

Youth Prevention & Education Efforts

Entity	Agency	Marijuana Program/Campaign	Details	Target Audience	Annual Budget	Alcohol Education	Tobacco Education	Opioids & other drugs Education
City and County of Denver	EXL	High Costs Campaign	billboards, buses, fence art social media, snapchat filters Weeded Out card game and game show MJ education only	12-17 y/o Denver youth	\$1.3M (\$2.15M with contract extension)	no	no	no
	OCA	Grant Funding Healthy Lifestyles of Youth	prevention program funding pro-social activity funding	Denver youth 4th-8th grade	up to \$2M	n/a	n/a	n/a
	DDPHE	-	-	-	-	-	in the Community Health Division	
	OBHS	Grant Funding	diversion program funding diversion programs - mostly during school hours social and emotional learning	Denver youth 13-18 y/o	\$1M - ish	n/a	n/a	n/a
Denver Health		Data Collection (partnership with CCD) Denver Public Health Youth Substance Abuse Prevention	monitoring & data collection Facts about Marijuana & Youth Health	n/a	n/a		Tobacco & Youth page exists, but no info on the page	Facts sheets listed for many diseases, marijuana, none on other drugs or alcohol (except Hookah)
DPS		Life Skills Training Program MEI Impact Awareness Program Learning2Breathe Signs of Suicide Strengthening Families Program DenverRAP Parent Toolkit	drug + alcohol prevention marijuana specific curriculum Strengthen attention and emotion regulation Suicide prevention Family skills training to increase resilience and reduce risk factors in 10-14 year olds	Denver students Parents	\$1.32M	yes	yes	yes
State of Colorado	CDPHE	Good to Know Campaign Protect What's Next Campaign Resource guides, fact sheets, brochures CO Retail MJ Education & Prevention Resource Guide Healthy Kids Colorado Survey	MJ only Survey conducted in 2015, next is 2019	13-20 y/o Parents Educators	\$7.025M - 2017 \$4.65M - 2016	can't find info on drugs/alcohol on CDPHE website; MJ is it's own page		
	CDOT	Drive High, Get a DUI (multiple iterations) 320 Movement/Lyft partnership	MJ only	21+	n/a	A Few Can Still be Dangerous PA campaign The Heat is On PA campaign Nothing specific for youth		Drugged driving focused on mj, not other drugs
	CDE	What's the Big Deal? (2014) Understanding the Big Deal (2014) Tips for Teens brochure (2014)	MJ only	Parents Educators CO students	\$90.3M from MJ revenue to CDE	Alcohol, Drugs, Tobacco Resources webpage (mostly links to national orgs and agencies)		
	Department of Public Safety	Colorado School Safety Resource Center - Substance Abuse page CO School Safety Resource Center - Marijuana page	Unique CO materials are MJ only - other substance abuse resources listed			n/a		
Private/Non-profits	MEI	classroom curriculum Mj only - believe it needs to be separated		Elementary, middle, and high school programs	n/a			
	YESS Institute	Healthy Lifestyles 2.0 curriculum		6-8th grade	n/a			
	Rise Above Colorado	-	-	n/a	n/a			All drugs - primarily meth, didn't see mention of MJ