



Worth the Wait

Content Package Launch Kit

May 12, 2021

Developed by: | PREVENTION FIRST



Campaign Overview

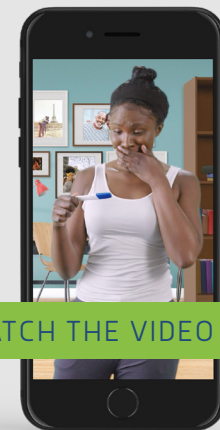
Let's Talk Cannabis IL is a health communications campaign that seeks to educate priority, at-risk populations about the health considerations and consequences of non-medical cannabis use. The campaign runs several media activations or "content packages" throughout the year. Each content package reaches a unique audience, providing them with tailored and relevant cannabis information.

Content Package Overview

Let's Talk Cannabis's new evidence-based content package, "Worth the Wait", targets pregnant and breastfeeding women who are open to using cannabis while pregnant or breastfeeding and are unaware of the risks. The content explains the risks of cannabis use by showing the joy and pride that comes from reaching each pregnancy or breastfeeding milestone, and the reasons why waiting to use is worth it. The content also delivers facts through natural dialogue that encourages alternatives to cannabis use. "Worth the Wait" is live in market from May 12 - June 18, 2021.

Social & Digital Media

Paid media ads drive message consumption through engaging videos, sharable content, and eye-catching animated graphics across relevant channels. Media channels, selected based on audience research and online behavioral data, include Facebook, Instagram, Youtube, and frequented websites (digital media). The "Worth the Wait" video communicates the risks of using cannabis while pregnant and/or breastfeeding and encourages new moms to wait.



Partner Materials

Let's Talk Cannabis has partnered with WIC (Women, Infant, & Children) as an opportunity to deliver messaging and materials directly into the hands of pregnant & breastfeeding women across the state of Illinois. The "Worth the Wait" video, sample social media posts, and an updated fact sheet will be bundled and available to interested partners to allow them to easily share out with new moms who may benefit from this information.

Let's Talk Cannabis Website

The campaign website serves as a key resource for education on risk associated with cannabis use while pregnant & breastfeeding. Ads will drive to the "New Moms" page for additional message consumption and retention. A downloadable fact sheet is also available on this page for easy sharing access. Visit the site by clicking [here](#).



Follow & Share The Campaign

Want to share this campaign with your network? Easily find and share Let's Talk Cannabis content on our Facebook page by clicking the share button on the bottom right of the post. Sample copy is provided below for individual use and customization.

Sample sharing copy:

"Check out the Illinois Department of Human Services' "Let's Talk Cannabis" campaign, focused on showing pregnant & breastfeeding women why waiting to use cannabis is worth it. See more at letstalkcannabisil.com/new-moms."

You can also share posts to your own social media by downloading the images below via the "download" button under each picture. Sample copy is also below. When sharing: use language that supports the exploration of content, highlight the positives of the campaign efforts, and please refrain from use of judgmental language.

Sample sharing copy:

"THC - the active ingredient in marijuana- can stay in breast milk for as long as 6 days. Waiting to use until you're finished breastfeeding is the safest way to go. Learn more at letstalkcannabisil.com/new-moms."

"Early studies show consuming any amount of THC during pregnancy could affect fetal brain development. Learn more at letstalkcannabisil.com/new-moms."



DOWNLOAD



DOWNLOAD

To share out additional information, feel free to download our "New Moms" Fact Sheet at the links below.

ENGLISH

SPANISH



For questions or to learn more about the Let's Talk Cannabis campaign, please contact Kim.Zambole@prevention.org Kim.Zambole@prevention.org

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