Promoting Health through New Marijuana Policies

Impact of Mass Reach Media to Educate Coloradans on Safe, Legal and Responsible Marijuana Use

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MJ Timeline

Nov 2012 Voters pass Amendment 64
Jan 2014 Sales of retail MJ begin - tax $ collection
May 2014 Authorizing legislation for RMEP passes
July 2014 Funding for RMEP begins
Nov 2014 Contracted with advertising agency
Nov-Dec 2014 Evaluator complete baseline survey
Jan 2015 Campaign begins, radio and out-of-home
Feb 2015 Report on health impact released
Feb 2015 Television begins
May-Jun 2015 Evaluator completes post-assessment

Campaign Formative Research

Initial Survey to assess reactions to the topic
• 180 respondents
Stakeholder Survey to assess priorities
• 430 respondents
Focus Groups to test creative
• 450 respondents

Advisory Committees
• Governor’s Office
• Legislator
• 4 State Agencies
• Industry
• Higher Ed
• Medical Professionals
• Prevention Groups
• TGYS and OBH grantees
• Local Governments

Retail Marijuana Programs within Public Health

Surveillance and Health Impact Program (SB13-283)
Educate Colorado residents and visitors about Safe, Legal & Responsible Use of Retail MJ

Education Program (SB 14-215)

Campaign Reach

Jan. 1 - Sept. 30 2015
169,692,533 impressions

- Media views
- Paid television, radio ads
- Digital and print advertising
- Out of home impressions
- Social media
- Website hits

Once a week
Campaign Evaluation

Survey Pool (8,670 eligible, 1,523 sampled) → Baseline Respondents (n=993) → Follow-up Respondents (n=798)

- Sample drawn from existing registry
- Reflective of Colorado population
- Survey administered pre-launch and 3 months post height of campaign
- Paired responses from mailed, phone survey analyzed for change in knowledge, attitudes

Knowledge of Key Laws

Four laws highlighted in campaign:
1. Illegal to purchase, possess or use retail marijuana until 21*
2. Illegal to drive while high*
3. Illegal to use marijuana in public, in your car and on federal land*
4. It is illegal to take marijuana out of state*

Knowledge of Each Law

- Age 21 Before: 72.7% After: 78.7% *statistically significant
- DUI Before: 80.8% After: 93.7% *statistically significant
- Out of State Before: 91.2% After: 94.6% *statistically significant
- Public Use Before: 94.8% After: 97.8% *statistically significant

Agreement with health effects, risks

<table>
<thead>
<tr>
<th>Category</th>
<th>Before</th>
<th>After</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Use: teens using daily, weekly</td>
<td>69.8</td>
<td>4.5</td>
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<tr>
<td>Use around Children: marijuana smoke, storing in open containers around children</td>
<td>77.6</td>
<td>8.2</td>
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<tr>
<td>High Risk Use: hash oil extraction, overconsumption of edibles, waiting six hours to drive</td>
<td>35.2</td>
<td>8.6</td>
<td></td>
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<tr>
<td>Use during Pregnancy: risk of use during pregnancy, use leading to problems</td>
<td>59.8</td>
<td>7.5</td>
<td></td>
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