Who Wants to Know?
Everyone

Communications & Outreach
Breakout Session
Marijuana Management Symposium
Oct. 27, 2016
- Legalized marijuana is communications director’s dream.

- Or Nightmare.

- It depends 😊
To Whom Are We Accountable?

- **Internal**
  - Elected Officials
  - Department Heads
  - Trusted Advisors
  - Team Members

- **External**
  - Residents and Neighborhood Organizations
  - Consumers
  - Industry
  - Media
  - Governments
  - Working Groups
To Whom Are We Accountable?
Communications

- Know Your Audience
  (It’s large)

- Tell Your Story
  (It’s good)
Tell Your Own Story

- Stay above the fray
- Focus on how implementation is meeting the unique needs and desires of your community.
- Create baselines
- Document the changes
- Note the trends
- Fall back on this work
• Illustrate the problem you’re trying to solve
Industry Communication & Outreach

• Communication and education to industry regarding city processes and regulations:
  o Meet and communicate regularly with industry representatives
    o Semi-formal quarterly check-ins
  o Industry bulletins
  o Enhanced website: [Denver.gov/MarijuanaInfo](http://Denver.gov/MarijuanaInfo)
  o Educational documents/handouts (e.g., building and permitting information, inspection checklist)
  o Coordination with the state
Industry Bulletins

Denver Marijuana Industry

Email Campaign Archive

• 10/24/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 08/23/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 08/10/2016 - Tips for Protecting Your Business
• 08/01/2016 - Updated rules and regulations
• 07/11/2016 - Please Take Our Survey
• 06/23/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 06/14/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 06/06/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 06/01/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 05/31/2016 - Burglaries to Licensed Marijuana Businesses
• 05/13/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 05/05/2016 - Changes to Denver Marijuana Codes
• 04/27/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 04/19/2016 - Industry Bulletin: Updates from the Denver Fire
• 03/31/2016 - Cannabis Sustainability Newsletter
• 03/25/2016 - Enforcement Procedures for Contaminated Products
• 02/26/2016 - Changes to citywide odor ordinance proposed
• 02/18/2016 - New Marijuana Regulations Effective Immediately
• 02/11/2016 - Marijuana Products Recalled Due to Pesticide Residues
• 01/29/2016 - Marijuana Products Recalled Due to Pesticide Residues

Modifications of Premises and Operations

February 3, 2015

Dear Denver Marijuana Industry Members,

The City and County of Denver understands that the marijuana industry is developing rapidly and that businesses are often expanding or contracting in size, transferring locations, adding or removing operations, and making modifications to premises. This bulletin serves as a reminder of the city notifications and approvals required when making such changes.

- Adding extraction processes: A MPP business license is required to conduct extractions other than cold-water extractions. Additionally, valid fire permits are required for all extraction systems. If extractions are being added to an existing MPP license, you will also need to verify that you have the correct zone use permit and that you have obtained proper building permits. If you moved into a commercial space that was
Trust of the government doesn’t exactly come naturally to the cannabis industry.
Direct and frequent contact with each of the affected growers.

6 – meetings with industry groups, industry representative and lobbyists.

6 – Seminars on Worker Protection Standard

Meeting with Cannabis Consumers’ Coalition

Facilitated meeting with affected growers

200+ - Attendees at facilitated educational meeting.
“It would be foolish to look solely at the economic benefits generated from legally sold marijuana in Colorado and declare the entire undertaking an unqualified success.”

“Marijuana sales tax revenue huge boon for Colorado cities”

“The Failed Promise of Legal Pot: New laws on marijuana were supposed to boost tax revenues and free up cops to go after “real” criminals. But underground sales—and arrests—are still thriving.”

