

Prevention

The Rescue Initiative



Previous Campaigns

GOVERNMENT OF BERMUDA
Ministry of Justice
Department for National Drug Control

Drugs

- One in every 8 students has used an illegal drug other than marijuana.
- One in 8 students has taken a chance of suffering from brain damage, aggressive paranoia, and heart disease.
- One in 8 has taken a chance that their drug use will not destroy their families. By trying drugs, one in 8 has taken a chance on their life.

Don't count yourself out. Don't take those chances!

GOVERNMENT OF BERMUDA
Ministry of Justice
Department for National Drug Control

marijuana

- About **1 in 5 youths** has **tried** marijuana.
- **5%** of youths who used marijuana **got it from friends.**
- **40%** of youths **felt that marijuana was the easiest illegal drug to access.**
- **77%** of youths **perceived smoking marijuana sometimes to be harmful to their health.**

HEALTHY COMMUNITIES, NO PLACE FOR DRUGS.

To find out more about drug control initiatives in Bermuda contact the Department for National Drug Control on +441-292-3049 or visit our website www.dndc.gov.bm

Department for National Drug Control (DNDC)
Suite 304 Melbourn House | 11 Parliament Street
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It's Never Just A Little Bit Of WEED

Marijuana can be addictive. Research suggest that 30% of users may develop some degree of problem use, which can lead to dependence and, in severe cases, take the form of addiction. People who begin using marijuana **BEFORE AGE 18** are 4 to 7 times more likely than adults to develop problem use. Dependence becomes addiction when the person cannot stop using marijuana even though it interferes with his or her daily life (National Institute on Drug Abuse 2016).

THE NATIONAL SCHOOL SURVEY 2015

PREVALENCE
11% of students who used marijuana in the past year.
Equal prevalence between the sexes of both reference periods.

REACTION OF FRIENDS
2 in 10 students said some of their friends would try to convince them to stop if they knew they were smoking marijuana, or would not disapprove if they knew they were smoking marijuana.

AVERAGE AGE OF FIRST USE
Just after 13 years – as early as 10 years and as late as 14 years, an average later for females (14 years) than males (13 years).

SOURCE & LOCATION OF USE
Mostly from friends (14% of those who used marijuana in the past year), one use it mostly at a friend's house (7% of those used in the past year).

PERCEPTIONS OF HARM
Smoking marijuana sometimes is perceived to be harmful by 7 in 10 students, and 8 in 10 felt the same about smoking marijuana frequently. In contrast, these proportions are lower than for those who perceived harm in smoking cigarette or drinking alcohol.

EASE OF ACCESS
4 in 10 students felt that marijuana is easy to obtain.

SCHOOL ENVIRONMENT/PERCEPTIONS
4 in 10 students believe that there are drugs at their school, and that students bring, try, or deal with drugs at their school.

RELATIONSHIP WITH MARIJUANA USE
Students are more likely to use marijuana if:
• they are curious about trying on their own and have the opportunity
• it is easily accessible
• their friends smoke marijuana
• their friends approve of them smoking marijuana and do not try to stop them
• they have had positive and consistent results
• they know adults who use marijuana or who sold or dealt drugs

YOUTH MARIJUANA STATISTICS
8 THINGS YOU SHOULD KNOW

MARIJUANA EDIBLES

Food-like products that can contain concentrated tetrahydrocannabinol (THC), the intoxicating chemical in marijuana.

The Department for National Drug Control (DNDC) takes its role in public education seriously and encourages the public to be aware of edibles containing marijuana.

KEEP AWAY FROM CHILDREN because these products contain THC which often resemble normal foods that would entice children.

PARTYGOERS If you're nervous about accidentally consuming drug-laced foods.

