



LISTEN2YOURSELFIE

Educating Youth about the Risks and Consequences of Using Marijuana

Toolkit for Partners

Listen2YourSelfie.org



Dear partner,

One in five Washington 10th graders reported using marijuana in the past 30 days, according to the 2014 Healthy Youth Survey. Marijuana can change the way a person's mind and body perform, affecting in particular memory, learning, mood, motivation, coordination, and judgment. It can be especially damaging to the health and development of teens.

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

We'd like to ask for your help.

Partners like you are critical to successfully educating youth about the risks and consequences of marijuana because you reach teens and those who interact with teens, and they trust you. We're hoping you can help spread the word, and we've developed a toolkit to make participation easy and effective.

Background

In fall 2016, DOH is re-launching a statewide media-based campaign to educate youth ages 12-17 about the risks and consequences of using marijuana. The campaign, *Listen2YourSelfie*, leverages the popular activity of taking "selfies" to demonstrate how using marijuana can derail personal goals and opportunities, and empowers youth to "Remember what's important. Forget marijuana." The campaign is informed by an extensive research process that involved talking with Washington youth directly. The re-launch builds on successes from the first phase of outreach conducted in spring 2016, with an emphasis on engaging real Washington teens in the campaign.

What you can do

Use this campaign outreach toolkit to educate teens—and adults who interact with teens (parents, guardians, teachers, coaches, faith leaders, bosses)—you reach about the risks and consequences of marijuana, and how using marijuana can derail personal goals and opportunities. In this toolkit, you will find:

- Campaign backgrounder and talking points
- Tips for leveraging the campaign
- Drop-in newsletter/e-newsletter article
- Facebook and Twitter content

Together, we can help the next generation of Washingtonians be the healthiest ever.

Best,

A handwritten signature in black ink that reads "Steve Smothers".

Steve Smothers

Marijuana Prevention and Education Program
Washington State Department of Health

Beginning mid-October 2016, the Washington State Department of Health (DOH) is launching another wave of *Listen2YourSelfie* outreach to educate Washington teens (ages 12-17) about the risks and consequences of using marijuana. The campaign leverages the popular activity of taking “selfies” to demonstrate how using marijuana can derail personal goals and opportunities, and empowers youth to “Remember what’s important. Forget marijuana.”



Campaign Development

The *Listen2YourSelfie* campaign was informed by extensive research involving a series of youth focus groups in 2015 and 2016. DOH conducted 14 small focus groups to better understand youth knowledge and opinions of marijuana, and identify the most relevant prevention messages. Messages that focus on marijuana’s effects on goals and opportunities, and messages related to marijuana’s effect on health—particularly brain development—rose to the top consistently across all groups and locations.

Seven additional focus groups were held across the state to test two creative campaigns based on priority messaging. *Listen2YourSelfie* emerged as the top choice with all teens, particularly for its use of eye-catching fonts, imagery of teens doing everyday activities, and its tone, which talks *with* teens and not *at* them.

Digital Outreach

The website—Listen2YourSelfie.org—serves as the centerpiece for the campaign, offering information about the risks and consequences of using marijuana in ways that speak directly to teens. The campaign has adopted a statewide “surround sound” digital advertising strategy to reach youth when they are interacting with friends on social media, playing online games, visiting their favorite websites, listening to streaming radio, and searching for information online. Instagram and Facebook accounts regularly publish content targeted at teens to further raise awareness and drive traffic to Listen2YourSelfie.org.

Building on the successes from the initial launch, the campaign is evolving its digital advertising strategy in fall 2016 to include new ads featuring diverse youth. These ads focus on key issues such as brain development, addiction, memory, and learning ability. New assets include attention-grabbing videos for YouTube, Facebook, Instagram, and Snapchat, high impact ads on mobile and desktop platforms, and banner ads to appear on popular teen websites and apps.

Engaging Youth in Real Life

The campaign is reaching out to youth as they go about daily life—in school, at extracurricular activities, at youth-focused events, etc. This outreach complements a robust digital campaign and allows the campaign to spotlight diverse youth in Washington. Central to this effort is a statewide contest in the fall, which asks youth to submit a video (or short writing sample) on the *Listen2YourSelfie* website explaining what’s important to them and why for a chance to win prizes. DOH will also renew its partnership with student-run radio station C89.5.

