

MARIJUANA PREVENTION

Colorado's Education and Prevention Campaigns Overview



ADULT EDUCATION

Ensure that all Colorado residents and visitors understand the parameters of safe, legal and responsible use.

GOOD TO KNOW CAMPAIGN

Strategy: With a tone that's friendly and neighborly, we'll empower Coloradans to learn the laws that govern safe, legal and responsible use.

Prevention Goals: Increase knowledge of retail marijuana laws and health effects. Increasing knowledge is an important component to reducing youth access. Increase perceptions of risk for certain behaviors such as youth use, overconsumption of edibles, secondhand smoke, unsafe storage, dangerous hash oil extractions.

Target Audience: Colorado adults and visitors 21+



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GOOD TO KNOW CAMPAIGN

25x50 Wallscape



UNDERAGE USE IS NOT OKAY.

*Their brains are still growing,
so keep it away.*



 **GOOD *to* KNOW**

GoodToKnowColorado.com

 **COLORADO**
Department of Public Health & Environment

GOOD TO KNOW METRICS

80,000,000+

**TOTAL PAID
IMPRESSIONS**

250+

**MEDIA
MENTIONS**

200,000+

**WEBSITE
VISITS**



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RETAILER POINT-OF-SALE CAMPAIGN

Strategy: Encourage retailers to educate their customers about health effects and laws that govern safe, legal and responsible use. Retailers can request free kits at: GoodToKnowColorado.com/retailers/html

Prevention Goals: Increase knowledge of retail marijuana laws and health effects. Increasing knowledge is an important component to reducing youth access. Increase perceptions of risk for certain behaviors such as youth use, overconsumption of edibles, secondhand smoke, unsafe storage, dangerous hash oil extractions.

Target Audience: Retail marijuana users and retailers.

RETAILER CAMPAIGN



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YOUTH PREVENTION CAMPAIGN

Strategy and Prevention Goal: Reinforce the reasons to not engage in underage marijuana use and deter youth from trying it.

Tactics: Campaign will focus on short videos, digital and social media to best reach youth. Campaign will also include an outreach component to arm adults who are influential in the lives of youth with prevention messaging and resources.

Target Audience: Colorado youth ages 12-20; Authoritative Influencers (Parents, Teachers, Youth-Serving Professionals)

Launch: late Summer 2015



LATINO ADULT EDUCATION

CAMPAIGN

Strategy and Prevention Goal: Though BRFSS data does not demonstrate higher levels of use, CDPHE will deliver culturally relevant information to Latinos in CO on the laws, health effects and how to talk to the youth in their lives to prevent underage use.

Tactics: Campaign will include paid media, digital and community outreach through Latino community partners and a well-known spokesperson representing the Latino community.

