#### A PUBLIC HEALTH (+ EDUCATION) ISSUE MARIJUANA AND KIDS IN OREGON

## WE HAVE A SINGLE-MINDED CONCERN: MARIJUANA AND THE KIDS OF OREGON.

## AND WE WANT TO DO SOMETHING ABOUT IT.



## AS CITIZENS + REAL WORLD RESEARCHERS.

sparrow strategy llc



#### 

## AS 21<sup>ST</sup> CENTURY COMMUNICATION EXPERTS IN YOUTH, PUBLIC HEALTH, AND EDUCATION. WITH DEEP EXPERIENCE IN STUNNINGLY EFFECTIVE SOCIAL MARKETING.

## WE HAVE RELEVANT KNOWLEDGE. MARIJUANA + THE KIDS OF COLORADO.

"What can we tell the kids of Colorado to get them to stop and think twice about using marijuana?"

- Governor Hickenlooper, Colorado

ROADMAP FOR TODAY

## MARIJUANA IS A PUBLIC HEALTH ISSUE MJ AND KIDS THREE RECOMMENDATIONS



#### BEFORE LEGALIZATION. AFTER LEGALIZATION. TODAY.

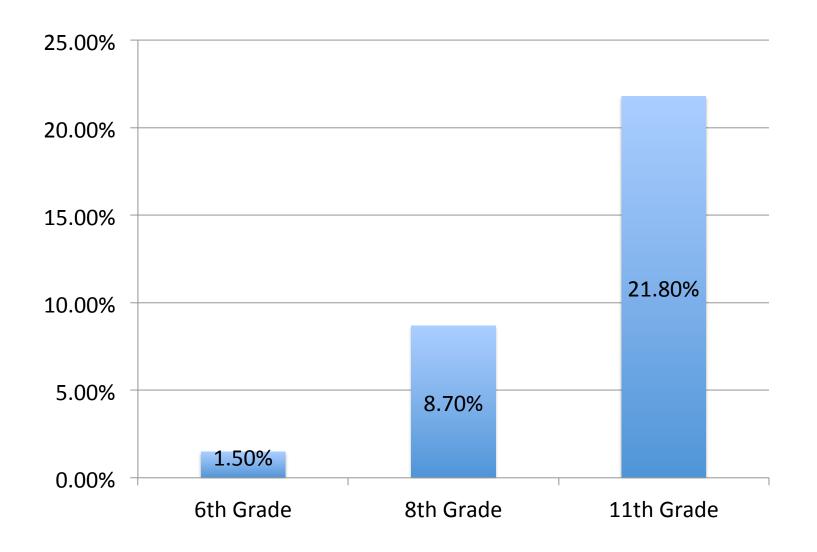
## OREGON YOUTH USE MJ. A LOT.



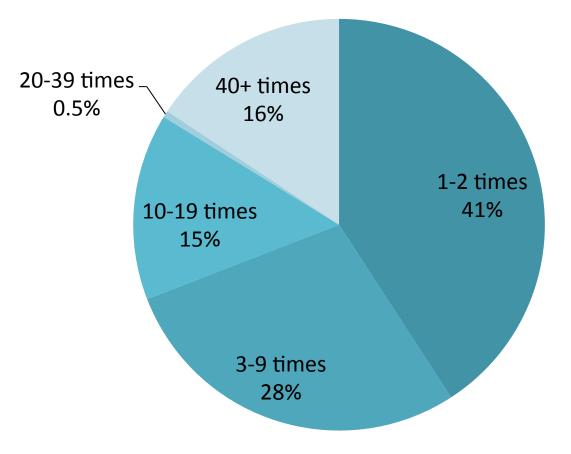
**TOP 3**:

#### "OREGON RANKED <u>FOURTH</u> IN THE COUNTRY FOR CANNABIS USE BY PEOPLE 12 AND OLDER, <u>WITH</u> <u>MOST CONSUMERS BETWEEN 18 AND 25</u>."

