Retail Marijuana Education and Prevention Campaign

Baseline Analysis

Colorado School of Public Health

COLORADO Department of Public Health & Environment

CDPHE Regional Trainings

Regional Training Location & Attendee Affiliations					
Date	Location	# of People Registered	# of Surveys Returned	Return Rate	Example of Attendee Organizations
2/26/15	Denver	156	49	31%	Army National Guard
					Aurora Mental Health Center
					Children's Hospital Colorado
					CO Department of Education
					CO Department of Human Services
					Office of the Attorney General
					Teller County Sheriff's Office
3/16/15	Boulder	164	78	48%	Boulder Valley School District
					Cannabis Patients Alliance
					CU-Boulder
					Division of Child Welfare
					I Have A Dream Foundation
					Longmont Municipal Probation
					Parent Engagement Network
					Colorado Springs Fire Department
4/15/15	Alamosa	58	39	67%	Center High School
					Costilla County Public Health
					Mountain Valley School District
					Posada
					Saguache County Public Health
					Tu Casa
4/24/15	Glenwood Springs	72	44	61%	Craig Police Department
					Garfield County Public Health
					Head Start
					Teller County Public Health

71% Rated the training as "very engaging"

Regional Trainings provided professionals who work with youth with educational and prevention information pertaining to the passage of Colorado's Amendment 64.

Presenters outlined the legislative components of the bill and introduced attendees to marijuana resources and supports to incorporate into their current work efforts. Nearly 400 people attended 6 Regional Trainings, representing a variety of organizations such as local health departments, community health organizations, parent groups, and public safety organizations.

Satisfaction ratings for regional trainings were high, indicating that the events effectively delivered information to the attendees. Across sites, attendees reported that their knowledge of marijuana prevention resources improved and a high likelihood of utilizing the Regional Training information.

Technical Assistance Program

Information Requested		
	#	%
Prevention/education	29	48
Campaign resources	12	19
Referrals	11	18
Laws/regulation	10	16
School resources	10	16
Talking to the community	7	10
Presentation/training request	4	6
Funding opportunities	3	5
Health effects	3	5
Opportunities for involvement	3	5
Responsible Vendor Program details	3	5
Safe storage	3	5
Talking to children	3	5
Edibles labeling	2	3
Program evaluation activities	2	3
other	9	15

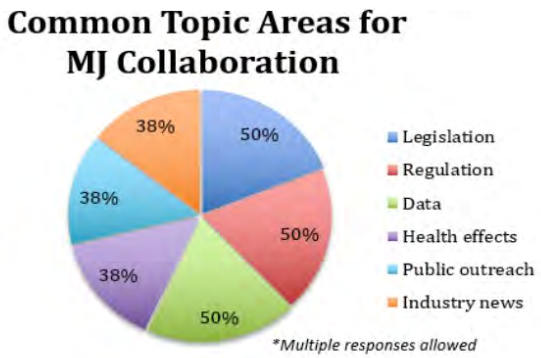
In September 2014, CDPHE formalized a technical assistance program to provide information and resources to the public about retail marijuana. Technical Assistance includes, but is not limited to, retail marijuana campaign materials and toolkits, State and local policy/ legislation information, updates on State retail marijuana activities and youth prevention strategies.

To date, a variety of organizations have used the service including, community agencies, community coalitions, State partners, and those working with youth or other at-risk groups.

The majority of requests came from Denver County, although half emanated from other Colorado counties. Nearly all respondents used (or planned to use) the Technical Assistance information they received, most frequently in presentations or increasing personal/workplace knowledge about marijuana laws.

A large number of respondents reported sharing the information with others; many shared it with more than one person or group. Respondents expressed high satisfaction and willingness to use the Technical Assistance information.

Collaboration Activities



Many Colorado state agencies are involved in retail marijuana efforts, addressing the public's regulatory, prevention, or educational needs. Ninety-one documented collaboration activities between October 15, 2014 and April 7, 2015 offered the opportunity for collaboration with State, local, and national organizations.

The types of events varied and included advisory meetings, planning meetings, and legislative testimony. Collaboration at meetings occurred through general discussions, discussion about the committee/group objectives, and sharing needs or concerns.

CSPH interviewed representatives from 8 agencies, including CDPHE, to get a sense of collaborative work from their perspective. All agencies reported collaborating at least once a month; two agencies collaborated multiple times per week. In interviews with agency representatives, respondents generally agreed that the goal of collaboration was clear, opportunities for joint work were available, and were similar in their views of how to carry out retail marijuana collaborative tasks. Less agreement was shown for the clarity of specific agency roles. Respondents agreed that collaboration favorably impacted their work with retail marijuana tasks.

Messaging Efforts

The Colorado legislature tasked CDPHE with aligning State-based messaging efforts that educate the public on the safe legal use of marijuana, the importance of preventing youth access, populations with special health considerations (i.e., youth and pregnant/breastfeeding women), safe storage, and the over-consumption of edibles.

CSPH documented messaging efforts focused on two activities that the public is most likely to view: 1) media campaigns and 2) State-sponsored websites. As of May 2015, media campaigns addressed safety, youth, storage, and edibles, but not pregnant/breastfeeding women. Information for pregnant/breastfeeding women is in development. The State created a website portal to provide the public with retail marijuana information addressing safety, youth, pregnant/breastfeeding women, storage, and edibles.

Other State agencies' websites provide agency-specific marijuana information and resources to consumers.

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