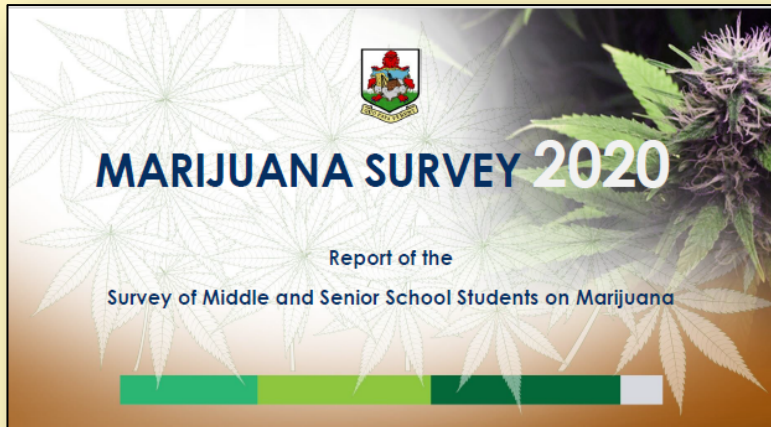
- Ask questions
- If suspicious, don't eat the candy or baked goods

For more info call **292-3049**

GOVERNMENT OF BERMUDA
Ministry of Social Development and Youth
Department for National Drug Control

Do drugs control YOUR LIFE?

Data



Knowledge of Available Prevention Programmes

Only 1.1% of the sample of respondents said that they knew of a prevention programme for marijuana. A large proportion (87.9%) reported "no" or that they "don't know" of such a programme being offered in their neighborhood, community, or school.

Media Attention

The Game Changer

5 SHOCKING FACTS

ABOUT LEGAL MARIJUANA IN THE UNITED STATES



The Legal Marijuana Industry is Worth **\$1.53 BILLION**

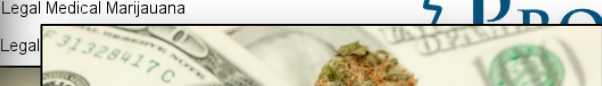
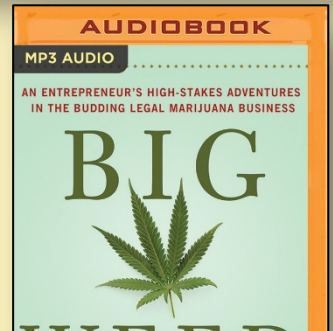
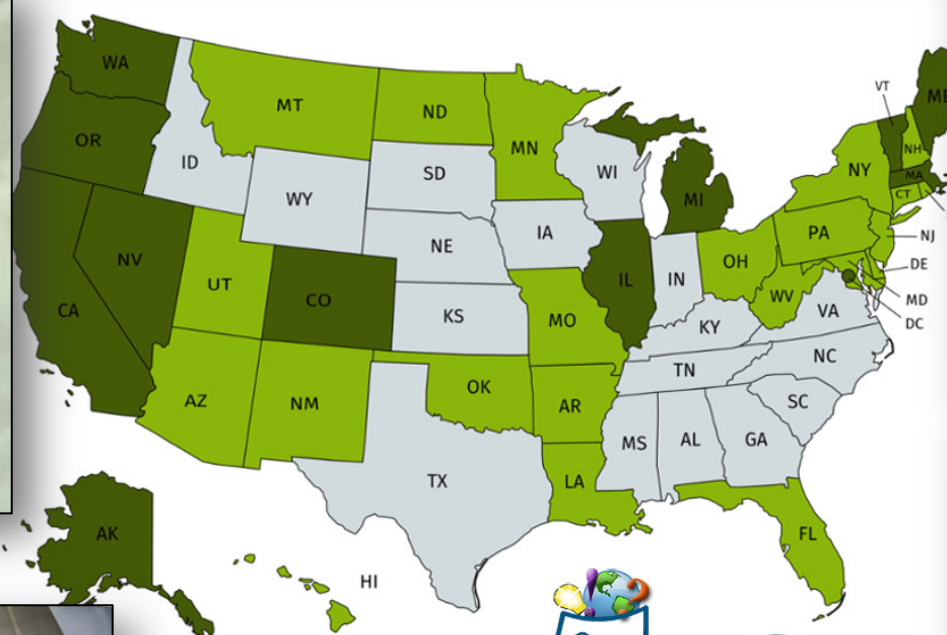
With the legal marijuana industry worth such a staggering amount, it is easy to see why keeping it legal is important to many individuals and businesses alike.

