



HOW TO GUIDE THE CANNABIS CONVERSATION

YOUR WORDS MATTER

You are the #1 influence on your child's behavior. Studies show teens are less likely to use cannabis if their parents talk to them about the risks. These health risks include physical changes to the brain that can permanently impact their memory, learning, and attention.

WHY TALK NOW?

Kids start early. **Every day 3,300 children try cannabis**—some as young as 12.

TIPS FOR PRODUCTIVE CONVERSATIONS

01

TALK EARLY AND OFTEN

Start the conversation as early as 10 years old, or as soon as they start asking questions. Continue the conversation as your kids grow up.

02

KEEP IT CASUAL AND CLEAR

Set clear rules around cannabis use. Instead of a formal family meeting, look for natural opportunities to start a conversation, such as driving past a dispensary.

03

LISTEN WITHOUT JUDGEMENT

Hear what they have to say and ask questions to encourage conversation. **Avoid lecturing** so they feel comfortable coming to you with questions later.

04

STAY GROUNDED AND FACT-BASED

Teens know when you're trying to scare them. **Keep cannabis conversations honest** and focused on proven facts and real-life situations.

05

DON'T PANIC IF YOU SUSPECT USE

Stay calm. Ask why they chose to experiment. Discuss non-cannabis alternatives and share positive reasons for wanting them to avoid using.

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