

420 REMIX PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST FACT SHEET

Facts About Marijuana:

- 1 in 10 people who use marijuana may become addicted to marijuana – and 1 in 6 when use begins before age 18. [1]
- Using marijuana can affect your memory, learning, concentration, and attention. [1]
- Using marijuana can lead to worse educational outcomes. Compared with teens who don't use, students who use marijuana are more likely not to finish high school or get a college degree. [1]
- 64% of high school seniors haven't used any substances in the past month, and over 36% have never used them in their lifetime. [2]
- The risk of developing marijuana use disorder is even greater for people who begin to use it before age 18. [3]
- Marijuana can make the heart beat faster and raise blood pressure immediately after use. [4]
- Smoked marijuana, regardless of how it is smoked, can harm lung tissues and cause scarring and damage to small blood vessels. [4]
- Marijuana can cause permanent IQ loss of as much as 8 points when people start using it at a young age. These IQ points do not come back, even after quitting marijuana.[5]
- Today's marijuana has three times the concentration of THC compared to 25 years ago. [5]

Tips for Creating Your PSA:

Choose the Right Format – Decide if a video PSA is the best way to share your message.

Pick a Clear Topic – Focus on a specific issue you want to highlight.

Define Key Messages – Determine what you want your audience to learn or remember.

Do Your Research – Use facts and evidence to support your message.

Know Your Audience – Tailor your PSA to the people you want to reach.

Outline the Content – Structure the PSA and keep it concise.

Write a Strong Script – Use clear, simple language and keep it engaging.



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Definition:

Positive Social Norms: Actions and attitudes that are accepted and encouraged in a community, such as making healthy choices, avoiding substance use, and supporting friends in making safe decisions.

Sources to Explore:

- <https://www.cdc.gov/cannabis/about/index.html>
- <https://nida.nih.gov/research-topics/cannabis-marijuana>
- <https://www.samhsa.gov/substance-use/learn/marijuana/risks>
- <https://www.dea.gov/factsheets/marijuana>
- <https://www.cdph.ca.gov/Programs/CCDPHP/sapb/cannabis/Pages/Lets-Talk-Cannabis.aspx>
- <https://www.onechoiceprevention.org/>

Credit for Marijuana Facts:

1. Substance Abuse and Mental Health Services Administration (SAMHSA). Marijuana: The risks are real (Infographic). Retrieved from <https://www.samhsa.gov/sites/default/files/marijuana-infographic-risks-are-real.pdf>
2. One Choice Prevention. One Choice Prevention. Retrieved from <https://www.onechoiceprevention.org/>
3. Centers for Disease Control and Prevention (CDC). (February 22, 2024). Cannabis (marijuana) facts & statistics. Retrieved from <https://www.cdc.gov/cannabis/data-research/facts-stats/index.html>
4. Centers for Disease Control and Prevention (CDC). (February 16, 2024). Health effects of marijuana. Retrieved from <https://www.cdc.gov/cannabis/health-effects/index.html>
5. Substance Abuse and Mental Health Services Administration (SAMHSA). (November 7, 2024). Marijuana risks. Retrieved from <https://www.samhsa.gov/substance-use/learn/marijuana/risks>