Denormalization: prime objective is to reduce the cannabis use

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The Truth Campaign

As a template for the denormalization of marijuana products and the marijuana industry.
Denormalization: Public Service Campaigns

- Inform the public of the dangers and risks associated with these products and industry strategies and messaging
- Encourage prevention
- Control promotion through legislative means and enforcement
- Support and encourage cessation
The Denormalization Message

Five key areas used in tobacco denormalization messaging

1. Lies coming from the tobacco industry
2. Addictive nature of these products
3. Second hand smoke is harmful
4. Don’t start
5. Quit
Industry Denormalization

Bruce Silverman – former president of Asher-Gould Advertising LA

“The success of a mass media campaign will “rest on the bedrock of anti-industry strategy. If you don’t have that bedrock, your campaign will ultimately fail.”
Weak Campaigns

Do not hold the industry accountable for wrong-doings, deceit, cover ups and widespread propaganda.

Allow the industry to normalize its behavior

Fail to bring the public to the issue of wrong-doings and scientific literature that establishes and substantiates risk of harm.
Denormalization of the industry

A best practice tobacco control tool

Recommended in a comprehensive tobacco control strategy

Evidence of its efficacy in scientific literature
De-normalization reinforces the fact that use is not mainstream

In both Canada and the United States the vast majority of adults do not smoke tobacco products or use marijuana products. There are widespread misconceptions about the prevalence of use.

Many people estimate that use is more common and mainstream than it actually is.

Denormalization strategy corrects those misconceptions with the aim to reduce use and “normalacy and acceptance”.