



YOUTH SHOULD BE INCLUDED IN PUBLIC HEALTH MESSAGING AROUND CANNABIS

Together, we identified ways to make public health messaging resonate more deeply.

Reaching youth with public health messaging on cannabis can be challenging. The Research Shop worked with the Wellington-Guelph Drug Strategy to determine how to maximize the effectiveness of cannabis awareness initiatives. The researchers reviewed current knowledge and best practices to learn how to successfully implement youth-for-youth cannabis awareness messaging in the Guelph-Wellington area. Results showed that participatory models, which engage youth in the development and implementation of the campaign, combine the strengths of both researchers and youth to create more relevant and effective youth-targeted cannabis use messaging.