



## **Let's Talk Cannabis Campaign**

The Let's Talk cannabis Illinois is a health communication campaign to ensure the people of Illinois:

1. Understand & operate within the new law
2. Use cannabis safely
3. Know important health information.

### **Target Audience**

- Adults: All Illinois adults 21+ who may use or be interested in using non-medical cannabis
- Youth: Everyone in Illinois within the age range 13-20
- Parents & Mentors: All Illinois parent, mentors, or guardians who have an influential role in youths' lives
- Expecting moms: all Illinois females who currently use cannabis and are (or will be) pregnant, or breastfeeding.

### **Messaging Strategy & Communications Approach**

Be an unbiased source of truth that gives the people of Illinois the facts, context, and tips they need to use cannabis responsibly. The approach is to relate to each audience by providing valuable and actionable advice about cannabis use that's relevant to them.

### **Six-week campaign includes:**

- A comprehensive website featuring key information about what types of use are legal and illegal, and the health consequences of use;
- Health information for priority audiences, including pregnant and breastfeeding women, adults, parents and teenagers;
- Downloadable fact sheets that can be used and shared by community partners;
- Social, digital and radio advertisements to proactively reach Illinois residents with legal and health information.