“Half a leaf: Pot tax revenue will not solve state’s budget problems”

“Colorado’s Marijuana Revenue Is So High, The State Has To Give Residents Money Back”
Oregon Recreational Marijuana Program

Denver Marijuana Management Symposium Communications and Outreach
Public Engagement

- [www.marijuana.oregon.gov](http://www.marijuana.oregon.gov) after Measure 91 passage (November 2014)
- Online survey: citizen, industry, local government input (December 2014)
- Community Listening sessions: 11 statewide town hall meetings (early 2015)
- Rule making: Rules Advisory Committee (RAC) & subcommittees (June 2015)
- What’s Legal Oregon? Campaign: [www.whatslegaloregon.com](http://www.whatslegaloregon.com) (Summer 2015)
Public Engagement

- Temporary Rules & Application Roadshow: 5 cities; 4,000 attendees (Dec. 2015)
- Cannabis Tracking System Workshops: 6 cities, 1,200 attendees (Feb. 2016)
- Packaging & Labeling Workshops: 4 cities, 7 sessions (July 2016)
- GovDelivery: ListServ expanded from 3,000 to 29,000
- Social media: YouTube account for roadshow/workshop videos
Stakeholder Management

- Interaction with legislators – formal and informal
- Industry engagement – Rules Advisory Committee (RAC)
- Interagency Cooperation
  - Interagency Agreements
  - Oregon Health Authority, Oregon Department of Agriculture, Department of Revenue
- Good communication between working groups
- Consistent engagement with news media
Resources

Business Readiness Guide
- Contains guidance on outside agencies, requirements
- Downloadable from OLCC website
  www.oregon.marijuana.gov

What’s Legal?
- Basic information on possession, limits, use
  www.whatslegaloregon.com
Resources

State Agencies Regulating Marijuana

- Infographic on “who does what” downloadable from OLCC website
  www.oregon.marijuana.gov

Coming soon: What’s Legal? 2.0

- Legal business practices, retail sales, update on consumer responsibilities
- Will be available on the OLCC website in late 2016
Commitment to Outreach & Education

- Website: 3 M visitors
- Business Readiness Guide: 30,000 downloads
- Rules: 97,000 downloads
- Applicant Workshop Video: 9,500 views
- FAQs: 1M views
- GovDelivery: 29,000 Subscribers
www.marijuana.oregon.gov
Drugged Driving Campaign

Colorado Department of Transportation
Office of Communications

Sam Cole
10.27.16

MARIJUANA MANAGEMENT SYMPOSIUM 2016
Drugged Driving – Initial Research

Initial Focus Group Results

1. Thought there were different penalties
2. Didn’t know you could get a DUI
3. Marijuana safer than alcohol when it came to driving
4. Didn’t want to feel criminalized
2014 Campaign Overview - $120,000 Budget

Tactic
• Broadcast media - 3 TV Spots:

Target
Males 21-34 years old

Message & Theme
• Awareness phase of the behavior change spectrum.
• Message 1: Driving high can result in a DUI.
• Message 2: You can do a lot of things while high, but driving isn’t one of them
• Surprise and engage our audience
• Neutral stance about use
2014 Campaign Overview

Campaign Achievements

• 46% message recall of “Drive High, Get a DUI” after only 3 weeks in market.
• 1.2 billion impressions - Earned media on a state, national and global level.
• POS – Direct engagement with Rx pads at dispensaries
Drugged Driving 2015 - $450,000 Budget

2015 Campaign Overview

Goal
• Continue awareness and education of the law – with humor

Results and Tactics
• Media buy - TV spots from 2014
• Introduced two ambient tactics to create engagement among our audience - Smoking Car and Arcade Game.
• In market: 4 weeks
• 200 million earned media impressions
• 47% recall of Drive High/ DUI tagline in post survey
Drugged Driving 2015

Media Mix

In Market: April - May 2015
- :30 Statewide TV (broadcast and cable)
- :30 and :15 Pre-roll Video
- Hispanic Radio
- Hispanic Focused Billboards

In Market: April 2015
- Point of Sale - Arcade Games (Permanent)
- Events - Smoking Car
Arcade Game

- Designed to look like a classic racing game.
- With a catch

Distributed to 10 dispensaries throughout Colorado:

- Doctors Orders
- Options Medical Center
- Denver Relief
- Tru Cannabis (2 locations)
- Medicine Man
- Sante Colorado
- Native Roots
- Cervantes
- Cannabis Cup booth
Drugged Driving 2015
Event/Stunt

- Smoking Car filled with vapor to look like hot-boxing
- Vapor cleared to reveal *Drive High. Get a DUI.*
- Displayed at various locations throughout Colorado in April and May.

