Youth Cannabis Awareness Campaign: Truth (or Nah!?)

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Youth Cannabis Awareness Campaign Goals

- To respond to changes in law:
  - As of January 2018, one can legally use cannabis if 21 or older.
  - One can also use cannabis if 18 or older AND have a current qualifying physician’s recommendation or a valid county-issued medical marijuana identification card.

- To provide accurate information, facts and resources for youth to make informed decisions regarding cannabis use.

- To prevent or delay cannabis use for youth under 21.
Youth Cannabis Awareness Campaign Approach

- First Phase of Multi-Year Campaign
- Harm Reduction Approach
  - Minimize harm and reduce negative consequences
- Positive Youth Development
  - Engage youth in development, implementation, and evaluation
- Decision Support
  - Youth want to make their own decisions
  - Factual information to help youth make informed choices
Youth Cannabis Awareness Campaign Elements

**Budget: $150,000 annually**

- Campaign Creative with 510 Media launched in Fall 2018
  - Formative Research with Youth
  - Website - [www.TruthOrNahSF.org](http://www.TruthOrNahSF.org)
  - Instagram
  - Posters and postcards
  - Muni bus ads

- 4 Public Service Announcements with SFGov TV
  - PSAs 1 & 2 released in February 2018
  - PSAs 3 & 4 released in May 2019
    - Aligned with first 2 messages from 510 Media creative

- Evaluation
  - Planned for summer 2019
Youth Cannabis Awareness Campaign

Design Theme and Concepts – **Truth, meh or nah**

- **Truth:** Messages color coded in green to indicate research supports message presented.
- **Meh:** Messages color coded in blue to indicate research is mixed.
- **Nah:** Messages color coded in orange to indicate research does not support message presented.

- Campaign will be presented in English, Spanish and Chinese
Youth Cannabis Awareness Campaign Launch

Press Release – Official Launch on November 26, 2018

Truth or Nah Campaign in the news

- SF Weekly
- Bay City News
- CBS
- Chinese media
  - Sing Tao
  - World Journal
  - US China Press
Truth or Nah Campaign Messages

Wave 1 – Edibles & Weed is Natural

Truth (or nah!?)

**Question:** Are edibles safer than smoking or vaping weed?

**Answer:** Naaaaah!

It's harder to control the timing and effect of weed that is swallowed. Edibles can contain more THC than you would get from smoking cannabis, and can kick in when you don't expect it. People sometimes eat enough to get poisoned before they feel any effects.

*Ask the Right Questions / Find the Right Answers*

San Francisco Department of Public Health  [www.truthornahsf.org](http://www.truthornahsf.org)

Truth (or nah!?)

**Question:** Since weed is natural, it’s completely safe. It’s just a plant, right?

**Answer:** Meh...

While smoking weed may not have the same risks as using synthetic drugs, it’s not completely safe. Like cigarettes, smoking cannabis can damage your lungs. If consumed by teens and those in their early 20s, cannabis can also affect brain development. Potential for accidental poisoning via cannabis edibles is high, and weed has an even more negative effect when mixed with other substances such as alcohol or tobacco.

*Ask the Right Questions / Find the Right Answers*

San Francisco Department of Public Health  [www.truthornahsf.org](http://www.truthornahsf.org)
Truth or Nah Campaign Messages

Wave 2 – Legality & Anxiety

**QUESTION:**
Although weed is legal, can youth still get in trouble for buying, possessing, or using it in California?

**ANSWER:**
Truuu

Only adults 21+ and anyone 18+ with a medical prescription for cannabis can legally purchase, carry, or use weed.

Regardless of age, no one can legally consume weed in a vehicle – even if you are just a passenger.

**ASK THE RIGHT QUESTIONS / FIND THE RIGHT ANSWERS**
San Francisco Department of Public Health

[www.truwnahsf.org](http://www.truwnahsf.org)

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**QUESTION:**
Is weed a good, safe way to cope with feeling down or getting anxious?

**ANSWER:**
Meh...

Consuming cannabis can make some people relax or feel better, but there is not enough information to know whether it helps with people who have a diagnosis of depression or anxiety. Self-medicating without medical advice is never the healthiest choice. If you’re feeling anxious or depressed, find a medical professional you trust to figure out whether you need treatment.

**ASK THE RIGHT QUESTIONS / FIND THE RIGHT ANSWERS**
San Francisco Department of Public Health

[www.truwnahsf.org](http://www.truwnahsf.org)
Truth or Nah Campaign Messages
Wave 3 – Driving & Consequences to Future

Q U E S T I O N:
Will the cops pull me over if they see me smoking weed while driving?

A N S W E R:
Truuu
It’s never legal to drive if you have been using weed; you can be pulled over and get a DUI if caught.

It is always illegal to eat edibles or smoke cannabis in a vehicle—even if you aren’t driving. Driving while high increases your risk of a car crash because cannabis can affect your reaction time, coordination, and concentration.

ASK THE RIGHT QUESTIONS / FIND THE RIGHT ANSWERS

Q U E S T I O N:
Using a little weed now can’t really affect my future, right?

A N S W E R:
Meh...
No one can predict what your future will be.

However, research shows that if you start using cannabis before you are 18, or use cannabis regularly, you may be at higher risk for things like unemployment, suspension from sports teams, loss of federal financial aid, or lower grades in school.

ASK THE RIGHT QUESTIONS / FIND THE RIGHT ANSWERS
Truth or Nah Campaign Evaluation

Evaluation Plan

- **Youth survey – Summer 2019**
  - Assess exposure to the campaign, changes in knowledge & attitudes, and message effectiveness
  - Youth consumption will NOT be evaluated through this campaign
- **Guide future messaging**
- **Disseminate through youth serving organizations**
- **Finish in September 2019 to include the start of the school year**
- **Focus group – June 2019**
  - Health Core Interns
- **Evaluation summary**
Youth Cannabis Awareness Campaign
2019 Timeline

**Apr – May**
Launch wave 2 messages: Anxiety & Legality

Evaluation Planning

**Jun – Jul**
Launch wave 3 messages: Driving & Consequences to Future

Youth focus group & survey (Health Core Internship)

**Aug – Sep**
Survey to SFUSD students

**Oct-Nov**
Survey results and analysis
Launch wave 4 messages: TBD

**Dec**
Launch wave 5 messages: TBD

Future Phases of Youth Cannabis Awareness Campaign
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Thank You!

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