

COLORADO RETAIL MARIJUANA

EDUCATION & PREVENTION RESOURCE GUIDE



COLORADO
Department of Public
Health & Environment

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COMMUNITY



CAMPAIGNS



POLICY

GET STARTED

As one of the first two states in the nation to legalize marijuana, Colorado is a leader in education around safe, legal and responsible use of marijuana. Continued success in marijuana education and prevention efforts requires evidence-based local and state infrastructure, transparency and most importantly, teamwork. We can't do this work alone and value our collaboration with state agencies, healthcare professionals, industry representatives, local public health agencies (LPHAs) and community partners to execute comprehensive statewide marijuana education and prevention efforts. While we each bring unique perspectives to these efforts, we are a team of organizations and individuals committed to the health and well-being of Coloradans. While we work to provide direction, support and capacity building at a statewide level, you are the valued experts in your community. You know the people, the challenges and the needs. Together, we can accomplish positive outcomes through coordinated strategies and shared resources.

GUIDE TO THE GUIDE

WHAT'S THE OBJECTIVE?

To help you easily navigate state resources to find the best tool for your retail marijuana education and prevention efforts.

WHO IS IT FOR?

Community-based organizations, government agencies, youth-serving professionals, coalitions, schools and educators, healthcare professionals, marijuana industry professionals, and communications professionals within those organizations.

WHAT'S INSIDE?

Overview of education and prevention programs and research, links to fact sheets, talking points, campaign materials, webinars and trainings, activities, and case studies from Colorado organizations.

WHY USE IT?

Resources and strategies in this guide are evidence-based, culturally competent, up to date and reliable. You can lean on the information in this guide to support your work.

HOW DO I USE IT?

The guide is broken into three main chapters - Community Education, Education and Prevention Campaigns, and Policy and Environmental Change. Each chapter is color-coded so follow along with the colored tabs on the right side of the guide to make sure you don't miss a thing! Each chapter features an overview of what's included and who it's intended for, information about a prevention framework to support the approach, and a nuts and bolts section of resources and links.

WEEDING THROUGH - HOW TO BEST USE THIS GUIDE

We often hear from community partners and organizations looking for information and help to support their local efforts. To meet this need, we have developed the following guide of marijuana resources and best practices for community education; policy and environmental change; and education/prevention campaigns. Consider this your retail marijuana toolbox filled with trusted nuts and bolts for comprehensive education and prevention work. Whether you are leading a discussion with parents on how to talk with youth or working with your city officials on smokefree multi-unit housing policies, we want you to feel comfortable and confident sharing information about safe, legal and responsible use of marijuana in Colorado.

We want to help you do your best work by giving you access to any of the resources you may need along the way.

The resource guide is broken out into the following key approaches based on successful prevention and education strategies at the local level:



COMMUNITY EDUCATION

Programs to engage the community - individuals, businesses, and public/private agencies - to promote learning and social development



EDUCATION AND PREVENTION CAMPAIGNS

Integrated communication and media campaigns aimed at increasing public awareness and/or influencing behavior change to benefit individuals and communities



POLICY & ENVIRONMENTAL CHANGE

Changes to the laws, rules and physical environments that impact a community's ability to make healthy choices and live healthy lives

In addition to providing links to resources, we have included case studies from a variety of Colorado partners to showcase activities across the three approaches. We're proud of the great education and prevention work going on in our state. Across all of the case studies lies a central theme of working with community partners to achieve a goal. As a coordinated team, we can learn from each other's experiences, challenges, successes and recommendations.

DOWN TO THE ROOTS - PRINCIPLES OF EDUCATION & PREVENTION EFFORTS

While the legalization of retail marijuana is still relatively new to Colorado, executing successful and meaningful education and prevention efforts is not. We know from experience in tobacco, alcohol, and injury prevention, among others, that a multifaceted approach to prevention works to promote overall community health. Bottom line, we can learn from what has and has not worked.

As described in *What Works in Prevention - Principles of Prevention Programs*, there is substantial overlap in the principles of effective programs across prevention domains that allow us to identify general principles of effectiveness. In particular, program characteristics like comprehensiveness, sufficient dosage, skill development focus, and the importance of timing were identified as being important. The framework identifies key principles that when used in coordination, result in an effective strategy to impact individual, community and societal health. So what does this mean for your work? Below is a brief overview of the *What Works in Prevention* principles and how it relates to your retail marijuana education and prevention work in Colorado.

PRINCIPLE	DEFINITION	EXAMPLES IN YOUR WORK
COMPREHENSIVE	Multicomponent interventions that address critical domains (e.g., family, peers, community) that influence the development and perpetuation of the behaviors to be prevented	A recipe for success. From educators talking with students about substance prevention to business owners in need of workplace policies, the legalization of retail marijuana impacts various audiences. Efforts need to address the diversity of these individuals and organizations with consistent messages about marijuana-related concerns.
VARIED TEACHING METHODS	Programs involve diverse teaching methods that focus on increasing awareness and understanding of the problem behaviors and on acquiring or enhancing skills	One size does not fit all. We need to reach people where and how they are most likely to retain the information. For some parents this might be a slide presentation about the health effects of marijuana at back to school night, for others it might be seeing posts about safe storage tips on Facebook.
SUFFICIENT DOSAGE	Programs provide enough intervention to produce the desired effects and provide follow-up as necessary to maintain effects	One and done? Nope. The laws around retail marijuana use are still fresh. Continually communicating them through various outlets such as signage in retail shops or bars/restaurants will help to reinforce the laws.
THEORY DRIVEN	Programs have a theoretical justification, are based on accurate information, and are supported by empirical research	Stick to the facts. There's a lot of "data" out there. Using the State's fact sheets and talking points in presentations and conversations provides a consistent and solid foundation for information sharing that can be trusted.

PRINCIPLE	DEFINITION	EXAMPLES IN YOUR WORK
POSITIVE RELATIONSHIPS	Programs provide exposure to adults and peers in a way that promotes strong relationships and supports positive outcomes	Come one, come all. A strong coalition working on marijuana education and prevention at the local level can include representatives from schools, retail shops, community members, healthcare professionals, etc. Bringing a diverse group together helps facilitate trust and open communication.
APPROPRIATELY TIMED	Programs are initiated early enough to have an impact on the development of the problem behavior and are sensitive to the developmental needs of participants	Early and often. OBGYN providers are one of the first to speak with an expectant mother. Working with local providers to share information about the health consequences of using marijuana during pregnancy may help decrease the patient’s use.
SOCIOCULTURALLY RELEVANT	Programs are tailored to the community and cultural norms of the participants and make efforts to include the target group in program planning and implementation	Ask around. When executing efforts aimed at youth, work with youth. It’s that simple. Inviting the groups you are hoping to reach to participate in program and tactical brainstorming helps to consider their cultural nuances and ensure efforts are appropriate and thus more likely to be effective.
OUTCOME EVALUATION	Programs have clear goals and objectives and make an effort to systematically document their results relative to the goals	Watch what happens. Continually monitoring your efforts such as following up public meetings with a brief participant survey to ask for feedback and recommendations allows you to evaluate effectiveness and make adjustments as needed.
WELL-TRAINED STAFF	Program staff support the program and are provided with training regarding the implementation of the intervention	Stay in the loop. Retail employees working at point of sale have a unique opportunity to educate the public on safety prior to use. Keeping them informed of the latest and greatest resources and facts through meetings and trainings ensures accurate information is understood and shared.

You might be thinking, do I have to do all of this work to be successful? No, not necessarily. We understand there are multiple and diverse interventions and settings for education and prevention work that depend on factors such as funds, staff, community perception and priorities. These are best practice for effective strategies and intended to help guide your work. We encourage you to consider these prevention frameworks when developing and implementing your efforts.

Now that we’ve set the foundation for best practices in education and prevention work, let’s get rolling!

COMMUNITY EDUCATION

WHAT'S INSIDE THIS CHAPTER?

Resources for working with:



Youth



Parents



Coalitions



Schools



Providers



Industry

WHO IS THIS CHAPTER FOR?

- LPHAs
- Community organizations
- Community coalitions
- Youth-serving professionals in & out of schools
- Healthcare professionals

SUPPORTING FRAMEWORK

Similar to the principles outlined in the Introduction, *The Spectrum of Prevention* framework identifies six principles recommended to develop a multifaceted prevention plan. The framework is rooted in the idea that “complex problems require comprehensive solutions” and is based on in-depth reviews of successful prevention programs. Three of the levels directly relate to community education and can support the rationale behind your efforts at the local level.

PRINCIPLE PURPOSE

TARGET AUDIENCE

RATIONALE

STRENGTHENING INDIVIDUAL KNOWLEDGE AND SKILLS

Youth
Parents
Marijuana users
Concerned community members

“In a trusting relationship with a person who is perceived to have expertise or authority, even brief comments have a lasting impact.”

EDUCATING PROVIDERS

Healthcare providers
Marijuana industry
Schools

“Providers have influence within their fields of expertise and have opportunities to transmit information, skills, and motivation to patients, clients and colleagues.”

FOSTERING COALITIONS AND NETWORKS

Coalitions

“By working together, coalitions can conserve resources by reducing duplication and sharing expenses, foster cooperation between diverse sectors of society and increase credibility.”

