

ATTACHMENT 3:



Marijuana Educational Ads
Statewide Media Campaign Summary



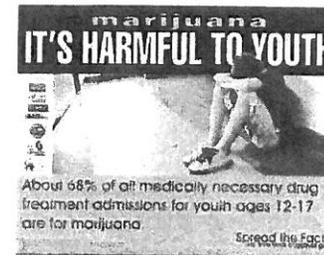
In October of 2012, the BestCare Treatment Services Prevention staff and the Jefferson County Prevention Task Force hosted a successful statewide Marijuana Summit in partnership with our tri-county region. We were honored to have expert keynote presenters Dr. Kevin Sabet, Ph.d (former drug control policy advisor to the WhiteHouse), and Eric Martin, MAC, CADCI, CPS, as well as many local and state experts.

The valuable information learned from the Oregon Marijuana Summit was a catalyst for several neighboring prevention staff and community coalitions in Central Oregon to come together to further educate the public about the facts of marijuana. This group first compiled a Marijuana Fact Summary from the Summit, which was disseminated to community partners as well as all State Senators and Representatives in Oregon.

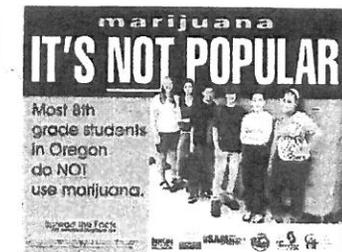
During this process, prevention staff learned that certain groups have been successful at disseminating “misinformation” to the public about marijuana, which has led to confusion and has reduced perception of harm about this drug among youth and adults. When researching the accessibility of “factual” marijuana media tools that could be utilized by prevention advocates and community coalitions, we realized how little was available.

The goal of these Marijuana Educational Ads is to provide factual public health information, clarify the actual medicinal components that exist in marijuana, and dispel myths and false messages associated with this drug. The Marijuana Educational Ads have been developed by prevention staff in Jefferson, Grant, Deschutes, and Crook counties, with consultation from experts Dr. Kevin Sabet, Ph.d, Co-Founder and Director of Project SAM (Smart Approaches to Marijuana) and Eric Martin, MAC, CADCI, CPS. These 16 sponsored ads, along with a tool kit, have been compiled in printable quality on a cd that can be purchased for \$20.00 (+\$5.00 for shipping & handling). Ads are available in English and Spanish.

For more information, visit www.BestCarePrevention.org



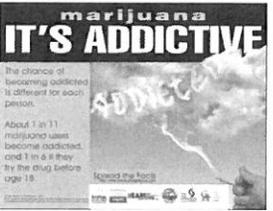
Ad #4



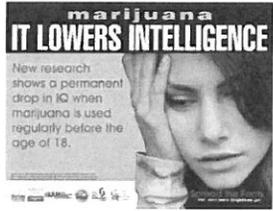
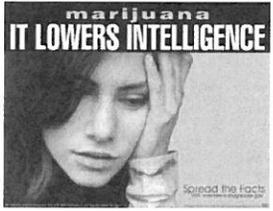
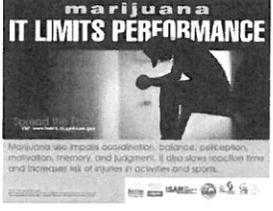
Ad#12

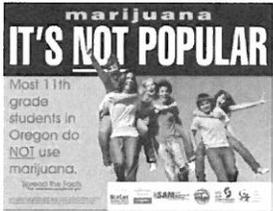
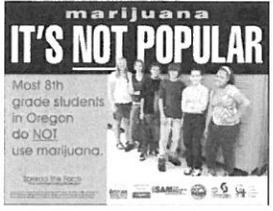
**These messages have been researched and presented to multiple focus groups to gain feedback and to provide the best possible product. Due to expert source citations and approval received for these messages, these ads cannot be changed or amended without written authorization by BestCare Treatment Services in Madras and approval from the expert consultants involved. If you wish to add your organization or prevention coalition logo or contact information to the ads, instructions are provided in the tool kit on the cd.*

