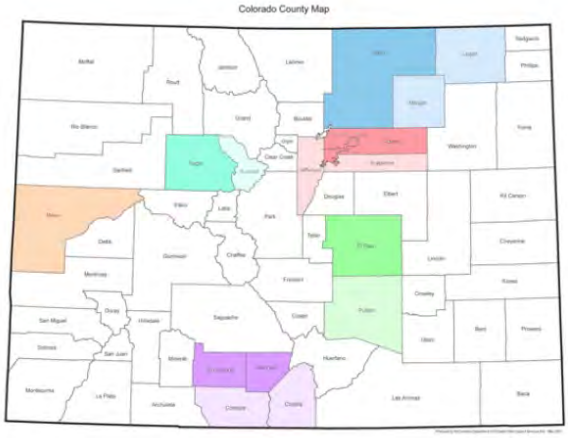
# Retail Marijuana Education and Prevention Campaign

## 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.

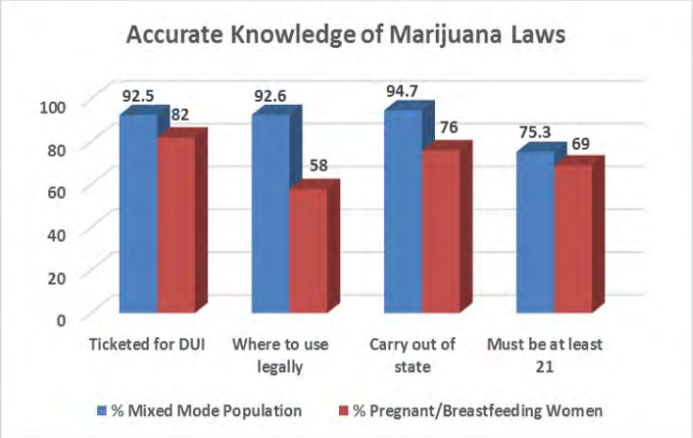
### Venue-Day-Time (VDT) Community Survey

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.

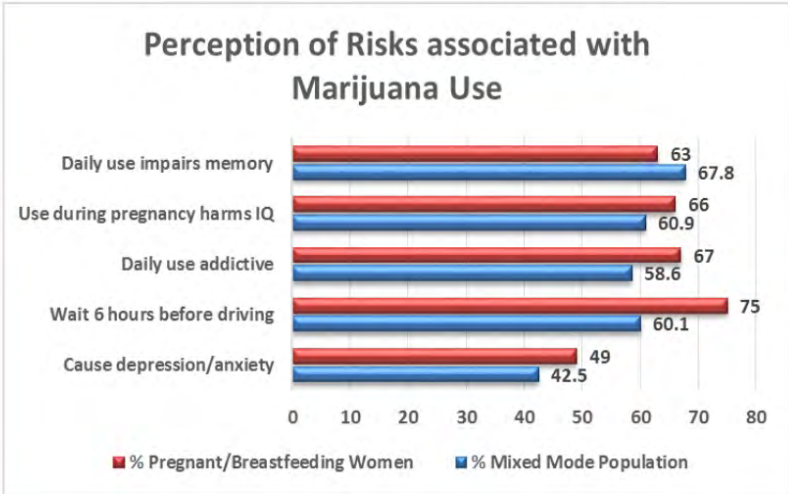
The targeted population included clinicians (47) who provide care to youth and pregnant women, retailer marijuana business staff and users (62), youth (241) and pregnant or breastfeeding women (151).

## Pregnant/Breastfeeding Women Findings

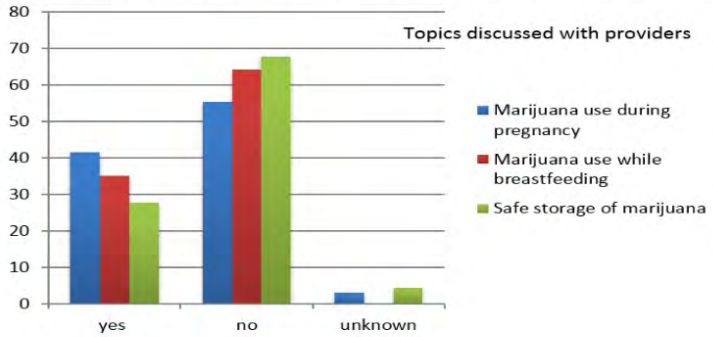
Pregnant/breastfeeding women had generally lower knowledge of marijuana laws in Colorado.




Pregnant/breastfeeding women had a higher perceived risk of marijuana use, except for the risk of memory impairment from daily use.



## Pregnant/Breastfeeding Women Marijuana Discussions with care providers




# Results from Venue-Day-Time Community Survey

### Communication with Care Provider

41% of women indicated that their provider discussed marijuana use during pregnancy.

35% of women indicated that their provider discussed marijuana use and breastfeeding.

### Attitude Discussing Marijuana with Provider

62% of women indicated that they were very comfortable discussing marijuana use and storage with a provider

21% of women were somewhat comfortable discussing marijuana use and storage with a provider.

### More Results

11% of women were not at all comfortable discussing marijuana use and storage with a provider.

27% of women indicated that their provider discussed safe storage of marijuana with them.

Discussion of marijuana use and storage between care providers and pregnant/breastfeeding women were not typical.

## Retailer/User Awareness of Marijuana Educational Campaigns

**31%**

Saw or heard advertisement about marijuana in the past 30 days

compared to

**56%**

of the mixed mode population

**68%**

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**