



Campaign Toolkit



Index

- ❖ Welcome3
- ❖ Purpose4
- ❖ Campaign Deliverables5
 - Coalition Press release6
 - Fact Sheet7
 - Outdoor Advertising8
 - Pamphlet Insert9
 - Power Point10
 - Social Media11
 - Digital Ads12
- ❖ Additional Resources.....13
 - Funding your campaign
 - Media Talking Points



Welcome to the **THC is Changing Campaign Toolkit!** This is intended to be used by coalitions implementing the THC is Changing campaign in their community.

The THC is Changing campaign was created by Northwoods Coalition, a program of Marshfield Clinic Health System. Formed through a partnership between Marshfield Clinic Health System (MCHS) Center for Community Health Advancement and several community coalitions in 1995, Northwoods Coalition (NWC) is the largest and oldest network of coalitions dedicated to substance use prevention in Wisconsin. MCHS staff provide support including education, training, technical assistance and other resources to members of NWC.

The creation of THC is Changing was created in response to increased community need for resources addressing novel, or new and emerging, THC products produced and sold in Wisconsin. The THC is Changing Campaign is driven by the Northwoods Coalition Advisory Board THC ad-hoc committee. The images and design were created by the Creative Services team at Marshfield Clinic Health System.

A special thank you to our Northwoods Coalition Advisory Board THC Ad-Hoc Committee:



Sarah Dillivan-Pospisil,
Alliance for Substance Misuse Prevention (Eau Claire), Eau Claire City-County Health Department



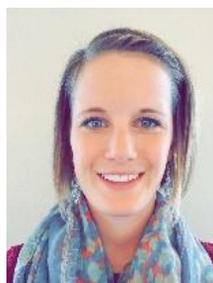
Judi Zabel, *La Crosse County Prevention Network, La Crosse County Health Department*



Sarah Turner, *Barron County Community Coalition, Barron County Department of Health & Human Services*



Nick Place, *Manitowoc Police Department*



Jenna Flynn, *Marathon County AOD Partnership, Marathon County Health Department*

**Purpose:**

The purpose of the THC is Changing campaign is to educate influencers of youth that THC is in fact changing. The campaign urges influencers like coaches, parents/guardians and teachers to get the facts and start talking to youth about THC use.

This guide is to be used by coalitions to aide in successful community implementation.

Length of Campaign: 3-6 months

What does successful campaign implementation look like:

Successful campaign implementation will result in increased awareness of novel THC and the possible harms associated with youth usage. Implementation and outcomes may look different in each community. It is recommended to conduct a community assessment, such as a community perception survey, prior to and after implementation of the campaign to gauge level of awareness and change over time.

Resources:

- <https://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/conduct-surveys/main>

Use of Campaign Materials:

Materials were created and are owned by Marshfield Clinic Health System (MCHS). Materials should be used with integrity. Should coalitions wish to use materials outside of its original purpose, they must first consult with MCHS to receive approval prior to utilization. Coalitions will have the opportunity to add a logo to campaign materials for branding purposes.

Note: Some of the materials in this toolkit have spaces available to put your coalition logo, if you have one. Some materials also have cropmarked versions available as well. Cropmarking is for print shops as they cannot usually print to the edge of a page, but cropmarking will guide them where to trim the edges of the document so the visual extends all the way to the edge.

**Campaign Deliverables:**

Coalition Press Release

Fact Sheet

Outdoor Advertising

Billboard 1

Billboard 2

Pamphlet Inserts

Sports Ad 1

Sports Ad 2

PowerPoint

Social Media Posts

1. THC Compounds
2. THC Food & Drink
3. THC & Sports
4. THC & Driving
5. THC & Teens
6. Talk to Kids



Coalition Press Release:

Date

Insert Coalition Name TO RAISE AWARENESS ON HOW *THC IS CHANGING*

A new statewide initiative involving the partnership of Marshfield Clinic Health System and many substance use prevention coalitions who belong to Northwoods Coalition, including **Insert Coalition Name**, is being launched in **name of your community** through the THC is Changing campaign.

