THERE ARE #BIGGERCHOICES THAN WEED

PROGRAM TOOLKIT
BIGGER CHOICES
Los Angeles County Department of Public Health launched a teen-focused education campaign, “Bigger Choices,” to prevent marijuana use and encourage teens to make bigger choices now for a better future tomorrow. Learn how teens are talking about weed and how it affects their lives and futures at LetsTalkCannabisLACounty.com.

HEALTH EFFECTS
It becomes harder to quit using weed if you start a young age. Using weed as a teenager can harm your brain development, memory, thinking, and learning functions, because your brain won't be fully developed until you’re 25. Smoking weed can also irritate your lungs the same way smoking tobacco does. Find out how other teens are talking about the effects of weed and what they’re doing to make bigger choices at LetsTalkCannabisLACounty.com.

YOUTUBE CHANNEL
"Bigger Choices" is a marijuana use prevention campaign developed by the Los Angeles County Department of Public Health to inform with facts and create a dialog with and among teens. Learn more at publichealth.lacounty.gov/sapc/teens.
If you want to quit weed and it feels too hard to do on your own, or you want to help a friend or family member, call the Los Angeles County Substance Abuse Service Helpline, anytime 24/7 for FREE, at (844)804-7500 to learn about no-cost treatment services available in Los Angeles County.

WEED EFFECTS
Our brains continue to develop until about age 25. Using weed at a young age can prevent your brain from reaching its full potential. It can also affect your attention, memory, learning, decision-making, and even your job opportunities and financial aid for college. To learn more on how weed can affect you, visit publichealth.lacounty.gov/sapc/teens.

FREE HELPLINE
How do you know when it is too much weed? When you use more than you planned or when you use it all the time and you can’t take a break from it. When using pot becomes the goal over graduating high school, making the sports team, or getting that job. It doesn't have to be that way. If you or someone you know needs help, call the Los Angeles County Substance Abuse Service Helpline, anytime 24/7 for FREE, at (844)804-7500 to learn about no-cost treatment services available in Los Angeles County.
#BiggerChoices

<table>
<thead>
<tr>
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<tr>
<td>Ongoing</td>
<td>Ask your teens if they’ve seen this video! It’s the latest teen-inspired marijuana prevention rap video on Instagram and SnapChat. It features Instagram influencer @keshkeshofficial encouraging teens to prepare for life’s #BiggerChoices by considering the downsides of weed and making a decision that is right for them and their future. @ChooseHealthLA @LAPublicHealth @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</td>
<td>“You got a lot of choices, make the right ones for you”. @LAPublicHealth’s newest teen-inspired marijuana prevention PSA features @Keshkesh02 encouraging fellow teens to prepare for life’s #BiggerChoices by considering the downsides of weed. @ChooseHealthLA @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</td>
<td>Ask the teens you know if they’ve seen this video! It’s @LAPublicHealth’s latest teen-inspired marijuana prevention rap video on Instagram and SnapChat. It features @keshkeshofficial encouraging teens to prepare for life’s #BiggerChoices by considering the downsides of weed and making a decision that is right for them and their future. @CountyofLA</td>
<td><img src="https://youtu.be/nULruOsRySE" alt="Lungs" /></td>
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| Ongoing| Teen brains aren’t fully developed until about 25 years old. Find out how weed can harm their brain development from reaching its full potential. #BiggerChoices | Teen brains aren’t fully developed until about 25 years old. Find out how weed can harm their brain development from reaching its full potential. #BiggerChoices | Teen brains aren’t fully developed until about 25 years old. Find out how weed can harm their brain development from reaching its full potential. #BiggerChoices | ![Teen](https://youtu.be/29LtpvMSgcc) |

[Suggested Hashtags for Instagram Posts](#)

#healthyliving #healthylifestyle #health #healthyfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthycommunity #healthychoices #ourhealthourfuture #healthtipoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh

For Partners
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<tr>
<td>Ongoing</td>
<td>LA County Department of Public Health launched “Bigger Choices” to prevent marijuana use among teens. Find out how teens are talking about marijuana.</td>
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<td><img src="https://youtu.be/lfAXp6lkpjQ" alt="link to video: “Bigger Choices - Excuses Part 2”" /></td>
</tr>
<tr>
<td>Ongoing</td>
<td>Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices</td>
<td>Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices</td>
<td>Driving high is illegal and dangerous. Weed affects your reaction time, concentration, and coordination. #BiggerChoices</td>
<td><img src="https://youtu.be/4ADhCo46hGM" alt="link to video: “Can you get a DUI from driving high?”" /></td>
</tr>
<tr>
<td>Ongoing</td>
<td>What’s true, what’s not about teens’ brains on weed. #BiggerChoices</td>
<td>What’s true, what’s not about teens’ brains on weed. #BiggerChoices</td>
<td>What’s true, what’s not about teens’ brains on weed. #BiggerChoices</td>
<td>Image from Web Downloads</td>
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**Suggested Hashtags for Instagram Posts**

