



DEPARTMENT OF HEALTH

ADAP Strategy/Activity Planning Tool

STRATEGY	EDUCATION AND OUTREACH TO COMMUNITY ON YOUTH CANNABIS USE PREVENTION
Goal	Reduce cannabis use among persons aged 12 to 25
Evidence based?	No
IOM Category	Universal Indirect
CSAP Strategy type	Information Dissemination

KEY ACTIVITIES:

Description of key activities that should be completed to fully implement the strategy

1. Identify who on your RPP team will take the lead on coordinating information dissemination to the community at large and to parents on the prevention of youth cannabis use.
2. Identify resources and materials to be shared with the community and with parents. Information should be based on the resources listed at the end of the planning tool as well as any other state-developed materials that become available.
3. Share resources and materials through any of the following:
 - social media
 - websites
 - brochures/printed materials
 - print ads
 - public service announcements (PSAs)
 - community events and/or dialogues
4. Share information and written materials with community partners to disseminate to their clients/customers

Additional indicators to be reported to ADAP:

- a. During the past quarter, did you publicize (through brochures, social media, websites, paid ads) information on the risks and/or prevention of youth cannabis use in your community? Note: Please include only information that you disseminated. Earned media such as coverage by local newspapers, television and radio stations should be reported under Regional Capacity Building.
- b. [if yes to above] What types of publicity did you use? (check all that apply)
 - Brochures
 - Community events
 - Print ads
 - Public Service Announcements (PSAs)
 - Social Media
 - Website
 - Other (please specify)
- c. [if yes to a.] What was the source of the materials that you used?
 - Materials provided by VDH
 - Materials provided by SAMHSA, NIDA, or CDC



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- We developed our own materials
- Materials provided by other source (please identify)

Sources for information and materials that can be used in cannabis messaging:

- [ParentUpVT](#)
- [VT Alcohol & Drug Information Clearinghouse](#)
- [SAMHSA](#)
- [NIDA](#)
- CDC
 - [Cannabis Use & Pregnancy](#)
 - [Cannabis Use & Teens](#)
 - [Cannabis Use & Driving](#)
- [Vermont Health Impact Assessment](#)