



**Marijuana Education & Prevention
Playbook**

INTRODUCTION

With retail marijuana legal for adults 21+ in Colorado, youth prevention is critical in helping the young people of Colorado avoid the health risks, as well as the legal and academic consequences, associated with using retail marijuana before age 21.

The Colorado Department of Public Health and Environment (CDPHE) recognizes that retail marijuana youth prevention is a complex, but necessary undertaking. With this in mind, CDPHE has developed suggested activities and resources, available in the accompanying digital asset kit, to help you implement retail marijuana youth prevention efforts in your community.

How to Use this Playbook

This playbook has been created to provide ideas and step-by-step instructions to help you conduct outreach in your community. Using the resources in the digital asset kit, you can implement any of the suggested activities in any order and at any time to support your youth prevention outreach efforts.

If you have any questions about how to use this playbook to help you implement retail marijuana youth prevention efforts in your community, please contact Erin Flynn, CDPHE Marijuana Education and Youth Prevention Coordinator, at erin.flynn@state.co.us.

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SUGGESTED ACTIVITIES – SHARE THROUGH SOCIAL MEDIA

Facebook

Facebook has more than 1.5 billion monthly users who spend an average of 40 minutes per day browsing posts, images and videos in a casual format. Additionally, approximately 80 percent of adults ages 18 – 49 use Facebook. This is a great place to reach the adults that youth trust and respect in your community and begin to educate them about how to talk with youth about underage retail marijuana use.

The following is a sample Facebook post:



Starting a conversation with youth about retail marijuana can feel awkward, but don't let awkward get in your way. Get tools and tips for talking to youth at GoodToKnowColorado.com/talk, so you can help them keep marijuana from getting in their way.

GoodToKnowColorado.com/talk



The image is quick and to the point, while the supporting copy tells a little more about the intent of the post. This gives the audience enough information to pique their interest since you have less than eight seconds to grab the reader's attention. A strong Call To Action (CTA) and a link provide a place for the audience to go to for additional information. This last step is very important to ensure you are delivering a great user experience and providing further engagement.

For more posts, reference the Social Content document in your digital asset kit.

For specific instructions on how to post to Facebook, reference the How To Guide on page 12.

Twitter

Most users turn to Twitter to get the news on current trends and connect with new ideas and people. Twitter allows users to easily uncover ideas and information, whether it's from a specific source or through a key term in the form of a hashtag. Because it is easier to find information and users are more willing to connect with people and brands they aren't familiar with, putting out our messages on Twitter allows us to spark a larger conversation with community members who are not directly connected.

The following is a sample Tweet:

 **Good To Know** @goodtoknowco 16 Aug 2016
Talking with youth about retail marijuana might feel awkward, but don't let awkward get in your way, visit GoodToKnowColorado.com/talk



← ↻ 219 ❤️ 233 ⋮

The image should be engaging but also succinct, and the copy should support the goal of the tweet. If you want the viewer to learn more on a subject you should include a website link. If you want to make sure your tweet is visible to a general conversation on a topic, you should include a hashtag. But remember to keep your communication short and sweet – you are only allowed a total of 140 characters in a tweet.

For more posts, reference the Social Content document in your digital asset kit.

For specific instructions on how to post to Twitter, reference the How To Guide on page 17.

Instagram

Instagram began as a photo-sharing platform for friends and families, but today has grown into an effective way for users to engage with brands. In fact, Instagram user engagement significantly outperforms any other social network with an average engagement rate of 4.21 percent, largely due to the visual nature of the platform. With more than 300 million users and climbing, Instagram provides authentic opportunities for users to experience their favorite brands.

The following is a sample Instagram post:



Instagram is a visual platform. It is important that the content and message you share is rooted in a strong image or photo. Unlike Facebook and Twitter, website links are not available in an Instagram post, however you can use hashtags.

For more posts, reference the Social Content document in your digital asset kit.

For specific instructions on how to post to Instagram, reference the How To Guide on page 20.

Share Our Video On Social Media

In general, video is a highly engaging type of content in social. Between April 2015 and November 2015, the amount of average daily video views on Facebook doubled from four billion video views per day to eight billion. Allowing for more compelling and richer storytelling, videos have the most engagement of all forms of content on the web. CDPHE will be providing video assets for you to use and post later this year.