Partners are encouraged to adapt the campaign for their own materials, and promote the campaign online and at events. If you would like more information on how you can get involved, please contact Kristen Haley at Kristen.Haley@doh.wa.gov.

Tip Sheet: 5 Ways Your Organization Can Help Prevent Youth Marijuana Use

Listen2YourSelfie Campaign



Did you know that 1 in 5 Washington 10th graders reported using marijuana in the past 30 days?¹ Marijuana can change the way a teen's mind and body perform, affecting memory, learning, mood, motivation, coordination, and judgment. The Washington State Department of Health (DOH) is re-launching a statewide campaign, *Listen2YourSelfie*, to educate youth about the risks and consequences of using marijuana and **we need your help**.

Partners like you are critical for this effort because you reach teens and those who interact with teens. And they trust you. We know you're busy, so we've developed a toolkit to make participation easy and effective.

5 Things You Can Do

Here's what you can do to help prevent youth marijuana use in our state.

- 1. Share Listen2YourSelfie campaign content on your organization's social media channels.** There are prepared posts in the toolkit. Share the campaign messages, images, and videos on your social media channels, along with a link to Listen2YourSelfie.org, where teens can learn more. Encourage teens you support to participate in the Listen2YourSelfie contest when it launches in fall 2016. Use the contest promotions from this toolkit to distribute in-person and online.
- 2. Distribute Listen2YourSelfie materials.** Downloadable flyers are in the toolkit and printed poster-sized copies can be ordered at ADAI Clearinghouse. Put these up on bulletin boards or in windows. Place the flyers in waiting areas, and send them home with teens and/or their parents.
- 3. Prepare your staff to talk about the campaign and the facts.** Campaign talking points and a backgrounder are in the toolkit. Download these and send them to staff with a link to the rest of the toolkit or dedicate time during your next staff meeting to review them and Listen2YourSelfie.org.
- 4. Post a blurb about the campaign on your website, and/or share it through your organization's newsletter.** A drop-in newsletter article and website post are in the toolkit. Your subscribers are already tuned in to your communications and are eager to help youth learn about risks and consequences of marijuana. You can also place campaign banner ads on your organization's site, and hyperlink them to direct to Listen2YourSelfie.org.
- 5. Adapt the campaign for your organization and share these tools with other organizations that reach youth.** We've developed materials for you to use, but encourage you to adapt the campaign for your own outreach efforts. For example, several partners adapted the campaign for local use, including working with local theaters to air campaign videos and developing their own outreach materials—such as posters and trading cards. Meet with Kristen to begin tailoring the campaign to your community. A campaign style guide and logos are available on request.

For more information, please contact Kristen Haley at Kristen.Haley@doh.wa.gov.

¹ Source: 2014 Healthy Youth Survey

Listen2YourSelfie Campaign

- The Washington State Department of Health’s Marijuana Prevention and Education Program is re-launching the *Listen2YourSelfie* (Listen2YourSelfie.org) campaign in fall 2016 to educate 12-17 year olds in Washington about the risks and consequences of using marijuana.
- Building on the successes from the first wave of outreach (mid-April - June 2016), the campaign encourages youth to not let marijuana derail their personal goals and opportunities and empowers them to, “Remember what’s important. Forget marijuana.”
- To reach youth where they are—online and on their phones—*Listen2YourSelfie* delivers campaign messages to them while they visit their favorite websites, interact with friends on social media, play games, listen to streaming radio, and search for information.
- The website, Listen2YourSelfie.org, serves as the centerpiece of the campaign, offering information about the risks and consequences of marijuana in ways that are relevant for youth. Facebook and Instagram platforms drive traffic to the website and extend the campaign’s reach.
- To complement a robust digital campaign, *Listen2YourSelfie* is evolving to spotlight real Washington teens as they go about their daily lives – in school, at extra-curricular activities, and at events. To capture personal stories, a statewide contest will launch in fall 2016 asking teens to submit a video (or written response) answering the question, “What’s important to you and why?” A select number of youth will be featured in upcoming ads and selected to win prizes.
- The goals of the *Listen2YourSelfie* campaign are to increase awareness about the risks and consequences of marijuana and reduce marijuana use by youth in Washington State. This campaign will support Washington’s effort to help the next generation be the healthiest ever.

