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Objectives

Objective 1: Increased knowledge of the factors to consider when developing public education and prevention campaigns related to marijuana use in a post legalization environment (where the public perception of risk is low).

Objective 2: Increased awareness of campaigns implemented in states with recreational marijuana, including how they were developed and evaluation outcomes.

Objective 3: Engagement with colleagues considering public education and prevention needs in their states and communities to learn from one another about challenges and ideas for implementation of education and prevention campaigns.
Why anti-drug messages haven’t worked in the past

- Fear based-not science based
- Intended audience is not consulted or even factored into the development
- Finger wagging
- Unrealistic approach to substance use
Opportunities and Challenges Specific to MJ

- Resources to research, develop and evaluate effective education campaigns
- Clear points of need for education-focused messaging
  - Confusion about the law—what is okay and what is not okay
  - Higher risk populations
- Strong opponents/proponents among stakeholder groups
- High level of scrutiny
- Developing research about the health effects
Easy Mistakes

Not conducting thorough market research to develop a campaign that speaks to the target audience
Not accounting for the sophistication of the audience

- Don’t Be a Lab Rat
Campaign Objective

- Promote safe, legal and responsible use of marijuana through awareness and education of marijuana laws in Colorado.
General Public Strategic Planning

Research Approach

- Secondary Research & Exploration
  - Secondary research was crucial in understanding the overall background of the marijuana industry on both the statewide and national level in order to act as an informed and educated organization

- Street Interviews
  - In-depth interviews helped us dig deeper into the perceptions and understanding of the laws, health effects and opinions of Colorado residents. Interviews also generated insights that lead directly to campaign messaging strategy

- Consumer Survey
  - The survey helped gather insights from a large sample of the statewide population, understanding not only awareness of the laws, perceptions and health effects, but how they differed by geography and population
The general public encompasses all walks of life, not just the stereotypical user. Education and healthy usage can’t become social norms if the behavior is thought of as “closeted.” We need to normalize the conversation to encourage a more informed and engaged discussion among this group.
All Coloradans including longtime smokers to people trying marijuana for the first time, need info about the laws and health effects. The outcome? Educated people, educating others.
Nonusers Are Important

- Although nonusers may not be impacted by the laws directly, they are a crucial segment of the general audience. Nonusers are parents, friends of smokers, and stakeholders. They must spread the knowledge across their networks, ensuring the success of the campaign.
Changing Attitudes

- 54% of Colorado voters supported marijuana legalization and regulation.
- We need to befriend the user to encourage trust in the state & encourage an educated discussion.
COLORADANS FEEL STEREOTYPED

- “When I travel people say, “Oh, you’re from CO, you must smoke” which is probably hard for non-smokers since that opinion really generalizes everyone from CO into being potheads.” - Amanda, 23
COLORADANS NEED & WANT EDUCATION

- Majority of Coloradans do not regret the legalization of marijuana. Never the less, they feel like there’s a lot that has to happen to make legalization successful, such as education and regulations.

- “We go the law passed, which was a huge step, so now we need to respect the laws.” - Jeff, 32
Creative Mandatories

- Engage in order to inform: we to be interesting, relevant and likable in order to gain attention and be memorable
- Speak effectively to users, non-users and subsequent sub-audiences
- Be simple, clear, easy to remember
- Tone should be friendly, approachable, helpful.
Whether you choose to use marijuana, or choose not to, we're all in this together. So let's help one another along as we all learn to navigate the rules and guidelines that govern safe and legal marijuana use. With a tone that's friendly and likable, and a style that's memorable and upbeat, we'll empower Coloradans to make smart choices by helping us all understand what responsible marijuana use looks like. Because when it comes to marijuana in Colorado, there's one thing we can all agree on.
We're not here to judge marijuana use, and we're not here to encourage it either. We're simply here to share important information and helpful tips, so we can all learn what it means to use marijuana responsibly. To make sure our message is heard and remembered, we'll deliver it in a way that's as friendly, positive, colorful and neighborly as Colorado itself.
Video of 60 Second Good to Know Spot
Online
Social Media

CHECK
HOTEL RULES

UNIVERSAL SYMBOLS

LOVE
PIZZA

MARIJUANA

2019 North American Cannabis Summit
Partner Kits
Performance

170M IMPRESSIONS

100%
Awareness & Recall

- Colorado adults familiar with the campaign were more than twice as likely to be familiar with the laws as those who weren’t familiar.
“The Good to Know Campaign helped increase awareness for Mainers on safely, legally and responsibly navigating the non-medical marijuana landscape. The campaign provided foundational messaging through research-based information that allowed our state to jumpstart outreach to the public once legalization in our state passed. The ability to partner with the Colorado Department of Public Health and Cactus allowed us to save time and money, while serving our role and educating the Maine public.”

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