

MARIJUANA FACTCHECK

FOCUSED ON FACTS

Simon Dixon • Jeanne Spencer
National Prevention Network Conference 2018



staying up to date
with cannabis and
our kids' health
and safety



Brain
Development



E-cigs &
Vape Pens



IQ



School & Grades



Marijuana FactCheck

A fact-based, informational campaign regarding marijuana, with focus on adolescent health.

Marijuana FactCheck

4 CAMPAIGN COMPONENTS

Marijuana FactCheck

RATIONALE

Marijuana FactCheck

STRATEGIC DIRECTION

Marijuana FactCheck

REGIONAL COLLABORATION

Marijuana FactCheck

TARGET AUDIENCES

Marijuana FactCheck

MESSAGING TONE



staying up to date with cannabis and our kids' health and safety



Brain Development



E-cigs & Vape Pens



IQ



School & Grades



How Strong is It?



ER Visits



High School Graduation

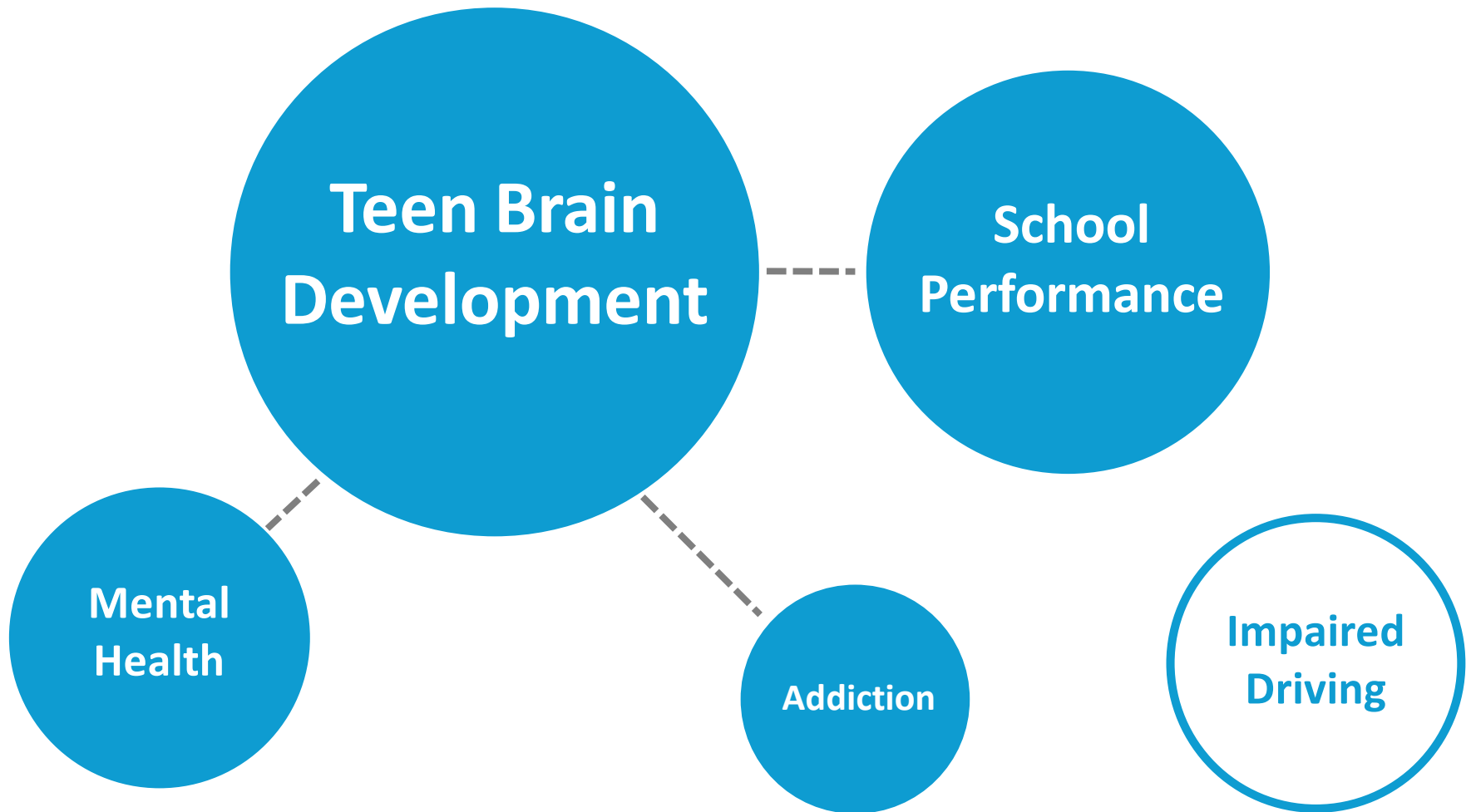


ADHD

Marijuana FactCheck

POSITIONING

CONSENSUS THEMES



TRENDS IN POTENCY & FORM AMPLIFY EFFECTS IN ALL AREAS

Marijuana FactCheck

WHAT IS PLONE?



staying up to date
with cannabis and
our kids' health
and safety



Brain
Development



E-cigs &
Vape Pens



IQ



School & Grades





Lo más reciente sobre el cannabis y la salud y seguridad de nuestros hijos



Desarrollo cerebral



"Bolígrafo vaporizador"



Coeficiente Intelectual (CI)



La escuela y las notas





SCHOOL



How does marijuana affect school life?

