

MARIJUANA YOUTH EDUCATION, PREVENTION AND TREATMENT PLANNING

Programming	Description (Full Implementation)	Year 1	Year 1 Activities	Year 2	Year 2 Activities	Year 3	Full Implementation
School Based Substance Abuse Services(SBSAS)	SBSAS grants to Supervisory Unions to enhance school- based substance abuse prevention and early intervention services. Goal is to optimize coordination of school-based strategies and increase evidence- based (EB) practices and	\$ 200,000	Funding for up to 5 supervisory unions to develop a plan for comprehensive substance abuse	\$ 1,200,000	Program implementation funding for up to 30 supervisory unions.	\$ 2,400,000	Statewide
SBIRT Practice Model for Professionals	Training, technical assistance and coaching for pediatric practice staff, school-based clinicians and other qualified school staff.	\$ 50,000	Training and implementation preparation	\$ 250,000	Training, TA, coaching and evaluation provided	\$ 250,000	Training, TA, coaching and evaluation provided
SBIRT Direct Service	Implement SBIRT programming in pediatric practices and/or school based health centers.	\$ -	Program planning	\$ 200,000	Program planning and implementation in up to two (2) practices	\$ 200,000	Program planning and implementation in up to two (2) practices
Expand Family Education Programs	Expand evidence based program and promising practice access to parenting education programs	\$ 100,000	New staffing will engage stakeholders and begin program planning to meet local needs	\$ 250,000	Provide statewide evidence based programming and promising practices to approximately 325 families.	\$ 500,000	Provide statewide evidence based programming and promising practices to approximately 750 families.
Counter Marketing Campaigns	Information and counter-marketing campaigns on the health effects of marijuana use 1. Mass media campaign on health effects; 2. Targeted social marketing - youth; 3. Targeted social marketing - parents	\$ 150,000	Research, development and focus groups for one mass media campaign on health effects	\$ 450,000	Develop social marketing campaigns targeting youth and parents; Implement 1 campaign including web, electronic and print media	\$ 900,000	Develop social marketing campaigns targeting youth and parents; Implement 3 campaigns including web, electronic and print media
Community Education	Community Education events, local outreach, especially to high need communities	\$ 300,000	6 regions @ \$50,000	\$ 600,000	6 regions @ \$ 100,000	\$ 1,200,000	12 regions @ \$100,000
Workforce Development & Treatment Services	Workforce development, evidence-based practice implementation, direct treatment services (assessment - residential)	\$ 75,000		\$ 500,000	Partial implementation	\$ 1,250,000	Implementation
	Totals	\$ 875,000		\$ 3,450,000		\$ 6,700,000	