



## Statewide Social Media Campaign – Spring 2016

### What is the campaign about?

The purpose of the campaign is to get parents and guardians to talk with youth about NOT using marijuana.

### Key elements of the campaign

- Governor Inslee’s Proclamation declaring 4.20 as Talk to Your Children About NOT Using Marijuana Day
- Prevention coalitions and organizations will use Facebook “post-sharing” and display advertisement provided by the Washington Healthy Youth Coalition
- Campaign impacts will be measured at local and state levels

### How will this work?

#### Local coalitions will:

- Share campaign posts from the [www.StartTalkingNow.org](http://www.StartTalkingNow.org) FB page, and purchase FB advertising to reach parents/caregivers in their service areas
- Organize local events to promote talking with youth about NOT using marijuana

#### State agencies and WHY Coalition will:

- Provide Governor Inslee’s Proclamation
- Create and post FB messages and provide ads for coalitions to use
- Analyze the reach and impact of the campaign
- Organize a web-based training about Facebook advertising and post-boosting

### Timeline

- March 23 – Announce campaign to CPWI Cohort
- April 5 - Web-based training (to be recorded). Register at: <https://attendee.gotowebinar.com/register/8402070209871353860>
- April 15 – First post on the *StartTalkingNow* FB page, followed by daily posts through 4.20.
- May 4 – report to WHY Coalition Communications Impact Team about reach of campaign; report distributed to the field.



## What's the history of 4.20 as "National Weed Day"?

From Wikipedia, the free encyclopedia

**420**, **4:20**, or **4/20** (pronounced **four-twenty**) is a code-term that refers to the consumption of [cannabis](#) and by extension, as a way to identify oneself with [cannabis culture](#). Observances based on the number 420 include smoking cannabis around the time 4:20 p.m., as well as smoking and celebrating cannabis on the date April 20 (4/20 in [U.S. form](#)).<sup>[1]</sup>

### Origins

- A group of people in [San Rafael, California](#),<sup>[2][3]</sup> calling themselves the Waldos<sup>[4]</sup> because "their chosen hang-out spot was a wall outside the school",<sup>[5]</sup> used the term in connection with a fall 1971 plan to search for an abandoned cannabis crop that they had learned about.<sup>[4][6]</sup>
- The Waldos designated the [Louis Pasteur](#) statue on the grounds of [San Rafael High School](#) as their meeting place, and 4:20 p.m. as their meeting time.<sup>[5]</sup> The Waldos referred to this plan with the phrase "4:20 Louis". Several failed attempts to find the crop eventually shortened their phrase to simply "4:20", which evolved into a code word that the teens used to mean marijuana-smoking in general.<sup>[6]</sup>
- [Mike Edison](#) says that [Steven Hager](#) of [High Times](#) was responsible for taking the story about the Waldos to "mind-boggling, cult-like extremes" and "suppressing" all other stories about the origin of the term.<sup>[7]</sup>
- Hager wrote "Stoner Smart or Stoner Stupid?" in which he called for 4:20 p.m. to be the socially accepted hour of the day to consume cannabis.<sup>[8]</sup> He attributes the early spread of the phrase to [Grateful Dead followers](#), who were also linked to the city of San Rafael.<sup>[8]</sup>

### April 20 observances

- April 20 has become a [counterculture holiday](#) in North America, where people gather to celebrate and consume cannabis.<sup>[1][9][10]</sup> Some events have a political nature to them, advocating for the legalization of cannabis.
- North American observances have been held at Hippie Hill in [San Francisco's Golden Gate Park](#) near the [Haight-Ashbury](#) district,<sup>[11]</sup> the [University of Colorado's Boulder campus](#),<sup>[3][12][13]</sup> Ottawa, Ontario, at [Parliament Hill](#) and [Major's Hill Park](#),<sup>[14][15]</sup> Montreal, Quebec at [Mount Royal](#) monument,<sup>[16][17]</sup> [Edmonton, Alberta](#) at the [Alberta Legislature Building](#),<sup>[18]</sup> as well as Vancouver, British Columbia at the [Vancouver Art Gallery](#).<sup>[19]</sup>



## **Webinar: “Social Media: Setting Up Your Facebook Page To Work More Powerfully For You”**

When: April 5, 2016, 1-2 PM

Presenter: Derek Belt, King County Social Media Specialist

Register for the webinar with the following link:

<https://attendee.gotowebinar.com/register/8402070209871353860>

Learn to post display advertising on Facebook, how to do "Read More" posts, and how to get activity reports from Facebook.