MARIJUANA EDUCATIONAL ADS

ADS		Youth School PTA	Church	Colleges	Parents Grand-parents	Health Clinics Hospital	Gov't Police Juvenile	Sports & Rec	General Voters & Business	Social Media (FB)	Billboard	TV & Print News
Ad#1A IT COSTS TAXPAYERS			XX	XX	XX	X	XX	X	XX	XX		XX
Ad#1B IT COSTS OREGONIANS			XX	XX	XX	X	XX	X	XX	XX		XX
Ad#2A IT'S ADDICTIVE		XX	X	XX	XX	XX	XX	X	XX	XX		X
Ad#2B IT'S ADDICTIVE											X	
Ad#3 IT'S NOT SO NATURAL		XX	X	XX	XX	XX	XX	X	XX	XX		XX

ADS		Youth School PTA	Church	Colleges	Parents Grand-parents	Health Clinics Hospital	Gov't Police Juvenile	Sports & Rec	General Voters & Business	Social Media (FB)	Billboard	TV & Print News
Ad#4A IT'S HARMFUL TO YOUTH		XX	XX	X	XX		XX	XX	XX	XX		X
Ad#4B IT'S HARMFUL TO YOUTH											XX	
Ad#5 IT IS MANIPULATED			X	X	XX	X	X		XX	XX		X
Ad#6 IT'S HARMFUL TO HEALTH		XX	X	XX	XX	XX	XX		XX	XX		X
Ad#7 IT'S HARMFUL LIKE TOBACCO		XX	X	XX	XX	XX	XX	X	XX	XX		XX

ADS		Youth School PTA	Church	Colleges	Parents Grand-parents	Health Clinics Hospital	Gov't Police Juvenile	Sports & Rec	General Voters & Business	Social Media (FB)	Billboard	TV & Print News
Ad#8A IT LOWERS INTELLIGENCE		XX		XX	XX		X	X	X	XX		X
Ad#8B IT LOWERS INTELLIGENCE											X	
Ad#9A IT LIMITS PERFORMANCE		XX		XX	XX		X	XX	X	XX		X
Ad#9B IT LIMITS ATHLETIC PERFORMANCE		XX		XX	XX		X	XX	X	XX		X
Ad#10A IT IMPAIRS DRIVING		XX		XX	XX	X	XX		XX	XX		X

ADS		Youth School PTA	Church	Colleges	Parents Grand-parents	Health Clinics Hospital	Gov't Police Juvenile	Sports & Rec	General Voters & Business	Social Media (FB)	Billboard	TV & Print News
Ad#10B IT IMPAIRS DRIVING											XX	
Ad#11 IT'S NOT POPULAR (11 th grade)		XX			XX		X	X	X	XX		X
Ad#12 IT'S NOT POPULAR (8 th grade)		XX			XX		X	X	X	XX		X
Ad#13 IT HARMS THE ENVIRONMENT		X	X	XX	XX		XX	X	XX	XX		X
Ad#14 IT'S NOT NECESSARY		X		XX	XX	XX	X		XX	XX		X

ADS	Youth School PTA	Church	Colleges	Parents Grand-parents	Health Clinics Hospital	Gov't Police Juvenile	Sports & Rec	General Voters & Business	Social Media (FB)	Billboard	TV & Print News
Ad#15 IT COSTS SOCIETY 		XX	XX	XX	X	XX	X	XX	XX		XX
Ad#16 IT'S NOT AN APPROVED MEDICINE 	XX	X	XX	XX	XX	X	X	XX	XX		X

Ads available in Spanish

LEGEND

X: Recommended

XX: Strongly Recommended

___: If empty, not recommended as a target audience

Another strategy to roll out the Marijuana Educational Ads is to display 4 ads at a time with a balance of the categories, and change ads every 3 months. (This is an alternative option, but not required)				
Category	Start with... Group 1	Then... Group 2	Then... Group 3	Last... Group 4
Youth-related ads	Ad #4A or 4B	Ad #8A or 8B	Ad #11	Ad #12
Health-related ads	Ad #7	Ad #6	Ad #16	Ad #14
Cost-related ads	Ad #2A or 2B	Ad #3	Ad #1A or 1B	Ad #15
Harm-related ads	Ad #9A or 9B	Ad #10A or 10B	Ad #5	Ad #13