Target Audience: Colorado Latinos 21+, 1st and 2nd generation

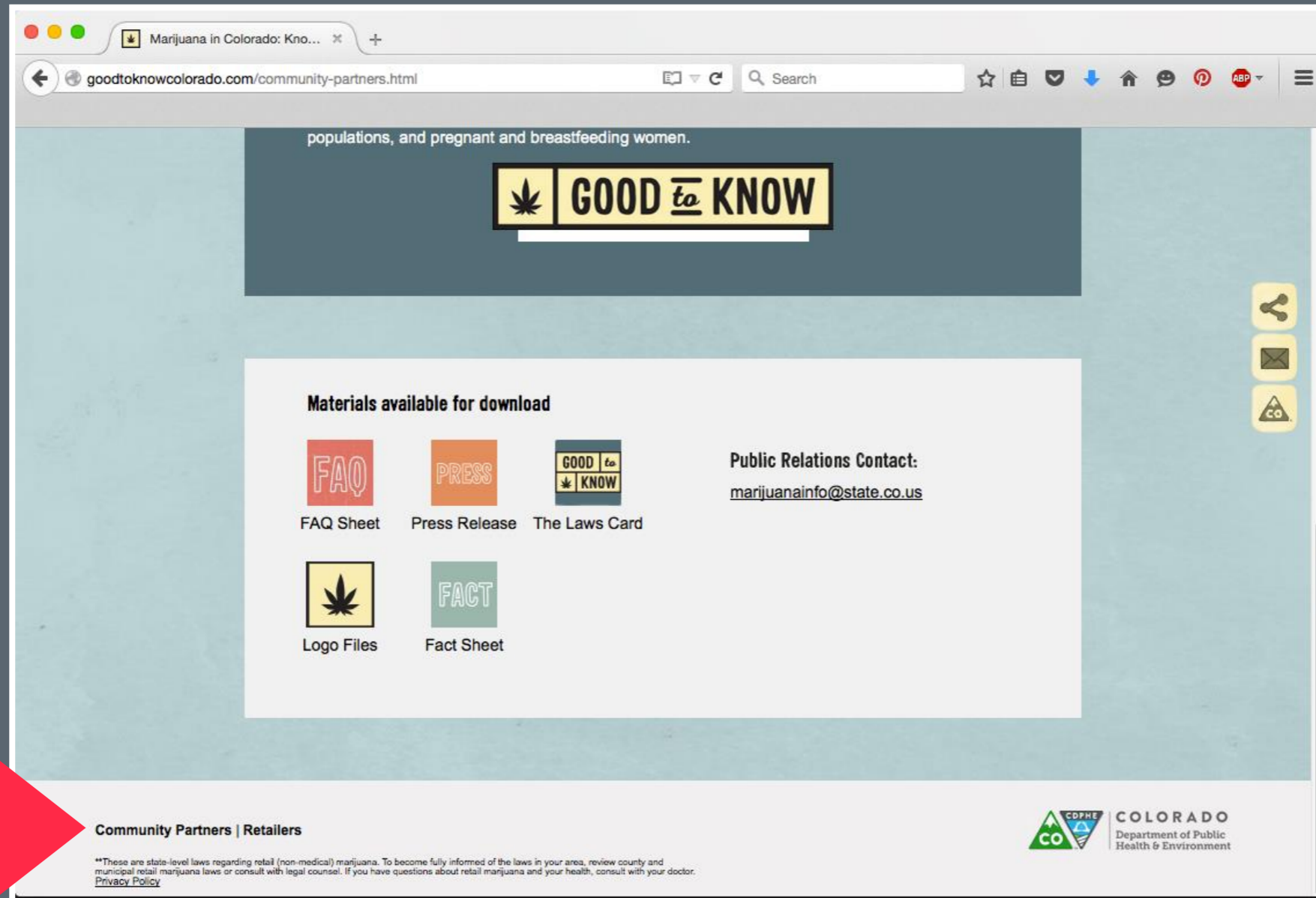
Launch: Summer 2015



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COMMUNITY PARTNER RESOURCES

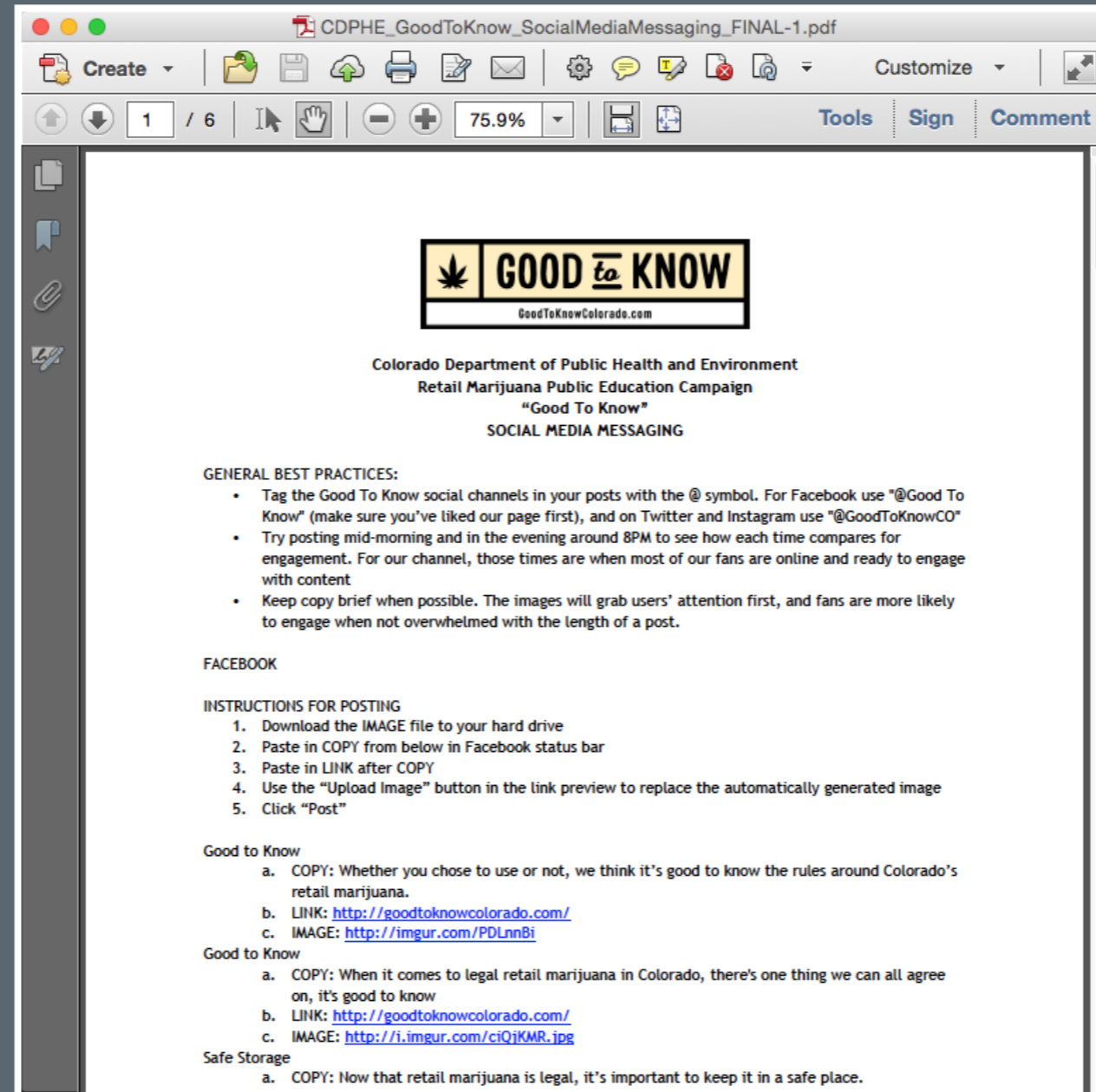
GoodToKnowColorado.com/community-partners.html