- Rockies Opening Day
- Cannabis Cup
- Fort Collins Beer Festival
- Civic Center Eats
- CSU Campus
- CU Boulder Campus
- Larimer Square
- Boulder Creek Festival
Drugged Driving 2015
Case Study – The Smoking Car & End Game
Drugged Driving 2015
Cannabis Cup & Cannabis Quiz Cab
2016 Campaign - $450,000 Budget

- Good news: 91% of marijuana users know you can get a DUI for driving after using marijuana
- Bad news: 32% of marijuana users think they are safe to drive while high
- Bad news: 55% drove a motor vehicle within 2 hours after consuming marijuana in last 30 days
- Move from “awareness” toward “behavior change”
- Marijuana DUI’s continue to increase (Colorado State Patrol)
  2014 – 12% :: 2015 – 15% :: 2016 – 18%

Tactics:

- Encourage behavior change by taking a more educational tone
- Demonstrate the dangers of driving high.
- Name of campaign: “Dangerous Combinations”
Media Mix

In Market: May – June 2016

- **Statewide**: Online Banners Ads, Internet Pre-roll, Move Theater Ads
- Billboards geo-targeted near dispensaries, concert venues and other areas of audience interest
- Online Banner Ads and Internet Pre-roll geo-targeted to users who have been to a dispensary in the last 30 days
- **Hispanic**: Cinema Latino, Billboards, Radio
- **Focused Billboards**
- **PR Stunts**
- **Press Releases & Media Outreach**
Drugged Driving 2016

Billboards – 15 statewide

HITS LEAD TO HITS

DON'T DRIVE HIGH

GRINDING ONE CAN CRASH THE OTHER

DON'T DRIVE HIGH
Spectacular Billboard - 1 in Denver. August

Drugged Driving 2016 (NHTSA Funds)
CONSUMING CAN CAUSE CRASHING.

It takes up to two hours for an edible to affect you. Don’t be behind the wheel when your high kicks.

IF YOU’RE HIGH, DON’T DRIVE.

MARIJUANA AND DRIVING IN COLORADO
FOLLOW THE LAW, AVOID THE PENALTIES

THE BASICS
• Consuming any amount of marijuana before or during driving will put you at risk for DUI. A DUI can cost you more than $10,000, in addition to jail time.
• Wait until you’re home — it’s illegal to use marijuana anywhere in public, including your vehicle.
• Driving high is a prosecutable offense, and having a medical need for marijuana is not a defense.
• Marijuana can impair reaction time, judgment, motor skills, and perception of time and distance.

ENFORCEMENT
• Colorado law enforcement are trained to detect impairment from any kind of drug. From 2012 to 2014, there was a 68 percent increase in the number of Drug Recognition Experts trained in Colorado.
• If your ability to operate a vehicle is affected to the slightest degree by alcohol and/or drugs, you can be arrested.

FOR MORE INFORMATION, VISIT DRIVEHIGHDUI.COM.
Drugged Driving 2016
Internet Pre-roll; Movie Theaters
Drugged Driving 2016
Pre-roll

You can skip to video in 5
Drugged Driving 2016

Campaign Achievements & Budget

Total Impressions: **17,457,763**
- :15 “Rollover” video performed nearly double the other video in terms of “Click through Rate”
- :15 “Rollover” video had the highest completion rate at 77%
- 2,479,181 video completions
- CTR was very high with 0.33% compared to the average of 0.15% - 0.20%

Next:
- Results of driver behavior survey
- Results of campaign slogan recall
PR Stunts: Slow Speed Chase

Snoop Dog / 420 Events / Dispensaries / Downtown Denver

• 32 Internet Stories: Publicity value of $131,901
• 55 TV/Radio Stories: With a publicity value of $115,624

• “No Strain = Safe Driving”
• “Marijuana Impairs Perception of Time, Distance and Speed”
• “Your Car is Faster Than You Think”
Drugged Driving 2016
Slow Speed Chase
Drugged Driving 2016
Hispanic Outreach

