

#weedcanwait

- **VISION:** Our vision is to have healthy, thriving youth free of substance abuse.
- **MISSION:** We work to prevent youth from abusing marijuana.
- **Call to Action:** Why do you choose not to use?

Campaign description:

Asking youth to delay first use, or “wait” to use marijuana is proven to reduce usage rates and abuse, especially among higher risk populations.

The PREVENT! Coalition surveyed over 1,200 middle and high school youth in Southwest Washington for feedback about marijuana prevention messaging. Their comments and responses shaped the messages and delivery of the campaign.

The campaign is intended to reach high risk youth, and may not be a prevention message that suits all youth.

The campaign is managed by Clark County’s PREVENT! Coalition and funded by Washington State tax dollars from marijuana sales, through a Department of Health grant.

Campaign Outreach:

- **Social Media**
 - Campaigns on Facebook, Instagram, Twitter and Snapchat
- **Direct Outreach**
 - The Cannabis Conversations Toolkit with age-specific talking points to help adults talk with youth
 - Engagement events with youth serving agencies and schools across Clark and Skamania Counties to promote the campaign
- **Environmental Advertising**
 - “Lock it up” cards given out with every purchase at New Vansterdam and High End Marketplace marijuana retailers
 - Ads on 20 bus tails and inside 40 buses
 - Ads on Pandora, a popular free music app



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