After registering, you will receive a confirmation email containing information about joining the webinar.



We will use a combination of the ads DOH ran in its digital campaign last summer, and original ads asking parents and guardians to talk with youth on 4.20 about NOT using marijuana.

## Marijuana Public Education Campaign Overview

In June 2014, the Washington State Department of Health launched a media campaign to reach parents of teens and pre-teens with information about the state's new marijuana law and to encourage them to talk with their kids about the risks of marijuana use. The initial wave of outreach included a radio ad featuring Dr. Leslie Walker from Seattle Children's Hospital and a Spanish-language radio ad featuring Dr. Nathalia Jimenez from Seattle Children's Hospital. The radio ads were accompanied by digital advertising on parenting, health and local news sites, and on Facebook. A second wave of advertising in early 2015 reached African American and Asian communities through transit and print publications.

Throughout the process, the Department of Health (DOH) consulted with the Department of Social and Health Services (DSHS), Liquor and Cannabis Board (LCB), Washington Healthy Youth Coalition, American Indian Health Commission, Asian Pacific Islander Coalition Advocating Together, Center for Multicultural Health, and Washington State Commission on Hispanic Affairs to develop and extend campaign efforts.

### June 2015 Outreach

The most recent wave of media outreach featured the following elements:

- Statewide digital ad buy, included paid search, banner ads, Facebook ads and high-impact media on *The Seattle Times* website
- Partnership with Univision that reached the Hispanic/Latino community
- Radio ad buys targeted parents across Washington State
- Materials toolkit supported outreach by community-based organizations



## Digital Advertisements

The campaign that began in early June asked provocative questions to evoke real-life situations parents may face, and then invited them to learn more about how to start a conversation with their teen. The questions in the ads reflected a cross-section of topics that partners have highlighted as important to parents in their communities. By going beyond sharing information and statistics with parents, the campaign placed a stronger emphasis on the importance of having a conversation with kids about the risks of using marijuana.





The digital ad campaign started June 9, 2015 and ran through June 30, 2015. Featured elements included paid search, banner ads, Facebook ads and high-impact media (homepage takeovers) on *The Seattle Times* website. Particular emphasis was placed on reaching the Hispanic/Latino, Asian, Pacific Islander and African American communities, as well as residents in Southwest Washington, who were not reached by the radio buy. The LCB funded this portion of the DOH campaign.

### **Univision Partnership**

The campaign used LCB funds to partner with Spanish-language TV channel Univision (KUNS-TV in Seattle and KUNW-TV in Tri-Cities/Yakima), to reach the Hispanic/Latino community and encouraged parents to talk with their kids. This partnership featured recorded interviews and PSA-style ad spots with Univision anchor Jaime Mendez, as well as ads promoted across Univision's digital properties, including KUNSTV.com (Seattle), KUNWTV.com (Yakima/Tri-Cities), Facebook and the Sinclair digital network. Additionally, updated information and materials were made available in Spanish at [InicieLaConversacion.org](http://InicieLaConversacion.org). The Univision partnership ran from mid-June through end of July.

### **Statewide Spanish Print Ads**

DSHS ran print ads in two statewide Spanish newspapers (El Mundo and Tu Decides). These ads were accompanied by online presence.

### **Statewide Radio Ad Buys**

In April and May 2015, radio ads were placed on stations in Seattle, Spokane, Yakima/Tri-Cities and rural areas. The buy ran from mid-April through mid-May and featured Seattle Children's Dr. Leslie Walker's latest 30-second radio ad, which highlights facts that all parents should know about the new law. In June 2015, DSHS aired Spanish ads educating adults about the law in Yakima/Tri-Cities, Puget Sound and Wenatchee.



## Materials Toolkit

The campaign developed a set of materials and messaging to equip community contractors and partners with information to support their outreach to parents. Toolkit items included: a one-page fact sheet outlining key messages about marijuana use and its impact; postcards and posters; sample social media; a template newsletter article to place in community publications; and an updated Q&A page on [StartTalkingNow.org](http://StartTalkingNow.org) to help parents have more effective conversations with their kids.

## Available Assets

The following materials are available for use now. Please contact Kristen Pettet ([Kristen.Pettet@DOH.WA.GOV](mailto:Kristen.Pettet@DOH.WA.GOV)) if you would like to receive copies of the materials.

