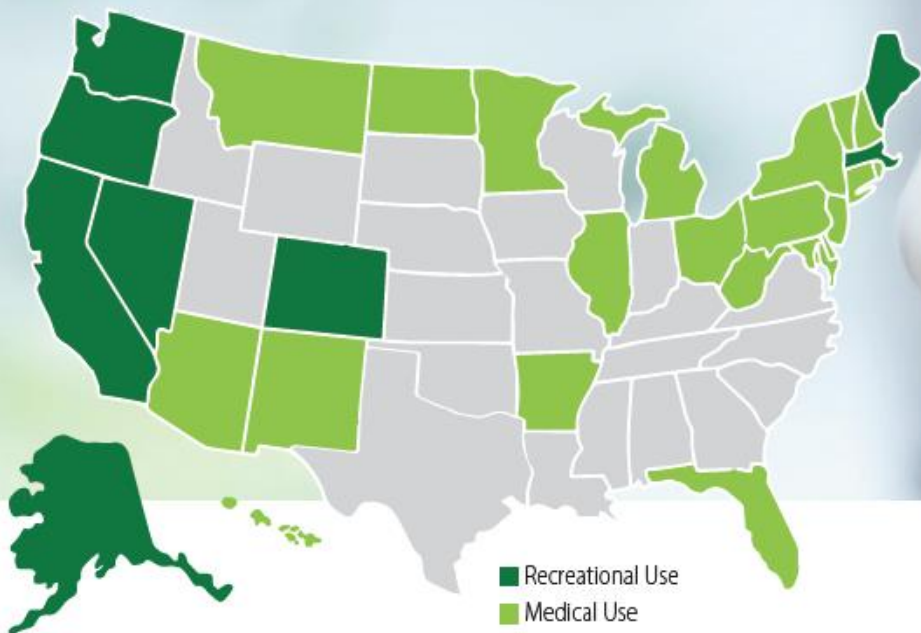


# Media Campaigns

## Marijuana Webinar Series Part 4:

### Marijuana-Focused Media Campaigns



September 18, 2018



# Media Campaigns

## Presenters



**Jessica Neuwirth**  
Retail Marijuana Education  
& Youth Prevention  
Coordinator  
Colorado Department of  
Public Health &  
Environment



**Kristen Haley**  
Health Educator  
Marijuana Prevention &  
Education Program  
Division of Prevention &  
Community Health  
Washington State Department  
of Health



**Karen Girard**  
Health Promotion &  
Chronic Disease Prevention  
Section Manager  
Oregon Health Authority  
Public Health Division

# Media Campaigns

## Poll Question #1





# Jessica Neuwirth

Retail Marijuana Education &  
Youth Prevention Coordinator

Colorado Department of  
Public Health & Environment



# Marijuana Mass Marketing Campaigns

Colorado

---

Jessica Neuwirth, Colorado

# Media Campaigns

## Budgets—Colorado

### Prevention Funding for Retail Marijuana Education

Research and Data

CO: \$3.6 mil

WA: \$467 k

Education and  
Prevention

CO: \$4.6 mil

WA: \$3.8 mil

Community  
Outreach

CO: \$9.4 mil

WA: \$3.2 mil

# Media Campaigns

## Timelines—Colorado

**JAN 2015**

Good To Know launch



**JULY 2015**

Trusted Adult Messaging launch



**AUG 2015**

Protect What's Next Youth Campaign launch



**HOLIDAY 2015-16**

Trusted Adult sponsored and social content continues to encourage conversation



**JUNE 2016**

Goal Getter, goal discovery portal, launch



**AUG 2016**

New Trusted Adult Campaign Launch



**FEB 2015**

Good To Know TV Spot airs



**AUG 2015**

Lo Que Debes Entender launch



**HOLIDAY 2015-16**

Lo Que Debes Entender New TV Spots air



**JUNE 2016**

Updated and expanded Good To Know site launch with content for tourists



**JUNE 2016**

Pregnant and Breastfeeding Women messaging launch



**OCT 2016**

Universal Symbol messaging launch

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

Educate Colorado residents and visitors about *safe, legal, and responsible use* of retail marijuana.



# RESPONSIBILITY - Grows Here -

Trusted  
Adults

Youth

RESPONSIBILITY  
- Grows Here -

Marijuana  
Users

Retailers

PBF

# - Cultiva Tu - RESPONSABILIDAD

Say hello to Meg, Colorado's first female mayor, who is committed to educate adults 21 and older on marijuana use 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.

