

Colorado Department of Public Health and Environment
Good To Know Campaign – Youth Prevention
Frequently Asked Questions About the Youth Retail Marijuana Prevention Campaign for Trusted Adults

Q. How does CDPHE plan to address the legal consequences and health effects of retail marijuana use by youth under the age of 21?

A. To address the legal consequences and health effects for youth who use retail marijuana before the age of 21, CDPHE is leveraging the adults who youth trust and respect to deliver the factual information.

Adults who have close interactions with youth can help them make healthy choices. The [2015 Healthy Kids Colorado Survey](#) showed that adults who youth trust and respect can help reduce youth marijuana use. The study found:

- If a parent feels like underage retail marijuana use is wrong, their children are four times less likely to use marijuana.
- Youth who have clear family rules are 1.7 times less likely to use.
- Youth who can ask a parent/guardian for help are 1.6 times less likely to use marijuana.
- Youth who agree that teachers care and encourage them are 1.7 times less likely to use.

This is why it is so important to empower parents and other trusted adults with the tools and resources they need to talk with youth about not using retail marijuana before age 21.

However, we also know that youth feel a lot of these adults are “out of touch” when it comes to marijuana. In response, CDPHE has developed resources to educate and inform these adults, empowering them to have fact-based, open and interactive conversations with youth. More information can be found at GoodToKnowColorado.com/talk.

Q. Who is this campaign for?

A. CDPHE created this campaign for any adult – parents, educators, coaches, mentors, youth leaders, family members – with a positive influence in the lives of youth around our state. Adults who have close interactions with youth can help them make healthy choices by having open conversations about the risks of using retail marijuana before the age of 21.

Q. How can adults help keep the youth in their lives from using retail marijuana before age 21?

A. It all starts with open, informed conversations. But, talking to youth about not using retail marijuana before age 21 can be a new and challenging topic for many adults. To overcome this challenge, CDPHE has developed resources at GoodToKnowColorado.com/talk that provide adults with the facts, tips and tools to start this conversation.

Knowledge of the laws and health effects of retail marijuana empowers all Colorado residents, especially the adults that youth trust and respect, to speak with confidence and begin these important conversations with the young people in their lives.

Q. What are some of the key things that adults need to know to help prevent youth from using retail marijuana?

A. The GoodToKnowColorado.com/talk site includes key information and resources, including:

- Tips for how to talk with youth at different ages
- Tips for teachers and coaches to speak with the youth they serve
- Information on the legal consequences of using retail marijuana before age 21, including Minor in Possession charges, loss of financial aid or employment, and being removed from sports teams or extracurricular activities
- Information on the health effects of using retail marijuana before age 21, including difficulty learning, memory issues, negative impacts on athletic performance, and impaired judgment

- Marijuana 101 information, including today's methods of consumption and slang terms so adults can familiarize themselves with the different ways youth use and talk about marijuana

Q. Can adults really make a difference in whether youth use retail marijuana before the age of 21?

A. Parents and other adults that youth trust play an essential role in encouraging youth not to use retail marijuana before the age of 21. The recent [2015 Healthy Kids Colorado Survey \(HKCS\)](#) found that:

- If a parent feels like underage retail marijuana use is wrong, their children are four times less likely to use marijuana.
- Youth who have clear family rules are 1.7 times less likely to use.
- Youth who can ask a parent/guardian for help are 1.6 times less likely to use marijuana.
- Educators and other trusted adults make a difference too. Youth who agree that teachers care and encourage them are 1.7 times less likely to use.

Q. How can adults get more involved with the Good to Know campaign?

A. It's easy! Request to join our [Facebook community](#), download the resources at [GoodToKnowColorado.com/talk](#) and/or contact us for more information. Also, if you use social media, you can find more information on retail marijuana laws and resources by liking and following GoodtoKnowCo on [Facebook](#), [Twitter](#) and [Instagram](#).

Q. Is there a campaign about retail marijuana specifically for youth?

A. "Protect What's Next" is a campaign specifically created for and aimed at youth to remind them that using retail marijuana before age 21 can get in the way of their goals.

CDPHE built the "Protect What's Next" campaign around our research with youth, which showed that the number one deterrent to underage retail marijuana use is the belief that marijuana could keep a young person from achieving his or her goals. While youth didn't always agree that using retail marijuana before age 21 had negative health consequences, they did believe that it can have negative life consequences, such as getting kicked off a sports team, or losing a scholarship.

Whether it affects their grades, their activities, their relationships or something else in their lives, "Protect What's Next" reminds youth that there are things they want for themselves, both in the short and long term, that using retail marijuana before age 21 won't help them to achieve.

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