



LET'S TALK CANNABIS

Let's Talk Cannabis Partner Resources



AUDIENCE | Adults: 21+ years

Let's Talk Cannabis is a health communications campaign that educates at-risk populations about the health considerations around non-medical cannabis use.

CAMPAIGN OVERVIEW

The Vermont Department of Health has launched the ***Let's Talk Cannabis*** campaign! Help support ***Let's Talk Cannabis VT***, and spread awareness by sharing the campaign on social media.

Below you will find how to quickly and easily share the campaign on Facebook and Instagram.

SHARE ON SOCIAL

[Click here to download all social media images.](#)

The social media assets may be posted on your organization's social pages. Use these guidelines and suggestions when posting:

- DO NOT ALTER THE IMAGES IN ANY WAY. BE SURE TO DOWNLOAD EACH IMAGE (DO NOT SCREENSHOT), AND USE THE FULL IMAGE SIZE WITHOUT STRETCHING OR DISTORTING.
- DO NOT APPLY FILTERS TO THE IMAGES.
- USE THE POST TEXT PROVIDED.
- WHEN POSTING ON FACEBOOK OR INSTAGRAM, TAG **@HEALTHVERMONT** IN YOUR POST.

SOCIAL POSTS



Post 1 - General 21+

POST TEXT:

Protect yourself and others: Get more cannabis safety tips here.

Link: letstalkcannabisvt.com

SOCIAL POSTS (cont.)



Post 2 - Breastfeeding

POST TEXT:

It's true: THC can be present in breast milk for hours to days and may affect your baby's feeding and growth.

Link: letstalkcannabisvt.com/pregnancy



Post 3 - Pregnant or breastfeeding

POST TEXT:

If you use cannabis, taking a break while pregnant or breastfeeding is the safest way to avoid any long-term health effects for baby.

Link: letstalkcannabisvt.com/pregnancy



Post 4 - General Tips

This creative has multiple images that should be shared in one singular post. Below you can find instructions on how to publish this 4-image post on Instagram and Facebook.

Instagram: Create new post > In the bottom right corner of the app, tap on the "Multiple-image" icon > Select files A-D in chronological order > Share

Facebook: Create new post > add image > Select files A-D > Share

POST TEXT:

Swipe for safety tips that can help you reduce your risk while using cannabis.

Link: letstalkcannabisvt.com