OVERVIEW

Through the use of facts and statistics, we will connect the risks of underage marijuana use with youth motivators, such as sports and driving privileges, and build positive behaviors.

This campaign will spark conversation between peers, where youth will learn that “not everyone is doing it” and can use these statistics to communicate why they choose not to use marijuana to their friends.
AGENDA

• Mass Media Campaigns
• Campaign Development
• Campaign Overview
• Campaign Evaluation
MASS MEDIA CAMPAIGNS
MASS MEDIA CAMPAIGNS

Behavior Change

- An interactive process of any intervention with individuals, communities and/or societies (as integrated with an overall program) to develop communication strategies to promote positive behaviors.
- Aim to prompt “ordinary people,” as well as those in positions of authority, to change their knowledge, attitudes and practices related to a certain topic.
MASS MEDIA CAMPAIGNS
Noteworthy Examples

- CDOT: “Drive High, Get a DUI”
- Above the Influence
- Truth
- Frank
CAMPAIGN DEVELOPMENT
CAMPAIGN DEVELOPMENT

Overview

Target Audience:
- Primary: 12 - 17 year olds in Denver, skews male.
- Secondary: Hispanic and African American.

Problem:
Youth in Denver feel as though using marijuana is the social norm, when in fact it is not.

What are we selling?:
Positive Peer Influence.

Campaign Goal:
Prevent and educate youth surrounding underage marijuana use and its effects.
CAMPAIGN DEVELOPMENT

Research

Surveys and Desktop Research
• 2015 Healthy Kids Colorado Survey (HKCS).
• Amélie Online Survey.
• Colorado Department of Public Health and Environment (CDPHE).

Review of Past Campaigns
• Protect What’s Next, Stoner Sloth (Australia), Don’t Be A Lab Rat, Stay True to You (Oregon), Listen2YourSelfie (Washington).

Focus Groups
• Youth Commission.
• Community Concept Testing.
  • Generation Teach.
  • Heart and Hand.
  • Vickers Boys and Girls Club.
CAMPAIGN DEVELOPMENT

Key Findings

• In the past 30 days, 26% of Denver youth reported using marijuana
  • However, youth reported that 44% of other students at their school had used marijuana in the past 30 days.

• 88% of youth know it’s illegal to use recreational marijuana under 21
  • However, 28% are unaware of, or are miseducated about other laws surrounding marijuana use.

• 90% of youth know marijuana affects the brain, since it’s developing until age 25.
  • However, 47% do not know what the actual health effects are.
YOUTH MESSAGING – BEST PRACTICES

- Facts and authenticity resonate well with this age group.
- Effective messaging and communication requires tension.
  - Campaign approach is intended to create conversation.
- Youth want to be spoken to as adults.
- Peers have a significant amount of power in young people’s lives.
- Youth need to learn to process risk vs. benefit on their own.
DENVER YOUTH DISCUSS HIGH COSTS

• Help youth understand the legal, educational, health and social risks that can come from smoking marijuana.

• Use creative and relatable messaging that gives youth the facts they need to reach their own conclusions.

• Provide perspective that sparks discussion with their peers and proves being stoned is not the social norm.

• Create buzz and ask Denver youth to consider whether marijuana is worth the long-term risks.
FENCE ART

The city will use fence art around schools and playing fields to communicate the consequences of using marijuana, while also reinforcing positive peer influence using messages based in facts and statistics.

- Chain-link fences will showcase messaging on the “high costs” underage marijuana use can have.
- Youth will learn about the social, legal, educational, and health risks associated with marijuana, while starting the conversation with peers.
The City is creating a game show called “Weeded Out!” to teach youth the true cost of using marijuana underage.

- Think “Remote Control” or “Jeopardy.”
- The categories for the game include health, legal, educational, and social consequences.
- The questions focus on statistics and facts related to marijuana.
The City is creating a classroom-in-a-box trivia game so youth can test each other on their marijuana knowledge.

- Based on full-form game show.
- Categorical questions written in teen voice.
- One student plays host, teacher moderates.
- Students reach their own conclusions about marijuana use.
CAMPAIGN EVALUATION

Overview

• Survey Data.
• Healthy Kids Colorado Survey (HKCS).
• Youth Commission.
• Media Metrics.
CAMPAIGN EVALUATION

Survey Data

- Pre- and Post-Campaign Surveys.
- Baseline metrics.
- Test campaign recall.
- Test attitudes, awareness and usage (AAU).
CAMPAIGN EVALUATION
Healthy Kids Colorado Survey

- 2015 survey demonstrates a baseline.
- Look to the 2017 and 2019 HKCS survey results to assess work.
CAMPAIGN EVALUATION
Youth Commission

- 14 Denver youth, ages 12-17.
- Diversity
  - Caucasian, Hispanic, African American.
  - Household income ranging from less than $35,000 to over $100,000.
- Immersion #1: Provided baseline attitudes and perceptions.
- Immersion #2: Provided insights on campaign concepts.
- Immersion #3: Will serve as another form of campaign activation.
CAMPAIGN EVALUATION