For specific instructions on how to post video, reference the How To Guide on page 21.

SUGGESTED ACTIVITIES – CONNECT IN THE COMMUNITY

Reach Out to Youth Leaders

Youth leaders serve as critical role models in the lives of young people enrolled in their programs. Often, the adults who serve as employees and volunteers in these organizations form a unique bond with youth in their care, and are able to connect from a place of influence and trustworthiness.

With tools and information on retail marijuana youth prevention, they can impact and inform interactions with youth in these programs. When youth leaders become familiar with these resources, they will be better equipped to help youth consider the reasons not to engage in retail marijuana use before age 21.

Think about potential youth programs in your community. Do you have contacts at any of these organizations? Would he/she be able to connect you with the organization's leadership? Or, do you need to do some research to identify the best person to contact?

Potential youth programs in your community may include:

- Boys & Girls Club chapters
- YMCA chapters
- Boy Scout / Girl Scout Troops
- Church youth organizations
- Youth summer camps
- Rocky Mountain Youth Corps
- After school programs
- Junior Achievement courses

The first step to engage youth leaders is to identify organizations in your community. Reach out to them via email or a phone call, and ask to set up a time to present the youth prevention efforts to key contacts on the leadership team. Using the PDF presentation and talking points included in the digital asset kit, give a presentation and address any questions they may have. Then, ask them to conduct an informational session or training about youth prevention with their volunteers and employees. We also recommend printing or sharing the information sheets files included in your digital asset kit as a leave behind during any of these presentations.

Talk with Coaches

We all know that coaches can be a highly influential part of their student athletes' lives. Coaches naturally hold a place of authority, which makes them ideal influencers when it comes to potentially talking about the impact that youth retail marijuana use can have on their athletes' lives.

By educating coaches on essential elements of our youth prevention efforts, they are better equipped to have open, informed conversations with their athletes about the reasons to not engage in retail marijuana use before age 21. Coaches and their athletes must be aware of the influence youth retail marijuana use has not only on athletic performance, but also on participation eligibility and financial aid qualifications.

Think about the athletic organizations in your community. Do you have contacts at any of these organizations? Would he/she be able to connect you with the organization's leadership? Or, do you need to do some research to identify the best person to contact?

Potential youth athletic programs in your community may include:

- City or county recreational leagues
- Recreational center leagues
- After school organizational sports
- Junior or competitive leagues
- Travel leagues
- Schools (could be combined with educator outreach)

Start to engage coaches by connecting with the athletic organizations or programs in your community. After connecting with them via email or a phone call, set up a time to present the youth prevention presentation to their key contacts (such as league administrators, presidents, or organizers). The PDF presentation and talking points included in the digital asset kit can support you in this effort.

After you have conducted your presentation, address any questions they may have and ask to conduct an informational session or training about youth prevention to the coaches in their organization. Don't forget to print or share the information sheets files included in your digital asset kit as a leave behind during any of these presentations.

Inform School Leaders

Today's average middle school student spends between 900 – 1,000 hours per year in the classroom. With this level of daily interactions, teachers, principals, guidance counselors, school nurses, safety resource officers and school administrators are critical influencers in the lives of the youth at their school.

By educating school leaders, we are able to impact and inform their interactions with youth. By familiarizing themselves with our resources, they can have open, effective conversations about the reasons not to engage in retail marijuana use before age 21. It is important that youth are aware of the influence underage retail marijuana use has on brain development, as well as the legal consequences and academic considerations such as the loss of financial aid.

To reach educators, we recommend you reach out to principals at the schools in your community as a first step. By connecting with the head of the school, he or she will be able to determine the best approach for that particular school. Some may feel that a presentation during an in-service day is the best approach, while others would prefer to include information in a teacher-oriented newsletter. Additionally, this will allow you to reach beyond educators and also involve school nurses, guidance counselors, administrators, etc.

Start by reaching out to the school principal via email or a phone call, and ask to set up a time to present the youth prevention efforts to them and other school leaders. Using the PDF presentation and talking points included in the digital asset kit, conduct the presentation and address any questions they may have.