Enter coalition background information

Tetrahydrocannabinol or THC is the chemical in the cannabis plant that is responsible for psychoactive qualities when consumed. A loophole in the 2018 Farm Bill allows the sale of products containing a certain level of THC in Wisconsin. These products can be purchased by anyone, including youth, in most Wisconsin counties.

Enter local data regarding THC

In response to growing concerns about youth use and availability of THC, Marshfield Clinic Health System's Northwoods Coalition formed an ad-hoc workgroup derived from the Northwoods Coalition Advisory Board to tackle the issue. The **insert your coalition name** will be implementing the campaign to encourage youth influencers to "know the risks" and "get the facts" about novel THC in Wisconsin.

To learn more about the THC is Changing public awareness campaign and to get facts about the evolution of this substance and its dangers to Wisconsin youth, go to:
www.northwoodscoalition.org

To learn more about **insert your coalition name** and how to join, **insert coalition contact information**.



Fact Sheet:

- **What:** A fact sheet containing a plethora of information including: definition and delineation amongst the various types of THC, signs & symptoms of use, suggestions on how to talk to youth about THC use, and guidance to retrieve more information on this topic.
- **Audience:** Influencers of youth
- **Recommendation:** Make available to community members in print or online, such as, on a coalition website. If printing, it is ideal to print in color and double-sided. If not possible, make sure to staple both pages together. If your coalition is holding an informational event, or is hosting an informational booth, this is a great resource to make available.

Steps for effectively delivering your fact sheet:

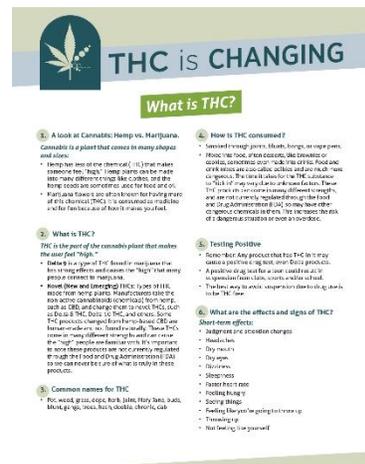
- Brainstorm where you would like to display this information and how? Will you disseminate to everyone or only to those who request more information?

Examples:

- Schools
- Events
- Presentations
- Churches
- Health organizations
- Government official offices
- Social media
- Website
- Post your fact sheet either electronically or physically
 - Be sure that your contact information is on the fact sheet for the viewer to get more information

Resources:

- [Chapter 6. Communications to Promote Interest | Section 15. Creating Fact Sheets on Local Issues | Main Section | Community Tool Box \(ku.edu\)](#)





Outdoor Advertising

- **What:** Campaign Billboards
- **Audience:** Influencers of Youth who are driving or walking by
- **Recommendation:** Support one, or both, of these billboards in your community in a high-traffic area that people who influence youth are likely to see. Examples include: on a busy road near a school, grocery store, or soccer fields. The goal is for community members to see these outdoor advertisements and feel empowered to learn more and/or talk to kids about THC. If you do not have the fiscal capacity to run a billboard, consider taking these designs to a local print shop to have printed on a banner to hang. If you are unsure of billboard locations in your community, simply start by searching "billboards near me". Many large advertising companies have billboard finders on their websites and will be able to tell you if they own billboards in your ZIP code.

Best Practices for Billboards:

- <https://www.lamar.com/HowToAdvertise>
- <https://porlier.biz/how-long-should-a-billboard-be-up/#:~:text=In%20general%2C%20billboard%20advertisements%20typically,for%20six%20to%20twelve%20months.>

Parents, get the facts.

NorthwoodsCoalition.org







Pamphlet Inserts:

- **What:** A printable insert to go into sports or activity programs. These could also appear in a local newspaper or magazine.
- **Audience:** Influencers of youth such as parents/guardians, coaches, teachers, grandparents, etc.
- **Recommendation:** Embed into sporting event or activity program. Run an ad in a local newspaper or magazine. If your coalition is printing these for a local event, consider hosting a booth for folks to learn more.