OREGON DEPARTMENT OF JUSTICE



#### MARIJUANA USE - PAST 30 DAYS - OREGON STATEWIDE OREGON STUDENT WELLNESS SURVEY 2012



#### TIMES USED IN THE LAST 30 days (11<sup>th</sup> graders)

**OREGON STUDENT WELLNESS SURVEY 2012** 

## YOUTH MARIJUANA USE IS (ALREADY) A PUBLIC HEALTH ISSUE.

#### ROADMAP FOR TODAY

## MARIJUANA USE IS ALREADY A PUBLIC HEALTH ISSUE MJ AND KIDS THREE RECOMMENDATIONS

# WHY?

MJ AND KIDS





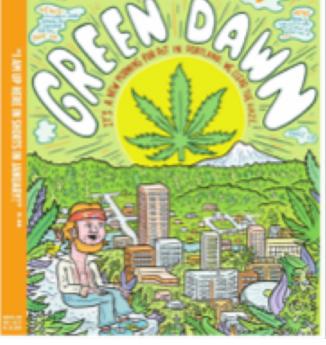


# IT'S BEEN NORMALIZED



Miley Cyrus marijuana tour hits Denver







The Human Revolution : Los M Lacence - American Bastard - J. Mark & Big Date ing Ove - Bad Habitat - Brask Des

Sat. 10am-10pm Over 100 Craft & Food Vendors Ages

ree

For

All

Kelley Point Park Portland, Oregon



Buzz

Life



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#### 88 Things That Are Much Better When You're High

Entertainment

Let's hash this out.

News

posted on March 28, 2014, at 2:47 p.m.





- 1. Sex.
- 2. Sandwiches.
- 3. Wraps.
- 4. Blankets.
- 5. Pillows.
- 6. Lying on the floor.
- 7. Naps.
- 8. Sour patch kids.
- 9. Water.
- 10. Gatorade.
- 11. Sitting on an exercise ball.
- 12. The Chapelle Show.
- 13. Adventure Time.

|                                      |                        | Danger line  | Danger line   |  |  |  |
|--------------------------------------|------------------------|--|---|--|--|--|
| Marijuana<br>Mushrooms<br>('shrooms) | Alcohol<br>Cough syrup | LSD<br>Acid<br>Cocaine<br>Molly<br>Cigarettes<br>Nicotine<br>Ecstasy<br>MDMA<br>Dabs | Crack<br>Roofie<br>PCP<br>DMT<br>Promethazine<br>Amphetamines<br>Whippets<br>Meth<br>Heroin | White Lady<br>Yay<br>Tina<br>Blue Rhinos<br>Blue's Clues<br>Alligator Skin<br>Spice<br>Morphine<br>Opium | Prescriptions<br>Vicodin<br>Percocet<br>Codeine<br>Oxycontin<br>Oxycodon<br>Hydrocodone<br>Tramadol<br>Barbiturates<br>Muscle relaxers<br>Xanax<br>Adderall<br>Ritalin |  |

# "IT'S JUST POT"

#### 1. Stress Relief

- 2. Medical Benefits
- 3. Relaxation
- 4. Warm, Fuzzy Feelings
- 5. Escape from Problems
- → 6. Fun Thing to do With Friends
  - 7. Helps You Meet New People
  - 8. It's Natural Why NOT?

