



MONTEREY COUNTY
CANNABIS
EDUCATION
PROGRAM



Your Source for Healthy Answers



Cannabis Education Program

- In 2018, Public Health was approved an augmentation from cannabis tax revenue
- 2018 collaboration with community partners, Public Health Institute, and local ad firm
- 2019 partnership with [Cannabis] Decoded, first social marketing campaign for parents and youth, and parent education
- 2020 development of logo, County webpage, and Conduent Healthy Communities Institute dashboard

Program Goals



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- Decrease and/or delay number of youth and young adults in Monterey County that choose to use cannabis
- Educate on the effects of using cannabis while driving
- Empower parents on strategies to engage youth in cannabis conversations
- Educate moms on the health effects of cannabis use while pregnant and breastfeeding
- Provide cannabis surveillance utilizing a health in all policy approach

Cannabis Surveillance

- Provide cannabis surveillance utilizing a health in all policy approach
- Input on ordinance language and permit applications
- Monitor outcomes of cannabis use by county residents



Achieving Health Equity through
Health in All Policies
for Monterey County





Youth Young Adults

Social Media Campaign

Webpage

Radio

Instagram

Display

School Based Presentations

High School

CSUMB

School Based

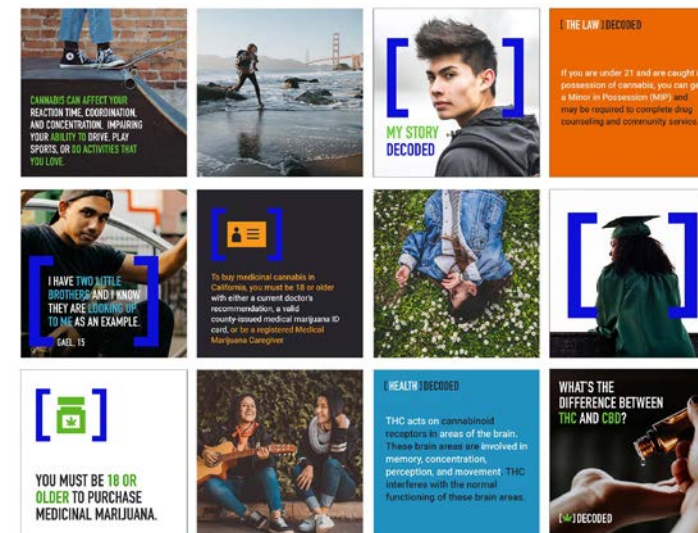
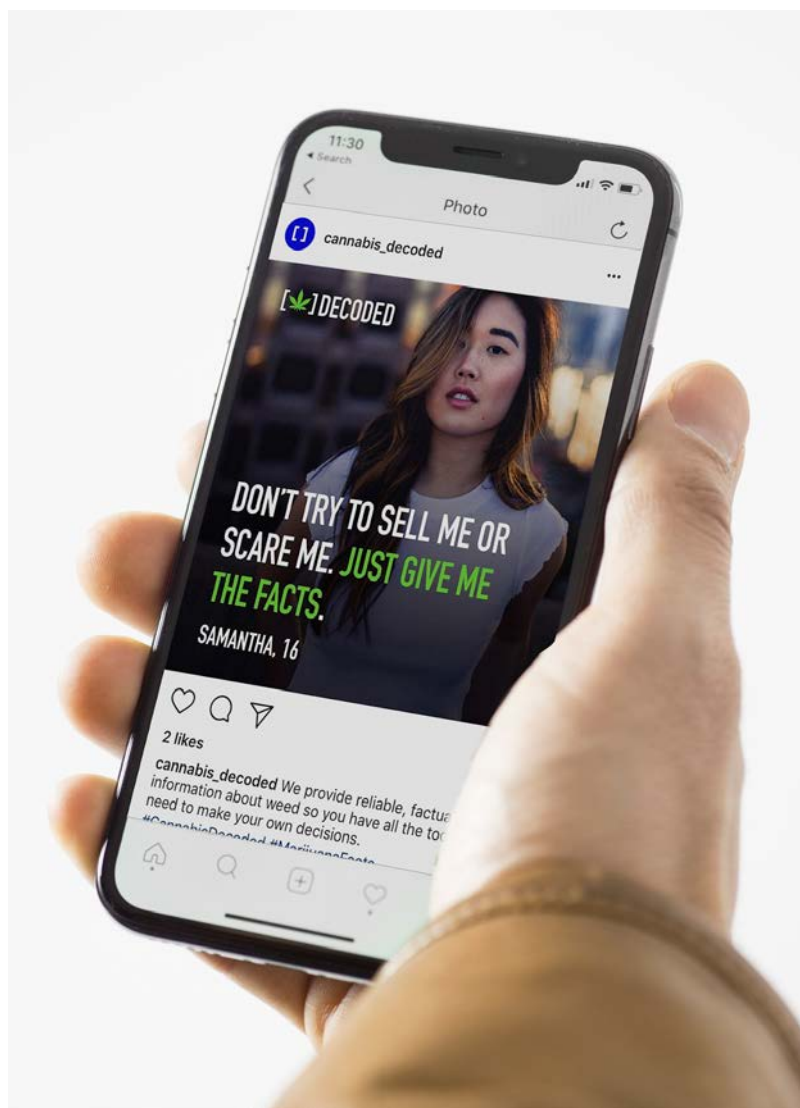
Drugged Driving Presentations

