

## Educational Cannabis Prevention Videos

This is a collection of carefully curated prevention videos for educators and parents to utilize as education and discussion tools when working with middle and high school youth. Please explain beforehand that this information relates to youth substance use and not adult use. Review each video before using to assess appropriate content and subject matter for the lesson and ages being served.\*

*\*These PSA/Video links are on YouTube for easy public access and use. Placer County, schools, staff and other partners are not responsible for any content on these or subsequent playing videos, which vary. Please take care to stop videos at the end to prevent the next video from playing.*



### 1. Dopamine- The Basics: Ralph Cantor – Stanford Cannabis-Marijuana Toolkit

- Produced: Stanford University 2019 Language: English Run Time: 3:13 min
- [https://www.youtube.com/watch?v=VxfcTP\\_tD14&feature=youtu.be](https://www.youtube.com/watch?v=VxfcTP_tD14&feature=youtu.be)
- Audience: Middle/High School students/adults
- Covers: The function of dopamine (feel good chemical) on the brain through graphics.
- Uses: Sciences, psychology, health. The basic brain anatomy and physiology of dopamine. Foundation for later videos on how THC mimics and alters dopamine production. Great conversation starter. Part 1 in the series of 4 videos with the following next 3 videos.



### 2. Where is Your Dopamine? Ralph Cantor – Stanford Cannabis-Marijuana Toolkit

- Produced: Stanford University 2019 Language: English Run Time: 4:54
- <https://www.youtube.com/watch?v=CPxOyVKPZrg&feature=youtu.be>
- Audience: Middle/High school students/adults
- Covers: Adolescent brain development and how dopamine is more than just feeling good.
- Uses: Part 2 of 4 parts. Health, psychology, sciences. Discusses function of high school life, how youth substance use confuses this process and how differences in the brain can increase propensity for substance use. A great discussion tool introducing how genetics and/or early trauma can alter brain, potentially increasing future attraction to substances whereas the ideal is exploring protective factors and healthy coping to mitigate risk factors.



### 3. Cheating the Brain: Ralph Cantor – Stanford Cannabis-Marijuana Toolkit

- Produced: Stanford University 2019 Language: English Run Time: 4:13
- <https://www.youtube.com/watch?v=aGuACZCu8do&feature=youtu.be>
- Audience: Middle/High school students/adults
- Covers: How substances (THC) play a role and how drugs and alcohol use during teen years interfere with critical brain development that explores adult fulfillment and futures by altering the brain and increase vulnerability to substance use disorders.
- Uses: Sciences, health, psychology, counseling programs, groups, recovery and treatment



### 4. Choosing Your Path: Ralph Cantor – Stanford Cannabis-Marijuana Toolkit

- Produced: Stanford University 2019 Language: English Run Time: 4:31
- [https://www.youtube.com/watch?v=W\\_11kaPzl4w&feature=youtu.be](https://www.youtube.com/watch?v=W_11kaPzl4w&feature=youtu.be)

- Audience: Middle/High school students/adults
- Covers: The intense construction process of the adolescent brain/pruning process.
- Uses: Career Paths, human development, psychology, health classes, counseling, treatment and recovery.



#### **5. Kesh Kesh Weed Rap: LA County Let's Talk Cannabis**

- Produced: Let's Talk Cannabis LA County - There Are #BiggerChoices Than Weed 2018  
Language: English Run Time: :30 seconds
- <https://www.youtube.com/watch?v=nULruOsRySE&feature=youtu.be>
- Audience: Middle/High school students
- Covers: THC impacts on brain e.g. memory, IQ, etc.
- Uses: Short musical video clip for discussions on making better Choices. Good lesson intro.



#### **6. Teens Talk Weed - Why Teens Use: Let's Talk Cannabis LA County**

- Produced: Let's Talk Cannabis LA County - There Are #BiggerChoices Than Weed 2018  
Language: English Run Time: 1:44
- [https://www.youtube.com/watch?v=ixvvdCXWWkE&list=PL1mEhyb5GDyU7G\\_OVeaCVgZZaUhDvw95&index=2](https://www.youtube.com/watch?v=ixvvdCXWWkE&list=PL1mEhyb5GDyU7G_OVeaCVgZZaUhDvw95&index=2)
- Audience: Middle/High school students
- Covers: Risks for teen use like stress, popularity, insomnia, anxiety
- Uses: Coping skills, leadership opportunities. When discussing or training in coping skills to deal with the above.



