

# CDPHE AND MARIJUANA PREVENTION

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Retail Marijuana Education Program



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Department of Public  
Health & Environment

# PLANNING OBJECTIVES /

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**1 /**

Understand the attitudes, behaviors, perceptions of risk and beliefs of Colorado youth around marijuana.

**2 /**

Understand how friends, parents, siblings, teachers, coaches and other influencers influence their decision to use or abstain from marijuana use.

**3 /**

Understand what prevention messages resonate with this audience, which they reject and why.



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# PLANNING AND RESEARCH METHODOLOGY /

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## Secondary Research /

OMNI

Sukle

The Denver Office of Drug Strategy

Healthy Kids Colorado Survey



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# PLANNING AND RESEARCH METHODOLOGY /

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## In-School Visits /

N = 317

Average age = 15.3

### Schools Visited:

- Horizon High School
- Legacy High School
- Loveland High School
- McClain High School \*

*\*(Average age 19, high risk audience)*



## Friendship Groups /

N = 19 Groups, 57 participants

Denver, Pueblo and Boulder

Life Stages:

- Middle School
- High School
- Post High School

Usage:

- Not Likely To Try
- Likely to Try
- Tried

# PLANNING AND RESEARCH METHODOLOGY /

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## In-Depth Phone Interviews /

N = 10

Areas:

- Ridgeway
- Norwood
- Telluride
- Ouray



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# AUDIENCE BY LIFE STAGE /

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## Middle School /

Closely tied to their families.

Eager to learn.

Talk to and trust their parents as a reliable source.

Perception of risk; don't want to get in trouble at school or with parents.

Aren't planning concretely for their future but know they want to grow up to be happy.



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# AUDIENCE BY LIFE STAGE /

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## Early High School /

It's crucial to fit in.

Perception of prevalence, feels like everyone is doing it.

Still some perception of risk that makes them think twice.

Sports/extra curricular activities and grades becoming more important.



# AUDIENCE BY LIFE STAGE /

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## Late High School /

More independent - driving and are making more mature decisions.

MJ use is no longer seen as scary or risky.

Skeptical about the health effects that come with use. Don't trust facts and sources.

Sports/extra curricular activities, grades, college and future plans are important. Believe that MJ can negatively impact productivity.

Assume that most of their peers have used marijuana when most have not.



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# AUDIENCE BY LIFE STAGE /

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## Post High School /

New phase of life; exploring and enjoying independence.

Don't think marijuana use is a big deal. Seen as less dangerous than alcohol or other drugs.

Skeptical about the health effects that come with use. Don't trust the current research.

As young adults, they feel old enough to make the right choice for themselves.



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# KEY INSIGHT /

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## Tone /

It's not just what we say, it's how we say it that really matters.

Youth rejected any language that was perceived of as preachy or presented public health statements\* as “someone’s biased point of view.”

Negative health claims stating “may or can” vs. “will” were called out.



# KEY INSIGHT /

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## Health Effects /

Skeptical when presented the health effects.

*What did they believe?*

What they found indisputable was that memory loss and loss of productivity are the health consequences of using marijuana.



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# KEY INSIGHT /

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## The Personal Effect /

Although youth are less likely to believe there are many negative health effects to marijuana use they do believe there can be negative life consequences.

They agree that marijuana can get in their way of being their best self.



