



Key Informant Interview Report 2020

Key Informant Interviews

Methods

Key Informant (KI) interviews were conducted, via Zoom, to gather insight from a wide range of professionals working in adolescent counseling/psychotherapy; healthcare/public health; law enforcement; partner community agencies; substance abuse treatment and counseling; social services; and JTNN volunteers.

Interview Questions and Recruitment Methods

Seven open-ended KI interview questions were designed to gather insight from various individuals in the roles identified above. The full KI interview script is provided in Appendix A.

A total of 32 interview email invitations were sent between June 30, 2020 and August 18, 2020. Initially, email invites were sent to 22 individuals who fit the KI roles identified for this assessment. Ten additional invites were sent as KI interviews were conducted and additional contacts were recommended by Key Informants. Of the 32 individuals invited to interview, **19 participated in a Zoom interview.**

Conducting Interviews

Key Informant interviews were conducted over a six-week period (July 6, 2020 to August 26, 2020). The Zoom interviews lasted approximately 20 minutes in length; however, interviews ranged from 15 minutes to one hour, depending on the depth and amount of information provided by the interviewee. There were two persons conducting each KI, interviewer (who asked questions) and a note-taker (who typed responses verbatim). After each question, the interviewer asked the note-taker if there were any points needing clarification from the interviewee prior to moving to the next question.

Analyses

The note-taker's interview notes were cleaned up for typos and pasted into Excel (one sheet per question). Content analysis was conducted using a numeric and color-coding approach in order to identify main themes in Excel. In addition to content analysis for responses to individual questions, interview content was analyzed in aggregate in order to broadly identify priorities, strengths, barriers, and solutions. The initial analysis was conducted by one consultant analyst. Once completed, the results were reviewed independently by a second consultant analyst. The two consultant analysts discussed the findings and identified any areas in need of additional review and coding consideration.

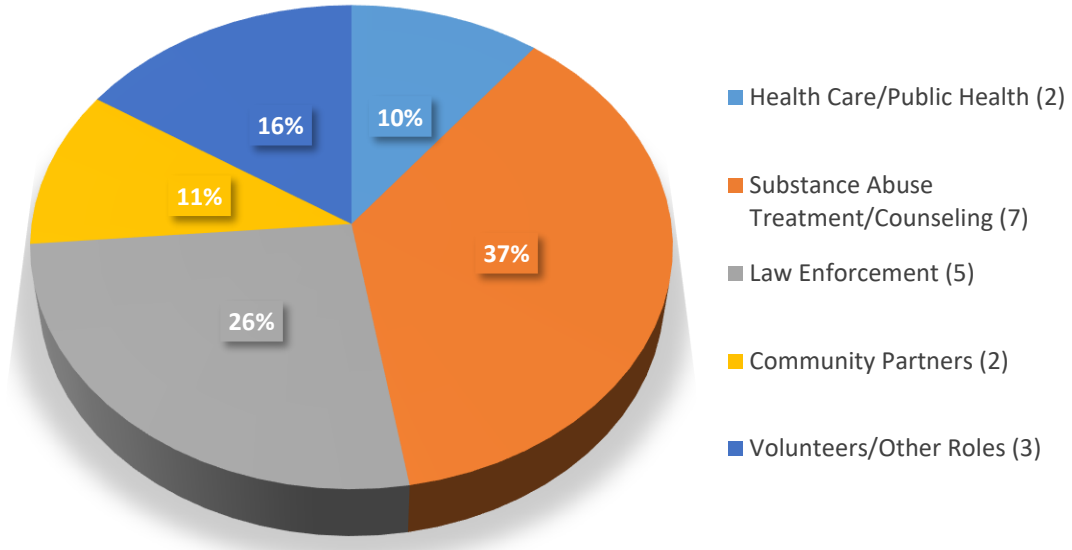
Findings

Interview findings for each question are summarized below. In addition, the aggregate analysis for all comments is provided in Table 7.

Key Informant Interview Participants

Figure 1 summarizes the number and percentage of key informants by role category.