NUTS & BOLTS

The following resources can be used to support your community education efforts. We encourage you to review, use and share these materials, activities and presentations. Each section below is broken out into the following steps:

1. Educate yourself and team
2. Use resources to inform your approach and/or share with your audience
3. Conduct activities with, or recommend to, your audience



WORKING WITH YOUTH

For Youth-Serving Professionals In & Out of Schools

- EDUCATE YOURSELF -

RESOURCE

AT A GLANCE

[Talking Marijuana with parents and trusted adults Campaign Webinar](#)

Webinar presenting the youth prevention campaign for parents and trusted adults. Includes an overview of the campaign, and where to find resources. (35 min)

[Effective Prevention Strategies to Reduce Youth Access & Use](#)

- [Strategies/Interventions for Reducing Marijuana Use](#) paper from the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention including common risk and protective factors, related strategies and supporting evidence/research.
- [Youth Engagement Standards](#) from Colorado9to25 were developed by young people to help youth-serving groups and organizations understand how to authentically and effectively engage youth.

[Youth Prevention Programs](#)

- [Benefit/cost-effectiveness report](#) of youth marijuana prevention programs and curricula from the Washington State Institute for Public Policy.
- [Guide for Health Professionals and Communities](#) from Colorado 9to25 containing resources and tools for implementing evidence-based health programs for adolescents.

[Protect What's Next Adventures](#)

As part of the state's Protect What's Next campaign which utilizes a positive youth development approach, this [video](#) highlights an example of positive youth engagement opportunities for Colorado youth ages 13-20. Examples include spending the afternoon with local talented craftsmen, entrepreneurs, artists and more.

[Talking to Youth Town Hall Discussion](#)

Town hall video discussion on CBS Denver on the importance of getting young people talking. Panel includes parents and subject matter experts. (58 min)

[Positive Youth Development \(PYD\) Training](#)

Registration to attend a full-day, in-person training to understand and learn the skills and knowledge needed to integrate the evidence-based PYD approach into current youth programming efforts.



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WORKING WITH YOUTH

For Youth-Serving Professionals In & Out of Schools

- MATERIALS TO HELP YOU WORK WITH YOUTH -

RESOURCE

[Youth Prevention Printouts](#)

AT A GLANCE

Six information sheets covering:

- Tips for talking to youth ages 13-16 and 17-20
- Tips for talking to students and athletes
- Consequences of using retail marijuana before age 21
- Health effects of using of using retail marijuana before age 21
- Tips for parents to keep their children safe around marijuana
- Marijuana 101, including information about different methods of consumption

[Healthy Kids Colorado Survey \(HKCS\) - Marijuana Infographic](#)

Infographic highlighting state and regional data from the 2015 HKCS (middle and high school students).

[How to Talk With Youth About Marijuana](#)

Good to Know webpage including advice for parents, teachers and coaches on how to talk to youth about marijuana broken out by ages 13-16 and 17-20.

- ACTIVITIES FOR YOU TO LEAD WITH YOUTH -

RESOURCE

[Youth Marijuana Prevention Group Activity](#)

AT A GLANCE

Four-step activity kit includes everything adult mentors and youth facilitators need to lead a productive discussion with groups of 20-25 youth about marijuana. Each group will establish goals, role-play scenarios and confront the potential consequences of underage retail marijuana use. Includes links to download and/or order a kit.



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POLICY



WORKING WITH PARENTS

For Youth-Serving Professionals In & Out of Schools, LPHAs

- EDUCATE YOURSELF -

RESOURCE

AT A GLANCE

[Talking Marijuana with parents and trusted adults Campaign Webinar](#)

Webinar presenting the youth prevention campaign for parents and trusted adults. Includes an overview of the campaign and where to find resources. (35 min)

[Speak Now Colorado Webinar](#)

Speak Now Colorado is a statewide campaign to provide resources for parents and caregivers on how to talk with youth about the risks of alcohol and drug use. This webinar shares the campaign objectives, media tactics and creative, and best practices on how to use the [campaign toolkit materials](#) at the community level.

[Talking to Youth Town Hall Discussion](#)

Town hall video discussion on CBS Denver on the importance of getting young people talking. Panel includes parents and subject matter experts. (58 min)

[Positive Youth Development \(PYD\) Training](#)

Registration to attend a full-day, in-person training to understand and learn the skills and knowledge needed to integrate the evidence-based PYD approach into current youth programming efforts.

[Public Health and Marijuana Workshop](#)

Registration for a full-day, in-person workshop to include:

- Information on marijuana use data across the lifespan, including; pregnant and breastfeeding women, children and adolescents, young adults and adults 21 years+
- Marijuana health impact data, such as emergency department and poison control center calls
- Marijuana education and prevention programs and resources for various populations
- Networking opportunities, local presentations and round table discussions to create an action plan for your organization.



COMMUNITY



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POLICY



WORKING WITH PARENTS

For Youth-Serving Professionals In & Out of Schools, LPHAs

- MATERIALS FOR PARENTS -

RESOURCE

AT A GLANCE

[Youth Prevention Information Sheets](#)

Six information sheets covering:

- Tips for talking to youth ages 13-16 and 17-20
- Tips for talking to students and athletes
- Consequences of using retail marijuana before age 21
- Health effects of using of using retail marijuana before age 21
- Tips for parents to keep their children safe around marijuana
- Marijuana 101, including information about different methods of consumption

[Marijuana and Your Baby Fact Sheet](#)

Fact sheet outlining the health effects of marijuana use for pregnant or breastfeeding moms and their babies.

[Healthy Kids Colorado Survey \(HKCS\) - Marijuana Infographic](#)

Infographic highlighting state and regional data from the 2015 HKCS (middle and high school students).

[How to Talk With Youth About Marijuana](#)

Good to Know webpage includes advice for parents, teachers and coaches on how to talk to youth about marijuana broken out by ages 13-16 and 17-20.

- ACTIVITIES TO LEAD WITH PARENTS -

RESOURCE

AT A GLANCE

[Scenarios & Suggestions for Parents](#)

Speak Now Colorado webpage outlining scenarios and helpful suggestions to help parents successfully navigate situations such as finding a lighter, knowing your child is going to a party, watching a film showing an actor using marijuana, etc.

[Healthy Habits Plan](#)

Speak Now Colorado plan for parents to complete with their child to start discussing healthy choices such as the three most important benefits of avoiding marijuana, and how to best avoid situations of marijuana use.

[Best Practices and Activities for Parent Education Events](#)

Document outlining best practices and considerations for coordinating and executing an event for community members, youth-serving organizations and parents.



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WORKING WITH SCHOOLS

For Youth-Serving Professionals, LPHAs

- EDUCATE YOURSELF -

RESOURCE

AT A GLANCE

[Talking to Youth Town Hall Discussion](#)

Town hall video discussion on CBS Denver on the importance of getting young people talking. Panel includes parents and subject matter experts. (58 min)

- MATERIALS FOR SCHOOLS -

RESOURCE

AT A GLANCE

[School District Policy and Retail Marijuana](#)

RMC Health webpage with resources including:

- a review and analysis of current school district policies in Colorado and model policies
- communication messages, newsletter and announcement copy for school administrators, school district staff, parents and students

[Marijuana Under 21 Laws and Penalties](#)

Colorado Department of Education fact sheet outlining marijuana-related offenses and penalties.

[Healthy Kids Colorado Survey \(HCKS\) - Marijuana Infographic](#)

Infographic highlighting state and regional data from the 2015 HKCS (middle and high school students).

[How to Talk With Youth About Marijuana](#)

Good to Know webpage includes advice for parents, teachers and coaches on how to talk to youth about marijuana broken out by ages 13-16 and 17-20.

- ACTIVITIES FOR SCHOOLS -

RESOURCE

AT A GLANCE

[Health Education Curricula for Marijuana Prevention](#)

Overview of a variety of evidence-based health education curricula for marijuana prevention.



COMMUNITY



CAMPAIGNS



POLICY



WORKING WITH WITH HEALTHCARE PROVIDERS

For Healthcare Professionals, Clinicians, LPHAs

- EDUCATE YOURSELF -

RESOURCE

AT A GLANCE

[Marijuana and Pregnancy/
Breastfeeding Clinical
Guidance Online Course](#)

- Online video
- Review the marijuana guideline development process in Colorado
 - Describe current research related to marijuana use during pregnancy & breastfeeding
 - Review practice specific patient language
 - Integrate discussions & screening into your practice

[Marijuana Pediatric
Exposure Prevention
Webinar](#)

- Webinar including:
- Review of the Retail Marijuana Public Health Advisory Committee’s marijuana use findings
 - Overview of pediatric exposure prevention clinical guidance
 - Outline of provider marijuana education resources

- MATERIALS FOR PROVIDERS -

RESOURCE

AT A GLANCE

[Clinical Guidelines](#)

- Webpage with links to guidance including talking tips about:
- Marijuana use in pregnant and breastfeeding women
 - Pediatric marijuana exposure prevention
 - Alcohol and Substance Abuse Screening, Brief Intervention, Referral to Treatment Guidance from SBIRT Colorado

[Marijuana Fact Sheets](#)

Printable fact sheets in multiple languages for all patients, including pregnant/breastfeeding women, parents and youth-serving professionals.

[Monitoring Health
Concerns Related to
Marijuana in Colorado](#)

2016 report reviewing scientific literature on the health effects of marijuana and Colorado-specific health outcome and use patterns. Presented by the [Retail Marijuana Public Health Advisory Committee](#)

[Behavior Risk Factor
Surveillance System
\(BRFSS\) Data - Colorado
Adult Marijuana Use](#)

Infographic of 2014-15 BRFSS data of marijuana use among adults, ages 18 and older including state and regional data.



