Background

- Initiative 502 (I-502) requires the Washington State Department of Health (DOH) to implement a statewide media-based campaign to prevent youth marijuana use.

- Research shows that adults are the number one influence in teens’ lives. When influential adults are present and engaged, teens are happier, healthier, and make better choices.

- Parents and adults often struggle to talk with teens about marijuana. Adults may not know the facts or understand the serious risks that using marijuana has on teens.

Under the Influence…of You

- In October 2017, DOH will relaunch its successful Under the Influence…of You campaign to encourage parents and other influential adults to talk with teens about the risks and consequences of using marijuana.

- The campaign reminds parents and other trusted adults about the influence they have on teens, encourages them to talk with teens about the risks and consequences of marijuana use, and provides tips on how to have effective conversations.

- DOH engaged parents and other adult influencers across the state to provide input on the campaign messaging, tone, look, and feel. DOH also consulted state and local partners.

- Outreach efforts will include a nine-week statewide digital ad buy reaching parents of teens, coaches, teachers, and other caregivers (grandparents, aunts, uncles, etc.). The campaign will place an added emphasis on reaching parents living in rural areas.

- Featured assets include animated videos, social media, and banner and Facebook ads on YouTube, Facebook, and other websites. The buy will also include Seattle Times takeovers and paid search. All ads direct to StartTalkingNow.org for more information and resources.

- The campaign supports Washington’s effort to help the next generation be the healthiest ever.

Teen Marijuana Use

- According to the 2016 Healthy Youth Survey, 17% of 10th graders report having used marijuana within the past 30-days. The survey showed a decrease in youth perception of harm, which is concerning.