Teen Marijuana Use Prevention Campaign
WELCOME!

Rachel Tyree, MPH
Communications Director
Los Angeles County Department of Public Health

Renee Fraser, PhD
CEO, Fraser Communications
Host of The Deciders Radio Show on KABC-AM
In 2017, the Los Angeles County Board Motion tasked the Department of Public Health to develop a campaign to help prevent the use of recreational marijuana by tweens and teens.
CAMPAIGN STRATEGY

Peer-to-Peer messaging, created by and delivered through youth

Foundation of health communications, science, & evidence-based media practices = behavior change
FORMATIVE RESEARCH

- **Listening sessions** with community groups and county agencies
- **Youth focus groups** with over 200 tweens and teens
- Review of other states and national campaigns for messaging, tone, and calls to action
YOUTH MEDIA WORKSHOPS

- Two full-day events
- 40+ Teens attended from across LA County
OBJECTIVES

- Teach life skills
- Structure productive ideation
- Engaged teens to create authentic messaging
LOGISTICS

2019 North American Cannabis Summit
WORKSHOP ACTIVITIES

1. Introduction
2. Share Collages & Discuss Issues
3. Storytelling Presentation
4. Group Work Sessions
5. Presentations
6. Voting & Prizes
OPEN ENVIRONMENT TO SHARE
IDENTIFIED SMES
“I’D DO IT AGAIN.”
The Creative Ideas
BIGGER CHOICES

There are #BIGGERCHOICES than weed.
NOT WHAT YOU THINK
PRODUCTION
2018 MarCom Gold award-winning videos:

- Kesh Kesh Weed Rap
- Excuses
IMPORTANCE OF PERSONAL TESTIMONIALS
Girls Round Table: “Goals”  “Think”
PRESS CONFERENCE

News Release Views/Searches

- Placed on 156 news and information websites
- Potential views of 89 million
- Generated more than 4,000 headline impressions

News Media Reach/Impressions

- News coverage of the announcement included multiple broadcasts from local TV and radio stations (including Spanish language stations)
- National Associated Press story carried in local newspapers and in more than 40 newspapers across the U.S., including the Washington Post, the New York Times, and Denver Post
“I was able to make a difference in my community in ways I never thought possible through bigger choices, and learned skills that I’m now using in college and other parts of my life.”

-Elijah, Youth Participant
CAMPAIGN ACTIVITIES TIMELINE

April
- Soft Launch
  - YouTube Channel live
  - Dr. Drew videos launch

May
- Full Launch
  - KROQ & AMP Takeover

June
- KROQ & AMP Takeover
- Wango Tango Sweepstakes starts

July
- KROQ & AMP Takeover
- KROQ & AMP Takeover

Aug.
- KROQ & AMP Takeover

Sept.
- “Teens Talk Weed”
CAMPAIGN ACTIVITIES TIMELINE

October
- In-Theater Videos
- African American High School/Radio Activation
- Van Nuys High School
- Sponsored High School Basketball Games

November
- Middle School Rallies
- Crozier
- John Muir
- Audobon
- Culver City
- Jingle Ball Sweepstakes Starts
- Long Beach Poly High School
- Aspire Ollin University Prep

December
- Campaign End

2019 North American Cannabis Summit
BIGGERCHOICES.ORG

YouTube channel served as campaign landing page, hosting all video content.
Videos were shown to **891 teens** across LA County.
All videos communicated well, with 88% to 92% of respondents reporting that they got the message clearly.

Close to half or more indicated all the videos would get teens to think about using marijuana less.
CAMPAIGN PERFORMANCE

- VCR over 233% higher than the industry benchmark
- VCR over 56% higher than the industry benchmark
- VCR 73% higher than the industry benchmark
THANK YOU

Rachel Tyree
Communications & Community Relations Director
Los Angeles County Department of Public Health
3530 Wilshire Blvd., Ste. 800, LA, CA 90010
rtyree@ph.lacounty.gov
213.427.4466
www.publichealth.lacounty.gov

Renee Fraser, PhD
CEO
Fraser Communications
1631 Pontius Ave
rfraser@frasercommunications.com
310.319.9101
Frasercommunications.com