Then, ask them to conduct an informational session or training about youth prevention to educators and administrators at their school. You can also print or share the information sheets files included in your digital asset kit as a leave behind during any of these presentations.

Educate Parents / Guardians

In many ways, healthy habits start at home. This is why parents and guardians are key players in our youth prevention efforts. We know one of the best ways for youth to receive crucial information on the health effects and legal consequences of retail marijuana use is from caring adults they know and trust.

Our youth prevention resources include information on health effects, age-appropriate talking points, and legal and academic consequences. It is important to equip parents and guardians with the information they need, so they can rely on facts and not fear tactics when it comes to talking to their children about not using retail marijuana before age 21.

Start by identifying potential parent groups, programs, or organizations in your community. Do you have contacts at any of these organizations? Would he/she be able to connect you with the organization's leadership? Or, do you need to do some research to identify the best person to contact?

Potential parent programs in your community may include:

- Local PTA
- Mom's clubs
- Recreation center programming
- Parent support groups
- Church groups

Start by identifying the key parent organizations or groups in your community and reach out to them via email or a phone call. Request to arrange a time to present to their leadership team regarding your youth prevention efforts. Next, using the PDF presentation and talking points included in the digital asset kit, conduct the presentation and address any questions they may have.

As you wrap up, ask them to conduct an informational session or training about youth prevention to parents in their group. You can print or share the information sheets included in your digital asset kit as a leave behind during any of these presentations.

SUGGESTED ACTIVITIES – SPREAD THE WORD

Share the Webinar With Your Coworkers

Research shows that when the source of information is a friend or coworker, it is perceived as more credible. By sharing the CDPHE retail marijuana youth prevention webinar with others in your organization, you can help educate about the Good To Know campaign and the resources available to others who can make an impact in your community.

To share the webinar with your coworkers, visit Good To Know's community partners page: www.GoodToKnowcolorado.com/community-partners.html

Add a Link to GoodToKnowColorado.com/talk on Your Website

As an authority in your community, you have built relationships with members who frequent your website and use it as a source of reliable information. By posting GoodToKnowColorado.com/talk on your site, you can help distribute our messages to other critical influencers in your community. A direct link to our website will guide them to additional information about retail marijuana youth prevention and help equip them with the tools needed to navigate through conversations about marijuana with the youth in their lives.

Include a Newsletter Article in an Upcoming Issue Or On Your Blog

You are viewed as a credible and trustworthy source of information about topics of interest to your readers and subscribers. Your organization may use a blog or newsletter to inform others in your community about current initiatives, events, research and other relevant information related to your mission. By including our newsletter article on one (or more) of these channels, you will not only inform your readers, but also help reach and engage adults who may not be familiar with the educational tools and resources available from the Good to Know campaign.

A newsletter article has been included in your digital asset kit for your convenience.

Submit a Letter to the Editor

Letters to the editor are a useful tactic to align with important local issues. They allow you to reach a large audience and bring awareness to a particular issue or generate community discussion. By submitting a letter to the editor of your local paper highlighting the importance of retail marijuana youth prevention, you can instigate a call to action among readers to get involved in your efforts.

Letter to the Editor Best Practices:

- **Follow Trends and Be Timely:** The best letters are those that are in response to an article in the paper or an overarching local trend. Many papers will even request that you reference the specific article in your letter.
- **Follow the Submissions Guidelines:** Each paper has its own specifications for accepting letters to the editor. Be sure to follow these guidelines, or your letter may be disqualified. Typically these guidelines include word limits and require your contact information.
- **Share your expertise:** Mention your relevant qualifications to establish authority on the topic you are addressing.
- **Keep it short and concise:** In addition to adhering to word count limits, aim to keep your letter as short and concise as possible, while including relevant facts and local connections.

A sample letter to the editor has been included in your digital asset kit for your convenience.

Host a Community Presentation to Engage Parents

Many people in your community may be looking to you to provide expertise on the topic of retail marijuana youth prevention and to provide information and insights on how to protect themselves and the youth in their lives. By hosting an open forum or presentation, you can bring awareness to this critical topic and the numerous resources available.

