



# Retail Marijuana Public Health Information & Outreach

*Impact of Mass Reach Media to Educate  
Coloradans on Safe, Legal and  
Responsible Marijuana Use*



**COLORADO**  
Department of Public  
Health & Environment

Ali Maffey, MSW  
Retail Marijuana Education Program Manager

# CDPHE Roles

1. Medical Marijuana Registry- started in 2000
2. Surveillance: Retail marijuana health effects, patterns of use, trends, impacts
3. [Retail Marijuana Education Program](#)
4. Laboratory Testing and Assurance
5. Food Safety
6. Waste disposal
7. Medical Marijuana Research Grants Program

# *Detailed Report*

## Monitoring Health Concerns Related to Marijuana in Colorado: 2014

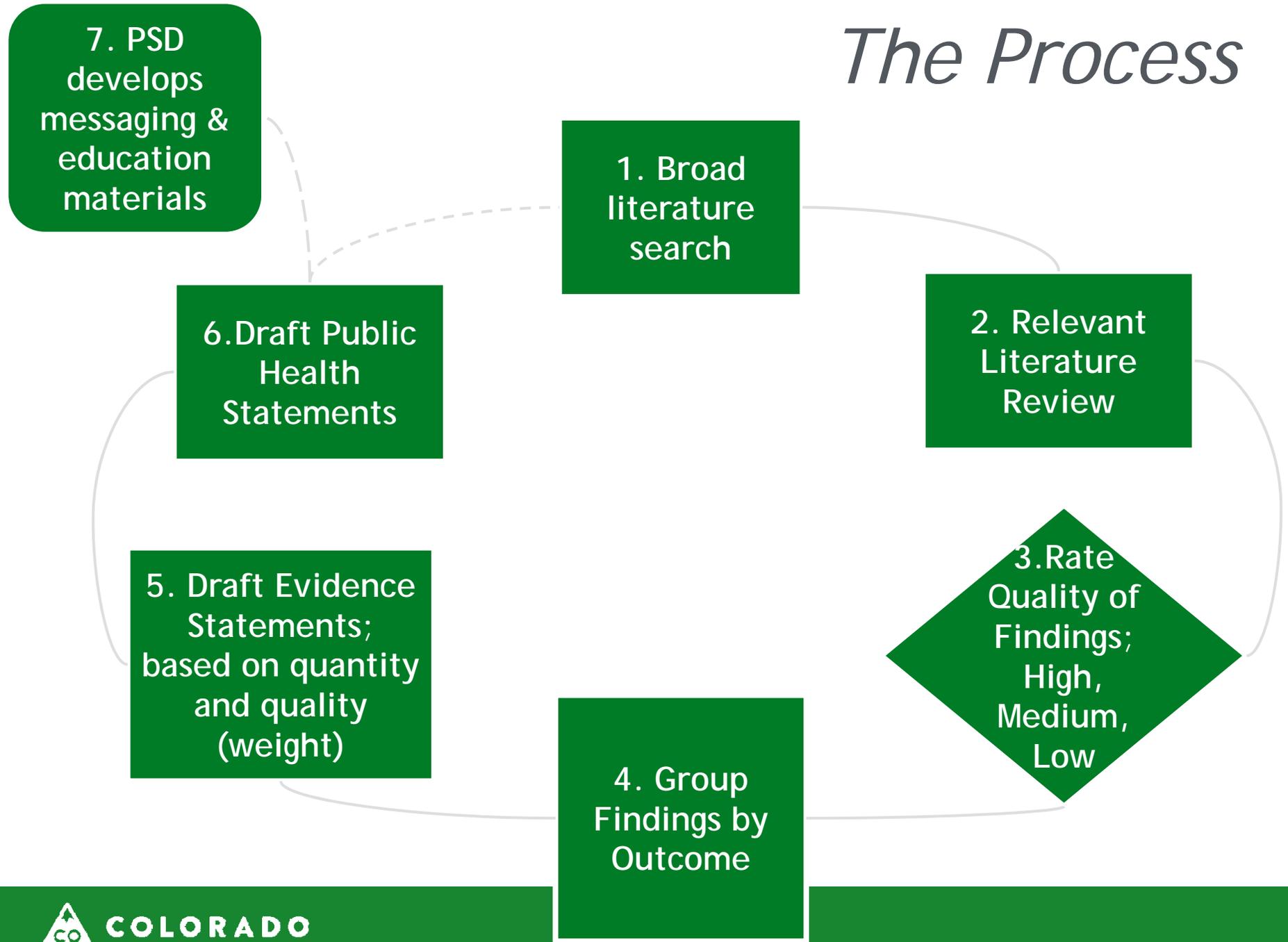
Changes in Marijuana Use Patterns,  
Systematic Literature Review, and  
Possible Marijuana-Related Health Effects



