Oregon Youth Cannabis Prevention Campaign

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Oregon Public Health Division’s role in marijuana legalization is to protect the public’s health by:

1. Understand and minimize the public health impacts of retail cannabis products
2. Educate the public about health issues related to cannabis use
3. Protect children and vulnerable populations from cannabis exposure
4. Prevent youth cannabis use
5. Monitor cannabis use, attitudes and health effects in Oregon
July 2015

Measure 91 legalized cannabis for Oregonians aged 21 and over

March 2016

The Oregon legislature passed House Bill 4014 tasking OHA-PHD with the implementation and evaluation of a pilot youth cannabis health education campaign
Stay True to You
Youth Marijuana Use Prevention Pilot Campaign

BEING A TEENAGER IS HARD ENOUGH.
I'M NOT SURE POT WOULD HELP.
Campaign Audiences

**Stay True to You**
- Oregon youth and young adults aged 12–20
- Parents of Oregon youth and young adults aged 12–20 and youth-serving adults*

**Talk With Them**
- Parents of youth and young adults aged 12–20 and youth-serving adults

*Secondary audience
Campaign Timeline

**STAY TRUE TO YOU**

- PILOT CAMPAIGN LAUNCH: JUNE 30, 2016
- TALK WITH THEM
  - LAUNCH: SEPTEMBER 6, 2016
  - END: DECEMBER 30, 2016
- PILOT CAMPAIGN END: JUNE 30, 2017
The campaign is primarily expected to influence attitudes toward and perceptions of the risk of youth marijuana use.
Formative Audience Assessment

- 28 focus groups
- 260 total participants
- Youth: 14-17 years old; Young adults: 18-20 years old
- Held from October 2015 through March 2016

- Urban: Portland
- Rural: Bend, Medford, Pendleton
- African American: Portland
- Asian and Pacific Islander: Portland
- American Indian/Alaska Native: Portland and Grand Ronde
- Latino (Spanish language): Portland
• Being high may interfere with your ability to drive, play sports, or ride a bike.

• Brain development is not complete until your twenties and for the best change to reach your full potential, you should not use marijuana to get high while you are young.
Key Message Strategies

• Answer frequently asked questions about marijuana’s effect on the developing brain and potential legal consequences of underage use.

• Depict the impact of role models related to marijuana use.
• Highlight aspirations toward long-term goals (job, driver’s license).

• Empathize with the struggles of youth and young adults.
# Campaign Delivery Channels

**STAY TRUE TO YOU**

<table>
<thead>
<tr>
<th>Category</th>
<th>Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL</td>
<td>MOBILE VIDEO, DISPLAY, YOUTUBE</td>
</tr>
<tr>
<td>TV</td>
<td>HULU, CABLE, LOCAL STATIONS</td>
</tr>
<tr>
<td>RADIO</td>
<td>PANDORA, SPOTIFY, LOCAL STATIONS</td>
</tr>
<tr>
<td>SOCIAL MEDIA</td>
<td>FACEBOOK, INSTAGRAM</td>
</tr>
<tr>
<td>OUT OF HOME</td>
<td>BILLBOARDS, MALLS, MOVIE THEATERS</td>
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2019 North American Cannabis Summit
“Don’t Copy Me”
“Molly”
Digital, Outdoor and Print
12 concepts and hundreds of executions
More **youth and young adults** in campaign pilot areas:

- **Correctly identified social norms** around youth marijuana use compared to those in non-pilot areas.
Key Findings

More youth and young adults in campaign pilot areas:

- Understood the legal consequences of underage marijuana use.
Campaign Saturation

STAY TRUE TO YOU CAMPAIGN INTENSITY

If campaign reach was evenly distributed, each youth and young adult in the campaign pilot areas saw or heard the campaign 252 times.

MAYBE TONE IT DOWN A BIT.
PORTLAND 15–17-YEAR-OLD

I FEEL LIKE THE FIRST TIME I WATCHED THE VIDEO I WAS LIKE, YEAH, THIS IS GOOD, THEN AFTER LIKE THE TEN THOUSANDTH TIME I WAS LIKE OKAY, I GOT IT.
PORTLAND 15–17-YEAR-OLD
COMMUNITY CONTEXT

- Pro-marijuana industry marketing
- Absence of coordinated statewide marijuana prevention effort

INDIVIDUAL LEVEL FACTORS

ATTITUDES

PERCEIVED NORMS

PERCEIVED CONSEQUENCES

KNOWN PREDICTORS

INTENT TO USE

SUBSTANCE USE BEHAVIORS

Note. This evaluation focused on the individual level.
Implications

A campaign, by itself, is unlikely to achieve full impact in the absence of a statewide comprehensive community model that addresses:

- Policy
- Regulation
- Education
- Community social norm change
Policy Recommendations

- Provide support in every community in Oregon to youth, young adults, and parents.
- Require marijuana businesses to disclose their expenditures on marketing and promotion.
- Establish a maximum size and number for signs at retail marijuana stores.
- Prohibit the sale of flavored cannabis products.
- Protect local control.
- Maintain protections for clean air laws
Campaign Budget

Total Budget: $3,974,842

- Media: $2,281,734
- Non-Media: $894,000
- Evaluation: $250,000
- State Coordination: $549,108
COMPREHENSIVE PROGRAM APPROACH

Add text here if needed.
How our program works:

- Statewide Communications, Surveillance and Coordination
- Policy, Systems and Environmental Change
- Training, Technical Assistance
- State Staff Support, Peer Support

Grants to Local and Tribal Health Departments
Comprehensive Program Approach

- State and Community Interventions
- Mass-reach Communications
- Surveillance and Evaluation
- Self-Management Support
- State Administration and Management
State and Community Interventions
Mass Reach Communications

2019 North American Cannabis Summit
Figure 34. Oregon adults’ beliefs about harms from marijuana use, 2015
Self Management Support
QUESTIONS

Add text here if needed.
SOCIAL MEDIA LINKS

- Facebook
  https://www.facebook.com/staytrueoregon/

- Instagram
  https://www.instagram.com/staytrueoregon/

- Twitter
  https://twitter.com/StayTrueOregon

- YouTube
  https://www.youtube.com/channel/UCHSJ17hHo6DJZl0tChn-4Yg