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# THE #1 DETERRENT /

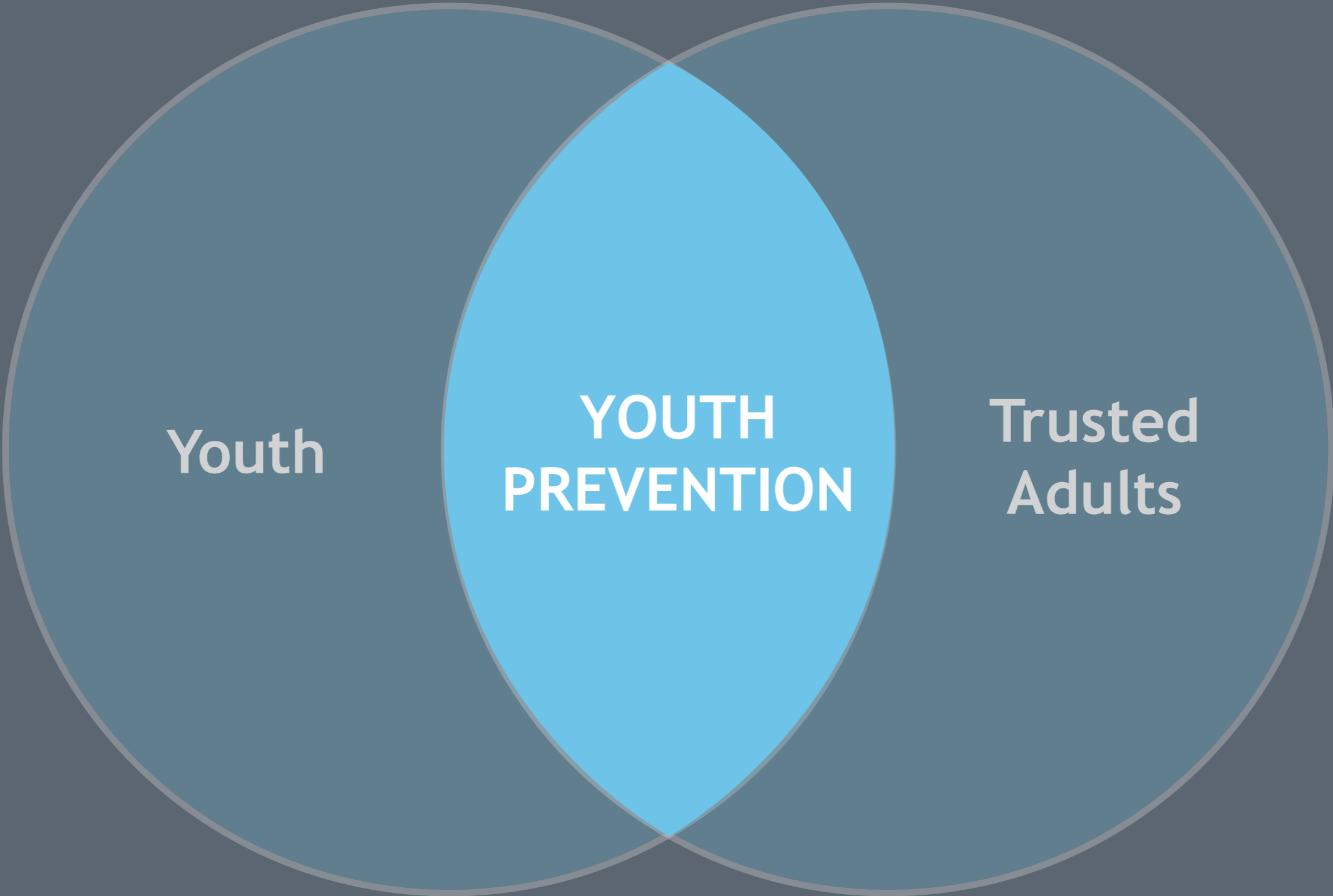
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The most compelling reason to not use MJ across all life stages and rates of use was that marijuana can get in the way of achieving goals.



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# CAMPAIGN STRATEGY - EMOTIONAL VS. RATIONAL /



# CAMPAIGN STRATEGY - TWO-SIDED APPROACH/

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## Youth Centric /

Build a platform that is authentic and relatable to youth.

Create a message that has a positive focus.

Engage youth by allowing them to own the message.

Create a message that can be easily shared peer-to-peer.



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# CAMPAIGN STRATEGY - TWO-SIDED APPROACH/

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## Trusted Adults /

Engage the people that youth trust in their life to deliver the information on the legal consequences and health effects of under-age marijuana use.

Create a program that supports these trusted adults and helps them deliver consistent, fact-based information.

Build a complementary communication plan between these efforts and the Youth Campaign.



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# YOUTH MEDIA CONSUMPTION /

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**CONSTANTLY  
CONNECTED /**

