

REV. JULY 2018



THERE ARE
#BIGGERCHOICES
THAN WEED

PROGRAM TOOLKIT

CONTENT MESSAGING

BIGGER CHOICES

Los Angeles County Department of Public Health launched a teen-focused education campaign, “Bigger Choices,” to prevent marijuana use and encourage teens to make bigger choices now for a better future tomorrow. Learn how teens are talking about weed and how it affects their lives and futures at [LetsTalkCannabisLACounty.com](https://www.lets-talk-cannabis.com).

BIGGER CHOICES

About one in six teens in Los Angeles County used weed within the last 30 days. Long-term marijuana use at a young age can impair thinking, memory, learning functions, and brain development. Los Angeles County Department of Public Health launches “Bigger Choices” to educate teens about the effects of using weed before the legal age of 21 through peer-to-peer dialogue, rap music videos, social media and influencers. To hear more about how teens are making bigger choices, visit [LetsTalkCannabisLACounty.com](https://www.lets-talk-cannabis.com).

FOR PARTNERS

HEALTH EFFECTS

It becomes harder to quit using weed if you start a young age. Using weed as a teenager can harm your brain development, memory, thinking, and learning functions, because your brain won't be fully developed until you're 25. Smoking weed can also irritate your lungs the same way smoking tobacco does. Find out how other teens are talking about the effects of weed and what they're doing to make bigger choices at [LetsTalkCannabisLACounty.com](https://www.lets-talk-cannabis.com).

YOUTUBE CHANNEL

“Bigger Choices” is a marijuana use prevention campaign developed by the Los Angeles County Department of Public Health to inform with facts and create a dialog with and among teens. Learn more at publichealth.lacounty.gov/sapc/teens.

If you want to quit weed and it feels too hard to do on your own, or you want to help a friend or family member, call the Los Angeles County Substance Abuse Service Helpline, anytime 24/7 for FREE, at (844)804-7500 to learn about no-cost [treatment services](#) available in Los Angeles County.

WEED EFFECTS

Our brains continue to develop until about age 25. Using weed at a young age can prevent your brain from reaching its full potential. It can also affect your attention, memory, learning, decision-making, and even your job opportunities and financial aid for college. To learn more on how weed can affect you, visit publichealth.lacounty.gov/sapc/teens.

FREE HELPLINE


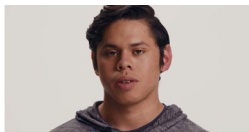
How do you know when it is too much weed? When you use more than you planned or when you use it all the time and you can't take a break from it. When using pot becomes the goal over graduating high school, making the sports team, or getting that job. It doesn't have to be that way. If you or someone you know needs help, call the Los Angeles County Substance Abuse Service Helpline, anytime 24/7 for FREE, at (844)804-7500 to learn about no-cost [treatment services](#) available in Los Angeles County.

FOR YOUTH

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES OR VIDEO
Ongoing	<p>Ask your teens if they've seen this video! It's the latest teen-inspired marijuana prevention rap video on Instagram and SnapChat. It features Instagram influencer @keshkeshofficial encouraging teens to prepare for life's #BiggerChoices by considering the downsides of weed and making a decision that is right for them and their future.</p> <p>@ChooseHealthLA @LAPublicHealth @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</p>	<p>"You got a lot of choices, make the right ones for you".</p> <p>@LAPublicHealth's newest teen-inspired marijuana prevention #PSA features @Keshkesh02 encouraging fellow teens to prepare for life's #BiggerChoices by considering the downsides of weed.</p> <p>@ChooseHealthLA @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</p>	<p>Ask the teens you know if they've seen this video! It's @LAPublicHealth's latest teen-inspired marijuana prevention rap video on Instagram and SnapChat. It features @keshkeshofficial encouraging teens to prepare for life's #BiggerChoices by considering the downsides of weed and making a decision that is right for them and their future.</p> <p>@CountyofLA</p>	 <p>[link to video: "Kesh Kesh Weed Rap"] https://youtu.be/nULruOsRySE</p>
Ongoing	<p>Teen brains aren't fully developed until about 25 years old. Find out how weed can harm their brain development from reaching its full potential. #BiggerChoices</p>	<p>Teen brains aren't fully developed until about 25 years old. Find out how weed can harm their brain development from reaching its full potential. #BiggerChoices</p>	<p>Teen brains aren't fully developed until about 25 years old. Find out how weed can harm their brain development from reaching its full potential. #BiggerChoices</p>	 <p>[link to video: "Bigger Choices - Think"] https://youtu.be/29LtpvMSgcc</p>

