
Paid Media Brief: FY17-18

City of Denver Marijuana – Youth Prevention and Education



Date: June 12, 2017

Background

The City and County of Denver has provided grant funding for youth education, prevention and diversion programming related to marijuana use. The city seeks to educate its youth in a creative, effective and positive manner about marijuana with a multi-month campaign that reaches diverse audiences across the entire city and seeks to reach youth in a range of ages.

There is a need to establish a citywide message, brand and communications strategy that will convey information on this effort in a coordinated and understandable way as well as elicit interest and participation on the part of Denver youth.

The Problem

Youth in Denver feel as though using marijuana is the social norm, when in fact it is not.

- The 2015 Healthy Kids Colorado Survey (HKCS) reported that 26% of Denver youth reported using marijuana in the past 30 days, while 44% of youth reported that other students at their school had used marijuana in the past 30 days (Amélie Online Survey).

Strategy

Communicate that all the cool kids are not doing it.

Objectives

1. Increase knowledge of the legal consequences, health effects and social impacts of marijuana use among Denver youth, as well as knowledge of positive youth development principles:
 - a. In 2013, 54% of youth saw regular marijuana use as a risky behavior. Now only 48% of youth see regular marijuana use as a risky behavior (HKCS 2015).
2. Reach diverse audiences across Denver, and elicit interest and participation.
3. Strategic engagement of youth through community-based events, DPS and other city resources/departments (Children's Affairs, Public Safety, Parks and Rec, Human Services, etc.)

Target Audience

- Primary: Denver youth ages 12-17 (skews male)
 - DPS middle and high school students
 - DPS comprised of 28 middle schools, 39 high schools and 14 6-12 schools
 - Per [Nielsen](#), 12-17 year olds consume the following media per week:
 - 19 hours of linear TV
 - 2 hours of time-shifted TV

- 1 hour of Blu-ray
- 4 hours of game console
- 22 minutes using multi-media device
- 22 minutes web on a computer
 - Percentage of youth web browsing on desktop by age
 - 8-10yo: 22.3%
 - 11-13yo: 25.7%
 - 14-17yo: 29.4%
- County/City geography with focus on:
 - Denver Public Schools
- Secondary: Hispanic, African American youth ages 12-17
 - 58% of DPS middle and high school students are Hispanic
 - 20% of DPS middle and high school students are African American
 - 37% of DPS students are English Language Learners (ELL)
 - 37% of DPS students are Spanish-speaking (includes non-ELLs)
 - County/City geography with focus on:
 - Denver Public Schools

Geography

- City and County of Denver

Considerations

- Would like to see consideration of tactics that will more deeply educate and engage with the target audiences.
- Not all assets need to be translated to Spanish, but collateral and mass media should be translated when possible.
- Website and/or landing page to drive audience to for more information.
- Mass Media Campaign
 - Can include digital and social media efforts