Risks and Consequences of Using Marijuana for Youth

- Marijuana can change the way a person’s mind and body perform. Marijuana can be bad for health and harmful no matter how it’s used, whether smoked, eaten, vaped, or dabbed.
- The brain continues developing until one’s mid-twenties. While the long-term impacts of marijuana use on intelligence are still unclear, using marijuana while the brain is still growing can change brain chemistry and interfere with it, making it harder to keep up at school and achieve other goals.
- Research shows that one in six people who start using marijuana as a teen becomes addicted to it. Most teens who get treatment for substance abuse in Washington say marijuana is the main or only drug they use.
- Marijuana can impact a person’s memory, learning, mood, motivation, and judgment. Physically, marijuana can affect coordination, movement, and reaction times—making driving while high, or riding with impaired drivers unsafe.
- If a person under 21 is caught with marijuana, they could be charged with a Minor in Possession (MIP), which can involve fines, public service hours, misdemeanor or felony charges, and the loss of their driver’s license.

The sample newsletter text below is intended for distribution through your newsletters and listservs, or websites that reach teens. Content is geared toward a general teen audience and we encourage you to adapt as needed to reach the teens you support.

Suggested title: Remember what's important. Forget marijuana.

[LONG – under 200 words]

You know what's important to you. Whether it's working hard in school to earn the grades that will help you graduate, spending time with family and friends, or practicing on the court, on the field, or on the stage to perfect your passion. So why let marijuana get in the way?

Using marijuana can affect your brain, body, and future. Your brain doesn't finish developing until your mid-20s. Marijuana messes with your brain's chemicals, making it harder to learn and remember things. It also messes with your body's coordination and movement—affecting your ability to drive, play sports, or perform on stage.

And if the police catch you with marijuana, they could charge you with an MIP (minor in possession). Your school could also kick you off sports teams and out of extracurricular clubs. Your boss could fire you or you could even lose out on financial aid for college.

Remember what's important. Forget marijuana. Learn more about the risks and consequences of marijuana at Listen2YourSelfie.org.

[SHORT – under 100 words]

Using marijuana can affect your brain, body, and future. Marijuana messes with your brain's chemicals, making it harder to learn and remember things. It also messes with your body's coordination and reaction times, making it harder to drive or play sports. And getting caught with marijuana can get you kicked off sports teams and out of extracurricular activities. Not to mention getting in trouble with the police or getting grounded. Remember what's important. Forget marijuana. Learn more about the risks and consequences of marijuana at Listen2YourSelfie.org.

#Listen2YourSelfie Social Media Content for Partners

This social media toolkit was developed to give Washington State Department of Health partner organizations and stakeholders an easy, effective way to share information about the *Listen2YourSelfie* campaign. The content in this toolkit was developed for general teen audiences based on the campaign’s key messages. Posts can be used as is, but you’re encouraged to customize content so it best suits the youth your work supports.

The images below show a preview of the corresponding visual content. Click on the link provided below each image to view the original .gif and .png files. Right-click (or two-finger click on Mac) to save the file to your desktop. To post, upload the images and pair with sample text provided, or adapt content for your specific audiences.

TABLE OF CONTENTS

Messaging for Teens	2
<i>Academic</i>	2
<i>Extra-curricular</i>	3
<i>Employment</i>	4
<i>Coordination</i>	5
<i>Brain Development</i>	6
<i>Memory</i>	7
<i>Addiction</i>	8
Messaging for Adults	9
Additional Content	10
<i>Word searches</i>	10

If you reach youth on social media, please help spread the word by using the sample content below.

