






Health Department Cannabis-related Campaigns 2022


Quick reference for ADAP 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 2022. Additional messaging is under development. This information is for awareness and message alignment by grantees and partners.

Campaign	Description	Cannabis Focus	2022 Ad Timing
	<p>Let's Talk Cannabis 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.</p> <p>LetsTalkCannabisVT.com</p>	<p>Cannabis health risk info for:</p> <ul style="list-style-type: none"> - Adults - Youth - Parents - People who are pregnant - Health care providers 	<p>February March June July October November</p>
	<p>ParentUp provides parents and caregivers with tips and resources to help prevent teen substance use and increase awareness around mental health concerns. ParentUpVT.org</p>	<ul style="list-style-type: none"> - Cannabis health risk info for parents - Tips for talking with youth about cannabis - Treatment access 	<p>April May August September</p>
	<p>One More Conversation encourages conversations between pregnant people and health care providers around no safe amount of substance use during pregnancy. 1MoreConversation.com</p>	<p>Cannabis health risk info for:</p> <ul style="list-style-type: none"> - People who are, or are trying to become, pregnant - Health care providers - Tips for talking with patients 	<p>August September</p>
	<p>Healthy at Home offers simple steps for storing substances to keep the home, and everyone in it, healthy and safe. healthvermont.gov/HealthyAtHome</p>	<ul style="list-style-type: none"> - Safe storage of cannabis 	<p>May June</p>
	<p>VT Helplink is Vermont’s centralized alcohol & other drug information and referral service for people experiencing the challenges of substance use and their loved ones looking for support. VTHelplink.org</p>	<ul style="list-style-type: none"> - Cannabis harm reduction and treatment referrals 	<p>March April May</p>

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Campaign	Description	Cannabis Focus	2022 Ad Timing
	Hyper-focused* campaign for teens at high risk of cannabis use addressing health impacts, brain development, memory and perception of harm. <i>*Intentionally not promoted through Health Department or partner channels</i>	- Cannabis health risk info for teens at higher risk of cannabis use	March April October November
TBD	Coming soon... a public-facing campaign that will reach teens regarding cannabis use health impacts, brain development and memory and perceptions of harm.	- Cannabis health risk info for teens	September October November
	Drive Well Vermont is a statewide initiative from the Vermont Agency of Transportation** that encourages safe driving behavior among Vermonters to make our roadways, and all of us, safer. shso.vermont.gov/DriveWellVT <i>**external to ADAP</i>	- Avoid DUI from cannabis use	Ongoing



Sharing these messages







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



VERMONT ALCOHOL & DRUG INFORMATION CLEARINGHOUSE

The Vermont Alcohol and Drug Information Clearinghouse (VADIC) provides professionally designed and printed materials, free of charge.
VADIC.org

2022 Cannabis Marketing Plan*

Campaign	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
												
Hyper-focused teen campaign												
												
												
												
												
												

*Marketing plan based on current funding and contract landscape, subject to change.