



Community Toolkit

Let's Talk Cannabis Community Toolkit

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Website: www.letstalkcannabisca.com
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Let's Talk Cannabis Community Toolkit

About the Toolkit

The Let's Talk Cannabis Community Toolkit is designed to help you start a conversation in your community about how cannabis (marijuana) affects our bodies, minds and health.

Cannabis is legal under California law and many communities rely on city and county agencies to spread the word about the potential health effects of using cannabis. To support local education and outreach programs, the toolkit provides science-based resources about:

- Protecting the health of pregnant and breastfeeding women, and their babies.
- Preventing accidental poisoning by edibles (cookies, etc.).
- Why using cannabis is risky for youth, including impacts on school success, brain development and mental health.
- The role of parents and mentors in preventing and discouraging underage use.

Who Should Use the Toolkit— County health agencies, WIC programs and other local partners who want to raise awareness about the potential health effects of using cannabis.

What's in the Toolkit— Customizable fact sheets, a media advisory template, information and message points, a data slide deck, a summary of cannabis licensing and regulation and much more. These ready-to-use digital resources can be printed, downloaded, and shared in your community and on social media. Spanish language fact sheets are available. For more information, see the toolkit "Resource List."

It's Easy to Get Involved— Share fact sheets and other toolkit resources with program participants and local partners. For suggestions on how to use toolkit resources see, "Spread the Word!"

Stay Tuned for More Resources! In 2018, look for videos, English and Spanish posters and infographics and targeted campaign materials for youth and other groups.

California Cannabis Laws

Under California's Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA), it is now legal for adults 21 and older to buy and use cannabis (marijuana) without a doctor's recommendation or a county-issued medical marijuana identification card.

MAUCRSA also provides funding for the Let's Talk Cannabis campaign, which was launched by the California Department of Public Health to raise awareness about how cannabis affects the health of Californians, the health effects of overusing cannabis, and legal use. To find out more, visit our website:

[Let's Talk Cannabis
www.letstalkcannabisca.com](http://www.letstalkcannabisca.com)

For information about cannabis regulations, licensing, testing, distribution, retail sale, track-and trace and cultivation contact:

[Bureau of Cannabis Control
https://cannabis.ca.gov/](http://www.bureauofcannabiscontrol.ca.gov)



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Let's Talk Cannabis Community Toolkit

Resource List

Brand Guidelines

1. Approach: Verbal expression and tone
2. Campaign Mission and Audience
3. Usage: Co-branding, branded documents and imagery recommendations
4. Visual Identity: Logo sizing, color palate and typography
 - a. Branded Imagery and Logos (Available Upon Request)

Cannabis Data and Information

1. Cannabis Data and Information Slide-Deck – How to Use Data
2. Let's Talk Cannabis Data Slide-Deck:
 - Existing Population-Based Surveys
 - Self-Reported Cannabis Use in the Past Month -- Aged 12 and Older
 - Perceptions of Great Risk from Smoking Cannabis Once a Month -- Aged 12 and Older
 - Self-Reported Cannabis Use in the Past Month Among 7th, 9th, and 11th Graders
 - Self-Reported Use of Cannabis During Pregnancy
 - Drug Use Diagnosis by Drug Type for California Women at Delivery Hospitalization
 - Emergency Department Visits and Hospitalizations with a Cannabis-Related Diagnosis
 - Drugs Detected among Drivers Testing Positive for Drugs in Fatal Motor Vehicle Crashes
 - Primary Drug Reported at Admission to Publically Funded Substance Use Disorder Treatment Programs
3. Prevalence of Use and Health Consequences (One-pager)
4. Cannabis Public Health Surveillance System: Existing Data Sources (Handout)

Formative Research – Cannabis

1. Phase I: Formative Research Findings

Media and Public Relations

1. Media Advisory Template
2. Cannabis and Health: Information and Message Points
3. Commercial Cannabis FAQs



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Let's Talk Cannabis Community Toolkit

Resource List

Customizable Fact Sheets

1. What's Legal for Adult-Use?(*English*)
2. Frequently Asked Questions – FAQs (*English*)
3. Responsible Use (*English*)
4. Medicinal Use Cannabis (*English*)
5. Medicinal Use Cannabis Penalties (*English*)
6. Adult-Use Cannabis Penalties (*English*)
7. Parents and Mentors (*English*)
8. Pregnant and Breastfeeding Women (*English*)
9. Youth (*English*)
10. Health Care Providers (*English*)

En Español – Visit www.letstalkcannabisca.com

1. ¿Cuál es el uso legal de la marihuana entre adultos?
2. Consumo Seguro y Responsable de Marihuana
3. Preguntas Frecuentes

Stay Tuned for More Resources!

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Let's Talk Cannabis Community Toolkit

Spread the Word!

The Let's Talk Cannabis Community Toolkit includes science-based, digital resources that are ready to download, print, and share. Below are a few suggestions for how the toolkit resources can be used to raise awareness about the potential health effects of cannabis (marijuana). Try the approaches that are best suited for your community!

For more information, see the "Resource List."

Link to the Campaign Website	Post the link to the Let's Talk Cannabis campaign on your agency's website and include the link in the social media messages you send to program participants, staff and local partners: Let's Talk Cannabis www.letstalkcannabisca.com
Engage and Inform	Customize fact sheets with local contact information and use them to inform program participants and partners: • Healthcare Providers • Nutrition programs • Youth programs • School leaders • Community-based organizations • Faith-based organizations
Start a Conversation	Use the media advisory template, information and message points and data slide-deck to initiate a discussion with the wider community: • Alert local media outlets of an event. • Write a newsletter article, letter to the editor or blog. • Make a presentation: – Town Hall Meetings – PTA and School Board Meetings – Youth events – Faith-based events – Employee "brown-bag lunch"

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