COMMUNITY



CAMPAIGNS



POLICY





WORKING WITH WITH HEALTHCARE PROVIDERS

For Healthcare Professionals, Clinicians, LPHAs

- ACTIVITIES FOR PROVIDERS -

RESOURCE

AT A GLANCE

[Cannabis Use Disorder Identification Test](#)

Screening tool to use with patients to self-report marijuana use in the past six months.

[SBIRT Healthcare Professional Resources](#)

Links to clinical and screening tools and guidelines, presentations and trainings.



COMMUNITY



CAMPAIGNS



POLICY



WORKING WITH THE MARIJUANA INDUSTRY

For LPHAs, Community Coalitions

- EDUCATE YOURSELF -

RESOURCE

AT A GLANCE

[Retail Marijuana Licensees](#)

Webpage with Department of Revenue links to:

- State rules on operating a retail marijuana business
- License requirements
- Regulations for working within the marijuana industry

- MATERIALS FOR THE MARIJUANA INDUSTRY -

RESOURCE

AT A GLANCE

[Recreational Marijuana Retailer Kit](#)

Good to Know resources kit designed for retailers to encourage safe, legal and responsible marijuana use. Includes takeaway cards, window clings, a tapestry, and Q&A video for waiting rooms.

[Guide for Worker Safety and Health in Marijuana Industry](#)

The guide gives employers in the marijuana industry an overview of existing federal, state and local regulations to help them develop a workplace safety program.

- ACTIVITIES FOR THE MARIJUANA INDUSTRY -

RESOURCE

AT A GLANCE

[Responsible Vendor Program](#)

Encourage your local marijuana industry members to certify their staff through the Colorado Department of Revenue's Responsible Vendor Training Program.



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WORKING WITH COALITIONS

For LPHAs, Community Coalitions

- EDUCATE YOUR COALITION MEMBERS -

RESOURCE

[Public Health and Marijuana Workshop](#)

AT A GLANCE

Full-day, in-person workshop to include:

- Marijuana use data across the lifespan
- Marijuana health impact data, such as emergency department and poison control center calls
- Marijuana education and prevention programs and resources
- Networking opportunities and local presentations



POLICY



WORKING WITH COALITIONS

For LPHAs, Community Coalitions

- MATERIALS TO INFORM COALITION WORK -

RESOURCE

AT A GLANCE

[Effective Prevention Strategies to Reduce Youth Access & Use](#)

Links to a variety of strategies, programs and policies:

- [Strategies/Interventions for Reducing Marijuana Use](#) paper from the Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention including common risk and protective factors, related strategies and supporting evidence/ research.
- [Youth Engagement Standards](#) from Colorado9to25 were developed by young people to help youth-serving groups and organizations understand how to authentically and effectively engage youth.

[Youth Prevention Programs](#)

Links to a variety of strategies, programs and policies:

- [Benefit/cost-effectiveness](#) report of youth marijuana prevention programs and curricula from the Washington State Institute for Public Policy.
- [Guide for Health Professionals and Communities](#) from Colorado 9to25 containing resources and tools for implementing evidence-based health programs for adolescents.

[Marijuana Fact Sheets](#)

Printable fact sheets in multiple languages for multiple audiences, including pregnant/breastfeeding women, parents and youth-serving professionals.

[Monitoring Health Concerns Related to Marijuana in Colorado](#)

2016 report reviewing scientific literature on the health effects of marijuana and Colorado-specific health outcome and use patterns. Presented by the [Retail Marijuana Public Health Advisory Committee](#).

[Behavior Risk Factor Surveillance System \(BRFSS\) Data - Colorado Adult Marijuana Use](#)

Infographic of 2014-15 BRFSS data of marijuana use among adults, ages 18 and older including state and regional data.

- ACTIVITIES FOR THE MARIJUANA INDUSTRY -

RESOURCE

AT A GLANCE

[Responsible Vendor Program](#)

Encourage your local marijuana industry members to certify their staff through the Colorado Department of Revenue’s Responsible Vendor Training Program.



COMMUNITY



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POLICY



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EDUCATION & PREVENTION CAMPAIGNS

WHAT'S INSIDE THIS CHAPTER?

- Campaign overview and resources for:
 - Good to Know
 - Marijuana users
 - Parents & Trusted Adults
 - Pregnant and breastfeeding women
- Protect What's Next
- Marihuana En Colorado, Lo Que Debes Entender
- Marijuana Industry
- Partner campaigns

WHO IS THIS CHAPTER FOR?

- LPHAs
- Community organizations
- Public Information Officers and communication professionals

SUPPORTING FRAMEWORK

Our everyday media consumption is increasingly cluttered with overwhelming and often conflicting images and voices. Breaking through the noise to ensure the right message is heard by the right people at the right time takes strategic planning and teamwork. And it pays off. Though less research has been done on marijuana prevention campaigns, there is research on tobacco, alcohol, and general substance abuse prevention campaign effectiveness, particularly when paired with community education strategies, like those listed above. These health communication efforts focus on reaching large audiences through a variety of tactics including television, radio, print, out-of-home placements (e.g., billboards, movie theaters, point-of-sale), and digital media to change knowledge, beliefs, attitudes and behaviors. Developing and executing effective and comprehensive evidence-based campaigns requires time, staff resources and funding. But don't worry, we've done the heavy lifting for you. Now we just need your help in spreading the word.

CAMPAIGN BEST PRACTICES

CDPHE's retail marijuana education and prevention campaigns were created based on the CDC's best practices:

- Statewide ad buys with sufficient reach, frequency, and duration to encourage - and sustain - behavior change
- Audience insight research and concept testing for new material
- Surveillance to understand messaging, placement, and marketing
- Community collaboration to increase awareness and reinforce social norms (that's you!)
- Process and outcome evaluation

NUTS & BOLTS

There are various coordinated mass-reach campaigns underway across Colorado to educate the public on the safe, legal and responsible use of retail marijuana, and to prevent youth from using retail marijuana. Each of the campaigns below are tailored to unique audiences and objectives. Check out this [video](#) for an overview of all of our campaigns!

We're fortunate to have a very large budget to execute these campaigns and are truly reaching all parts of the state with strong reach across diverse tactics (TV, radio, online, event sponsorships, etc.) With that in mind, we ask that there are no local media buys using these campaigns. This allows our statewide media plans to be the most strategic and avoid overlap. When it comes to buying media for these campaigns, we've got you covered! Your help is still very valuable in spreading the campaign brand and messages! Here are ways that you can help the campaigns grow:

- Share social media posts from Good to Know Colorado's [Facebook](#) and [Twitter](#) pages.
- Use toolkit resources and activities to spread the word in your community.
- Disseminate materials in support of the campaign, ordered for free from [COHealthResources.org](#). Examples include hanging posters in public areas such as libraries, recreation centers, handing out rack cards in health clinics and sharing fact sheets at community events.
- Give us feedback on what you are hearing, what's working and suggestions you may have.



<p>- SPECIFIC AUDIENCES -</p> <ul style="list-style-type: none"> • Adults 21+ • Users and non users of marijuana • Colorado residents and tourists 	<p>- OBJECTIVE -</p> <p>Ensure all Colorado residents and visitors understand the parameters of safe, legal, and responsible use of marijuana.</p>
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RESOURCE

AT A GLANCE

[Case Study Video](#)

Overview of the campaign including history and evaluation

[Webpage](#)

- Links to download:
- Know Before You Go - guide to retail marijuana infographic
 - Colorado Laws Card
 - Campaign logos

Good to Know
Social Media

- Social media pages to share posts:
- [Facebook](#)
 - [Twitter](#)



- SPECIFIC AUDIENCES -

- Parents/Guardians
- Educators/those who work with youth (coaches, counselors, etc.)

- OBJECTIVE -

Provide the adults that youth trust with tools and resources to deter youth from underage marijuana use.



COMMUNITY

RESOURCE

AT A GLANCE

[Case Study Video](#)

Overview of the campaign including history and evaluation

[Marijuana Education & Prevention Playbook](#)

How to connect campaign messages into community work

[Printouts](#)

Tips for talking to youth, health effects, MJ 101

Good to Know Social Media

Social media pages to share posts related to youth prevention:

- [Facebook](#)
- [Twitter](#)



CAMPAIGNS



- SPECIFIC AUDIENCES -

Youth ages 12-20

- OBJECTIVE -

Reinforce the reasons youth have not to engage in underage recreational marijuana use and deter youth from trying it.



POLICY

RESOURCE

AT A GLANCE

[Case Study Video](#)

Overview of the campaign including history and evaluation

[Protect What's Next Videos](#)

Includes videos about making healthy choices.



MarihuanaEnCO.com

- SPECIFIC AUDIENCES -

- Spanish-speakers
- Adults 21+
- Users and non users of marijuana
- Colorado residents and tourists

- OBJECTIVE -

Empower Hispanic/Latino adults with accurate information on the laws, legal consequences, and health concerns, as well as tips to deter underage use.



COMMUNITY

RESOURCE

AT A GLANCE

[Case Study Video](#)

Overview of the campaign including history and evaluation

[Spanish-language Fact Sheets](#)

- Tips for parents on talking with youth
- Health effects of marijuana when pregnant and breastfeeding
- Youth use marijuana use in Colorado
- Common questions about marijuana
- Methods of use
- Information for tourists on the laws
- Research around health effects of marijuana on adults and youth

[Palm Card](#)

About health effects of marijuana while breastfeeding and pregnant

Marihuana en Colorado: Lo Que Debes Entender
Social Media

Social media page to share posts:

- [Facebook](#)



CAMPAIGNS



- SPECIFIC AUDIENCES -

- Adults 21+
- Users of marijuana
- Colorado residents and tourists

- OBJECTIVE -

Ensure safe, legal and responsible use of marijuana through point of sale awareness and education of marijuana laws.