COLORADO
Collects Annual Taxes of **\$98 MILLION** because of legal MARIJUANA SALES



In states like Colorado, where marijuana use has been legalized, the potential for profits from collected taxes is astronomical. Similar numbers have been reported from other states, like Washington.

33 Legal Medical Marijuana States & DC
11 Legal Recreational Marijuana States & DC



Pro CON.ORG



Who is Rescue?

Rescue is a **behavior change agency** that uses tactics and strategies to solve today's most pressing health challenges and social problems which cause positive social change. They focus on **motivating** and **sustaining healthy behaviours**. "We're on a mission to make healthy behaviors easier and more appealing for everyone, everywhere. We do this through groundbreaking strategies that increase knowledge, change policy, and shift norms."



5 Objectives

- Examine local teens
- Investigate
- Explore
- Identify marijuana-related statements
- Assess reactions



RECRUITMENT: SCREENING CRITERIA

Teens were recruited in-person by Rescue staff and Government of Bermuda staff and volunteers in high school cafeterias during lunch. Participants were screened for eligibility using a paper Screener Survey. The table below summarizes the screening criteria.

CATEGORY	SCREENING CRITERIA
Age	14-17 years
Peer Crowd	Incorporate a mix of peer crowds, determined by the I-Base Survey™*
Marijuana Use	<p>User: Used marijuana at least once during their lifetime</p> <p>Susceptible: Would “definitely yes,” “probably yes,” or “probably not” use marijuana in the future**</p> <p>Questions to assess marijuana susceptibility include:</p> <ul style="list-style-type: none">• Have you ever been curious about trying marijuana?• If one of your best friends were to offer you marijuana, would you try it?

* The I-Base Survey is Rescue’s proprietary picture-based peer crowd segmentation tool. I-Base pictures consist of real, unknown teens selected from publicly available social media sites by Rescue’s peer crowd experts to ensure that a diverse sample of images is presented, including diverse clothing styles, ethnicities, genders, and facial expressions.

** A two-item index (Pierce et al., 1996; Pierce et al., 2005; Strong et al., 2014) is used to assess susceptibility. Respondents who answer “definitely yes,” “probably yes,” or “probably not” to at least one of the questions are considered susceptible, while respondents who answer “definitely not” to both questions are not considered susceptible.

The Results

ACCESS TO MARIJUANA

Focus group participants perceived marijuana to be very easy (n=18) or sort of easy (n=12) to access. However, some participants vocalized that living on an island made illegal substances, like marijuana, more difficult to acquire. In general, participants accessed marijuana by **buying it from a stranger or dealer (n=18)** or getting it from friends (n=13). The table below summarizes how participants accessed marijuana.

METHOD OF ACCESS	
Bought it from a stranger or dealer	18
Got it from friends	13
Gave someone money to get it	5
Got it from older sibling(s) / relative(s)	3
Got it at a party	2
Other	1

"It's more difficult. Security here, the airport is really tight. It's more difficult to get in contraband." - Male

"I have a boyfriend [who accesses marijuana]." - Female

"I have friends that know friends that know friends." - Male

REASONS FOR USE

On the Check-In Survey, participants were asked what they are usually doing when they use marijuana. The top four scenarios for use are outlined in a table below (left). Participants were also asked to identify all the reasons they had used marijuana during the past 12 months. Of these options, the top six most selected responses are outlined in a table below (right).

SCENARIOS FOR USE (Marijuana Users Only)		REASONS FOR USE (Marijuana Users Only)	
Hanging out with friends	15	To get high	9
Listening to music	10	To relax or calm nerves	9
Watching TV or a streaming service	5	To experiment	6
Playing video games	5	To have a good time	5
		Because of anger or frustration	5
		To get away from my problems	4

On the Check-In Survey, participants were asked how they usually consume marijuana. The most common response was "smoke it in a joint" (n=16) or "smoke it in a spliff" (n=10). Compared to teens in the United States, Bermudian teens knew far less about specific types of marijuana and marijuana products.