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COMMUNITY PARTNER RESOURCES

Social Media Content: <http://tinyurl.com/nly56t9>



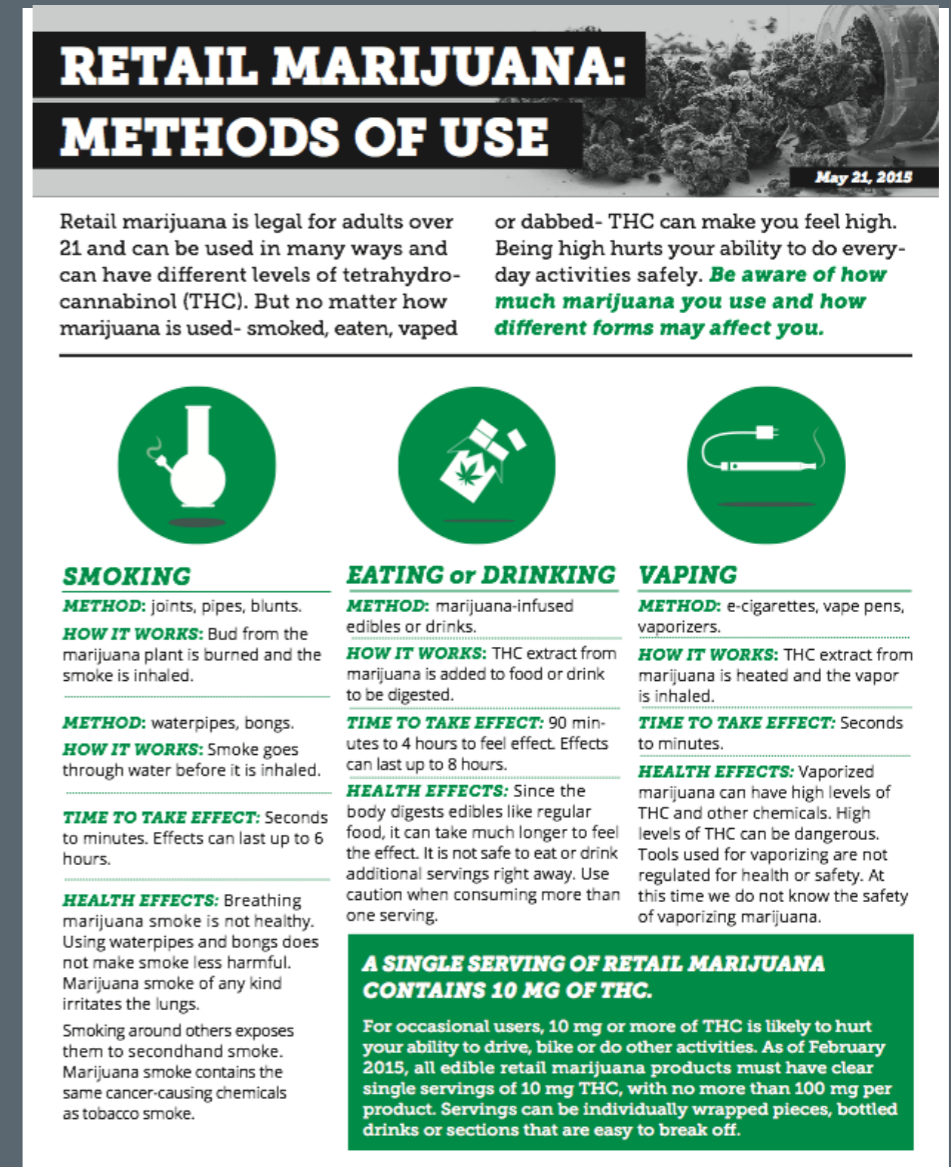
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COMMUNITY PARTNER RESOURCES