**VIDEO  
FANATICS /**


**SOCIAL  
SAVVY /**



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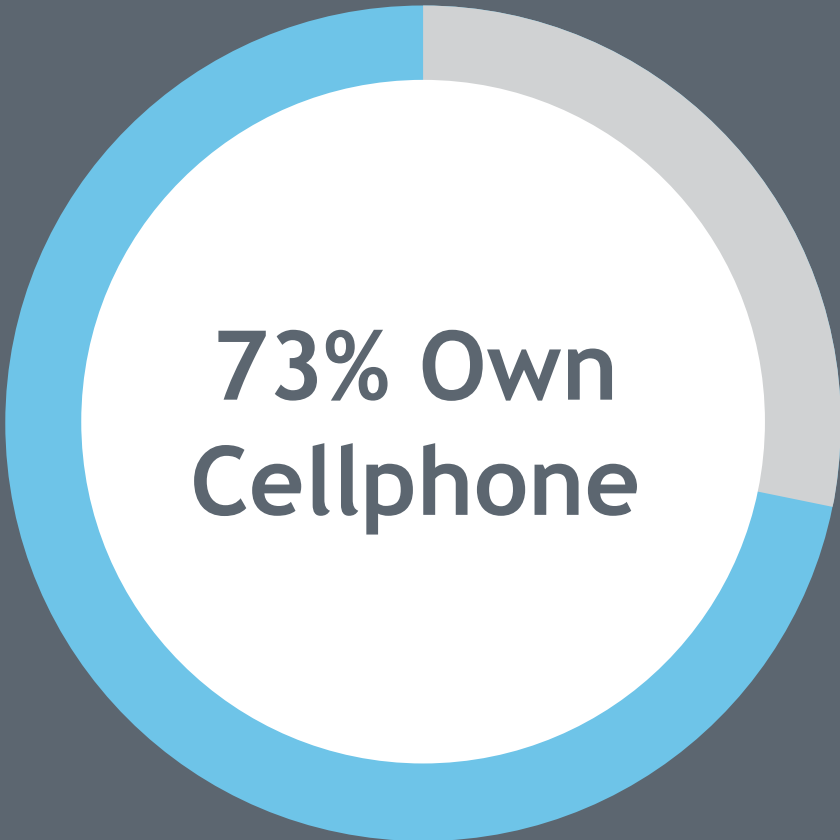
# YOUTH MEDIA CONSUMPTION /

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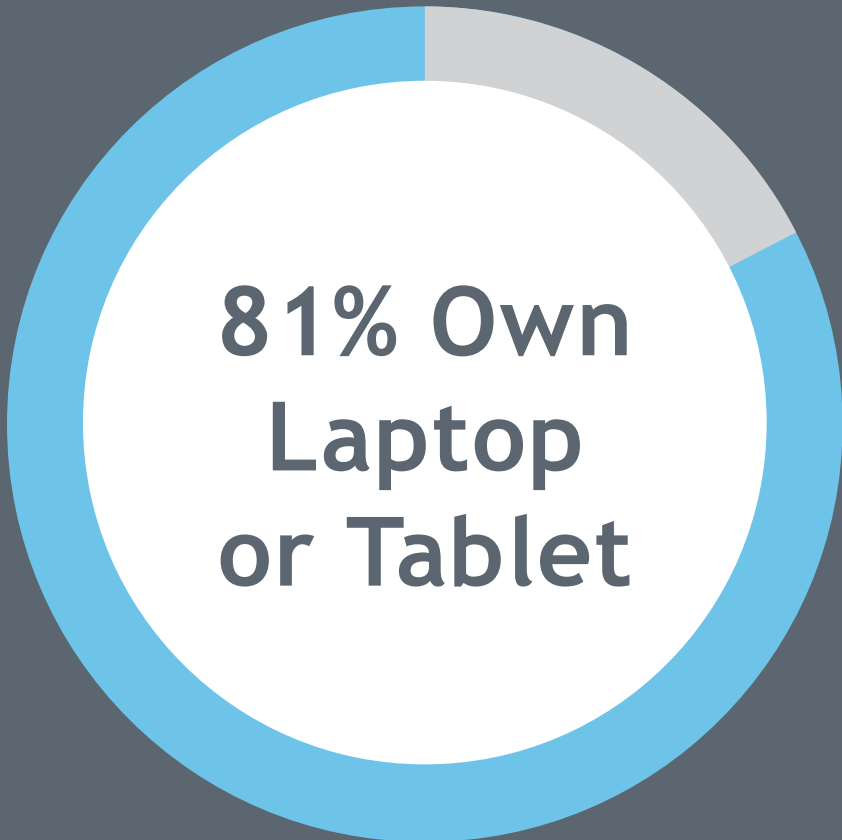
112 Hours  
Spent Online

A donut chart with a light blue outer ring and a grey inner ring. The light blue ring represents 112 hours, and the grey ring represents the remaining 248 hours of a 360-hour week.