- A set of digital banner ads (as seen above) resized for 300x250 pixels, 300x600 pixels, 728x90 pixels and 160x600 pixels. The ads direct people to visit the “Every Conversation Counts” page on [www.StartTalkingNow.org](http://www.StartTalkingNow.org).
- A 30-second Spanish language radio ad by Dr. Nathalia Jimenez from Seattle Children’s Hospital that encourages parents to talk with their kids about marijuana, and refers to [www.learnaboutmarijuanawa.org](http://www.learnaboutmarijuanawa.org).
- A 30-second English language radio ad by Dr. Leslie Walker from Seattle Children’s Hospital that informs parents of the key facts in our recreational marijuana law and refers parents to [www.StartTalkingNow.org](http://www.StartTalkingNow.org).
- A PDF of the banner ads (as seen above) resized for printing as postcards.



## Sample Facebook Posts

*Here are examples of the types of information the WHY Coalition will post on its Facebook page, which communities are encouraged to share, starting on 4/15/16:*

1. Marijuana affects each individual differently, and no matter how it is used, can cause unwanted side effects like anxiety. At the @Washington Poison Center\* almost a quarter of calls about marijuana exposures are about youth aged 13-19. How would you explain the potential health risks of marijuana use to your child? Check out [www.starttalkingnow.org](http://www.starttalkingnow.org) for conversation tips and [wapc.org](http://wapc.org) for more information on Marijuana exposure trends.
2. Did you know that the percentage of Washington 10<sup>th</sup> graders who say there is little risk from using marijuana regularly has increased from 17% in 2004 to 34% in 2014? Marijuana use by teens can impair concentration and memory, and decrease physical performance. Give your children and teens the facts. Visit [www.starttalkingnow.org](http://www.starttalkingnow.org).
3. Young children can't tell the difference between the candy, cookies and brownies you give them, and those that contain marijuana. If you have edible marijuana products in your home, keep them out of sight and locked up, just as you do with alcohol. Check out [www.starttalkingnow.org](http://www.starttalkingnow.org) for more information.





## Some ideas for families to do on 4.20

- Have a family meeting on 4.20 at a favorite hangout like a restaurant or park and have a family discussion about marijuana use by young people;
- Organize a special family dinner or event on 4.20 at which the family discusses marijuana use by young people;
- Invite friends of your children – and their parents or guardians - to your house for a special drug-free celebration on 4.20;
- Ask your schools to stop afterschool activities on 4.20 for a short time so coaches and advisors can discuss marijuana use by young people.
- Use web sites developed to provide factual, straightforward information such as [www.starttalkingnow.org](http://www.starttalkingnow.org) as the foundation for your discussions.



## What Do Washington State Youth Say about Marijuana in 2014?, Page 1 of 3

The data in these charts are based on a sample from Healthy Youth Survey conducted in fall 2014. The state sample includes 9,129 6th graders, 10,673 8th graders, 8,821 10th graders and 6,639 12th graders who completed the survey.

For more results from the 2014 Healthy Youth Survey, please visit [www.AskHYS.net](http://www.AskHYS.net)

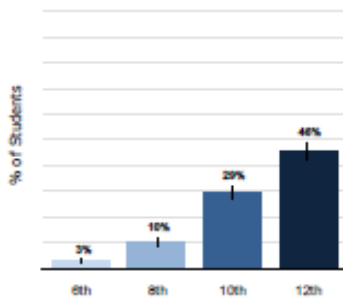
### Background:

- Marijuana is addictive. Most teens who enter drug treatment programs report marijuana is the main drug they use.
- When teens use marijuana, anxiety and depression can get worse.
- Teens who use marijuana can have problems with learning and memory and are more likely to fall in school.

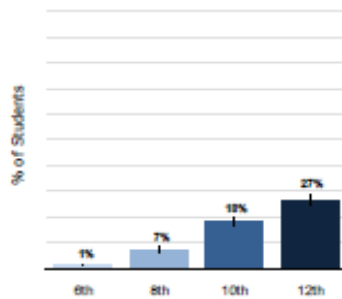
### For More Information:

- Parents, schools, and communities can work together to keep youth healthy and safe.
- For prevention tips and to connect with a prevention coalition in your area, visit [www.StartTalkingNow.org](http://www.StartTalkingNow.org).
- For free printed guides on preventing alcohol and other drug use, visit the ADAI Clearinghouse [adaiclearinghouse.org](http://adaiclearinghouse.org) or call (206) 221-8325.
- For 24 hour help for mental health, substance use and problem gambling, call 1-866-789-1511 or visit [www.waRecoveryHelpLine.org](http://www.waRecoveryHelpLine.org).
- For more information and references visit [www.LearnAboutMarijuanaWA.org](http://www.LearnAboutMarijuanaWA.org)

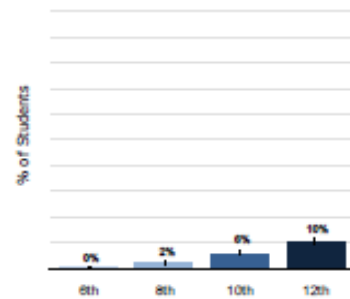
**Lifetime Marijuana Use**  
"I have used marijuana at least once."



