



# San Marcos Prevention Coalition

WORKING TOGETHER FOR ALCOHOL AND DRUG FREE SAN MARCOS YOUTH

## Marijuana Prevention Campaign

### What is the campaign?

The marijuana prevention campaign is targeted to families, educating the harms of youth marijuana use. The following four messages were put into eye catching 2-sided postcards; 1) marijuana impairs learning, 2) marijuana's potency/harm has increased, 3) marijuana and driving don't mix, and 4) notice the signs, discuss the harms.

### Each month a different postcard was:

- 1) Mailed to households with 11-19 year olds
- 2) Placed in a *Share San Marcos* Ad (*Share San Marcos* is delivered monthly to every home/business in San Marcos)
- 3) E-mailed by the San Marcos Unified School District to every family in the district, including a Spanish version to Spanish only speaking parents.

### Why the campaign?

Teen's perception of harm with using marijuana continues to decrease, resulting in an increase in use. The campaign brings awareness to the harms of marijuana use, giving families the vital facts they need to help prevent youth marijuana use.

**TOOL 1**  
**Marijuana**  
impairs learning

Marijuana use can really **screw** things up

San Marcos Prevention Coalition  
This is one in a series of tools in the parental marijuana tool kit.  
View all the tools at [www.SanMarcosPreventionCoalition.org/resources/toolkit](http://www.SanMarcosPreventionCoalition.org/resources/toolkit).

**TOOL 2**  
**Marijuana**  
today's increased potency = increased harm

Take a **level** approach to understanding the changes

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**TOOL 3**  
**Marijuana**  
and driving don't mix

It's time to **tighten** our views on driving

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**TOOL 4**  
**Marijuana**  
notice the signs, discuss harms

Let's **saturate** our youth with accurate information

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