



My Culture.

My Choice.

Respect. 🦊



# Tailored Youth Marijuana Prevention Marketing

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# Kauffman & Associates, Inc.



- KAI is a 100% American Indian-owned communications firm
- Strong ties to our target population
- 26-year track record of providing health marketing messages and materials for AI/AN populations.

# Washington Initiative 502

- In 2012, Washington State voters passed Initiative 502 to legalize the recreational sale and use of marijuana, or cannabis, beginning in January 2013
- Recreational marijuana sales to the public began July, 8 2014 for adults over 21 years of age
- Possession by anyone younger than 21, possession of larger amounts, and the growing of unlicensed or unregulated marijuana remains illegal under state law

# WA DOH Campaign

- The DOH has issued a request for proposals to secure qualified communications firms to provide culturally appropriate communication messages, products, and strategies to prevent or reduce the use of marijuana among youth (ages 12–17) in targeted underserved populations that are most adversely affected by marijuana use.



# WA DOH Campaign

- KAI conducted in depth focus groups within the American Indian/Alaska Native Urban community in Spokane and Seattle, WA. The information gathered from these focus groups was to be used to develop campaign messages and inform the campaign strategies on youth marijuana prevention

# Focus Groups

- KAI partnered with the NATIVE PROJECT in Spokane, WA on March 29, 2017 and the Seattle Indian Health Board in Seattle, WA on April 8, 2017 to conduct in depth focus groups within the American Indian/Alaska Native Urban community.
- The information gathered from these focus groups was to be used to develop campaign messages and inform the campaign strategies on youth marijuana prevention.

# Focus Groups (Youth 12-14)

- The general attitude was nonjudgmental towards marijuana.
- Felt marijuana has minimal negative influences on the health of those who use it, but that those who use it make bad choices.
- Youth would not hang out with someone who uses marijuana routinely; it could be a gateway drug.
- Thought the state legalized marijuana so people could use it for medicinal purposes and to reduce arrests for users.
- The messengers were family; particularly parents or older siblings.
- Felt most comfortable talking with their parents, guardians, or older siblings about marijuana
- Would participate in activities for social media, like sharing memes or posts, with a little hesitation, depending on what information the memes or posts include and how they are styled.
- Most interested in messaging about reasons not to use marijuana; impacts on the brain, how it can affect their personal futures, and how it could lead to addiction.

# Focus Groups (Youth 15-17)

- The general attitude was nonjudgmental towards marijuana.
- Were unsure about its influence on people, but some participants felt that it can change the user and may cause them to lose friends and family.
- Said that people use marijuana to avoid or escape their problems and distract themselves.
- Care about the opinions others have towards them when it comes to their friends, family, and elders.
- Messengers were family members and friends. They care about the opinions others have towards them when it comes to their friends, family, and elders.
- Would participate in activities through social media, such as by sharing memes or posts through Snapchat, Facebook, and Instagram, and by sharing and liking videos through YouTube.

# Focus Groups (Adults)

- Discussed the importance of strong protective factors in preventing youth from using marijuana; community resources, family support, or cultural activities.
- Felt there are many barriers that prevent parents and schools from providing adequate support to youth about marijuana use; funding, resources, educational materials, space for activities, and transportation to activities for youth.
- Felt a successful campaign would get youth to quit and pay it forward by steering other youth to alternative activities and resources. This redirection could create a chain reaction that helps other youth to either not start or quit using marijuana.
- The campaign should also be promoted on social media and include incentives and sober events.

# My Culture. My Choice. Respect.

**“Culture”** – this word echoed the need to focus largely on the pride Native youth take in their culture and what it means to be a Native American in the 21st century.

**“Choice”** – this word was echoed by both youth in the Spokane and Seattle focus groups. Freedom of choice and the ability to make informed decisions was widely agreed upon as a social norm amongst youth.

**“Respect”** – also a word echoed in both focus groups. Youth recognized that each individual will make their own choices in life, and without judgment they will respect their decisions as it is understood that others will respect their decisions.

# Marketing Strategy

- **Personalization** – creating a campaign tailored to the audience.
- **Connect through Social Media** – This is their platform for communication.
- **Strategic Advertisement** – place advertisement strategically where youth are more likely to see messaging.
- **Strategic Content** – urban Native youth need visual stimulation along with creative content to stop and view the messaging.
- **Mobile campaign** – make sure the campaign is as mobile as urban Native youth



# Strategy

- **Social media** – creating a presence on Facebook and Instagram to disseminate campaign messaging.
- **Website** – creating a landing page for youth to receiving information on the campaign, including events and PDF informational material.
- **PSA** – produce two 60 second PSA for internet use.
- **Media Kit** – creating a slim jim brochure, “did you know” FAQ sheet, and campaign poster available for download from website in PDF format.

# Strategy (continued)

- **SWAG** – making available to youth who attend the campaign kick off events branded material such as draw string bags and stickers.
- **Kick-off events** – producing two kick off events (one in Spokane and one in Seattle) to highlight the campaign and celebrate the diversity of urban Indian youth culture.
- **Monitor campaign** – maintain continuous presence on social media as the campaign is rolled out. Report on analytics as made available.

My Culture. My Choice. Respect. | PSAs | Events | Resources | Share

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PSA Title

PSA Title

**Upcoming Events**  
Join us for an evening of music, refreshments, and giveaways as we launch our campaign celebrating choices that honor your culture.

**Campaign Kick Off - Seattle**  
Saturday June 10th - 6 - 8 p.m.  
Seattle Indian Health Board  
611 12th Ave South  
Seattle, WA 98148  
Directions

[Download Flyer \(PDF\)](#)

[Download Slim Jim \(PDF\)](#)

**Resources**  
Learn how marijuana affects your body, wallet, and the environment, and the many reasons to say "No" to pot and "Yes" to your life!

**Share your story on Instagram**  
Use hashtag: #myculturemychoicerespect to share your culture!

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**Seattle Youth Open Mic Night**  
With Special Guest Julia Keefe

June 10, 2017 | 6 - 8 p.m.  
Seattle Indian Health Board  
611 12th Avenue South

Join us as we launch our campaign celebrating a Native youth culture of healthy bodies and creative spirits!

[@culturechoice\\_respect](#)

**Calling Spokane Native Youth!**

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**Let Life Spin**  
Featuring DJ PandaCat

June 11, 2017 | 4 - 6 p.m.  
The Unfinished Space  
165 S. Howard Street, Spokane

Join us as we launch our campaign celebrating a Native youth culture of healthy bodies and creative spirits!

Good grub & photobooth!

Learn more at [culturechoicerespect.com](#)

[@culture\\_choice\\_respect](#) [@CultureChoiceRespect](#)

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**Ways to Say No to Marijuana**

No, I already eat too much junk food.

Cee, thanks, but I'm already high on life!

No, my imagination is good enough already.

I don't want to contribute to the carbon footprint.

I'd rather spend my money on \_\_\_\_\_.

Do you know the pesticides they used and how much? Yeah, me neither.

Some of the pesticides marijuana growers use can kill endangered species like the spotted owl.

I'm not sure if I'm allergic to it. I don't want to risk it.

I read somewhere that marijuana can make some people sick for days. I try to avoid throwing up if I can help it.

Nah, I'm good. But check out this magic trick! *"No other cards for magic trick!"*

For more information on facts and ways to say no, visit [CultureChoiceRespect.com](#)

**Coin Trick**

audience (wallet), audience first two

your thumb below. your right fingers in front and will be. and, fingers. th by raise ft

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# Questions?

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