

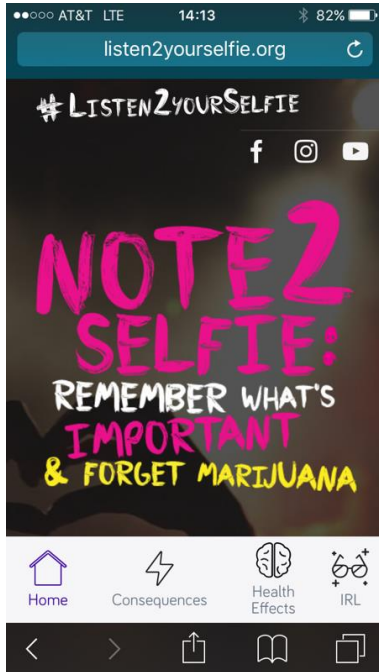


Youth Marijuana Education and Outreach

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Listen2YourSelfie: Phase One



- Impressions: 84 million
- Click through rate: .51 percent (Standard .05-.08)
- Website duration: About 3 minutes
- Video completion: 9.2 million (83%)

Takeaways and new solutions

- Youth engagement on social media
- Partner engagement in communities
- Facebook strategy
- Priority population contractor involvement

Listen2YourSelfie: Phase Two Online

- Banner ads, videos, and radio
- High impact ads
- Facebook & Instagram



Listen2YourSelfie: Phase Two IRL

- Snap Chat filter & Post-it notes
- Video contest
- Facebook Live
- C89.5 partnership
- Backdrop photo booths
- Campaign Takeovers



WHAT ARE YOU PASSIONATE ABOUT? WHAT GETS YOU OUT OF BED IN THE MORNING? WHATEVER IT IS, WE WANT TO KNOW!

Send in a selfie video answering the question, "What's important to you and why?" and you could win a free Selfie Stick, appear in a Listen2YourSelfie video, or win a GoPro!

HOW TO ENTER:

- 1) Record a short video (under a minute) of yourself telling us what's important to you and why.
- 2) Go to Listen2YourSelfie.org/contest and upload your video.
- 3) Then follow prompts to complete your registration.

Go to LISTEN2YOURSELFIE.ORG/CONTEST to get prize information, full contest rules, and see what others have shared!

LAST DAY TO ENTER IS DECEMBER 22, 2016

Brought to you by the Washington State Department of Health

Listen2YourSelfie: Partner Toolkit

- Campaign backgrounder
- 5 Things you can do
- Key messages & Talking points
- Sample newsletter
- Social media content and images



Contact Us About Us

A project of the Washington Healthy Youth Coalition 

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Listen2YourSelfie Partner Toolkit

The Marijuana Prevention and Education Program at the Washington State Department of Health re-launched this campaign in October 2016 to educate youth ages 12-17 about the risks and consequences of using marijuana. This campaign was developed with support from the Washington Healthy Youth Coalition.

Partners and community members can use this campaign outreach toolkit to educate teens and adults who interact with teens (parents, guardians, teachers, coaches, faith leaders, and bosses).

Listen2YourSelfie: Make it your own



#Listen2YourSelfie Draevun
2 Likes · 17 views



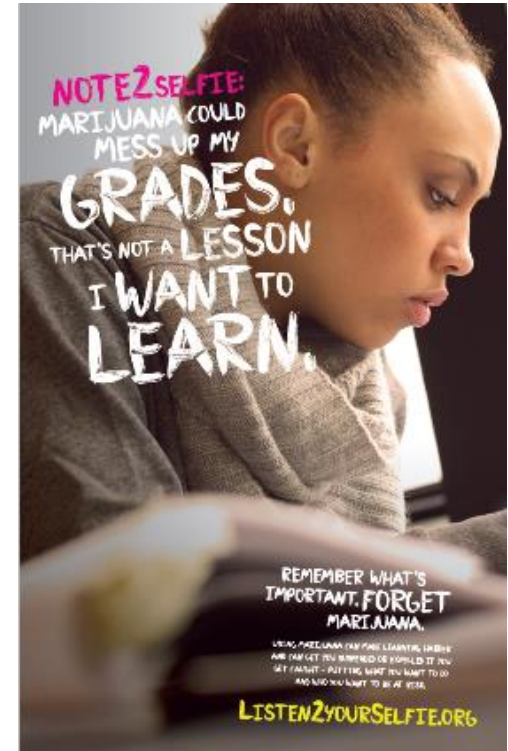
#Listen2YourSelfie Allison
Locke♥
4 Likes · 7 views



#Listen2yourSelfie Landen
2 Likes · 8 views



#Listen2YourSelfie Braddok
2 Likes · 12 views



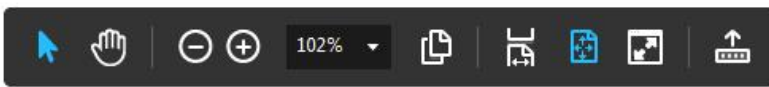
SMOKE
A JOINT?

I'D RATHER



BURN UP THE DANCE FLOOR.

REMEMBER WHAT'S
IMPORTANT. FORGET
MARIJUANA.





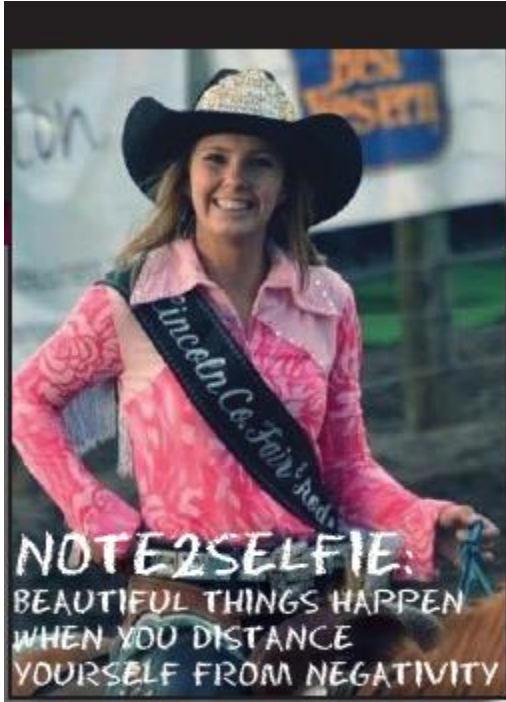
#LISTEN2YOURSELFIE

Remember what's important!

Sometimes it's hard to remember what's important in life when you're faced with a hard choice. Ask yourself these questions to determine a good or bad decision and then **#listen2yourselfie**!

- ▷ IS IT GOOD FOR ME?
- ▷ IS IT GOOD FOR MY FAMILY?
- ▷ IS IT GOOD FOR MY FRIENDS?
- ▷ WHAT ARE THE CONSEQUENCES?

Listen2YourSelfie.org



Lincoln County Fair & Rodeo

Davenport, WA

August 25th - 27th

RODEO

Friday, August 26th @ 7pm

Tough Enough to Wear Pink

Kids' Candy Race

Saturday, August 27th @ 7pm

Military Appreciation Night

**Queen Emma
remembers what's important:**

Beyond the youth campaign

Young adult (18-20)

- Timeline TBD
- Collaborate with colleges

Parent/Adult influencer

- January-April 2017
- Next level of “Provocative Question” ads

Pregnant/Breastfeeding women

- May-June

General adult (21+)

- April-June