Media Metrics

- Paid, owned and earned media.
- Analyze the number of impressions garnered:
  - Conversions, frequency, impressions (quality vs. quantity), etc.
Protect What’s Next: Youth Marijuana Use Prevention In Colorado

Ali Maffey
Retail Marijuana Education Program, Prevention Services Division
CDPHE & Marijuana

- Data and Trends
- Retail Marijuana Education
- Medical Marijuana Registry
- Laboratory testing
- Food safety
- Waste disposal
- Medical Marijuana Research

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

- Health Effects
- Use & Trend Data
- Health Statements
YOUTH USE IN COLORADO

YOUTH MARIJUANA USE REMAINS RELATIVELY UNCHANGED

Healthy Kids Colorado Survey, 2015
YOUTH USE IN COLORADO

CO YOUTH CURRENT MARIJUANA USE COMPARED TO THE NATIONAL AVERAGE

21.2% COLORADO AVERAGE

21.7% NATIONAL AVERAGE

MARIJUANA USE

4 out of 5 (78%) Colorado high schoolers, have **NOT** used marijuana in the last 30 days.

Healthy Kids Colorado Survey, 2015
PROTECTIVE FACTORS

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.

Healthy Kids Colorado Survey, 2015
RETAIL MARIJUANA EDUCATION PROGRAM

- Social Marketing Campaigns
- Education and Prevention
- Colorado.gov/Marijuana
- Statewide Integration
- Evaluation
EFFECTIVE MARIJUANA PREVENTION
## Effective Policies & Programs to Restrict Youth Access & Exposure to Drugs/Alcohol Applications for Marijuana

The recommendations and best practices listed below are based on research to effectively restrict access and prevent use by youth to substances such as alcohol and tobacco.

### Policies to Limit the Availability or Accessibility of the Substance for Youth

<table>
<thead>
<tr>
<th>Recommendations and Best Practices from Other Substances</th>
<th>State-level Policies to Prevent Youth Access to Retail Marijuana:</th>
<th>Local Level Policy Considerations to Prevent Youth Access:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 Price</strong> Increase the Unit Price (Tobacco: Community Guide) (Alcohol: Community Guide)</td>
<td>Proposition A5 passed in 2013 permitting a 15% excise and 10% sales tax on all retail marijuana.</td>
<td>If local communities need additional funding to support efforts to restrict youth access and prevent use among youth, communities have the ability to increase local taxes (excise and/or sales) on marijuana to fund local prevention work. Where possible, earmark the taxes for prevention efforts dedicated to a specific agency. Local tax measures have to be put to the voters of that jurisdiction.</td>
</tr>
<tr>
<td><strong>2 Place</strong> Smoke-Free Policies (Tobacco: Community Guide)</td>
<td>Senate Bill 13-203 added marijuana to the Colorado Clean Indoor Air Act, banning smoking of marijuana in all public indoor areas. The state could consider strengthening the definition of smoking in the CCIA to include vaporizers/e-cigarettes.</td>
<td>Local governments may consider strengthening the definition of smoking to include vaporizers/e-cigarettes. Several municipalities in Colorado have updated their smoke-free code (Durango, Edgewater, Fort Collins, Lakewood). Additionally, local governments can define “public” use in a manner that allows private clubs for marijuana consumption. It is important that public health advocate for definitions that protect health.</td>
</tr>
<tr>
<td><strong>3 Smoke-Free parks/amusement parks/other public spaces</strong> (Tobacco: TobaccoFreeParks.org)</td>
<td>Senate Bill 13-203 made it illegal to use [smoke or consume] all marijuana and related products in any indoor or outdoor public space, including sidewalks, parks, amusement parks, playgrounds, and outdoor patios.</td>
<td>Local prevention programs and governments may work to increase enforcement of the ban on public use, including broad education about requirements.</td>
</tr>
</tbody>
</table>
COMMUNITIES THAT CARE

Photo credit: The University of Washington, Center for CTC
HEALTH CURRICULA
SOCIAL MARKETING CAMPAIGNS
- Segment the audience
- Listen to their perspectives
- Test the message
- Go to the audience
- Keep listening and adapting
CAMPAIGN TIMELINE

JAN 2015
Good To Know launch

JULY 2015
Trusted Adult Messaging launch

AUG 2015
Protect What’s Next Youth Campaign launch

HOLIDAY 2015-16
Trusted Adult sponsored and social content continues to encourage conversation

JUNE 2016
Goal Getter, goal discovery portal launch

OCT 2016
Universal Symbol messaging launch

FEB 2015
Good To Know TV Spot airs

AUG 2015
Lo Que Debes Entender launch

HOLIDAY 2015-16
Lo Que Debes Entender New TV Spots air

JUNE 2016
Updated and expanded Good To Know site launch with content for tourists

JUNE 2016
Pregnant and Breastfeeding Women messaging launch
A TWO SIDED APPROACH

- Authentic
- Relatable
- Positive
- Youth ownership
- Peer-to-peer

- Engage adults
- Support
- Marijuana effects
Objective:
Leverage trusted adults to reinforce the reasons not to engage in underage marijuana use.
Objective:
Deter retail marijuana use by youth 12-20.
Encourage youth to think about their goals and how marijuana can get in the way.
CAMPAIGN REACH

Go on the adventure of a lifetime with Protect What's Next Adventures! Ramp up your rock climbing skills or become an Insta pro by learning how to turn your hobby into more than just a hobby. Sign up today and check back for new Adventures at protectwhatsnext.com/adventures

Focus on Your Future

Underage retail marijuana use comes with consequences that can negatively impact your goals and plans. Learn what these do to understand how they affect your life now, and the future.

