



COLORADO
Department of Public
Health & Environment

Retail Marijuana Education



Ali Maffey

Injury Prevention Policy & Communications Unit Supervisor



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Retail Marijuana Prevention and Education Campaign (SB 14-215)

Ensure that all Colorado residents and visitors understand the parameters of *safe, legal and responsible use of retail marijuana*



Five Components of the Prevention and Education Campaign (SB 14-215)

1. 18-month campaign: health effects of marijuana & legal use
 - Spanish Language Spring
2. Ongoing education and prevention campaign: educates retailers on preventing youth access, the over-consumption of edibles, high risk:
 - Youth
 - Pregnant/breastfeeding women
 - Parents on safe storage
 - Dangerous hash oil extractions

FAQs: Health Effects of Marijuana

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IS MARIJUANA SAFE?

Although marijuana may help reduce symptoms of certain medical conditions, it also may have some harmful effects depending on how often it is used. There is clear evidence that regular use of marijuana increases the risk of heart, lung and mental health problems. Less is known about the health issues that might be caused by casual or infrequent marijuana use. Marijuana is a natural product that doesn't have to be tested in a lab. Typical marijuana plants contain more than 400 chemicals, including about 60 that can interact with the body's nervous system. If you smoke marijuana you might inhale more than 2,000 chemicals. Many of those chemicals are similar to the ones in cigarette smoke. Marijuana also can be contaminated with mold, insecticides or other chemicals. Health effects of many of these chemicals are not known.

WHAT ARE THE EFFECTS OF USING MARIJUANA?

The effects of marijuana may include:

- A happy, relaxed or "high" feeling
- Slower reactions
- Dizziness
- Trouble thinking, learning and remembering
- Confusion, anxiety, panic or paranoia
- Fast heart rate
- Increased blood pressure
- Less interest in normal activities



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Prevention and Education Campaign

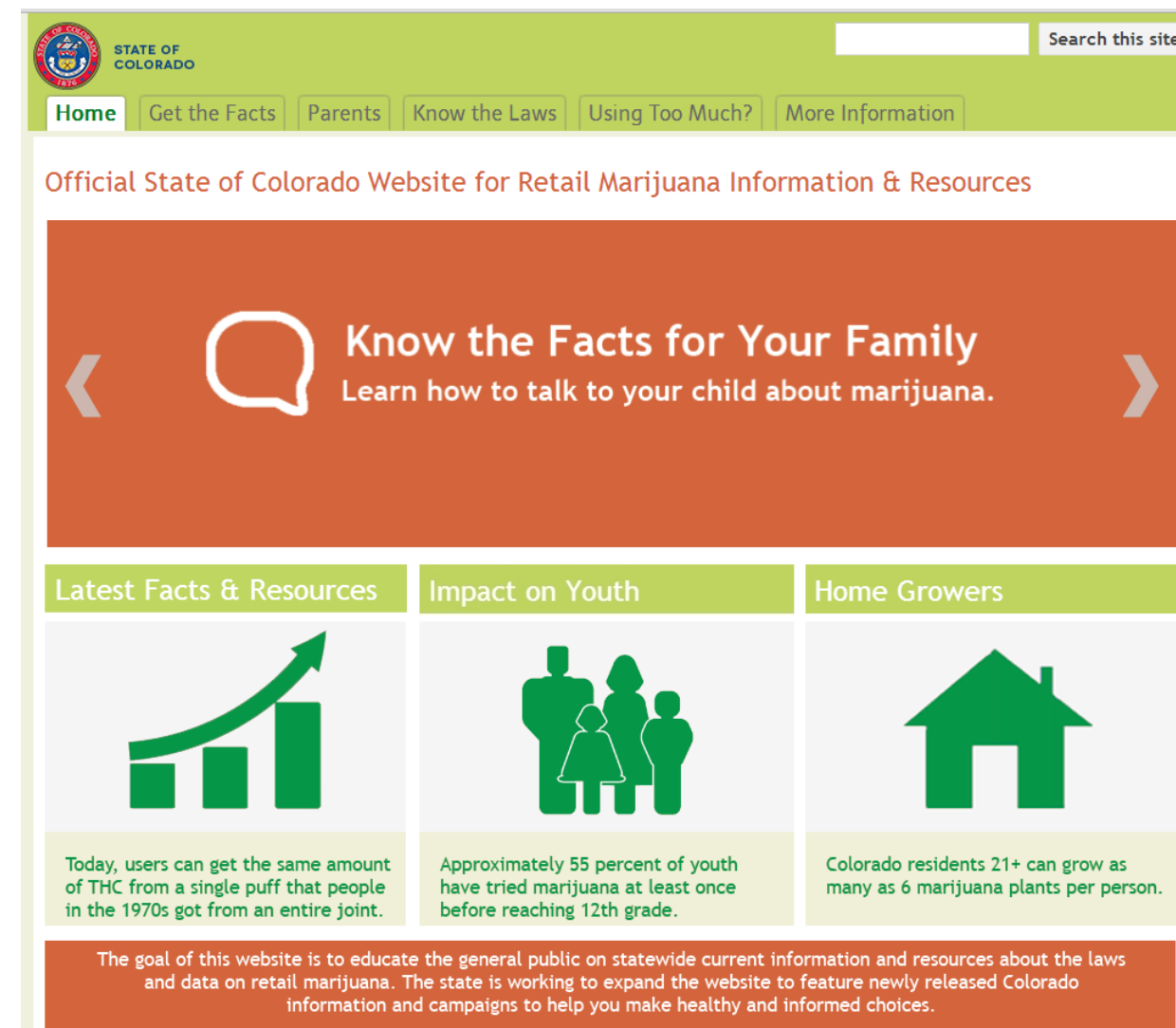
(SB 14-215)