Available CDPHE website

Google "Retail Marijuana  
Public Health Advisory  
Committee"

# *The Process*



# Retail Marijuana Prevention and Education Campaign (SB 14-215)

Educate Colorado residents and visitors about  
*Safe, Legal & Responsible Use of Retail MJ*

# Five Components

1. 18-month campaign on laws and health effects of marijuana use
2. Ongoing education and prevention campaigns for high-risk groups and high-risk use
3. Website portal for all marijuana resources: [colorado.gov/marijuana](https://colorado.gov/marijuana)
4. Alignment of messaging across state agencies
5. Evaluation of campaigns, TA, message alignment

# MJ Timeline

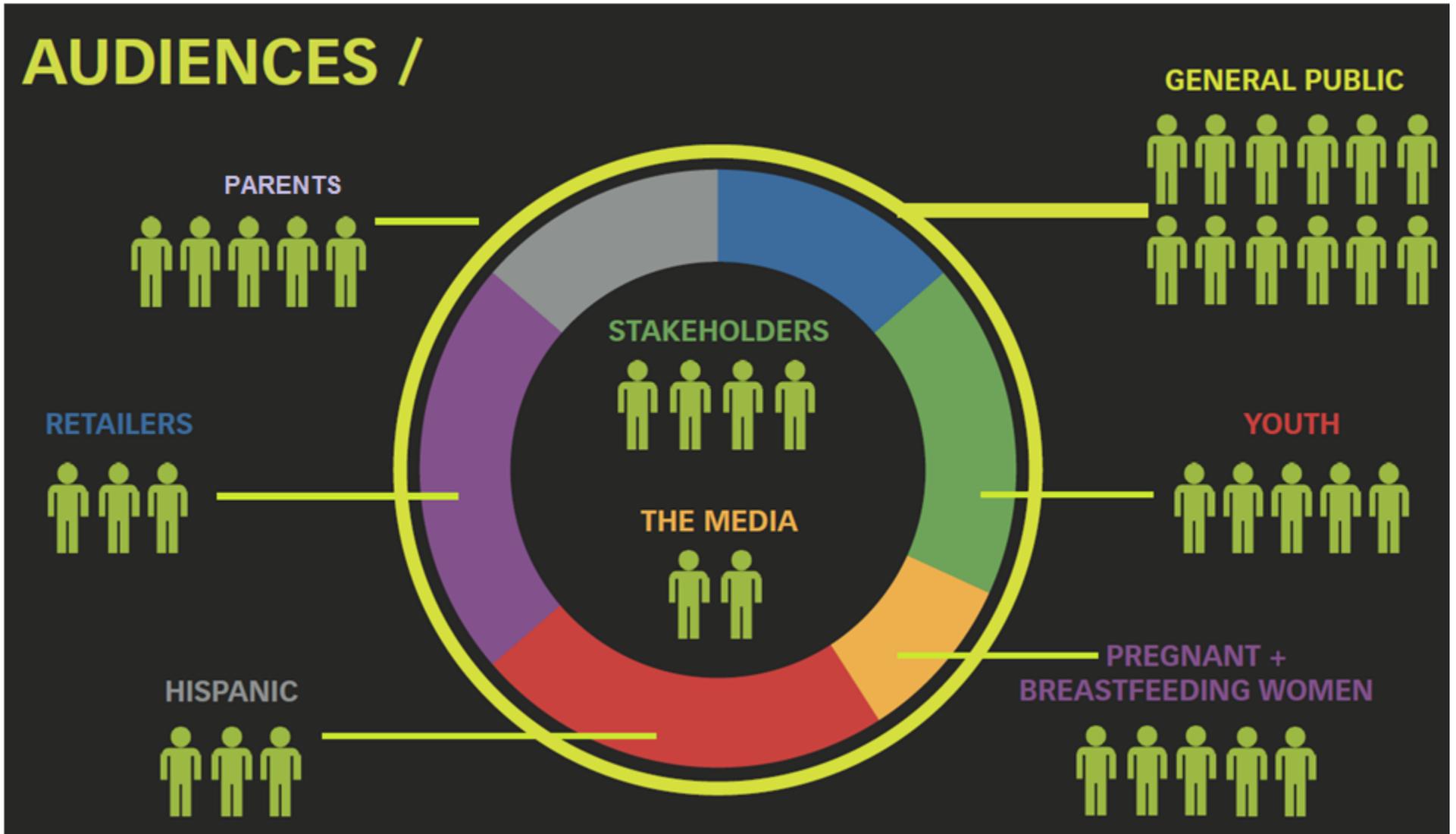
- Nov 2012 Voters pass Amendment 64
- Jan 2014 Sales of retail MJ begin - tax \$ collection
- May 2014 Authorizing legislation for RMEP passes
- July 2014 Funding for RMEP begins
- Nov 2014 Contracted with advertising agency
- Nov-Dec 2014 Evaluator complete baseline survey
- Jan 2015 Campaign begins, radio and out-of-home
- Feb 2015 Report on health impact released
- Feb 2015 Television begins
- May-Jun 2015 Evaluator completes post-assessment