POLICY

RESOURCE

AT A GLANCE

[Free Retailer Kit](#)

Takeaway cards, window clings, a tapestry, waiting room Q&A video.



- SPECIFIC AUDIENCES -

- Pregnant women
- Breastfeeding women
- Women of reproductive age

- OBJECTIVE -

Provide pregnant/breastfeeding women with the health effects information they need to make informed health decisions and encourage conversation between women and their healthcare providers.



COMMUNITY

RESOURCE

AT A GLANCE

[Flyers](#)

About health effects of marijuana use while breastfeeding and pregnant

[Palm Card](#)

About health effects of marijuana use while breastfeeding and pregnant

Good to Know
Social Media

Social media pages to share posts related marijuana use during pregnancy and breastfeeding:

- [Facebook](#)
- [Twitter](#)



CAMPAIGNS

GET FREE EDUCATIONAL MATERIALS

We have a variety of campaign materials available for you to order at no cost!

To place your order:

1. Go to cohealthresources.org
2. Select 'Begin a New Order'
3. Select 'Marijuana Resource Materials'
4. Browse all of your options - posters, take away cards, fact sheets, stickers, rack cards and more.
5. Add the materials you want to your cart and fill out your information! You can't beat easy and free!



POLICY



- SPECIFIC AUDIENCES -

- Adults 21+
- Users and non users of marijuana
- Colorado residents and tourists

- OBJECTIVE -

Raise awareness about the dangers and laws surrounding driving while under the influence of marijuana.



COMMUNITY

RESOURCE

[Toolkit of resources](#)

AT A GLANCE

- Posters (English & Spanish)
- Television ads
- Radio ad



- SPECIFIC AUDIENCES -

Parents and caregivers of youth ages 9-20

- OBJECTIVE -

Increase the percentage of Colorado parents and caregivers who are talking with youth about the dangers of substance abuse and misuse.



CAMPAIGNS

RESOURCE

[Toolkit of resources \(English & Spanish\)](#)

AT A GLANCE

- Fact sheets
- Posters
- Flyers
- Social media images & content
- Talking points
- Resource guide on how to best use materials



POLICY

POLICY & ENVIRONMENTAL CHANGE

WHAT'S INSIDE THIS CHAPTER?

Considerations for developing and implementing key public health policies around:

- Price
- Place
- Product
- Promotion

WHO IS THIS CHAPTER FOR?

- LPHAs
- Other state public health staff
-with or without legalized marijuana
- Community coalitions

SUPPORTING FRAMEWORK

In addition to the *The Spectrum of Prevention* principles outlined above, the framework also includes policy and legislation as a core component to a strategic prevention plan. According to the framework, “influencing policy usually presents the opportunity for the broadest improvement in health outcomes. Both institutional and legal policies can affect large numbers of people.” In concert with the approaches above, public health policy is effective at promoting and improving health outcomes. Developing and implementing effective marijuana policies necessitates building upon evidence-based practices and community values/opinions, flexibility, and working with a variety of public agencies and private sector partners. Bottom line, policy is important and it’s also overwhelming. Whether you are a public health professional in a state following in Colorado’s footsteps or looking to update your school district’s policy around the use of e-cigs, we hope the following crosswalk of recommendations and lessons learned will help you better navigate policy development and implementation.

NUTS & BOLTS

Due to the lack of evidence-based marijuana research, it was essential to use proven and effective strategies and existing research from alcohol and tobacco control to inform policies around public education and youth prevention. These strategies were chosen for their proven impact on reducing youth access and supporting positive role modeling behavior. While there are a wide range of state and local policies related to marijuana - everything from food safety to driving under the influence - the following table focuses on priority public health policy recommendations for limiting marijuana availability and accessibility among youth. The table is broken out into four key P's:

- **Price** - the cost of a substance can impact adult overconsumption and youth initiation
- **Place** - limiting availability to a substance can decrease accessibility and exposure in the home, in public and at retail locations
- **Product** - enforced possession and point-of-sale requirements such as packaging and warnings can restrict sales to youth and provide usage education to adults
- **Promotion** - restricting where and how a substance is marketed can limit exposure to advertisements

We have included both the current state level policy as well as considerations for policy work that can be implemented at the local level. It's important for state and local level policies to be supportive of one another to have the most effective impact on public health outcomes.



COMMUNITY



CAMPAIGNS

POLICIES & PROGRAMS TO RESTRICT YOUTH ACCESS & EXPOSURE

- PRICE -

POLICY RECOMMENDATIONS & BEST PRACTICES	COLORADO STATE LEVEL POLICY	LOCAL LEVEL POLICY CONSIDERATIONS	RESOURCES FROM OTHER SUBSTANCES
Raise price for products	15% excise and 10% sales tax on all retail marijuana.	Increase local taxes (excise and/or sales) on marijuana to fund local prevention work. Where possible, earmark the taxes for prevention efforts dedicated to a specific agency. Local tax measures have to be put to the voters of that jurisdiction.	Tobacco: Community Guide Alcohol: Community Guide



POLICY

POLICIES & PROGRAMS TO RESTRICT YOUTH ACCESS & EXPOSURE

- PLACE -

POLICY RECOMMENDATIONS & BEST PRACTICES	COLORADO STATE LEVEL POLICY	LOCAL LEVEL POLICY CONSIDERATIONS	RESOURCES FROM OTHER SUBSTANCES
Smoke-Free Policies	Added marijuana to the Colorado Clean Indoor Air Act, banning smoking of marijuana in all public indoor areas.	Strengthen local definitions to include vaporizers/e-cigarettes. Improve enforcement of policies.	Tobacco: Community Guide
Smoke-Free Parks/ Amusement Parks/ Public Spaces	Ban on open and public use (smoke or consume) of all marijuana and related products in any indoor or outdoor public space, including sidewalks, parks, amusement parks, playgrounds, and outdoor patios.	Define “public” to support local public health interests, such as preventing smoking clubs. Improve enforcement.	Tobacco: Tobacco-FreeParks.org
Smoke-Free Housing	Per Amendment 64, private property owners are allowed to ban marijuana and its possession, cultivation or use on their property.	Support multi-unit and single unit housing policies that prohibit indoor marijuana exposure or visible use by adults that may impact youth. Programs can inform changes to lease language and smoke-free organizational policies that are more inclusive of marijuana, e-cigarettes/vaporizers.	Tobacco: Lung.org
Smoke-Free Cars Laws	Illegal to use all marijuana and related products in private vehicles. Considered an open container.	Increase enforcement of the ban on use in vehicles.	Tobacco: Tobacco-FreeKids.org



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CAMPAIGNS



POLICY

POLICIES & PROGRAMS TO RESTRICT YOUTH ACCESS & EXPOSURE

- PLACE -

POLICY RECOMMENDATIONS & BEST PRACTICES	COLORADO STATE LEVEL POLICY	LOCAL LEVEL POLICY CONSIDERATIONS	RESOURCES FROM OTHER SUBSTANCES
Tobacco-Free Schools Laws	Added MJ to Tobacco-Free Schools Law whereby possession or use of retail marijuana or its products is illegal on all school properties.	Update school district policy and strengthen to include vaporizers/e-cigs.	Tobacco: Lung.org
Require Licensed Retail Outlets To Regulate Sales	State Department of Revenue has authority to license and regulate all retail marijuana facilities including point-of-sale.	Licenses are necessary at both the state and local jurisdictional level before any store can open. Since local licenses are required, locals can strengthen point-of-sale restrictions that help mitigate the potential impacts to children and youth.	Tobacco: Tobacco Policy Center
Retail Density & Set-Backs	<p>Colorado law allows locals to set and enforce density. CO did not place state caps on production or the number of licensed retail marijuana stores available within the state.</p> <p>The US Department of Justice’s Guidance Regarding Marijuana Enforcement Cole Memo is clear about the value of setting distance requirements of the marijuana industry from facilities where youth are present.</p>	Each local jurisdiction allowing retail marijuana licenses can regulate the density of retail marijuana shops, set-backs and zoning restrictions.	Alcohol: Community Guide



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POLICY

POLICIES & PROGRAMS TO RESTRICT YOUTH ACCESS & EXPOSURE

- PLACE -

POLICY RECOMMENDATIONS & BEST PRACTICES	COLORADO STATE LEVEL POLICY	LOCAL LEVEL POLICY CONSIDERATIONS	RESOURCES FROM OTHER SUBSTANCES
Retailer Education	Department of Revenue implements a voluntary Responsible Vendor Program, educating retailers on the marijuana regulations and how to communicate with customers about the product.	Encourage program participation and increase education efforts of marijuana retailers and adjacent non-marijuana retailers.	Tobacco: Community Guide Alcohol: Community Guide
Limit Hours of Sale	State law limits hours of operation to between 8:00am and midnight.	Local governments can consider stricter hours of operations for retail marijuana establishments.	Alcohol: Community Guide
Laws for Minor's Purchase, Possession Or Use Of The Product	It is a drug felony if an adult gives or sells marijuana or related products to a minor. Identification required at point-of-sale with retailers allowed to confiscate any identification that they believe may be fake. Marijuana added to Minor in Possession laws.	Increase education about sales restrictions and enforcing point of sale restrictions.	Tobacco: Community Guide
Restricted Access at Home	Marijuana must be grown in "enclosed" and "locked spaces. Banned unlicensed individuals from using hazardous solvents/ flammables to extract marijuana concentrate.	Increase enforcement and education about safe storage to help limit access and/or accidental ingestion by children and pets.	Alcohol: NIH study KidsHealth- Household Safety



