CDPHE AND MARIJUANA PREVENTION

Heather Link-Bergman / Marijuana Communications Specialist
Retail Marijuana Education Program
# Planning Objectives

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.
PLANNING AND RESEARCH METHODOLOGY /

Secondary Research / OMNI
Sukle
The Denver Office of Drug Strategy
Healthy Kids Colorado Survey
PLANNING AND RESEARCH METHODOLOGY

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)
<table>
<thead>
<tr>
<th>Friendship Groups</th>
<th>N = 19 Groups, 57 participants</th>
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<tbody>
<tr>
<td></td>
<td>Denver, Pueblo and Boulder</td>
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<tr>
<td>Life Stages:</td>
<td>• Middle School</td>
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<tr>
<td></td>
<td>• High School</td>
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<tr>
<td></td>
<td>• Post High School</td>
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<tr>
<td>Usage:</td>
<td>• Not Likely To Try</td>
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<td>• Likely to Try</td>
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PLANNING AND RESEARCH METHODOLOGY

In-Depth Phone Interviews

N = 10

Areas:
- Ridgeway
- Norwood
- Telluride
- Ouray
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.
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.
| 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.  
<p>|                 | Assume that most of their peers have used marijuana when most have not. |</p>
<table>
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<th>AUDIENCE BY LIFE STAGE /</th>
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<tr>
<td>Post High School /</td>
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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.
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.
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.
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.
CAMPAIGN STRATEGY - EMOTIONAL VS. RATIONAL

Youth

YOUTH PREVENTION

Trusted Adults
CAMPAIGN STRATEGY - TWO-SIDED APPROACH/

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.
CAMPAIGN STRATEGY - TWO-SIDED APPROACH/

Trusted Adults

Engage the people that youth trust in their life to deliver the information on the legal consequences and health effects of underage 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.
YOUTH MEDIA CONSUMPTION /

CONSTANTLY CONNECTED /

VIDEO FANATICS /

SOCIAL SAVVY /
YOUTH MEDIA CONSUMPTION

- 112 Hours Spent Online
- 73% Own Cellphone
- 81% Own Laptop or Tablet

Sources: GfK’s MultiMedia Mentor 2013 and Pew Research 2015
CAMPAIGN ECOSYSTEM /

SOCIAL /
Facebook
Instagram
You Tube
Mobile Optimized

PAID MEDIA /
Cross-Platform Video
Social Video
Custom Content

WEBSITE /
WHAT'S NEXT /
WHAT’S NEXT /

Protect What’s Next
September 23 at 3:16pm

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.

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

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WE ARE WHAT WE BELIEVE WE ARE.
-C.S. LEWIS

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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.
GET INVOLVED /

Trainings / 4 Regional Skill Building Trainings
• Grand Junction
• Summit County
• Pueblo
• Denver

Discussion Group / Facebook.com/Groups/MJYouthPrev

Learn More / Colorado.gov/Marijuana/ShareableResources
Colorado.gov/CDPHE/RetailMarijuana
Colorado.gov/CDPHE/RetailMarijuanaTA
THANK YOU /

You are already doing great work!
These resources are to support and compliment your efforts.
QUESTIONS?

Heather Link-Bergman
Marijuana Communications Specialist
heather.link-bergman@state.co.us