Factsheets: Colorado.gov/CDPHE/RetailMarijuanaTA

- Youth and Marijuana
- Tips for Parents
- Marijuana and Your Baby
- Tips for Youth Serving Professionals
- Methods of Use
- Health Effects
- Laws and Responsible Use
- Information for Tourists
- Answers to Common Questions

Available in English, Spanish, Somali, Arabic, Chinese, Korean and Vietnamese.



RETAIL MARIJUANA: METHODS OF USE

May 21, 2015

Retail marijuana is legal for adults over 21 and can be used in many ways and can have different levels of tetrahydrocannabinol (THC). But no matter how marijuana is used- smoked, eaten, vaped or dabbed- THC can make you feel high. Being high hurts your ability to do everyday activities safely. **Be aware of how much marijuana you use and how different forms may affect you.**

SMOKING	EATING or DRINKING	VAPING
METHOD: joints, pipes, blunts. HOW IT WORKS: Bud from the marijuana plant is burned and the smoke is inhaled. METHOD: waterpipes, bongs. HOW IT WORKS: Smoke goes through water before it is inhaled. TIME TO TAKE EFFECT: Seconds to minutes. Effects can last up to 6 hours. HEALTH EFFECTS: Breathing marijuana smoke is not healthy. Using waterpipes and bongs does not make smoke less harmful. Marijuana smoke of any kind irritates the lungs. Smoking around others exposes them to secondhand smoke. Marijuana smoke contains the same cancer-causing chemicals as tobacco smoke.	METHOD: marijuana-infused edibles or drinks. HOW IT WORKS: THC extract from marijuana is added to food or drink to be digested. TIME TO TAKE EFFECT: 90 minutes to 4 hours to feel effect. Effects can last up to 8 hours. HEALTH EFFECTS: Since the body digests edibles like regular food, it can take much longer to feel the effect. It is not safe to eat or drink additional servings right away. Use caution when consuming more than one serving.	METHOD: e-cigarettes, vape pens, vaporizers. HOW IT WORKS: THC extract from marijuana is heated and the vapor is inhaled. TIME TO TAKE EFFECT: Seconds to minutes. HEALTH EFFECTS: Vaporized marijuana can have high levels of THC and other chemicals. High levels of THC can be dangerous. Tools used for vaporizing are not regulated for health or safety. At this time we do not know the safety of vaporizing marijuana.

A SINGLE SERVING OF RETAIL MARIJUANA CONTAINS 10 MG OF THC.

For occasional users, 10 mg or more of THC is likely to hurt your ability to drive, bike or do other activities. As of February 2015, all edible retail marijuana products must have clear single servings of 10 mg THC, with no more than 100 mg per product. Servings can be individually wrapped pieces, bottled drinks or sections that are easy to break off.



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QUESTIONS?

Campaign Questions:

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