

# Protect What's Next: Youth Marijuana Use Prevention In Colorado

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**COLORADO**  
Department of Public  
Health & Environment

# CDPHE & Marijuana

- Data and Trends
- Retail Marijuana Education
- Medical Marijuana Registry
- Laboratory testing
- Food safety
- Waste disposal
- Medical Marijuana Research





## Monitoring Health Concerns Related to Marijuana in Colorado: 2016

Changes in Marijuana Use Patterns,  
Systematic Literature Review,  
and Possible Marijuana-Related  
Health Effects



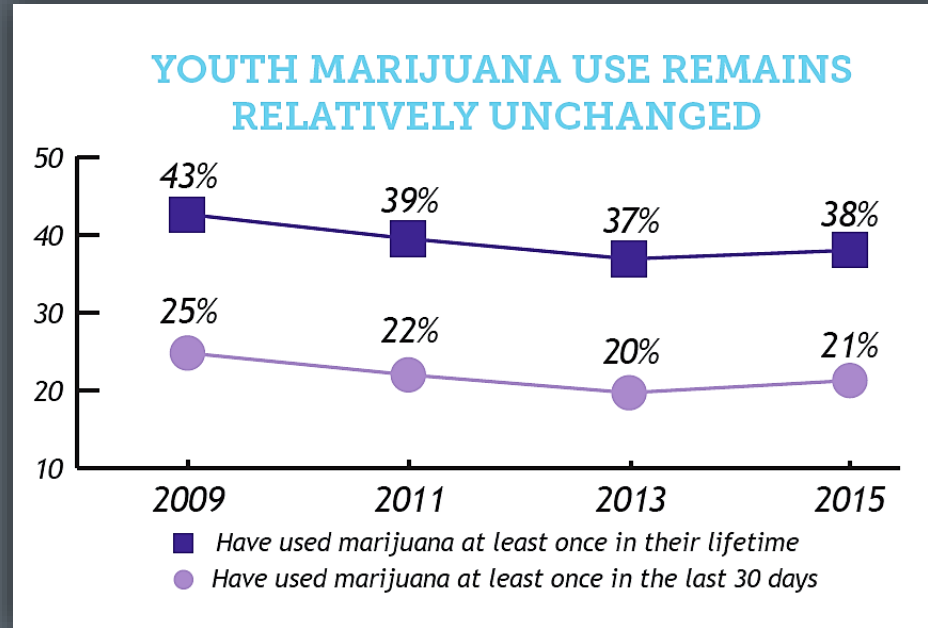
[www.colorado.gov/health-effects](https://www.colorado.gov/health-effects)

- Health Effects
- Use & Trend Data
- Health Statements



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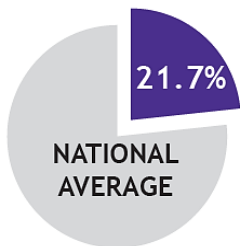
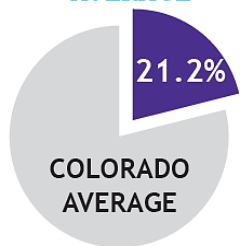
# YOUTH USE IN COLORADO



Healthy Kids Colorado Survey, 2015

# YOUTH USE IN COLORADO

CO YOUTH CURRENT MARIJUANA  
USE COMPARED TO THE NATIONAL  
AVERAGE



## MARIJUANA USE



4 out of 5 (78%) Colorado high schoolers, have **NOT** used marijuana in the last 30 days.

Healthy Kids Colorado Survey, 2015

# PROTECTIVE FACTORS

## ADULTS CAN HELP REDUCE YOUTH MARIJUANA USE



### *Supportive Teachers:*

Youth who agree that teachers care and encourage them are 1.7x LESS likely to use.



### *Talking with Parents:*

Youth who can ask a parent/guardian for help are 1.6x LESS likely to use.



### *Family Rules:*

Youth who have clear family rules are 1.7x LESS likely to use.



