FY22 Work Plan (October 2021- December 31, 2021)

Youth Marijuana Use Prevention

October 15, 2021

Deliverable: Campaign Development

Budget: $73,997.49
Timeline: 10/15/21 – 12/31/21

Deliverable 1: Campaign Strategy/Management

Budget: $3,351.25
Timeline: 10/15/21 – 12/31/21

Preparation and Review

For the life of the contract, NWS will become familiar with and will collaborate with the department on the ongoing development of the public education campaigns, previous strategies and related formative and evaluation projects used for the campaigns.

The team will review literature relevant to marijuana education, including national and local research and data. We will become familiar with marijuana education campaigns run in other states and/or countries.

Management, Meetings Invoices and Reporting

Meetings between NWS and the Marijuana Education Program will occur on an as needed basis. Meetings will be held virtually and increased or reduced as needed and agreed upon. Daily correspondence will take place via email and phone. NWS will work with the Marijuana Education Program to provide an agenda and a recap of meeting action items for each meeting. The agendas will be provided to the project director 24 hours before the meeting takes place.

By the close of the contract year, if requested, NWS will deliver all communications materials produced under the contract in a Microsoft compatible format whenever possible, including all print, photography, online and video materials. Each communication piece will be in its own file, and print and online materials will include PDFs with and without crops and bleeds, as well as raw files along with

associated fonts. All materials created for the campaigns, including all source documents, b-roll materials and files, are owned by the department.

Deliverable 2: Development/Production of Campaign Materials

Deliverable Budget: $20,779.63
Timeline: 10/15/21 – 12/31/21

**NWS will diligently manage project budgets and provide monthly budget reporting.*

Overview

Through the close of the contract, NWS will focus on creating a youth-based campaign including brain science messaging in a style and tone appropriate to youth audiences ages 11-15 and 16-21. A virtual focus group will be conducted to test any developed creative materials including the already created Brain Science PSA. The campaign will also leverage the campaigns' current social media relationship with TPC's Not Buying It youth campaign.

Campaign elements including digital media, social media and print efforts, will be created from October 15 – December 31, and will be placed before contract close on December 31, 2021.

Overarching Campaign Themes and Messaging

We will continue to focus on brain science and adolescent brain health. NWS will reach out to Dr. Linda Chamberlain for expert advice on marijuana use and brain science.
Messaging includes:

- Brain plasticity and focusing on the ability to change; reassuring youth who have used marijuana in the past that they are not lost causes.
- Messaging to at-risk youth.
- Utilizing a harm reduction approach.

We'll continue to adapt previous messaging lines:

- It's harmless
    - Until the age of 25, your brain is still growing and changing. Marijuana is psychoactive – it changes how the brain works. Marijuana affects specific sites in the brain called cannabinoid receptors. These receptors send messages to different nerve cells throughout the nervous system. They affect brain areas that impact learning and memory, appetite, coordination, and pleasure so interfering with these receptors can have significant effects on your body.

- Today's marijuana has a much higher potency than in previous decades. It can significantly impair judgment, distort thinking and perception, and make it hard to remember things.
- Marijuana is **psychoactive**. In other words, it changes how the brain works. Marijuana affects specific sites in the brain called **cannabinoid receptors.** These receptors send messages to different nerve cells throughout the nervous system. They affect brain areas that impact learning and memory, appetite, coordination, and pleasure so interfering with these receptors can have significant effects on your body.
- Regular marijuana use has also been linked to memory and relationship problems, poorer mental and physical health, lower salaries, and less career success.[6]
- Someone who smokes marijuana regularly may have many of the same breathing and lung problems as people who smoke tobacco. For example, marijuana smokers can develop a daily cough or have a higher chance of getting a lung infection. Like tobacco smoke, marijuana smoke has a toxic mix of gases and tiny particles that can harm the lungs.
- **Short-term effects (while using or right after using)**
  - learning, attention, and memory problems
  - distorted perception (sights, sounds, time, touch)
  - poor coordination
  - increased heart rate
  - anxiety, paranoia
  - psychosis (not common)
- **Effects that last longer than the short term (a few days) but may not be permanent**
  - learning and memory problems
  - sleep problems
- **Long-term effects (effects of repeated use)**
  - risk of marijuana addiction
  - long-term learning and memory problems if heavy use begins during youth
  - risk for chronic cough, bronchitis
  - risk of schizophrenia in some people with higher genetic risk
  - in rare cases, risk of recurrent episodes of severe nausea and

- You can't get addicted
  - Marijuana affects people differently. Some people get addicted or develop a dependency, which means they can't stop using it when they want to, even when their addiction messes up other important aspects of their lives, like their relationships, schoolwork and involvement in sports, arts or family activities.
  - About 1 in 10 marijuana users will become addicted. For people who begin using before the age of 18, that number rises to 1 in 6.

