

# A Prevention Approach

Adolescent Cannabis  
Prevention

Mid-Year Program Update



# Project Overview

Parent Resources ▾ Community Partners ▾ Substances of Misuse & Problem Gambling ▾ About Us ▾ [En Español](#)

## Fostering a Safe, Healthy, Prosperous Community

The Shared Future Coalition contributes to the well-being of our County by empowering youth to reduce substance misuse through inclusive and equitable engagement, community education, and policy.

[LEARN MORE](#)

### Help & Information

We invite you to learn more about the impacts of substance misuse and problem gambling and the powerful opportunities we have for prevention. Join our efforts and start making a difference today!

-  **Marijuana**
-  **Alcohol**
-  **Tobacco**
-  **RX Drugs**
-  **Gambling**

## Start the Conversation Campaign

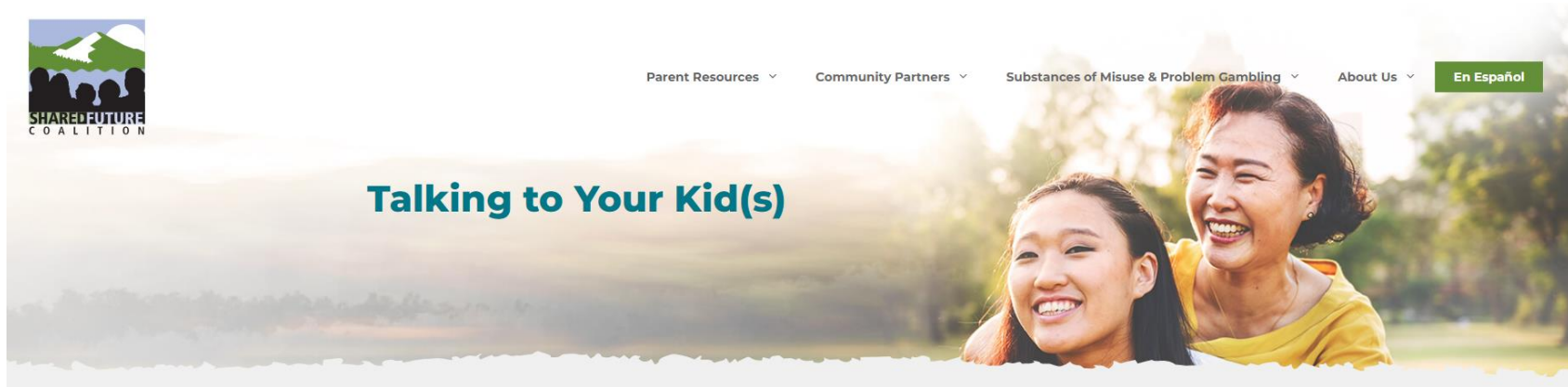
- 4 spots developed & disseminated
- English & Spanish speaker reach
- 2.3M impressions

## Shared Future Coalition Resources

- Updated website launched March 2023
- **4k** new English users; **2.9k** Spanish users



# Resources



Partnership  
to End Addiction



## SharedFutureCoalition.org

- Re-launched English language site
- Launched NEW Spanish language site
- Campaign drew **7x more users to the website**



# Start the Conversation



**March – June 2023**

**Reach:** 42,235 households

**Impressions:** 1,070,596

**Clicks to website:** 2,464



<https://youtu.be/cgnMNbn2lc8>



# Start the Conversation

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**July – September 2023**

**Reach:** 12,992 households

**Impressions:** 178,385

**Clicks to website:** 1,445



<https://youtu.be/LnhipP7AyCE>



# On the Horizon

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- Continue current media spots December 2023 – June 2024
  - Cable, broadcast, OTP, video pre-roll, web display, social media, from
- Conduct efficacy assessment of campaign reach to Spanish-speaking parents
- Guide future parent-targeted work across Substance Misuse Prevention and Suicide Prevention



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# Thank you

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