### *Parents' Opinion:*

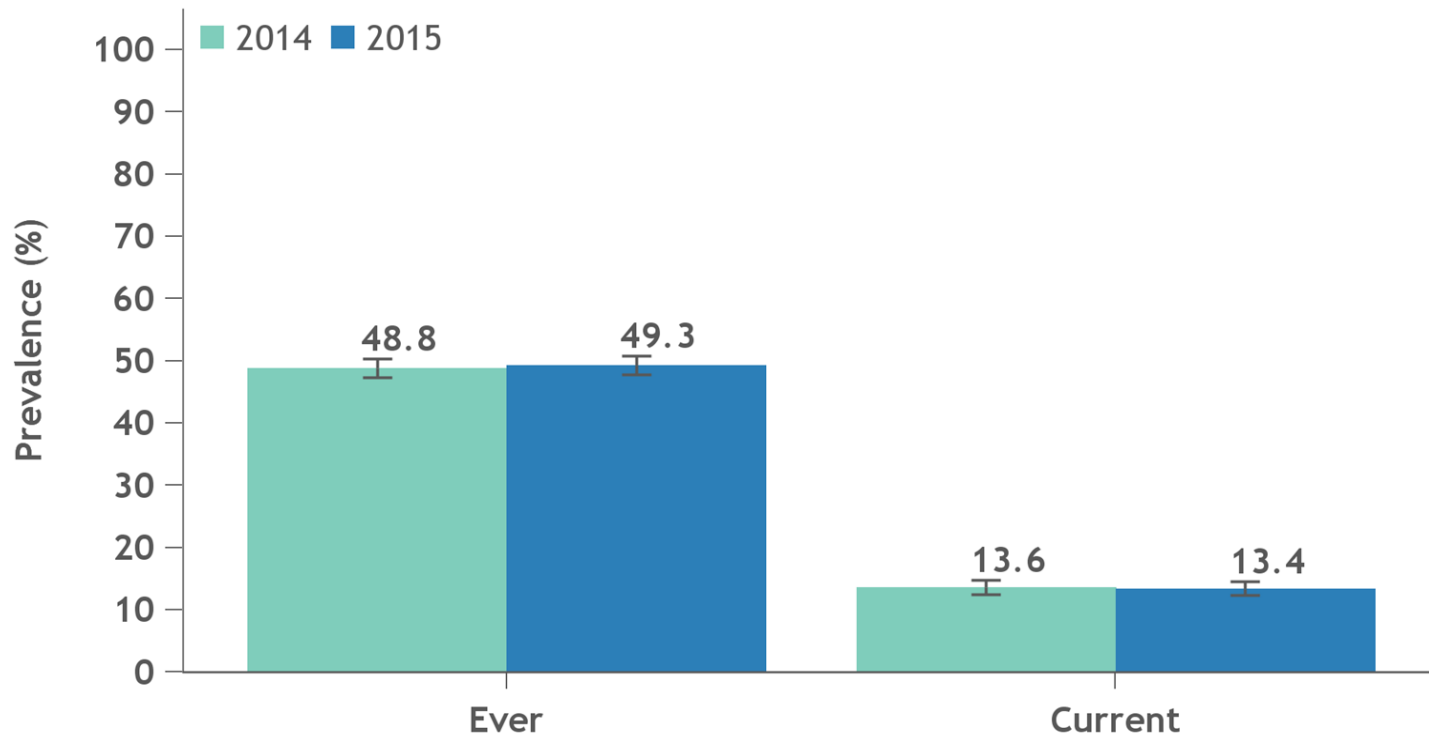
If a parent feels like it's wrong, their children are 4x LESS likely to use.

Healthy Kids Colorado Survey, 2015



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# Ever and current marijuana use among Colorado adults (18+ years), 2014-2015.



# RETAIL MARIJUANA EDUCATION PROGRAM

- Social Marketing Campaigns
- Education and Prevention
- [Colorado.gov/Marijuana](https://colorado.gov/marijuana)
- Statewide Integration
- Evaluation



# SOCIAL MARKETING CAMPAIGNS



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# FORMATIVE RESEARCH

- Segment the audience
- Listen to their perspectives
- Test the message
- Go to the audience
- Keep listening and adapting