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POLICY

POLICIES & PROGRAMS TO RESTRICT YOUTH ACCESS & EXPOSURE

- PRODUCT / PROMOTION -

POLICY RECOMMENDATIONS & BEST PRACTICES	COLORADO STATE LEVEL POLICY	LOCAL LEVEL POLICY CONSIDERATIONS	RESOURCES FROM OTHER SUBSTANCES
Restrict Industry from Advertising or Appealing to Youth	Colorado state law regulates the types of products that can be approved statewide and the available packaging. There is currently no local oversight on the types of product or packaging available. State law also restricts advertising to prevent exposure to minors.	Local governments can restrict signage, merchandising, giveaways, samples, coupons, event sponsorship, etc.	Tobacco: Lung.org
Stronger Restrictions On Retailers	Point-of-sale strongly regulated to include packaging, warnings, potency limits, and security to prevent anyone under 21 from entering the store. Packaging regulation mandates that the Universal Symbol be stamped on all 10mg servings of marijuana products, where practical.	Increase enforcement and education efforts of marijuana retailers on sales restrictions to persons under 21.	Tobacco: Community Guide Alcohol: PIRE
Set minimum Age for Purchase, Possession	Constitutionally set age limit at 21.	Local governments cannot make the age limit for legal access higher than 21 since it is set in the state constitution.	Tobacco: Preventing Tobacco Addiction Foundation Alcohol: CDC



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For additional detail on these policies, including links to the associated bills and amendments, please visit bit.ly/MJ_Policies.



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POLICY



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WANT TO DIG A LITTLE BIT DEEPER?

Below are the three areas where we most often receive policy-related questions from partners locally and around the country:

- TAXES -

HOW DOES THE PRICE IMPACT USE?

Evidence shows that when the price of a substance is kept artificially high, adults use less and youth are less likely to initiate use. Multiple systematic literature reviews of effective policies have found consistent evidence to support increased prices for both alcohol and tobacco to prevent overconsumption and youth initiation (Tobacco: [Community Guide](#)) (Alcohol: [Community Guide](#))

There is no current evidence of the impact of increased unit price on marijuana use among youth or misuse among adults. However, states that are legalizing marijuana believe this strategy should also impact marijuana use based on the best available research and evidence. Along with other states that have legalized marijuana, we plan on researching the impact of unit price on youth use and adult misuse by analyzing various factors including state marijuana sales taxes, locally added marijuana sales taxes, price of marijuana on the black market, etc.



POLICY

HOW ARE STATE AND LOCAL TAXES SET UP?

Though price was a key public health concern initially, statewide taxes were addressed as part of the initial constitutional amendment to legalize marijuana. The promise of tax revenue to support prevention, education, substance abuse treatment, and school construction was part of the initial campaign to legalize marijuana. [Amendment 64](#) (2012) to the state constitution allowed taxes to be applied to marijuana. [Proposition AA](#) (2013) passed permitting a 15% excise and 10% sales tax on all retail marijuana. It also allowed our local governments to levy an additional 5% sales tax for local education and prevention initiatives. All medical and retail marijuana are also subject to the standard 2.9% sales tax.

HOW MUCH TAX REVENUE IS COMING IN?

You can read more about the marijuana tax revenue at the state level on the [Marijuana enforcement Division's site](#).

HOW ARE THE TAXES BEING USED?

For more information on how state agencies are using marijuana tax revenue, go to the Governor's Office of State Planning and Budget's site including the "[Budget Documents and Instructions](#)" tab called [FY 2017-18 Marijuana Tax Cash Fund Budget Information](#). It has a few tables with available revenue, appropriations, and a summary of the Governor's FY 2017-18 requests. It also contains all of the department requests from the Marijuana Tax Cash Fund. The Governor's Office will continue to keep this updated.

Examples of local governments that levied additional sales taxes include Boulder and Pueblo. You can review Pueblo's resolutions to allocate the marijuana tax revenue [here](#). The use of local tax revenue has faced legal [challenges](#).

- ADVERTISING -

HOW DOES ADVERTISING IMPACT USE?

Evidence shows that when underage youth are exposed to advertisements of substances, youth are more likely to use those substances. Multiple systematic literature reviews of effective policies have found consistent evidence to support limiting advertisements for both alcohol and tobacco to prevent youth initiation (Tobacco: [Lung.org](#)) (Alcohol: [Camy.org](#))

WHAT ARE THE ADVERTISING RESTRICTIONS ON THE MARIJUANA INDUSTRY?

- No television, radio, print or internet ads are allowed and no event sponsorship unless <30% of audience is under 21.
- No ads can target minors, though this is not well-defined in rule.
- No ads that push to devices unless recipient is over 21 and can opt out
- No pop up ads
- No advertising can be visible to the public from any street, sidewalk, park or other public place (except for the sign for the store). Some marijuana companies are getting around this restriction by advertising the vaporizer device instead of the marijuana product, or other similar loopholes.

Additionally, a recent legislative change now makes it illegal for unlicensed individuals to advertise their products. It is already illegal to sell marijuana without a license, but recent reviews of sites like Craigslist show that many people are advertising there for illegal sales. You can read more in the Marijuana Enforcement Division's rules, found [here](#).



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POLICY

- PRODUCT & PACKAGING / WARNING LABELS -

WHAT ARE THE PRODUCT LABELING AND PACKAGING RESTRICTIONS?

- Products available on the general food market, are prohibited from being remanufactured to contain marijuana. This includes items like gummy bears.
- Products cannot be shaped like animals, humans or fruits to prevent appeal to youth.
- Packaging cannot use cartoon characters.
- Packaging cannot appeal to children or youth under 21 (though this is also not well defined).
- Packaging cannot use the word “candy” or “candies.”
- All packaging must be opaque, resealable, and meet federal child resistance guidelines.
- All marijuana product packaging must have the Universal Symbol visible in red ink.
- All edible products must be stamped with the Universal Symbol, where possible. If it isn’t possible, dosing of that product is limited.
- Edible products cannot contain more than 10mg per edible, unless the edible is visible divided and easily broken into 10mg serving sizes.
- Packaging must include warnings:
 - “There may be health risks associated with the consumption of this product;”
 - “This product is intended for use by adults 21 years and older. Keep out of the reach of children;”
 - “This product is unlawful outside the State of Colorado;”
 - “There may be additional health risks associated with the consumption of this product for women who are pregnant, breastfeeding, or planning on becoming pregnant;”
 - “Do not drive or operate heavy machinery while using marijuana.”
- Edibles must also include the following warnings:
 - “This product was produced without regulatory oversight for health, safety, or efficacy.”
 - “The intoxicating effects of this product may be delayed by two or more hours.”

You can read more about the marijuana product, packaging and labeling restrictions in the Marijuana Enforcement Division’s rules, found [here](#).



UNIVERSAL SYMBOL

Did you know that retail marijuana stores are required to only sell marijuana products marked with the universal symbol on packaging and edible products? The symbol helps both consumers and non-consumers easily identify marijuana products, understand what a standard serving size is and avoid unintentional ingestion. Educate yourself and your community about what this symbol means. It’s especially important to teach youth not to eat or drink anything with this symbol. [Learn more!](#)



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POLICY

POLICY-RELATED LESSONS LEARNED & RECOMMENDATIONS

Funding for data collection / surveillance

Adding questions to statewide surveys to learn about marijuana use patterns and behaviors costs money. Until marijuana tax revenue comes in, existing programs may not be able to afford improving these surveys.

With tax revenue beginning in mid-2014, we have been able to provide adequate funding to representative surveys of youth, adult, and pregnant women’s marijuana behaviors.

Funding for market research and mass media campaigns for specific audience groups

It is important to educate the public before the new laws go into effect. However, these anticipatory public education efforts can be costly before programs have marijuana tax revenue to spend.

With tax revenue beginning in mid-2014, we have been able to provide adequate funding to launch five campaigns educating the general public and segments of the population (see the Education and Prevention Campaign section above).

Assessing current health research and funding research gaps

One of the most important roles of public health is to agree on what can and cannot be said about the health impacts of marijuana based on existing, and limited, research. Our systematic literature review summary can be found here. Where research is still limited, it’s best to set aside marijuana tax revenue to fund new research.

With tax revenue beginning in mid-2016, we have been able to provide adequate funding to launch five campaigns educating the general public and segments of the population.

Centralized coordination from the Governor’s Office and other state agencies

We found centralized efforts and ongoing coordination helpful to identify lead state agencies to address emerging issues/concerns.

Intra-agency collaboration within the health department as nearly every division is involved in marijuana efforts

We are involved in marijuana in the following ways:

- Food safety standards
- Safe waste disposal
- Laboratory standards for testing
- Medical marijuana registry management
- Public health trend data
- Funding health research
- Public education and prevention
- Health facilities’ regulatory concerns related to marijuana

Staff time required to ramp up to program implementation

Program implementation included 6+ months of significant full-time employee resources before funding came into the state agencies.



