

Adult Marijuana Campaign *Under the Influence...of You*



The Washington State Department of Health (DOH) re-launched the *Under the Influence...of You* campaign in January 2020. The English and Spanish language campaign encourages parents and other influential adults to talk with teens about the risks and consequences of using marijuana.

Background

Research shows adults are the number one influence in teens' lives. Teens watch and listen to the adults they know and respect. When influential adults are present and involved, teens are happier, healthier, and make better choices. However, parents and other adults often struggle to talk with teens about marijuana and they tend to underestimate the important role they play when they are involved in a teen's life.

Under the Influence...of You

The *Under the Influence...of You* campaign reminds parents and other trusted adults about the influence they have on the teens in their lives. It encourages adults to talk with teens about the risks and consequences of using marijuana and provides tips on how to be involved in the lives of teens.

The campaign features six 15-second video ads, a suite of banner and social media ads, a radio ad, posters, print ads, billboards, web videos, and fact sheets. The campaign's media plan includes an eight-week statewide digital ad buy with video, social, and banner ad placements on YouTube, Facebook, and other websites. It also includes a paid search component, and both streaming and broadcast radio ads. Most materials are available in English and Spanish.

The campaign will reach parents of teens (12-17yo), coaches, teachers, and other caregivers (grandparents, aunts, uncles, etc.) in Washington State. There will be an added emphasis placed on reaching parents living in rural areas. Each ad directs to more information on StartTalkingNow.org and InicieLaConversacion.org.

To inform the campaign, DOH completed a literature review and conducted ad testing through qualitative research with parents in English and Spanish. DOH also consulted state and community partners and engaged parents and other adult influencers across the state to provide input on the messaging, tone, and look and feel of the ads.

DOH has made all campaign materials [available online](#) for partners and parents to use. If you have questions, please contact Kristen Haley, Washington State Department of Health, Kristen.Haley@doh.wa.gov.