73% Own  
Cellphone

A donut chart with a light blue outer ring and a grey inner ring. The light blue ring represents 73%, and the grey ring represents 27%.



81% Own  
Laptop  
or Tablet

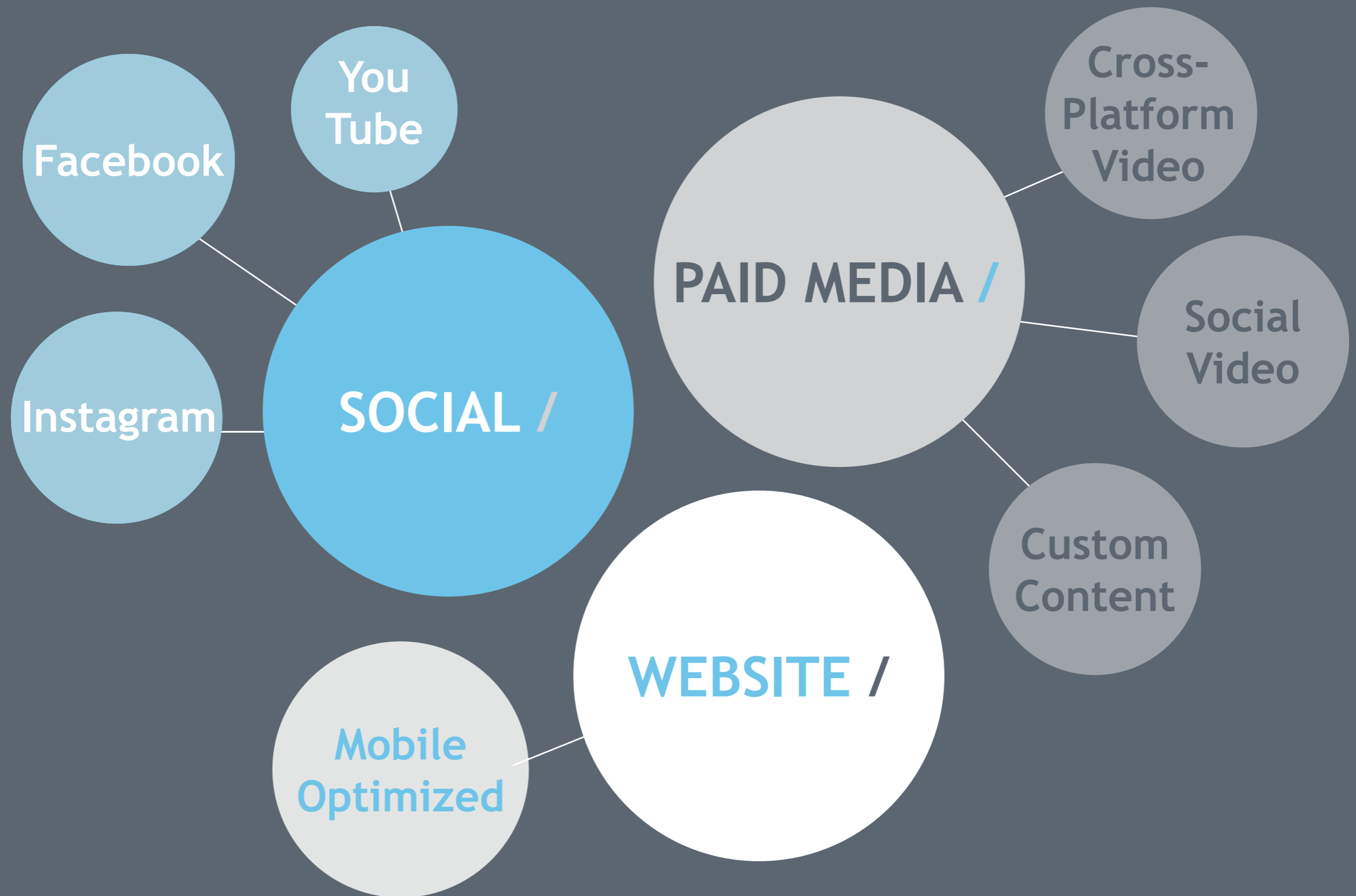
A donut chart with a light blue outer ring and a grey inner ring. The light blue ring represents 81%, and the grey ring represents 19%.