WHAT WE KNOW: Since the negative effects of marijuana on teens' attention, memory and learning can linger for days or even weeks, a student who uses frequently may be regularly operating at a reduced mental capacity at school. Marijuana use, especially among young people, has been shown to have a connection to lower grades, skipping classes, studying less, and an increased potential for dropping out. Increasing teen use of vaping and edibles raises the concern of student marijuana consumption while actually on campus. Social life is also affected and teens who use marijuana are less likely to participate in school activities.

WHAT WE'RE WATCHING: The causal relationship between marijuana use and its affect on school life and performance requires further research. However, marijuana users self-report a perceived influence on a variety of poor outcomes and low achievement.



Can cannabis use impact high school completion?



VAPING



What is marijuana vaping?

WHAT WE KNOW: Although often smoked in joints or pipes, more teens are using odorless cannabis vaporizers – or vaping – to avoid inhaling smoke, and also to evade detection of marijuana use. Vaping is done with a handheld, battery-operated pen-like device, which activates the heating and dispensing of THC or other drug source. Vaping pens often look like the e-cigarettes that use nicotine or flavored liquids, but are optimized for cannabis concentrates with THC levels as high as 90%.

WHAT WE'RE WATCHING: High school students report vaping dried cannabis as well as higher-THC products like hash oil and wax, but the rates and long-term effects are still being studied. We also need to learn how to identify and prevent hidden marijuana use by students and youth.



Are e-cigs and vape pens safe to use?

WHAT WE KNOW: These devices are often considered a safer alternative to smoking marijuana. However, experts agree that long-term use of any vaporizing (or e-cigarette) devices may be unhealthy.

EXPLAINER VIDEOS



www.mjfactcheck.org/brain

EXPLAINER VIDEOS



www.mjfactcheck.org/edibles



ABOUT

MARIJUANA FACTCHECK

Everyone wants to make the best and most informed decisions they can, for themselves and their families. But decisions can only be as good as the facts they are based upon.

We've been hearing from a lot of people who would like to see a clear, scientifically-based, unbiased source of information about marijuana and its effects, particularly upon youth. They have found that it can be hard to sort between the information and misinformation swirling around the internet. Here you will find a compilation of the latest findings and research, and we will continue to update the site as new and ongoing studies reach fruition. We encourage you to visit this site on a regular basis, to explore, to share and to have the facts – allowing you to best make the decisions possible for you and your family.

Marijuana FactCheck reviews and tracks verifiable resources via the following criteria:

- ✔ Thorough and significant studies
- ✔ Trustworthy sources: leading institutions, recognized experts and peer-reviewed journal articles
- ✔ As current as possible, conducted within at least the last five years
- ✔ Appropriate sample size, random controls and generalizable data
- ✔ Avoidance of biased sources, out of context reviews or selectively chosen data
- ✔ Transparency about funding and affiliations
- ✔ Considers compiled results of relevant meta-analyses
- ✔ Recognizes limitations that require further study

BROUGHT TO YOU BY

Ventura County Behavioral Health – Project Lead

[Learn about local resources in Ventura County >](#)

Los Angeles County Department of Public Health

[Learn about local resources in Los Angeles County >](#)

Orange County Health Care Agency

[Learn about local resources in Orange County >](#)

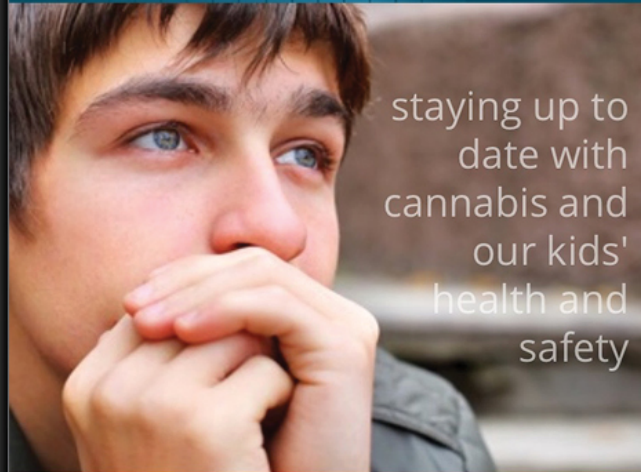
San Bernardino County Behavioral Health

[Learn about local resources in San Bernardino County >](#)



MARIJUANA
FACTCHECK

ESPAÑOL



staying up to
date with
cannabis and
our kids'
health and
safety



Brain
Development





E-cigs &
Vape Pens




ONLINE PROMOTION



Suggested Post




 **Marijuana FactCheck**
Sponsored · 

Important info for parents.



