



COLORADO
Department of Public
Health & Environment

Retail Marijuana Education Program



Erin Flynn, Retail Marijuana Education and Youth
Prevention Coordinator



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Department of Public
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First: How did we get here?

Amendment 64 and what followed throughout the years

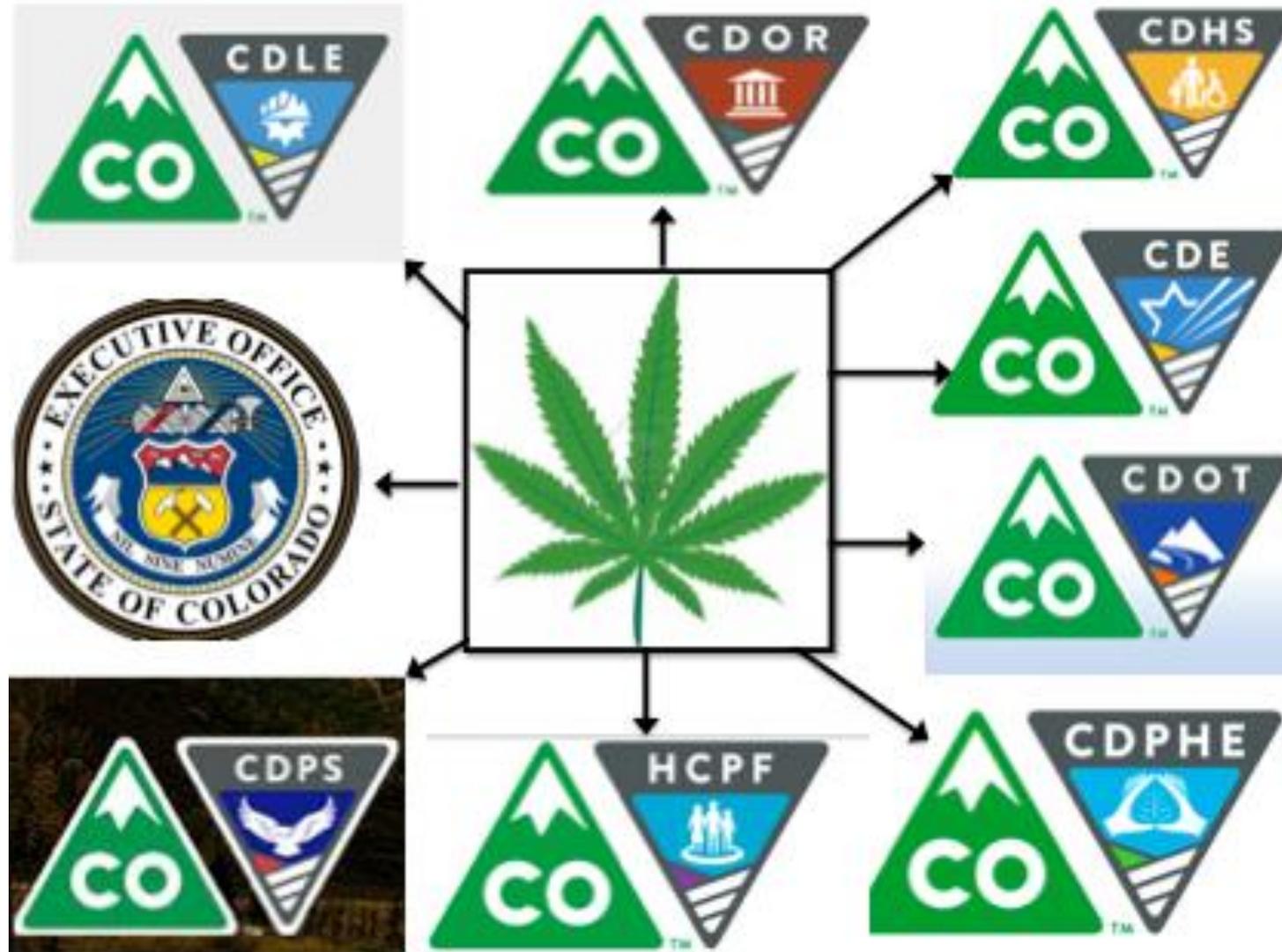
- November 6, 2012-legal to possess up to 1 oz. of marijuana
- Use and Regulation of Marijuana
- December 2012- Task Force
- November 2013- Proposition AA
- January 1, 2014

Senate Bill 14-215

- Allocated \$5,683,608 and 3.7 FTE (formed Retail Marijuana Education Program at Colorado Dept. of Public Health and Environment)
- State agencies called out in Legislation



Coordination: Who is involved?