*Sources: GfK's MultiMedia Mentor 2013 and Pew Research 2015*



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# CAMPAIGN ECOSYSTEM /

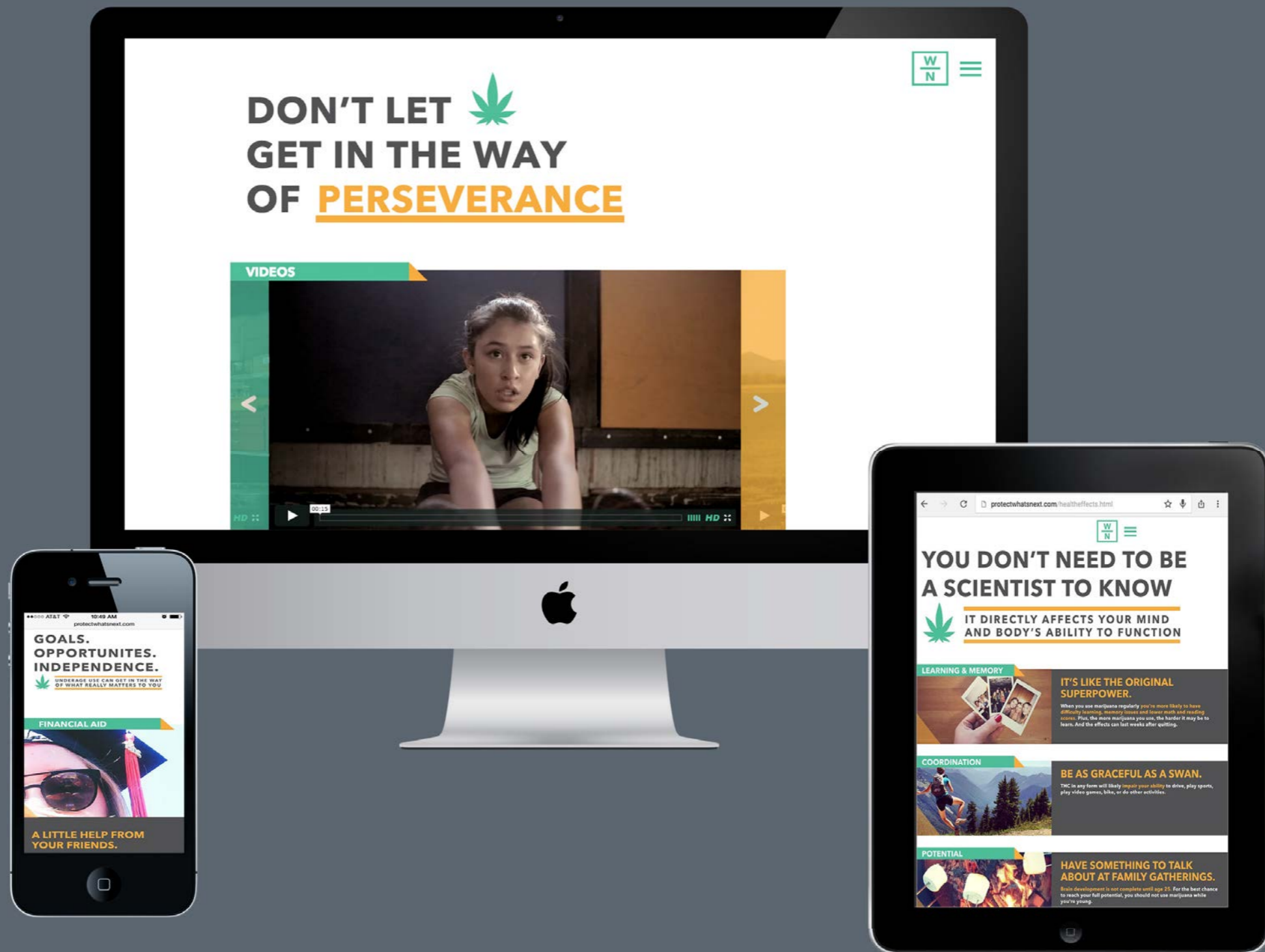


# WHAT'S NEXT /



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# WHAT'S NEXT /



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# WHAT'S NEXT /



**Protect What's Next**

September 23 at 3:15pm · 🌐

Taking notes in emoji class is a bit different than in English Lit. BuzzFeed crushes it with this list of classes that should exist right now. What class would you like to see?