- 459 students in spring of 2019
- 82 students in spring of 2020
- 368 students as of November 2020

Cannabis and Vaping Presentation

- 100 CSUMB Residential Assistants fall of 2019





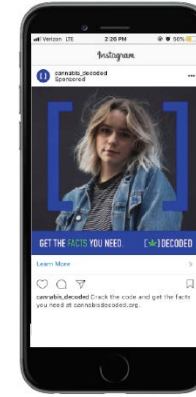
www.Cannabisdecoded.org

 @CANNABIS_DECODED

[DECODED]

MEDIA STRATEGY AT A GLANCE CORE STRATEGIES

DIGITAL RADIO WITH RICH MEDIA UNITS



INSTAGRAM FEED AND STORIES

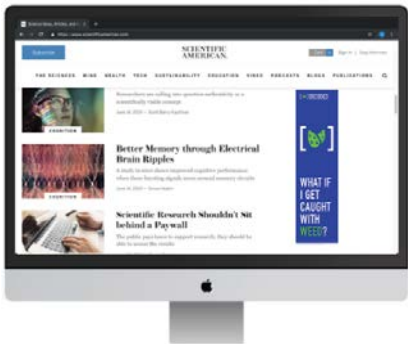
Virtual Puzzle
Experience

Media Buy:
January 11 through February 28, 2021



DISPLAY ADS STATIC AND **RICH MEDIA**

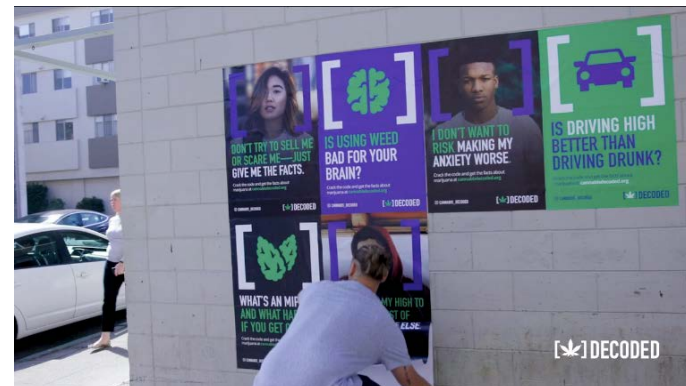
VIDEO
PRODUCTION
AND PLACEMENT



- ✓ The team used captured video footage of a sidewalk chalk install, as well as local Monterey County stock footage and utilized that video to retarget youth online in paid Instagram ads.

INSTAGRAM VIDEO

<https://vimeo.com/432614583?ref=em-share>





I WANT TO ENCOURAGE MY KIDS TO DELAY **CANNABIS** USE AS LONG AS POSSIBLE. I WANT TO GIVE THEM FACTS SO THEY CAN **UNDERSTAND** THE RISKS AND WHY DELAYED USE IS IMPORTANT, **WITHOUT THEM FEELING LIKE I'M TALKING DOWN TO THEM.**

GABE, PARENT OF A 12- AND 17-YEAR-OLD

Parents

Pregnant and Breastfeeding Women

Rack Cards

Posters

Monterey County Weekly

DMV

Parents of Teens

Community Workshops

[Cannabis] Decoded

County Website

Monterey Coast Weekly Campaign...

January – June 2020

- Print reach 65,472
- Digital reach 9,382



2020 Campaign
January - June



Seaside reach 14,075

Salinas reach 14,301

**As Seen In The
California Dept. of
Motor Vehicles**



WHAT DO I DO IF I FIND OUT THAT MY CHILD IS ALREADY USING CANNABIS?

