Retail Marijuana Education and Prevention Campaign

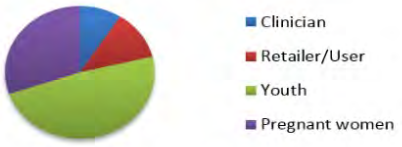
Baseline Analysis

Colorado School of Public Health

COLORADO Department of Public Health & Environment

Sample Design and Method

Community Survey, Total Sample, N=501



501 participants comprising a probability sample targeting clinicians (9% of the sample), retailers/users (12%), youth (48%) and pregnant women (30%).

Most of the sample was from Denver/Adams and El Paso Counties. The remaining sample was equally split between Mesa, Eagle, San Luis Valley (Rio Grande and Alamosa) and Weld Counties.

39% of the sample self-identified as Latino.

Mixed-Mode Survey Sample Race/Ethnicity, N=993

A mixed-mode (mail and telephone) survey interviewed 993 Colorado adults aged 20 and older between November-December 2014.

Participants were selected from a general-population survey registry at the University of Colorado Cancer Center. Response rate was 70%.

47 Spanish-speaking respondents selected from the registry had a response rate of 51%.

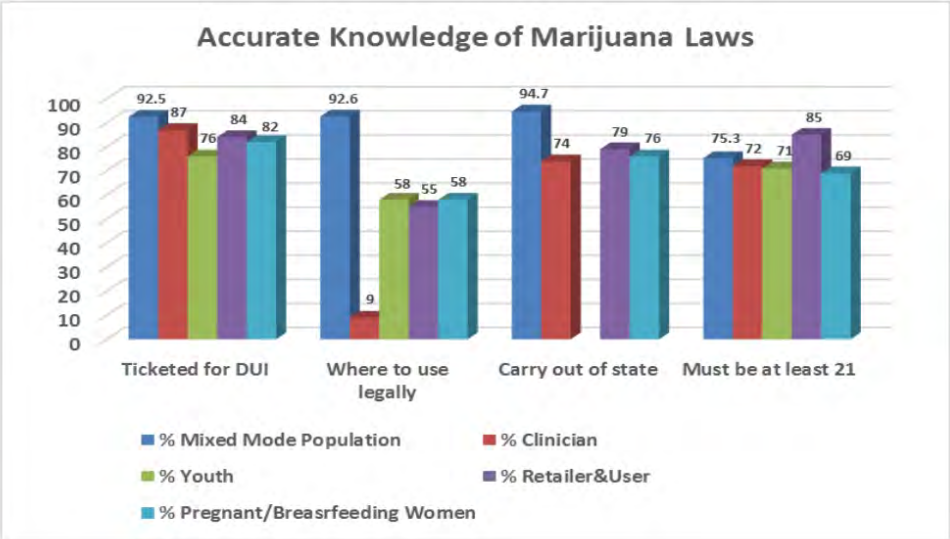
Summary Findings

Accurate Knowledge of Marijuana Laws

In general, groups surveyed do not have complete information about marijuana laws in Colorado.

Clinicians had the lowest awareness of where one can legally use marijuana (i.e. not in a business or public place, but in a private home).

Knowledge about specific elements of the laws related to marijuana was inconsistent across ALL groups surveyed in the VDT community survey.



