MARIJUANA FACTCHECK
FOCUSED ON FACTS

Rae Hanstad • Simon Dixon
Substance Use Disorder Statewide Conference 2018

Marijuana FactCheck Messaging Campaign

GOAL
• Share a fact-based, informational campaign regarding marijuana, with focus on adolescent health.
Rationale

• Adolescents have been identified as most likely to be at risk for potential harms from marijuana.
• Young teens are more likely than older teens to be influenced by parents.
• Marijuana use and social acceptability is increasing in California and is projected to continue to do so.
• Mainstream media and public discourse are not adequately addressing public health and behavioral health concerns.
• A fact-based campaign provides a model for public discourse on a topic that is often presented in an informationally incomplete manner.
• A fact-based campaign is an effective way to reach parents and other concerned adults. The campaign website portal can provide additional detail and up-to-date resources.
• A fact-based campaign can connect with people through a variety of media channels, using language and images that are relatable, understandable and memorable.

Strategic Direction

• Unified core messaging
• Share campaign resources
• Core components developed to be easily updated and expanded over time

Regional Collaboration - Contributors

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Target Audience

• **Primary audience:** Parents & caregivers of young teens
• **Secondary audience:** Adults who care about teens (school personnel, etc.)
• **Collateral audience:** General public
• **Languages:** English & Spanish; additional may be added

Messaging Tone

• Health-oriented
• Knowledgeable / Informed
• Trustworthy
• Not taking sides / Unbiased

Branding

• Appealing, professional
• Why no county logos on home page?
  • About page
  • County pages
Consensus Themes

- Teen Brain Development
- School Performance
- Mental Health
- Addiction
- Impaired Driving

TRENDS IN POTENCY & FORM AMPLIFY EFFECTS IN ALL AREAS

Website

What is Plone?
Criteria

MARIJUANA FACTCHECK REVIEWS AND TRACKS VERIFIABLE RESOURCES VIA THE FOLLOWING CRITERIA:

• Thorough and significant studies
• Trustworthy sources: leading institutions, recognized experts and peer-reviewed journal articles
• As current as possible, conducted within at least the last five years
• Appropriate sample size, random controls and generalizable data
• Avoidance of biased sources, out of context reviews or selectively chosen data
• Transparency about funding and affiliations
• Considers compiled results of relevant meta-analyses
• Recognizes limitations that require further study

Website Analytics Reports

ATTENTION SPAN REDUX

MARIJUANA FACTCHECK ONLINE PROMOTIONAL MATERIALS
Marijuana use by teens has been linked to a permanent decrease in IQ. Studies have shown that using marijuana frequently as a teen can lead to impaired brain development. IQ intelligence tests showed scores dropping up to 8 points. IQ did not rise again after stopping use as an adult. (Source: National Academy of Sciences)

IQ drops up to 8 points
Poorer MEMORY
Lower verbal COMPREHENSION
Worse PROBLEM SOLVING
Less control of EMOTIONS
ATTENTION span reduced

Visit www.mjfactcheck.org to find out what’s true and what’s not in the conversation about marijuana.
Upcoming

- Glossary: Per monolingual Spanish feedback
- Topic: Marijuana & Pregnancy
- TV / Video spots
- Radio spots