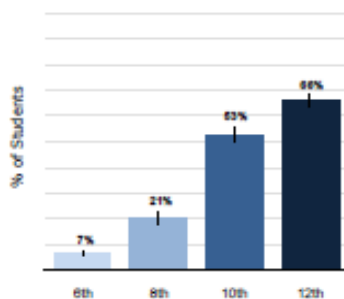
**Current (past 30-day) Marijuana Use**  
"I have used marijuana at least once in the past month."



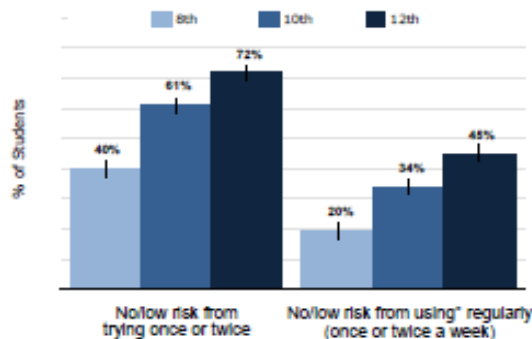
**Heavy Marijuana Use**  
"I have used marijuana on 10 or more days in the past month."



**Marijuana is Perceived as Easy or Very Easy to Get**



**Marijuana is Perceived as Not Harmful**



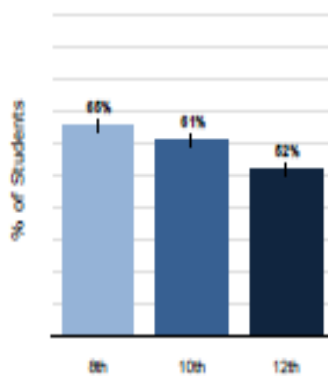
\*"Smoked" regularly changed to "Used" regularly in 2014



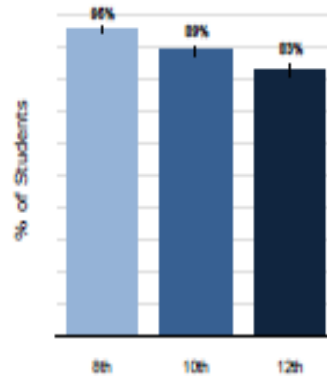
## What Do Washington State Youth Say about Marijuana in 2014?,

Page 2 of 3

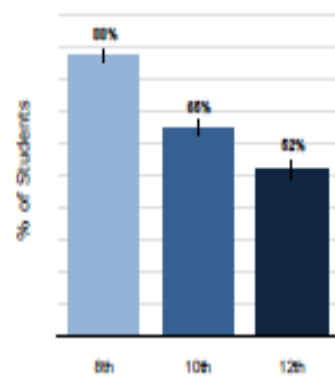
Parental discussion about not using marijuana



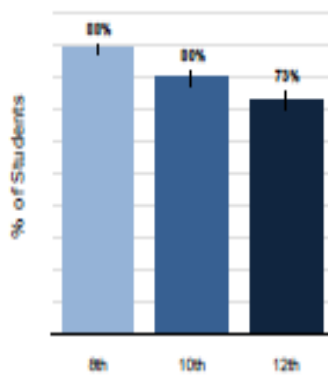
Parents think youth marijuana use is wrong



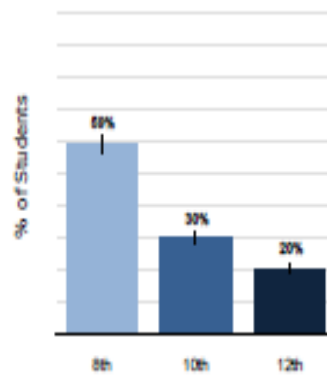
Peers think youth marijuana use is wrong



