PREVENTION ACCELERATOR
MEDIA CAMPAIGNS©

MARIJUANA:
PREVENTING ANOTHER BIG TOBACCO© Toolkit
Target Audience: Adults

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 effective. It's efficient.
Order your Marijuana: Preventing Another Big Tobacco© Toolkit today!

CONTACT ANN STARK AT 603.536.9793
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VISIT US ONLINE AT **CADYINC.ORG/PA**

CADY
Communities for Alcohol- and Drug-Free Youth

CADYINC.ORG
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SAM Smart Approaches to Marijuana
preventing another big tobacco

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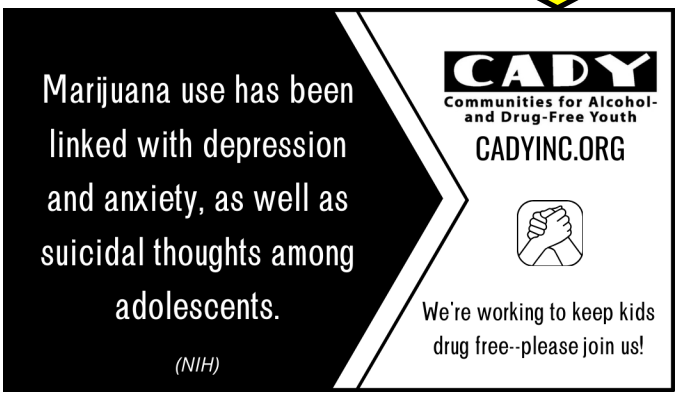
Template Examples:

Fast Facts

FACT #1	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. (CDC)

Source: Heart Health | Health Effects | Marijuana | CDC

Mini Ads



Powerful PowerPoints

To View Additional Template Examples, please contact:

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***Verifiable Source Links included for all templates**

Please Visit Our Website for More Details on How To Order
MARIJUANA: PREVENTING ANOTHER BIG TOBACCO© Toolkit
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