Retail Marijuana Responsible Use Education in Colorado

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Brief History on Legalization in CO

Medical Marijuana
- 2000- Amendment 20
- 2009- Commercialization

Retail Marijuana
- 2012- Amendment 64
- 2014- Retail establishments
Successful Initiatives in CO
Data Trends & Health Effects

MARIJUANA USE

4 out of 5 Colorado high school students have NOT used marijuana in the last 30 days
Responsive Regulatory System
What informed our education efforts for adult consumers?
Current marijuana use by age

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25 years</td>
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<td></td>
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<tr>
<td>26-34 years</td>
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<tr>
<td>35-64 years</td>
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<tr>
<td>65+ years</td>
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</tbody>
</table>

Prevalence (%)
Daily Adult Marijuana Use in Colorado

<table>
<thead>
<tr>
<th>Year</th>
<th>Binge Drinking</th>
<th>Tobacco</th>
<th>Marijuana</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2015</td>
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<td></td>
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<td>2016</td>
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<tr>
<td>2017</td>
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</tbody>
</table>
Disparities In Consumption

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gay, Lesbian, Bisexual, Other</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Heterosexual</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
<td>10.0</td>
</tr>
</tbody>
</table>

Prevalence (%)
Methods of Marijuana use among Colorado Adults

- Smoked marijuana
  - 2015
  - 2016
  - 2017

- Ate or drank marijuana
  - 2015
  - 2016
  - 2017

- Vaporized marijuana
  - 2015
  - 2016
  - 2017

- Dabbed marijuana
  - 2015
  - 2016
  - 2017

- Used marijuana in some other way
  - 2015
  - 2016
  - 2017

Prevalence (%) 

0.0 10.0 20.0 30.0 40.0 50.0 60.0 70.0 80.0 90.0
Rates of Hospitalization with MJ Billing Codes

Source: Data provided by Colorado Hospital Association with analysis provided by Colorado Department of Public Health and Environment, Marijuana Health Monitoring Program.

Notes: (1) An individual can be represented more than once in the data; therefore, the rate is hospitalizations with marijuana codes per 100,000 total hospitalizations. (2) The period from October 2015 onward should be interpreted with caution due to
Marijuana Exposures Reported to Poison Control
LIKE CHEWED GUM
DISPOSE OF PROPERLY.

GOOD TO KNOW

What does our education look like?

MEG’S BUDTENDER TIPS

START LOW, GO SLOW.
DON’T OVER-DO IT WITH EDIBLES.

RESPONSIBILITY
Grows Here

COLORADO
Department of Public Health & Environment
Promote safe, legal and responsible use of marijuana through awareness and education of marijuana laws in Colorado.

Increase engagement around the *Good to Know* campaign and continue to increase public awareness of the laws and health effects.
Initial Education + Prevention Campaigns
New, Comprehensive Campaign

- Retailers
- Marijuana Users
- Trusted Adults
- PBF
- Youth
Creative Testing

Statewide online survey (253 CO residents and 149 tourists)
Online focus groups (76 participants)

A budtender adds credibility
Meg breaks stereotypes
The ads motivate marijuana users to learn more
MEG THE BUDTENDER

A campaign centered around a branded budtender who is dedicated to furthering responsible marijuana practices by sharing her trusted budtender tips.
RESPONSIBILITY
— Grows Here —

TIPS FROM MEG THE BUDTENDER
Say hello to Meg, Colorado's trusted budtender. She's here to educate adults 21 and older on marijuana laws, its effects, and how to use it responsibly.
Cuando se cultiva la responsabilidad aquí, todos progresamos. Depende de nosotros dar el ejemplo correcto a nuestros hijos, a nuestros pares y a nosotros mismos cuando se trata de la marihuana.
PAID MEDIA
STRATEGIC CONSIDERATIONS

- Statewide reach for all audiences.
- Media tactics based on audience population size and how they consume media.
- Objective for 1st flight: Frequency to introduce the new brand theme and campaigns.
- Targeted media helps avoid waste.
- Guarantee continuous presence in strategic “evergreen” tactics.
Digital Targeting

Digital targeting is not based on solely on geography. Ads are served based on audience behaviors that are most pertinent to the messaging.

- **Geography:** Entire State of Colorado
- **Demographic:** Dependent on campaign.
- **Behavioral:** Interest or intent. (Example: people that supported marijuana legalization for consumer campaign.)
- **Contextual:** Content or keyword-based. (Example: serving ads on content that ranks high for 13-18 year olds.)
- **Hyperlocal/Geofencing:** Geofencing certain locations like WIC clinics, high schools, YMCAs, etc.
The Colorado Retail Marijuana ‘Education & Prevention Resource Guide’ will be updated with new campaign messaging that includes:

- Brand and campaign overview
- Key talking points
- FAQ
- Sample social media messaging and imagery
- Presentation template
Marijuana and Your Baby

Marijuana is now legal for adults over 21 but this doesn’t mean it is safe for pregnant or breastfeeding moms or babies. You should not use marijuana while you are pregnant, just like you should not use alcohol and tobacco.

Know the Facts

Marijuana and Pregnancy:
- Using marijuana while pregnant may harm your baby. Marijuana that passes to your baby during pregnancy may make it hard for your child to pay attention and learn, especially if your child grows older. This would make it harder for your child to do well in school.
- Tetrahydrocannabinol (THC) is the chemical in marijuana that makes you feel “high.” Using marijuana while you are pregnant passes THC to your baby.
- Same hospitals test babies after birth for drugs. If your baby tests positive for THC at birth, Colorado law says child protective services must be notified. Talk to your doctor early in your pregnancy about any marijuana use.

Marijuana and Breastfeeding:
- The American Academy of Pediatrics says that mothers who are breastfeeding their babies should not use marijuana.
- Breastfeeding has many health benefits for both the baby and the mother. But THC in marijuana gets into breast milk and may affect your baby.
- Because THC is stored in body fat, it stays in your body for a long time. A baby’s brain and body are made of a lot of fat. Since your baby’s brain and body may store THC for a long time, you should not use marijuana while you are pregnant or breastfeeding.
- Breast milk also contains a lot of fat. This means that “pumping and dumping” your breast milk may not work the same way it does with alcohol. Alcohol is not stored in fat so it leaves your body faster.

Talk to your doctor if you are pregnant or breastfeeding and need help to stop using marijuana. Or call 1-800-CHILDREN for help.

Fact Sheets & Clinician Webinars
Clinical Guidelines

- Screening Questions
- Effects of Marijuana
- Mandatory Reporting Laws
- Second Hand Smoke
- Driving
- Accidental Ingestion
- Resources
Thank you

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