ACADEMIC

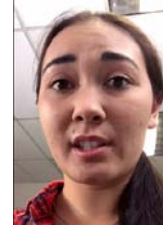
Gifs, videos and images



[Click to download .gif](#)



[Click to download image](#)



[Click to watch video](#)

Facebook

Marijuana and learning don't mix. Using it can mess with your memory, focus and motivation, making it tough to get the grades you want. That's not a lesson you want to learn. #Listen2YourSelfie

bit.ly/2d8hXM8

Twitter

Marijuana could mess up your grades. Not a lesson you want to learn. #Listen2YourSelfie

bit.ly/2d8hXM8

EXTRA-CURRICULAR

Gifs, videos and images



[Click to download .gif](#)



[Click to download image](#)



[Click to download image](#)

Facebook

Don't let marijuana get in the way of the things you love. Getting caught with marijuana could mean you can't do the things that make you... well, you! #Listen2YourSelfie bit.ly/2e2lmsP

Twitter

Marijuana use could exclude you from the activities that make you... well, you! #Listen2YourSelfie bit.ly/2e2lmsP

EMPLOYMENT

Gifs, videos and images



[Click to download .gif](#)



[Click to download image](#)

Facebook

Landing a good job later means staying focused in school. Don't let marijuana cost you any opportunities. #Listen2YourSelfie bit.ly/2e2lmsP

Twitter

Landing a good job later means staying focused in school. Don't let marijuana get in the way. #Listen2YourSelfie bit.ly/2e2lmsP

COORDINATION

Gifs, videos and images



[Click to download .gif](#)



[Click to download image](#)



[Click to watch video](#)

Facebook

Using marijuana can affect your coordination, movement and reaction times. Learn more about the risks of using marijuana at bit.ly/2d8hXM8 #Listen2YourSelfie

Twitter

Marijuana affects coordination/reaction times. Remember what's important, forget marijuana. #Listen2YourSelfie bit.ly/2d8hXM8

BRAIN DEVELOPMENT

Gifs, videos and images



[Click to download image](#)



[Click to download image](#)

Facebook

Reach your highest potential. Using marijuana before your 20s can change how your brain develops...and hold you back from reaching your goals. #Listen2YourSelfie bit.ly/2d8hXM8

Twitter

Using marijuana before your 20s can change brain development. #Listen2YourSelfie bit.ly/2d8hXM8

MEMORY

Gifs, videos and images



[Click to download image](#)



[Click to download image](#)



[Click to watch video](#)

Facebook

Marijuana can mess with your memory. When friends or family say, "Remember that time..." you'll actually want to. #Listen2YourSelfie bit.ly/2d8hXM8

Twitter

Marijuana messes w/ memory. When others say "Remember that time..." you'll actually want to. #Listen2YourSelfie bit.ly/2d8hXM8

ADDICTION

Gifs, videos and images



[Click to download image](#)

Facebook

One in six people who start using marijuana as teens will become addicted to it. The younger you start, the harder it is to quit. #Listen2YourSelfie bit.ly/2d8hXM8

Twitter

1 in 6 people who used marijuana as teens became addicted. #Listen2YourSelfie bit.ly/2d8hXM8

If you reach adults on social media, please help spread the word by using the sample content below.

Image:



[Click to download image](#)

Facebook

Do you work with youth in Washington? Help them learn about the risks and consequences of marijuana. Listen2YourSelfie.org

Twitter

Work w/ youth in #WA? Share this site on the risks & consequences of marijuana for teens Listen2YourSelfie.org #Listen2YourSelfie

ADDITIONAL CONTENT

Word searches

(Posts are optimized for Facebook)



Forget marijuana. Listen2YourSelfie.org

[Click here to download image](#)



Forget marijuana. Listen2YourSelfie.org

[Click here to download image](#)



Forget marijuana. Listen2YourSelfie.org

[Click here to download image](#)

Facebook

- It's hard to focus on your relationships when marijuana is in the picture. Remember what's important. #ForgetMarijuana #Listen2YourSelfie #Friendship #WordSearch Listen2YourSelfie.org

Facebook

- Marijuana can distract you from the things that are important to you. Stay focused. Forget marijuana. #Listen2YourSelfie #Championship Listen2yourselfie.org

Facebook

- We know marijuana is everywhere. You know what's important to you. Stay focused. Forget marijuana. #WordSearch #Listen2YourSelfie Listen2yourselfie.org