SI PRENDES ESTE

NO PRENDAS ESTE

NO MANEJES DROGADO
Drugged Driving 2016
Hispanic Outreach – Radio

<table>
<thead>
<tr>
<th>Spanish</th>
<th>English back-translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy el patrullero Iván Alvarado de la Patrulla Estatal de Colorado. Se preguntará: ¿cómo puede un oficial saber si usted está afectado por marihuana para manejar?</td>
<td>This is Trooper Ivan Alvarado, of the Colorado State Patrol. Have you asked (yourself)… how can law enforcement know if I’m high on marijuana?</td>
</tr>
<tr>
<td>Quiero recordarle que los patrulleros y policías de Colorado estamos entrenados para detectar si las capacidades de una persona están afectadas por marihuana y otras drogas. Es por su seguridad y la de otros en las carreteras.</td>
<td>I want to tell you that all Colorado Law Enforcement Officers are trained to detect impairment caused by marijuana and other drugs. It’s for your safety and others on the road.</td>
</tr>
<tr>
<td>Recuerde, si prende una mota no prenda el carro.</td>
<td>If you light up a joint, don’t light up (start) your car.</td>
</tr>
<tr>
<td>No se arriesgue. Tome buenas decisiones.</td>
<td>So, be smart. Make good choices.</td>
</tr>
<tr>
<td>No maneje drogado.</td>
<td>Don’t drive drugged (high).</td>
</tr>
</tbody>
</table>

**ANNCR:**
Este mensaje es presentado por el Departamento de Transporte de Colorado.

**ANNCR:**
This message brought to you by the Colorado Department of Transportation.
Sam Cole
Colorado Department of Transportation
Sam.cole@state.co.us
Desk: 303-757-9484

Heatisoncolorado.com (Click on “Drugged Driving”)
Denver Marijuana Symposium
CDPHE and Marijuana: Roles

1. Data and Trends: Retail marijuana health effects, patterns of use, health impacts
2. Retail Marijuana Education Program
3. Medical Marijuana Registry
4. Laboratory testing and assurance
5. Food safety
6. Waste disposal
7. Medical & Retail Marijuana Research Grants Programs

Changes in Marijuana Use Patterns, Systematic Literature Review, and Possible Marijuana-Related Health Effects

Available CDPHE website

Google “Retail Marijuana Public Health Advisory Committee”
Retail Marijuana Prevention and Education Campaign (SB 14-215)

Educate Colorado residents and visitors about *safe, legal & responsible use of retail marijuana.*
Best Practices: Public Health Communication

1. Segment the audience
2. Listen to their perspectives
3. Test the message
4. Go to where the audience is
5. Keep listening and adapting
Marijuana Education Campaigns

1. Good to Know
   Audience: public, marijuana users, tourists, retailers

2. Good to Know - Pregnant and Breastfeeding
   Audience: pregnant and breastfeeding women

3. Good to Know - Trusted Adult
   Audience: parents, teachers, coaches, mentors

4. Protect What’s Next
   Audience: youth 12-20

5. Lo Que Debes Entender
   Audience: Spanish-speaking adults

+ Health Care Providers
Good to Know
Promote safe, legal and responsible use of marijuana through awareness and education of marijuana laws in Colorado.

Increase engagement around the Good to Know campaign and continue to increase public awareness of the laws and health effects.
Research Findings

• Driving Impaired
• Middle Ground
• Responsible Use
• Impact on Youth
• Edible Safety
CAMPAIN TACTICS

TV
SOCIAL
RADIO
MEDIA RELATIONS
PPC/ SEARCH
WEBSITE
ONLINE DISPLAY
OUTREACH
OUT OF HOME
POINT OF SALE
Be safe. Be educated. BE RESPONSIBLE.

Marijuana is legal in Colorado. But if you choose to use, there are a few things you need to know.

Tips for Tourists

Whether it's your first time to Colorado or you're a veteran visitor, we'll help you understand the basics of using retail marijuana.

Pack Some Knowledge

Pregnant & Breastfeeding Mothers

There is no known safe amount of marijuana use while pregnant or breastfeeding. Find out what else you need to know.

Learn More
**Good to Know**

**Marijuana in Colorado**

Be safe. Be legal. Be responsible.

**Marijuana can affect you.**
Marijuana affects everybody differently, and varying doses, strains and forms can cause different levels of impairment for different people. It is safer to start with a low dose, and avoid mixing alcohol with marijuana, as the effects of mixing can be dangerous and unpredictable.

Starting this fall, the Colorado Department of Revenue will require that all retail marijuana products use the symbol above or packaging and edible products. Avoid accidental ingestion by keeping your family and friends what this symbol means.

