



# CANNABIS STASH BAG GIVEAWAY PILOT INITIATIVE

Hello! Thank you for your interest in the Let's Talk Cannabis IL pilot initiative, providing safe storage to cannabis customers to help keep children safe.

## Campaign Overview

Let's Talk Cannabis IL is a public health campaign developed by the Illinois Department of Human Services and Prevention First. The campaign seeks to educate the public about the health considerations and responsible use of non-medical cannabis. Through educational content, the campaign provides trustworthy and unbiased legal and health information to help the public make informed decisions.

## Material Overview

These 11" W x 6" H stash bags are intended to help parents and guardians keep their cannabis products safely stored and out of the hands of young children. These lockable canvas bags are water-resistant, smell-proof, and child-proof. The front side features the Let's Talk Cannabis logo and [website URL](#). The back side features a QR code linked to the [Let's Talk Cannabis Parent & Mentor page](#).



*Product mock up - not the final design.*

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## Shipping

Prevention First will ship 400 bags with 100 bags per box (*while supplies last*) to interested Illinois dispensaries. Each box weighs approximately 33 lbs. An email notice will be sent once bags have been shipped to requested locations.

## Customer Distribution

Please distribute these bags to cannabis customers who identify as parents or guardians of children under the age of 11. We will provide point-of-sale signage for customers to self-identify.

## Communication

Prevention First will check in with dispensaries twice and send a follow-up survey within six months of initial distribution.

For any additional questions or assistance with materials, please contact [Lauren.Bozarth@prevention.org](mailto:Lauren.Bozarth@prevention.org)

For more information on the campaign, please visit our website at [www.LetsTalkCannabisIL.com](http://www.LetsTalkCannabisIL.com)