

# Youth Now Prevention Initiative - Weed Can Wait Licensing Agreement

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A guide to assist organizations and community partners in managing and sharing the **Weed Can Wait Campaign**.

**Youth Now is guided by ongoing conversations with our youth and community partners. By using this campaign, you agree to uphold the intended purpose, vision, and mission of the Youth Now Weed Can Wait campaign, and to follow the instructions and obligations contained in this Licensing Agreement.**

## **We are:**

- Youth led: Youth leadership and presence is imperative at every phase of the campaign's development and implementation. We use local data from our youth to employ the best strategies.
- Data-driven: We provide youth with facts about brain development and Washington State law.
- Inclusive: People do not have to be anti-marijuana to support youth prevention.
- Connected: Connection is the BEST prevention.
- Trauma-Informed: Building capacity for coping and resilience protects youth.

## **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?

## **Instructions for Use:**

- This campaign is intended to reach high risk youth, and may not be a prevention message that suits all youth.
- This is a positive campaign focusing on reminding youth of the many reasons they can choose not to use marijuana.
- Do not use anything resembling scare tactics or judgmental tone in conjunction with the Youth Now logo or #weedcanwait hashtag.
- Adhere to branding guidelines for colors, fonts, and logo usage.
- Materials already created for the Youth Now campaign Weed Can Wait by PREVENT! and ESD 112 are available for use within the State of Washington, **as is**, free of charge.
- Clear labeling that shows the brand/materials are "created by" PREVENT! and Youth Now and "shared by" your organization must be present and visible on all materials.

## **Creative Assistance**

*PREVENT! and ESD 112 retain rights to the campaign and can provide creative materials in additional formats for a fee for service. If you would like to co-brand materials, the ESD 112 PREVENT! Creative team is billed at a cost of \$80 per hour. If you have an agency of record to handle the creative, PREVENT! must have final approval on all new uses.*

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Includes development of:

- Customized materials (unique to local efforts)
- Presentation templates
- Out of home ads (bus, billboard)
- Banners, posters, etc.
- Promotional items
- Social media posts

### **Technical Assistance**

*PREVENT! and ESD 112 are available to provide consultation and technical services for any part of the campaign, billed at a cost of \$80 per hour.*

Includes consultation, guidance on:

- Social media development and management
- Major news coverage (radio, television, print and electronic)
- School Promotion
- Engagement with retailers
- Parent communications

We agree to the terms of this Licensing Agreement

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Contact	Date
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Organization	Email
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### **Youth Now Contacts**

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