#healthyliving #healthylifestyle #health #healthfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthycommunity #healthychoices #ourhealthisourfuture #healthtipoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh
#BIGGERCHOICES

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<td><img src="https://youtu.be/xNoNsmt6mU4" alt="link to video: “Bigger Choices - Excuses Part 1”" /></td>
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<tr>
<td>Ongoing</td>
<td>Get the facts on weed. #BiggerChoices <a href="https://mjfactcheck.org/potency">https://mjfactcheck.org/potency</a></td>
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<td>Get the facts on weed. #BiggerChoices</td>
<td>![What’s safe for teens?](Image from Web Downloads)</td>
</tr>
<tr>
<td>Ongoing</td>
<td>How weed impacts your teen’s school life. #BiggerChoices <a href="https://mjfactcheck.org/school">https://mjfactcheck.org/school</a></td>
<td>How weed impacts your teen’s school life. #BiggerChoices <a href="https://mjfactcheck.org/school">https://mjfactcheck.org/school</a></td>
<td>How weed impacts your teen’s school life. #BiggerChoices</td>
<td>![ATTENTION SPAN REDUCED?](Image from Web Downloads)</td>
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**Suggested Hashtags for Instagram Posts**

#healthyliving #healthylifestyle #health #healthyfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthycommunity #healthychoices #ourhealthourfuture #healthtiopoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh
### Social Media Content

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<td>Ongoing</td>
<td>¡Pregúntele a los jóvenes que conoce si ya han visto este comercial! Es el video musical de rap más reciente contra la marihuana, y sale en Instagram y Snapchat. Aparece la influenciadora @keshkeshofficial animando otros jóvenes a pensar en las desventajas de usar marihuana y hacer la decisión mejor para sus vidas y futuro. #BiggerChoices @ChooseHealthLA @LaPublicHealth @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</td>
<td>En la campaña más reciente de @LaPublicHealth contra la marihuana, aparece la influenciadora @Keshkesh02 animando jóvenes a pensar en las desventajas de usar marihuana y hacer la decisión mejor para sus vidas y futuro. #BiggerChoices @ChooseHealthLA @LACountyOCM @CountyofLA @LACountyCEO LetsTalkCannabisLACounty.com</td>
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<td><img src="https://youtu.be/nULruOsRySE" alt="Lungs Image" /></td>
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[link to video: “Kesh Kesh Weed Rap”]
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<td>Ongoing</td>
<td>Que es cierto o falso sobre el cerebro de jóvenes que fuman marihuana.</td>
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<td>Que es cierto o falso sobre el cerebro de jóvenes que fuman marihuana.</td>
<td>Image from Web Downloads</td>
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<td>#BiggerChoices</td>
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<tr>
<td>Ongoing</td>
<td>Obtenga información sobre marihuana. #BiggerChoices</td>
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<td>Obtenga información sobre marihuana. #BiggerChoices</td>
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<tr>
<td>Ongoing</td>
<td>Cómo la marihuana afecta la vida escolar de los adolescentes. #BiggerChoices</td>
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<tr>
<td>Ongoing</td>
<td>Using weed regularly can lower your focus and IQ. #BiggerChoices</td>
<td>Did you know that weed can lower your focus and IQ?</td>
<td>Did you know that weed can lower your focus and IQ.</td>
<td><img src="https://example.com" alt="LUNGS" /></td>
</tr>
<tr>
<td></td>
<td>More videos 👉 LetsTalkCannabisLACounty.com</td>
<td>👉 Check out what @keshkeshofficial says about how weed affects teens’ brains. We have #BiggerChoices to make in life. Like if you agree.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ongoing</td>
<td>Weed effects your 🎯. See what other teens are saying about marijuana. #BiggerChoices •• LetsTalkCannabisLACounty.com</td>
<td>👉 @Keshkesh02 encourages you to make the right choices for you while keeping in mind that weed effects your brain. 👈 #BiggerChoices •• See what other teens are saying: LetsTalkCannabisLACounty.com</td>
<td>@keshkeshofficial encourages you to prepare for life's #BiggerChoices while learning about what weed does to your brain 👈 #BiggerChoices •• See •• what other teens are saying at LetsTalkCannabisLACounty.com</td>
<td><img src="https://example.com" alt="Kesh Kesh" /></td>
</tr>
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Note: The emojis pictured here cannot be pasted. To include emojis, insert them while composing social media posts.