## Best Practices: Public Health Communication

### Formative Research



- Segment audiences
- Listen to their perspectives
- Test the message
- Go where the audiences are
- Keep listening and adapting

# Media Campaigns

## Paid Media Strategic Considerations

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

# Media Campaigns

## Marijuana Users

- Objective: Increase audience understanding of why responsible marijuana use is important
- Audience:
  - Marijuana users, both Colorado residents and tourists
  - Primary: Ages 21-34
  - Secondary: Ages 35+
- Campaign Priority Messages:
  - Safe storage
  - Do not use marijuana in public
  - Overconsumption of edibles

# Media Campaigns





# Media Campaigns

## Digital, Out-Of-Home, and Other Paid Media

MEG'S BUDTENDER TIPS



**TAKE AN EDIBLE,  
THEN TAKE IT EASY.**

RESPONSIBILITY  
- Grows Here -



MEG'S BUDTENDER TIPS



**RESPECT  
OUR  
AIR**

RESPONSIBILITY  
- Grows Here -

# Media Campaigns

## Creative Testing

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

A budtender adds credibility.

Meg breaks stereotypes.

The ads motivate marijuana users to learn more.

# Media Campaigns

## Youth Prevention

- Objective: Increase audience members' understanding of why they should not use marijuana underage.
- Audience:
  - Colorado youth
  - Primary: Ages 12-16
  - Secondary: Ages 17-20

# Media Campaigns

## Find Your Moment



There are many important moments in life that can shape your future. Moments where you find out what you're passionate about, make new friends, and earn the trust and freedom that come along with growing up.

It's important to understand how using marijuana before you are 21 can get in the way of these moments.

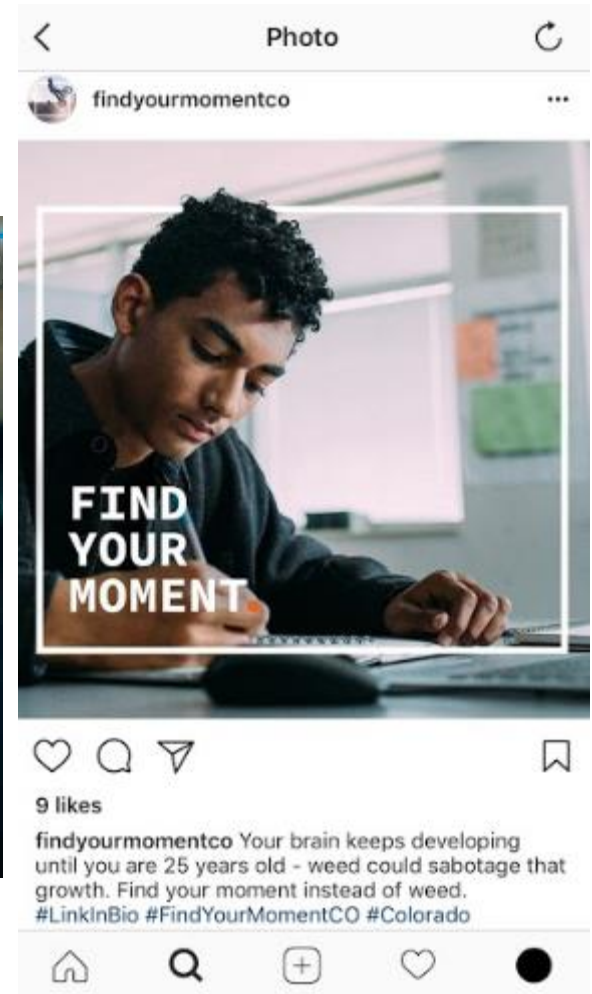
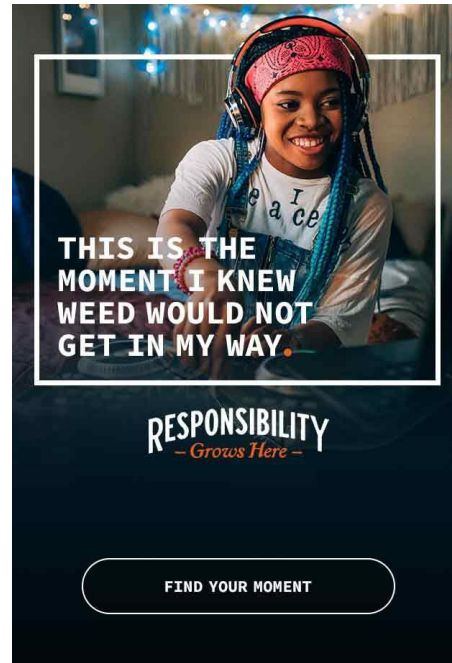
# Media Campaigns





# Media Campaigns

## Digital



# Media Campaigns

## Creative Testing

- Statewide online survey (279 youth)
- Online focus groups (52 youth)

The main message is simple.

The ads are believable and authentic.

The messages empower youth to make the choice to not use marijuana.

