# Youth Prevention in Colorado: Policy, Practice, & Social Marketing

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# CDPHE & RETAIL MARIJUANA

Enact the will of the people while preserving public health

Educate for safe, legal and responsible use



## ROLES OF CDPHE

- 1. Medical Marijuana Registry
- 2. Marijuana Health Monitoring and Research
- 3. Retail Marijuana Education and Youth Prevention
- 4. Laboratory: MJ Lab Inspections, MJ Ref Lab
- 5. Consultation: Edible Safety, Proper disposal of waste







Smoke-Free Policies

Restrict advertising

Limit Hours of Sale

Retail Density & Buffers

Minimum Age for Purchase





## Injury prevention Consumer knowledge Informed medical treatment

Child-proof containers & "Exit bags"

Warning labels & Universal symbol

Does not appeal to children





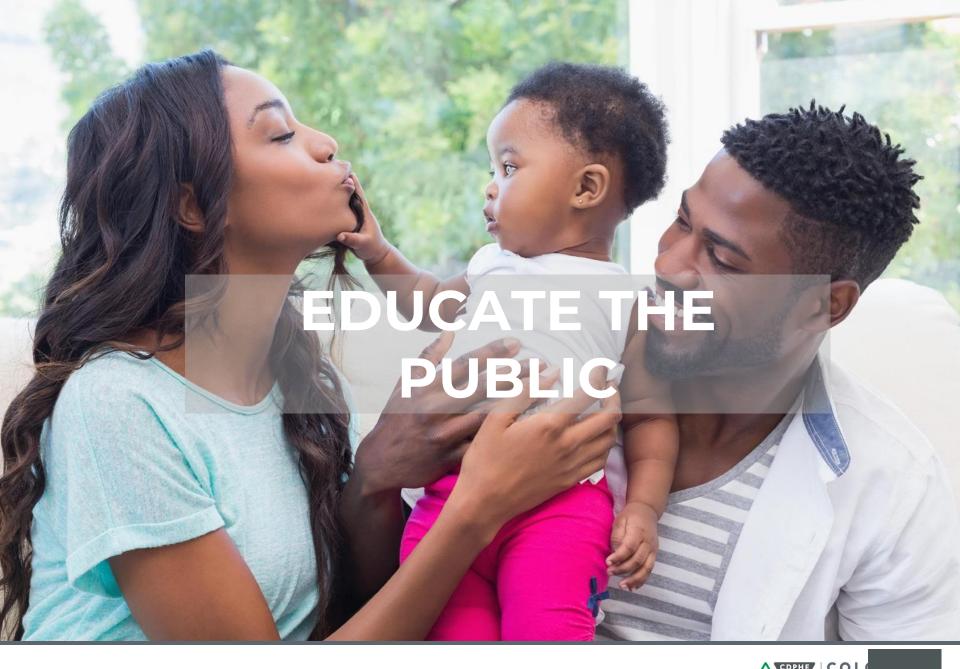
### **Price Recommendations:**

- Earmark Excise or Sales Tax for Prevention Efforts Dedicated to a Specific Agency
- 2. Balance taxes with black market concerns



# Make sure there's teeth to your policy by building support for enforcement







## Early Campaign Launch 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 contiues to encourage conversation



#### **JUNE 2016**

Goal Getter, goal discovery portal, launch



#### **AUG 2016**

New Trusted Adult Campaign 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



#### OCT 2016

Universal Symbol messaging launch



#### Protect What's Next/Trusted Adult

- Plans to Talk: Significant increase (12%) in plans to talk to their children about the risks of using marijuana
- Perceptions of risk for a teenager using marijuana once a week increased significantly among adults (11%)
- Agree with Health Risks- Youth who saw the campaign were significantly more likely to agree that marijuana makes it harder to think and do things (34% vs. 26%).











