

Washington State Department of Health: Marijuana Public Education Campaign Overview

June 2015

In June 2014, the Washington State Department of Health launched a media campaign to reach parents of teens and pre-teens with information about the state's new marijuana law and to encourage them to talk with their kids about the risks of marijuana use. The initial wave of outreach included a radio ad featuring Dr. Leslie Walker from Seattle Children's Hospital and a Spanish-language radio ad featuring Dr. Nathalia Jimenez from Seattle Children's Hospital. The radio ads were accompanied by digital advertising on parenting, health and local news sites, and on Facebook. A second wave of advertising in early 2015 reached African-American and Asian communities through transit and print publications.

Throughout the process, the Department of Health consulted with the Department of Social and Health Services (DSHS), Liquor Control Board, Washington Healthy Youth Coalition, Asian Pacific Islander Coalition Advocating Together and Center for Multicultural Health to develop and extend campaign efforts.

Current Outreach

The current wave of media outreach features the following elements:

- Statewide digital ad buy, including paid search, banner ads, Facebook ads and high-impact media on *The Seattle Times* website
- Partnership with Univision to reach the Hispanic/Latino community
- Radio ad buys targeting parents across Washington State
- Materials toolkit to support outreach by community-based organizations

Statewide Digital Ad Buy

The current campaign that began in early June asks provocative questions that evoke real-life situations parents may face, and then invites them to learn more about how to start a conversation with their teen. The questions in the ads reflect a cross-section of topics that partners have highlighted as important to parents in their communities. By going beyond sharing information and statistics with parents, the campaign places a stronger emphasis on the importance of having a conversation with kids about the risks of using marijuana.

The ads include:



The digital ad campaign started June 9, 2015 and runs through June 30, 2015. Featured elements include paid search, banner ads, Facebook ads and high-impact media (homepage takeovers) on *The Seattle Times* website. Particular emphasis will be placed on reaching the Hispanic/Latino, Asian, Pacific Islander and African American communities, as well as residents in Southwest Washington, who were not reached by the radio buy.

Univision Partnership

The campaign is partnering with Spanish-language TV channel Univision (KUNS-TV in Seattle and KUNW-TV in Tri-Cities/Yakima), to reach the Hispanic/Latino community and encourage parents to talk with their kids. This partnership will feature recorded interviews and PSA-style ad spots with Univision anchor Jaime Mendez, as well as ads promoted across Univision's digital properties, including KUNSTV.com (Seattle), KUNWTV.com (Yakima/Tri-Cities), Facebook and the Sinclair digital network. Additionally, updated information and materials are now available in Spanish at InicieLaConversacion.org. The Univision partnership will run from mid-June through end of July.

Statewide Spanish Print Ads

DSHS will run print ads during July in two statewide Spanish newspapers (El Mundo and Tu Decides). These ads will be accompanied by online presence.

Statewide Radio Ad Buys

In April and May 2015, DSHS-funded radio ads were placed on stations in Seattle, Spokane, Yakima/Tri-Cities and rural areas. The buy ran from mid-April through mid-May and featured Seattle Children's Dr. Leslie Walker's latest 30-second radio ad, which highlights facts that all parents should know about the new law. In June, DSHS will air Spanish language ads, educating adults about the law, in Yakima/Tri-Cities, Puget Sound and Wenatchee.

Materials Toolkit

The campaign is developing a set of materials and messaging to equip community contractors and partners with information to support their outreach to parents. Toolkit items include: a one-page fact sheet outlining key messages about marijuana use and its impact; postcards and posters; sample social media; a template newsletter article to place in community publications; and an updated Q&A page on StartTalkingNow.org to help parents have more effective conversations with their kids. The materials will be available for use in early July.

Available Assets

The following materials are available for use now. Please contact Kristen Pettet (Kristen.Pettet@DOH.WA.GOV) or Scott Stroup (Scott.Stroup@gmbb.com) if you would like to receive copies of the materials.

- A set of digital banner ads (as seen above) resized for 300x250 pixels, 300x600 pixels, 728x90 pixels and 160x600 pixels. The ads direct people to visit the "Every Conversation Counts" page on www.StartTalkingNow.org.
- A 30-second Spanish language radio ad by Dr. Nathalia Jimenez from Seattle Children's Hospital that encourages parents to talk with their kids about marijuana, and refers to www.learnaboutmarijuana.org.



- A 30-second English language radio ad by Dr. Leslie Walker from Seattle Children's Hospital that informs parents of the key facts in our recreational marijuana law and refers parents to www.StartTalkingNow.org.