

Colorado Ad Campaign Warns Teens About Long-Term Effects of Marijuana

/ BY [JOIN TOGETHER STAFF](#)

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A new ad campaign warns teenagers in Colorado about the long-term effects of marijuana use. The “Don’t Be a Lab Rat” campaign targets 12- to 15-year-olds, Reuters [<http://www.reuters.com/article/2014/08/11/us-usa-marijuana-colorado-idUSKBN0GB25220140811>] reports.

The ads state that the long-term effects of marijuana are not yet fully understood, and warn teens that if they use marijuana they are essentially volunteering as subjects of research about the drug’s effects. In Colorado and Washington state, the possession and recreational use of small amounts of marijuana is legal for those 21 and older.

The ads will air on television, online and in movie theaters, the article notes. The Colorado Department of Health and Environment will also set up life-size “Lab Rat Cages” at middle schools and high schools, concert venues, skate parks and other locations that teens frequently visit.

“While much still needs to be learned about the effect marijuana has on the brain, enough information is available to cause concern in terms of the negative effects marijuana can have on the developing brains of teenagers,” Dr. Larry Wolk, the department’s executive director and chief medical officer, said in a [news release \[https://www.colorado.gov/pacific/cdphe/news/labrat\]](https://www.colorado.gov/pacific/cdphe/news/labrat). “The core premise of the ‘Don’t Be a Lab Rat’ campaign acknowledges that more research is necessary, but it also poses the question of whether or not teens should risk the potential negative effects of using marijuana.”

Colorado Governor John Hickenlooper noted a recent survey found the percentage of high school students who think using marijuana poses risks for their health has decreased. “We have a civic and public health obligation to do everything we can to make our children aware that there are risks for teens when they use marijuana,” he said. “This campaign is designed to grab the attention of teens and their parents, and provide them with the facts to have an informed discussion and make informed choices.”

1 Response to this article



Jose G. Carreon / August 12, 2014 at 1:39 pm

REPLY

“Reefer Madness” was the extreme left, scare tactics not based on any truth much less scientific research and “It is natural made by God and is harmless” is the extreme right also

with no medical scientific research to back this claim up. We have enough research to know that Marijuana is not harmless and does the brain damage especially the young not fully undeveloped brain of anyone under 25. How much damage? We will soon find out. Unfortunately it will be at the expense of the young adults and teenagers of Colorado and the state of Washington.

Parents read up and every scientific article that you can get your hands on and sit your young son or daughter down for a nice talk. Remind them that this are long term damages that could occur. Tell them that they will not see it among their friends right now but later in life. “Marijuana is like the Rip Tide of life, you do not see the damage in the surface (friends) nor feel it (in the mind or body) until it is usually to late”.. My quote.

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