





# Health Department Cannabis-related Campaigns 2023


## Quick reference for Division of Substance Use (DSU) grantees and partners


This document contains an overview of the Health Department’s cannabis-related campaigns, including audiences of focus, health topics and advertising timing for 2023. Additional messaging is under development. This information is for awareness and message alignment by grantees and partners.

Campaign	Description	Cannabis Focus	2023 Ad Timing
	<b>Let's Talk Cannabis</b> provides science-based information about the health considerations and consequences of non-medical cannabis use to help Vermonters make safe and informed choices. Let's Talk Cannabis has been adapted courtesy of the California Department of Public Health. <a href="https://LetsTalkCannabisVT.com">LetsTalkCannabisVT.com</a>	Cannabis health risk info for: <ul style="list-style-type: none"><li>• Adults</li><li>• Youth</li><li>• Parents</li><li>• People who are pregnant</li><li>• Health care providers</li></ul>	February March April September October November
	<b>ParentUp</b> provides parents and caregivers with tips and resources to help prevent teen substance use and increase awareness around mental health concerns. <a href="https://ParentUpVT.org">ParentUpVT.org</a>	<ul style="list-style-type: none"><li>• Cannabis health risk info for parents</li><li>• Tips for talking with youth about cannabis</li><li>• Treatment access</li></ul>	January February March June July August
 One More Conversation Can Make the Difference	<b>One More Conversation</b> encourages conversations between pregnant people and health care providers around no safe amount of substance use during pregnancy. <a href="https://1MoreConversation.com">1MoreConversation.com</a>	Cannabis health risk info for: <ul style="list-style-type: none"><li>• People who are, or are trying to become, pregnant</li><li>• Health care providers</li><li>• Tips for talking with patients</li></ul>	Spring Summer
	<b>Healthy at Home</b> offers simple steps for storing substances to keep the home, and everyone in it, healthy and safe. <a href="https://healthvermont.gov/HealthyAtHome">healthvermont.gov/HealthyAtHome</a>	<ul style="list-style-type: none"><li>• Safe storage of cannabis</li></ul>	June

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Campaign	Description	Cannabis Focus	2023 Ad Timing
	<p>Hyper-focused* campaign for teens at high risk of cannabis use addressing health impacts, brain development, memory and perception of harm.</p> <p><i>*Intentionally not promoted through Health Department or partner channels</i></p>	<ul style="list-style-type: none"> <li>Cannabis health risk info for teens at higher risk of cannabis use</li> </ul>	<p>June July August</p>
	<p><b>VT Helplink</b> is Vermont's centralized alcohol &amp; other drug information and referral service for people experiencing the challenges of substance use and their loved ones looking for support.</p> <p><a href="https://VTHelplink.org">VTHelplink.org</a></p>	<ul style="list-style-type: none"> <li>Cannabis harm reduction and treatment referrals</li> </ul>	<p>February March September October</p>



### Sharing these messages

1. **Share** posts from Health Department social media channels  
[Facebook.com/healthvermont](https://Facebook.com/healthvermont)  
[Instagram.com/healthvermont](https://Instagram.com/healthvermont)  
[Twitter.com/healthvermont](https://Twitter.com/healthvermont)
2. **Post** links to websites and videos  
[YouTube.com/healthvermont](https://YouTube.com/healthvermont)
3. **Distribute** print materials

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VERMONT ALCOHOL & DRUG INFORMATION CLEARINGHOUSE

**The Vermont Alcohol and Drug Information Clearinghouse (VADIC)** provides professionally designed and printed materials, free of charge.  
[VADIC.org](https://VADIC.org)