# CAMPAIGN TIMELINE

**JAN 2015**

Good To Know launch



**JULY 2015**

Trusted Adult Messaging launch



**AUG 2015**

Protect What's Next Youth Campaign launch



**HOLIDAY 2015-16**

Trusted Adult sponsored and social content continues to encourage conversation



**JUNE 2016**

Goal Getter, goal discovery portal, launch



**OCT 2016**

Universal Symbol messaging launch



**FEB 2015**

Good To Know TV Spot airs



**AUG 2015**

Lo Que Debes Entender launch



**HOLIDAY 2015-16**

Lo Que Debes Entender New TV Spots air



**JUNE 2016**

Updated and expanded Good To Know site launch with content for tourists



**JUNE 2016**

Pregnant and Breastfeeding Women messaging launch



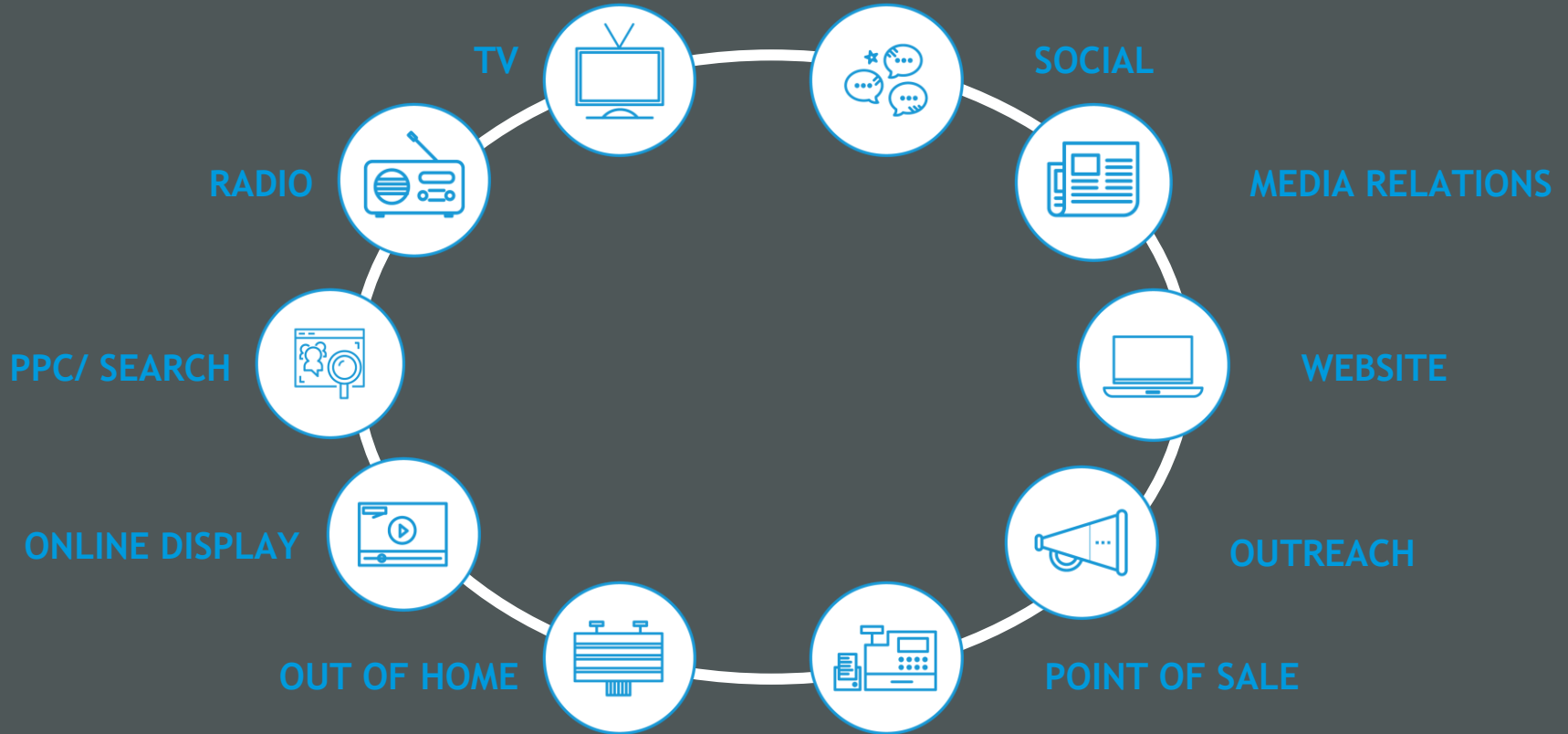
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# Campaign Objective

Educate about safe, legal and responsible use of marijuana through awareness and education of marijuana laws and health effects in Colorado.



# CAMPAIGN TACTICS





# Be safe. Be educated. BE RESPONSIBLE.

Marijuana is legal in Colorado.  
But if you choose to use, there are a few things you need to know.

LEARN BEFORE YOU USE >

## Tips for Tourists



Whether it's your first time to Colorado or you're a veteran visitor, we'll help you understand the basics of using retail marijuana.

