

FREQUENTLY ASKED QUESTIONS

Describe this project.

Diverse sectors of our community partnered to develop cannabis health/safety messages, design information cards and ask retailers to distribute them to all their customers. We developed a web page dedicated to safe cannabis storage and talking with youth about risks and potential harms of youth cannabis use.

Why point of purchase?

Point of purchase campaigns are evidence-based, environmental prevention strategies with strong outcomes for reducing youth substance use. Point of purchase projects allow us to deliver messages directly to our intended audience. Point of purchase also allows for more authentic partnerships between prevention coalitions and retailers.

What steps are involved?

1. Assess community needs to discern if point of purchase is right for your community.
2. Get project approval from funders/key leaders– support with local data.
3. Build capacity by recruiting key partners including cannabis retailers, educators, marketing experts, prevention professionals, health providers and more. Involve retailers in decisions.
4. Choose a messaging medium: window clings, stickers, cards or other.
5. Review campaigns other communities are implementing. Would these work for us?
6. Brainstorm/review credible cannabis education and youth prevention messaging options.
7. Define what approach/voice/tone you want to employ.
8. Develop call-to-action and choose top four messages to share.
9. Wordsmith content to be friendly, short, positive and connection-based.
10. Develop possible design options for message medium. Hire graphic designer as able.
11. Finalize design options and perform market testing with adults in the community.
12. Build web page for project so consumers can find more information and other communities can implement this point of purchase strategy.
13. Get final approval from funders for content, messages and call-to-action.
14. Develop talking points for coalition members to use when sharing cards with retailers.
15. Develop a list outlining voluntary steps responsible retailers can take to protect youth.
16. Build investment from local retailers and partner with them to share point of purchase cards with customers.
17. Track distribution of cards and report back to funders.
18. Evaluate project. What worked? What didn't? What can we do differently next time? Who wasn't involved but should have been? What would take this project to the next level? Over time, how did youth cannabis access change? Do youth still report accessing cannabis from trusted adults?

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What are your core values?

- Retailers are mutually-beneficial partners. Prevention Professionals know prevention science; retailers know cannabis.
- We don't add logos. We put logos on our website but strategically excluded them from the cards because Budtenders are the trusted messengers and have credibility with customers. We don't seek visibility, we want our message heard.
- Connection is the best prevention. Approach this project with positivity and kindness. Be aware of how personal bias impacts outcomes.

Why partner with retailers?

In Washington, retail cannabis is legal. We're setting an example by involving retailers and explaining that you don't need to be against cannabis to be for youth. Those involved were excellent prevention partners for this campaign and went above and beyond in promoting the campaign message, selling locking devices and encouraging customers to start talking with youth about potential harms of youth cannabis use. Retailers and Budtenders already have trusted relationships with their customers and the campaign message is more powerful with their support.

Why address youth cannabis use?

Schools in our community offer a youth survey called Healthy Youth Survey (www.askHYS.net). Between 2016 and 2018 most youth reported ease of access to cannabis, most were obtaining it from their friends and some from their parents with/without their permission, most youth reported low perception of harm and although most parents talked with their youth about not using cannabis we would like the number of conversations between youth and trusted adults to increase.

Where can I learn more?

Visit bit.ly/secureyourcannabis or contact Christopher Belisle with ESD 112 by emailing Christopher.belisle@esd112.org.

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