Figure 1 Key Informants by Role Category, 2020



Summary of Responses for Each Interview Question

Tables 1-6 summarize key informant responses for each individual question. Within each table, responses provided by three or more interviewees are included in the list of *common themes* for each question. Responses provided by 1-2 interviewees are listed in *other responses*.

Table 1: Youth Substance Use as a Problem in Washoe County		
Question: Do you think youth substance use is a problem in Washoe County? Why or Why not?		
Response	Count	%
Yes	18	100%
Common Themes (provided by three or more respondents)		
Youth have access to drugs	6	33%
Kids start using young/intervention needed early	5	28%
Legalization/normalization of marijuana is a problem	4	22%
Increase in overdoses in our community	3	17%
Increased need for behavioral health/mental health services	3	17%
Other Responses (less frequent, provided by 1-2 interviewees)		
<ul style="list-style-type: none"> Education is outdated/inadequate Youth lack coping skills Youth do not feel heard Kids are unattended 	<ul style="list-style-type: none"> Parents don't speak English Lack of enforcement No perception of harm 	

Table 2: Youth Access to Legal Substances in Washoe County

Question: Do you think it is easy for youth under 18 to access legal substances in our community (e.g., alcohol, marijuana, vape pens, cigarettes)? Why or why not?		
Response	Count	%
Yes	17	94%
Difficult to get if not interested	1	6%
Common Themes (provided by three or more respondents)		
Easy for youth to access legal drugs via friends, family, fake IDs, internet, Snapchat	17	94%
Vaping: starts w/vaping (leads to marijuana, meth); need messaging about vaping dangers	5	28%
Other Responses (less frequent, provided by 1-2 interviewees)		
<ul style="list-style-type: none"> High concentration THC is accessible Potency of marijuana (high THC) is causing mental health problems/thought disorders and psychosis Normalization of marijuana/if legal, is safe Increase in MJ use/MJ addiction Need to fully enforce tobacco 21/make changes in next session to enforce Internet is dangerous 	<ul style="list-style-type: none"> Messaging and advertising to youth about safety of vaping Need better underage drinking enforcement 24-hour town creates unique challenge Societal norms glorify being drunk/high (e.g., TikTok) Recent deaths in local high school Kratom is easily accessible Pills sold on street are laced with fentanyl 	

Table 3: Youth Access to Illegal Substances in Washoe County

Question: Do you think it is easy for youth under 18 to access illegal substances in our community (e.g., opiates, meth, heroin, pills)? Why or why not?		
Response	Count	%
Yes	15	83%
Not as easy to get as legal drugs	2	11%
Not easy to get	1	6%
Common Themes (provided by three or more respondents)		
Drugs are accessible	12	67%
Pills are easy to get/accessible in homes	7	39%
Easily available on Snapchat/social media	3	17%
Other Responses (less frequent, provided by 1-2 interviewees)		
<ul style="list-style-type: none"> Pill use is related to injury Toxic pills lead to overdose deaths 24-hour town Lot of cartels in Reno All crime is related to drugs Kratom is accessible and doesn't show up on test 	<ul style="list-style-type: none"> Prostitution is way of getting drugs Lot of funding toward opiates right now Meth is very rampant right now Cocaine is very prevalent/causing deaths Challenging to get meth and heroin Lack of parental supervision is contributing factor 	

Table 4: Two Existing Local Measures that Help Prevent Youth from Accessing or Using		
Question: Identify at least two existing local measures or community resources that help prevent youth from accessing or using substances in Washoe County. Which do you believe are most successful and why?		
Common Themes (provided by three or more respondents)	Count	%
JTNN Campaigns/Presence in the Community and Schools	10	56%
Education and community engagement	6	33%
There isn't anything formal in the schools/need more in the schools	5	28%
I don't know of any	4	22%
Decreasing/restricting access	3	17%
Other Responses (less frequent, provided by 1-2 interviewees)		
<ul style="list-style-type: none"> • Quest Counseling • Social media campaigns • Money put into opioids has changed social norms and created a stigma around them • After school programs like Big Brothers, Big Sisters and Boys and Girls Club of the Truckee Meadows • Prevention programs • Schools can't handle everything • Need to involve former users in messaging • Need to reach out to parents • Need to involve youth in the messaging • Need to start early • Tall Cop • When someone has trauma, assume alcohol and drugs are in the picture • School District has done good job with felony referrals for THC concentrate offenses • Sheriff's Task Force is not there yet 		