Can edibles send a child to the ER?
Marijuana edibles can look like snacks to children.

[MJfactcheck.org](https://mjfactcheck.org) [Learn More](#)

 Like  Comment  Share

This is a screenshot of a Facebook suggested post. The post is from the 'Marijuana FactCheck' page, which is marked as 'Sponsored'. The text of the post reads 'Important info for parents.' followed by a photograph of a young child with brown hair eating a large, chocolate-covered edible. Below the photo, the post asks 'Can edibles send a child to the ER?' and states 'Marijuana edibles can look like snacks to children.' At the bottom of the post, there is a link to 'MJfactcheck.org' and a 'Learn More' button. The Facebook interface shows 'Like', 'Comment', and 'Share' options at the very bottom.





MARIJUANA FACTCHECK

FOCUSED ON FACTS



EDIBLES

Can marijuana edibles send a child to the ER? The simple answer is *yes*. After recreational marijuana stores opened in Colorado, twice as many children under age 10 went to emergency rooms after consuming marijuana. Almost half of the cases involved kids accidentally eating marijuana edibles.



E-CIGARETTES & VAPING

A safer alternative to smoking marijuana? Experts agree that the simple answer is *no*. It is difficult to measure how much THC is inhaled, and the risk of overusing is high, especially for inexperienced users. Burns and injuries from exploding e-cigs and vaping devices are increasing.



WAX, DABS, OIL

Are they risky? The simple answer is *yes*. "Dabbing," or smoking marijuana extracts commonly known as wax, has become more popular because of higher potency. The high potency can lead to more risk of negative or unpredictable side effects.



Visit www.mjfactcheck.org to find out what's true and what's not in the conversation about marijuana.



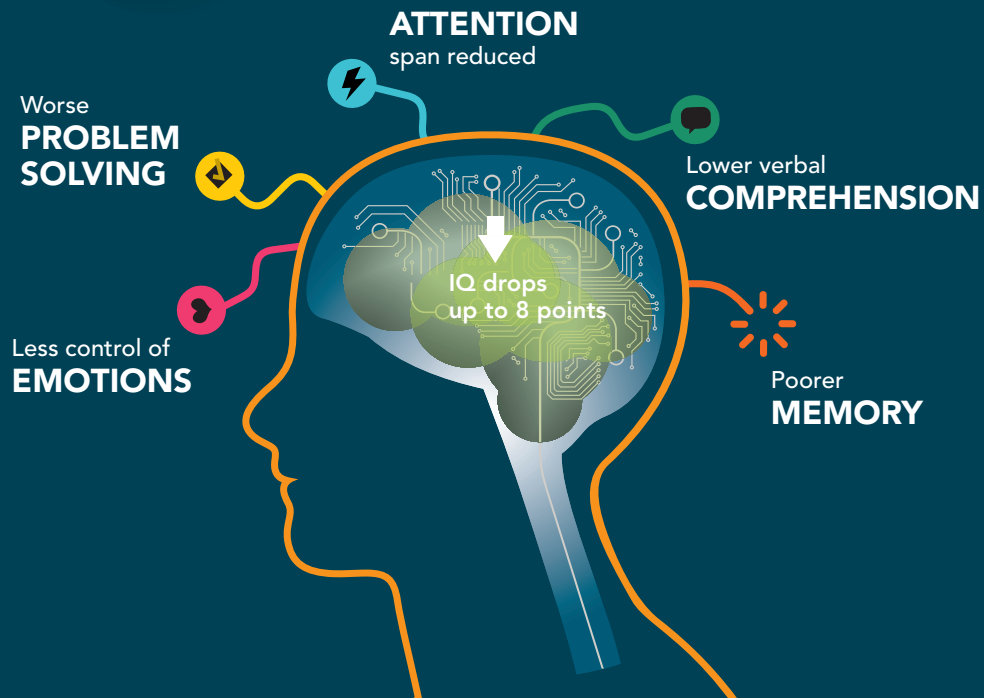
MARIJUANA FACTCHECK

FOCUSED ON FACTS



“Marijuana use by teens has been linked to a permanent decrease in IQ.”

Studies have shown that using marijuana frequently as a teen can lead to impaired brain development. IQ intelligence tests showed scores dropping up to 8 points. IQ did not rise again after stopping use as an adult.
(Source: National Academy of Sciences)



Visit www.mjfactcheck.org to find out what's true and what's not in the conversation about marijuana.

What's safe for teens?



MARIJUANA
FACTCHECK

MJFACTCHECK.ORG



staying up to date
with cannabis and
our kids' health
and safety



Brain
Development



E-cigs &
Vape Pens



IQ



School & Grades



Marijuana FactCheck

FOR MORE INFORMATION:

Janet Kaplan, M.Ed., MA

Senior Program Administrator
Ventura County Behavioral Health
ADP Prevention Services

Janet.Kaplan@ventura.org

(805) 981-8486