

SPEAKING OF CANNABIS

Regional Cannabis Communications Campaign in Southeastern Minnesota

September 15, 2026

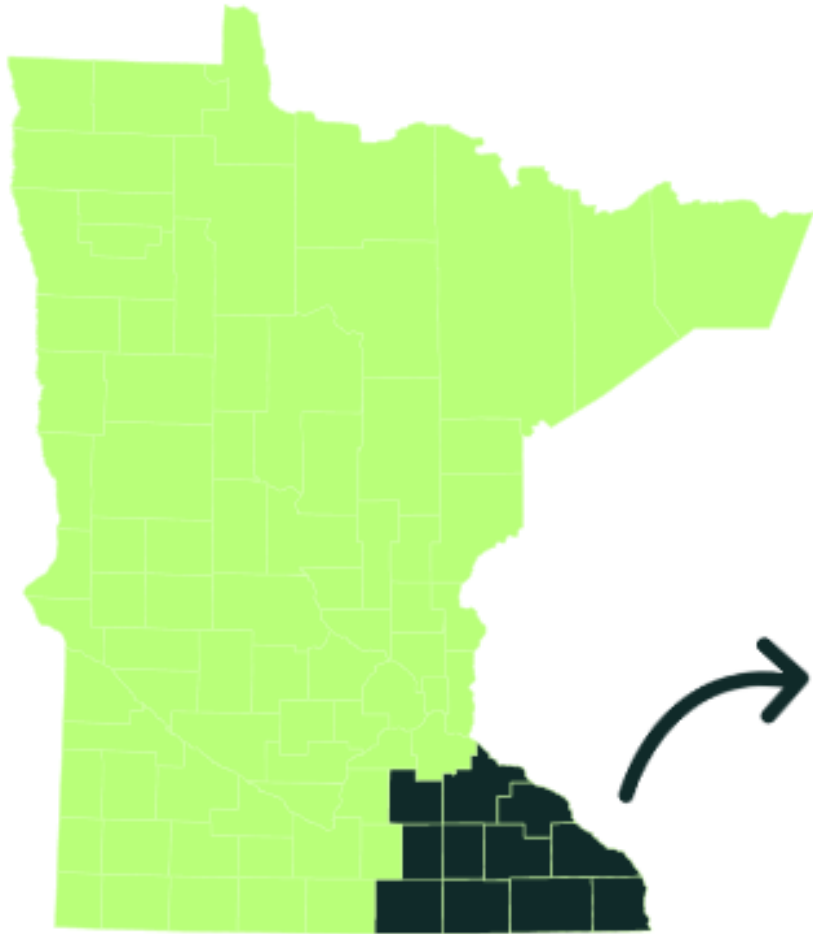


Maggie Cichosz & Jessica Seide

- Maggie is the Healthy Communities Lead with a Master's in Public Health from Kent State University
- Jessica is the Communications Specialist with a Master's in Health Science- Community Health Education
- Total of 19 years at GCHHS



Southeast Minnesota partnership model



One voice



Shared budgets



Amplified reach

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PARTICIPATING COUNTIES

- Dodge
- Fillmore
- Freeborn
- Goodhue*
- Houston
- Mower
- Olmsted
- Rice
- Steele
- Wabasha
- Winona

OBJECTIVES

1. Educate parents, caregivers, grandparents, mentors, and other adults with kids in their lives about the **effects of cannabis** on a developing brain
2. Empower those adults to **talk to the kids** in their lives about not using cannabis
3. Encourage **safe storage** for those adults who use cannabis.

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**SHOW
YOU CARE
LISTEN
AND BE
CURIOUS***

*Talk to the kids in your life about not using cannabis. For most teens, if a parent or trusted adult talks to them about not using cannabis, they are less likely to do so.

Get tips at
www.speakingofcannabis.org



Public Health
Promote. Prevent. Protect.

