

Using the Underage Marijuana Use Prevention Ads

Background

In 2012 BestCare Treatment Services prevention staff and the Jefferson County Prevention Task Force (located in Oregon) hosted a statewide Marijuana Summit to share the latest research and develop public education strategies to promote the facts about marijuana. Working with experts in marijuana research, community-based prevention coalitions, and Oregon's Prevention and Treatment Certification Board, BestCare developed research-based advertising messages, tested them on multiple focus groups, and refined the messages based on focus group feedback. Research sources are included on all messages.

The primary target audiences for these messages are middle and high school-age youth and their parents and caregivers. The communications goals are to increase knowledge about the risks of underage marijuana use, and correct misperceptions about marijuana and the number of youth who use it.

To Download Ads

DBHR purchased a license from BestCare to localize ads with Washington State-specific data and resources, and is providing them in printable quality with our online [Underage Marijuana Use Prevention Toolkit](#). These messages, in PDF format, can be used in a variety of ways to reach youth and adults in your community: social media, online ads, posters and other printed materials, billboards and signs.

To Add Your Organization's Logo and/or Print the Ads

- You may use your own graphic design/printing vendor to add your logo and print the ads as posters, billboards or other formats, or you may use BestCare's vendor: www.impactgraphixandesigns.com. Let them know their client files are under BestCare Treatment Services. This vendor also has the original artwork if needed.
- If you are requesting changes to the ads, other than adding your logo, you must get prior approval from BestCare. Contact them at (541) 475-4884.