



**THE TEA ON
THC**

GET THE FACTS.

**The Tea on THC:
An educational and
awareness campaign
highlighting the risks
of high concentration
cannabis**

"The amount of THC in cannabis products has dramatically increased since legalization in Colorado 10 years ago" — Gregory Tung, Associate Professor Department of Health Systems, Management & Policy, Colorado School of Public Health



The Message

Why The Tea on THC? We tested multiple visual and verbal approaches with pregnant people and young adults. Both groups favored a fact-based, straightforward feel, leading us to “The Tea on THC” — as in, if you’re willing to give us some time, we’re going to give you some truth.

Target Audiences

The Colorado School of Public Health chose to run the Tea on THC in **Pueblo, Colorado Springs** and **Denver** because their distinct demographics create important opportunities to reach our target audiences. Youth in Pueblo County use more high concentration cannabis than in any other county in Colorado, clearly making it a critical target. Metro Denver, with its population density, allows us to reach large numbers of youth, pregnant people and parents cost-effectively. And Colorado Springs was selected due to El Paso County's above-average birth rates, maximizing our reach to pregnant people. In addition, all three regions have high usage among multiracial and LGBTQ+ youth, so we are ensuring the campaign addresses the most affected demographics.

Communication Tactics

The campaign uses multiple tactics to reach its diverse audiences. We created podcasts with experts, key information provided on TeaOnTHC.org, and a web-based curriculum with tailored lessons. Social media, paid media, printed collateral and out-of-home ads maximize visibility, while high-quality videos and custom illustrations convey key messages. Testimonial videos highlight personal stories to emphasize that high concentration cannabis use is impacting real people, right now. Pre- and post-surveys are measuring the campaign’s effectiveness.



Overview

Website

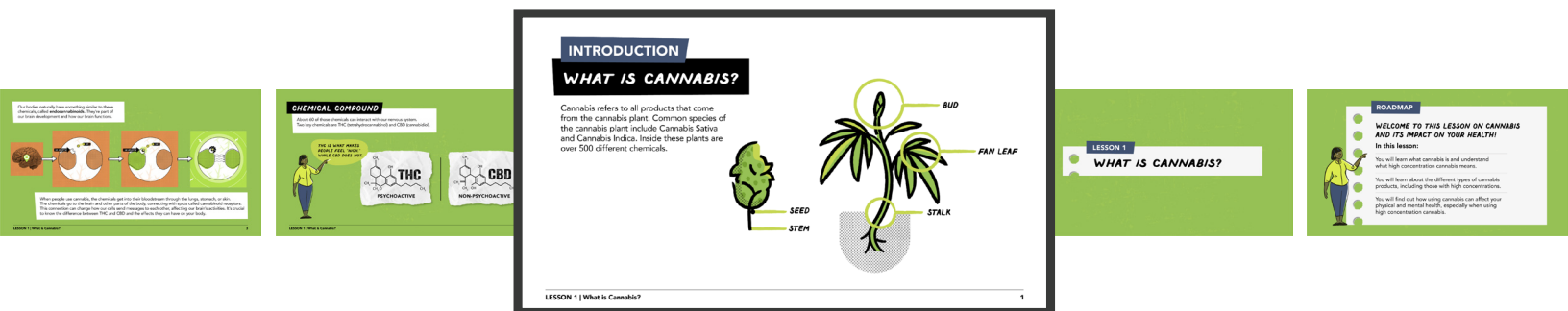
The cornerstone of our campaign’s digital presence was the launch of the dedicated website, TeaOnTHC.org. This hub provides detailed information on high concentration cannabis, its risks and its effects, especially on youth and pregnant individuals. It also educates parents and mentors on how to talk to youth about high concentration cannabis. The website features interactive tools, educational articles, downloadable materials, support links, videos, podcast episodes and deep-dive lessons in our custom curriculum. Designed for user-friendliness and mobile compatibility, TeaOnTHC.org ensures easy access to crucial information and will be the foundation of the campaign for years to come.



Web-Based Curriculum

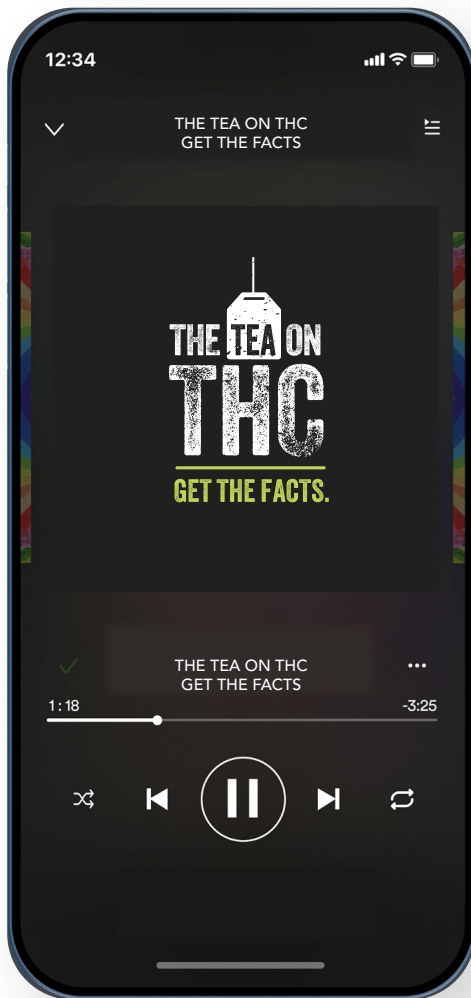
The Colorado School of Public Health developed an interactive web-based curriculum for TeaOnTHC.org. Lessons include:

- **“Unlock the Truth About Cannabis,”** which educates youth on the nature of cannabis, its different forms and its health impacts.
- **“Stress Smart: Strategies to Cope with Stress,”** which teaches youth effective stress management techniques to support substance use prevention.
- **“Cannabis, Your Baby and You,”** which provides essential information on the effects of cannabis during pregnancy.
- **“Balanced Beginnings: Stress Management for Expecting and New Parents,”** which offers tailored coping skills for managing stress during pregnancy and the postpartum period.
- **“Cannabis & Youth: Health Impacts and Effective Conversations,”** which equips parents and trusted adults with vital information and practical strategies for discussing cannabis with youth.



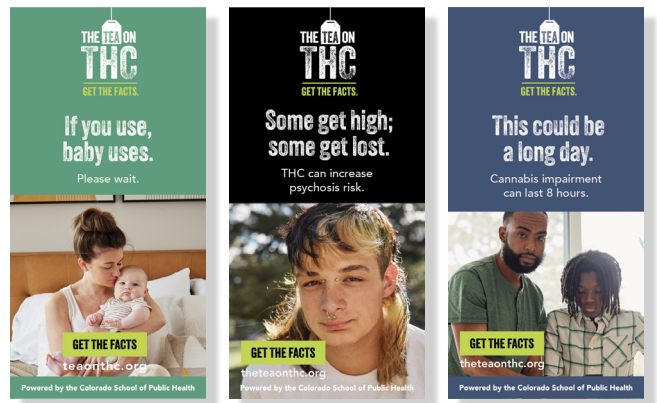
Podcast Series

This podcast sheds light on the often-overlooked risks of high concentration cannabis use, particularly among youth and pregnant people. Our mission was to provide clear, evidence-based facts and foster open conversation. Episodes break down the science behind cannabis and its impact on developing brains and prenatal health, and share real-life stories. We feature experts from medicine, psychology and public health, as well as individuals with firsthand experience of the risks of using high concentration products.



Paid Media

To maximize the campaign’s impact, we are investing in a robust paid media strategy. This includes ads on popular websites, search engines and social media platforms. Our eye-catching ads aim to drive traffic to our website and resources. By placing ads where our target demographics spend their time online, we ensure our message reaches those most at risk and those who can positively influence their behavior.



Social Media

To maximize the campaign’s impact, we are using social media to disseminate our message and engage with our audience. We are aiming to create a vibrant online community sharing critical information to help educate our audience.

Illustrative Characters

To make complex information more digestible and engaging, we commissioned a series of custom illustrations for use in campaign materials. The visuals were designed to be relatable and impactful, helping to convey key messages about the risks of high concentration cannabis in a way that is easy to understand and remember.



Videography

High-quality videography is central to our campaign's storytelling approach. We produced a series of short, impactful videos to highlight key messages on our website and social media channels, and at community events. These videos included animations explaining the effects of high concentration cannabis, interviews with experts, and real-life stories such as those from students at Denver's 5280 Sober School; Laura, a mom who lost her son to suicide after he used high concentration cannabis; and Brandon Lloyd, a former NFL player who shared his story of using cannabis during stressful times until he learned to use healthy coping strategies instead.



Out-Of-Home Advertising

Our out-of-home (OOH) advertising efforts are reaching people in their everyday environments. We placed advertisements in high-traffic areas such as bus stops, billboards and transit stations. These ads featured compelling visuals and concise messages about the dangers of high concentration cannabis. By bringing the campaign into public spaces, we increased awareness among a broader audience and reinforced the message through repeated exposure.

An advertisement for 'The Tea on THC'. On the left, a black background contains the text 'Is marijuana becoming your best friend?' in white and green. Below it, it says 'Powered by the Colorado School of Public Health'. On the right, a young man in a black hoodie looks thoughtfully to the side. In the top right corner, the logo 'THE TEA ON THC' is displayed above the website 'teaonthc.org'. In the bottom right corner, there is a QR code and the text 'GET THE FACTS.'.

Evaluation & Metrics

To evaluate the effectiveness of the Tea on THC campaign, we monitored metrics across the marketing funnel: awareness, engagement and impact.

For **awareness**, we analyze organic and paid ad impressions, website traffic and earned media, with attention to audience geography and attributes. We also evaluate CPM (cost per 1,000 impressions) to ensure effective ad spending.

For **engagement**, we measure digital marketing metrics such as click-through rates, likes, subscribes, comments and video/episode completion rates. Engagement with TeaOnTHC.org is tracked through such metrics as time on page, pages per session, chatbot interactions and web curriculum engagement.

To assess **impact**, we analyze changes in attitudes, knowledge and behaviors related to high concentration cannabis through two methods: A market survey conducted pre-campaign establishes a baseline, and a follow-up survey post-campaign measures shifts. In addition, questions in the web curriculum helps gauge knowledge improvement.