# *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

FORMATIVE RESEARCH

# AUDIENCES /



# Public Awareness Formative Research

Initial Survey to assess reactions to the topic

- 180 respondents

Stakeholder Survey to assess priorities

- 430 respondents
- Prioritized key laws and health topics

Focus Groups to test creative

- 450 respondents
- Tested 3 creative interpretations of what we learned

# Marijuana Education Oversight Committee

## Managed by the Governor's Office

### Members:

- Governor's Office
- Legislator
- 4 State Agencies (CDHS, DOR, CDOT, CDPHE)
- Higher Ed
- Medical Professionals
- Local Substance Abuse Prevention Groups
  - TGYS and OBH grantees
- Local Public Health Agency
- Marijuana Industry
- Medical Marijuana Patient Advocacy

# Key Messages

- Not permitted to use publicly
- Don't take out of state
- Don't use in car
- No giving or sharing with minors
- Out of reach for kids - out of sight, out of reach, locked
- Must be 21 or older to use
- Don't drive while high
- Edibles & dosing
- Only purchase from licensed recreational retailers
- Health effects
- Not allowed on federal lands (airports, national parks, etc.)
- Purchase Limits
- Home Grow Limits



# GOOD *to* KNOW

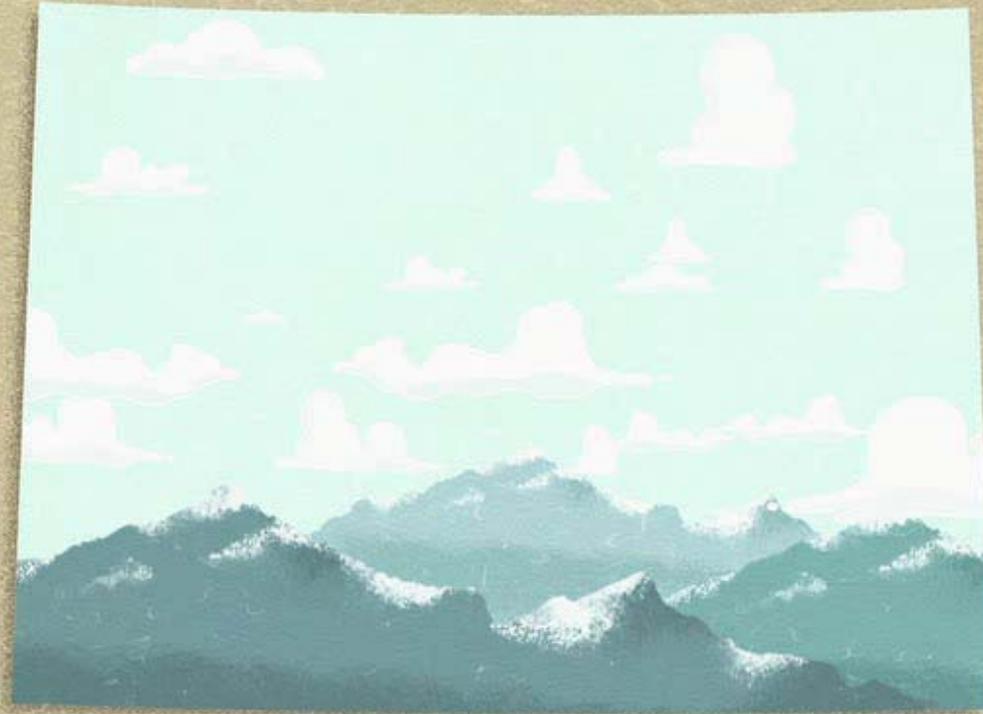
— Marijuana in Colorado —

*Whether you choose to use or not,*  
**YOU MIGHT NOT KNOW  
AS MUCH AS YOU THOUGHT.**

**Be educated. Be responsible.**

[Youth Prevention Information >](#)





# *Out-of-Home*

**UNDERAGE USE IS NOT OKAY.**

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



[GoodToKnowColorado.com](http://GoodToKnowColorado.com)