Think about the opportunities for community gatherings. Could you host a presentation at a local recreation center, library or even coffee shop? Are there town hall meetings that you could attend and make people aware of a community discussion? These are ideal starting points for organizing a presentation in your local community.

To build your community presentation, use the Presentation and Talking Points included in your digital asset kit.

HOW TO: USE FACEBOOK AS A PAGE ADMINISTRATOR

How to Access Your Page:

1. Log in to Facebook
2. Click on the triangle button in the top right corner next to the globe button
3. Select Manage page or click on the name of the page you wish to manage if it pre-populates (See *Figure 1*)

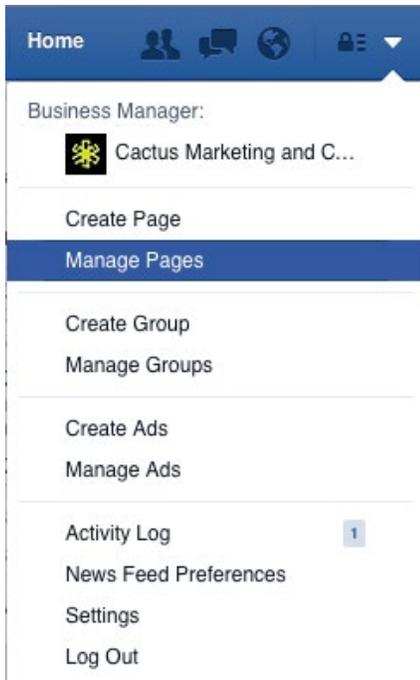


Figure 1

4. When your profile picture changes in the status box to that of your page, this indicates you are now posting, commenting, and liking as your page (See *Figure 2*)

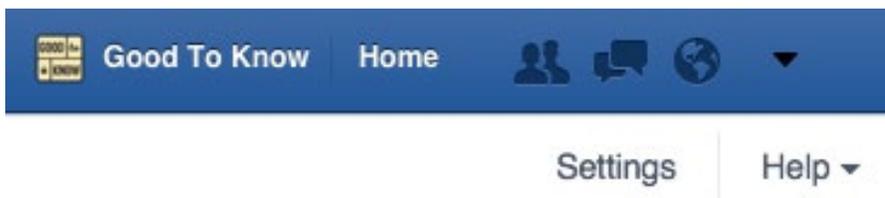


Figure 2

5. To switch back to your personal account, click the triangle in the top right corner next to the globe icon
6. Select "Use Facebook As (your personal account name)" (See *Figure 3*)

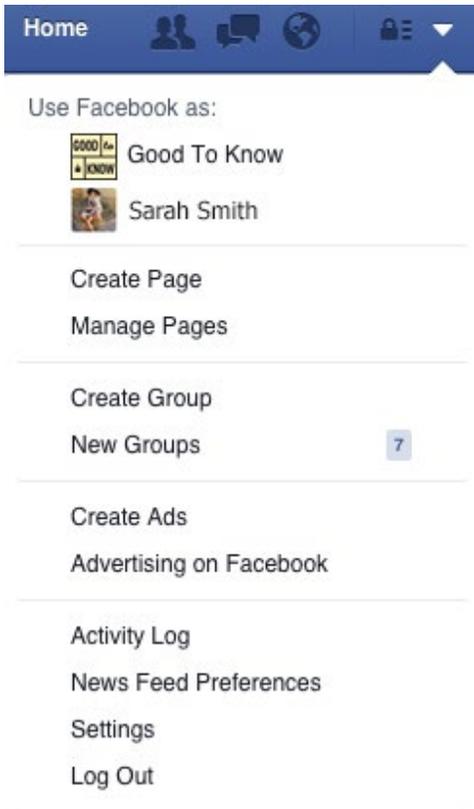


Figure 3

Brands have two ways to manage their page content—via their personal account or through Facebook Business Manager. We'll walk through both scenarios in case you use one or the other.

Managing Pages from Your Personal Account:

Most pages will likely be managed by accessing Facebook via your personal account. As such, it's crucial to ensure that you are posting, liking, or commenting on behalf of the page that you are using (and not posting, liking, or commenting as yourself). Outlined below are steps to ensure your activity is reflected on behalf of your page.