SUGGESTED HASHTAGS FOR INSTAGRAM POSTS




#healthyliving #healthylifestyle #health #healthyfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthycommunity #healthychoices #ourhealthourfuture #healthtipoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh

FOR PARTNERS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES OR VIDEO
Ongoing	LA County Department of Public Health launched “Bigger Choices” to prevent marijuana use among teens. Find out how teens are talking about marijuana.	LA County Department of Public Health launched #BiggerChoices to prevent marijuana use among teens. Learn how teens are talking about marijuana.	@LAPublicHealth launched #BiggerChoices to prevent marijuana use among teen. Find out how teens are talking about marijuana by visiting www.LetsTalkCannabisLA.com .	 <p>[link to video: “Bigger Choices - Excuses Part 2”] https://youtu.be/lfAXp6lkpjQ</p>
Ongoing	Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices	Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices	Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices	 <p>[link to video: “Can you get a DUI from driving high?”] https://youtu.be/4ADhCo46hGM</p>
Ongoing	What’s true, what’s not about teens’ brains on weed. #BiggerChoices https://mjfactcheck.org/brain	What’s true, what’s not about teens’ brains on weed. #BiggerChoices https://mjfactcheck.org/brain	What’s true, what’s not about teens’ brains on weed. #BiggerChoices	 <p>Image from Web Downloads</p>

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FOR PARTNERS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES OR VIDEO
Ongoing	How many excuses have you made when deciding to smoke weed? There's no need for weed. Learn to make #BiggerChoices.	How many excuses have you made when deciding to smoke weed? There's no need for weed. Learn to make #BiggerChoices.	How many excuses have you made when deciding to smoke weed? There's no need for weed. Learn to make #BiggerChoices.	 <p>[link to video: "Bigger Choices - Excuses Part 1"] https://youtu.be/xNoNsmt6mU4</p>
Ongoing	Get the facts on weed. #BiggerChoices https://mjfactcheck.org/potency	Get the facts on weed. #BiggerChoices https://mjfactcheck.org/potency	Get the facts on weed. #BiggerChoices	 <p>Image from Web Downloads</p>
Ongoing	How weed impacts your teen's school life. #BiggerChoices https://mjfactcheck.org/school	How weed impacts your teen's school life. #BiggerChoices https://mjfactcheck.org/school	How weed impacts your teen's school life. #BiggerChoices	 <p>Image from Web Downloads</p>

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FOR PARTNERS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES EN ESPAÑOL

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES OR VIDEO
Ongoing	<p>¡Pregúntele a los jóvenes que conoce si ya han visto este comercial! Es el video musical de rap más reciente contra la marijuana, y sale en Instagram y Snapchat. Aparece la influenciadora @keshkeshofficial animando otros jóvenes a pensar en las desventajas de usar marihuana y hacer la decisión mejor para sus vidas y futuro. #BiggerChoices @ChooseHealthLA @LAPublicHealth @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</p>	<p>En la campaña más reciente de @LAPublicHealth contra la marijuana, aparece la influenciadora @Keshkesh02 animando jóvenes a pensar en las desventajas de usar marihuana y hacer la decisión mejor para sus vidas y futuro. #BiggerChoices @ChooseHealthLA @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</p>	<p>¡Pregúntele a los jóvenes que conoce si ya han visto este comercial! Es el video musical de rap de @LaPublicHealth más reciente contra la marijuana, y sale en Instagram y Snapchat. Aparece la influenciadora @Keshkeshofficial animando jóvenes a pensar en las desventajas de usar marijuana y hacer la decisión mejor para sus vidas y futuro.</p>	 <p>[link to video: "Kesh Kesh Weed Rap"] https://youtu.be/nULruOsRySE</p>