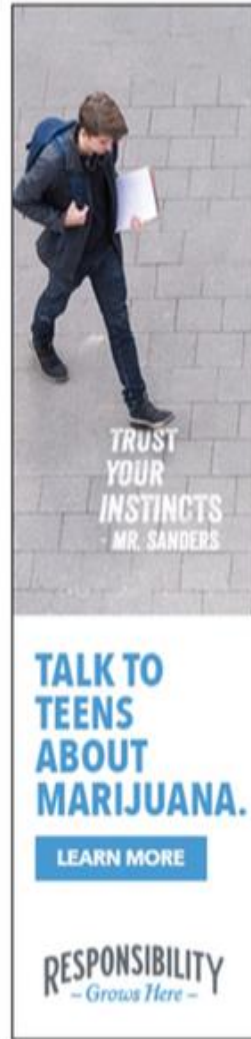
# Media Campaigns

## Trusted Adults

- Objective: Introduce a campaign that helps parents and other trusted adults understand that they have a responsibility to talk to youth about underage marijuana use.
- Audience:
  - Primary: Colorado parents of youth ages 12-17
  - Secondary: Adult influencers (e.g., teachers, coaches, mentors)
- Campaign Transcreation: The campaign will be fully transcreated into Spanish.

# Media Campaigns

## Your Words Have Power



Adults can forget about the power that their words can have on youth.

This campaign will remind parents, coaches, and other influential role models just how important their words can be and encourage them to speak with youth about underage marijuana use.

# Media Campaigns

## Creative Testing

- Statewide online survey (269 English and 101 Spanish)
- Focus groups (51 English and 20 Spanish)

The ads are motivational and powerful.

Trusted adults can envision themselves in these scenes in real life.

The ads serve as a powerful reminder that their words have power.



# Media Campaigns

## Pregnant and Breastfeeding

- Objective: Drive women to a website that connects them to the information and resources they need to make the most responsible decision for themselves and their babies.
- Audience:
  - Pregnant and breastfeeding women in Colorado:
  - Primary: Ages 15-24, low SES
  - Secondary: Ages 25-35, low SES

# Media Campaigns

## What Will You Pass On?



Mothers and moms-to-be spend a lot of time thinking about things they want to pass on to their babies.

This campaign will use powerful imagery to spark emotion and get mothers thinking about what they would want to pass on and what they would not.

# Media Campaigns

## Creative Testing

- Statewide online survey (140) and focus groups (20).

The ads motivated women not to use marijuana while pregnant or breastfeeding.

The photos make an emotional appeal.

Calling out “THC” illustrated that marijuana could be harmful while pregnant or breastfeeding.

# Media Campaigns

## Poll Question #2

# Kristen Haley

Health Educator

Marijuana Prevention  
& Education Program

Division of Prevention  
& Community Health

Washington State  
Department of Health







## MARIJUANA PREVENTION AND EDUCATION CAMPAIGNS

**Kristen Haley**, *Health Educator*, Marijuana Prevention  
and Education Program, Washington State Department of  
Health