# *Social*



# Campaign Reach

Jan. 1 – Sept. 30 2015

## 169,692,533 impressions

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



## Once a week

# Campaign Evaluation



Survey Pool  
(8,670 eligible,  
1,523 sampled)



Baseline  
Respondents  
(n=993)



Follow-up  
Respondents  
(n=798)

- Sample drawn from existing registry
- Reflective of Colorado population
- Survey administered pre-launch and 3-months post height of campaign
- Paired responses from mailed, phone survey analyzed for change in knowledge, attitudes

# Evaluation Tool

Questions on:

- Campaign recognition
- Knowledge of health effects
- Knowledge of the laws
- Perceptions of Risk
- Use & harm reduction behaviors

14. We would like to ask your opinions about ways that marijuana might affect a person. For each statement please mark how much you agree or disagree.

	STRONGLY AGREE	AGREE	DON'T KNOW / NOT SURE	DISAGREE	STRONGLY DISAGREE
a. Regular use of marijuana can cause depression or anxiety.	<input type="radio"/>				
b. A person should wait at least six hours after using marijuana before driving.	<input type="radio"/>				
c. Daily or near daily use of recreational marijuana can lead to addiction.	<input type="radio"/>				
d. Using marijuana during pregnancy can lead to attention problems and lower IQ in the child.	<input type="radio"/>				
e. Daily or near daily use of recreational marijuana can lead to lasting impaired memory.	<input type="radio"/>				

# *Knowledge of Key Laws*

## Four laws highlighted in campaign

1. Illegal to purchase, possess or use retail marijuana until 21\*
2. Illegal to drive while high\*
3. Illegal to use marijuana in public, in your car and on federal land\*
4. It is illegal to take marijuana out of state\*

# *Out-of-Home*

**TO HAVE SOME  
YOU MUST BE**



 **GOOD *to* KNOW**



WHAT *You* GET HERE.

CAN'T GO OUT THERE.