If you have a child that ingested marijuana, or adult that has used too much, call the poison control hotline: 1-800-222-1222. If the person you're consuming about is having trouble breathing, lose consciousness or is comatose, call 911 or go to an emergency room right away.

**What you get here can't go out there.**
It's illegal to leave Colorado with any marijuana products, and Denver International Airport has searched every marijuana container. Trash any leftover marijuana in a secure container and out of sight, like in a large dumpster.

**Secondhand smoke is no joke.**
Marijuana smoke has many of the same contaminants as tobacco smoke, so in consideration, don't smoke around children, pets or anyone who doesn't want to be exposed.

**Public space is not the place.**
It's illegal to use marijuana in public, including bars, parks, campgrounds, all ships, recording and music venues and airports. Music, recreational and handheld fans can also be used on private property, so always ask first. And because marijuana is illegal federally, it's illegal to possess or use it on federal land, such as national parks.

**Cover it up.**
Locked up, out of reach and out of sight.
Always keep marijuana safely out of reach of children. If a child uses or ingests marijuana, they may need immediate medical help. Signs of accidental ingestion include problems breathing or acting up, difficulty breathing and vomiting/diarrhea.

**Don't drive high.**
Just walk or catch a ride.
Driving high can result in a crash. So if you're smoking, wait at least 8 hours. If you're ingesting, wait at least 5 hours. It's also illegal to operate any marijuana packaging or use it (even passengers) while in a vehicle.

**With edibles, be smart.**
Go SL − − − W from the start.
Edibles can be potent and their effects can take up to 4 hours to peak. Start with a small dose (single serving of 15mg THC or less), and wait at least 4 hours before consuming more.
Campaign Reach

Jan. 1 - Sept. 30 2015

169,692,533 impressions

- Media views
- Paid television, radio ads
- Digital and print advertising
- Out of home impressions
- Social media
- Website hits

Once a week
Knowledge of Each Law

- Age 21: After 72.7, Before 78.7
- DUI: After 90.5, Before 93.7
- Out of State: After 91.2, Before 94.2
- Public Use: After 94.6, Before 97.8

*statistically significant
Campaign Recall and Improved Knowledge of Key Laws

2.5x more likely to correctly answer key law questions
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>After Campaign</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Youth Use</strong></td>
<td>teens using daily, weekly</td>
<td>69.8</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Use around Children</strong></td>
<td>marijuana smoke, storing in open containers around children</td>
<td>77.6</td>
<td>8.2</td>
</tr>
<tr>
<td><strong>High Risk Use</strong></td>
<td>hash oil extraction, overconsumption of edibles, waiting six hours to drive</td>
<td>35.2</td>
<td>8.6</td>
</tr>
<tr>
<td><strong>Use during Pregnancy</strong></td>
<td>risk of use during pregnancy, use leading to problems</td>
<td>59.8</td>
<td>7.5</td>
</tr>
</tbody>
</table>
Good to Know
Pregnant and Breastfeeding
Campaign Objectives

1. Provide educational information about the health effects and risks associated with using retail marijuana during pregnancy and breastfeeding to empower women to make informed decisions.

2. Help encourage conversations between women and their healthcare providers and provide resources to support a positive, open and honest conversation.
Spectrum of Risk

- Salty foods
- Going in a hot tub
- Caffeine
- Lifting heavy items
- Sugar
- Impact sports
- No sleep
- Stress
- Minimal prenatal care
- Poor diet
- Heat
- Domestic violence
- Tobacco
- Marijuana
- Hard drugs
- Alcohol

Low Risk

High Risk
Research Findings

- Educational
- Thought-provoking
- Believable
- Credible
- Deter Use
- Helpful
- Authoritative
- Commitment
CAMPAIGN TACTICS

SOCIAL

PPC/ SEARCH

ONLINE DISPLAY/ NATIVE/ BLOGGER

MEDIA RELATIONS

WEBSITE

OUTREACH
Be safe. Be educated. BE RESPONSIBLE.

Marijuana is legal in Colorado.
But if you choose to use, there are a few things you need to know.

Learn Before You Use

Tips for Tourists

Whether it's your first time to Colorado or you're a veteran visitor, we'll help you understand the basics of using retail marijuana.