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POLICY

POLICY-RELATED LESSONS LEARNED & RECOMMENDATIONS

Time commitment to ongoing legislative/regulatory changes	Marijuana laws and regulation continue to feel like drinking from a firehose. Time and energy must be allocated to focus on the changes
State constitution limitations	Colorado’s marijuana legalization happened through an amendment to the state constitution. This means that adults in Colorado have a constitutional right to access marijuana. Minor concerns with how products or processes are defined in the constitutional amendment are difficult to address.
Strong local control	Locals are allowed to set many of the limits described above in the policy section and can even choose not to sell any marijuana products. Only about 1/3 of CO municipalities and counties chose to allow marijuana businesses locally.
Speed at which this moves!	Similar to the concerns about time constraints with legislative and regulatory changes, marijuana education and prevention is a rapidly evolving subject that requires flexibility and attention.



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- KEY RECOMMENDATIONS -

Establish swim lanes between state agencies earlier	Consider which state agency will be responsible for licensing, regulation, cultivation practices, laboratory testing, public education, youth prevention, etc.? While maintaining a multidisciplinary approach with representation from multiple state agencies, begin to define roles and responsibilities of each agency in the new world of marijuana legalization.
Initiate/improve surveillance sooner - prior to stores opening	See comments above on surveillance
Do not differentiate marijuana from hemp; instead regulate cannabis as a whole	Regulate cannabis so that all marijuana-related plants are in the same regulatory system. Regulating them separately opens the door for CBD-only products to exist in a separate regulatory system.
Align medical and retail marijuana from the beginning	Colorado has learned many lessons with retail marijuana regulation that did not apply to our medical marijuana system which has been in place since 2000. Examples of aligning systems include advertising restrictions.



POLICY

WRAP IT UP

Whew! That was a lot of information. We hope you found the resources included in this guide helpful for your local marijuana education and prevention efforts. We are always looking to enhance our community partner support so please reach out to us with questions, comments and/or suggestions.

Jessica Neuwirth
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Thank you for all of the work you do to ensure safe, legal and responsible use of marijuana in our state.

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CASE STUDIES

REDUCING YOUTH SUBSTANCE USE THROUGH TAXATION

Boulder County Public Health

- OUR AUDIENCE -

Public health professionals, community organizations, educators

- OUR STORY -

As the retail marijuana market grew, our leadership and substance use prevention, tobacco program, and communication staff worked with local policy makers to explore a local tax proposal on marijuana products to raise the price of marijuana in an attempt to reduce use, as demonstrated from lessons learned from tobacco and alcohol, and create a revenue stream to fund local youth substance use prevention activities. Key stakeholders for this work included local organizations working with youth, policy makers, parents, and marijuana industry business owners.

- OUR CHALLENGE -

Before legalization of retail marijuana, youth marijuana use was already a concern in Boulder County. Given recreational marijuana had been approved by a majority of voters in Colorado, social acceptance was already on the rise and thus we turned our focus to reducing availability and access by increasing cost. Licensing fees are earmarked to cover administrative costs and there was no additional funding for key prevention initiatives to counterbalance the shifting social landscape.

Unfortunately, not all communities and/or policy makers were convinced that legalizing marijuana would lead to increased use among youth or that taxes should be used in this way. We needed to demonstrate that taxing was an effective strategy and that the revenue should be used for prevention activities. This required convincing stakeholders that increased use was possible and higher prices could deter use among youth. Barriers to this work included limited marijuana research, skepticism that marijuana use could be compared to tobacco or alcohol use, limited relationships with the key stakeholders, and limited time to build relationships. To be successful, our community needed to move forward despite perceptions that public health concerns about risk to youth were overblown.

- OUR ACTION -

Our solution was a tax to serve as both a deterrent and a fund for prevention efforts. To be effective it had to be significant enough to change attitudes and behaviors but not so high that it encouraged increased underground sales. We worked with County Commissioners, City Councils, Boards of Trustees and staff representing five local jurisdictions to consider a local tax on retail marijuana. Three jurisdictions agreed to pursue the tax and supported development of ballot language that would allow small adjustments in price to ensure that revenue would be used for prevention activities shown to reduce substance use. It was important that the tax would:

- cover the cost of program administration and enforcement
- provide resources for prevention
- supplement the general fund

- OUR SUCCESS -

Because of these efforts, the three jurisdictions in Boulder County that did pursue a tax initiative have successfully passed local sales and/or excise taxes on marijuana. In one community, this revenue is helping to support local efforts aimed at youth substance use prevention using an evidence-based, collective impact model. In the first nine months of the program, shared skills and strategies are being coordinated. Initiatives include:

- programs to help parents maintain disapproval of use through late teen years;
- a campaign to promote safe storage of marijuana, alcohol, and prescription drugs;
- adult influencer skills training for coaches and staff at the local YMCA;
- prevention support for Latino youth;
- “Break-the-Cycle” opioid prevention programming.

- OUR PARTNERS -

Efforts to reduce substance use in Boulder County require the support and investment of the entire community. Key stakeholders include city councils, boards of trustees, land use department staff, enforcement staff, and attorneys. The internal team was a mix of local public health staff that had an understanding of substance use prevention, expertise and experience in tobacco policy, understanding of communication and marketing principles, and connections and relationships with stakeholders and community leaders.

- OUR TIPS -

To replicate this strategy in other settings or with other populations, it is key to have or develop relationships with policy makers and to share with them - as well as municipal planners, attorneys, and licensing staff - the benefits and evidence that support taxing marijuana early in the process. In addition, using the lessons learned and the ballot language already approved by voters in other jurisdictions can save time and resources. Finally, it is important to learn from other communities that are implementing successful prevention efforts, involve the community, try to anticipate upcoming issues, identify and support at least one strong advocate, and to hold events that raise awareness and develop strategies as a community. This solution is more likely to be successful if there is voter support and a community voice.

EDUCATING SPANISH-SPEAKING LATINO COMMUNITIES

Boulder County Healthy Youth Alliance

- OUR AUDIENCE -

Spanish-speaking parents, youth and educational providers

- OUR STORY -

Our program focuses on educating Spanish-speaking Latino Communities about non-medical marijuana through community outreach, dissemination of “Lo Que Debes Entender” campaign materials and community/professional trainings. We focused our efforts on low-income and school communities in Boulder County and worked with key stakeholders including Spanish-speaking parents, students, community-based organizations and providers. We are dedicated to encouraging stakeholders to become active participants in prevention efforts and increasing stakeholder capacity to engage in open, ongoing and well-informed discussion with their families about marijuana use. We accomplish this through engaging presentations of data, trends, health risks, and impacts. By providing useful resources, parents were empowered to become active seekers of information when a conversation with youth became challenging.

- OUR CHALLENGE -

Parents often find it difficult to communicate respectfully in a non-judgmental way about substance use, and feel unprepared to initiate conversations. There is also the perception that conversations about drugs promote drug use instead of preventing it. For most parents, conversations with youth usually turned into power/control struggles where youth felt they “know more” about life in the United States. Additionally, youth raised in the United States often do not speak Spanish, or don’t want to, and conversations can get lost in translation.

- OUR ACTION -

We found the following solutions to address these challenges:

- provide parents with facts and information about marijuana use both online and in print
- support the creation of a “warm line” where parents can call and ask for help
- provide parents with internet resources to access additional support and ideas about how to talk to their children and engage in discussion
- engage parents in a discussion about why it’s so important to have close, respectful, meaningful relationships
- provide additional learning opportunities and use evidence-based family management programs to support parents in parent child relationship maintenance, and relationship repair skills in order to address the underlying issues of the family

The key to these solutions was to meet parents where they are by assessing their readiness to engage in changing the problem and educating them on how to have ongoing and meaningful conversations about substance use. This included allocating time during presentations to practice what that dialogue looks like and gather ideas and suggestions for activities that foster relationships from other parents.

Accomplishing these solutions was not easy. Barriers to this work included:

- getting parents interested in a topic that they may have previously heard about which may have been fear inducing, complicated, taboo or overwhelming
- getting parents to assume responsibility for messaging to kids about the dangers of substance use given their expectation that school or “professionals” do that on their behalf or the belief of “this is not happening in our family”
- lack of attendance by fathers, and if they attended, it often became clear both parents were on a different page about how to engage with their youth
- connecting with single mothers or parents who worked 2-3 jobs who often also struggle with misbehavior possibly due to lack of parental supervision and/or relationship

- OUR SUCCESS -

Our biggest success was sharing information with parents and encouraging them to foster strong parent-child relationships in order to make the conversation about substance use more productive with minimized resistance. We also worked hard to address the profound level of misinformation and myths about the use of marijuana, and empowered parents to assert their positive influence on their children. We were mindful to continually reassure parents that they can have the conversation and it is necessary to set limits and rules at home. Our training is interactive with hands-on materials that demonstrate and mimic marijuana products, and safety demonstrations with child safety containers, lock boxes, and packaging.

- OUR PARTNERS -

Our program team has two qualified, bilingual, bicultural members with extensive experience working with the Spanish speaking population which was essential to complete this work. Additionally, we worked with a variety of community partners including but not limited to: City of Longmont, Lafayette Youth Advisory Committee, Empowerment Center of East County, Latino Chamber, Padres Involucrados en la Educacion, Alternatives for Youth, Healthy Futures Coalition, YMCA of Boulder Valley, St. Vrain School District, Boulder Valley School District, Casa De La Esperanza, Housing and Human Services, BC Latino Coalition, and Head Start.