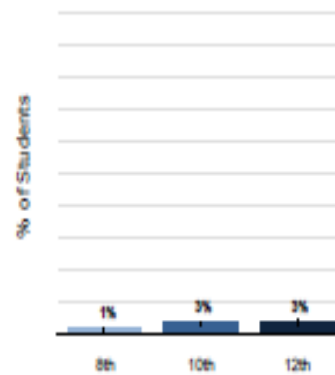
Community norm is marijuana use is wrong



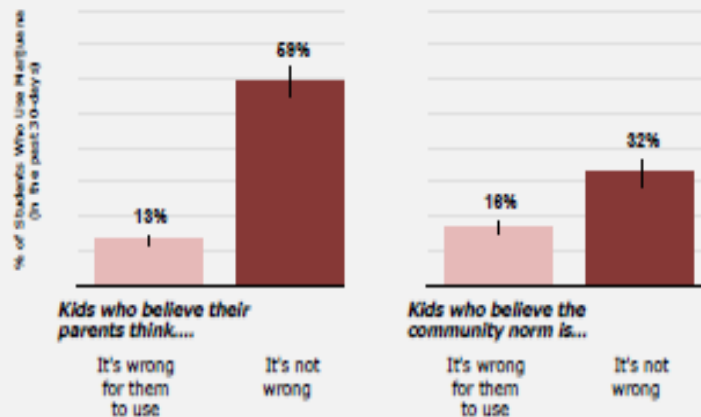
Police would catch me if I used marijuana



Marijuana use on school property in past month



### Relationship between Marijuana Use and Perceived Parental and Community Norms, Grade 10, 2014



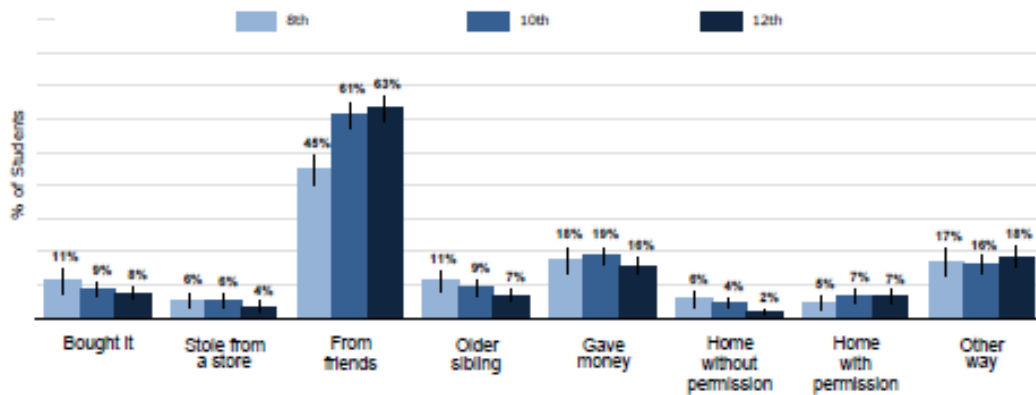
#### What does this chart say?

- Statewide, 10th graders are less likely to use marijuana if they believe their parents think it is wrong for them to use.
- Statewide, 10th graders are less likely to use marijuana if they believe their community thinks it is wrong for them to use.

