



**DENVER**  
THE MILE HIGH CITY

**Denver City Council**  
**Special Issues: Marijuana Committee**  
**July 11, 2018**

# Marijuana Youth Education & Prevention Efforts

- **City and County of Denver**
  - ExL: High Costs campaign
  - Office of Children's Affairs: Healthy Lifestyles program
  - DDPHE
    - Office of Behavioral Health Strategies: diversion program funding
- **Denver Health:** data collection (partnership with CCD)
- **DPS:** Life Skills Training Program ; MEI Impact Awareness Program; Learning2Breathe Signs of Suicide; Strengthening Families Program; DenverRAP Parent Toolkit
- **State of Colorado**
  - CDPHE: *Good to Know; Protect What's Next; Responsibility Grows Here*
  - CDOT: *Drive High, Get a DUI; 320 Movement*
  - CDE: *What's the Big Deal?; Tips for Teens*
  - CDHS: *Speak Now*
  - CDPS (Public Safety): Colorado School Safety Resource Center – Substance abuse
- **Private/Non-profits**
  - MEI: Unique classroom curriculum
  - YESS Institute: Healthy Lifestyles 2.0 program
  - Rise Above Colorado: Drug prevention focused on methamphetamines

- Committee members heard a request from Excise & Licenses to approve a contract extension and increase with Amelie Company to facilitate the citywide Youth Marijuana Education and Prevention Campaign (now called *High Costs*).
  - Total: \$1.3 million
  - Ends 12-31-18
  - 10-0 (3 absent) vote approved the contract
- The remainder of the meeting was dedicated to a presentation comparing alcohol and marijuana taxation, regulation, enforcement, associated crime, impairment, health impacts, etc.

- The committee listened to five presentations related to youth marijuana education, prevention and diversion programs currently in use in Denver.
  - Excise & Licenses presented on past marijuana education and awareness campaigns run by the City and County of Denver.
  - Amelie Company provided an overview of the “High Costs” campaign funded by ExL.
  - Representatives from CDPHE, Marijuana Education Initiative (MEI), and DPS discussed their specific programs for youth marijuana education and prevention.
- Of note, MEI pushed the importance of developing a curriculum, not just a campaign, to teach kids the facts surrounding marijuana in Colorado.

# Previous questions from Council

- How are you evaluating the success of Amelie's campaign?
- What tools are used to measure the effectiveness of the campaign?
- Are the various city efforts for marijuana youth education/prevention coordinated or in silos?
- Why is Excise & Licenses overseeing a youth education campaign?
- Are there coordinated efforts for youth education/prevention of alcohol, tobacco, opioids, etc.?
- Why did Denver need a unique campaign separate from the campaigns at the state level?

# Amelie Contract for Youth Education & Prevention

- The new total for the contract will be \$2.15M, which is a total of the following amounts:
  - 2017 original budget: \$450,000
  - 2017 additional budget: \$400,000
  - 2018 original budget: \$450,000
  - *2018 additional budget: \$400,000 - pending*
  - *2019 original budget: \$450,000 - pending*