Pack Some Knowledge

Pregnant & Breastfeeding Mothers

There is no known safe amount of marijuana use while pregnant or breastfeeding. Find out what else you need to know.

Learn More
How Marijuana Affects Pregnant & Breastfeeding Women

Here's what you need to know in order to make the healthiest choices for you and your baby.

Health Considerations

Medical Marijuana
Marijuana Myths
Secondhand Smoke
Legal Implications
Accidental Ingestion
Quitting

Health Considerations

Marijuana during pregnancy: There is no known safe amount of marijuana to use while pregnant. That's because no matter how it's used (smoked, eaten, etc.), THC gets passed to your baby and may have a long...
MARIJUANA USE WHILE BREASTFEEDING

Know how marijuana use can affect pregnant or breastfeeding women and their babies.

If THC gets into your breast milk, it can be passed to your baby, and may impact your baby’s ability to learn later in life.

Talk to your doctor if you’re breastfeeding or pregnant and need help to stop using marijuana. Your treatment will be confidential and nonjudgmental. Learn more at MันhicaConnections.org or call 1-800-CHILDREN for help.

Good to Know

To learn more, talk to your doctor and visit GoodToKnowColorado.com.

This gets into baby’s breast milk.

Baby gets breast milk in this

STAYS IN YOUR BREAST MILK FOR HOURS.

If you use marijuana at all while breastfeeding, it gets passed to your baby. THC is moved in the milk, which means it stays in your breast milk much longer than alcohol does, so “pumping and dumping” doesn’t work the same way with marijuana.

If you want to avoid passing THC to your baby, don’t use marijuana in any way (smoking, eating, vaping, etc.) while you’re pregnant or breastfeeding.

Good to Know

To learn more, talk to your doctor and visit GoodToKnowColorado.com.

MARIJUANA USE WHILE PREGNANT

Know how marijuana use can affect pregnant or breastfeeding women and their babies.

What you eat or smoke while pregnant can reach your baby. You’re probably aware that eating vegetables can help your baby’s development. And in the same way, using marijuana can hurt your baby. It may have a long-term impact on your child’s ability to learn.

If you are pregnant and have been using marijuana, talk to your doctor to get the support you need to make the healthiest choice. Your doctor can help connect you with treatments that are confidential and nonjudgmental.

Good to Know

To learn more, talk to your doctor and visit GoodToKnowColorado.com.

BRINGS YOU A BUNDLE OF JOY.

BRINGS ON A BUNDLE OF QUESTIONS.

There is no known safe amount of marijuana use while pregnant. That’s because, no matter how it’s used (smoked, eaten, etc.), THC gets passed to your baby.

Secondhand smoke from marijuana can also be harmful because it has many of the same cancer-causing chemicals as tobacco smoke.
THERE'S NO KNOWN SAFE AMOUNT OF MARIJUANA USE WHILE PREGNANT OR BREASTFEEDING

BREASTFEEDING?
THC GETS IN BREAST MILK AND MAY AFFECT YOUR BABY
Fact sheets for patients, clients

Fact sheets in multiple languages

Download at Colorado.gov/marijuana

- Spanish
- Korean
- Vietnamese
- Chinese
- Somali
- Arabic
Good to Know
Trusted Adults
Engage trusted adults (parents, teachers, coaches, mentors) with the information they need to **start a conversation** about underage retail marijuana use with youth.

Align with the Protect What’s Next campaign to support adults in having these conversations.
Healthy Kids Colorado Survey 2015

**YOUTH MARIJUANA USE REMAINS RELATIVELY UNCHANGED**

<table>
<thead>
<tr>
<th>Year</th>
<th>Have used marijuana at least once in their lifetime</th>
<th>Have used marijuana at least once in the last 30 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>43%</td>
<td>25%</td>
</tr>
<tr>
<td>2011</td>
<td>39%</td>
<td>22%</td>
</tr>
<tr>
<td>2013</td>
<td>37%</td>
<td>20%</td>
</tr>
<tr>
<td>2015</td>
<td>38%</td>
<td>21%</td>
</tr>
</tbody>
</table>

**ADULTS CAN HELP REDUCE YOUTH MARIJUANA USE**

- **Supportive Teachers:** Youth who agree that teachers care and encourage them are 1.7x LESS likely to use.
- **Talking with Parents:** Youth who can ask a parent/guardian for help are 1.6x LESS likely to use.
- **Family Rules:** Youth who have clear family rules are 1.7x LESS likely to use.
- **Parents' Opinion:** If a parent feels like it's wrong, their children are 4x LESS likely to use.