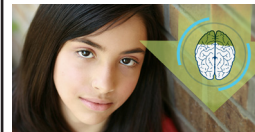


FOR PARTNERS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

EN ESPAÑOL



DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES OR VIDEO
Ongoing	Que es cierto o falso sobre el cerebro de jóvenes que fuman marihuana. #BiggerChoices	Que es cierto o falso sobre el cerebro de jóvenes que fuman marihuana. #BiggerChoices	Que es cierto o falso sobre el cerebro de jóvenes que fuman marihuana. #BiggerChoices	 Image from Web Downloads
Ongoing	Obtenga información sobre marihuana. #BiggerChoices	Obtenga información sobre marihuana. #BiggerChoices	Obtenga información sobre marihuana. #BiggerChoices	 Image from Web Downloads
Ongoing	Cómo la marihuana afecta la vida escolar de los adolescentes. #BiggerChoices	Cómo la marihuana afecta la vida escolar de los adolescentes. #BiggerChoices	Cómo la marihuana afecta la vida escolar de los adolescentes. #BiggerChoices	 Image from Web Downloads

FOR PARTNERS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES
Ongoing	Using weed regularly can lower your focus and IQ. 🗨️ 📢 #BiggerChoices More videos ➡️ LetsTalkCannabisLACounty.com	Did you know that weed can lower your focus and IQ? 🗨️ 📢 Find out the facts and make the right choices for you. RT to spread the word. #BiggerChoices More videos ➡️ LetsTalkCannabisLACounty.com	Did you know that weed can lower your focus and IQ. 🗨️ Check out what @keshkeshofficial says about how weed affects teens' brains. 📢 We have #BiggerChoices to make in life. Like if you agree. More videos at LetsTalkCannabisLACounty.com	 [link to video: "Kesh Kesh Weed Rap"] https://youtu.be/nULruOsRySE
Ongoing	Weed effects your 📢. See what other teens are saying about marijuana. 🗨️ #BiggerChoices •• LetsTalkCannabisLACounty.com	➡️ @Keshkesh02 encourages you to make the right choices for you while keeping in mind that weed effects your brain. 🗨️ 📢 #BiggerChoices •• See what other teens are saying: LetsTalkCannabisLACounty.com	@keshkeshofficial encourages you to prepare for life's #BiggerChoices while learning about what weed does to your brain 🗨️ 📢 See •• what other teens are saying at LetsTalkCannabisLACounty.com	 [link to video: "Kesh Kesh Weed Rap"] https://youtu.be/nULruOsRySE

Note: The emojis pictured here cannot be pasted. To include emojis, insert them while composing social media posts.

SUGGESTED HASHTAGS FOR INSTAGRAM POSTS




#healthyliving #healthylifestyle #health #healthyfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthycommunity #healthychoices #ourhealthourfuture #healthtipoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh

FOR TEENS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES
Ongoing	There's no need for weed. There are bigger choices. Watch how teens are talking about how marijuana harms their goals.	There's no need for weed. There are #BiggerChoices. Watch how teens are talking about how marijuana harms their goals.	There's no need for weed. There are #BiggerChoices. Find out how teens are talking about marijuana by visiting LetsTalkCannabisLACounty.com	 <p>[link to video: "Bigger Choices - Goals"] https://youtu.be/IrSm7gxSV1g</p>
Ongoing	Your brain isn't fully developed until you're 25 years old. Find out how weed can harm your brain development from reaching its full potential. #BiggerChoices	Your brain isn't fully developed until you're 25 years old. Find out how weed can harm your brain development from reaching its full potential. #BiggerChoices	Your brain isn't fully developed until you're 25 years old. Find out how weed can harm your brain development from reaching its full potential. #BiggerChoices	 <p>[link to video: "Bigger Choices - Weed Effects"] https://youtu.be/bcNEGodDOOw</p>
Ongoing	Live for your future, not for the moment. When weed becomes your everything, your life takes a back seat. Take back your life. Free help when you're ready. 24/7. 1-844-804-7500.	Live for your future, not for the moment. When weed becomes your everything, your life takes a back seat. Take back your life. Free help when you're ready. 24/7. 1-844-804-7500.	Live for your future, not for the moment. When weed becomes your everything, your life takes a back seat. Take back your life. Free help when you're ready. 24/7. 1-844-804-7500.	 <p>Image from Web Downloads</p>

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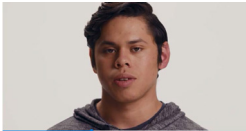


