



FY2012 RECOMMENDATION/FY12-D05 PUBLIC EDUCATION REGARDING MARIJUANA DISPENSARIES

Status: Implementation Complete

Actions/Updates

2018 UPDATE

The intent of this recommendation has been fulfilled and no further monitoring will occur.

2017 ACTION TO DATE

Additional Colorado government website provide information on responsible use:

<https://www.colorado.gov/marijuana>

<https://www.colorado.gov/cdphe/retail-marijuana>

<https://www.colorado.gov/cdphe/RetailMarijuanaTA>

<https://www.colorado.gov/cdphe/categories/services-and-information/marijuana>

2016 ACTION TO DATE

The Colorado Department of Health and Environment launched an extension of the "Good to Know" ad campaign targeting "trusted adults" to talk to kids about marijuana. The related website is goodtoknowcolorado.com/.

(see <http://www.denverpost.com/2016/08/22/new-colorado-campaign-hopes-to-inspire-trusted-adults-to-talk-to-kids-about-marijuana/>)

The Marijuana Industry Group supports and provides feedback on the "Good to Know" and the "Get High, Get a DUI" campaigns and initiated it's own "responsible use" campaign.

(see <http://marijuanaindustrygroup.org/wp-content/uploads/2017/01/MIG-PSA-Campaign-Launch-123016-2.pdf>)

2015 ACTION TO DATE

The Colorado Department of Health and Environment launched the "Good to Know" public service ad campaign "to educate marijuana consumers on responsible use. It is the first ad campaign to be funded by recreational marijuana tax dollars."

"The 'Good to Know' campaign is targeted broadly at adults and visitors to Colorado. Future efforts will target teens, parents, pregnant women and Latinos. It costs \$5.7 million."

(see <http://www.denverpost.com/2015/01/05/new-colorado-marijuana-public-education-campaign-takes-lighter-tone/>)

2014 ACTION TO DATE

Although not specifically a CCJJ legislative initiative, the public education elements regarding marijuana use were included in Senate Bill 2014-215.

An ad campaign was initiated by the marijuana industry and advocates "to promote moderation and the safe consumption of pot" (Marijuana Policy Project; the campaign directs consumers to consumerresponsibly.org/)

(see <http://www.thecannabist.co/2014/09/17/marijuana-industry-launching-ad-campaign-battling-stoner-stereotypes/19821/>)

The Colorado Department of Transportation initiates a "Get High, Get a DUI" ad campaign and related website (codot.gov/safety/alcohol-and-impaired-driving/druggeddriving).

(see also, <https://www.usatoday.com/story/news/nation-now/2014/03/10/colorado-marijuana-driving-high-ads/6252513/>)

2013 ACTION TO DATE

Implementation unknown.

2012 ACTION TO DATE

Implementation unknown.

Description

A strong public education campaign that focuses on disseminating information to dispensary owners, customers and the public is a priority to enhance public safety on the roadways.

- The campaign should mention the severe impairment that results from the combined use of marijuana and alcohol.
- a sub-campaign should target young people because they are prone to engage in risky behavior.
- the Department of Revenue Medical Marijuana Enforcement Division should impose labeling requirements on receipts from dispensaries stating that patients should not consume cannabis and drive.

Agencies Responsible

Discussion

Impaired driving significantly decreases public safety. The success of the MADD campaigns should inspire the method and underscore the need for a broad-based public education campaign aimed at the public, youth, and medical marijuana patients.