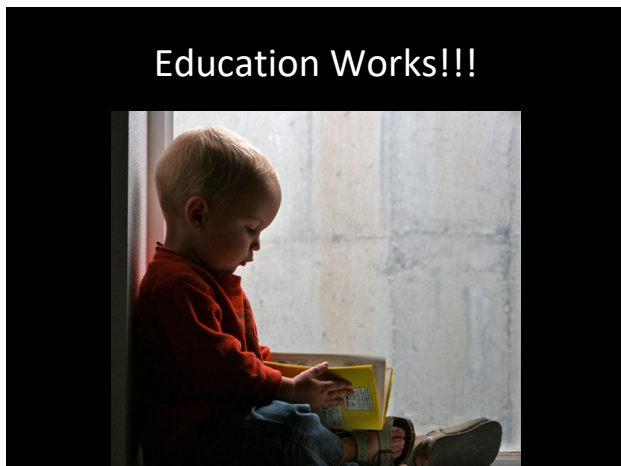
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Most people don't use  
and most kids don't either



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## Parenting matters

TEACH them — SHOW them



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Sober children learn better  
Sober parents parent better  
Sober drivers drive better  
Sober people live better



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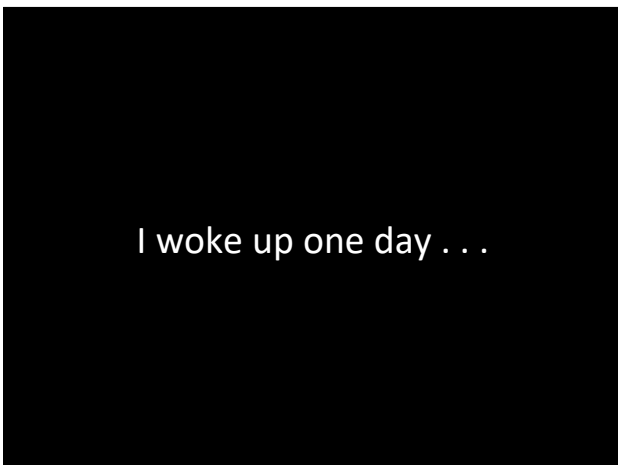
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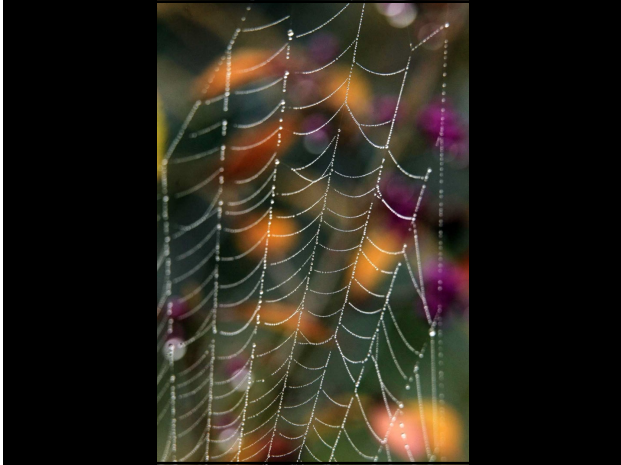