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FOR TEENS

SOCIAL MEDIA CONTENT



#BIGGERCHOICES

DATE	FACEBOOK	TWITTER	INSTAGRAM	IMAGES
Ongoing	You have Bigger Choices to make in life. Weed shouldn't be one of them.	You have #BiggerChoices to make in life. Weed shouldn't be one of them.	You have #BiggerChoices to make in life. Don't let getting high on weed sink your chances to success.	 <p>[link to video: "Bigger Choices - Think"] https://youtu.be/29LtpvMSgcc</p>
Ongoing	Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices	Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices	Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices	 <p>[link to video: "Can you get a DUI from driving high?"] https://youtu.be/4ADhCo46hGM</p>
Ongoing	How many excuses have you made when deciding to smoke weed? There's no need for weed. Learn to make #BiggerChoices.	How many excuses have you made when deciding to smoke weed? There's no need for weed. Learn to make #BiggerChoices.	How many excuses have you made when deciding to smoke weed? There's no need for weed. Learn to make #BiggerChoices.	 <p>[link to video: "Bigger Choices - Excuses Part 2"] https://youtu.be/lfAXp6lKpjQ</p>

SUGGESTED HASHTAGS FOR INSTAGRAM POSTS

#healthyliving #healthylifestyle #health #healthyfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthycommunity #healthychoices #ourhealthourfuture #healthtipoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh

FOR TEENS

WEB DOWNLOADS

BANNERS

728 x 90 px

A

THERE ARE #BIGGERCHOICES THAN WEED

B

WHAT WOULD YOU TELL YOUR FRIENDS ABOUT WEED?

#BIGGERCHOICES

C

THERE ARE #BIGGERCHOICES THAN WEED

D

THERE ARE #BIGGERCHOICES THAN WEED

1002 x 300 px

E

WHAT WOULD YOU TELL YOUR FRIENDS ABOUT WEED?

#BIGGERCHOICES

F

THERE ARE #BIGGERCHOICES THAN WEED

160 x 600 px

Downloads available at:

publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

WEB DOWNLOADS

BUTTONS

300 x 250 px

G



I



H



J

212 x 212 px



K

212 x 100 px

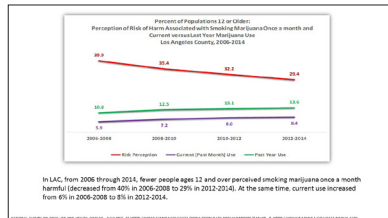


Downloads available at:

publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

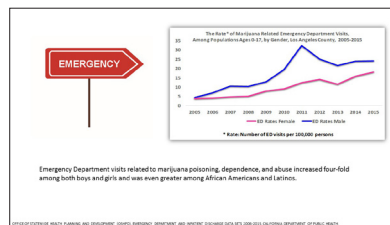
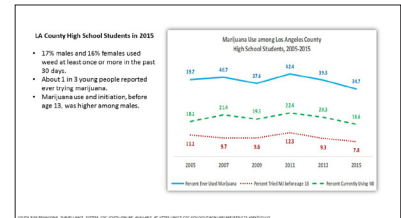
WEB DOWNLOADS

POWERPOINT PRESENTATION SLIDES



In 2015, youth in high schools:

- 1 in 6 young people are considered frequent users of marijuana.
- 17% males and 16% females used weed at least once or more in the past 30 days.
- 1 in 3 young people reported ever trying marijuana.
- Marijuana use and initiation, before age 13, was higher among males.



In 2017, among youth 12-to-17 years of age :

- Among young people who used marijuana, **APPROXIMATELY HALF** went to school high.
- Average age of initiating marijuana use was 13 years of age.
- Over half of young people perceived easy access to obtain marijuana on the street.

LA COUNTY FACT SHEET

8 1/2" x 11"

LOS ANGELES COUNTY MARIJUANA USE AND PERCEPTIONS AMONG TEENS

In 2015, youth in high schools:

- 1 in 6 young people are considered frequent users of marijuana.
- 17% males and 16% females used weed at least once or more in the past 30 days.
- 1 in 3 young people reported ever trying marijuana.
- Marijuana use and initiation, before age 13, was higher among males.

In 2017, among youth 12-to-17 years of age:

- Among young people who used marijuana, **APPROXIMATELY HALF** went to school high.
- Average age of initiating marijuana use was 13 years of age.
- Over half of young people perceived easy access to obtain marijuana on the street.

