



PUBLIC HEALTH

**ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON**

Department of Health- Marijuana Prevention Media Launch

June, 2014

Cristal Connelly- Youth Tobacco & Marijuana Education Coordinator

Washington State Department of Health- Community Based Prevention



The Department of Health has 3 mandates for implementing Initiative 502

- **Marijuana use public health hotline**
 - utilizing evidence based public health approaches
 - does not advocate an abstinence only approach

- **Community grants program to prevent/reduce marijuana use by youth.**

- **Media based education campaign**
 - Separately targeting youth and adults

Mandate Challenges

- Funding not expected to be available until 2015.
- Communities feeling the impact of I-502 on youth perception of harm & increased public use, now.
- Impacts of unregulated medical market.
- Concerns of marketing that youth will see from retail stores, much like tobacco, alcohol, and prescription drugs.
- Messaging needs to happen, prior to retail stores opening.

Development of Three (3) Phase Media Campaign Approach

- **Phase 1** – June 1-30, 2014 (\$460,000 State General Funds):
Immediate messaging
- **Phase 2-** July 1, 2014-June 30, 2015 (\$275,000 State Proviso):
Strategic development of WA state specific marijuana campaign.
- **Phase 3-** July 1, 2015-TBD (Dedicated Marijuana Fund): *State specific marijuana campaign launch*

Phase 1- Immediate Messaging

Department of Health leveraged \$460,000 to hire an expert media firm and launch a state-wide radio and digital media buy prior to retail market opening:

- Worked in collaboration with WTSC, LCB, DBHR, UW and Children's Hospital, to develop and record PSA to encourage parents to talk to their kids about Marijuana.
- Recorded same PSA in Spanish.
- Developed banners and conducted online digital buy to display on social media and targeted informational websites.

PSAs- Dr. Walker and Dr. Jimenez

- Dr. Leslie Walker PSA- Aired statewide on all major radio stations with parents of tweens and teens audience- June 11, 2014.
- Recorded same PSA in Spanish, with Dr. Nathalia Jimenez (also from Children's Hospital)- To air statewide on Spanish radio- June 30th.
- **Call to Action:** <http://learnaboutmarijuanawa.org/parents.htm>
<http://learnaboutmarijuanawa.org/espanol.htm>

PSA's



Dr.WalkerRadioPSA-FINAL.mp3



DRJimenez.mp3

Digital Media

Digital Media Objective:

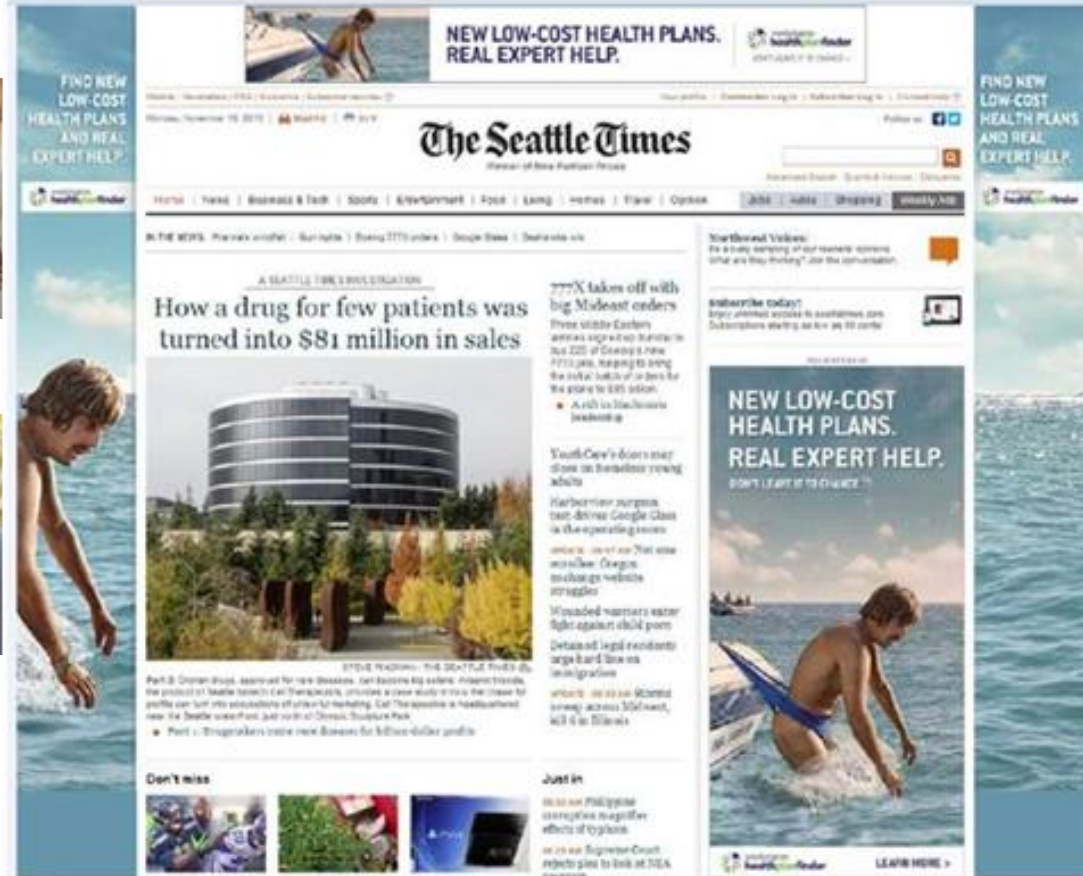
Drive traffic to <http://learnaboutmarijuanawa.org/parents.htm> to help educate parents about the impacts of marijuana and encourage them to talk with their children regarding Washington's new marijuana law.

Display:

- **Facebook**- to raise awareness with parents who will likely engage in conversation regarding WA Mj. Laws and drug use among teens.
- Health, parenting & news sites, such as **SheKnows**, **WebMD** and **About.com**.
- High impact media- **Seattle Times' Homepage** Takeover

Banners

Homepage Takeover W/Wallpaper

The screenshot shows the homepage of The Seattle Times with a takeover banner for the Washington State Department of Health. The banner features a photograph of a person surfing on a beach and the text: "NEW LOW-COST HEALTH PLANS. REAL EXPERT HELP." Below the text is a "LEARN MORE" link. The banner is flanked by vertical text on both sides: "FIND NEW LOW-COST HEALTH PLANS AND REAL EXPERT HELP." The main content of the page includes a headline "How a drug for few patients was turned into \$81 million in sales" and other news items.



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Banners Continued...

- Banners can be shared among partners.
- GMMB will issue a unique link so that they can track click-thrus that are different from the original media buy.
- To gain access to banners, contact: Melissa Simpson
Melissa.Simpson@gmmb.com

Additional Efforts to Address Marijuana Prevention

\$1.5 million one-time State Budget Proviso allocation to address tobacco, marijuana and e-devices.

- Policy Enhancement Project: Cristal Connelly
- Disparities Grantees: Frances Limtiaco
- Phase 2- Media Campaign: Paul Davis & Cristal Connelly

Department of Health Mission

- **The Department of Health works to protect and improve the health of people in Washington State.**
- **We will continue to seek connections between marijuana use and health and address the risks as evidence emerges.**

Questions or Comments?

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Cristal.Connelly@doh.wa.gov

(360) 236-3757