## 11 High School Classes That Should Exist Right Now

Let's be real: You would use an emoji course a lot more than algebra. Find out some other courses you never knew you needed in your life.

BUZZFEED.COM

👍 Like    💬 Comment    ➦ Share

You and 359 others like this.

23 shares



## HOW TO:

### START YOUR DAY IN A GOOD MOOD

1. TAKE A FEW DEEP BREATHS
2. GET MOVING (STRETCH YOUR ARMS, ROLL YOUR HEAD AND WIGGLE YOUR TOES)
3. DRINK A GLASS OF WATER
4. PLAY YOUR FAVORITE MUSIC
5. GET OUT THERE AND HAVE A GOOD ONE

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



WE ARE WHAT WE BELIEVE WE ARE.

-C.S. LEWIS

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



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# RESOURCES FOR ADULTS /

## GoodToKnowColorado.com/Talk

The screenshot shows a web browser window with the address bar displaying "goodtoknowcolorado.com/talk/#intro". The website has a dark blue header with a yellow menu icon on the left and a yellow banner with a cannabis leaf icon and the text "GOOD to KNOW". The main content area has a light blue background with a large, stylized cannabis leaf. The text reads: "We all want the young people in our lives to grow up to be", followed by "HAPPY, HEALTHY & PRODUCTIVE" in large, bold, white letters. Below this, it says: "Help them make good decisions through open conversation about underage retail marijuana use and its effects. Scroll through our infographics below to start getting the tools you need to talk to the young people in your life." On the right side, there is a vertical toolbar with icons for a cannabis leaf, a speech bubble, a hammer, a book, a group of people, a graduation cap, a share icon (circled in blue), and a PDF icon. The footer includes the text "Community Partners | Retailers", a disclaimer: "\*\*These are state-level laws regarding retail (non-medical) marijuana. To become fully informed of the laws in your area, review county and municipal retail marijuana laws or consult with legal counsel. If you have questions about retail marijuana and your health, consult with your doctor. [Privacy Policy](#)", and logos for CDPHE and the Colorado Department of Public Health & Environment.

Marijuana in Colorado: Kno... x +

goodtoknowcolorado.com/talk/#intro

GOOD to KNOW

We all want the young people in our lives to grow up to be

**HAPPY, HEALTHY & PRODUCTIVE**

Help them make good decisions through open conversation about underage retail marijuana use and its effects. Scroll through our infographics below to start getting the tools you need to talk to the young people in your life.

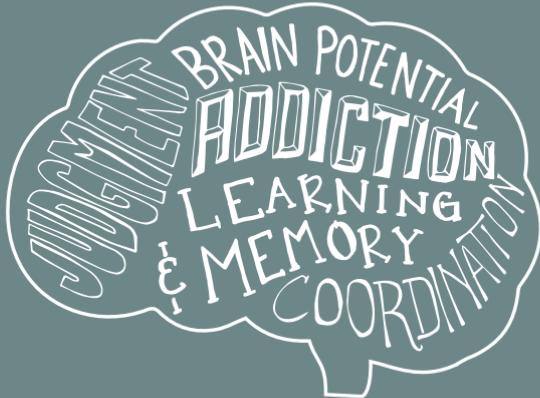
Community Partners | Retailers

\*\*These are state-level laws regarding retail (non-medical) marijuana. To become fully informed of the laws in your area, review county and municipal retail marijuana laws or consult with legal counsel. If you have questions about retail marijuana and your health, consult with your doctor. [Privacy Policy](#)

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— HEALTH EFFECTS OF UNDERAGE RETAIL MARIJUANA USE —

**LEARNING AND MEMORY**  
Youth who use marijuana regularly are more likely to have difficulty learning, memory issues and lower math and reading scores.

The more marijuana youth use, the harder it may be for them to learn. And the effects can last weeks after quitting.

**COORDINATION**  
THC in any form, will likely impair the ability to drive, play sports, play video games, bike or do other activities.

**JUDGMENT**  
Youth who use marijuana—even occasionally—may be more likely to do risky things later in life. This may include use of alcohol, tobacco and other drugs.

**POTENTIAL**  
Brain development is not complete until age 25. For the best chance to reach their full potential, young people should not use marijuana.

**ADDICTION**  
Marijuana is addictive. It is harder to stop using marijuana if started at a young age.



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GOOD to KNOW

GoodToKnowColorado.com/talk

## UNDERAGE NA USE

### SEQUENCES

loss of  
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Loans,  
educational  
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#### EMPLOYMENT

Breaking work policies can result in loss of employment.