How To: Like Or Comment On Posts As Your Page:

Option 1: Use Facebook as Your Page

1. Follow the steps on Page 12 to manage your page
2. By default you should be "logged in" as your page to begin liking or commenting on posts as your page
3. Begin commenting and liking on posts

Option 2: Like or Comment on A Specific Post

If accessing your page without first following the steps outlined on Page 12, please refer to the instructions below to ensure you are not posting as yourself.

1. In the bottom right corner of a post, confirm whether your profile photo or your page profile photo appears
2. If your profile photo appears, click on the triangle button next to your profile picture
3. Click on the name of the page you want to like or comment as (See *Figure 4*)
4. Write a comment and it will appear as if it was posted by your page
5. If you wish to return to commenting from your personal account, click on the triangle icon again to switch back to your personal account



Figure 4

How to Post a Status from your Page:

1. Follow the steps on Page 12 to manage your page
2. Type copy in the text status box
3. If you post a link, an automatically generated image will appear
4. Once the link is generated, you can delete the URL from the text box (the link preview will remain in your post and can be clicked)
5. Click "Publish"

How to Upload a Photo:

1. Save the image to your hard drive
2. Follow the steps on page 12 to manage your page
3. Type supporting copy in the Facebook status bar
4. Click "Add photos your post" (camera button)
5. Click "Publish"

How to Post a Link and a Photo:

1. Paste in the link after the copy
2. Once the link is generated, you can delete the URL from the text box (the link preview will remain in your post and can be clicked)
3. An image may pre-populate. You can leave as-is, or replace the image by selecting the "plus" sign below the link preview
4. Unselect the original image from below the link preview so that only your new image is selected
5. Click "Publish"

NOTE: You have the ability to upload multiple images with your link. Each image will show the link preview below it and will appear as a carousel to page fans. (See *Figure 5*)



Figure 5

How to Tag Good to Know in a Post:

1. Follow the steps on Page 12 to manage your page
2. In the post text box, type an "@" symbol followed by "Good to Know"
3. Select "Good to Know" from the drop down list (See Figure 6)
4. The page is now "tagged" in your post and linked to your content

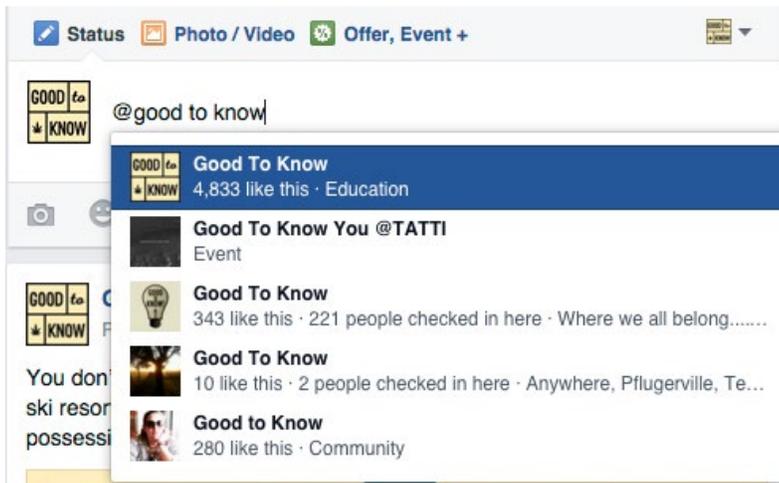


Figure 6

NOTE: Some pages may be managed through Facebook's Business Manager. Managing business pages through that tool will follow the same processes outlined above.

