

Ask, Listen, Learn: Kids and Alcohol Don't Mix is Responsibility.org's underage drinking prevention program, which targets kids ages 9-13 and their educators, parents and caregivers. Prior to the launch of the cannabis content, the program's highly successful and independently evaluated underage drinking prevention curriculum consisted of seven science-based animated videos and lesson plans that focused on the developing brain, teaching kids what the brain does, what alcohol does to it, and what that does to them. To build on the success of the **Alcohol and Your Developing Brain** content while responding to the changing needs of educators and the emergent legalization of cannabis in many states, **Ask, Listen, Learn** launched a new module with video and lesson plans focusing on the impact of cannabis on the developing brain.

Responsibility.org commissioned an independent, external study on the efficacy of this new curriculum. To assess the long-term effects of the new module, the evaluation included a pre-, post- and follow-up assessment. Over 300 students in grades 4-8 from 13 schools across the United States participated in the lesson and completed the surveys; 298 students completed the follow-up survey, on average, 50 days after the lesson was taught.

Overall, the evaluation results affirm the intended student outcomes and objectives of the cannabis module.

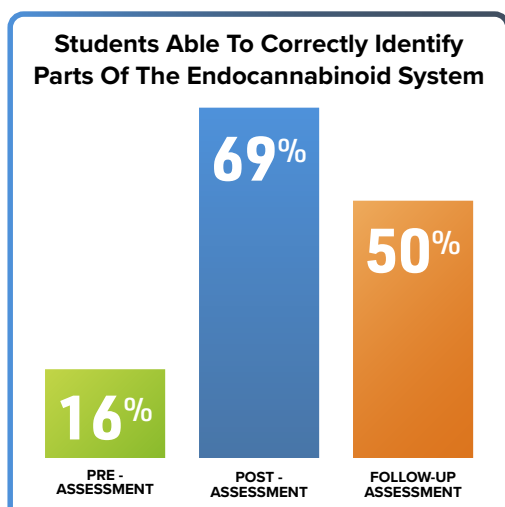


Key Findings:

Student Outcomes Support Cannabis Lesson Objectives

1 The Ask, Listen, Learn cannabis module improves students' understanding of how cannabis impacts the endocannabinoid system.

Overall, students grasped the lesson's advanced neuroscientific concepts involving the functioning of the brain's endocannabinoid system and the deleterious effects of delta-9-tetrahydrocannabinol (THC) on the brain and on its functions.



Students were able to correctly identify parts of the endocannabinoid system following the lesson. The 35% increase from the pre-assessment to the follow-up assessment demonstrates significant knowledge gain and retention.

Additionally, the number of students able to correctly identify the brain functions impacted by cannabis increased and was retained – increasing 27% from pre- to follow-up.

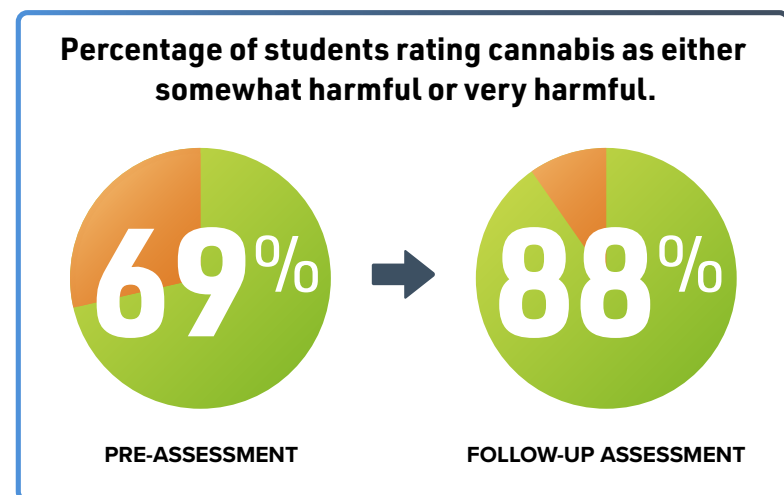
Increased knowledge of the effects of delta-9-tetra-hydrocannabinol (THC) on the brain was also retained at highly significantly levels, with a small decrement noted after 50 days.

2 Cannabis lesson strengthens future intentions that are consistent with factors known to reduce the probability of later uptake of alcohol, cannabis, and other drugs.

Students experienced positive changes in behavioral attitudes about cannabis use as demonstrated by their:

- enhanced perception of harm,
- understanding of the special vulnerability of their developing brains, and
- the differences between adult and youth use.

Perception of harm is a key driver to future intentions. After completing the cannabis lesson, students' perception of harms associated with underage cannabis use increased significantly, specifically in reference to the harmfulness of cannabis for high school seniors.



In the follow-up, student's reporting that they could explain to their friends why cannabis is more harmful to young people increased 25%.

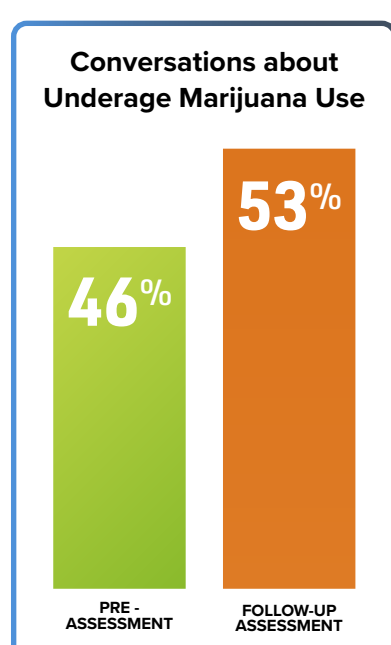
82% of students said they have enough information to make good decisions in high school about using cannabis.

3 Ask, Listen, Learn increases conversations between kids and adults.

Before their exposure to the cannabis curriculum, 50% of students reported they had talked about underage marijuana use with their teacher as part of a classroom discussion, compared to 73% who said they had discussed underage drinking with their teacher in school.

At the pre-assessment, most students (54%) had never had a conversation with their parent or another adult caregiver about underage cannabis use in the past year; only 24% recalled having two or more conversations in the past year. From pre-test to the follow-up, the percentage of never responses fell from 54% to 47%, while the 2-3 times response jumped from 15% to 25%; as expected, given the limited time period, students reporting 4 or more conversations remained unchanged.

Regarding having conversations about underage marijuana use, students reported an increase in conversations from the pre-test (46%) to the follow-up test (53%), which constituted a statistically significant increase.



Classroom Implementation

The Ask, Listen, Learn - Cannabis module fills a void in substance use prevention programming. As an adjunct or stand-alone lesson, its implementation is of ever-increasing relevance as more states decriminalize cannabis use, and youth exposure and access to the substance continues to increase. 81% of students reported that they enjoyed the Cannabis and Your Developing Brain lesson.

Overwhelmingly, 100% of teachers in the study said they would recommend the **Ask, Listen, Learn – Cannabis module** to other teachers, including 77% who said they are very likely to recommend it.

100% of teachers rated the **Ask, Listen, Learn – Cannabis module** as filling a need in substance use education including 54% who rated it as excellent in filling that need.

For more information on Ask, Listen, Learn

Visit: www.asklistenlearn.org
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