GOOD *to* KNOW

 PUBLIC SPACE IS **NOT** THE PLACE



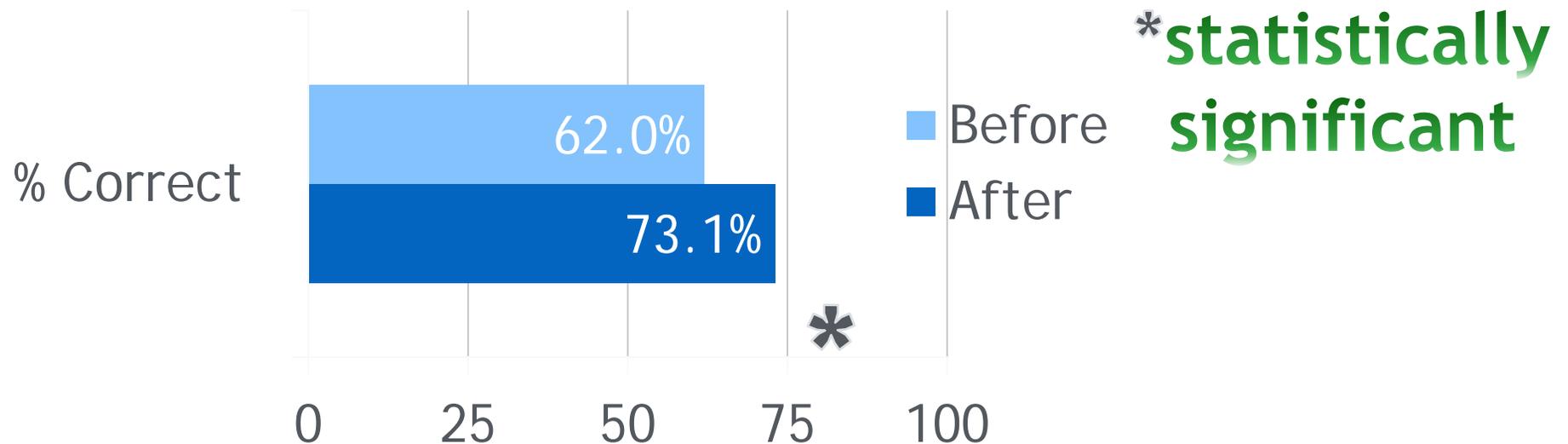
GOOD *to* KNOW

# *Out-of-Home*

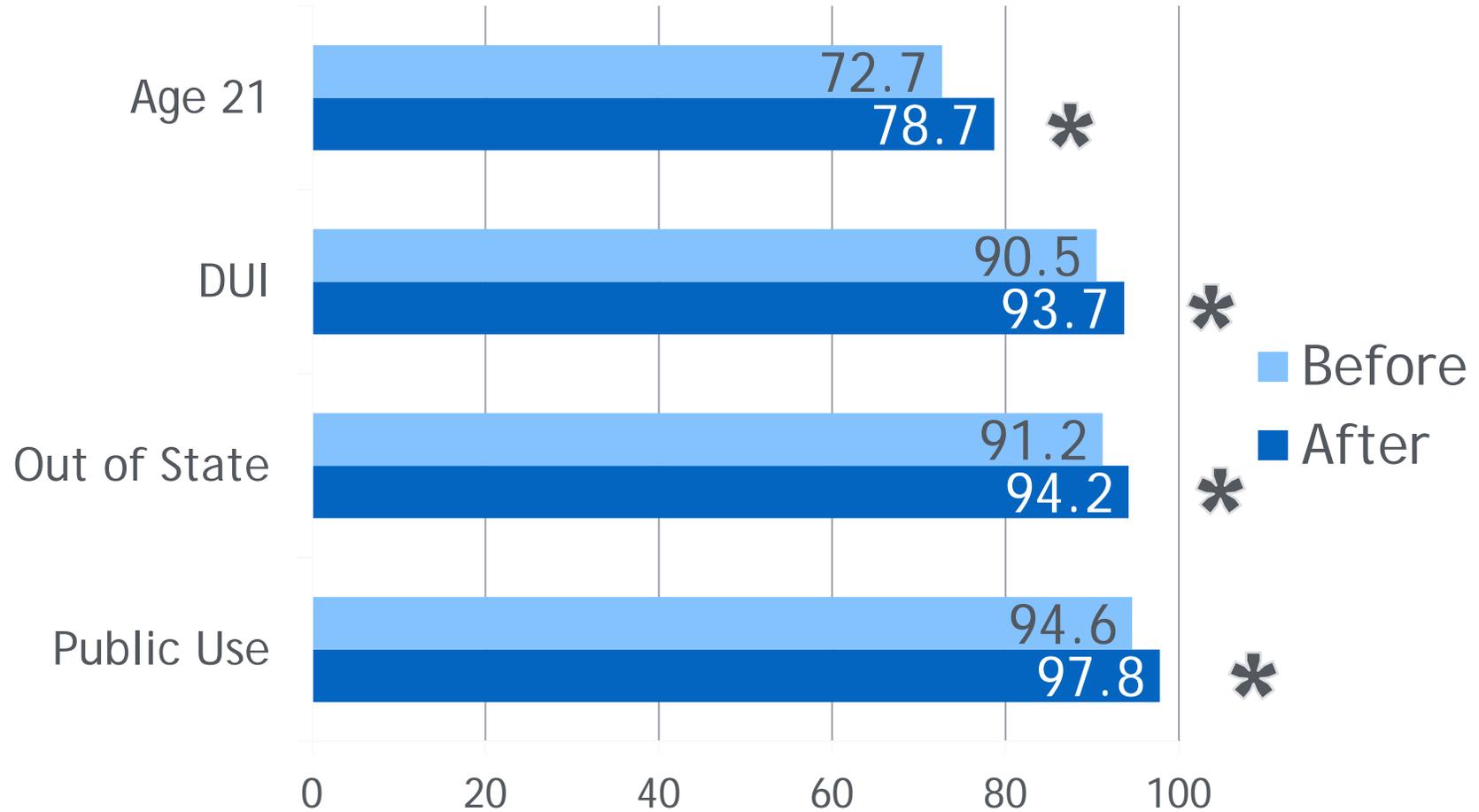


# Knowledge of Key Laws

1. Illegal to purchase, possess or use retail marijuana until 21\*
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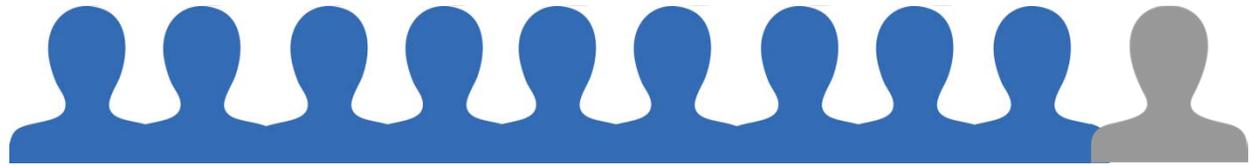


# Knowledge of Each Law



**\*statistically significant**

# *Campaign Recall and Improved Knowledge of Key Laws*



**2.25x** more likely to correctly answer key law questions

# *Agreement: health effects, risks*

	After Campaign	% change
<b>Youth Use:</b> teens using daily, weekly	69.8	4.5
<b>Use around Children:</b> marijuana smoke, storing in open containers around children	77.6	8.2
<b>High Risk Use:</b> hash oil extraction, overconsumption of edibles, waiting six hours to drive	35.2	8.6
<b>Use during Pregnancy:</b> risk of use during pregnancy, use leading to problems	59.8	7.5

# Users & Tourists - Point of Sale



# *Youth Prevention: Importance of Conversation*

Parents and Adults matter!