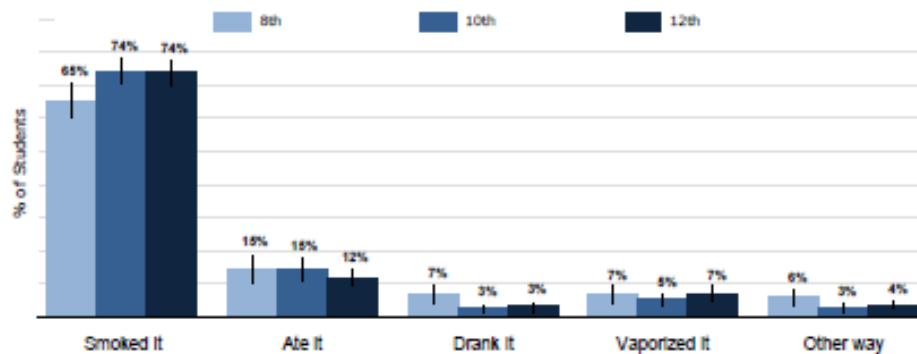


## What Do Washington State Youth Say about Marijuana in 2014?, Page 3 of 3

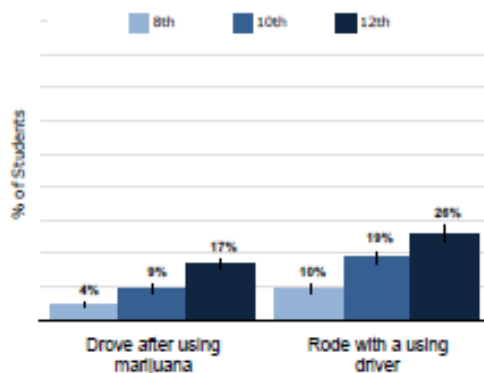
### Source of Those who Got Marijuana



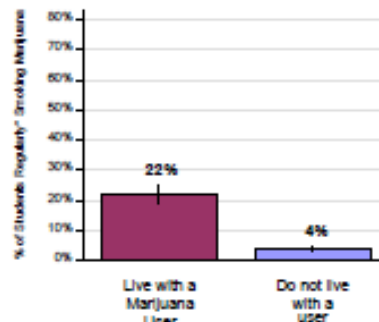
### Type of Marijuana Used, among Current Marijuana Users



### Marijuana Use and Riding/Driving



### Statewide Relationship between Regular\* Marijuana Use and Living with a Marijuana User, Grade 10, 2014



Statewide, 10th graders who live with a marijuana user are more likely to report regular\* marijuana use compared to those who don't live with a user.

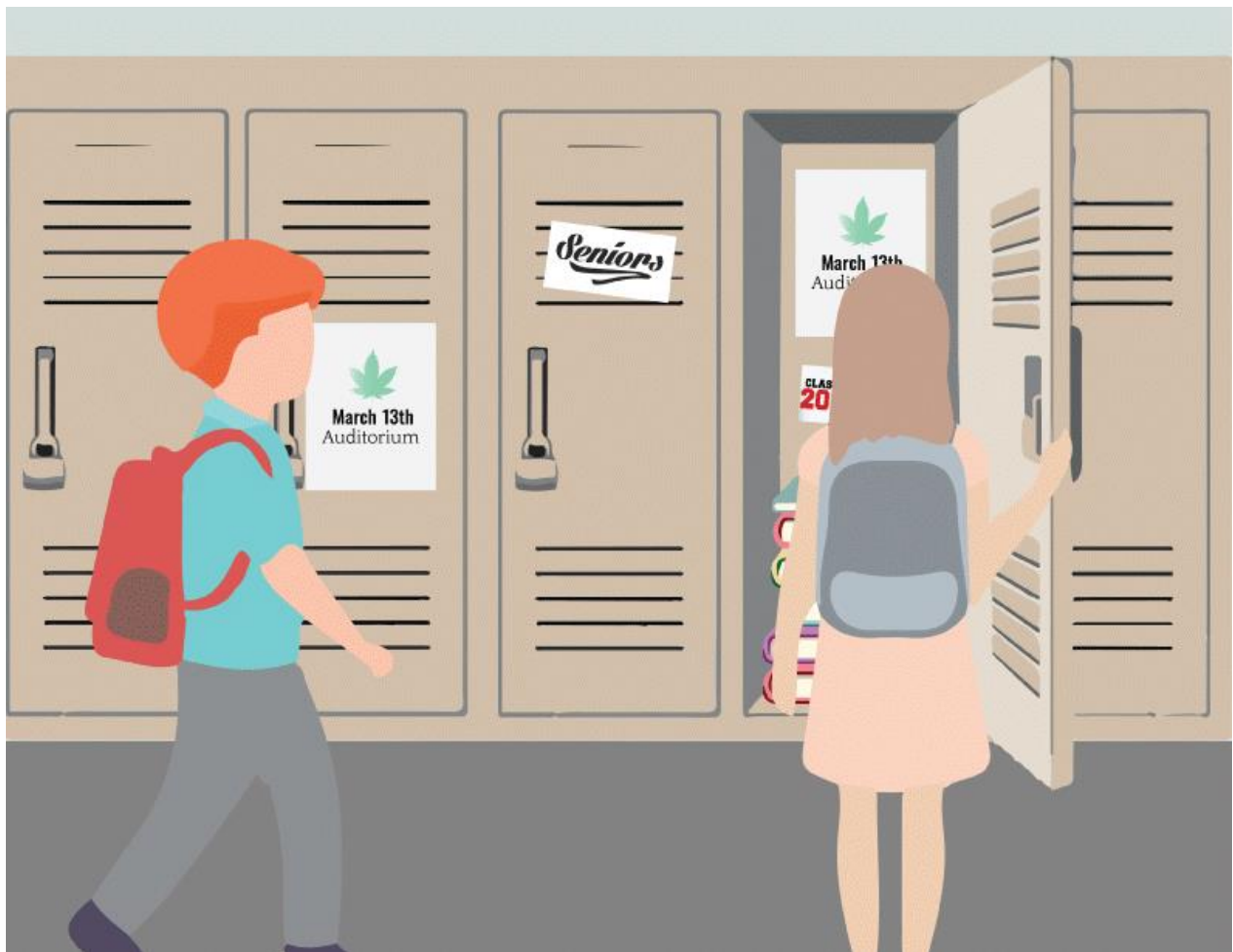
\*Regular marijuana use is defined as use on 6 or more days in the past 30 days.