#### SPORTS & ACTIVITIES

Breaking school policies can result in removal from sports teams and extracurricular activities, school suspensions, expulsions and drug counseling.

#### SECOND OFFENSE

Fine of no more than \$100 and the court shall order the underage person to:

Complete an OBH-approved substance abuse education program.

If deemed necessary and appropriate, submit to an OBH-approved substance abuse assessment and complete any treatment recommended by the assessment.

Perform up to 24 hours of useful public service.

#### THIRD/SUBSEQUENT OFFENSE

Fine of up to \$250 and the court shall order the underage person to:

Submit to an OBH-approved substance abuse assessment and complete any treatment recommended by the assessment.

Perform up to 36 hours of useful public service.

## GOOD to KNOW

GoodToKnowColorado.com/balk

101

## MARIJUANA 101

KNOW WHAT TEENS KNOW ABOUT MARIJUANA

TERMS

FOR

Marijuana

METHUEN

OF

Consumption

MJ  
Keef  
Boom  
Skunk  
Gangster  
Reefer  
Joint

### SMOKING

Usually a joint, pipe or bong is the common method of use.

### VAPING

Vaporizers heat marijuana and the vapor is inhaled.

### DABBING/HASH OIL/WAX

THC extract from marijuana can contain up to 60-80% THC. High levels of THC this time, we do not know.

### EDIBLES

The effects of edibles, teas, longer to peak, and last longer. Some edibles can be too off-guard by the stronger effects of marijuana. Federal regulations determine that edibles serving sizes can contain 10mg of THC. It can take up to 30 minutes, and they can last up to 12 hours.

### TOPICALS

Marijuana-infused lotions, creams, and oils are sold for localized pain relief. They may treat skin problems like eczema, but do not make the user high.

UNDERAGE

Listen carefully to the questions. When they can feel the effects of marijuana, they can feel the effects of marijuana.

### START THE CONVO

Decide when the time is right to start the conversation. Remember, conversation is a two-way street. Ignoring the issue.

### LISTEN

Be a good listener. Talk over or down to them to be heard, when you speak.

### ESTABLISH CLEAR

Set your expectations. Stick to them.

### ROLE-PLAY HOW TO

Work with them to feel the pressure. This can be a good way to get in trouble, I won't be, etc."

### KEEP THE CONVO

Even if you're talking, opinions change.

### SET EXPECTATIONS

Be clear about the rules you want to set. Consequences.

### STAY CONNECTED

Be involved in the key into what the

### KEEP THE CONVO

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ADO  
Public  
Education


GOOD TO KNOW

GoodToKnowColorado.com/talk

# TALKING

## — TO YOUR KIDS & TEENS —

### UNDERAGE RETAIL MARIJUANA USE: CONVERSATION TIPS FOR PARENTS



Listen carefully and stay positive. Keep the conversation open so they can come to you with questions. When you know they can ask you questions, it creates an open dialogue where they can feel comfortable coming to you when they are in a difficult situation.

#### AGES 13-14

**START THE CONVERSATION**  
Decide when the time is right for you. And remember, conversation is much better than ignoring the issue.

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

**ESTABLISH CLEAR RULES**  
Set your expectations. Make them clear and stick to them.

**ROLE-PLAY HOW TO SAY "NO"**  
Work with them to find tools to deal with peer pressure. This can be as simple as: "No thanks. If I get in trouble, I won't be able to do sports, theater, etc."

**FOCUS ON POSITIVE MESSAGES**  
Positive messages are empowering. Negative messages might overwhelm them or make them act out of fear or defiance.

**TALK ABOUT IT**  
Know who to talk to and how to talk to them.

**PROMOTE SELF-ESTEEM**  
Teach them something they are good at.

**KEEP YOUR OWN OPINION**  
Let them know what you think and what you want them to do themselves.

**YOUR INFLUENCE**  
You might be surprised how much influence you can have on them.

#### AGES 17-20

**KEEP THE CONVERSATION GOING**  
Even if you've talked before, their issues and opinions change all the time.

**STAY CONNECTED**  
Be involved in their life. It helps 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 SELF-ESTEEM**  
Teaching them all aspects of marijuana can help them make better choices.