### New, Comprehensive Campaign





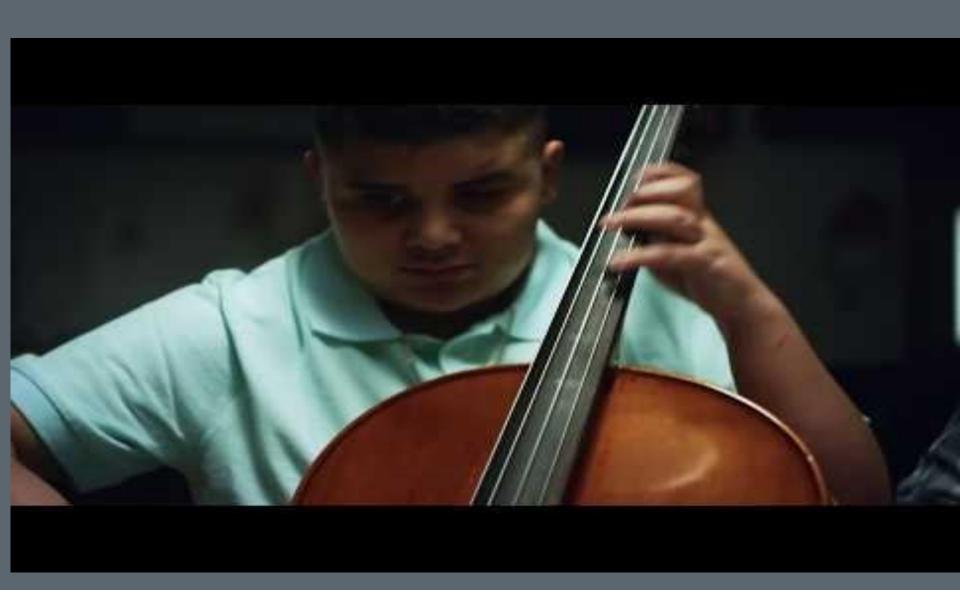


#### **FIND YOUR MOMENT**

There are many important moments in life that can shape your future. Moments where you find out what you're passionate about, make new friends and earn the trust and freedom that come along with growing up.

It's important to understand how using marijuana before you are 21 can get in the way of these moments.









## YOUR WORDS HAVE POWER

Adults can forget about the power that their words can have on youth.

This campaign will remind parents, coaches and other influential role models just how important their words can be and encourage them to speak with youth about underage marijuana use.





#### SUGGESTED ACTIVITIES - SPREAD THE WORD

Add a link to ResponsibilityGrowsHere.com/talking-with-youth on your website. As an authority in your community, you have built relationships with members who frequent your website and use it as a source of reliable information.

By posting ResponsibilityGrowsHere.com/talking-with-youth on your site, you can help distribute our messages to other critical influencers in your community. A direct link to our website will guide them to additional information about retail marijuana youth prevention and help equip them with the tools needed to navigate through conversations about marijuana with the youth in their lives.

#### Include a Post in an Upcoming Newsletter Issue or on Your Blog

Your readers and subscribers view you as a credible and trustworthy source of information about topics of which interest them. Your organization may use a blog or newsletter to inform others in your community about current initiatives, events, research and other relevant information related to your mission. By including a post on one (or more) of these channels, you will not only inform your readers but also help reach and engage trusted adults who may not be familiar with the educational tools and resources available from the Responsibility Grows Here youth prevention campagin.

A template has been included in your digital asset kit to get you started on your first post.

#### Blog Post Best Practices:

- Blog posts are typically between 350 and 500 words and have at least one image.
- Include a direct link to ResponsibilityGrowsHere. com/talking-with-youth within your post or as a call to action at the end, to guide readers to additional information about retail marijuana youth prevention.
- All posts should refrain from using explicit language, making political statements or statements that would likely offend someone.



#### Submit a Letter to the Editor

Letters to the Editor are a useful tactic to align with important local issues. They allow you to reach a large audience and bring awareness to a particular issue or generate community discussion.

By submitting a letter to the editor of your local paper highlighting the importance of marijuana youth prevention, you can instigate a call-to-action among readers to get involved in your efforts and you position your organization as a thought leader in retail marijuana youth prevention.

#### Letter to the Editor (LTE) Best Practices:

- Follow trends and be timely: The best letters are those that are in response to a recent article in the paper or an overarching local trend. Many papers will even request that you reference the specific article in your letter.
- Follow the submissions guidelines: Each paper has its own specifications for accepting letters to the editor. Be sure to follow these guidelines, or your



## Colorado Retail Marijuana Education & Prevention Resource Guide



#### COMMUNITY EDUCATION

Programs to engage the community - individuals, businesses, and public/ private agencies - to promote learning and social development



#### **EDUCATION AND PREVENTION CAMPAIGNS**

Integrated communication and media campaigns aimed at increasing public awareness and/or influencing behavior change to benefit individuals and communities



#### POLICY & ENVIRONMENTAL CHANGE

Changes to the laws, rules and physical environments that impact a community's ability to make healthy choices and live healthy lives

https://www.colorado.gov/pacific/cdphe/RetailMarijuanaTA



## THANKS!

More questions?

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#### RESOURCES

- Responsibility Grows Here social marketing campaign responsibilitygrowshere.com/
- Colorado Legislative Report
   https://www.colorado.gov/pacific/sites/default/files/MJ\_RMEP\_Legislative-Report\_2015.pdf
- Monitoring Marijuana in Colorado Report
   https://www.colorado.gov/pacific/marijuana/effects-while-pregnant-or-breastfeeding
- Retail Marijuana Public Health Information
   https://www.colorado.gov/pacific/cdphe/retail-marijuana