# Media Campaigns

## Budgets—Washington

### Prevention Funding for Retail Marijuana Education

Research and Data

CO: \$3.6 mil  
WA: \$467 k

Education and Prevention

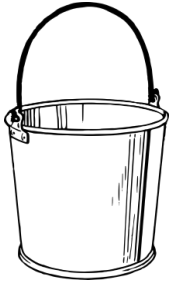
CO: \$4.6 mil  
WA: \$3.8 mil

Community Outreach

CO: \$9.4 mil  
WA: \$3.2 mil

# Media Campaigns

## In Washington



### Adult Education

1. Adult consumers (ages 21+)  
*Know This About Cannabis*
2. Pregnant and breastfeeding women



### Young Adult Prevention and Education

3. Young adults (ages 18-20),  
emphasis on college students  
*Campaign TBD*

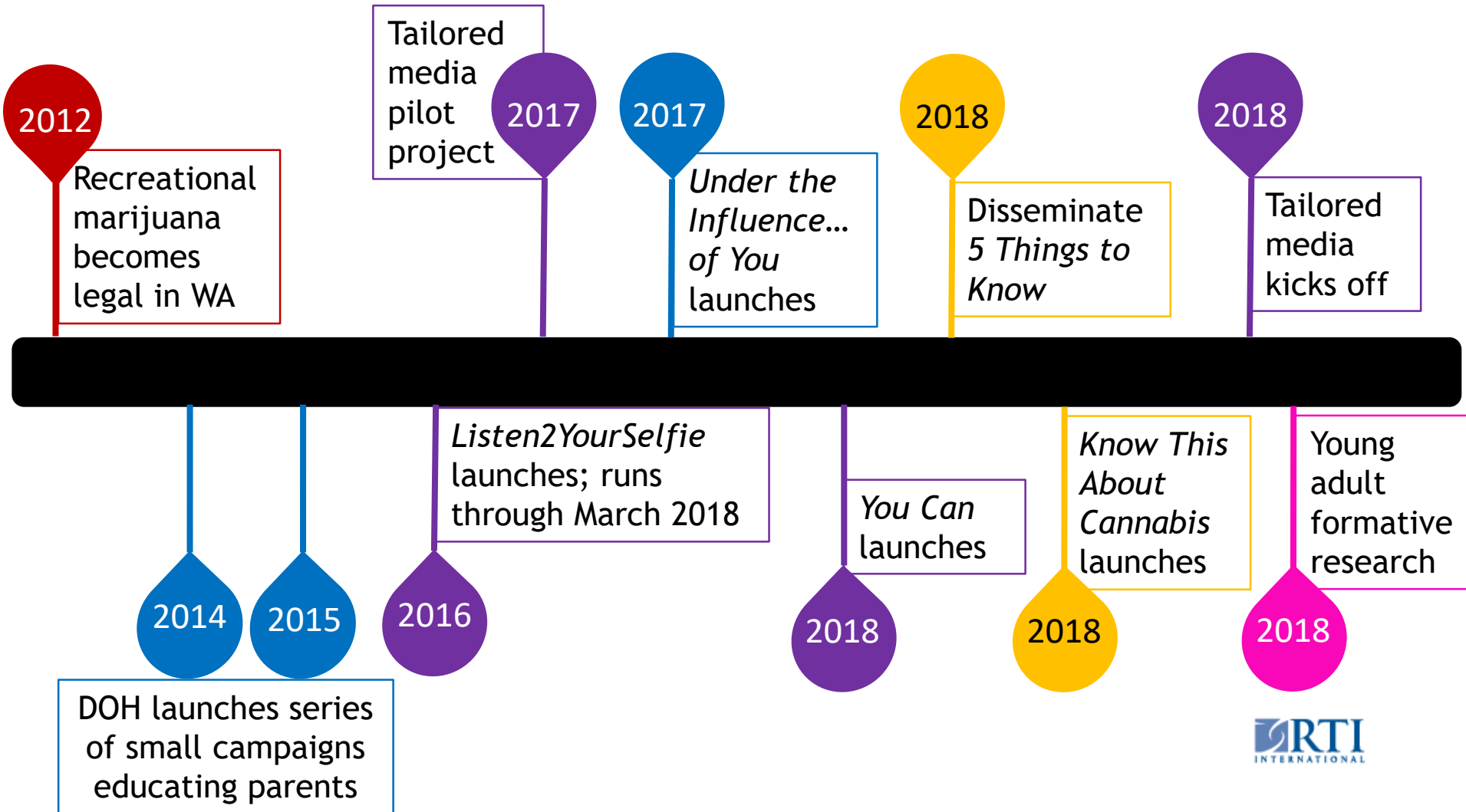
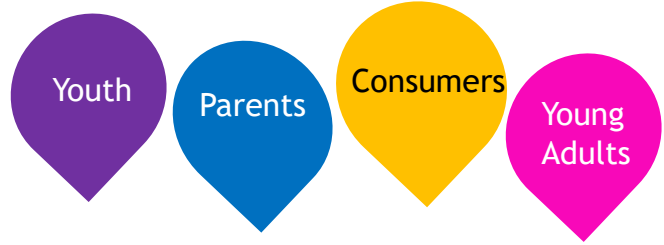


### Youth Prevention

4. General, statewide (ages 12-17)  
*You Can*
5. Tailored media  
*Campaigns TBD*
6. Parents and influential adults  
*Under the Influence...of You*

# Media Campaigns

## Timelines—Washington



## Formative Research—Washington

Audience	Methodology	Key Takeaways
Youth: <i>Listen2YourSelfie</i>	<ul style="list-style-type: none"> <li>• Exploratory focus groups</li> <li>• Focus groups for creative</li> <li>• Key stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Reach youth in digital universe</li> <li>• Goal-oriented</li> </ul>
Youth: <i>You Can</i>	<ul style="list-style-type: none"> <li>• Online forum</li> <li>• In-depth interviews</li> <li>• Focus groups for creative</li> <li>• Stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Non-judgmental</li> <li>• Seek their own answers</li> <li>• Don't scare or scold</li> </ul>
Parents and Influential Adults: <i>Under the Influence...of You</i>	<ul style="list-style-type: none"> <li>• Exploratory focus groups</li> <li>• Key-informant interviews with audience</li> <li>• Key stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Generally talk to their kids, but need help</li> <li>• Want to feel empowered</li> </ul>
Adult Consumers: <i>Know This About Cannabis</i>	<ul style="list-style-type: none"> <li>• Grab sample surveys of audience</li> <li>• Online survey of audience</li> <li>• Key stakeholder engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Found rhymes most resonating</li> </ul>
Pregnant and Breastfeeding Women	<ul style="list-style-type: none"> <li>• Key stakeholder engagement</li> <li>• Grab sample surveys of audience</li> </ul>	<ul style="list-style-type: none"> <li>• A lot of skepticism about risk for infants</li> </ul>
Young Adults	<ul style="list-style-type: none"> <li>• Online quantitative survey</li> <li>• Online qualitative forum</li> </ul>	<ul style="list-style-type: none"> <li>• TBD: Still analyzing data</li> </ul>



# Media Campaigns

## Messages in Washington

Adult consumers ↓

**Marijuana Can't. You Can.**  
Sponsored · Like Page

Marijuana can affect your ability to think clearly. Don't let it affect your goals.

**YOU CAN**

Marijuana Can't. You Can.  
Make a breakthrough.

