

Cannabis Control Commission Launches “More About Marijuana” Campaign, Urges Parents to Discuss Risks of Underage Use with Kids

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BOSTON—The Cannabis Control Commission (Commission) and the Department of Public Health (DPH) have announced the launch of a multi-phased public awareness campaign branded “More About Marijuana.” The campaign kicks off on Monday, August 13 with content to help Massachusetts parents and guardians discuss the risks of underage use of cannabis with their children.

The first stage of the campaign encourages important dialogue between trusted adults, kids, teens, and young adults about the risks of consuming cannabis. Starting this month, Massachusetts residents will have access to [short videos](#) and see advertising placements throughout the state that connect them to useful information, conversation starters, and facts about underage use of marijuana.

“Public health and public safety are top priorities as the Cannabis Control Commission sets up and regulates the adult-use industry,” said Commissioner Jennifer Flanagan. “The ‘More About Marijuana’ campaign will support parents and guardians in talking openly with their kids about what’s at stake if they consume cannabis too young and make sure adults who do consume are educated about the law.”

Chapter 55 of the Acts of 2017 required DPH, in consultation with the Commission, to develop public awareness campaigns that highlight effective youth prevention strategies and responsible adult-use information. The Commission, in partnership with DPH’s Bureau of Substance Addiction Services and Communications department and the Executive Office of Health & Human Services, developed and produced the youth prevention campaign.

“More About Marijuana” will continue rolling out over several months and include a second phase that highlights compliance with state laws and other more restrictive policies that adults may encounter with employers, landlords, and municipalities. Over the campaign, Massachusetts residents should expect to see content on television, radio, website banners, music streaming services, social media, billboards, transit, and a future, dedicated webpage at MoreAboutMJ.org.

The strategy was informed by successful efforts in other legalized states, a pre-survey, secondary research, and 18 focus groups held throughout Massachusetts consulting adults of different age groups, attitudes towards cannabis, and consumption habits, as well as parents of middle and high school students. Supplemental materials will be designed based on post-survey data and additional research.

“‘More About Marijuana’ is another critical step forward in the implementation of Massachusetts’ legal adult-use cannabis industry,” Executive Director Shawn Collins said. “I am grateful for the collaboration on this important effort to decrease youth usage rates and ensure Massachusetts residents understand what is required of responsible consumers.”

To learn more about the public awareness campaign, contact the Cannabis Control Commission at 617-701-8400 or CannabisCommission@mass.gov, or visit the Commission’s website at MassCannabisControl.com.

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