

Weeding out the Myths – Summary Report

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For the Community Drug & Alcohol Strategy
November 2018*

In February 2018, the Community Drug & Alcohol Strategy convened a group of community stakeholders to explore prevention, education and awareness opportunities related to cannabis legalization and youth. Group members expressed interest in collaborating across disciplines to provide consistent and accurate information to parents and youth using evidence-based approaches.

In addition to ongoing school-based prevention programming, the group identified opportunities to better equip parents, teachers and youth-allies with accurate information about cannabis-related risks and effective approaches for talking to youth about cannabis through community-based education sessions.

Ten (10) parent education sessions took place between June and November 2018. This report provides an overview of the implementation and results of the collaborative project.

Implementation

Reach

Parent education sessions were hosted in communities across Grey and Bruce counties.

Date	Location	Grey County	Bruce County
June 19	Hanover Public Library	✓	
Oct. 1	Community Centre, Durham	✓	
Oct. 3	Saugeen Shores PLEX, Port Elgin		✓
Oct.10	Community Centre, Wiarton		✓
Oct. 11	Town of the Blue Mountains Town Hall, Thornbury	✓	
Oct. 17	Harmony Centre, Owen Sound	✓	
Oct. 29	Frank Macintyre Building, Dundalk	✓	
Nov. 6	St. Mary's High School, Owen Sound	✓	
Nov. 7	November 7 th - Sacred Heart High School, Walkerton		✓
Nov. 15	November 15 th – Davidson Centre, Kincardine		✓

Format

Each education session included a panel of four (4) local professionals from the following disciplines, pharmacy, public health, enforcement and addiction treatment. The sessions were moderated by the coordinator of the Community Drug & Alcohol Strategy or a Public Health Promoter. Each panelist provided a brief overview of cannabis legalizations from their professional lens, followed by questions from attendees. Content delivery was supported by PowerPoint presentations and printed handouts.

Promotion

The education sessions were promoted through the following channels:

- Grey Bruce Health Unit social media accounts
- County of Grey social media accounts
- Grey Bruce Health Unit press release
- County Council communication channels
- Media interviews (Rogers TV, Owen Sound Sun Times, CFOS/Bayshore Broadcasting, Saugeen Shores Hub/South Grey News, Life 100.3, My FM Kincardine and the New York Times).
- Posters on community boards in each of the host communities
- Grey Bruce Health Unit school newsletters submitted to both school boards.

Costs

Costs associated with session delivery included space rental fees, refreshments, printing expenses and audio-visual services.

Cost	In-kind	Allocation from Community Drug & Alcohol Strategy
Space rental	4 venues	\$167.97
Refreshments	3 sessions	\$214.18
Printing/promotion	Graphic design fees and printing (Grey Bruce Public Health)	\$446.51
Audio-visual	Wightman Community Television (1 session)	\$960.50 (non-profit rate)
Total		\$1,789.16

In addition to the costs noted above, it is estimated that panelists contributed 180 hours cumulatively (includes preparation, travel and presentation).