Pack Some Knowledge >

## Pregnant & Breastfeeding Mothers



There is no known safe amount of marijuana use while pregnant or breastfeeding. Find out what else you need to know.

Learn More >

THINK ABOUT  
**SECONDHAND  
SMOKE**  
BEFORE YOU TOKE.

Learn more >

EDIBLES TAKE LONGER TO PEAK.  
**WAIT 4 HOURS**  
AFTER YOU EAT.

**BE POLITE WITH  
MARIJUANA SMOKE.**



Learn more >

**LOCK IT UP  
RIGHT.  
OUT OF  
REACH  
AND OUT OF  
SIGHT.**



Learn more >



# GOOD KNOW

## BE PREPARED FOR HOW MARIJUANA CAN AFFECT YOU.

Marijuana affects everybody differently, and varying doses, strains and forms can cause different levels of impairment for different people. Play it safe—start with a low dose, and avoid mixing alcohol and marijuana, as the effects of mixing can be dangerous and unpredictable.



Starting this fall, the Colorado Department of Revenue will require that all retail marijuana products use the symbol above on packaging and edible products. Avoid accidental ingestion by teaching your family and friends what this symbol means.

If you fear a child has ingested marijuana, or adult may have used too much, call the poison control hotline.

**1-800-222-1222**

If the person you're concerned about is having trouble breathing, looks pale or is unresponsive, call 911 or go to an emergency room right away.

For more information  
visit [GoodToKnowColorado.com](http://GoodToKnowColorado.com)

## MARIJUANA IN COLORADO

Be safe. Be legal. Be responsible.



## IF YOU CHOOSE TO USE, HERE'S WHAT YOU SHOULD KNOW.



### Rule #1: YOU MUST BE 21.

You must be 21 or older to purchase, possess, or use retail marijuana, and it's illegal to give it to minors or sell it to anyone.

### PUBLIC SPACE is not the place.

It's illegal to use marijuana in public—including bars, parks, campfires, ski slopes, sporting and music venues and sidewalks. Hotels, businesses and landlords can also forbid marijuana use on their property, so always ask first. And because marijuana is illegal federally, it's illegal to possess or use it on federal land, such as national parks.

### DON'T DRIVE HIGH. Just walk or catch a ride.

Driving high can result in a DUI. So if you're smoking, wait 6+ hours before driving. If you're ingesting, wait at least 8 hours. It's also illegal to open any marijuana packaging or use it (even passengers) while in a vehicle.

### What you get here can't go OUT THERE.

It's illegal to leave Colorado with any marijuana products, and Denver International Airport has banned any marijuana on its property. Trash any leftover marijuana in a secured container and out of sight, like in a large dumpster.

### Secondhand smoke IS NO JOKE.

Marijuana smoke has many of the same cancer-causing chemicals as tobacco smoke, so be considerate. Don't smoke around children, women who are pregnant, or anyone who doesn't want to be exposed.

### STORE IT RIGHT: locked up, out of reach and out of sight.

Always keep marijuana safely out of reach of children. If a child eats or drinks marijuana, they may need immediate medical help. Signs of accidental ingestion include: problems walking or sitting up, difficulty breathing and becoming sleepy.

### With edibles, be smart. Go **SL** **W** from the start.

Edibles can be potent and their effects can take up to four hours to peak. Start with a low dose (a single serving of 10 mg THC or less), and wait at least four hours before consuming more.



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# EVALUATION of Good To Know

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Adults who remembered the Good To Know campaign were



2.5  
times

as likely to remember the 4 laws highlighted by the campaign.





# COLORADO

## Marihuana

[Inicio](#)[Consumo legal](#)[Efectos en la salud](#)[Uso responsable](#)[Hablar sobre la marihuana](#)[Medicinal](#)

**UNA COMUNIDAD  
INFORMADA ES UNA  
COMUNIDAD SEGURA.**

**MARIHUANA  
EN COLORADO**  
LO QUE DEBES ENTENDER

Información sobre la ley de la marihuana no medicinal y sus efectos en la salud

### Enlaces

[Información en inglés/English site](#)

[Información de la campaña Good to Know](#)

### Noticias

[Seguimiento de problemas de salud relacionados con la marihuana en Colorado: 2014](#)

[Informe legislativo del Programa Educativo sobre la Marihuana No Medicinal, marzo de 2015](#)