TYPES OF USE

The most common reasons for use fall into two primary categories: use to socialize and use to cope with stress. Participants described social use as use with a few close friends or at a party. Participants described use to cope with stress as more individual or with one other person, usually taking place at someone's house or on a cut.

Reasons for Use	Social		Stress	
	To get high	9	To relax or calm nerves	9
To experiment	6	Because of anger or frustration	5	
To have a good time	5	To get away from my problems	4	

PERCEIVED RISK OF HARM

On the Check-In Survey, participants were asked how much do they think people their age risk harming themselves (physically or in other ways) if they use marijuana once or twice a month, once or twice a week, and daily or almost daily. Most participants viewed use once or twice a month (n=24) or once or twice a week (n=14) as not risky. However, when asked about daily or almost daily marijuana use, many participants reported this kind of use carried great risk (n=11). When asked to describe what a teen may consider to be problematic marijuana use, one teen said, *"Like, every day... A lot of people I know that smoke weed, they'll smoke weed like maybe once every two weeks, maybe once a month type thing."*

PERCEIVED RISK OF HARM	NO RISK	SLIGHT RISK	MODERATE RISK	GREAT RISK
	Use marijuana once or twice a month	24	8	2
Use marijuana once or twice a week	14	13	6	3
Use marijuana daily or almost daily	6	10	8	11

The Results

AD TEST SURVEY

Perceived Effectiveness (“PE”) is a six-item index that is calculated based on the average scores of the following statements on a five-point Likert scale:

This ad is worth **REMEMBERING**

This ad grabbed my **ATTENTION**

This ad is **POWERFUL**

This ad is **MEANINGFUL** to me

This ad is **CONVINCING**

This ad is **INFORMATIVE**

PE scores of three or higher are considered to be effective, and therefore likely to stimulate thought or action among participants.

Note: The perceived effectiveness scale used by Rescue Agency is adapted from the perceived effectiveness used by Davis et al., 2013.

In addition to PE, the Ad Test Survey asked participants to rate each video on to what extent they agreed with the following statements on a five-point scale:

This ad is **ANNOYING**

This ad told me things **I NEVER KNEW** before about marijuana use

The person / people in this ad are **LIKE ME**

This ad gave me a reason to **AVOID** marijuana use

These statements support PE in providing a well-rounded sense of participants’ receptivity to each individual ad.

MESSAGE TESTING KEY TAKEAWAYS

Four key takeaways were identified during Ad Testing:

1

If content incorporates background music, use music that is relevant to teens, such as **hip hop beats**. Participants appreciated the background music in Dance Creator.

2

Feature characters that are reminiscent of high-risk teens in Bermuda by incorporating stylistic elements from the **Hip Hop** and **Popular** peer crowds. Participants found the



Needs Assessment

Currently we have young people who:

- Begin to use marijuana at the transition between middle and high school
- Don't understand the dangers of marijuana use
- See low to no risk associated with marijuana use
- Admit to not fully understanding why they choose to smoke, vape or eat marijuana



Needs Assessment

We want young people who:

- **Make choices** based off of doing “the research”
- **Understand** the short and long term consequences associated with marijuana use
- **Know** that not everyone is doing it



The Recommendations

KEY THEMES & FINDINGS

Three key themes and findings were identified during Formative Research:

1

Teens were not aware of risks of marijuana use. Participants stated that when they hear or see ads, the main tone of the ad is, "Weed is just bad," and that leads them to discount the ad. Teens responded well to ads that gave them a reason to care about the risks of using marijuana.

2

Parents of teens are also not aware of the risks. Many teens quoted their parents saying, "Just don't do it," or, "just don't get caught." There seemed to be a lack of knowledge among the general public on what marijuana can actually do to teen (developing) brains.

3

Teens talked extensively about how there is not much to do in Bermuda. While they do love Bermuda and are proud to be Bermudian, the island is small and they need to find ways to fill the time. This excess of free time can lead to marijuana use.