YOUCANWA.ORG [Learn More](#)

**YOU CAN MAKE IT BIG.**

**MARIJUANA CAN WEAKEN MOTIVATION.**

**YOU CAN**

**YOU CAN**

**TURN YOUR DREAM INTO REALITY.**  
Marijuana won't get you there.

[LEARN MORE](#)

**Keep cannabis locked up tight,**  
far away and out of sight,

of little eyes, who just might,  
think it's for them and take a bite.

Keep cannabis where kids can't see.

Keep cannabis where kids can't reach.

Keep cannabis in original packaging.

Leave on "Not for Kids" warning labels.

**Know this about Cannabis**

When it comes to cannabis, safety is essential. It can be hard even for adults to see when edible treats include THC. That's why cannabis-infused products can be dangerous for those who may think it's regular food. Some teens may even search for cannabis products at home. But you can keep everyone—from kids to pets—out of risk by storing your cannabis safely. So keep your cannabis where kids can't reach, in original packaging, and with "Not for Kids" labels intact.

Compared to 2014, calls to the Washington Poison Center involving kids 0-5 increased by 40%.

For more on safe storage, visit [KnowThisAboutCannabis.org](#)

Washington State Department of Health

Source: Information for materials sent by [KnowThisAboutCannabis.org/Source](#)

**Know this about Cannabis**

Manage discomforts during pregnancy with safer substitutes.

Keep cannabis where kids can't reach.

Cannabis can affect your coordination behind the wheel.

If you've recently used, it's safer to let someone else drive.

**WHEN IT COMES TO CANNABIS IN WA STATE, THERE'S A LOT TO KNOW.**

Learn more about safe practices at [KnowThisAboutCannabis.org](#)

Washington State Department of Health

From laws to storage and health effects, cannabis safety is important for everyone. And safer choices—like not using cannabis while pregnant or driving and putting it out of reach of children and pets—help keep everyone out of risk.

↑ Youth

Parents and influential adults →

**TEENS ARE UNDER THE INFLUENCE...OF YOU.**  
LEARN MORE AT [STARTTALKINGNOW.ORG](#)



# Media Campaigns

## Tailoring the Approach in Washington



### Audiences

12- to 20-year-olds within

- African American/  
African Immigrant/Refugee
- American Indian/Alaska Native
- Asian American/Native Hawaiian/  
Pacific Islander
- Hispanic/Latino
- Lesbian/Gay/Bisexual/Transgender/Queer

**Kickoff: September 24, 2018**

# Media Campaigns

## Lessons Learned in Washington

### 1. Be Responsive

- Engage with audience online
- Use audience feedback during campaign as process evaluation metrics

### 2. Tailor Messaging and Strategy

- Segment your audience where necessary and whenever possible
- Consider health equity impact of approach
- Involve the audience from the beginning

## Lessons Learned in Washington

### 3. Fund Your Research: Before and After

- Make decisions based on audience and key stakeholder input
- Understand that without post-campaign evaluation, no real measurement for effectiveness

### 4. Build and Utilize Partnerships

- Leverage resources
- Realize that media aren't a stand-alone strategy; need policy and community programs to complement each other

