Cannabis Education and Information Campaign

North American Cannabis Summit, 2019
Tricia Blocher, MS
Cannabis Education and Information Campaign

- Scientific basis for restricting access of cannabis to people 21 and older.
- Potential harm of using cannabis while pregnant or breastfeeding.
- Potential harm of overusing cannabis.
- Penalties for providing access to cannabis to youth under 21.
Target Audience Campaigns

- Adult
- Parent/Mentor
- Pregnant and Breastfeeding
- Youth
Developing Science-Based Messages

Sources/Approaches:

- Literature Review
  - Original/primary sources
  - Scientific studies and peer-reviewed articles
  - Professional organizations consensus statements
  - Evidence with moderate to strong

- Government Resources
  - CDC, NIH, National Academy of Science, State Health Departments
    - Reports, websites, fact sheets

- CDPH Office of Legal Services

- Statewide Formative Research: Qualitative and Quantitative
Self-Reported Cannabis Use in the Past Month Among Californians Ages 12 and Older

Perceptions of Great Risk from Smoking Cannabis Once a Month among Californians Aged 12 and Older

2012-2014 National Survey on Drug Use and Health, Substance Abuse and Mental Health Services Administration

Self-Reported Cannabis Use in the Past Month Among 7th, 9th, and 11th Graders in California

California Healthy Kids Survey, California Department of Education/WestEd

<table>
<thead>
<tr>
<th>Year</th>
<th>Grade 7</th>
<th>Grade 9</th>
<th>Grade 11</th>
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</thead>
<tbody>
<tr>
<td>2003-2004</td>
<td>3.9</td>
<td>12.4</td>
<td>19.8</td>
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<tr>
<td>2005-2006</td>
<td>4.7</td>
<td>12.6</td>
<td>19.2</td>
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<tr>
<td>2007-2008</td>
<td>6.6</td>
<td>15.4</td>
<td>23.9</td>
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<tr>
<td>2009-2010</td>
<td>5.9</td>
<td>13.6</td>
<td>24.2</td>
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<tr>
<td>2011-2013</td>
<td>6.6</td>
<td>14.9</td>
<td>24.3</td>
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<tr>
<td>2013-2015</td>
<td>5.0</td>
<td>13.4</td>
<td>20.1</td>
</tr>
</tbody>
</table>

Percent

Source: California Healthy Kids Survey, Biennial Statewide Survey, California Department of Education and WestEd
Youth Formative Research Overview
Youth - Formative Research Overview

- **Phase I:**
  - Focus groups in Spanish
  - Age: 14-20 y
  - January, 2018
  - Los Angeles, Oakland, California
  - Sample Size: 18

- **Phase II:**
  - English Online Survey
  - Age: 14-20 y
  - December 2017-January 2018
  - Statewide
  - Sample Size: 2,608

- **Phase III:**
  - Focus Groups for creative concepts testing
  - Age: 13-16 y
  - May, 2018
  - Fresno, Los Angeles, Sacramento, Chico, and Oakland, California
  - Sample size: 67
Key Findings

- Not all teens are equally at risk for cannabis use.
- Teens who use cannabis have different values and behaviors from non-users.
- Teens are most vulnerable age 13-16.
- Spanish-speaking teens prefer to consume media in the English language.
- Not all cannabis facts are believable or motivate teens to avoid cannabis.
- Teens want specific examples on the negative impact of cannabis use.
- Teens prefer relatable characters in messaging.
- Teens are stressed and have a lot going on their lives.
Let’s Talk Cannabis Website
Let’s Talk Cannabis
Community Toolkit

Toolkit Includes:

- Brand Guidelines
- Data and Information
- Formative Research
- Media and Public Relations
- Customizable Fact Sheets
- Social Media Guidelines
- Social Media Assets
- Web Badges
- Promotional Postcards
- Digital Posters
- Tip Sheets
• Find Us: @LetsTalkCannabis
• Sample Posts:
  • Some people think smoking weed is no big deal, but it can harm your memory, learning, and attention. No one needs to deal with that.
  • #teenlife can be hectic between school, sports, family, part-time work, and thinking about college. Everyone deals with it differently. But weed's not gonna help. See why.
Let's Talk Cannabis

La voz entre el Ruido / Hablemos de Marihuana
1,965,415 views • 1 month ago

A Healthy Start without Marijuana | Let's Talk Cannabis
5,568,087 views • 1 month ago

A Mind Clear Without Weed | Let's Talk Cannabis
6,935,949 views • 1 month ago

A Voice in the Noise | Let's Talk Cannabis
5,292,332 views • 1 month ago

Know the Laws | Let's Talk Cannabis
10,632 views • 11 months ago

It’s legal in California, so let’s talk cannabis.
Local Cannabis Efforts – Youth

Los Angeles

San Mateo

Sacramento

There are #biggerchoices than weed

Cannabis, Marijuana, Weed, there's a lot of information out there. Crack the code and get the facts you need.

Don't try to sell me or scare me. Just give me the facts.

Samantha, 16

Future Forward

Sacramento County Youth Marijuana Prevention Campaign
Thank You!

Tricia Blocher, MS
California Department of Public Health

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