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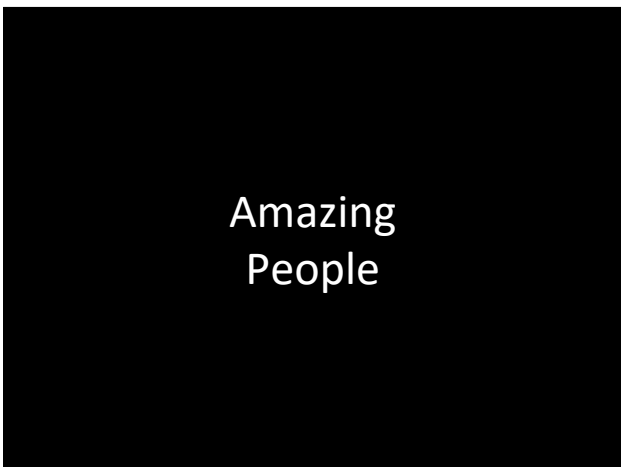
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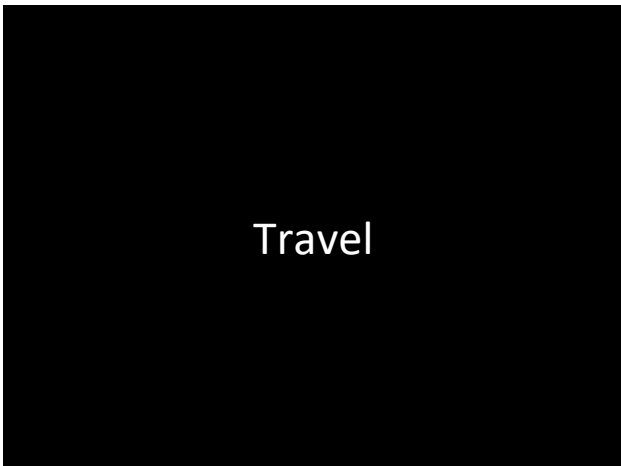
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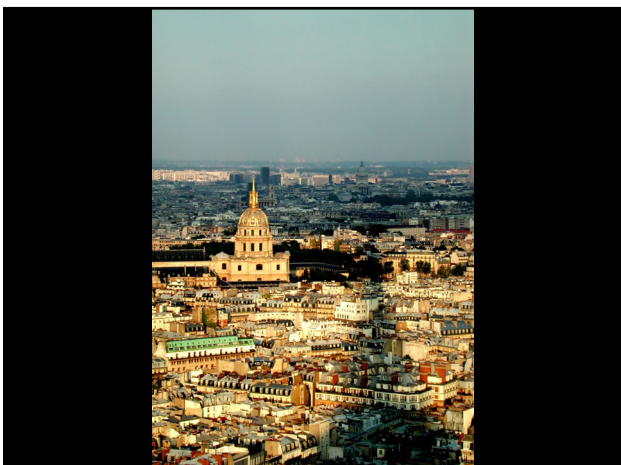
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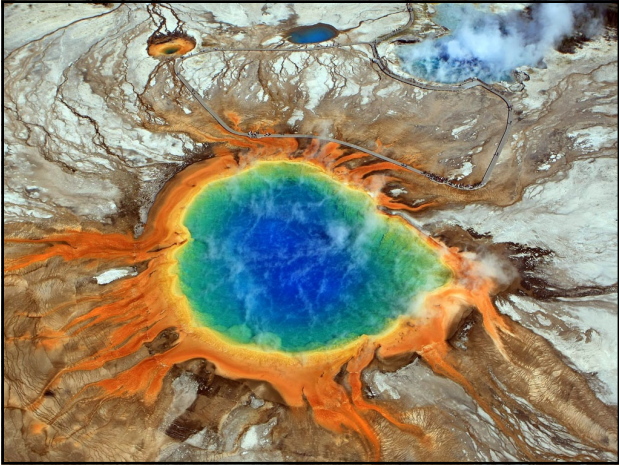
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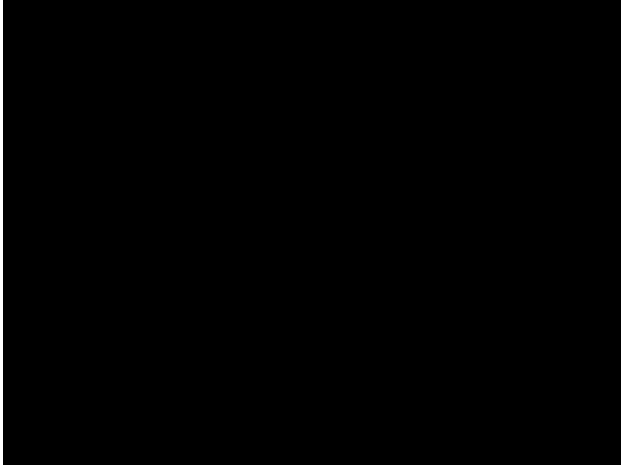
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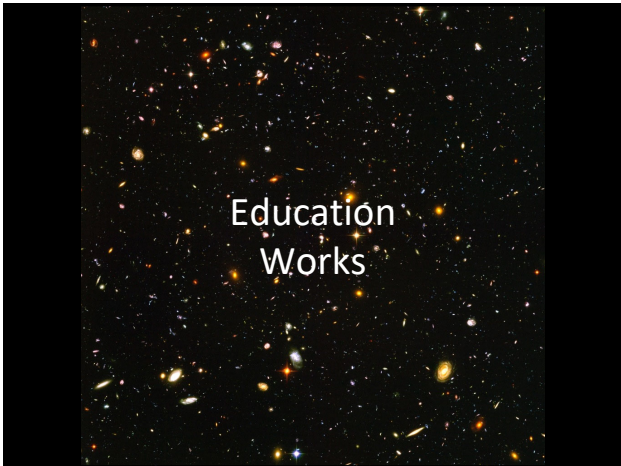
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