# Media Campaigns

## Poll Question #3



# Karen Girard

Health Promotion & Chronic  
Disease Prevention Section  
Manager

Oregon Health Authority  
Public Health Division

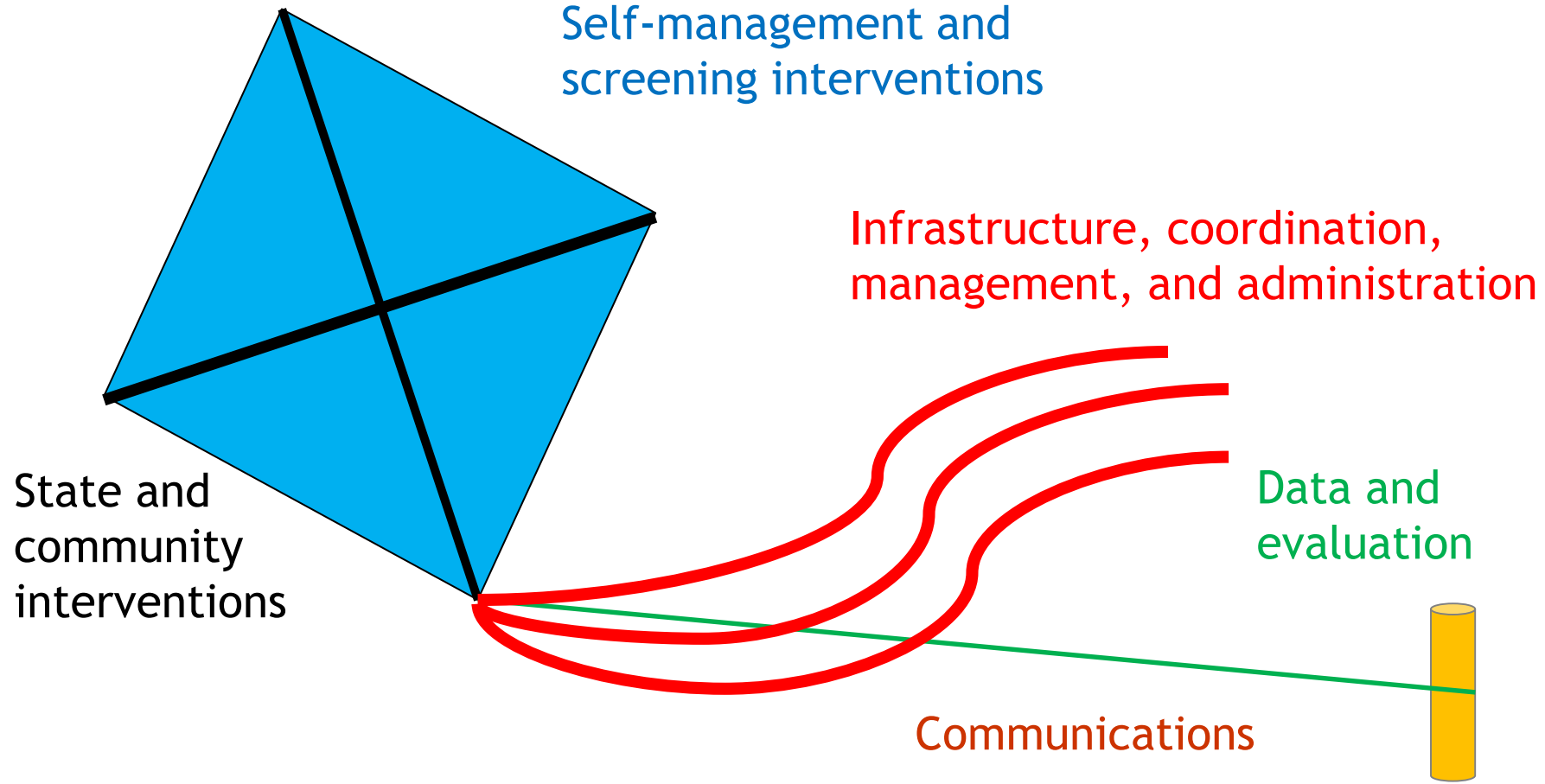
# OREGON YOUTH MARIJUANA USE PREVENTION PILOT CAMPAIGN

*Stay True to You*

September 2018



## Comprehensive Program Approach



# Media Campaigns

## Background

**July 2015**

Measure 91  
legalized  
marijuana for  
Oregonians ages  
21 or over

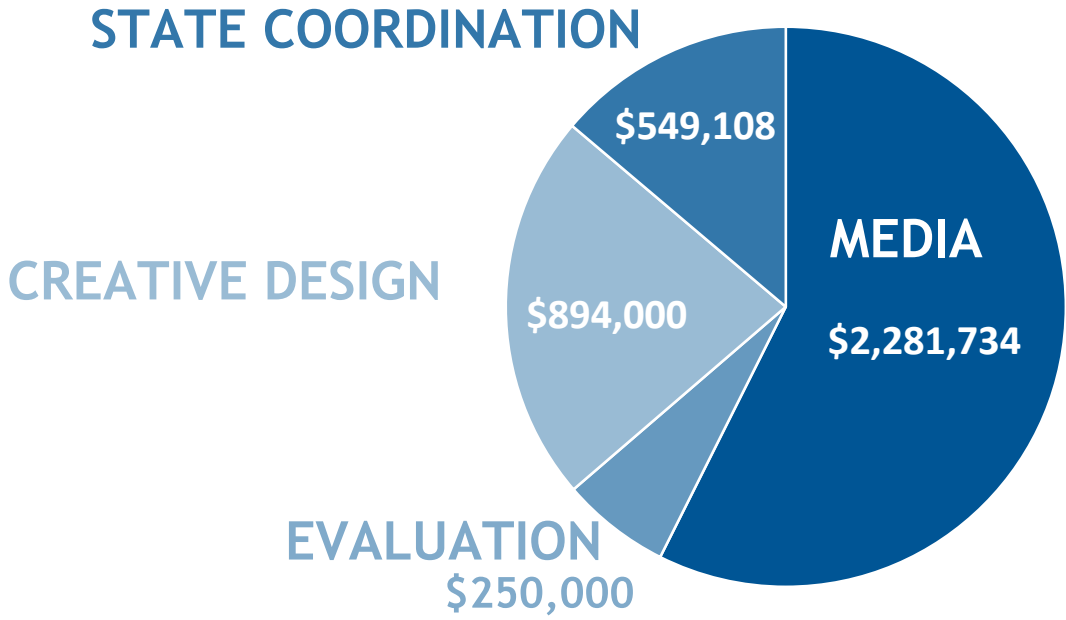
**March 2016**

The Oregon legislature  
passed House Bill 4014  
tasking OHA-PHD with  
the implementation  
and evaluation of a  
pilot youth marijuana  
health education  
campaign

