



Maine Office of Substance Abuse and Mental Health Services

Maine Media Messages

The Impact of MARIJUANA on Maine

Using marijuana may seem like an individual decision—but the impact of each person's use has a ripple effect that moves throughout our communities and our state. These effects can cause negative currents in the lives of Mainers.

1



vehicle safety



Twice as many collisions caused.



family

Parents under the influence are slower to react to their children's needs.

2



employment

Increased absences, lower productivity.

intimate partner violence

4

Regular marijuana use by teens and young adults raises their risk of intimate partner violence.



environment

Our natural resources contaminated.



What Parents Need to Know about Marijuana

Marijuana use changes teens' brains, bodies, and behaviors. Help Maine teens have safe, healthy and successful futures.

- Marijuana use lowers teens' good judgment and self control. This may lead to bad decisions and risky behavior.
- Your teen only has one brain and one body. Marijuana use damages both in a way that can make problems for them now and in the future.
- Marijuana use keeps teens from doing their best in school, work, and learning new skills. This affects them for the rest of their life.
- Teens who use marijuana are at an increased risk for addiction which leads to health and safety risks.
- Marijuana is a harmful drug. It is stronger than in the past, contains dangerous chemicals, and can be laced with other drugs. Teens who use marijuana can't know for sure what they are putting into their bodies and how it will affect them.



Find out *More Do More*
visit maineparents.net



SAVE YOUR BRAIN

KEEP OFF THE GRASS

MAINE.GOV/KEEPMEOFFTHEGRASS



FEEL GOOD

KEEP OFF THE GRASS

MAINE.GOV/KEEPMEOFFTHEGRASS



TAKE CONTROL

KEEP OFF THE GRASS

MAINE.GOV/KEEPMEOFFTHEGRASS

Focus Groups

- Focus groups were used for the media materials and messages, specifically the Parent and Youth Materials

Stakeholder Involvement

- Representation from:
 - Community coalitions across the state
 - Substance abuse prevention provider association
 - Maine Youth Action Network
 - State staff from SSA
 - SEOW Coordinator
 - State medical marijuana program administrator at the Division of Licensing and Regulatory Services
 - Coalition members also shared with their youth groups to get input

Print and Social Media Campaigns

<http://www.maine.gov/dhhs/samhs/osa/prevention/provider/index.htm>

Print Materials:

- [The Impact of Marijuana on Maine](#) (pdf)
- [Marijuana : 5 Key Messages](#) (pdf)
- [Marijuana : Impact on the Brain, the Body, the Future](#) (pdf, updated June 2014. Audience: Parents, Teachers, Grandparents and other youth involved adults.)
- [Marijuana : Frequently Asked Questions](#) (pdf)
- [PFSII Marijuana Focus Group Report conducted/produced for SAMHS by Hornby Zeller Associates](#) (pdf)
- Teens and Marijuana:
<http://www.maineparents.net/TeensandMarijuana/index.htm>

PSAs and Radios Spots

- Marijuana Public Service Announcement 1 [wmv](#) | [mp4](#)
| [webm](#)
- Marijuana Public Service Announcement 2 [wmv](#) | [mp4](#)
| [webm](#)
- Marijuana Radio ads: Radio ad 1 | [mp3](#) | Radio ad 2
| [mp3](#)

Campaign Costs

- Maine has a Media Contract from an RFP process that averages about \$350,000 per year for three years.
- This includes the development of the messages, focus groups, materials printing, etc.

Funding Sources

- Campaigns are funded by State and Federal dollars, including the Substance Abuse Block Grant.

Counter Advertising Against Big Marijuana Ads

- When Maine developed these materials, they were focused on what adults (parents, caregivers, grandparents, etc.) and youth need to know about the risk and harm associated with using this substance, whether it was legalized or not.
- The information is evidence-based, credible, and put in language that is easily understood and remembered.

Lessons Learned

- Have all your messages research/evidence based, sources vetted, and with sources easily cited.
- Take the time to test out the messages and to be open to the feedback.
- Limit the number of messages, Maine uses 5, and use the focus groups.
- Seek feedback from not the usual partners or stakeholders.