**Suggested Hashtags for Instagram Posts**
#healthyliving #healthylifestyle #health #healthfamilies #healthy #behealthy #publichealth #lapublichealth #losangeles #LACounty #CountyOfLA #healthtips #healthmatters #healthcommunity #healthychoices #ourhealthourfuture #healthtipoftheday #healthyfamily #healthykids #healthyteen #healthyteens #defineyourself #wellness #keshkeshofficial #keshkesh

For Teens
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<td>There's no need for weed. There are bigger choices. Watch how teens are talking about how marijuana harms their goals.</td>
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<td><img src="https://youtu.be/bcNEGodDOOw" alt="Link to video: “Bigger Choices - Weed Effects”" /></td>
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<td>Ongoing</td>
<td>Live for your future, not for the moment. When weed becomes your everything, your life takes a back seat. Take back your life. Free help when you're ready. 24/7. 1-844-804-7500.</td>
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<td><strong>You have Bigger Choices to make in life. Weed shouldn't be one of them.</strong></td>
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<td><strong>You have #BiggerChoices to make in life. Don't let getting high on weed sink your chances to success.</strong></td>
<td><img src="https://youtu.be/29LtpvMSgcc" alt="Image" /></td>
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**Suggested Hashtags for Instagram Posts**

- #healthyliving
- #healthylifestyle
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- #healthyfamilies
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- #publichealth
- #lapublichealth
- #losangeles
- #LACounty
- #CountyOfLA
- #healthtips
- #healthmatters
- #healthycommunity
- #healthychoices
- #ourhealthourfuture
- #healthtipoftheday
- #healthyfamily
- #healthykids
- #healthyteen
- #healthyteens
- #defineyourself
- #wellness
- #keshkeshofficial
- #keshkesh

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**For Teens**
Downloads available at:

publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
WEB DOWNLOADS

G

THERE ARE
#BIGGERCHOICES THAN WEED

H

WHAT WOULD YOU TELL YOUR FRIENDS ABOUT WEED?

I

LETS TALK ABOUT WEED

J

THERE ARE
#BIGGERCHOICES THAN WEED

K

THERE ARE
#BIGGERCHOICES THAN WEED

Downloads available at:

publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
WEB DOWNLOADS

POWERPOINT PRESENTATION SLIDES

LA COUNTY FACT SHEET 8 1/2” x 11”

LOS ANGELES COUNTY MARIJUANA USE AND PERCEPTIONS AMONG TEENS

In 2015, youth in high schools:
- 42% of students consider marijuana use to be acceptable
- 34% of students believe marijuana is safe to use
- 56% of students believe marijuana use is a good idea

In 2017, among youth 12-17 years of age:
- 35% of students consider marijuana use to be acceptable
- 32% of students believe marijuana is safe to use
- 50% of students believe marijuana use is a good idea

From 2015 to 2017, among youth 15-17 years of age:
- Increase in the number of students who agree that marijuana use is a good idea
- Increase in the number of students who believe marijuana is safe to use

BIGGER CHOICES COMIC 8 1/2” x 11”

Downloads available at:
publichealth.lacounty.gov/sapc/prevention/PreventionLinks.htm
"EXCUSES - PART I"

https://www.youtube.com/watch?v=xNoNsmt6mU4

Embed code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/xNoNsmt6mU4" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>

"EXCUSES - PART II"

https://www.youtube.com/watch?v=lfAXp6lkpJQ

Embed code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/lfAXp6lkpJQ" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>

"KESH KESH WEED RAP"

https://www.youtube.com/watch?v=nULruOsRySE

Embed code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/nULruOsRySE" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>