Best Practices for Facebook Posts:

- Include a photo: Posts with photos get the most engagement (87% interaction rate vs. 2% for a text-only post).
- Include relevant links with photos to increase engagement.
- Use optimal image sizes (width): 720 pixels, 960 pixels, or 2048 pixels.
+ When uploading a 2048px image, select the "High Quality" option.
- Make sure the file size is less than 100KB to avoid compression.
- .JPG is the best format for photographs.
- .PNG is best format for graphic design images (information sheets, charts, etc.).
- Determine the best time to post for YOUR audience:
 1. Log in to manage your page
 2. Click "Insights" at the top of the screen
 3. Click "Posts"
 4. Click "Reach" to sort the posts from highest reach to lowest
 5. Note the day and time the posts with the most reach and engagement were published
 6. Use this information when scheduling posts to maximize organic reach and engagement

HOW TO: POST ON TWITTER

How to Post a Tweet:

1. Log in as the Twitter account you wish to post from
2. Type copy in the text box at the top of the screen (see *Figure 1*)
3. Monitor the character count indicator to make sure your Tweet is 140 characters or less
4. Click "Tweet"

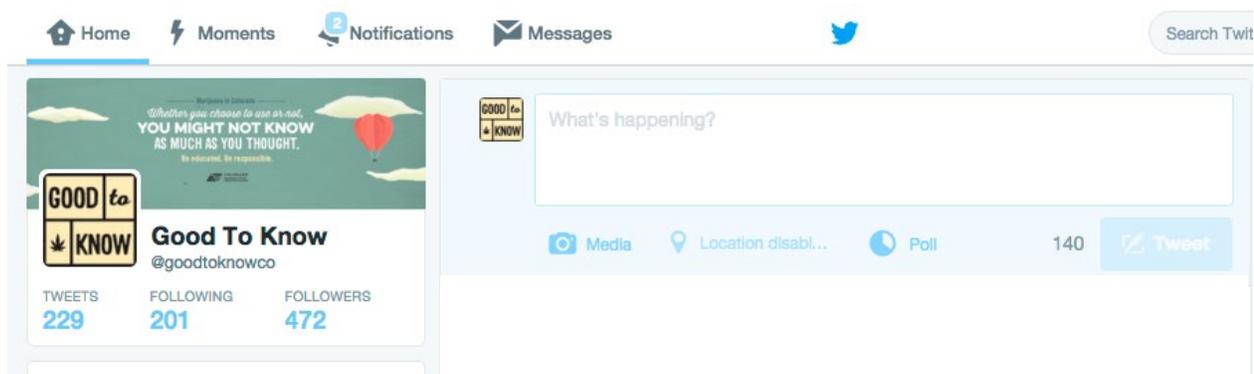


Figure 1

How to Tag Good to Know in a Tweet:

1. Log in as the Twitter account you wish to post from
2. Type copy in the text box at the top of the screen (see *Figure 2*)
3. Monitor the character count indicator to make sure your Tweet is 140 characters or less
4. Type "@goodtoknowco" to tag the Good To Know page
5. Click "Tweet"



Figure 2

How to Share a Photo:

1. Save the photo to your Hard drive
2. Log in to the Twitter account you wish to use
3. Click "Media" (camera button)
4. Upload the photo
5. Type supporting copy in the text box at the top of the screen
6. Monitor the character count indicator on the bottom right of the text box to make sure your Tweet is 140 characters or less
7. Click "Tweet"

How to Tag Good to Know in a Photo:

1. Log in to the Twitter account you wish to use
2. Click "Media" (camera icon)
3. Upload the photo
4. Click "Who's In this Photo?" (see Figure 3)
5. Type "Good To Know" or "@goodtoknowco" (Tags in photos aren't included in the character count)
6. Type supporting copy in the text box at the top of the screen
7. Monitor the character count indicator on the bottom right of the text box to make sure your Tweet is 140 characters or less
8. Click "Tweet"



Figure 3

How to Retweet a Tweet:

A Retweet is a re-posting of another user's Tweet. The Retweet will appear on your profile and be visible to your followers. You can either simply share the user's Tweet, or you can share and add your own comment.

1. Click the Retweet button  at the bottom of the Tweet you wish to share with your followers
2. A pop-up window will appear with the selected Tweet
3. Click "Retweet" if you just want to share the Tweet with your followers
+ If you want add your own comment to the user's Tweet, type the text into the box above the original Tweet.

How to Reply to a Tweet:

A reply is a custom response to another user's Tweet.