From 2005 to 2015, among youth 17-years of age and younger:

EMERGENCY Emergency Department visits related to marijuana poisoning, dependence, and abuse increased four-fold among both boys and girls and was even greater among African Americans and Latinos.

County of Los Angeles Public Health

BIGGER CHOICES COMIC

8 1/2" x 11"

THIS IS WEED, POT, CANNABIS, MARIJUANA.

AIN'T NOTHING COOL ABOUT WHAT IT CAN DO TO YOUR BODY.

AND AFFECTS YOUR FOCUS TOO.

IT MESSES WITH YOUR MEMORY.

WHO THE HELL ARE YOU?

LUNGS

SMOKING WEED CAN HURT YOUR LUNGS.

SHRINKS YOUR IZ!

THESE ARE #BIGGERCHOICES THAN WEED.

AND THINK OF ALL THE CASH YOU'LL RUN THROUGH!

YOU GOT A LOT OF CHOICES. MAKE THE RIGHT ONE FOR YOU.

SEE THE SIGNS, HEAR THE BELL.
Let'sTalkCannabisLACounty.com

Downloads available at:

publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm

YOUTUBE LINKS & CODES

"EXCUSES - PART I"

<https://www.youtube.com/watch?v=xNoNsmt6mU4>



Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/xNoNsmt6mU4" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
```

"EXCUSES - PART II"

<https://www.youtube.com/watch?v=lfAXp6lkpjQ>



Embed code:

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/lfAXp6lkpjQ" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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"KESH KESH WEED RAP"

<https://www.youtube.com/watch?v=nULruOsRySE>



Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/nULruOsRySE" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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"PEER PRESSURE"

https://www.youtube.com/watch?v=_Jla6wbjkeI



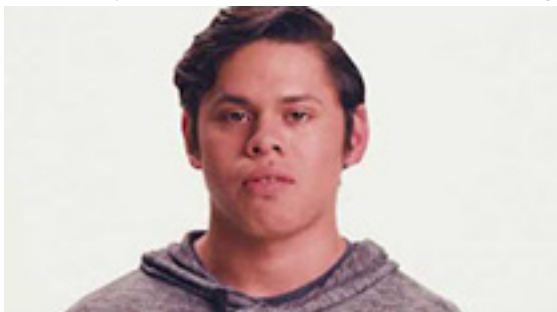
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YOUTUBE LINKS & CODES

"THINK"

<https://www.youtube.com/watch?v=29LtpvMSgcc>



Embed code:

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"FAMILY"

<https://www.youtube.com/watch?v=ZAt3UeKuNGE>

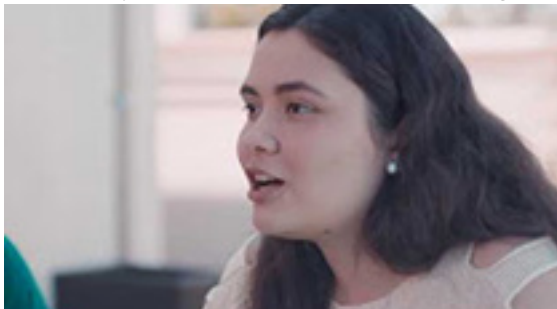


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"GOALS"

<https://www.youtube.com/watch?v=IrSm7gxSV1g>



Embed code:

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"WEED EFFECTS"

<https://www.youtube.com/watch?v=bcNEGodDOOw>



Embed code:

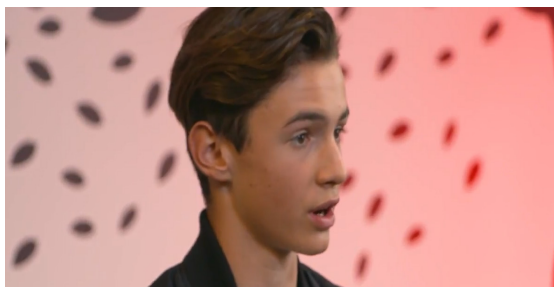
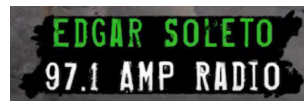
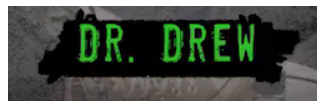
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```

YOUTUBE LINKS & CODES

TEEN TALKS WITH DR. DREW

VIDEO PLAYLIST

<https://www.youtube.com/playlist?list=PL1mEhyb5GDyUbv1KVvOwfXsLQgE-68SHG>



WEBSITE CONTENT LANGUAGE

WHAT IS LEGAL WITH WEED?

With the passage of Proposition 64, California legalized adult-use marijuana. To learn more about what is legal and what is not, click here: cannabis.lacounty.gov.

BIGGER CHOICES

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WEED EFFECTS