## KIDS' REASONS WHY THEY USE MJ. NOT THE SAME AS WHEN WE WERE KIDS.

Source: Sparrow Strategy; CO MJ Research, 3/14

# WHO?

MJ AND KIDS



#### KIDS + AGE + EXPOSURE=THE "CANNABIS CONTINUUM"

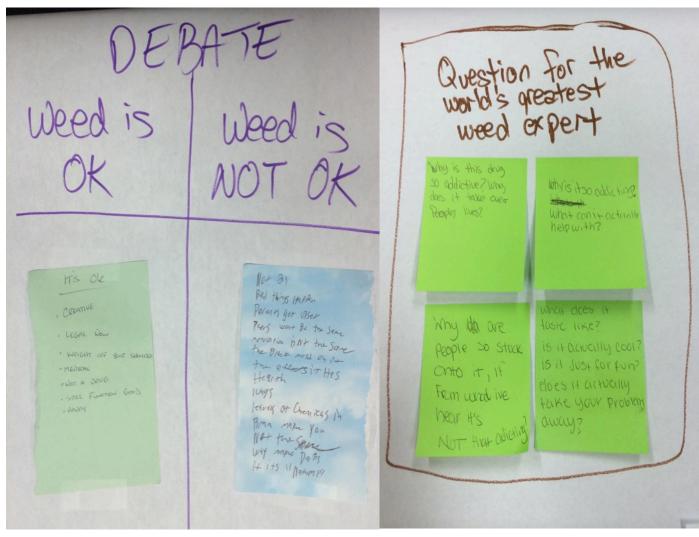
Sourcet5Sparrow Strategy; CO MJ Research, 3/1 Arrow strategy llc

## WHAT?

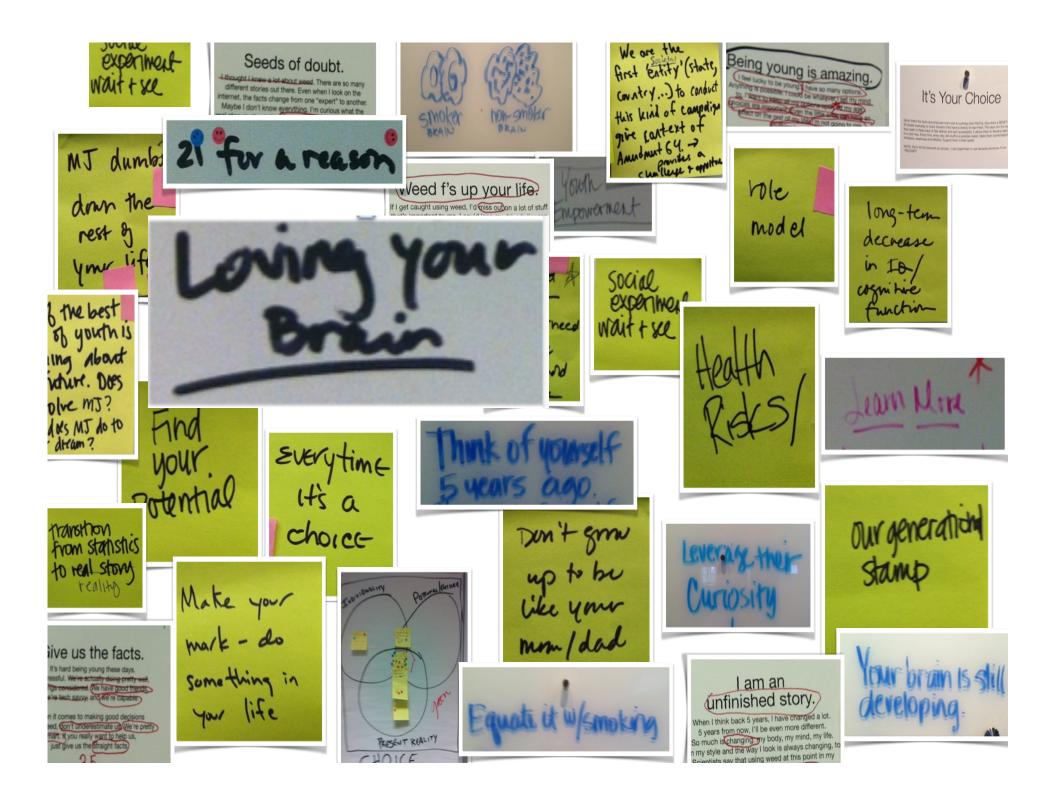
MJ AND KIDS



#### WHEN IT COMES TO MJ + KIDS



## WHAT GETS THROUGH TO THEM?





#### OUR ANSWER TO GOVERNOR HICKENLOOPER'S QUESTION

#### "WHAT CAN WE TELL THE KIDS OF COLORADO TO GET THEM TO STOP AND THINK TWICE ABOUT USING MJ?"

#### - MESSAGING STRATEGY —

# My beautiful amazing brain.

It's the only one I've got. It's key to me. It's mine for life. Weed will do irreparable harm to it.

