

Marijuana Public Education Campaign Overview

In June 2014, the Washington State Department of Health launched a media campaign to reach parents of teens and pre-teens with information about the state's new marijuana law and to encourage them to talk with their kids about the risks of marijuana use. The initial wave of outreach included a radio ad featuring Dr. Leslie Walker from Seattle Children's Hospital and a Spanish-language radio ad featuring Dr. Nathalia Jimenez from Seattle Children's Hospital. The radio ads were accompanied by digital advertising on parenting, health and local news sites, and on Facebook. A second wave of advertising in early 2015 reached African American and Asian communities through transit and print publications.

Throughout the process, the Department of Health (DOH) consulted with the Department of Social and Health Services (DSHS), Liquor and Cannabis Board (LCB), Washington Healthy Youth Coalition, American Indian Health Commission, Asian Pacific Islander Coalition Advocating Together, Center for Multicultural Health, and Washington State Commission on Hispanic Affairs to develop and extend campaign efforts.

June 2015 Outreach

The most recent wave of media outreach featured the following elements:

- Statewide digital ad buy, included paid search, banner ads, Facebook ads and high-impact media on *The Seattle Times* website
- Partnership with Univision that reached the Hispanic/Latino community
- Radio ad buys targeted parents across Washington State
- Materials toolkit supported outreach by community-based organizations

Statewide Digital Ad Buy

The campaign that began in early June asked provocative questions to evoke real-life situations parents may face, and then invited them to learn more about how to start a conversation with their teen. The questions in the ads reflected a cross-section of topics that partners have highlighted as important to parents in their communities. By going beyond sharing information and statistics with parents, the campaign placed a stronger emphasis on the importance of having a conversation with kids about the risks of using marijuana.

The ads included:



The digital ad campaign started June 9, 2015 and ran through June 30, 2015. Featured elements included paid search, banner ads, Facebook ads and high-impact media (homepage takeovers) on *The Seattle Times* website. Particular emphasis was placed on reaching the Hispanic/Latino, Asian, Pacific Islander and African American communities, as well as residents in Southwest Washington, who were not reached by the radio buy. The LCB funded this portion of the DOH campaign.

Univision Partnership

The campaign used LCB funds to partner with Spanish-language TV channel Univision (KUNS-TV in Seattle and KUNW-TV in Tri-Cities/Yakima), to reach the Hispanic/Latino community and encouraged parents to talk with their kids. This partnership featured recorded interviews and PSA-style ad spots with Univision anchor Jaime Mendez, as well as ads promoted across Univision's digital properties, including KUNSTV.com (Seattle), KUNWTV.com (Yakima/Tri-Cities), Facebook and the Sinclair digital network. Additionally, updated information and materials were made available in Spanish at InicieLaConversacion.org. The Univision partnership ran from mid-June through end of July.

Statewide Spanish Print Ads

DSHS ran print ads in two statewide Spanish newspapers (El Mundo and Tu Decides). These ads were accompanied by online presence.

Statewide Radio Ad Buys

In April and May 2015, radio ads were placed on stations in Seattle, Spokane, Yakima/Tri-Cities and rural areas. The buy ran from mid-April through mid-May and featured Seattle Children's Dr. Leslie Walker's latest 30-second radio ad, which highlights facts that all parents should know about the new law. In June 2015, DSHS aired Spanish ads educating adults about the law in Yakima/Tri-Cities, Puget Sound and Wenatchee.

Materials Toolkit

The campaign developed a set of materials and messaging to equip community contractors and partners with information to support their outreach to parents. Toolkit items included: a one-page fact sheet outlining key messages about marijuana use and its impact; postcards and posters; sample social media; a template newsletter article to place in community publications; and an updated Q&A page on StartTalkingNow.org to help parents have more effective conversations with their kids.

Available Assets

The following materials are available for use now. Please contact Kristen Pettet (Kristen.Pettet@DOH.WA.GOV) if you would like to receive copies of the materials.

- A set of digital banner ads (as seen above) resized for 300x250 pixels, 300x600 pixels, 728x90 pixels and 160x600 pixels. The ads direct people to visit the "Every Conversation Counts" page on www.StartTalkingNow.org.
- A 30-second Spanish language radio ad by Dr. Nathalia Jimenez from Seattle Children's Hospital that encourages parents to talk with their kids about marijuana, and refers to www.learnaboutmarijuanawa.org.
- A 30-second English language radio ad by Dr. Leslie Walker from Seattle Children's Hospital that informs parents of the key facts in our recreational marijuana law and refers parents to www.StartTalkingNow.org.
- A PDF of the banner ads (as seen above) resized for printing as postcards.