"PEER PRESSURE"

https://www.youtube.com/watch?v=_Jla6wbjkeI

Embed code:
<iframe width="560" height="315" src="https://www.youtube.com/embed/_Jla6wbjkeI" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
**THINK**

https://www.youtube.com/watch?v=29LtpvMSgcc

Embed code:

```html
<iframe width="560" height="315" src="https://www.youtube.com/embed/29LtpvMSgcc" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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**FAMILY**

https://www.youtube.com/watch?v=ZAt3UeKuNGE

Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/ZAt3UeKuNGE" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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**GOALS**

https://www.youtube.com/watch?v=IrSm7gxSV1g

Embed code:

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<iframe width="560" height="315" src="https://www.youtube.com/embed/IrSm7gxSV1g" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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**WEED EFFECTS**

https://www.youtube.com/watch?v=bcNEGodDOOw

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<iframe width="560" height="315" src="https://www.youtube.com/embed/bcNEGodDOOw" frameborder="0" allow="autoplay; encrypted-media" allowfullscreen></iframe>
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YOUTUBE LINKS & CODES

TEEN TALKS WITH DR. DREW

VIDEO PLAYLIST
https://www.youtube.com/playlist?list=PL1mEhyb5GDyUbv1KVvOwfXsLQgE-68SHG
**What is legal with weed?**
With the passage of Proposition 64, California legalized adult-use marijuana. To learn more about what is legal and what is not, click here: cannabis.lacounty.gov.

**Bigger Choices**
Los Angeles County Department of Public Health launched a teen-focused education campaign, “Bigger Choices,” to prevent marijuana use and encourage teens to make bigger choices now for a better future tomorrow. Learn how teens are talking about weed and how it affects their lives and futures at LetsTalkCannabisLACounty.com.

**Weed Effects**
Our brains continue to develop until about age 25. Using weed at a young age can prevent your brain from reaching its full potential. It can also affect your attention, memory, learning, decision-making, and even your job opportunities and financial aid for college. To learn more on how weed can affect you, visit publichealth.lacounty.gov/sapc/teens.

**Signs of Addiction**
When does using weed become an addiction? When you use more than you planned to or when you try to quit repeatedly but you can't stop using pot. When it becomes a priority over living your life to its fullest potential and it gets in the way of school, sports, extracurricular activities, or your job. If you or someone you know needs help, call the Los Angeles County Substance Abuse Service Helpline, anytime 24/7 for FREE, at (844) 804-7500 to learn about no-cost treatment services available in Los Angeles County.
Promotional Materials

8 1/2 x 11” Flyers - Marijuana Use & IQ (Max. order 50 each)

English

Spanish

8 1/2 x 11” Flyers - Edibles, Vaping, Waxes (Max. order 50 each)

English

Spanish
PROMOTIONAL MATERIALS

5 1/2” x 8 1/2” Postcards - Marijuana Use & IQ (Max. order 50 each)

5 1/2” x 8 1/2” Postcards - Edibles, Vaping (Max. order 50 each)

5” x 2 1/2” MJFactCheck.org cards (Max. order 50 each)
Name: ________________________________ Date: ___/___/___

Organization: ____________________________________________________________

Email: ___________________________________________ Phone: (____) ____ – _____

Order:

<table>
<thead>
<tr>
<th>Items Requesting</th>
<th>Language (English or Spanish)</th>
<th>Quantity (Maximum order- 50 each)</th>
<th>QTY. FULFILLED (DPH use only)</th>
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</thead>
<tbody>
<tr>
<td>5” x 2 1/2” MJFactCheck.org cards</td>
<td>Spanish</td>
<td>25</td>
<td></td>
</tr>
</tbody>
</table>

Reason for request: ____________________________________________________________

Please submit your order form via email to timyoung@ph.lacounty.gov

and include on Subject line: “MJFactCheck Order”

*Quantities are not guaranteed and are based upon availability. Orders are available for pickup only. Community partners should make arrangements for pickup when submitting order form.
Resources

**Letstalkcannabislacounty.com**

Substance Abuse Service Helpline
(844) 804-7500 - available 24/7
sapccis.ph.lacounty.gov/sbat/

Los Angeles County
letstalkcannabislacounty.com
publichealth.lacounty.gov/sapc/teens/
cannabis.lacounty.gov/for-parents-and-teens/
mjfactualcheck.org/los-angeles-county/  (en español) datosmarijuana.org

CA Department of Public Health
cdph.ca.gov/Programs/DO/letstalkcannabis/Pages/youth.aspx
cdph.ca.gov/Programs/DO/letstalkcannabis/Pages/parents-mentors.aspx

National Institute on Health
teens.drugabuse.gov/drug-facts/marijuana

Centers for Disease Control and Prevention
cdc.gov/marijuana/factsheets/teens.htm
cdc.gov/healthyyouth/data/yrbs/index.htm

Additional Resources
protectwhatsnext.com