Presenters

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

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

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Oregon Health Authority Public Health Division
Poll Question #1
Jessica Neuwirth
Retail Marijuana Education & Youth Prevention Coordinator
Colorado Department of Public Health & Environment
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

- **FEB 2015**
  - Good To Know TV Spot airs

- **JULY 2015**
  - Trusted Adult Messaging launch

- **AUG 2015**
  - Protect What’s Next Youth Campaign launch

- **AUG 2015**
  - Lo Que Debes Entender launch

- **HOLIDAY 2015-16**
  - Lo Que Debes Entender New TV Spots air

- **HOLIDAY 2015-16**
  - Updated and expanded Good To Know site launch with content for tourists

- **JUNE 2016**
  - Goal Getter, goal discovery portal, launch

- **JUNE 2016**
  - Pregnant and Breastfeeding Women messaging launch

- **AUG 2016**
  - New Trusted Adult Campaign 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.
Marijuana Users

Trusted Adults

Youth

Retailers

PBF

Responsibility - Grows Here -

Say hello to Meg, Colorado. Help defend our state to educate adults 21 and older on marijuana. Use it responsibly.

Responsibility - Grows Here -

Cultiva Tu Responsabilidad

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

- Segment audiences
- Listen to their perspectives
- Test the message
- Go where the audiences are
- Keep listening and adapting
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
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
Digital, Out-Of-Home, and Other Paid Media
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. |
Youth Prevention

• Objective: Increase audience members’ understanding of why they should not use marijuana under age.

• Audience:
  • Colorado youth
  • Primary: Ages 12-16
  • Secondary: Ages 17-20
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.
Digital Campaigns

- Text: "This is the moment I knew weed would not get in my way.
- Image: Young person smiling with the text "Responsibility - Grows Here".
- Image: Young person working on a computer with the text "FIND YOUR MOMENT".
- Image: Instagram post by @findyourmomentco with the text: "Your brain keeps developing until you are 25 years old - weed could sabotage that growth. Find your moment instead of weed. #LinkInBio #FindYourMomentCO #Colorado"
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.
• 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.
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.
## 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. |
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
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.
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.
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
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*
Timelines—Washington

2012
Recreational marijuana becomes legal in WA

2014
DOH launches series of small campaigns educating parents

2015

2016
Listen2YourSelfie launches; runs through March 2018

2017
Tailored media pilot project

2017
Under the Influence... of You launches

2018
Disseminate 5 Things to Know

2018
Tailored media kicks off

2018
You Can launches

2018
Know This About Cannabis launches

2018
Young adult formative research
## Formative Research—Washington

<table>
<thead>
<tr>
<th>Audience</th>
<th>Methodology</th>
<th>Key Takeaways</th>
</tr>
</thead>
</table>
| Youth: *Listen2YourSelfie*                  | • Exploratory focus groups  
• Focus groups for creative  
• Key stakeholder engagement                  | • Reach youth in digital universe  
• Goal-oriented                                 |
| Youth: *You Can*                            | • Online forum  
• In-depth interviews  
• Focus groups for creative  
• Stakeholder engagement                      | • Non-judgmental  
• Seek their own answers  
• Don’t scare or scold                           |
| Parents and Influential Adults: *Under the Influence…of You* | • Exploratory focus groups  
• Key-informant interviews with audience  
• Key stakeholder engagement | • Generally talk to their kids, but need help  
• Want to feel empowered                         |
| Adult Consumers: *Know This About Cannabis* | • Grab sample surveys of audience  
• Online survey of audience  
• Key stakeholder engagement | • Found rhymes most resonating                   |
| Pregnant and Breastfeeding Women            | • Key stakeholder engagement  
• Grab sample surveys of audience                    | • A lot of skepticism about risk for infants         |
| Young Adults                                | • Online quantitative survey  
• Online qualitative forum                      | • TBD: Still analyzing data                           |
Media Campaigns

Messages in Washington

Youth

Parents and influential adults

Adult consumers
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
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
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

Self-management and screening interventions

Infrastructure, coordination, management, and administration

State and community interventions

Communications

Data and evaluation
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
Budget—Oregon

CAMPAIGN BUDGET: $3,974,842
<table>
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<tr>
<th>Media Campaigns</th>
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<tbody>
<tr>
<td><strong>Campaign Audience</strong></td>
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<thead>
<tr>
<th>Stay True to You</th>
<th>Talk With Them</th>
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<tbody>
<tr>
<td>• Oregon youth and young adults ages 12-20</td>
<td>• Parents of youth and young adults ages 12-20 and youth-serving adults</td>
</tr>
<tr>
<td>• Parents of Oregon youth and young adults aged 12-20 and youth-serving adults*</td>
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*Secondary audience
Campaign Timeline

STAY TRUE TO YOU

PILOT CAMPAIGN LAUNCH
JUNE 30, 2016

TALK WITH THEM
LAUNCH
SEPTEMBER 6, 2016

2016

2017

END
DECEMBER 30, 2016

PILOT CAMPAIGN END
JUNE 30, 2017
The campaign was primarily expected to influence attitudes toward and perceptions around youth marijuana use.
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.
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.
# Campaign Delivery Channels

<table>
<thead>
<tr>
<th>Media Campaigns</th>
<th>STAY TRUE TO YOU</th>
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<tbody>
<tr>
<td><strong>STAY TRUE TO YOU</strong></td>
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<tr>
<td><strong>DIGITAL</strong></td>
<td>MOBILE VIDEO DISPLAY YOUTUBE</td>
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<tr>
<td><strong>TV</strong></td>
<td>HULU CABLE LOCAL STATIONS</td>
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<td><strong>RADIO</strong></td>
<td>PANDORA SPOTIFY LOCAL STATIONS</td>
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<tr>
<td><strong>SOCIAL MEDIA</strong></td>
<td>FACEBOOK TWITTER INSTAGRAM</td>
</tr>
<tr>
<td><strong>OUT OF HOME</strong></td>
<td>BILLBOARDS MALLS MOVIE THEATERS</td>
</tr>
</tbody>
</table>
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.
- I’ve worked hard to keep this job. Weed could really mess that up.
-fewer than 20 percent of high school juniors use pot.
- Pot can make it harder to learn new tricks.
- Summer goes by fast. With pot, I might miss it.
- I don’t want her to use pot, so I don’t.
- 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.
- Your brain is still developing. Wait to decide on weed.
Talk With Them

- Television and radio ads in English and Spanish
- Audiences directed to
  - www.talkwiththem.info (English)
  - www.hablaconellos.info (Spanish)

Talk With Them webinar in English

Talk With Them webinar in Spanish
Media Campaigns

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

“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

“MAYBE TONE IT DOWN A BIT.”

—PORTLAND 15-17-YEAR-OLD
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
Key Findings

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

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 the following:

- 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
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
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971.673.1046
Resources and Links

Colorado’s Social Marketing Campaign:  www.responsibilitygrowshere.com  

Washington  
Youth:  www.YouCanWA.org  
   Toolkit:  https://thesocialpresskit.com/you-can  
Adult Consumer:  English:  www.KnowThisAboutCannabis.org  
   Spanish:  www.ConozcaEstoSobrelaMarihuana.org  
   Toolkit:  https://thesocialpresskit.com/know-this-about-cannabis  

Parent and Adult Influencers:  English:  www.StartTalkingNow.org  
   Spanish:  https://www.starttalkingnow.org/padres  
   Toolkit:  https://thesocialpresskit.com/under-the-influence-of-you
Questions

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Media Campaigns

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