

## Social Media Toolkit to Support Partner Communication about Cannabis

The Partnership @drugfreeNH (The Partnership) has prepared a series of Spotlight factsheets to support our prevention community in cannabis use education and discussion. The following social media toolkit includes sample messages and images that will support digital communication and dissemination of the Spotlight factsheets. Messages can be modified to suit your organization's needs.

### Tagging The Partnership

Please tag The Partnership in your social media posts. Use the following tags depending on the platform you are posting on:

- Facebook: [@DrugFreeNH](#)
- Instagram: [@drugfreenh](#)
- Twitter: [@DrugFreeNH](#)
- LinkedIn: [The Partnership @drugfreeNH](#)

### The Toolkits

The Partnership has developed three factsheets available for use relating to various cannabis topics:

1. General Facts About Cannabis Use (<https://bit.ly/3ujCjXD>)
2. Cannabis Use Among Young People: What Parents and Caregivers Can Do (<https://bit.ly/3qrmjSu>)
3. Cannabis Use While Pregnant and When Breastfeeding (<https://bit.ly/3D7dToq>)

Below are sample messages for how your organization could promote each toolkit depending upon your target audience or intended message.



## Sample Messages - Talking to Youth

- Parents and mentors have more influence in promoting substance-free norms than they might realize. Having the talk early and often can prevent young people from using cannabis. The Partnership has developed a factsheet to get the ball rolling: <https://bit.ly/3qrmjSu>. #ThePartnership @DrugFreeNH
- Cannabis, which creates a high through a chemical called THC, can have short- and long-term effects on developing brain function, physical movement, moods, and relationships. What's more, for those who start using cannabis before the age of 18, one in six will develop a cannabis use disorder. Learn how to educate your kids about the risks with the factsheet developed by The Partnership: <https://bit.ly/3qrmjSu>. #ThePartnershipNH @DrugFreeNH
- Knowing the risks of cannabis use is an important prevention strategy. They can help you talk with young people, family members, and friends about the negative consequences of cannabis -- you can influence their attitudes and beliefs around using: <https://bit.ly/3qrmjSu>. #ThePartnershipNH @DrugFreeNH
- It's not always easy to have honest, caring conversations with kids about drug use, but it's always worth it. The Partnership has developed a factsheet to help parents, guardians, and adults talk about the risks associated with cannabis use: <https://bit.ly/3qrmjSu>. #ThePartnershipNH @DrugFreeNH

## Sample Messages - Legalization/Decriminalization

- With legalization debates and legislation in NH (and other states), cannabis has become more and more normalized. Yet many aren't aware of the effects it has on our mental health. From worsening long-term conditions like anxiety and depression, to causing severe short-term effects like psychosis and paranoia, there's no such thing as a harmless high. Visit The Partnership to download their factsheets on prevention support and education. #ThePartnershipNH @DrugFreeNH
- Since the decriminalization of cannabis in 2017, many (especially teens) reported feeling that using marijuana once or twice a week wasn't a great risk. Helping parents, youth, and communities understand the risks associated with using marijuana, even occasionally, is essential. The Partnership has developed a factsheet to share general facts, resources, and support: <https://bit.ly/3ujCjXD> #ThePartnershipNH @DrugFreeNH

## Sample Messages - Pregnancy & Breastfeeding

- Whether your use is recreational, therapeutic, or medicinal, there are things you need to know about cannabis use during pregnancy and while breastfeeding. The Partnership has developed a factsheet to help you decide what's right for you: <https://bit.ly/3D7dToq>. #ThePartnershipNH @DrugFreeNH
- It can be difficult to decipher fact from fiction when it comes to what's healthy and what you should avoid while pregnant. The Partnership has developed a cannabis factsheet to help understand the risks of cannabis use during pregnancy. Learn more: <https://bit.ly/3D7dToq>. #ThePartnershipNH @DrugFreeNH

## Sample Images

The images below are available to download on our website. These images can be used on Instagram, Facebook, Twitter, or LinkedIn.