3. Maintenance of website portal: colorado.gov/marijuana

- Spanish language available

4. Alignment of messaging across state agencies

- Addressing agency concerns
- Partnering with other state agencies to provide resources and training to complement prevention work



Prevention and Education Campaign

(SB 14-215)

5. Evaluation of the campaigns.

- Baseline statewide survey currently in field (high response rate)
- Baseline for high-risk or targeted sub-populations
- Both assessment include:
 - Knowledge of laws
 - Knowledge of health effects
 - Perceptions of risk
 - Health behaviors specific to that population (i.e. safe storage)
- Annual assessments to monitor change
- Will review data from other sources to monitor trends



Retail MJ Education Campaign Input

Initial Survey to assess reactions to the topic

- 180 respondents

Focus Groups to test creative

- 450 respondents statewide

Stakeholder Survey to assess priorities

- 420 respondents statewide from many industries

Advisory Committees

- Governor's Office
- Legislator
- DOR
- CDE
- CDHS
- CDOT
- Industry
- Higher Ed
- Medical Professionals
- Prevention Groups
- Prevention grantees
- Local Governments



Retail Marijuana Education Campaigns

Good to Know: Umbrella campaign

- Targeting general population
- Overview of laws, health effects, overconsumption of edibles, safe storage
- 2 Phases:
 - Launched January 5 with radio, collateral, web, social media, PR
 - More than 13,000,000 media impressions in the first 3 weeks
 - February: TV, radio, out-of-home, print, digital, social media, PR

Ongoing Targeted Campaigns

- FY 2014-2015
 - Retailers (tourists), Latino/Hispanic, Additional Info for Parents, Fact sheets
 - Youth, pending funding decisions
- FY 2015-2016
 - Ongoing support of initial campaigns
 - Pregnant/Breastfeeding women





GOOD to KNOW

www.GoodToKnowColorado.com

———— Marijuana in Colorado ————

Whether you choose to use or not,
**YOU MIGHT NOT KNOW
AS MUCH AS YOU THOUGHT.**



GOOD to KNOW

Be educated. Be responsible.

What you get **HERE**
CAN'T
GO
OUT THERE.



It's illegal to take marijuana out of state.

Learn more about safe and responsible
marijuana use at GoodToKnowColorado.com.

GOOD to KNOW

For those under-age,
IT'S JUST NOT OKAY.
THEIR BRAINS ARE STILL GROWING,
SO KEEP IT AWAY.



Retail marijuana use is unsafe for anyone under 21.

Learn more about safe and responsible
marijuana use at GoodToKnowColorado.com.

GOOD to KNOW

Store it right:
**LOCKED UP,
OUT OF REACH**
~~and~~ OUT OF SIGHT.



Keep marijuana stored safely away from those underage.

Learn more about safe and responsible
marijuana use at GoodToKnowColorado.com.

GOOD to KNOW

To **BUY**, have
OR **USE SOME,**
you must be at least

21

It's illegal to purchase, possess or use retail marijuana if you're under 21.

Learn more about safe and responsible
marijuana use at GoodToKnowColorado.com.

GOOD to KNOW

PUBLIC SPACE
IS *not*
the place.



It's illegal to use marijuana in public.

Learn more about safe and responsible
marijuana use at GoodToKnowColorado.com.

GOOD to KNOW

Retail Marijuana Financial Overview

Youth Prevention: Approximately \$4,000,000

- Campaigns targeting the adults, tourists and retailers on the laws and importance of safe storage to reduce youth use/access to marijuana
- Develop clinical prevention guidelines for healthcare providers
- Marijuana-free schools resources
- Fact sheets on the laws and health effects
- Campaigns targeting youth with prevention messages

Other Prevention Efforts/Infrastructure: Approximately \$1,700,000

- Campaigns targeting other adults about safe, legal and responsible use of marijuana
- Surveillance/data to track levels of marijuana use among various population groups and health consequences of use
- Evaluation of the campaigns
- Staffing & operating expenses



Key Lessons Learned

What went well:

- Stakeholders engaged
- Systematic Literature Reviews
- Interagency Collaboration
- Positive and Friendly Approach

If we could start again:

- Timeline (difficult to balance with funding)
- Quality Data to target audiences
- Parent Resources First





Questions?



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