Goal:
Cohesive
streamlined
messages
and
materials
throughout
state
agencies and
partners

Coordination: Who is involved?



Food Sanitation and Safety

Edibles

Disposal

Occupational Health and Safety

Retail Marijuana Public Health Advisory Committee

Tracking trends: Data Collection and Surveillance

Communications

Retail Marijuana Education Program

Goal: Cohesive
streamlined
messages and
materials
throughout
CDPHE

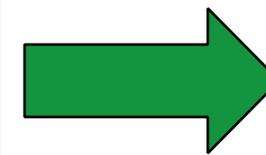


Following the passage of A64

Senate Bill 14-215

- Allocated \$5,683,608 and 3.7 FTE (formed Retail Marijuana Education Program)
- Alignment of messaging across state agencies
- 18-month Education and Awareness Campaign
- On-going education and prevention campaign
- Evaluation of the campaigns
- Maintenance of the colorado.gov/marijuana site

My Role: Technical assistance and trainings for
Local Public Health Agencies



Safe, Legal and
Responsible Use of
Retail Marijuana



Meet the Retail Marijuana Education Program Team

Leading our team

Ali Maffey: Policy and Communication

Unit Supervisor

- Oversees the Retail Marijuana Education Program
- Policy
- Implementation
- Evaluation



Alignment of Messaging across State Agencies

Rebecca Hebner: Substance Abuse Prevention Systems Coordinator



- Partnering with other state agencies to provide resources and training to complement prevention work
- Work with state-level stakeholders to identify and promote policy and systems change strategies
- Monitor and manage the evaluation contract with the Colorado Schools of Public Health

Campaigns and Marijuana Communication



Heather Link: Marijuana Communications Specialist

- Manage, execute, and evaluate statewide marijuana communication efforts
- Manage and monitor contract with Cactus
- 18-month education and awareness campaign
- On-going targeted education and prevention campaign



Clinical Prevention Guidelines

Tracy Foo: Marijuana Clinical Guidelines Coordinator

Engaging healthcare providers to develop guidelines for:

- Screening
- Referrals

Topics:

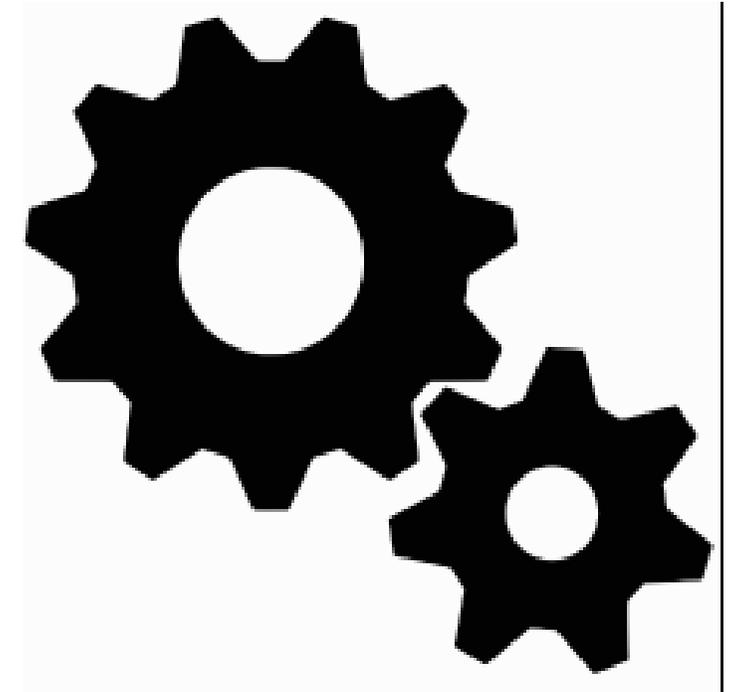
- Pregnant/Breastfeeding women
- Pediatric Exposure



Technical Assistance

Erin Flynn: Retail Marijuana Education and Youth Prevention Coordinator

- Technical assistance
- Healthy Youth Development Trainings
- Public health approach to marijuana prevention
- Disseminate information



18-month Education and Awareness Campaign



Purpose: Educate the public on the safe, legal, responsible use of marijuana

- RFP Process
- **Launches 1/5/2015**
- Where are we as of today? Finalizing the creative
- Multiple media avenues for delivery

