

Using BestCare's 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 or Order More CDs

DBHR has localized some of the ads with Washington State-specific data, and is providing them in printable quality with our online Underage Marijuana Use Prevention Toolkit. The Toolkit can be downloaded at <http://www.dshs.wa.gov/dbhr/dapreventionpub.shtml>. These messages may 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.

CDs may be purchased from BestCare for \$20.00 (+\$5.00 for shipping & handling). Ads are available in English and Spanish. For ordering details visit www.BestCarePrevention.org.

To Print the Ads

You may use your own printing vendor, or you may contact BestCare's printer for a price quote: www.impactgraphixandesigns.com.

To Add Your Organization's Logo to the Ads

1. You can use your own vendor, or send your logo in Vector format (or in its original software format) to BestCare's vendor. *Note: Any other changes to the artwork require approval from BestCare.*
2. BestCare's vendor is Impact Graphix. Contact them at 541-548-8544 or www.impactgraphixandesigns.com to request a price quote for adding your logo to a CD. Your logo can be added to messages in English and Spanish.