#### **7. Teens Talk Weed – Peer Pressure: Let's Talk Cannabis LA County**

- Produced: Let's Talk Cannabis LA County - There Are #BiggerChoices Than Weed 2018  
Language: English Run Time: 2:55
- [https://www.youtube.com/watch?v=8b7dFY4vr\\_8&list=PL1mEhyb5GDyU7G\\_OVeaCVgZZaUhDvw95&index=4](https://www.youtube.com/watch?v=8b7dFY4vr_8&list=PL1mEhyb5GDyU7G_OVeaCVgZZaUhDvw95&index=4)
- Audience: Middle/High school students
- Covers: The prevalence of peer pressure and social norms supporting youth cannabis use; even with parental permission. Discusses the ways to resist peer pressure. Refusal skills.
- Uses: Classes, groups, leadership training. Peer pressure, changing norms for cannabis use.



#### **8. Teens Talk Weed – Brain Development & Goals: Let's Talk Cannabis LA County**

- Produced: Let's Talk Cannabis LA County - There Are #BiggerChoices Than Weed 2018  
Language: English Run Time: 2:03
- [https://www.youtube.com/watch?v=8b7dFY4vr\\_8&list=PL1mEhyb5GDyU7G\\_OVeaCVgZZaUhDvw95&index=4](https://www.youtube.com/watch?v=8b7dFY4vr_8&list=PL1mEhyb5GDyU7G_OVeaCVgZZaUhDvw95&index=4)
- Audience: Middle/High school students
- Covers: Brain development and recognizing how using cannabis can interfere with achieving goals/future dreams
- Uses: Sciences, health, psychology classes, career development, groups/counseling.

### 9. Teens Talk Weed – Parents: Let’s Talk Cannabis LA County

- Produced: Let’s Talk Cannabis LA County - There Are #BiggerChoices Than Weed 2018  
Language: English Run Time: 3:48
- [https://www.youtube.com/watch?v=sigYLGTL70E&list=PL1mEhyb5GDyU7G\\_OVeaCVgZZaUhDvw95&index=6](https://www.youtube.com/watch?v=sigYLGTL70E&list=PL1mEhyb5GDyU7G_OVeaCVgZZaUhDvw95&index=6)
- Audience: Parents/Adults/Middle/High School students
- Covers: Supports reasons why it is not good to have a parent that supports youth using cannabis and what the role of the parent is in kids making good choices
- Uses: Parent night? School website for parents. Life skills, coping skills classes, etc.

### 10. Effects of cannabis on the teenage brain: NCPIC + Turning Point

- Produced: Australia – National Cannabis Prevention and Information Centre, Turning Point 2014  
Language: English Run Time: 4:30
- <https://www.youtube.com/watch?v=FvszaF4vcNY>
- Audience: Middle school/high school
- Covers: Brain construction of adolescent brain – function of the endocannabinoid system and how THC disrupts brain development.
- Uses: Sciences, psychology, health classes

### 11. What to say when someone tries to pressure you to use marijuana

- Produced: Omni Youth Programs 2019 Language: English Run Time: 3:18
- <https://www.youtube.com/watch?v=nI2lqwuWaDs&feature=youtu.be>
- Audience: Middle/High school students, parents
- Covers: Clear responses to peers from common statements regarding using marijuana/cannabis. Each response is tiered with an additional comment youth can use to strengthen their stand.
- Uses: Peer pressures, refusal skills, psychology, counseling, groups, role playing

### 12. Some risks for teens who use cannabis

- Produced: Coalition for Placer Youth & Whitney High School Broadcast Department 2020  
Language: English Run Time: 2:11
- <https://youtu.be/bbqniUDHDZU>
- Audience: Middle/High school students, parents, adults
- Covers: Each of the four risk factors of mental illness for youth who use cannabis
- Uses: Counseling, psychology, coping skills, health, sciences, treatment

### 13. Tobacco, Vaping and Marijuana: A Parent’s Guide to a New Epidemic

- Produced: Nevada County TUPE 2018 Language: English/Spanish Run Time: 12:51
- <https://www.youtube.com/watch?v=SEz7rvY9IjE&feature=youtu.be>
- Audience: Middle/High school students, parents, adults
- Covers: Tobacco, vaping and marijuana youth consumption basics from devices, products, impacts on individuals and families, youth trends disguising; reasons behind the epidemic
- Uses: Parent nights, school websites, Health classes, science, sports/coaches, groups