Toolkits for local efforts



On-going Campaign Efforts

Targeted education and prevention campaign

Purpose of campaign:

- Continue to educate the public on legal use
- Retailers
- Edibles

➔ High risk groups:

- Youth
- Tourists
- Pregnant/breastfeeding women
- Parents on the importance of safe storage



Toolkits will be developed with every campaign

Evaluation of the Campaigns

Colorado School of
PUBLIC HEALTH

18-month Education and Awareness Campaign

- Conducting baseline survey of knowledge of laws and health effects of marijuana use in Colorado to assess campaign

Future campaigns

- Targeting specific populations (pregnant women, youth, clinicians, users of marijuana) to evaluate

State-wide coordination

- Evaluating the level of collaboration, message alignment, and technical assistance and training provided by CDPHE



Local Role and Efforts with Campaign

Webinar brought to you by CACTUS:

- December 18th: Campaign creation overview
- [Click to register for the Retail Marijuana Education Campaign Pre-launch Webinar](#)

In-person Trainings in January

- Introduction to the toolkits
- How to use the resources and toolkits
- Talking points



Other Local Efforts and Resources for You

Office of Behavioral Health Substance Abuse Coalitions :

- Grand Futures Prevention Coalition (Grand, Routt, and Moffat Counties)
- One Community Coalition (Pueblo)
- Weld County Prevention Partners
- CADE: Coalition of Colorado Campus Alcohol & Drug Educators
- Reach out to the Office of Behavioral Health at

www.colorado.gov/cdhs



State Resources for You

➔ **Visit:**

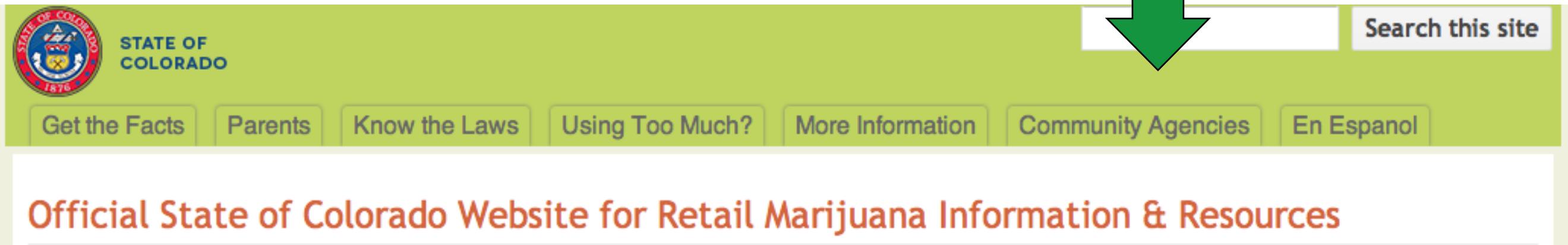
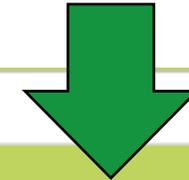
- [Colorado.gov/marijuana](https://colorado.gov/marijuana) with information from all state agencies
- Information available in Spanish

The screenshot shows the official State of Colorado website for Retail Marijuana Information & Resources. The header includes the State of Colorado logo and a search bar. Below the header is a navigation menu with links: Home, Get the Facts, Parents, Know the Laws, Using Too Much?, and More Information. The main content area features a large orange banner with the text "Know the Facts for Your Family" and "Learn how to talk to your child about marijuana." Below the banner are three columns of content: "Latest Facts & Resources" with a bar chart icon and text stating "Today, users can get the same amount of THC from a single puff that people in the 1970s got from an entire joint."; "Impact on Youth" with a family icon and text stating "Approximately 55 percent of youth have tried marijuana at least once before reaching 12th grade."; and "Home Growers" with a house icon and text stating "Colorado residents 21+ can grow as many as 6 marijuana plants per person." At the bottom, a footer text states: "The goal of this website is to educate the general public on statewide current information and resources about the laws and data on retail marijuana. The state is working to expand the website to feature newly released Colorado information and campaigns to help you make healthy and informed choices."



Request Technical Assistance

Click Community Agencies



Fill out the request form.
Short and simple!

Technical Assistance Includes:

- Campaign materials and toolkits
- Local level policies and strategies to further restrict access to youth
- Increased understanding of retail marijuana laws





Questions?

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