# Media Campaigns

## Budget—Oregon

CAMPAIGN BUDGET: \$3,974,842



# Media Campaigns

## Campaign Audience

### *Stay True to You*

- Oregon youth and young adults ages 12-20
- Parents of Oregon youth and young adults aged 12-20 and youth-serving adults\*

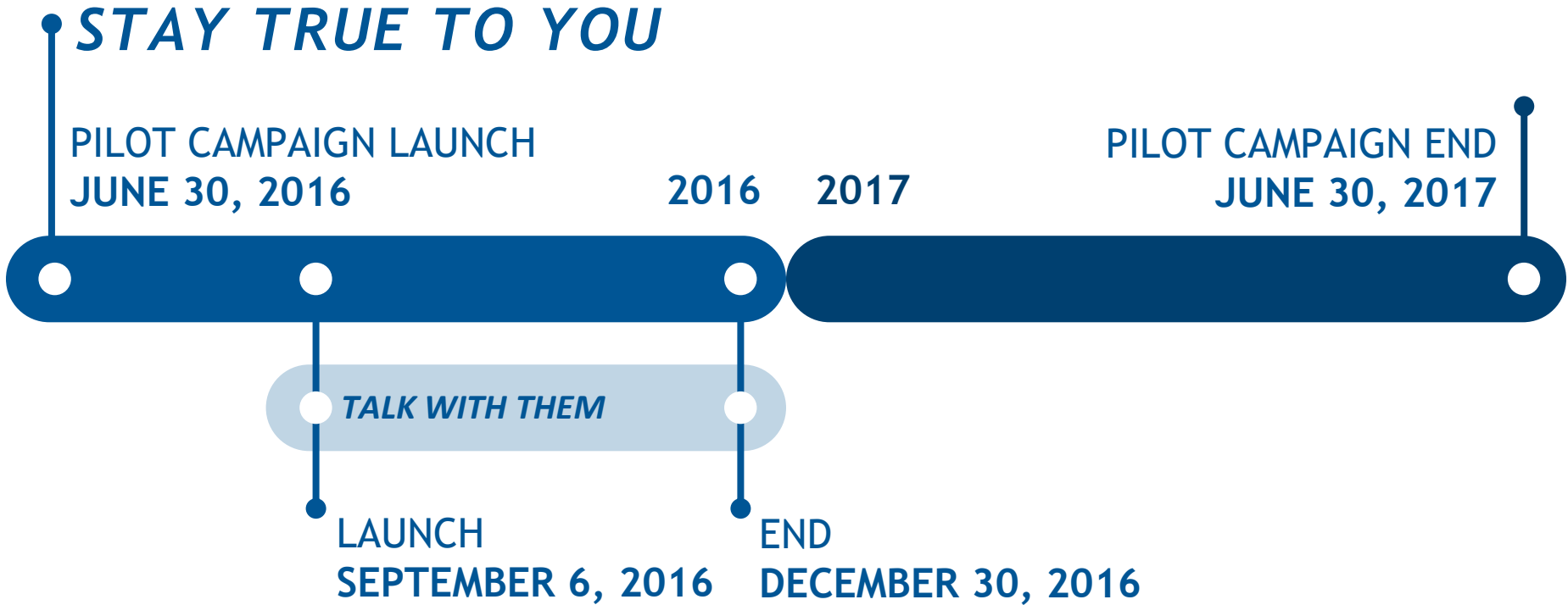
### *Talk With Them*

- Parents of youth and young adults ages 12-20 and youth-serving adults

\*Secondary audience

# Media Campaigns

## Campaign Timeline



# Media Campaigns

## Campaign Context

The campaign was primarily expected to influence **attitudes toward** and **perceptions around youth marijuana use**.





# Media Campaigns

## Formative Audience Research

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

# Media Campaigns

## Campaign Messages

- Being high may interfere with your ability to drive, play sports, or ride a bike.
- Brain development is not complete until your twenties; for the best chance to reach your full potential, you should not use marijuana to get high while you are young.

# Media Campaigns

## 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 (e.g., job, driver's license)
- Empathize with the struggles of youth and young adults.

# Media Campaigns

## Campaign Delivery Channels

***STAY TRUE TO YOU***

**DIGITAL**

**MOBILE VIDEO  
DISPLAY  
YOUTUBE**

**TV**

**HULU  
CABLE  
LOCAL STATIONS**

**RADIO**

**PANDORA  
SPOTIFY  
LOCAL STATIONS**

**SOCIAL MEDIA**

**FACEBOOK  
TWITTER  
INSTAGRAM**

**OUT OF HOME**

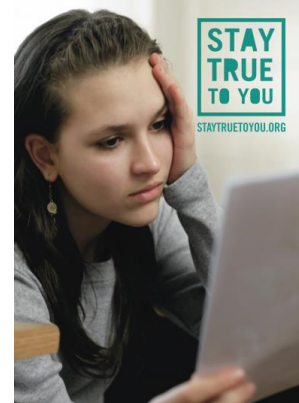
**BILLBOARDS  
MALLS  
MOVIE THEATERS**

# Media Campaigns

## Digital, Outdoor, and Print: 12 concepts and hundreds of executions



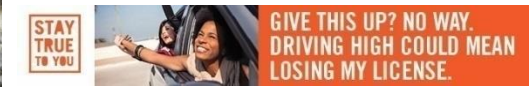
WHY DON'T I SMOKE MARIJUANA?  
BECAUSE OF THIS LITTLE COPYCAT.