**83%** parents (children aged 1-14) say they talked to their child/teen about marijuana (N=408 CHS)

**52%** of youth say their parents have talked to them about *any* substance use (HKCS, N=25,000)

**Disparity in response is a concern!**

# *Current Marijuana Use - HS Students*

<u>Protective Factor</u>	<u>Current Marijuana Use (%)</u>
Have someone to go to for help with a serious problem	
Yes	17.6*
No	28.2
Agree teachers care and encourage the student	
Yes	14.9*
No	26.7
Could ask parent for help if had personal problem	
Yes	16.6*
No	28.9

\*Indicates there is a statistically significant difference between populations

# *Parents & Other Askable Adults*

Two-sides to Prevention:

1. An authentic and relatable youth campaign with a positive focus: What's Next
2. Engage and inform the people that youth trust in their life to deliver the laws and health effects around marijuana

# *Askable Adults*



**GOOD *to* KNOW**

We all want the young people in our lives to grow up to be

---

**HAPPY, HEALTHY  
& PRODUCTIVE**

Help them make good decisions through open conversation about underage retail marijuana use and its effects. Scroll through our infographics below to start getting the tools you need to talk to the young people in your life.

# *Campaign messages*

## Askable Adult campaign

- Resources on adolescent and young adults health effects

  - Based on public health statements

  - Age-appropriate conversation guide

- Resources on legal consequences

  - Minor In Possession

  - Post-High School ramifications: FAFSA

  - Potential MIP offenses

- Marijuana 101

- Downloadable resources

Askable adults as the conveyor of important information

Health effects and risks on youth site



**INFORMATION**

**HEALTH EFFECTS**



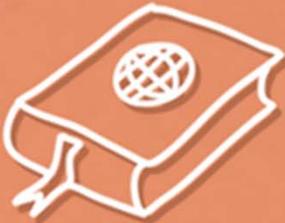
**CONSEQUENCES**

# TALKING

— TO YOUR KIDS & TEENS —

## — UNDERAGE RETAIL MARIJUANA USE: CONVERSATION TIPS FOR PARENTS —

Talking with your kids about marijuana can be difficult, but it's the best way to help them make good decisions as they grow up. These tips can help you get a successful conversation started.



# TIPS

FOR

# TALKING

TO

# STUDENTS & ATHLETES

## — UNDERAGE RETAIL MARIJUANA USE: A GUIDE FOR TEACHERS AND COACHES —

If you're a coach, teacher, youth leader or any other adult who regularly works with youth, you have the ability to make an impact on their lives—and on their relationship with marijuana. These tips can help you have effective conversations with the young people you serve.

# *Unique Perspectives: Spanish-Speaking Population*

## Lower Knowledge of Laws

Only **half (53%)** knew the legal age limit (21), compared to **77%** of English language respondents.

## Higher Agreement with Risks

**89-100%** agreement with nearly all health risks compared to **59-85%** agreement with same risks among English language respondents.