Results

Participation

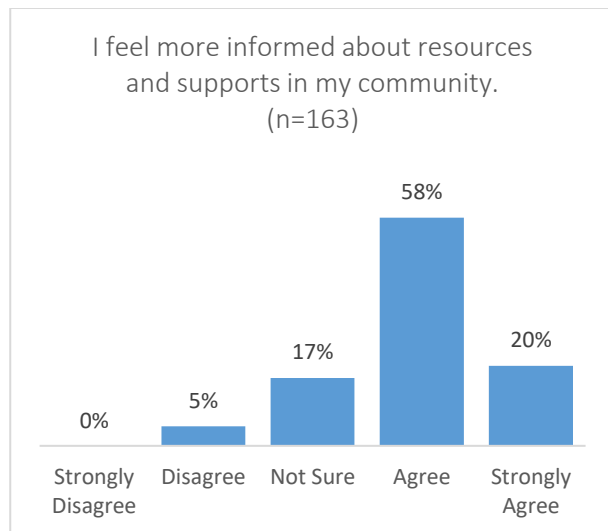
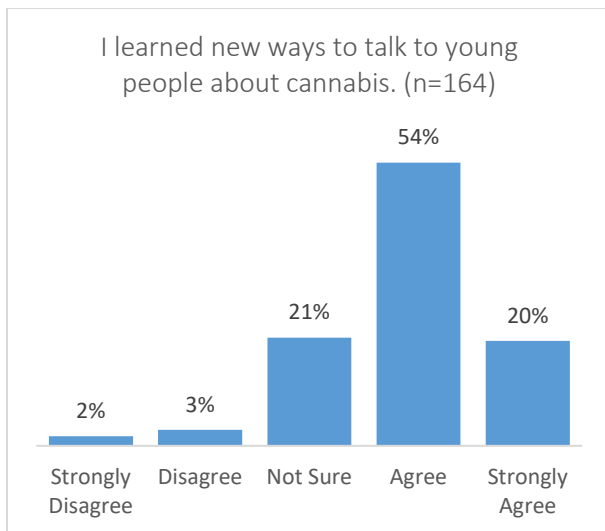
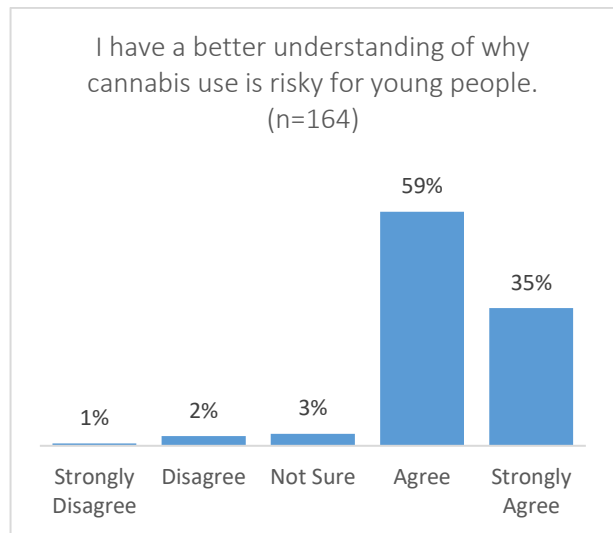
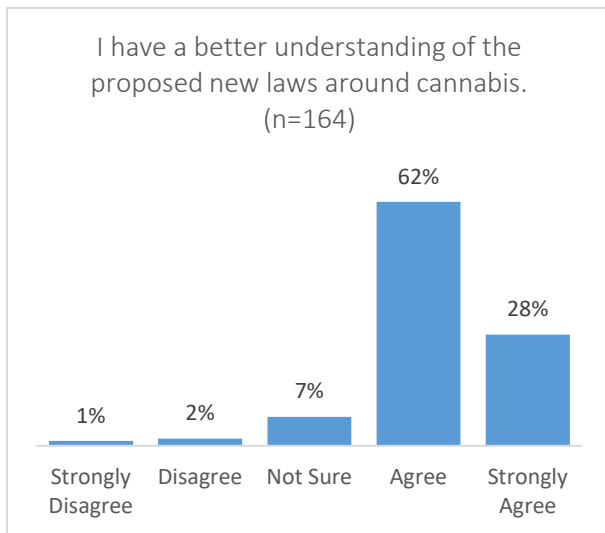
Attendance at each event ranged from approximately 3 to 63 people. A total of 329 people participated across all 10 sessions. Attendees were invited to complete a short evaluation form at the end of each session. Evaluation response rates ranged from 24% in Thornbury to 100% at Sacred Heart in Walkerton.

Community	Attendance	Evaluation Response Rate
Hanover	51	71%
Durham	39	69%
Port Elgin	48	48%
Warton	32	69%
Thornbury	63	24%
Owen Sound	32	47%
Dundalk	3	-

Owen Sound	49	35%
Walkerton	9	100%
Kincardine	3	-
Total	329	-
Average	33	58%

Quality of Education Sessions

Overall, feedback from participants regarding the quality of the education sessions was favourable. When asked if they would recommend the session to a friend 92% of participants (n=164) responded *Yes* (6% indicated *Maybe* and 2% indicated *No*).



Open ended comments offered by participants identified areas of strength and areas for improvement:

Strengths		Improvements	
	<ul style="list-style-type: none">- Presenters were good- Thank you for an informative session!- The mental health/communication portion was pleasantly informative- All presenters were knowledgeable- Very informative – thank you!		<ul style="list-style-type: none">- Using name cards or visuals to introduce panel members- Having school board representation to discuss youth and school issues- Having a better sound system- Providing written summary of new laws- Using more effective instructional method (i.e., PowerPoint slides)

Opportunities for Moving Forward

When asked “What other substance-related topics, if any, would you like to learn more about?”, participants offered the following cannabis-related topics:

- Cannabidiol (CBD) and it’s uses
- How cannabis affects driving and roadside tests
- Short term and long term affects for teens & young adults
- Mental & physical effects of marijuana and dangers of long term use
- Anti-depressants for youth
- Vaping
- Who teens can talk to when they express concern about a peer making poor choices
- Risk of drug contamination
- How to experiment safely
- Possible outcomes when medications of all types are mixed
- How to build community assets to decrease use
- Fines and consequences for youth use

Other topics of interest included:

- Opioids/fentanyl/naloxone (7)
- Crystal meth, cocaine and other street drugs (5)
- Alcohol (2)
- Human-trafficking related to the drug trade (1)

APPENDIX A: Panel Presenters

	Moderator	Police	Pharmacist	Addictions
Oct. 1 Durham	Tim Duivesteyn	Rob Martin	Jin Wei	Jennifer Moser
Oct. 3 Port Elgin	Jason Weppler	Mike Bellai	Jin Wei	Dave Roy
Oct. 10 Wiarton	Jason Weppler	Adam Belanger	Karly MacDonald	Dave Roy
Oct. 11 Thornbury	Alison Govier	Christine Dineen	Shannon Fry	Jennifer Moser
Oct. 17 Owen Sound	Alison Govier	Jeff Fluney	Marc Vacheresse	Dave Roy
Oct. 29 Dundalk	Alison Govier	Adam Belanger	-	Dave Roy
Nov. 6 St. Mary's	Jason Weppler	Craig Peddle	Barb Avery	Jennifer Moser
Nov. 7 Sacred Heart	Jason Weppler	Danielle Morrison	Jin Wei	Dave Roy
Nov. 15 Kincardine	Alison Govier	Danielle Morrison	Jin Wei	Dave Roy