First: Finding out that your kid is using cannabis can be alarming or upsetting. Remember that you don't have to deal with the behavior on-the-spot or immediately. It can be helpful to take a break first to reduce your stress, consult with a co-parent or trusted friend, and think through what you want to accomplish when you do confront the behavior. This will make it much more likely that you'll have an effective conversation.

Try: "We need to talk about this, but first I need to take some time to [calm down / think about what's important to say / etc.]. How about we continue our conversation after school, OK?"

Second: Just as your child is growing up into a teenager or a young adult, you're also growing as a parent. You still want to love them, guide them, and take care of them, but how you do it will be different. Now, it's time to be a resource for your kids. It's time to be someone who provides them with information, support, and help in a crisis—not just an enforcer of expectations, rules, and routines.

Try: "What was it about cannabis that made you want to try it?"

Third: Without judgment, try to understand why your child wanted to use cannabis. If we understand our kids' needs, we can better help them change their behaviors. Many teens use cannabis to deal with unpleasant feelings or mental health challenges. Try to use this conversation to help your child to learn healthier ways of relieving these feelings—as well as how to think about and talk about what they're going through.

Try: "I get it. I understand what it's like to feel like you had a really hard week at work. I just want. Unfortunately, that isn't a very healthy choice for the dog for a walk when I'm stressed - or if that help you?"

RESOURCES

For more information on how to talk to your To get more information about the [Cannabis] informative materials about cannabis, visit us on social media.

Cannabis Decoded is a Youth Marijuana Education Initiative partnership with the San Mateo County Youth Commission use. This campaign aims to provide reliable, factual information informed decisions that impact their health and futures.

 **COUNTY OF MONTEREY HEALTH DEPARTMENT**

CANNABISDECODED.ORG

[LEAF] DECODED

INFORMATION FOR PARENTS + ADULTS



ADVICE ON TALKING TO YOUR KIDS ABOUT CANNABIS

to be ineffective and might actually increase the likelihood that a child might experiment with substances. After listening to them, ask if they have any questions and share age-appropriate facts.

3. Develop a plan. Let your kids know

[LEAF] DECODED

INFORMACION PARA PADRES Y ADULTOS



CONSEJOS PARA HABLAR CON TUS HIJOS SOBRE LA MARIHUANA

Los tiempos han cambiado y la marihuana también. Por ejemplo, algunas plantas de hoy tienen niveles más altos de THC—el elemento psicoactivo que altera la mente y existen nuevos y variados métodos para consumirla como el vaping, el dab y comestibles. A continuación, encontrarás consejos y ejemplos de cómo hablar con tu hijo sobre la marihuana y recursos adicionales.

CONSEJOS PARA HABLAR CON TUS HIJOS SOBRE LA MARIHUANA

1. Haz que hablen: Elige una hora y un lugar cómodo donde pueden hablar sin distracciones. Comienza con una pregunta abierta (no una que se pueda contestar con un sí o un no). Por ejemplo, intenta "Dime lo que sabes sobre la marihuana."

2. Comparte hechos: Dale hechos, no un sermón. El decir "no" y otras estrategias como estas han demostrado no ser útiles y hasta pueden aumentar el uso de las drogas. Después de escuchar, pregúntales si tienen alguna duda y comparte hechos apropiados para su edad.

3. Desarrolla un plan: Hazles saber lo que esperas de ellos. Habla abiertamente sobre cuáles son los valores y las reglas de la familia. Hazles saber cómo obtener ayuda si les resulta difícil cumplir con las expectativas, o como retomar nuevamente el camino.

4. Seguimiento: Revisa con ellos los portales de información—cannabisdecoded.org—para que cuando ellos tengan alguna duda o pregunta puedan encontrar información por ellos mismos. Recuerda, tendrás esta conversación una y otra vez y es importante mantenerlos informados para compartir nuevos datos. Comparte, "Hay mucha información sobre la marihuana, y puede ser difícil saber qué información es verdadera. Si tienes alguna pregunta, siempre puedes venir a preguntarme y te diré la verdad."

CANNABISDECODED.ORG

@CANNABIS_DECODED

2018-2019

3 Spanish presentations
35 parents

2019-2020

3 English & 3 Spanish presentations
41 parents

2020-2021

3 English & 3 Spanish presentations
Dates TBA

Parent Presentations

Parents



Teens

Laws



Contact
Us

cannabiseducation@co.monterey.ca.us


Monterey
County
Web Page

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Prop 64 Grant

- Public Health
 - Cannabis Education Program
 - Planning, Evaluation and Policy
- CAO Cannabis Program
- District Attorney
- Sherriff Department



Thank you!

Michelle House

755-4607

housem@co.Monterey.ca.us