# *Latino/Hispanic Campaign*

Campaign: Marihuana en Colorado, Lo Que Debes Entender

PSAs

Print ads

Digital Banners

Website

Fact sheets

Community Outreach Project and Funding



**UNA COMUNIDAD INFORMADA  
ES UNA COMUNIDAD SEGURA.**

MarihuanaEnCO.com

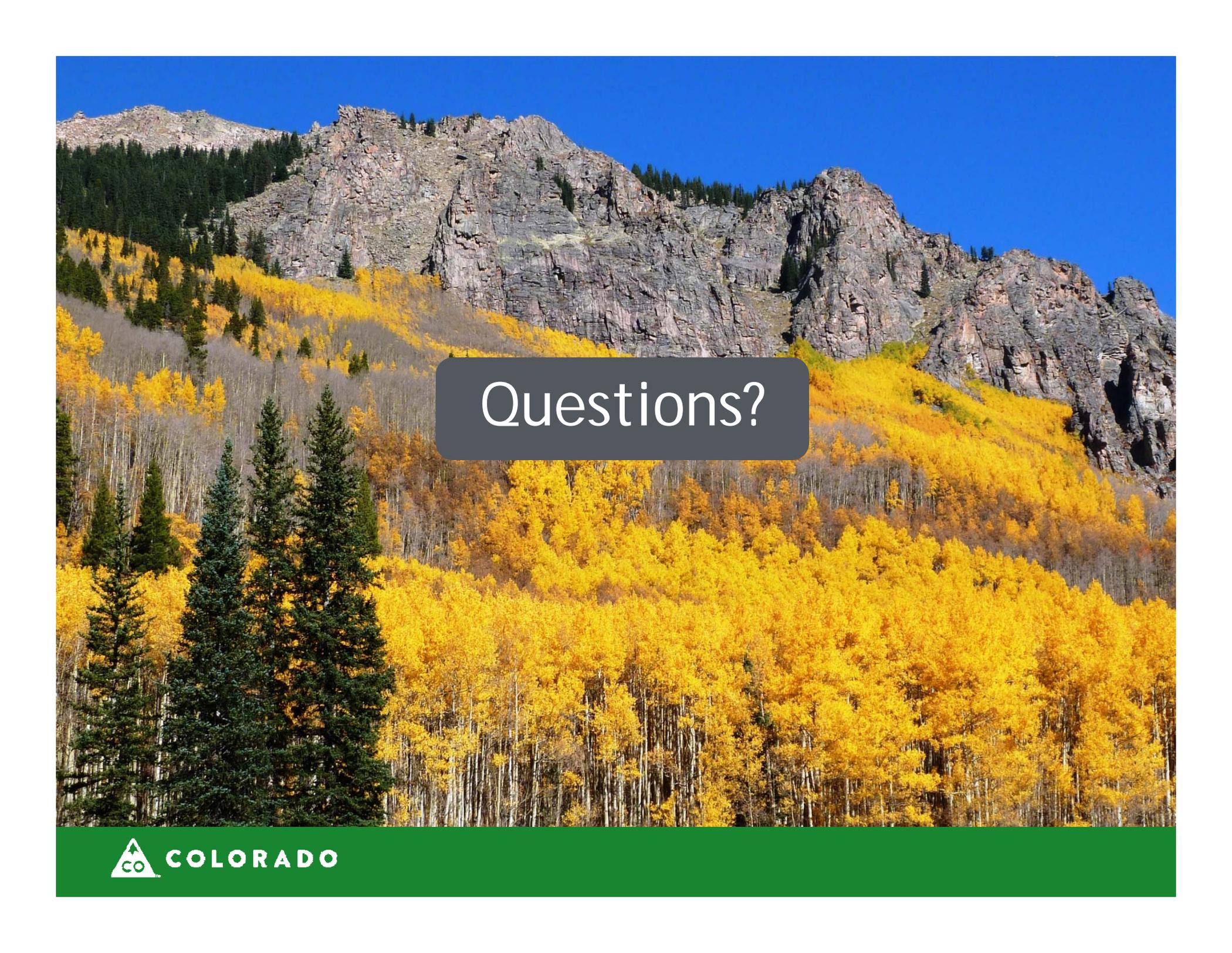


**COLORADO**  
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Health & Environment

# *Spanish website:*

*Colorado.gov/marihuana OR  
MarihuanaEnCO.com*





Questions?

# *Perceptions of Risk*

Research demonstrates use patterns correlate inverse to perception of risk. High risk = lower use.

**75%** adult respondents perceive moderate-to-great risk in weekly teen use (N=990 program survey)

**54%** of youth perceive moderate-to-great risk in regular teen use (HKCS, N=25,000)

# *Youth Prevention*

Based on public health statements

Research methodology for youth prevention

In school visits

Friendship groups

Phone interviews

Youth Partnership for Health (YPH)

Rural and urban youth

Ages 12-20

Over 350 youth

Creative tested with over 400 youth

# *Youth Prevention*

**DON'T LET **  
**GET IN THE WAY**  
**OF GOALS**

What's Next Campaign

The #1 deterrent:

Marijuana could get in the way of achieving goals.