Table 5: Two Substance Abuse Issues or Problems that Deserve Community's Prevention Focus		
Question: Identify at least two substance abuse issues or problems in Washoe County that deserve the community's prevention focus. Examples include access to drugs, substance use/abuse trends within specific populations, the recent legalization of marijuana.		
Common Themes (provided by 3 or more respondents)	Count	%
Marijuana/legalization and normalization of marijuana/impact on the developing brain	9	50%
Access to drugs	4	22%
Overdoses	3	17%
Other Responses (less frequent, provided by 1-2 interviewees)		
<ul style="list-style-type: none"> • Not data driven • Too much emphasis on opioids; time to address other drugs (e.g., meth) • Focus on disparate and high-risk populations/neighborhoods • Pills; need concentrated campaign on prescription pill use • Vaping • Dabbing • THC concentrate • Alcohol • Native American population • Homeless population and co-occurring conditions with substance abuse • Kratom • Opiates • Meth/almost every crime has meth as a denominator • Understanding marijuana laws (where can be legally smoked/used) • Parents using marijuana in front of kids • Social media • Change in mandatory minimums for drug trafficking laws • Mental health • Suicide • Education in schools at young age • Access to mental health services and therapy/how to get a therapist • Self-medicating to deal with anxiety and depression • Increased stress due to Covid-19 • Promoting health coping strategies • Treating ADHD before age 12 • There are not enough resources 		

Table 6: Local Measures, Resources, Programs and/or Strategies that Should go into Community Prevention Plan

Question: We are in the process of developing a community prevention plan that will identify programs and strategies needed to best prevent substance use in Washoe County. In your opinion, what sort of local measures, resources, programs and/or strategies should go into this plan?

Common Themes (provided by 3 or more respondents)	Count	%
Need standardized/centralized programs in schools/more programs in schools	11	61%
JTNN campaigns/need to saturate community with messages	5	28%
Mental health	4	22%
Public education campaigns on safe marijuana use and dangers of use in children	3	17%
Driving under the influence of marijuana as part of education campaign	3	17%
Include parents in education	3	17%
Other Responses (less frequent, provided by 1-2 interviewees)		
<ul style="list-style-type: none"> • Follow best practices taking place in S Nevada and Utah • After school programs • Peer involvement programs • Include all community partners • Engage law enforcement • Start educating kids when they are young • Teach positive coping skills • There is increased reliance on substances to cope as evidenced by record sales at dispensary right now • SAMHSA has prevention information • Prescription meds/pills • JTNN workshops with drugs and paraphernalia • Leadership groups in school district • Messaging that plays on relationships (e.g., would you want your sibling doing this?) • More outreach to high-risk neighborhoods • Need a place for anonymous tips • Representation from population using or at risk; more dialogue with community members who use • School district has capacity issues in prevention • School programs that include addicts (like Victim Impact Panel) • Screen addiction • Support legislation that mandates Lifeskills class • Unattended kids • Vaping • Youth sober support meetings 		

The final two questions (not included in table summary format) were:

- *Who would you recommend we reach out to for additional information about the substance abuse prevention needs in Washoe County? Are there community leaders/experts we should contact?*
- *Would you be willing to complete an online community member survey in the coming weeks?*

Ten unique names were provided for interviews during the first four weeks of interviews. An email invitation was sent to these individuals. During the last two weeks of interviews, names provided were not contacted as the interview schedule was nearly completed. All interviewees indicated they would be willing to complete an online community member survey.