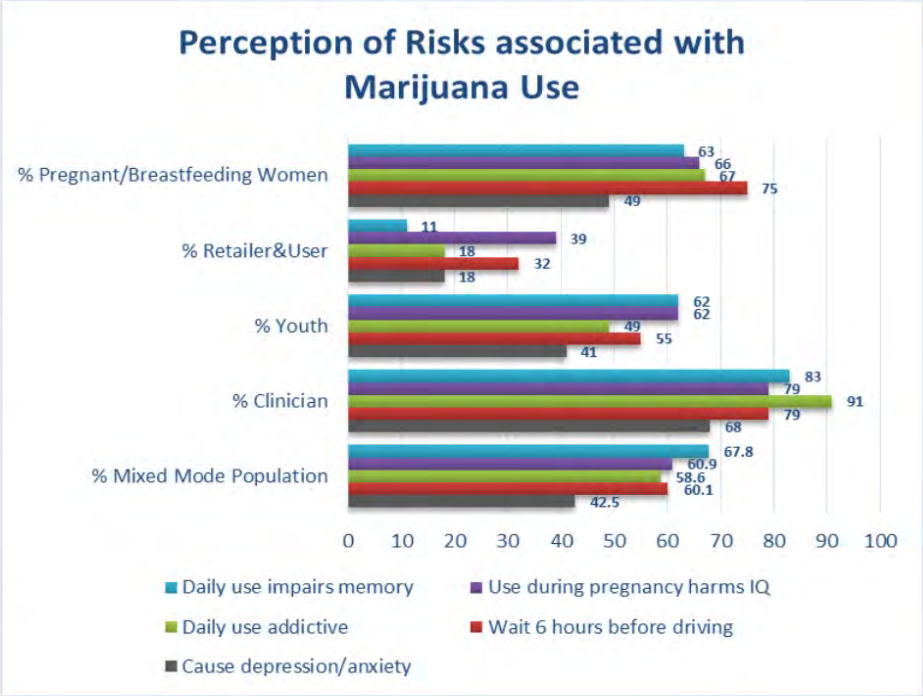
Knowledge of Health Effects and Perception of Risks associated with Marijuana Use

Knowledge variability about the health effects of marijuana in the mixed mode sample.

Distinct differences between marijuana retailers/users compared to other groups in the VDT sample on the perceived risk of marijuana use.

Differences in the perception of risk of marijuana use by gender, race/ethnicity, language spoken, age and current marijuana use.

There was consistent agreement that use among pregnant women may be harmful.

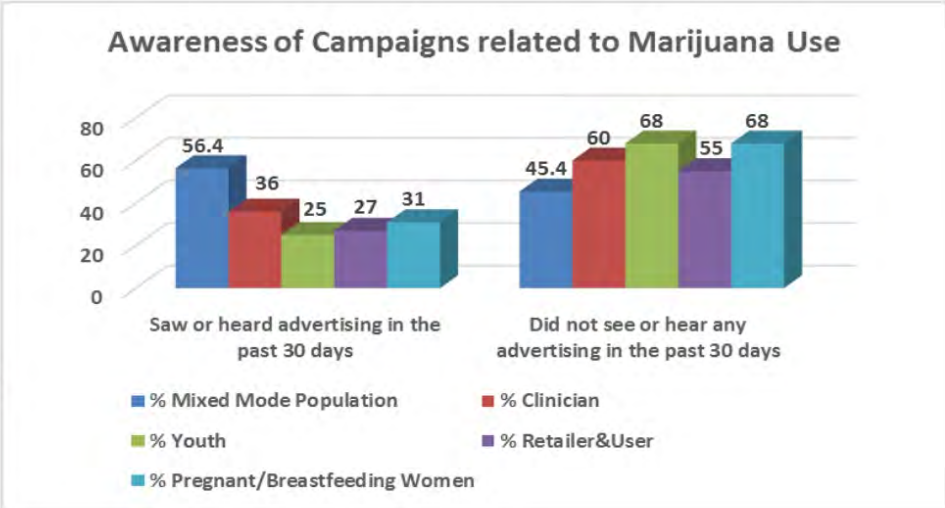


Awareness of Campaigns related to Marijuana

Overall, familiarity with educational campaigns related to marijuana use is low across all groups.

More than half (56%) of respondents in the mixed mode sample reported seeing or hearing advertisement about marijuana in the last 30 days.

In contrast, less than a third (28%) of respondents in the VDT sample indicated seeing or hearing advertisement about marijuana in the last 30 days, with slightly higher proportions among retailers/users and youth.



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