

**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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**Retail Marijuana Programs within Public Health**

**Surveillance and Health Impact Program (SB13-283)**

**Education Program (SB 14-215)**

Educate Colorado residents and visitors about *Safe, Legal & Responsible Use of Retail MJ*

Colorado Department of Public Health & Environment

**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**

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**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

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**GOOD to KNOW**

Marijuana in Colorado

*Whether you choose to use or not,*  
**YOU MIGHT NOT KNOW AS MUCH AS YOU THOUGHT.**  
*Be educated. Be responsible.*

Youth Prevention Information >

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**Campaign Reach**

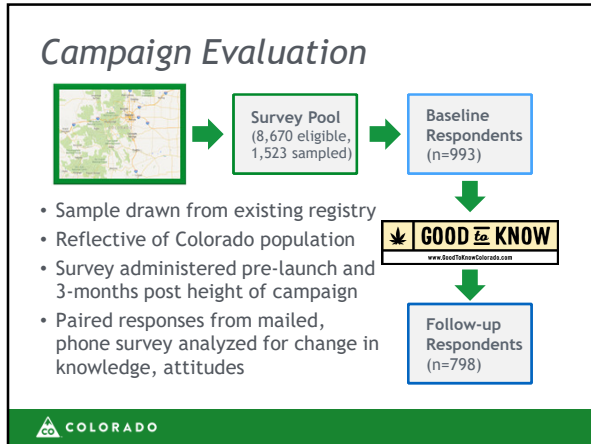
Jan. 1 - Sept. 30 2015

**169,692,533 impressions**

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

**Once a week**

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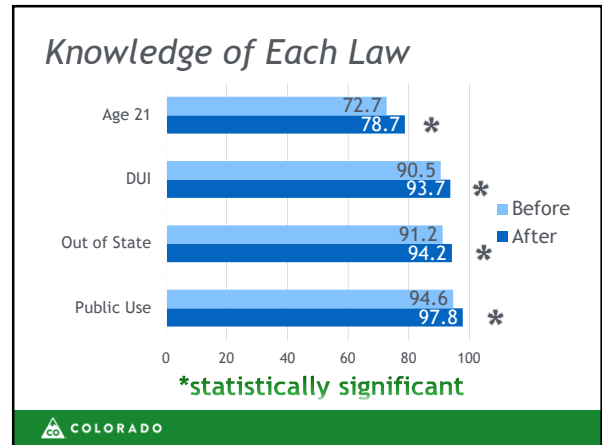
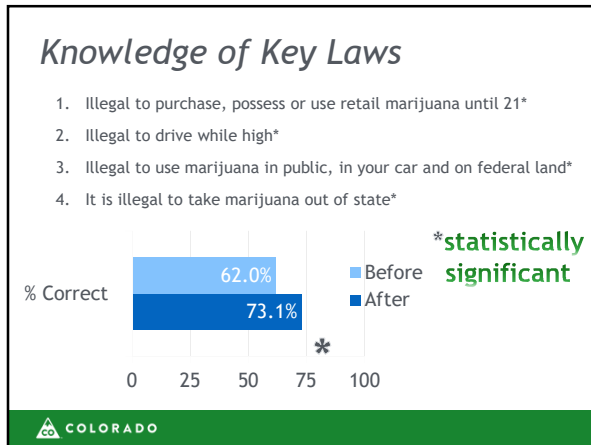


### Knowledge of Key Laws

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\*

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### Campaign Recall and Improved Knowledge of Key Laws

**2.25x** more likely to correctly answer key law questions

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### Agreement with health effects, risks

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

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