*The following article contains information about marijuana prevention campaigns in Washington and Colorado, and lessons learned about effective message for teens.*

## Cannabis Legalization Complicates, Funds High School Drug Education Efforts

Cannabis Wire, February 24, 2016 by [Victoria Addison](#)





As medical and adult use cannabis legalization efforts spread across the country, the concept of “just say no” to drugs has become blurred, especially for high school students. Some school administrators have found themselves faced with a new challenge: teach the negative effects of a drug that is considered a potential medicine and also deemed a relatively safe intoxicant for adults.

While cannabis has been legalized for non-medical use in four states and Washington, D.C., cannabis is only legal for adults 21 and older. [According to the National Institute on Drug Abuse](#), “When marijuana users begin using as teenagers, the drug may reduce thinking, memory, and learning functions and affect how the brain builds connections between the areas necessary for these functions.”

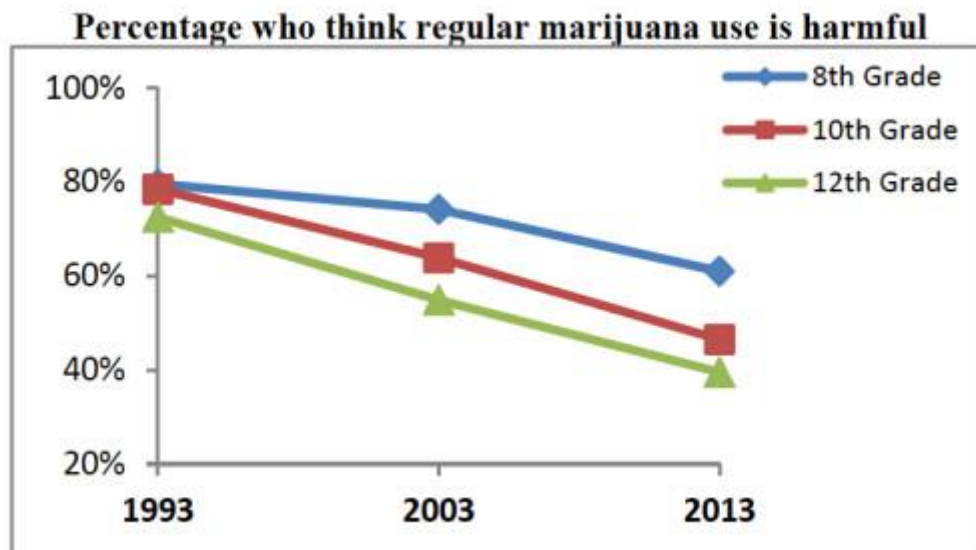
Jill Doty, a counselor at Loveland High School in Loveland, CO recently shared her experience dealing with cannabis, suggesting that every time a state votes yes for legalization, it becomes harder to persuade students not to try cannabis.

“It feels like a salmon swimming upstream,” Doty said. “The downstream is all the messages that it’s fine and especially when it’s voted into law to be legalized.”

For some students at Loveland High, Doty believes cannabis has become an outlet to deal with

their emotions.

But, she says, students who use are more likely to have side effects such as loss of motivation and a decline in grades due to lack of studying.



“It’s not a make-you-feel-good and everybody singing Kumbaya at all,” she said.

Photo source: National Institute on Drug Abuse



According to the National Institute on Drug Abuse’s 2014 Monitoring the Future survey, a tool that is used to measure the attitudes of 8th, 10th and 12th graders, perceived risk of cannabis use has declined in recent years. To prevent a rise in use, states like Colorado and Washington have allocated tax revenue from cannabis sales for expanded prevention and education efforts.

According to Elle Sweeney, the deputy director of marijuana coordination at the Colorado Governor’s Office, millions of dollars of cannabis tax revenue has been distributed to the Department of Education and to the Department of Human Services to support behavioral health treatment and for a school health professionals grant program. The **grant** “intends to increase the availability of school-based prevention, early intervention, and health care services and programs to reduce the risk of marijuana and other substance use and abuse by secondary school students.”

