

**PREVENTION  
ACCELERATOR**  
MEDIA CAMPAIGNS®

# MARIJUANA PREVENTING ANOTHER BIG TOBACCO © TOOLKIT

**A STRATEGIC 18-MONTH MARIJUANA MEDIA CAMPAIGN  
RESEARCHED AND READY TO GO!**

## BIG MARIJUANA...



IS BORROWING FROM  
BIG TOBACCO'S PLAYBOOK  
IN SEARCH OF THE SAME  
DEEP PROFITS.

IT'S TIME TO COMBAT  
THEIR GAME WITH **THE FACTS!**

*"This is the one toolkit you need to push back against pot in your community. Big Marijuana can be stopped if we mobilize together. This tool shows you how!"*

Kevin Sabet, SAM President and CEO

### **INCLUDED IN THIS TOOLKIT IS EVERYTHING YOU NEED TO:**

- Inform the public and policy makers on the risks and harms of marijuana use.
- Focus on youth prevention and health promotion across the lifespan.
- Support smart marijuana policies based on science, not slogans.
- Advance prevention efforts against the legalization of marijuana.
- Provide parents with vital information on strategies to protect their children.

**ONLY  
\$1195**

**It's easy. It's efficient. It's effective.**

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**CADY**  
Communities for Alcohol-  
and Drug-Free Youth

**CADYINC.ORG  
LEARNABOUTSAM.ORG**

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

**Template Examples:**


**FAST FACTS**

|                |   |
|----------------|---|
| <b>FACT #1</b> | <p>The compounds in marijuana can make the heart beat faster and can make blood pressure higher immediately after use; leading to an increased risk of stroke, heart disease and other vascular diseases.</p> <p style="text-align: right;">(CDC)</p> |
|----------------|---|

**MINI ADS**


Marijuana use has been linked with depression and anxiety, as well as suicidal thoughts among adolescents.

(NIH)



**CADY**  
Communities for Alcohol-  
and Drug-Free Youth

CADYINC.ORG



We're working to keep kids drug free--please join us!

**POWERFUL POWERPOINTS**

The U.S. Food and Drug Administration (FDA) warns that the use of unapproved cannabis and cannabis-derived products can have unpredictable and unintended consequences, including serious safety risks.





**FOCUS ON PREVENTION**

*For more information, please contact:*

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**TEMPLATES NOT DISPLAYED:**

- ⇒ Newsletters
- ⇒ Prevention Corner Articles
- ⇒ SAM One page informational flyers
- ⇒ SAM Posters

