

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

An aerial photograph of a city, likely Denver, showing a mix of urban buildings, green spaces, and a mountain range in the distance under a clear blue sky. The text 'PLACE & PROMOTION' is overlaid in the center.

PLACE & PROMOTION

**Smoke-Free
Policies**

**Restrict
advertising**

**Limit Hours
of Sale**

**Retail Density
& Buffers**

**Minimum Age
for Purchase**





PRODUCT & LABELING

Injury prevention Consumer knowledge Informed medical treatment

Child-proof
containers &
“Exit bags”

Warning
labels &
Universal
symbol

Does not
appeal to
children



PRICE

Price Recommendations:

1. 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**



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EDUCATE THE PUBLIC

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 continues 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



TIPS for TOURISTS

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%).



CAMPAIGN REFRESH

RESPONSIBILITY
– *Grows Here* –

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.



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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.



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RESPONSIBILITY – Grows Here –

CDPHE MJ Community Support Playbook

SUGGESTED ACTIVITIES - SPREAD THE WORD

Add a link to [ResponsibilityGrowsHere.com/talking-with-youth](https://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](https://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 campaign.

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](https://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>



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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>