1. Click the Reply button  at the bottom of the Tweet you want to reply to
2. A Tweet box will pop up with the @username of the account you are replying to added at the beginning of the Tweet
3. Type your reply
4. Click "Tweet"

Best Practices for Tweeting:

- Tweets with photos get 35% more retweets than text only Tweets.
- Tweets with videos get 28% more retweets than text only Tweets.
- Tweets can only be 140 characters.
- Punctuation and spaces take up characters (Example: One space = one character used).
- Links take up 23 characters (regardless of how long original link is).
- Videos and photos take up 24 of the 140 characters.
- Use bitly.com to shorten links and track clicks.
- Upload associated photos/videos and links before typing supporting copy to see how many characters you'll have for text.
- If you must start a tweet with a mention, put a period before the account name so it is visible to your followers (Ex: .@goodtoknowco instead of @goodtoknowco).
- Use hash tags (#) when relevant at the end of a Tweet to maximize organic impressions and engagement (Ex: #goodtoknow or #marijuana).
- Up to four photos can be uploaded in a single Tweet. This will take up 24 characters.
- Optimal photo size, to look best in the in-stream preview, is 880 x 440 pixels.

HOW TO: POST ON INSTAGRAM

*As of February 2016, it is only possible to post on Instagram from a smartphone.

How to Post an Image:

1. Save the image to your phone's camera roll
2. Log in to Instagram on your phone
3. Press the camera button at the bottom of your screen
4. Select the photo you want to share from the library, or press "Photo" to take a picture in the app
 - + If the image is not square, press the button with two arrows under the photo on the left side to make the entire image fit.
5. Press "Next" in the top right corner
 - + Edit the photo to meet your visual preferences
6. Press "Next"
7. Type supporting copy in caption box
8. Include any relevant hashtags (Ex: #goodtoknow or #colorado)
9. Press "Share"

How to Tag Good to Know on Instagram:

Option 1: After uploading a photo or video, type @goodtoknowco in caption box along with supporting copy

Option 2:

1. After uploading a photo or video, press "Tag People" button below the caption box
2. Press any spot in the photo
3. Type "goodtoknowco" in the search bar
4. Press "Done" in the top right corner
5. Press "Share"

Best Practices for Instagram posts:

- Optimal Image size is 510 x 510 pixels.
- Use relevant hash tags, and use them sparingly (3-5 per post).
- Avoid over-editing photos (filter strength can be adjusted by pressing on a filter and sliding the circle on the line).
- Post high-quality, well-lit photos
- Video length must be between 3 and 15 seconds.
- Only .MOV video files are supported.

HOW TO: SHARE A VIDEO ON SOCIAL MEDIA

On Facebook:

1. Download the video file to your hard drive
2. Login to the page you manage
3. On the status box, click "Photo/Video"
4. Click "Upload Photo/Video"
5. Type supporting copy in the text box
6. Type video name in "Title" text box if applicable
7. Click "Publish"

Video Best Practices for Facebook:

- Video will automatically play in the newsfeed (default setting).
- Autoplay results in 56% more views.
- Ideal video length is 30 seconds or less.
- Viewership falls off after the first 10 seconds, so the shorter the better.
- Only views of at least 3 seconds count as a "video view".
- Videos should make sense without sound, as videos are muted unless a user clicks on it.
- Select a "Custom Thumbnail" featuring an exciting frame to grab attention.
- .MP4 video format is recommended.

On Twitter:

1. Save the video to your hard drive
2. Log in to the Twitter account you wish to use
3. Click on the status box
4. Click "Media" (camera button)
5. Upload the video
6. Type supporting copy in the text box
7. Click "Tweet"

Video Best Practices for Twitter:

- Videos that feature people in the first seconds are twice as likely to be clicked on.
- .MP4 and .MOV file types are supported.
- Video must be 30 seconds or less.
- Max of 512MB file size
- Video will play automatically (default setting).