It's not what we say, it's how we say it:

Youth rejected language they saw as preachy

Health effects were interpreted as scare tactics

Youth called the messages "propoganda"

# Protect What's Next

**#WHATSNEXT**

**#MondayMotivation**  
@MondayMotivatn  
When something bad happens, you have three choices.  
#Mondaymotivation  
#motivationmonday  
pic.twitter.com/Dh3FDNVZ  
lv  
3d

**Bestfriends!**  
@TheFriendships  
when you can text each other with just emojis 🐼🐼🐼🐼  
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**David Wiens**  
@wiens  
These girls rip! The ladies of the Western State Colorado University high school mountain biking camp.  
pic.twitter.com/COEQNVool  
|  
1w

**WHAT'S NEXT FOR YOU?**  
SHARE IT WITH US, THEN GO OUT AND GET IT.

Tweet Post Share Photo

**CO COLORADO**

# *Ambition*



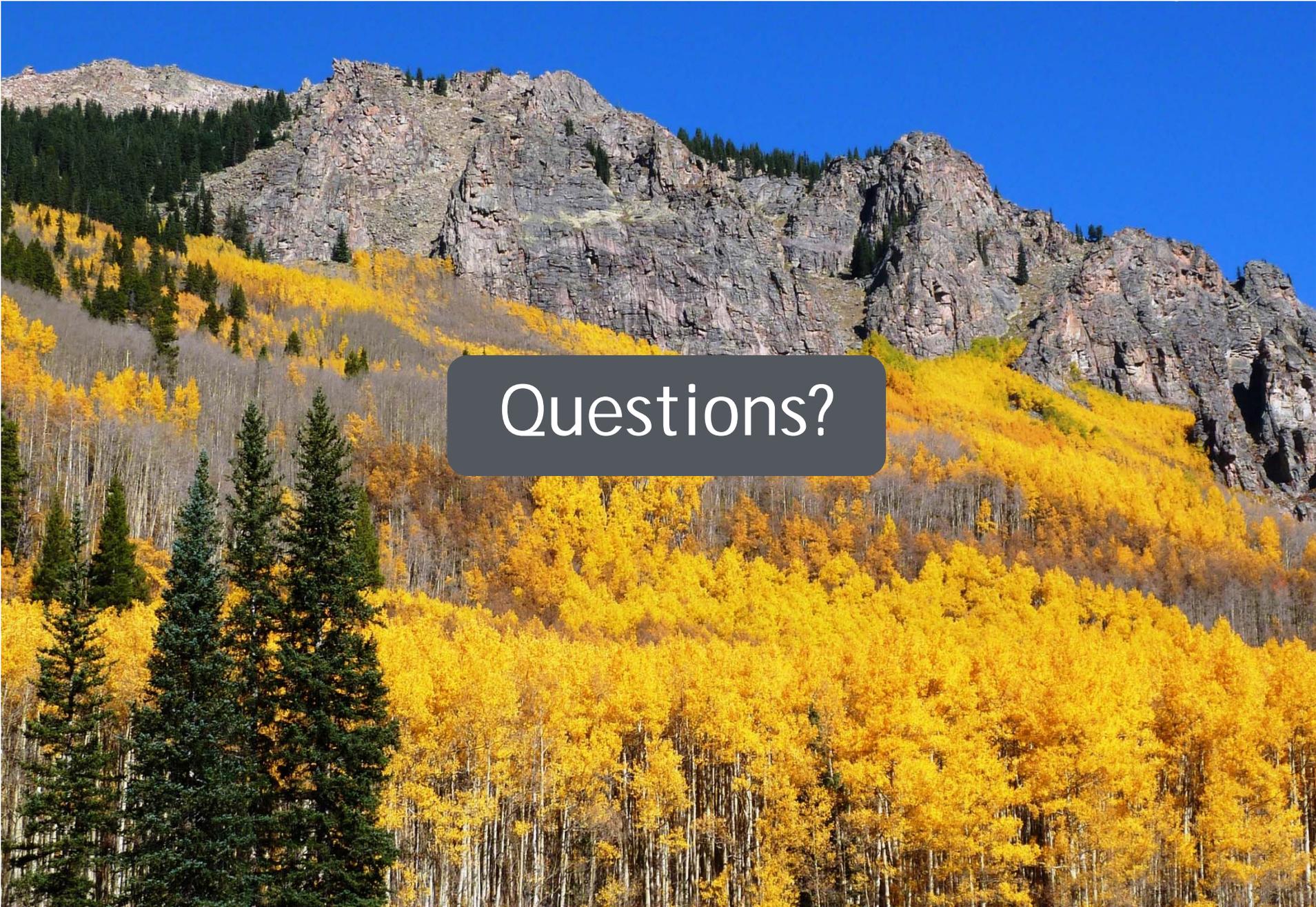
<https://youtu.be/W5aCZkXyt7U>

*Life's full of big moments - what's next for you?*



# *Next Steps*

- Evaluate Youth Prevention Campaign: Baseline available Spring
- Evaluate Spanish-language Campaign: Spring survey
- Improve point-of-sale education
- Broaden promotion of parent/adult resources
- Launch prevention messages about use while pregnant/breastfeeding



Questions?