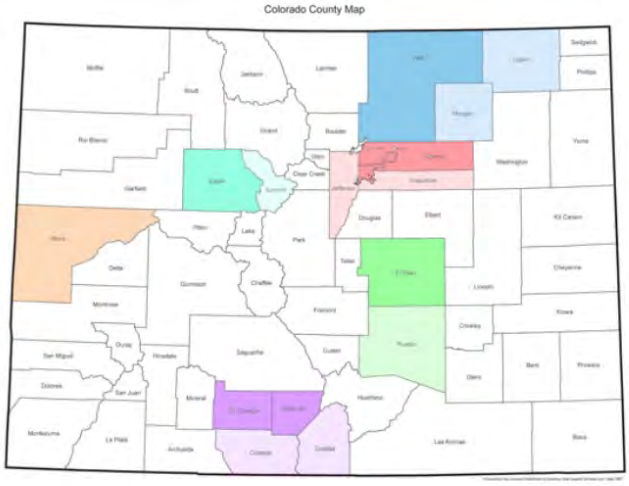
Retail Marijuana Education and Prevention Campaign

Baseline Analysis

Colorado School of Public Health

COLORADO Department of Public Health & Environment

Methodology



Mixed Mode Survey

Mail and telephone survey interviewed 1000 Colorado adults aged 20 and older, to establish baseline rates of familiarity with educational campaigns related to marijuana use, awareness of marijuana laws and attitudes towards perception and risks related to marijuana use. 993 persons participated in the survey.

Participants were selected from a general population survey registry created and maintained at University of Colorado Cancer Center.

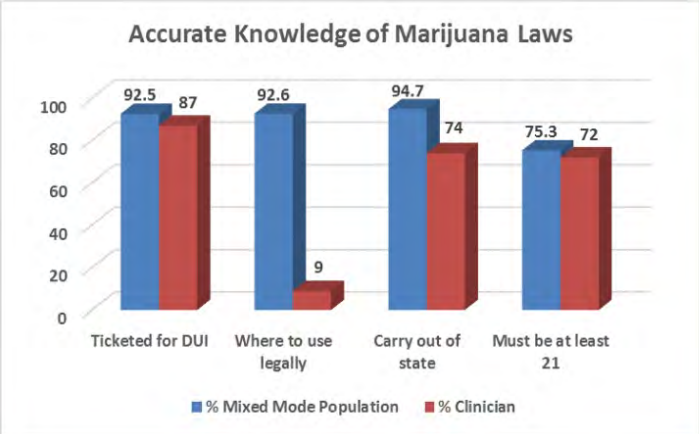
Venue-Day-Time (VDT) Community Survey

A survey with a probability sample of 501 persons from rural and urban counties across the state shown in the map above, were selected using a Venue-Day-Time (VDT) methodology. Counties for the survey were selected at random based on their overall population.

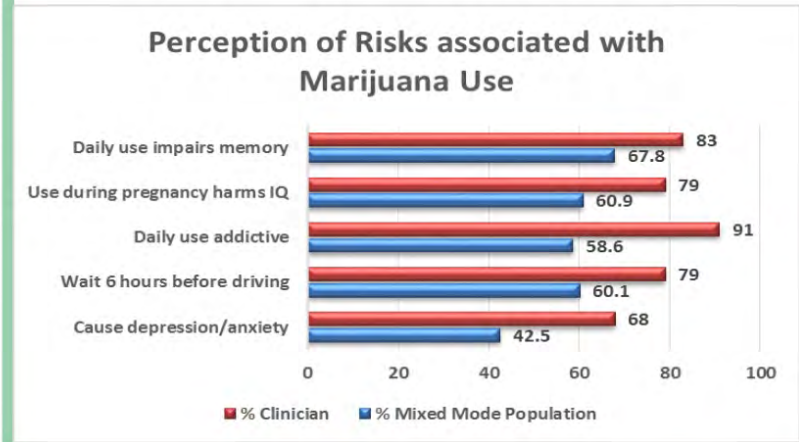
The targeted population included clinicians (47) who provide care to youth and pregnant women, retailer marijuana business staff and users (62), youth (241) and pregnant or breastfeeding women (151).

Clinician Findings

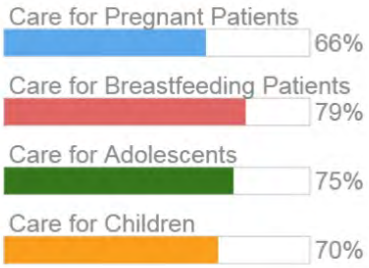
Clinicians have low awareness of places where marijuana can be legally used.



Compared to the mixed mode population, clinicians have higher perceived risk of marijuana use.



Percentage of Clinicians surveyed caring for Pregnant Women, Breastfeeding Women, Adolescents and Children (N=47)



Results from Venue-Day-Time Community Survey

Knowledge of Health Risks

Few clinicians reported being knowledgeable about health risks associated with marijuana use during: pregnancy=71%; breastfeeding=41%; adolescence=40%.

Self Efficacy

The majority of clinicians indicated that they were confident in discussing marijuana risks with: pregnant women=68%; breastfeeding women=58%; adolescents=60%; parents of child patients=61%

Attitude towards Marijuana Counseling

Some clinicians indicated that they were confident initiating conversation about the health risks of marijuana use with: pregnant patients=68%; breastfeeding patients=57%; adolescents=60%; parents of child patients=61%.

Clinicians responding to in-depth interviews reported that their interactions with patients related to marijuana are easier given decriminalization; it gives them greater leeway to discuss marijuana.

Clinician Awareness of Marijuana Educational Campaigns

36%

Saw or heard advertisement about marijuana in the past 30 days

compared to

56%

of the mixed mode population

60%

Did not see or hear any advertisement about marijuana in the past 30 days.

compared to

45%

of the mixed mode population

These results are a brief overview and not generalizable to the Colorado population. The full report can be accessed at Colorado.gov/Marijuana