- OUR TIPS -

For those interested in replicating this work, we recommend the following:

- don't assume parents know how to take the information and put it to action
- data is overwhelming and parents feel equally overwhelmed but eager to “have the talk” with their child which could backfire
- “walk” parents through role plays and allow parents to find their own voice and style
- help parents recognize their own feelings towards substance use and ask them to share past experiences - be mindful to do so with compassion and empathy

“*I learned the importance of having a positive relationship with my kids, and that I can and do have the power to influence their decision on using marijuana or not. I have two teenagers and this workshop is so helpful for all of us. Thank you, please do this again!*”

-Parent

REDUCING LOCATIONS OF MARIJUANA RETAIL STORES THROUGH INFORMING LOCAL POLICYMAKERS

Eagle River Youth Coalition

- OUR AUDIENCE -

Policy makers

- OUR STORY -

The Eagle River Valley is a rural resort community along the I-70 corridor consisting of 6 municipalities and unincorporated Eagle County. Each municipality and county government needed to review policy related to allowing the sale of retail marijuana and evaluate a policy that benefited the Eagle River Valley's approximately 42,000 residents. Through the support of board members, youth leaders, and community partners, we were able to influence policymakers to understand the impact of their decisions on local youth. We, along with our partners, attended council meetings, and provided data and reports to inform policy decisions regarding retail marijuana sales.

- OUR CHALLENGE -

There was concern that access to marijuana would greatly increase in the community if every municipality allowed the sale of retail marijuana which could increase the possibility of youth access or having a detrimental impact on youth. In early 2014, Eagle County government reduced the barrier between retail marijuana locations and schools from the state boundary of 1,000 feet to 250 feet to not have a defacto ban due to geographical limitations. Eagle County also permitted 6 retail locations in unincorporated areas, permitting five retail licenses along a half-mile stretch in Eagle Vail which has unofficially been named the "green mile". This stretch of businesses is very visible along I-70, and across the highway from a kindergarten to 8th grade school and a community park. Other municipalities in the Eagle River Valley immediately adopted a ban or a moratorium, one municipality approved two retail locations, and another municipality approved retail sales.

- OUR ACTION -

We saw an opportunity to reduce any further retail locations in the community through educating policymakers and encouraging marijuana bans. Our community is divided by many governing boards so the challenge was being able to be up-to-date with each town's policy discussion. Each town had a different process which required different action from the coalition. We routinely reviewed council agendas and minutes to make sure the coalition was aware of any current discussions. Our board members, youth leaders and staff also made a point of meeting with policymakers, supplying relevant youth data and testimonials, and attending Council meetings to encourage policymakers to not allow any more retail locations in our community.

- OUR SUCCESS -

We have helped to prevent the increase in retail marijuana businesses in our community through building off of strong relationships with policymakers established over time, and providing evidence, youth voices and committed board and community members to address concerns. We also utilized the relationships with Town Staff and Councilmembers to update them on current youth behavior, attitude and perception trends. If any discussion is brought up related to increasing the sale of marijuana, we immediately contacted policymakers to discuss concerns. A major success in all of our policy related efforts was incorporating the youth voice in discussion and at council meetings to hear concerns directly from them. We also worked closely with the local students against destructive decisions group, both of which are also looking at drug testing policies as they relate to schools.

- OUR PARTNERS -

We relied on board members, youth leaders and vocal community members to support policy efforts of the coalition. We also collaborated with town staff to learn if any current licenses were approved, granted, when the council would be discussing this topic, and supplied relevant information and reports to the council to help them in making their decisions.

- OUR TIPS -

The broader implications of this work is that policy work begins before the question is asked. We must stay abreast of council agendas and policy discussions in the community related to youth, substances, and broader community health in order to build relationships, provide relevant information, and keep the perspective of the coalition at the forefront of the discussion.

- For communities where local municipalities have not established an ordinance related to a ban, moratorium or allowable sale of marijuana, getting out in front of their discussion and encouraging them to adopt a ban is the best form of action.
- For communities where a moratorium currently exists, it is important to review agendas, packets and minutes for each meeting to not let the discussion happen without the agency or youth voice.
- For states that have recently passed retail marijuana and do not have a local policy adopted, or states that have not passed retail marijuana sales but are likely to in the future, it is important to learn how the licensing will occur at the local level, if local municipalities can overrule state law and allow a ban or a moratorium, and to advocate for these policies to be adopted.

“ *ERYC has a critical role in high level planning and on the ground relationships, working hard to promote positive youth behaviors and preventing substances from getting in their hands. It’s through key people like, commissioners, principals, police, that public policies are implemented to promote a healthy and safe youth culture.* ”

- Jason Platt, Former ERYC Board Member, Youth Pastor

DECREASING YOUTH MARIJUANA USE THROUGH PRIMARY CARE PROVIDER EDUCATION

Larimer County Department of Health & Environment

- OUR AUDIENCE -

Primary healthcare providers

- OUR STORY -

The Marijuana Prevention Partnership of Larimer County assessed the gaps in prevention resources and determined primary care providers who were conducting youth physical exams did not have the protocol in place to ask youth about marijuana use, and did not have the resources available to offer youth if use was disclosed.

With this in mind, we worked with a variety of stakeholders, including representatives from many non-profits, government agencies, and the large school districts in Larimer County, to implement outreach and resource distribution to primary care physicians in Larimer County with the intent to ultimately impact youth. We partnered with HPV prevention staff, who already worked with providers in this capacity, to facilitate conversations with offices that were interested in resources and support. We encouraged providers to ask about marijuana use as part of their standard questions and we provided them with marijuana fact sheets from CDPHE.

- OUR CHALLENGE -

During a Marijuana Prevention Partnership meeting, members who are also parents, shared that their child was asked about tobacco and alcohol use by their doctor during their child's physical exam but children were not asked about marijuana use. This raised some concern that this may be an area where prevention resources had not caught up to legalization.

Our largest barrier to this work included reaching providers as many providers did not have the time or interest to speak with us. Often phone calls ended with office managers and follow-up attempts were unsuccessful. We also feared that youth would not want to disclose marijuana use, particularly if a parent was in the room. To help overcome the barrier of connecting with providers, Marijuana Prevention Partnership members connected us to their personal physicians or partner contacts. While this increased the number of providers willing to work with us, it remained difficult to connect with the number we had hoped for.

- OUR ACTION -

One possible solution to ensuring youth have access to accurate information about marijuana is to equip primary care providers with the proper resources to ask about use and provide follow up information. Providers who are conducting physical exams on youth are more likely to offer accurate information regarding marijuana if they are confident in their ability to ask about marijuana use and engage in a discussion when necessary. To aid our providers in being able to do this, we offered training, discussion tips, and CDPHE fact sheets. We also worked with providers to reduce the barrier of youth being unwilling to share questions/concerns about marijuana use and ultimately left it in the provider's hands to function much as they do with alcohol-related questions.

- OUR SUCCESS -

We were successful in getting seven provider offices who collectively employ over 85 providers to meet with us for training and discussion tips. The office representatives with whom we met agreed that asking about marijuana use would be an important shift moving forward, and the representatives agreed to discuss this with providers during their staff meetings. Some offices already had resources about marijuana available to offer patients but for those who did not, we offered printed fact sheets and connected them to COhealthresources so they can continually order more as needed.

We believe that training seven provider offices will continue to result in an increased number of conversations about marijuana with youth. This should ultimately lead to better informed decision making by youth relating to marijuana.

- OUR PARTNERS -

This was a collaborative effort of the Marijuana Prevention Partnership. Membership included representation from our local health department, health district, mental health center, tobacco prevention coalition, hospital network, youth corrections facility, family based organization, substance abuse prevention agency, school districts, youth enrichment organizations, law enforcement, and suicide prevention agency. We relied heavily on partners to recruit their own personal provider office after many offices did not respond to calls.

- OUR TIPS -

If we were to do a second round of outreach, we would:

- align our timeline with HPV prevention staff's efforts as they have a better record of scheduling meetings with provider offices
- limit the number of meetings we were requesting from offices and presented both subject areas at once, and perhaps have included additional topics as needed
- consider alternative ways to have providers start a conversation with a youth patient and provide resources discreetly, in case the youth did not want a parent to observe.

We discussed creating a text line that providers could use to send electronic resources to youth who disclosed interest in more information on marijuana use. We also discussed the possibility of the text line sending out scheduled tips or facts on a regular basis to subscribers. Ultimately, we decided we did not have the time or resources to complete this piece of the project but believe it's worth consideration for those looking to implement similar work in their community.

COMMUNITY EDUCATION REGARDING PUBLIC USE OF MARIJUANA AT FAMILY EVENTS

Ouray County Schools Community Resource Consortium / Voyager Youth Program

- OUR AUDIENCE -

Community organizations, general public, public officials, marijuana industry

- OUR STORY -

The City of Ouray and the Town of Ridgway in Ouray County sponsor free summer concerts on Thursday evenings in June and July. The concerts are held in the town parks and attract crowds in the thousands from all over, made up of all ages. Our communities strongly benefit from the events. We saw significant marijuana use at the concerts in 2015 and collaborated with various community stakeholders to work toward eliminating marijuana use at these events while educating the public on the laws around safe and responsible use.