**ENCOURAGE POSITIVE HOBBIES**  
Reinforce hobbies, interests, and talents to help them balance their lives.

**PRACTICE LISTENING**  
Listening to them is important. Let them know you're on their side.

#### AGES 21+

**HELP THEM ACHIEVE THEIR GOALS**  
Help them to identify the passions, hobbies, dreams and freedoms they want to achieve. Prioritize those interests over using marijuana. If they're focused on their goals, they'll be less likely to let marijuana get in the way.



## TALENTED STUDENT

### — UNDERAGE RETAIL MARIJUANA USE: CONVERSATION TIPS FOR PARENTS —

**ESTABLISH CLEAR RULES**  
Communicate expectations and hold them to the consequences.


**FOCUS ON POSITIVE MESSAGES**  
Positive messages are empowering. Negative messages might overwhelm them or make them act out of fear or defiance.

**THEY'RE ROLE MODELS TOO**  
Communicate to students that they are role models for younger students, athletes and others.


**NEGATIVE EFFECTS ON PERFORMANCE**  
Stress the consequences of marijuana use on school or activity performance.

**TEENS WHO USE MARIJUANA REGULARLY MAY HAVE DIFFICULTY LEARNING, MEMORY ISSUES AND PROBLEMS WITH MATH AND READING SCORES.**

**SMOKING MARIJUANA MEANS YOU INHALE MORE THAN 2,000 CHEMICALS, MANY OF WHICH ARE CHEMICALS THAT ARE FOUND IN TOBACCO.**



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GoodToKnowColorado.com/talk




# TIPS FOR TALKING TO STUDENTS & ATHLETES

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## UNDERAGE RETAIL MARIJUANA USE: A GUIDE FOR TEACHERS AND COACHES

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### **LISTEN**

Make them feel heard. Consider their opinions and keep the conversation open.

### **ESTABLISH CLEAR RULES**

Communicate expectations and hold them to the consequences.

### **FOCUS ON POSITIVE MESSAGES**

Positive messages are empowering. Being negative might overwhelm them or make them act out of fear or defiance.

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

Give them a reason to say no. (Staying on varsity, wanting to get good grades, etc.)

### **YOUR INFLUENCE MATTERS**

Teachers and coaches are highly influential in students' lives. What you say, and the example you set, is important.

### **PROMOTE RESPONSIBILITY**

Promoting a responsible classroom or team atmosphere can shape behavior toward positive action and responsibility.

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### **THEY'RE ROLE MODELS TOO**

Communicate to students that they are role models for younger students, athletes and siblings.

### **NEGATIVE EFFECTS ON PERFORMANCE**

Stress the consequences of marijuana on school or activity performance.

Teens who use marijuana regularly may have difficulty learning, memory issues and lower math and reading scores.

Smoking marijuana means you inhale more than 2,000 chemicals, many of the same chemicals that are found in tobacco smoke.

### **REAL-WORLD CONSEQUENCES**

Stress the real-world consequences. Teens that break school or school activity rules may be referred to drug counseling, suspended, expelled, or face prosecution.

### **BE AWARE OF METHODS OF CONSUMPTION**

Because of vaporizers, edibles, drinks and tonics, it is easier than ever to conceal and consume marijuana at school or during school activities. Familiarize yourself with these forms of marijuana so you know what to look for.

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### **HELP THEM ACHIEVE THEIR GOALS**

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



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GOOD to KNOW

Thanks to Speak Now for all of these helpful tips.  
[SpeakNowColorado.org](http://SpeakNowColorado.org)

[GoodToKnowColorado.com/Talk](http://GoodToKnowColorado.com/Talk)

# GET INVOLVED /

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## Trainings /

### 4 Regional Skill Building Trainings

- Grand Junction
- Summit County
- Pueblo
- Denver

## Discussion Group /

[Facebook.com/Groups/MJYouthPrev](https://www.facebook.com/Groups/MJYouthPrev)

## Learn More /

[Colorado.gov/Marijuana/ShareableResources](https://colorado.gov/Marijuana/ShareableResources)

[Colorado.gov/CDPHE/RetailMarijuana](https://colorado.gov/CDPHE/RetailMarijuana)

[Colorado.gov/CDPHE/RetailMarijuanaTA](https://colorado.gov/CDPHE/RetailMarijuanaTA)



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# THANK YOU /

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**You are already doing great work!**

**These resources are to support  
and compliment your efforts.**



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# QUESTIONS? /

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