Some of the signs that someone might be addicted include:

Unsuccessful efforts to quit using marijuana.

Giving up important activities with friends and family in favor of using marijuana.

Using marijuana even when it is known that it causes problems fulfilling everyday jobs at home, school or work.

People who are addicted to marijuana may also be at a higher risk of other negative consequences of using the drug, such as problems with attention, memory, and learning. Some people who are addicted need to smoke more and more marijuana to get the same high. It is also important to be aware that the amount of tetrahydrocannabinol (THC) in marijuana (i.e., marijuana potency or strength) has increased over the past few decades. The higher the THC content, the stronger the effects on the brain. In addition, some methods of using marijuana (e.g., dabbing, edibles) may deliver very high levels of THC to the user.[5] Researchers do not yet know the full extent of the consequences when the body and brain (especially the developing brain) are exposed to high concentrations of THC or how recent increases in potency affect the risk of someone becoming addicted.

- Same weed as your parents smoked
    - The main mind-altering chemical in marijuana is *THC.* Marijuana contains more than 500 chemicals, including more than 100 compounds that are similar to THC. The amount of THC in marijuana determines its potency, or strength, and how it can affect the body. Marijuana growers have been increasing the THC content of marijuana over the past few decades.

Focus Group

Timeline: 11/15/21 – 12/15/21
Budget: $5,000

NWS will design, recruit for, facilitate and report on one virtual youth participant focus group. This group will include youth 11-15 from Anchorage, Mat-Su, Kenai, Bethel and Nome regions and will focus on testing developed creative concepts and will not include any use questions.

Digital PSA Production

Timeline: 10/15/21 – 12/1/21
Budget: $8,000

A new digital PSA will be created with a primary focus of educating Alaska youth about the health harms of marijuana and their brains. We will focus heavily on the fact that the adolescent brain continues to develop until the age of 25, and THC consumption during these formative years can ultimately disrupt and alter brain function. Content inspiration will come from the previously developed Brain Science PSA intended for parents of teens.

Youth Health Center Posters

Timeline: 10/15/21 – 12/1/21
Budget: $2,779.63

Building off the previously created factsheet, we recommend creating 3-5 posters to be used in teen-based health clinics. They will include the same language and look and feel as the factsheet. Poster themes will follow the topic areas above.

Digital/Social Ad Creation

Timeline: 10/15/21 – 12/1/21
Budget: $5,000

To compliment the PSA creation and the poster series, the main effort for this campaign should be focused digitally as that is where our youth are focused. If possible, we would like to focus on Instagram, SnapChat and YouTube for social platforms as well as digital ads including programmatic and video pre-roll. As we have had numerous issues in the past running this messaging on various platforms, we will need to test and verify each platform as we are working on creating materials for each audience.

Deliverable 3: Media Placement and Acquisition

Media Buy: $49,866.61
Timeline: 10/15/21 – 12/31/21

Final media plan approval is dependent on pending concept approval and timelines, but may include:

- Cable TV/Broadcast - $20,000
    - The Brain Science PSA targeting parents of teens could start running immediately and any additional concept could be added as approved.

- Digital Media - $29,866.61
    - May include:
        - Digital Programmatic - $6,500
        - Connected TV - $12,866.61
        - Video Pre-roll - $4,000
        - YouTube - $4,000
        - Social Media - $1,500
        - Google Ads - $1,000

Deliverable 4: Photography

Budget: $0

Budget

FY22 through December 31, 2021, Total - $73,997.49

- General Account Services/Work Plan Development - $3,351.25
- Campaign Development - $20,779.63
- Media Placement - $49,866.61