SOME KIDS SAY  
THEY CAN SMOKE  
POT AND MAKE  
DECENT GRADES.  
NOT ME.



SUMMER GOES BY FAST.  
WITH POT, I MIGHT MISS IT.



USING CANNABIS IN YOUR TEENS  
CAN MAKE LEARNING HARDER. ISN'T  
BEING A TEENAGER HARD ENOUGH?



WITH WEED, IT'S NOT LIKE I DON'T  
REMEMBER THINGS. I JUST WASN'T  
DOING ANYTHING MEMORABLE.

I DON'T WANT HER TO  
USE POT, SO I DON'T.



# Media Campaigns

## *Talk With Them*

- Television and radio ads in English and Spanish
- Audiences directed to
  - [www.talkwiththem.info](http://www.talkwiththem.info)  
(English)
  - [www.hablaconellos.info](http://www.hablaconellos.info)  
(Spanish)

 [\*Talk With Them\* webinar in English](#)

 [\*Talk With Them\* webinar in Spanish](#)





# Media Campaigns

## **EVALUATION**

# Media Campaigns

## 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

# Media Campaigns

## Key Findings

More **youth and young adults** in campaign pilot areas:

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



Still from sample campaign video describing a social norm among Oregon youth.  
Video: [\*You're Not Alone if You Don't Smoke Weed\*](#)



# Media Campaigns

## Key Findings

- More **youth and young adults** in campaign pilot areas **understood the legal consequences** of underage marijuana use.



Sample campaign ad placed online, outdoors, in malls, and in print.

# Media Campaigns

## Summary

- The campaign was primarily expected to influence **attitudes toward** and **perceptions around** youth and young adult **marijuana use**.



- The evaluation showed that *Stay True To You* had an effect on **attitudes toward** and **perceptions around** youth and young adult **marijuana use**.
- Stay True To You* **did not have an effect** on youth and young adults' **intent to use**.

# Media Campaigns

## Summary

### Community Context

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

### Individual-Level Factors



*Note.* This evaluation focused on the individual level.

# Media Campaigns

## Implications

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

- Policy
- Regulation
- Education
- Community social norm change



# Media Campaigns

## 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

# Media Campaigns

## Find Us Online

- Stay True to You:  
<https://www.staytruetoyou.org/>
- Talk With Them (English Parent Campaign):  
<http://www.talkwiththem.info/>
- Habla Con Ellos (Spanish Parent Campaign):  
<https://www.hablaconellos.info/>
- Evaluation Report:  
<https://www.oregon.gov/oha/PH/PREVENTIONWELLNESS/MARIJUANA/Documents/Stay%20True%20to%20You%20Final%20Campaign%20Results%202017.pdf>

# Thank you

To learn more, please contact:

Karen Girard

[karen.e.girard@state.or.us](mailto:karen.e.girard@state.or.us)

971.673.1046



# Media Campaigns

## Resources and Links

Colorado's Social Marketing Campaign: [www.responsibilitygrowshere.com](http://www.responsibilitygrowshere.com)

Colorado's Community Resource Guide: [bit.ly/MJ\\_Resource](http://bit.ly/MJ_Resource)

Washington

Youth: [www.YouCanWA.org](http://www.YouCanWA.org)

Toolkit: <https://thesocialpresskit.com/you-can>

Adult Consumer: English: [www.KnowThisAboutCannabis.org](http://www.KnowThisAboutCannabis.org)

Spanish: [www.ConozcaEstoSobrelaMarihuana.org](http://www.ConozcaEstoSobrelaMarihuana.org)

Toolkit: <https://thesocialpresskit.com/know-this-about-cannabis>

Parent and Adult Influencers: English: [www.StartTalkingNow.org](http://www.StartTalkingNow.org)

Spanish: <https://www.starttalkingnow.org/padres>

Toolkit: <https://thesocialpresskit.com/under-the-influence-of-you>

# Media Campaigns

## Questions



**Jessica Neuwirth**  
Retail Marijuana  
Education & Youth  
Prevention Coordinator  
Colorado Department of  
Public Health &  
Environment



**Kristen Haley**  
Health Educator  
Marijuana Prevention &  
Education Program  
Division of Prevention &  
Community Health  
Washington State  
Department of Health



**Karen Girard**  
Health Promotion &  
Chronic Disease  
Prevention Section  
Manager  
Oregon Health Authority  
Public Health Division

# Media Campaigns

For More Information

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