- OUR CHALLENGE -

While the County benefits financially from the marijuana taxes, the challenge with this source of revenue is that social norms have been extensively affected by the availability and saturation of marijuana in the county. The Town of Ridgway alone has three retail marijuana stores for a population of under 1,000. Teenage 30-day use of marijuana in Ridgway Secondary school is higher than that across Colorado overall. Attitudes regarding marijuana are lax in the community with teens perceiving that there is no enforcement of underage usage or public use of marijuana. The concerts were a prime example of that as it was common practice for marijuana users to smoke marijuana during summer concerts.

- OUR ACTION -

We met with the Mayor of Ridgway, discussed the issue of marijuana usage at the concerts with him, and outlined the Colorado laws regarding public use and marijuana industry advertising regulations. We recommended that a public announcement be stated at the beginning of every concert which clearly addressed that it was not legal to use marijuana in public places, and that marijuana is not legal for use by anyone under the age of 21. The mayor agreed on the spot to make an announcement before each concert and asked that one be drafted for him to use. We developed the following statement for use before each concert: *“Recreational marijuana is legal in the State of Colorado for adults over the age of 21. It is not legal to use marijuana in public, so please leave yours at home. We want to keep these concerts family friendly events.”*

- OUR SUCCESS -

The public announcement concerning marijuana had a definite positive effect on the overt use of marijuana during the concerts in Ridgway. During the summer of 2015, marijuana smoke was detected throughout the entire event, including in the areas with children. During the summer of 2016, marijuana smoke was only detected on two separate occasions. The reduction in secondhand smoke was significant. Additionally, the retail marijuana shop that was a prominent event sponsor in 2015 was moved from a primary sponsor to a less conspicuous status in 2016.

We will be approaching the City of Ouray to incorporate a similar public announcement at the beginning of the concert series held there in June. We have also engaged the school districts to include a public announcement before sporting events that states: *“Thank you for honoring that this school is an alcohol, tobacco, marijuana, and drug free venue.”*

- OUR PARTNERS -

This success was achieved through our collaboration with the Mayor of Ridgway, Ridgway Town Council and Staff, and the sponsors of the concert series. We are fortunate in Ouray County to have many agencies, organizations, business owners, and community members that are committed to keeping our youth healthy.

- OUR TIPS -

The use of public service announcements to reduce public use of marijuana at family events can be replicated easily through collaboration with those who hold administrative power over those activities and events. We suggest that the initiating organization have strong interpersonal and interagency relationships with the entities who will be the ones to carry out the chosen strategies.

“ *I only wish I'd thought of doing this sooner!
It's been easy enough to do.* **”**
- Mayor John Clark, Ridgway, CO

RESPONSIBLE ASSOCIATION OF RETAILERS CANNABIS CHAPTER

TEAM Wellness & Prevention

- OUR AUDIENCE -

Public health and coalitions

- OUR STORY -

Our Responsible Association of Retailers (RAR) program is a group of businesses who adhere to a code of ethics around the safe sale and service of alcohol and marijuana. Our members are made up of bars, restaurants, liquor stores, marijuana dispensaries and other businesses that provide a service to alcohol and marijuana retailers. Our goals are:

- preventing access to alcohol and marijuana by minors
- avoiding business practices that promote high-risk drinking and irresponsible use of marijuana
- providing options for patrons to get home safely
- collaborating with community entities to solve challenges faced by alcohol and marijuana retailers
- providing server responsibility training opportunities for staff
- cultivating a relationship built on trust with Fort Collins and Loveland Police Departments
- informing the community about our commitment to reduce underage drinking and underage use of cannabis

- OUR CHALLENGE -

As with alcohol, limiting access is one prevention strategy that has proven to be effective in preventing substance abuse. It became increasingly important to both the industry and the community that limiting youth access to marijuana was a critical component to local acceptance of the industry and legalization.

- OUR ACTION -

In 2016, we officially expanded our responsible alcohol retailer program to include marijuana retailers. We prepared for this expansion by shifting our organization's stance on the legalization of retail marijuana to begin working with the industry in an effort to limit youth access to marijuana. We believe that the founding principles of RAR applied to both marijuana and alcohol and therefore adopting marijuana retailers into the RAR program was a logical conclusion and an effective prevention strategy. We began our work by bridging the divide that was created between the industry and the organization that resulted from the battle over marijuana legalization. We brought in new leadership who began meeting with community members to educate them on the prevention strategy associated with working with the industry. Our Executive Director also became involved in state coalitions and committees such as the Marijuana Education Oversight Committee in an effort to remain educated and informed about the industry.

- OUR SUCCESS -

There are several successes of the program and its policies and practices. First and foremost, is that we have broken down walls between the different dispensaries that are RAR members in our community. Instead of the dispensaries being solely competitors, they have come together in the mission of being responsible community members. Our members:

- share prevention ideas and help in the creation of responsibility tools and practices that are upheld in each of their dispensaries
- come together as one group to show the community that they are against the underage use of marijuana and want to be part of the solution
- help us in the development of educational materials such as pamphlets that list the marijuana rules and laws of in Colorado and also the proper way to consume edibles. Each member gives these pamphlets to every single patron

The promising results are that there is a real sense of comradery between the members. They have all taken and given advice to each other to make a more responsible impact within the community.

- OUR PARTNERS -

The dispensaries we collaborate with are Organic Alternatives, Infinite Wellness, Choice Organics, Solace Meds, Smokey's 420, Ace's Place. We also work closely with the City of Fort Collins, the Fort Collins Police Department, the Colorado State University Health Network, Colorado State Student Media, CDPHE, the State's Marijuana Enforcement Division (MED) and the school districts in the area. We also are part of a network of other non-profits and community members.

- OUR TIPS -

Our recommendations for those of who want to replicate this in other settings is to come and work with us to experience our efforts first hand. If that is not possible, the next best thing would be to reach out via phone or email. Many of the materials and tools we use for our program can be duplicated to fit within their own communities.

SAFE & RESPONSIBLE MANAGEMENT OF LEGALIZED MARIJUANA THROUGH COLLABORATION

The Valley Marijuana Council

- OUR AUDIENCE -

Public health professionals, community organizations, healthcare providers, educators, general public

- OUR STORY -

After the passage of Amendment 64, public safety leaders in the upper Roaring Fork Valley began brainstorming what it would take to safely introduce marijuana into our community and address ongoing concerns. A variety of community stakeholders convened to discuss the need and out of that effort began our Council with the mission of a community approach to facilitate safe, responsible management of legalized marijuana. Council participants include senior leadership from a variety of organizations and sectors to represent diverse perspectives and interests including: public health, public safety, town/county management, youth and prevention non-profits, schools, healthcare, corporations, chambers of commerce, marijuana industry, mental health, and parents.

- OUR CHALLENGE -

There is little available data or certainty about the short or long term impacts of marijuana legalization in communities which can cause concerns about the possible effects. While marijuana legalization can have implications on members of society at almost every level from educators to employers, the greatest focal concern of the community is with youth. Community members have an ongoing desire to support our youth's developing brains and safeguard their formative years to ensure a thriving next generation.

- OUR ACTION -

While we continue to operate in an environment without sufficient research, there is much that can be collaboratively agreed upon and achieved to improve the way communities function to support and protect youth in the context of legalized marijuana. The key to success for our model continues to be facilitating balanced conversations, in an agile, neutral and constructive context, across community sector leaders and hierarchies. For example, we work to balance input from chiefs of police and school superintendents as well as police chiefs and school resource officers. In this way we are able to surface needs, create understanding of gaps and better align important community partners and resources toward youth success. We are also focused on being community-driven meaning that while we identify our focal goals and objectives as a council, we try to ensure that the way we channel effort and design approaches comes from input from key community stakeholders. The intent is to have more lasting results that are owned and supported by stakeholders so we are seen as a valued partner vs. pushing or prescribing efforts.

- OUR SUCCESS -

We have achieved various outcomes related to our community collaboration including:

- development and alignment around local priority initiatives and metrics
- continuing medical education approval, coordination and presentation of provider guideline to regional physicians
- delivery of influencer training to mentors/parents and educators on youth prevention, modern marijuana product awareness and health impacts
- visitor education materials in racks, chamber, and service businesses around town
- facilitation of a partnership between schools and at-risk youth services to pilot a program in schools to better identify and strategically support at risk youth
- driving the creation and passage of an excise tax, with support of the marijuana industry, to fund substance abuse and related mental health education, prevention and treatment in Glenwood Springs
- retailer partnerships including voluntary high-risk product removal cooperation, collaboration on educational programs, quarterly marijuana retailer meetings with licensing authority and public safety to share issues, relevant community plans, and identify best practices for safety and well-being

- OUR PARTNERS -

The selection of community leaders serving on our Council is critical to the model. While the sector representation is boilerplate, the executive maturity and vision of individual leaders representing the sectors is paramount to the pace and impact of the work. The ability to direct and capture opportunity from those at the table who are most engaged is an effective way to gain momentum. It also inspires greater engagement from others.

- OUR TIPS -

We believe our collaborative model is a very replicable. We have found that a pivotal ingredient to success is a neutral, moderate/centrist, objective and strategic facilitator with the skills to engage individuals in sincere dialogue about their perspectives and concerns individually while finding strategic common ground. A strong project and meeting management capability is also fundamental.

“ *The VMC has been an invaluable resource for educators, law enforcement officers, and health service providers in the Roaring Fork Valley. The VMC is bringing together voices from different perspectives and interests to work collaboratively on addressing the introduction of legalized recreational marijuana in our communities. It has provided a forum for cross-agency collaboration, planning, and problem solving, and brought in outside resources to help us address our local needs.* ”

- Rob Stein - Roaring Fork School District Superintendent