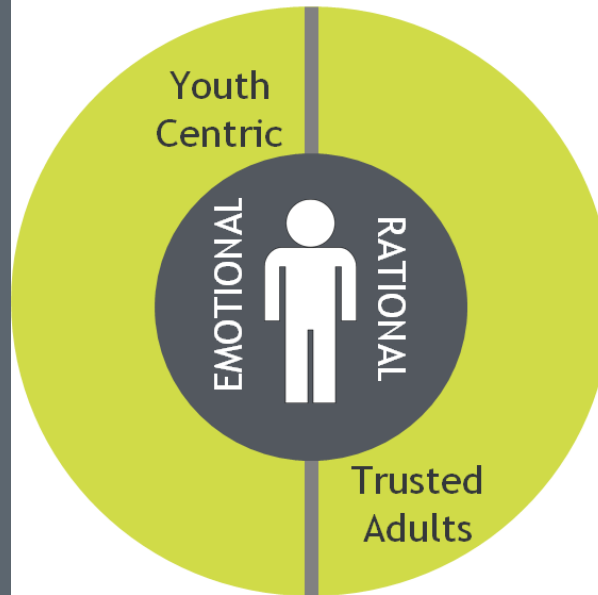
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# YOUTH PREVENTION CAMPAIGNS



# A TWO SIDED APPROACH

- Authentic
  - Relatable
  - Positive
- Youth ownership
  - Peer-to-peer



- Engage adults
- Support
- Marijuana effects

# TRUSTED ADULTS



## Objective:


Leverage trusted adults to reinforce the reasons not to engage in underage marijuana use.

# CAMPAIGN REACH

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# CAMPAIGN RESOURCES



ResourcesCommunity PartnersPartners

LAWSBEFORE YOU USEHEALTH EFFECTSYOUTH PREVENTION



## Community Partner RESOURCES

Community partners play a big part in helping Coloradans and visitors use marijuana legally and responsibly. The information below should give you the resources you need to help spread the word about Colorado marijuana laws and education.

How to get involved:


- Request to join our Facebook community
- Specific LPHA resources are available for download below. Additional materials are available for download on our resources page.
- Share this page with others in your organization.

If you're a local public health partner or stakeholder, feel free to use the "contact" button below for answers to any questions about additional marijuana education and awareness campaigns.


If you're a new community partner with more questions on how to get involved, please reach out to CDHRE directly.

CONTACT CDHRE >

### LPHA Resources




Youth Prevention Playbook



Youth Prevention Webinar

Public Relations Inquiries >



## TALKING TO YOUTH

THE BASICS

Starting a conversation about retail marijuana with young adults can help prevent youth from using before they turn 21. These tips can help you get a successful conversation started.

### AGES 13-16

#### START THE CONVERSATION

According to the 2015 Healthy Kids Colorado Survey, youth with supportive parents, teachers, coaches and other adults are less likely to use marijuana before age 21. That's why it's important to start the conversation with youth before they first try marijuana. Start the conversation early, but don't try to squeeze in the conversation on the way to school, or when you only have a few minutes. Decide when the time is right for both of you.

#### FOCUS ON POSITIVE MESSAGES

Positive messages are empowering, being negative might overwhelm them or make them act out of fear or defiance. Talk with them about the ways marijuana could get in the way of their goals, and remind them that four out of five high schoolers don't use retail marijuana.

#### ESTABLISH CLEAR RULES

Set your expectations and consequences for not following them. Make your rules clear and stick to them.

#### ROLE-PLAY HOW TO SAY "NO"

Work with youth to find tools to deal with peer pressure. Many youth don't realize saying no can be as simple as saying, "I got caught, I won't be able to do XXX (sports, theater, dance, etc.). Also, encourage youth to see you as an excuse to avoid marijuana use. For example, "My parents would ground me for the summer."

#### LISTEN

Be a good listener. Get their opinion. Don't talk over or down to them. When you allow them to be heard, they'll be more likely to listen when you speak.

#### TALK ABOUT FRIENDS

Know who their friends are, what they're like and how they influence the youth in your life.

#### PROMOTE SELF-CONFIDENCE

Teach youth that marijuana use is not something to build an identity around. If they want to achieve their goals, being labeled a "punks" could hurt their image to potential employers or even to someone they may want to date.

#### KEEP YOUR RELATIONSHIP STRONG

Let them know you're on their side. The worst time to make the best decision for themselves.

#### YOUR INFLUENCE MATTERS

You might be surprised at how much influence your words, actions and opinions can have on youth choices.