Our brains continue to develop until about age 25. Using weed at a young age can prevent your brain from reaching its full potential. It can also affect your attention, memory, learning, decision-making, and even your job opportunities and financial aid for college. To learn more on how weed can affect you, visit publichealth.lacounty.gov/sapc/teens.

SIGNS OF ADDICTION

When does using weed become an addiction? When you use more than you planned to or when you try to quit repeatedly but you can't stop using pot. When it becomes a priority over living your life to its fullest potential and it gets in the way of school, sports, extracurricular activities, or your job. If you or someone you know needs help, call the Los Angeles County Substance Abuse Service Helpline, anytime 24/7 for FREE, at (844) 804-7500 to learn about no-cost [treatment services](#) available in Los Angeles County.

PROMOTIONAL MATERIALS

8 1/2 x 11" Flyers - Marijuana Use & IQ (Max. order 50 each)

English

Spanish

8 1/2 x 11" Flyers - Edibles, Vaping, Waxes (Max. order 50 each)

English

Spanish

PROMOTIONAL MATERIALS

5 1/2" x 8 1/2" Postcards - Marijuana Use & IQ
(Max. order 50 each)



English



Spanish

5 1/2" x 8 1/2" Postcards - Edibles, Vaping
(Max. order 50 each)



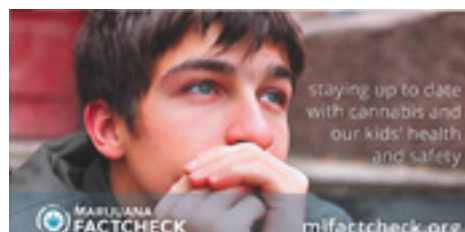
English



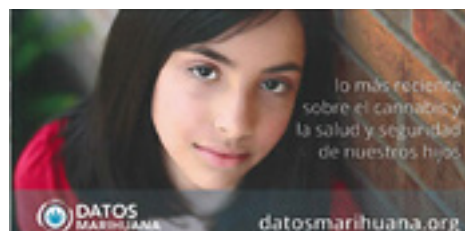
Spanish

5" x 2 1/2" MJFactCheck.org cards (Max. order 50 each)

English



Spanish



PROMOTIONAL MATERIALS

ORDER FORM

Name: _____ Date: ___ / ___ / ___

Organization: _____

Email: _____ Phone: (_____) _____ - _____

Order:

	Items Requesting	Language (English or Spanish)	Quantity (Maximum order- 50 each)	QTY. FULFILLED (DPH use only)
Example:	5" x 2 1/2" MJFactCheck.org cards	Spanish	25	

Reason for request: _____

Please submit your order form via email to timyoung@ph.lacounty.gov
and include on Subject line: "MJFactCheck Order"

*Quantities are not guaranteed and are based upon availability. Orders are available for pickup only. Community partners should make arrangements for pickup when submitting order form.

RESOURCES

LETSTALKCANNABILACOUNTY.COM

Substance Abuse Service Helpline

(844) 804-7500 - available 24/7

sapccis.ph.lacounty.gov/sbat/

Los Angeles County

letstalkcannabilacounty.com

publichealth.lacounty.gov/sapc/teens/

cannabis.lacounty.gov/for-parents-and-teens/

mjfactcheck.org/los-angeles-county/

(en español) datosmarijuana.org

CA Department of Public Health

cdph.ca.gov/Programs/DO/letstalkcannabis/Pages/youth.aspx

cdph.ca.gov/Programs/DO/letstalkcannabis/Pages/parents-mentors.aspx

National Institute on Health

teens.drugabuse.gov/drug-facts/marijuana

Centers for Disease Control and Prevention

cdc.gov/marijuana/factsheets/teens.htm

cdc.gov/healthyyouth/data/yrbs/index.htm

Additional Resources

protectwhatsnext.com

venturacountylimits.org/en/prevention/marijuana/marijuana-and-the-teen-brain