Let’s start with adulting!
Click what interests you.

- Money
- Academics
- Job and Career
- Social Life
- Living Life to the Fullest
REACHING YOUTH: CHALLENGES

62 middle schools
15,000+ Challenges
Four $10,000 grand prizes
ENGAGING YOUTH

Real time updates
Incorporate youth feedback
Varied strategies for engagement
Youth exposed to the campaign were significantly more likely to agree that marijuana...

- made it harder to think and do things: 8%
- affects one’s body and causes cravings: 10%

Source: TGYS Marijuana Use and Attitudes Survey
Adults who live with children had a significant increase in...

- plans to talk to children about risks of marijuana: 12%
- perceptions of risk for a teen using regularly: 11%
- perceptions of risk of unsafe storage in home: 4%

Source: CDPHE Campaign Evaluation
THANKS!

More questions?

Ali Maffey
Ali.Maffey@state.co.us
Campaign Overview

Weed to Know is a campaign to help provide you with the who, what and where of responsible use in Spokane County.

Retail marijuana use is legal for those ages 21 and over in Washington state and therefore Spokane County. If you choose to use marijuana, it's important to know the laws, potential risks and how you can help prevent underage marijuana use.
• Timeline
• Budget & funding
• Focus audience
• Dissemination strategies
WEED TO KNOW
Help Prevent Underage Marijuana Use

Marijuana is tops for
TEEN ADDICTION
For one in six
THIS IS NO FICTION

Those struggling with marijuana addiction
Call the help line: 866.789.1311

WEED TO KNOW
Help Prevent Underage Marijuana Use

There’s nothing safe
ABOUT DRIVING HIGH
You could hurt someone
OR GET A DUI

If you’re high today
Don’t drive today

WEED TO KNOW
Help Prevent Underage Marijuana Use

For those underage,
IT’S JUST NOT OKAY,
Their brains are still growing
SO KEEP IT AWAY

Recreational marijuana use is
Unsafe, and illegal, for
Anyone under 21.
WEEED TO KNOW
Help Prevent Underage Marijuana Use

Store it safe.
LOCKED OUT OF SIGHT
Keep kids’ brains GROWING RIGHT

Those struggling with marijuana addiction CALL THE HELP LINE: 866.789.1311

When it comes to MARIJUANA it matters what you say TELL YOUTH YOU CARE show them the way.

Talk early and often about the RISKS OF YOUTH MARIJUANA USE.

ADULTS ARE ROLE MODELS for what kids do THEY’RE WATCHING YOU everywhere, it’s true.

IT’S ILLEGAL TO USE MARIJUANA IN VIEW OF THE GENERAL PUBLIC

THANK YOU TO OUR SPONSORS

Accela MAXIMUS BIOTRACKTHC
IT'S ILLEGAL TO USE MARIJUANA IN VIEW OF THE GENERAL PUBLIC.

RECREATIONAL MARIJUANA USE IS UNSAFE, AND ILLEGAL, FOR ANYONE UNDER 21.

IF YOU'RE HIGH TODAY DON'T DRIVE TODAY.

TALK EARLY AND OFTEN ABOUT THE RISKS OF YOUTH MARIJUANA USE.

PUT MARIJUANA SECURELY AWAY FROM THOSE UNDERAGE.

STRUGGLING WITH MARIJUANA ADDICTION? CALL THE HELP LINE: 866.789.1311.

IT IS LEGAL TO USE MARIJUANA IN VIEW OF THE GENERAL PUBLIC.

WEED TO KNOW
Help Prevent Underage Marijuana Use
• Outcomes
• Evaluation
• Next steps
WEED to KNOW
For Baby and You

Marijuana is old, but the
SCIENCE IS NEW.
Using pot while pregnant,
CAN HURT BABY
It’s true.

IT’S NEVER TOO LATE IN YOUR
PREGNANCY TO QUIT USING
MARIJUANA.

WEED to KNOW
For Baby and You

Children are busy &
LOVE TO PLAY.
If you are in charge,
SAVE MARIJUANA
For another day.

MARIJUANA IMPAIRS JUDGEMENT
AND SLOWS RESPONSE TIME.

WEED to KNOW
For Baby and You

BREAST MILK
Provides all babies need.
DON’T SPOIL IT
By using weed.

THC STAYS IN YOUR BODY FAT, BLOOD,
AND BREAST MILK FOR UP TO 30 DAYS.
THIS MEANS IT CAN BE TRANSFERRED TO BABY.
Weed to Know
https://srhd.org/weed-to-know

Baby & You
https://srhd.org/weed-to-know-baby-you

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