Resources:

- <https://marketing.sfgate.com/blog/newspaper-advertising-strategies-for-local-businesses>

THC is CHANGING

Know the risks.

THC is the part of the cannabis plant that makes the user feel "high."

Types of THC:

- Delta 9 is a type of THC found in marijuana that has strong effects and causes the "high" that many people connect to marijuana.
- Novel (new and emerging) THC: Types of THC made from hemp plants. Manufacturers take the non-active cannabinoids (chemicals) from hemp, such as CBD, and change them to novel THC's, such as Delta 8 THC, Delta 10 THC, and others. Some THC products changed from hemp-based CBD are human-made and not found naturally. These THC's come in many different strengths and can cause the "high" people are familiar with. It's important to note these products are not currently monitored through the Food and Drug Administration (FDA) so we can never be sure of what is truly in these products.

Start the conversation –
Talk to your kids about being THC free.
www.dhs.wisconsin.gov/real-talks/index.htm

Marshfield Clinic Health System

NORTHWOODS COALITION



PowerPoint:

- **What:** A plug & play PowerPoint presentation prepared for coalition members to execute into various settings amongst a variety of audiences. This presentation can be modified to fit coalition needs.
- **Audience:** Community stakeholders, influencers of youth or anyone else who wants to learn more about THC and how THC is Changing.
- **Recommendation:** Present at community meetings, parent/teacher conferences, town halls, local city/county/tribal government, etc. Recommended presentation length is 20 minutes. Be sure to pay attention to the slides that require local information. Don't forget that there are talking points in the "notes" section of each slide.

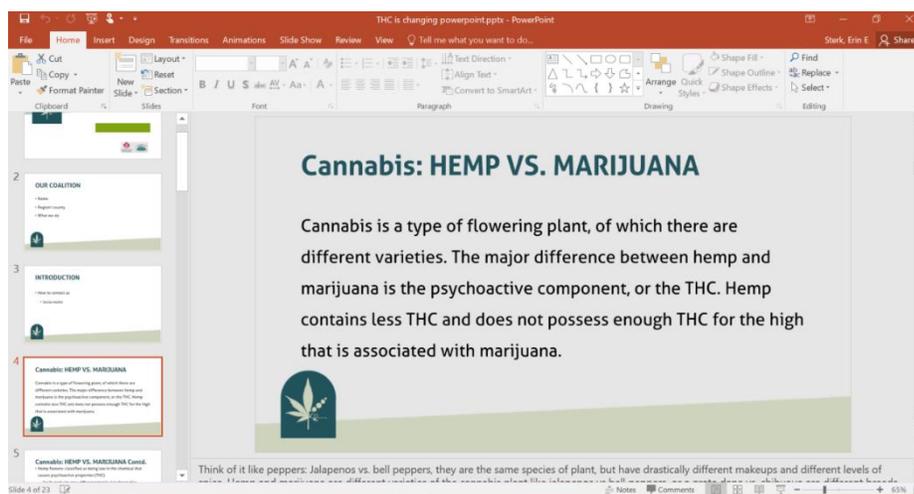
Stick to the focus of the campaign, the fact that THC is changing, accessibility to youth is concerning, and youth substance use may cause short and long term effects. Try not to get "into the weeds" about topics around marijuana legalization, the plant specifics, etc. Influencers of youth need to know that THC is changing, and we want them to feel empowered to talk to the youth in their lives about their THC and other substance use.

Tips for an effective presentation:

- Show a passion for your material and use it to connect to your audience
- Use confident body language
- Keep it simple
- Practice, practice, practice
- Relax, you got this!

Resources:

- [How to Give a Killer Presentation \(hbr.org\)](https://hbr.org)
- <https://youtu.be/yoD8RMq2OkU>
- [2017.SSAN_.Handout.3.07.pdf \(ca.gov\)](#)





Social Media:

- **What:** Posts for use on your coalition's social media platform(s). Note: These posts are sized for Facebook use.
- **Audience:** Influencers of youth who use social media
- **Recommendation:** Post in the following order, with the following text.

