PUBLIC AWARENESS TAKES CENTER STAGE

Smart's Colorado primary focus for 2017 was to increase the public’s perception of harm around Colorado’s ever-changing marijuana.

It’s a challenge that has tested parents for generations: How do you warn your teens about risky behaviors that you may have engaged in when you were their age? When it comes to marijuana, the key may be the science of THC potency. Smart Colorado launched an educational campaign focused on Facebook, a social media site that’s likely to be used by both parents and their teen children.

The campaign, called It’s Not What You Remember, reached over 300,000 unique Facebook users in just four weeks and garnered over 400,000 impressions. Women between the ages of 45-54 were the leading force among Smart Colorado’s Facebook followers throughout this campaign.

The Can Pot Kill? campaign targeted policymakers and educators with the goal of informing them about the dangers of highly-potent marijuana. The campaign ran from April to May. Elements of the campaign included a website, digital ads, postcards and a billboard located near the Colorado State Capitol.

This campaign went viral - it was shared on places like Facebook, Reddit, and internally within the marijuana industry at places like Leafly and LivWell. The website alone generated 9,695 unique visitors during the campaign. Digital ads had 1,865,813 impressions. And the billboard had over 500,000 impressions in just 14 days.

Smart Colorado is a project of the Colorado Nonprofit Development Corporation.
A Smart Colorado guest column ran in many Colorado newspapers raising awareness around the differences between non-psychoactive oils (such as CBD and hemp) and ultra potent marijuana (such as dabs and vapes). Smart also appeared on The Today Show, educating viewers that marijuana edibles contain dangerous levels of THC and come in many products that looks like every day foods, drinks, candies, and more.

In July of 2017, Smart Colorado announced a new initiative called INFORM - a free online resource for youth serving organizations, educators and adults who want to better support kids when it comes to understanding and educating about Colorado’s marijuana landscape. The initial launch was announced to over 300 organizations for distribution to their networks. The message included the following:

Colorado kids need our help! They need adults they trust to be fully informed about today’s marijuana and the confusing messages. We are here to be a resource on this complex and rapidly-changing landscape.
2017 Accomplishments

SmartColorado.org received over 36,000 page views in the last 24 months. 88% of that traffic was within the U.S.

On average, 90% of our website viewers are first time visitors and 10% are returning.

Top-visited pages included information about THC potency, edibles and their increased exposure to kids, and marijuana facts.

7,532 marijuana education fact sheets printed and distributed to Colorado schools, organizations, and more.

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