Based on this research and key findings, we present the following Behavior Change Strategy recommendations:

Next Steps

RECOMMENDATION #1

PRIMARY AUDIENCE FOR MESSAGING

Teens are exposed to marijuana at an early age and from a variety of people. It can be in a social setting, one-on-one with a friend, or family members who may be using the substance. As they start to enter a phase in their lives when they have more freedom and less supervision, knowledge of the risks of teen marijuana use can better protect these teens from trying marijuana. **Therefore, we recommend this campaign target youth ages 12-18.**



RECOMMENDATION #2

CONSIDER SPHERES OF INFLUENCE FOR CAMPAIGN DEVELOPMENT

1

Parents (Relationship): Use at home and/or parental attitudes towards marijuana can have a huge influence on teen beliefs about harms of marijuana. In fact, when parents talk to their kids about any substance use on a regular basis, their child is less likely to use substances. **We recommend developing messaging for parents ages 28 to 50.**

2

Schools (Community): School and achievement is very important to teens in Bermuda. Kids want to succeed and teachers/administrators have an influence on education and what teens believe to be true. Working with schools to improve communication about marijuana risks, and providing other social outlets for teens, can be extremely beneficial.

3

Government (Societal - Policy): Laws and enforcement have an influence on beliefs and attitudes towards marijuana use. As places legalize recreational marijuana use, the ongoing challenge is how to promote safe legal use while communicating how marijuana can be harmful for teens due to their ongoing development.

Next Steps

STRATEGIC APPROACH #1

CREATE PREVENTION CAMPAIGN TARGETED AT TEENS

BERMUDA TEEN MARIJUANA
FORMATIVE RESEARCH REPORT

Goal: Educate teens on the harm of marijuana use, using messages they care about and facts they consider to be motivating reasons not to use.

Key messaging: Using weed can harm teen brains. Don't let weed prevent you from succeeding in what you want to do.

Teens do want to succeed, but they felt more heard and validated when the things they were more passionate about were acknowledged, like wanting to succeed in sports, music, photography, dance, etc.

We recommend incorporating the following facts into messaging:

- Short-term effects of weed use include disrupted learning and memory, and difficulty with thinking and problem solving (Crean et al., 2015).

STRATEGIC APPROACH #2

CREATE EDUCATION CAMPAIGN TARGETED AT ADULTS

BERMUDA TEEN MARIJUANA
FORMATIVE RESEARCH REPORT

Goal: Educate parents on the risks of underage marijuana use and encourage them to have conversations with their kids about the real risks of marijuana use.

Recommended messaging: Give parents the right information on the harm of marijuana to motivate conversations with their children.

Key messaging: Marijuana affects teen brains and can get in the way of your teen's future. Have conversations with your child about the risks of marijuana use to dramatically reduce their chances of using.

Message Delivery:

1. School
 - Parent/teacher nights/events
 - Pamphlets for parents
2. Website
 - Set up a website that talks about the risks of marijuana use and the impact that parents can have on their children's use
3. Social Media
 - Ads on facebook can effectively reach parents
4. Doctors
 - Partner with health professionals to educate about the risks of teen marijuana use

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STRATEGIC APPROACH #3

INCREASE AFTER-SCHOOL & COMMUNITY PROGRAMS

BERMUDA TEEN MARIJUANA
FORMATIVE RESEARCH REPORT

Goal: Increase access and opportunity to participate in after-school and community programs as an avenue to discourage marijuana use.

There are approximately 20 to 25 hours per week that children are out of school while most parents are at work, creating an "after-school gap." Self-care and boredom can increase the likelihood that a young person will experiment with drugs and alcohol by as much as 50 percent. **Teens who do not participate in after-school programs are three times more likely to use marijuana** (Chait & Sabattini, 2006; National Survey of American Attitudes on Substance Abuse, 2003; YMCA, 2001).

It is proven that engagement in adult-supervised after-school or community activities reduces substance use amongst teens. Schools have existing infrastructure and programs to support this effort. Focus on public schools in Bermuda and provide them extra funding to expand their after-school activities. Focus these grants/sponsorships around sports, music, other creative outlets like art, and mentorship.

Volunteer opportunities can also provide kids an activity and reason to stay substance-free. Support 3-5 community programs that offer these opportunities and help them to promote these activities to teens entering or already in high school.

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