On Instagram:

1. Save the video file to your phone.
2. Log in to Instagram on your phone
3. Press the camera button at the bottom of your screen
4. Select the video from the library or press "Video" to film one with the app on your phone
5. Press "Next" in the top right corner
6. Apply a filter to the video if desired
7. Press the Scissors button to edit the video if it's longer than 15 seconds
8. Press the square button to choose the cover frame
9. Press the audio symbol to toggle sound on and off
10. Press "Next"
11. Type supporting copy in the caption box
12. Press "Share"

Video Best Practices for Instagram:

- Video length must be between 3 and 15 seconds.
- Only .MOV video files are supported.
- Max of 30MB file size

HOW TO: SUBMIT A LETTER TO THE EDITOR

Prepare your letter according to the guidelines outlined by the publication. For your convenience, we have outlined the requirements for major newspapers around the state below. For other publications around the state, reference their Letter to the Editor guidelines. These are typically found under the Opinion section online or in the newspaper's masthead.

The Denver Post

- Word Limit: 150 words
- How to Submit:
 - + E-mail: openforum@denverpost.com (copy text into email body; no attachments)
 - + Mail: The Open Forum, The Denver Post, 101 W. Colfax Ave., Suite 600, Denver, CO 80202
- Guidelines: Letters must include full name, home address and day and evening phone numbers. Letters may be edited for length, grammar and accuracy.

Colorado Springs Gazette

- Word Limit: 200 words
- How to Submit:
 - + Email: opinion@gazette.com (copy text into email body; no attachments)
- Guidelines: All letters must include the author's full name, address and daytime phone number for verification. No letters from anonymous authors or those using pen names will be considered. The Gazette reserves the right to edit submissions for length, taste and clarity.

Fort Collins Coloradoan

- Word Limit: 350 words
- How to Submit:
 - + Web form: <http://static.coloradoan.com/opinion-submissions/>
 - + E-mail: Opinion@coloradoan.com
- Guidelines: Please include your first and last name, city of residence and contact information. Contact information will not be published. You are also required to submit a high-resolution photo that clearly features your head and face. You must include sources (either a URL or by naming the source) for factual assertions in all submissions.

The Daily Sentinel, Grand Junction

- Word Limit: 300 words
- How to Submit:
 - + Email: letters@gjsentinel.com
 - + Mail: Letters to the Editor, The Daily Sentinel, P.O. Box 668, Grand Junction, CO 81502
- Guidelines: Letters must include your name, address and telephone number.

The Daily Camera, Boulder

- Word Limit: 300 words
- How to Submit:
 - + Email: openforum@dailycamera.com (copy text into email body; no attachments)
- Guidelines: Name, full address and daytime phone required; No anonymous or "open" letters; No name-calling or ad hominem attacks; Timely topics of local interest are given first preference. All letters are subject to editing.

The Durango Herald

- Word Limit: 350 words
- How to Submit:
+ Web form: <http://forms.bdmedia.com/index.php?template=lettersToTheEditorDH&wrapper=html>

Longmont Times Call

- Word Limit: 300 words
- How to Submit:
+ Web form: <http://pmpfb.com/machform/view.php?id=61405>
+ Mail: Open Forum, P.O. Box 299, Longmont, CO 80502
- Guidelines: Letters must be signed with a first and last name. They do not publish anonymous letters, poetry, letters signed with a pseudonym, open letters, letters addressed to a third party or letters promoting a particular business or personal matter. For purposes of verification, your address and daytime telephone number must be furnished, although this information is not published.

Pueblo Chieftain

- Word Limit: 300 words
- How to Submit:
+ Web form: <http://forms.chieftain.com/letter/>
- Guidelines: Letters must include the author's full name, address and telephone number for authentication. No anonymous letters will be published. The Pueblo Chieftain reserves the right to edit letters to length, taste and clarity.

MORE RESOURCES

In addition to the materials available in the retail marijuana youth prevention digital asset kit, there are a number of other resources that can inform your youth prevention efforts.

- Find sharable fact sheets and information about tips, laws, and more on the Colorado Department of Public Health and Environment's marijuana page: www.colorado.gov/marijuana
- Additional community partner resources, including helpful files such as FAQs, logo files, fact sheets and more, are available: www.goodtoknowcolorado.com/community-partners.html
- This information is also available through our Spanish-language campaign, Marihuana En Colorado: www.MarihuanaEnColorado.com
- Speak Now Colorado has great resources available about talking to kids about a variety of tough topics: www.speaknowcolorado.org