Resources:

- [Top 10 Tips for Business Instagram Accounts \(eowisconsin.org\)](http://eowisconsin.org)
- [What Is Instagram and How to Use It: a Beginner's Guide \(businessinsider.com\)](http://businessinsider.com)
- [What to Tweet \(twitter.com\)](http://twitter.com)

FAQ's:

- How far apart should my post be? It is recommended to post 2-3x per week. Coalitions should add in a mix of stories/posts on the days without a specific THC is Changing post.
- How long should my posts be and how much information do I include? Keep it simple, less is more. You want to keep the attention of your audience.
- What platform should I use? Keep in mind the audience for this campaign. Adults tend to use Facebook.
- What time of day should I post? It is best to post during high usage time. Consider posting between 11am-3pm.

Text for Posts:

1. **THC Compounds:** THC is the part of the cannabis plant that makes the user feel "high". To learn more about how THC is changing visit www.northwoodscoalition.org
2. **THC Food and Drink:** Some call THC that is mixed in food or drink "edibles". Edibles can be unpredictable. The time it takes for the THC substance to "kick in" may vary due to unknown factors. Remember, the Food and Drug Administration does NOT monitor these products. To learn more about how THC is changing visit www.northwoodscoalition.org
3. **THC and Sports:** Any product that has THC in it may cause a positive drug test, even Delta products. Remember, the Food and Drug Administration does NOT monitor these products. To learn more about how THC is changing visit www.northwoodscoalition.org
4. **THC and Driving:** Possible effects of THC include slower movements and vision changes. This makes driving while high dangerous. To learn more about how THC is changing visit www.northwoodscoalition.org
5. **THC and Teens:** Other long term effects of THC use may include: higher risk of stroke and heart disease, damaged lungs, and mental illness. To learn more about how THC is changing visit www.northwoodscoalition.org
6. **Talking to Kids:** Talk to kids multiple times as they grow up. Be supportive and clear with your expectations. To learn more talking tips visit <https://www.dhs.wisconsin.gov/real-talks/index.htm>





Digital Ads:

- **What:** Ads to use on Facebook or other websites.
- **Audience:** Influencers of youth who use social media or visit websites.
- **Recommendation:** Invest in these ads as a way to engage your target population.

This deliverable was created in response to a coalition wanting to have *THC is Changing* digital ads in their community. This coalition was looking to implement geofencing marketing in their community around schools.

Resources:

- <https://www.salesforce.com/products/marketing-cloud/best-practices/geofencing-marketing/>
- <https://www.facebook.com/business/ads>





Additional Resources:

Funding Your Coalition

- <https://ctb.ku.edu/en/table-of-contents/finances/grants-and-financial-resources>
- <https://ctb.ku.edu/en/table-of-contents/sustain/long-term-sustainability>

Media Talking Points:

Press releases are meant to generate questions from local media and provides an opportunity to educate the community on important topics and/or initiatives. Should you get asked to expand upon this initiative, we took the liberty of providing talk points to help get you started.

- **Campaign Purpose:** Educate youth influencers that THC is Changing. This campaign is meant to encourage folks to “know the risks” and “talk to kids about THC use.”
- **Campaign Audience:** Influencers of Youth (coaches, teachers, parents/guardians)
- **Who:** In response to growing concerns about youth use and availability of THC, Marshfield Clinic Health System’s Northwoods Coalition formed an ad-hoc workgroup derived from the Northwoods Coalition Advisory Board to tackle the issue.
- **Why?**
 - Tetrahydrocannabinol or THC is the chemical in the cannabis plant that is responsible for psychoactive qualities when consumed. A loophole in the 2018 Farm Bill allows the sale of products containing a certain level of THC in Wisconsin.
 - Youth are being targeted through new THC-infused products
 - These products can be purchased by anyone, including youth, in most Wisconsin counties.
 - These products are currently not regulated by the Food and Drug Administration (FDA)

If you have any question, please contact: preventionandrecovery@marshfieldclinic.org