Key Informant Priorities, Strengths, Barriers, and Solutions

All responses were analyzed in aggregate in order to identify *priorities, strengths, barriers, and solutions*. Table 7 below identifies the common themes identified. Items noted in **bold** were identified by the majority or all respondents at least once.

Table 7: Priorities, Strengths, Barriers and Solutions Identified by Key Informants	
Priorities	Strengths
<ol style="list-style-type: none"> 1. Youth access to alcohol and drugs 2. Marijuana: normalization, increased use, addiction, potency, impact on developing brain 3. TWO WAY TIE: <ol style="list-style-type: none"> a) Vaping: use starts with vaping (leads to marijuana/meth)/need messaging about dangers of vaping b) Increased overdoses in Washoe County 	<ol style="list-style-type: none"> 1. JTNN: campaigns, presence in the community 2. Existing youth education and engagement programs 3. Money put into opioids has changed social norms and created a stigma around them
Barriers	Solutions
<ol style="list-style-type: none"> 1. Social media/internet access to drugs (e.g., Snapchat) 2. TWO WAY TIE: a) Education in schools is inadequate/outdated/not standardized and b) Pills are easy to get/accessible in homes 3. Kids start using young 	<ol style="list-style-type: none"> 1. Standardized/formal initiatives in the schools 2. Include everyone in messaging/programming: community partners, parents, youth, former users 3. TWO WAY TIE: <ol style="list-style-type: none"> a) JTNN: campaigns, saturate with messages; provide programming in schools twice a year (fall and spring); offer workshops about drugs and paraphernalia b) Public education campaigns about marijuana: dangers of use by youth, safe use in adults, driving under influence of marijuana

APPENDIX A KEY INFORMANT INTERVIEW GUIDE - 2020

Introductory Script

Thank you for agreeing to participate in this key informant interview. My name is _____. The other person on the Zoom call is: _____. As noted in the email you received, we work for Public Health Consulting and have been hired by Join Together Northern Nevada to assist with their Comprehensive Community Prevention Plan. This assessment will identify important substance abuse prevention needs and priorities for Washoe County.

We respect your time and plan for this interview to last no more than 20 minutes. We are not audio recording your responses. They will be recorded by _____ in writing only, and the notes will be destroyed at the completion of the project. Your name will not be used in conjunction with your responses (unless you indicate you would like something conveyed on your behalf). The information you and others provide will be analyzed and summarized in aggregate. No comments will be identified or linked to individuals providing information through interviews.

Key Informant Interview Questions

Populate in Advance

Date:	Name of person being interviewed:
Job Title/Role:	Agency/Organization:
Interviewer:	Note-taker:

Background

Confirm: It is my understanding you are a [job title]. Is this correct?
How long have you been in this job position?

Substance Abuse Prevention Questions

1. Do you think (youth) substance use is a problem in Washoe County? Why or why not?
2. Do you think it is easy for youth under 18 to access legal substances in our community (e.g., alcohol, marijuana, vape pens, cigarettes)? Why or why not?
3. Do you think it is easy for youth under 18 to access illegal substances in our community (e.g., opiates, methamphetamine, heroin, pills)? Why or why not?
4. Identify at least two existing local measures or community resources that help prevent youth from accessing or using substances in Washoe County. Which do you believe to be most successful and why?
5. Identify at least two substance abuse issues or problems in Washoe County that deserve the community's prevention focus. Examples include access to drugs, substance use/abuse trends within specific populations, the recent legalization of marijuana.
6. We are in the process of developing a *community prevention plan* that will identify programs and strategies needed to best prevent substance use in Washoe County. In your opinion, what sort of local measures, resources, programs and/or strategies should go into this plan?
7. Who would you recommend we reach out to for additional information about the substance abuse prevention needs in Washoe county? Are there community leaders / experts we should contact?
8. Would you be willing to complete a brief survey we send via e-mail in the coming weeks?

Thank you for your time today. We appreciate your participation in this project. If you have any questions or additional information to share after this interview, please contact us via email or phone.