### AGES 17-20

#### KEEP THE CONVERSATION GOING

Even if you've talked before, youth issues and opinions change all the time. Plus, as you get older, they can feel more pressure from friends and classmates.

#### STAY CONNECTED

Be involved in their life. It will help you to be able to key into what they're thinking and feeling.

#### SET EXPECTATIONS

Be clear about rules and expectations. Stick to the rules you set and be serious about consequences.

#### PROMOTE RESPONSIBILITY

Teaching them how to be responsible with sleep, nutrition, schoolwork, and all aspects of life decreases the likelihood of retail marijuana causing problems for them in the future.

#### ENCOURAGE BALANCE



Reinforce and celebrate their passions, hobbies, interests, etc.—the things that keep them balanced.

#### STICK TO YOUR WORD

Listening to and considering their opinion is important, but remember to stand your ground on how you feel about retail marijuana.

### HELP THEM ACHIEVE THEIR GOALS

Help youth to identify the passions, hobbies, dreams and freedoms they want for themselves, and to prioritize these interests over using retail marijuana. If they're focused on goals that are meaningful to them, they'll be less likely to let marijuana get in their way.



Thanks to Speak Now for all of these helpful tips.  
SpeakNowColorado.org



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# PROTECT WHAT'S NEXT



## Objective:

Deter retail marijuana use by youth 12-20.


Encourage youth to think about their goals and how marijuana can get in the way.



# CAMPAIGN REACH


**Protect What's Next**  
15 May · 🌐

Go on the adventure of a lifetime with Protect What's Next Adventures! Ramp up your rock climbing skills or become an Insta pro by learning how to turn your hobby into more than just a hobby. Sign up today and check back for new Adventures at [protectwhatsnext.com/adventures](https://protectwhatsnext.com/adventures)




**Protect What's Next**  
23 May · 🌐

Volunteering is a huge win-win. You get to help someone out and feel pretty great while doing it. Find the perfect place to volunteer using the Goal Getter: <http://protectwhatsnext.com/activities/find-a-place-to-volunteer>



**W N**

**CONTROL YOUR FREEDOM**



**Focus on Your Future**

Underage retail marijuana use comes with consequences that can negatively impact your goals and plans. Learn what these consequences are and how you can avoid them. So you understand how it can affect your life now, the future.

**W N**



**FIND YOUR GOAL AND GO GET IT.**

**START NOW**

[PROTECTWHATSNEXT.COM](https://protectwhatsnext.com)

**W N**

**LET'S START WITH ADULTING**  
CLICK WHAT INTERESTS YOU.

- MONEY
- ACADEMICS
- JOB AND CAREER
- SOCIAL LIFE
- LIVING LIFE TO THE FULLEST

1 of 3

**NEXT STEP**

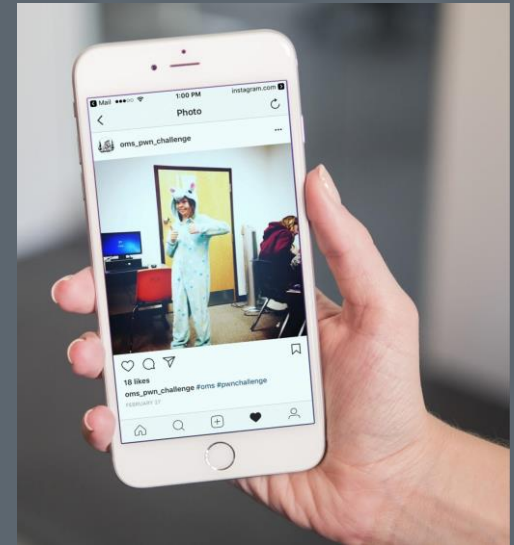


# REACHING YOUTH: ADVENTURES



# REACHING YOUTH: CHALLENGES

62 middle schools  
15,000+ Challenges  
Four \$10,000 grand prizes



# ENGAGING YOUTH

Real time updates

Incorporate youth feedback

Varied strategies for engagement



# YOUTH EVALUATION

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Youth exposed to the campaign were significantly more likely to agree that marijuana...

made it  
harder to  
think and do  
things

8%

affects  
one's body  
and causes  
cravings

10%

# ADULT EVALUATION

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Adults who live with children had a **significant increase** in...

plans to talk to  
children about  
risks of marijuana

**12%**

perceptions of  
risk for a teen  
using regularly

**11%**

perceptions of  
risk of unsafe  
storage in home

**4%**

# THANKS!

More questions?

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