Elevate the amazingness of their brain. Their brain is key to hopes, dreams and plans for the future. Marijuana is a threat to their developing brain.

# THREE RECOMMENDATIONS

MARIJUANA IS ALREADY A PUBLIC HEALTH ISSUE MJ – LOW PERCEIVED RISK –AND KIDS–LOVE THEIR BRAINS

ROADMAP FOR TODAY

#### RECOMMENDATION #1 PRIORITIZE YOUTH PROTECTION IN YOUR INTERPRETATION AND IMPLEMENTATION OF PROP 91.

#### RECOMMENDATION #1 PRIORITIZE YOUTH PROTECTION IN YOUR INTERPRETATION AND IMPLEMENTATION OF PROP 91.

- [FUNDING]
- HASH OIL
- EDIBLES
- LOCATIONS
- MARKETING
- LABELING



| ILUUN                          |                |   |             |
|--------------------------------|----------------|---|-------------|
|                                | re<br>ne<br>ev | School funding  | <b>40</b> % |
| When<br>will th<br>mone<br>go? |                | State and local police                                      | <b>35</b> % |
|                                |                | Drug treatment,<br>prevention and mental<br>health programs | <b>25</b> % |

#### RECOMMENDATION #2 COMMIT TO A MARIJUANA PREVENTION EFFORT TO INFORM, SUPPORT, AND TREAT KIDS.



| INFORM   | SUPPORT   | TREAT  |
|--|---|--|
| Provide a solid foundation of<br>factual information that can<br>stand up to being challenged<br>and give them a legitimate<br>reason to say no. | Help them through<br>their confusion.<br>Provide school-based life-<br>oriented counseling. | Develop school and<br>community-based treatment<br>programs.   |
| e.g. Communications http://<br>dontbealabrat.com<br>e.g. Curriculum http://<br>www.narconon.org/drug-<br>education/                              | e.g. Breckenridge CO High<br>School<br>e.g. OHA's Youth Suicide<br>Prevention Plan          | e.g. Dr. Paula Riggs, Adams<br>City High Pilot Program and<br>Dr. Christian Thurstone,<br>Denver STEP. |

Goal: Respect their intelligence. Plant the seed of doubt. Expose the real risks of MJ.

#### MJ VERSION OF OHA'S mORe

#### 2012 | COLORADO | THE YEAR AMENDMENT 64 PASSED GOVERNOR HICKENLOOPER CREATES TASK FORCE FOR IMPLEMENTATION

#### **2013 | COLORADO | THE YEAR OF GETTING READY FOR ?\*&%\$?** TASK FORCE SECURES FUNDING FOR YOUTH PREVENTION CAMPAIGN AND SELECTS COMMUNICATIONS PARTNER

#### 2014 | COLORADO | THE YEAR OF LEGALIZED RECREATIONAL MJ

GOVERNOR'S WORKING GROUP CONVENES TO STRATEGIZE DON'T BE A LAB RAT CAMPAIGN LAUNCHES RESPONSIBILITY ALL MJ PREVENTION SHIFTS TO DEPARTMENT OF HEALTH

#### RECOMMENDATION #3 SECURE TIME AND MONEY (\$4.5 MILLION) FOR A KID-FOCUSED COMMUNICATION EFFORT.

#### NOW MORE THAN EVER, MARIJUANA IS A PUBLIC HEALTH (AND EDUCATION) ISSUE IN OREGON.

THE KIDS OF OREGON DESERVE OUR ATTENTION.



#### REGARDLESS OF WHICH SIDE OF THE ISSUE YOU ARE ON,

#### MJ IS HURTING THE KIDS OF OREGON - TODAY. AND UNDERMINING OUR EFFORTS TO EDUCATE THEM FOR SUCCESS - TOMORROW.

#### NOW LET'S GET TO WORK.

## THANK YOU.



FOR MORE INFORMATION CONTACT

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