**IS MARIJUANA USE RISKY?**

Fewer students see regular marijuana use as risky behavior.

- 54% YES in 2013
- 48% YES in 2015
Research Findings

- Concerned about youth
- Want information
- Want resources
- Legalization = normalization
- Parents trust other adults
CAMPAIGN TACTICS

- TV
- RADIO
- PPC/ SEARCH
- ONLINE DISPLAY/ PREROLL
- SOCIAL/ BLOGGER
- MEDIA RELATIONS
- WEBSITE
- OUTREACH
FALL- Trusted Adult Campaign
Protect What’s Next
Encourage youth to think about their goals and how marijuana can get in the way of achieving them.

Connect with youth audiences:
• Primary: Colorado Youth age 12-16
• Secondary: Colorado Youth age 17-20
Research Findings

- Focus on negative life consequences (not health).
- Tell stories.
- Don’t let marijuana get in the way.
- Stress relief.
- Don’t be preachy. Don’t use scare tactics.
DISCOVER SOMETHING WORTH PROTECTING.

Use the Goal Getter to find, set and accomplish new goals that matter to you.

START WITH:

ADULTING  HEALTH  CREATIVITY
ADULTING
CLICK WHAT INTERESTS YOU.

NOW PICK THE ACTIVITIES YOU WANT TO EXPLORE.

Click the ✓ to choose it. Click the ✗ to lose it.

- SAVING MONEY
- MAKING MONEY
- GETTING A JOB
- SOCIAL MEDIA
- INTERVIEWING
OPEN A CHECKING ACCOUNT
START SAVING MONEY
OUTSMART YOUR WALLET
SELL YOUR OLD STUFF
FIND A BALLER SUMMER JOB
TURN YOUR HOBBY INTO HUNDOS
MAKE YOUR RESUME SHINE
• New Goal Getter website
• New prevention outreach led by youth
  Pilot with 4 youth groups
  Test activities
  Gathered marijuana questions
  Youth facilitator toolkit
  Adult mentor toolkit
  Launch Summer 2016
Lo Que Debes Entender
Campaign Objectives

Increase awareness and understanding of the laws and marijuana’s health effects.

Communicate with Spanish-speaking audiences in a relevant and appropriate way.
Research Findings

- Culturally Relevant
- Educational
- Appropriate/Serious
- Disagree with normalization
CAMPAIGN TACTICS

- TV
- SOCIAL
- RADIO
- MEDIA RELATIONS + PAID PRINT
- PPC/ SEARCH
- WEBSITE
- PREROLL/ MOBILE
- OUTREACH + EVENTS
Información sobre la ley de la marihuana no medicinal y sus efectos en la salud
HABLA CON TUS HIJOS Y PROTÉGELOS.

La marihuana no beneficiará a tus hijos. No hay evidencia científica de que la marihuana mejore el rendimiento académico de tus hijos. Algunas investigaciones sugieren que la marihuana puede interferir con el aprendizaje, el rendimiento motor y los estudios.

- Problematiza el rendimiento académico.
- Daña el cerebro del adolescente.
- Puede tener efectos adversos a largo plazo en la salud mental y física.
- Puede ser fácilmente abusado.

Habla con tu médico si tienes preguntas.

Conoce más sobre los efectos de la marihuana en la salud de los jóvenes.

La marihuana y tu bebé: Conoce los hechos.

No se ha demostrado que una regular consumo de marihuana durante el embarazo sea perjudicial para el feto. Sin embargo, es recomendable evitar el consumo de marihuana durante el embarazo, ya que puede afectar el desarrollo del feto y comprometer su salud a largo plazo. Algunos estudios han demostrado que el consumo de marihuana durante el embarazo puede aumentar el riesgo de problemas de aprendizaje y salud mental en el futuro.

Habla con tu médico si tienes preguntas.
Thank you.

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