In the state of Washington, cannabis tax revenue helps fund survey work that has been used in school districts since 1988. The survey seeks to determine drug use prevalence among 6th, 8th, 10th, and 12th graders.

“That’s been going on for a long time and the revenue from marijuana allows us to stabilize the funding for it,” said Michael Langer, the behavioral health and prevention chief for the Washington State Division of Behavioral Health and Recovery.

Survey work via social media aimed at young adults is also being conducted with the help of the University of Washington. Additionally, funds and resources will help open two 16-bed treatment facilities for young people in Spokane and Vancouver. The facilities are slated to open by late summer and will accept patients from across the state, said Langer.

In the District of Columbia, medicinal and adult use cannabis legalization have also led to the perception that cannabis is harmless, according to Bruce Points, public health analyst at the District of Columbia Department of Behavioral Health.

“We want people to know that there are effects,” he said. “The idea that marijuana is okay, the perception that marijuana is good for everyone to use, it’s a constant battle.”

In December 2015, D.C. launched a prevention initiative aimed at underage youth. The “**Blunt Truth**” campaign emphasizes that cannabis use and possession is illegal for those under 21. The homepage reads, “The DC laws and the effects of marijuana



vary for adults and youth.” (The voices of the campaign are cartoon characters Reggie and Mary Jane, and their dog, Kush.

“It’s rough because when it comes to schools you have to keep in mind that not everyone is using so you don’t want to create a culture where those who are not using feel as though they are being looked at as users,” Points said.

Adult use sales are not permitted in D.C., so no such tax revenue has been dedicated to this effort, which is funded through a contract the Department of Behavioral Health has with Octane, a local public relations company.

Similar to D.C.’s “Blunt Truth” campaign, Colorado and Washington have launched projects that stress the legal age for cannabis use and detail the dangers of consumption for minors. In Colorado, cannabis tax revenue helped launch the “**Good to Know**” campaign, which helps parents, coaches, and teachers speak with those under 21 about cannabis; another campaign called “**What’s Next**” involved a BuzzFeed partnership. The Washington Healthy Youth Coalition put \$375,000 from cannabis tax revenue toward the “**Start Talking Now**” project to encourage parents to discuss underage cannabis use with their children.

While students in states without legalization are aware of what’s happening in other parts of the country, there isn’t a rush in their schools toward more nuanced messaging.

New York legalized cannabis for medical use in July 2015; the decision to allow the adult use of cannabis is a discussion point in the state, but unlikely in the next election cycle. For many high schools in the state’s capital city of Albany, dealing with that change is not yet a top priority.

“When it does get legalized we are probably going to have to scramble to figure that out, but I think we will be okay,” said Jack Grogan, the director of safe schools and violence prevention for the Albany City School District.

New York State does not have a specific drug prevention program designed for high schools students, nor does Albany High have any programs of their own, but schools are required to provide instruction on the subject matter from kindergarten to 12th grade.





Currently, students are taught in health classes that cannabis is a gateway drug and can be as dangerous as heroin or cocaine.

“We want you to understand the danger of marijuana because as we know kids who are starting out with marijuana the next step is something harsher,” Grogan said.

But, in the opinion of a former student of Guilderland High School, located about 20 minutes from Albany High, that lesson does not stick with teenagers.

“The notion that pot is a gateway drug doesn’t sit with the average high schooler. It’s considered normal to smoke, just as it is to drink,” said Cydney Palmatier, who graduated from the school in 2014. “I’ve heard excuses like ‘it’s just an herb so it’s okay’ and ‘weed was in the bible’.”

Research confirms that the gateway message, or other past anti-drug tactics, may have lost their effectiveness. Colorado health department research at schools involving hundreds of students **found** that “young people want credible information to make their own health decisions and don’t respond to ‘preachy’ messages or scare tactics from traditional media sources. They do respond to messages they can shape and share across mobile platforms — messages that talk about marijuana’s impact on goals such as landing a job, getting and keeping a driver’s license, or doing well on a test.”

As some youth continue to view cannabis as harmless—increasingly so as states move toward legalization—the discussion against youth cannabis use may need to improve before students will listen.

“It won’t kill you, but it will get in the way of what’s next,” Doty said. “You might get kids to listen to that, you just gotta hope.”

*This piece was updated to add the exact amount to cannabis tax revenue put toward Washington state’s “Start Talking Now” effort.*