CAMPAIGN SUMMARY

- **6.2 million** impressions
- **Over 191K** clicks and views of ads

Digital



- **127** in-person displays
- **7.1 million** estimated monthly impressions

Community Based



- **50** local newspaper ads
- **10** local press releases

Newspaper



- **30** organic social media posts
- **Over 11K** organic social media impressions

Social Media

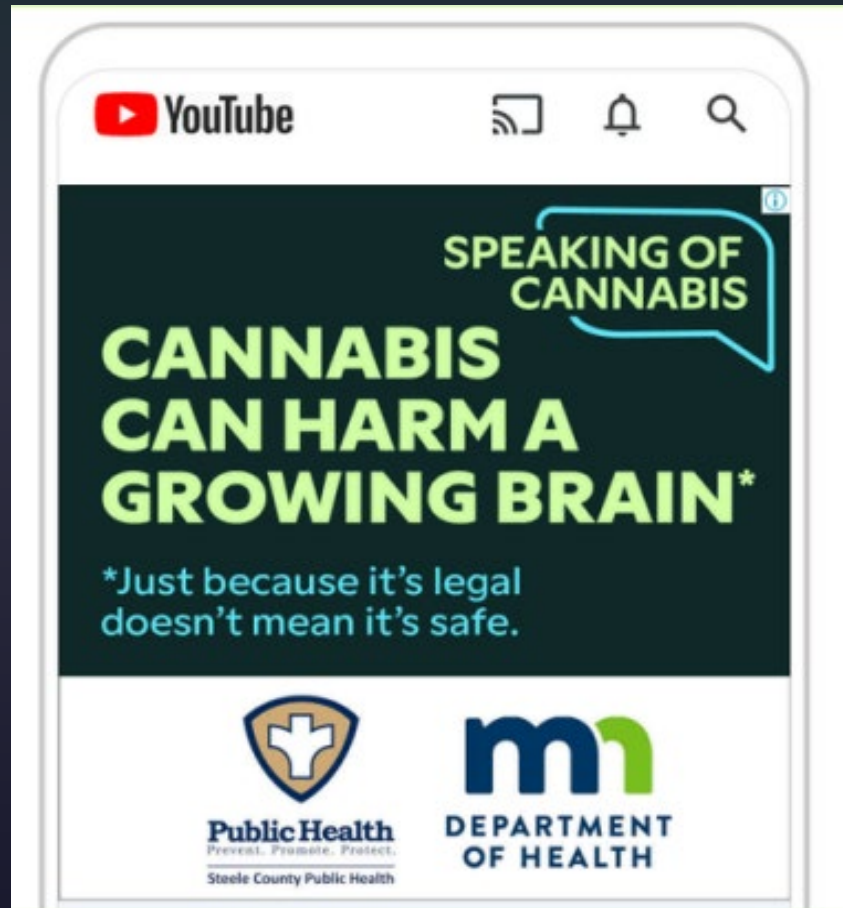


- **31** community presentations
- **2,507** attendees

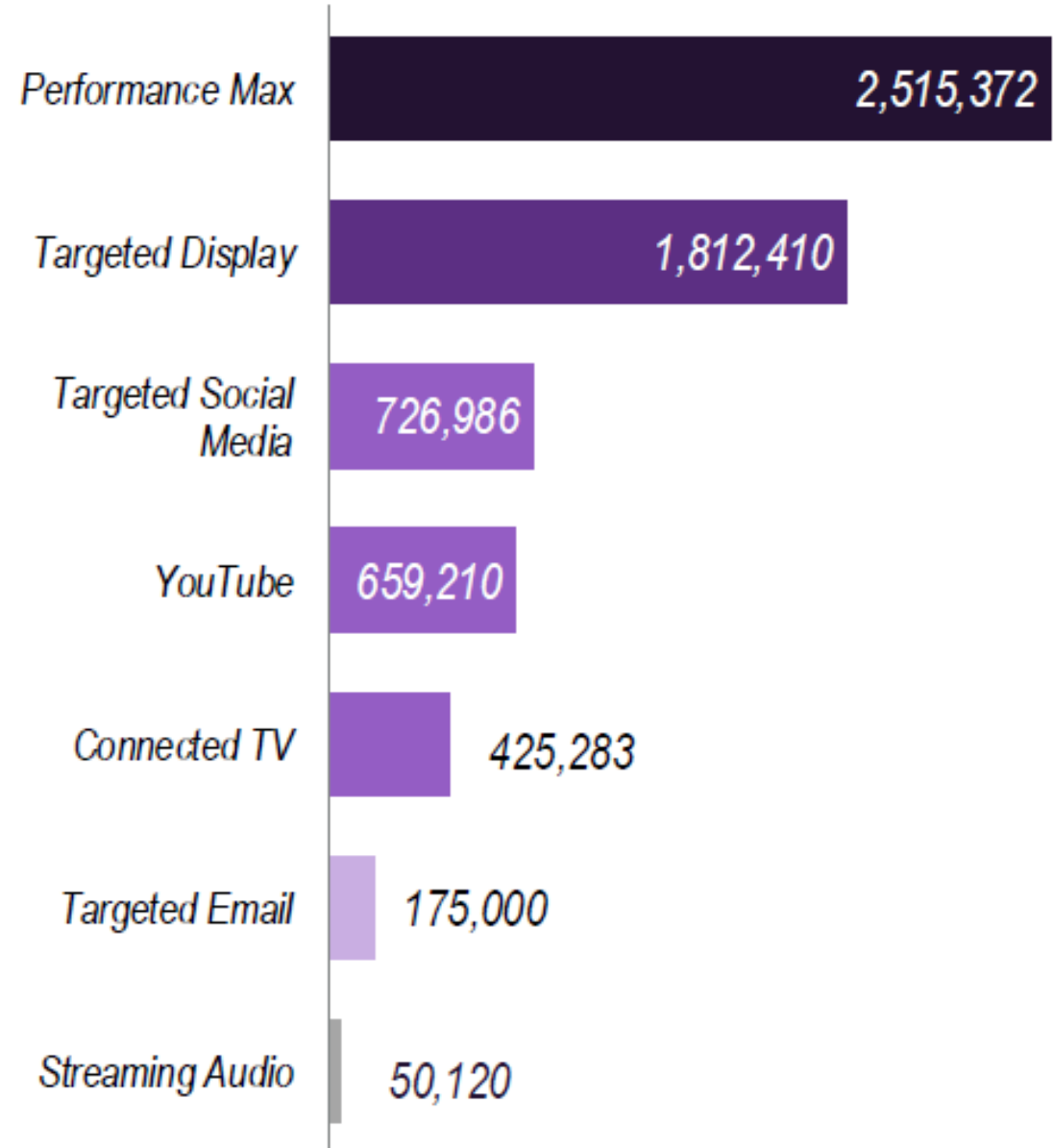
Presentations



DIGITAL



Total digital media impressions, by channel



COMMUNITY BASED



IMPACT STORIES

- **Six** residents from Dodge, Goodhue, Olmsted, Wabasha, and Winona counties were interviewed.
- Interviews asked about campaign exposure, engagement, message recall, campaign perceptions, and impacts on the individual's knowledge, attitudes, and behaviors.

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**How do I talk
to my teen about
not using cannabis?**

*Stay calm, be supportive, ask
open-ended questions, and listen.



I definitely understand the effects of [cannabis on] the young brain and how fragile we are. And how easy it can be to abuse...

-Wabasha County resident

[The campaign] could be an excellent tool to start a conversation... I don't feel like there's such thing as having too much information.

-Goodhue County resident

It's going to be really, really helpful for teachers, I think, to use that platform and to use some of your talking points and some of the information that you have on there... Anything that makes life easier for teachers, that they don't have to go out there and search for, that's huge.

-Winona County teacher

SUCCESSES

- Successfully delivered highly visible public health messaging across Southeast Minnesota
- Strengthened cross-county relationships
- Specialized skills within GCHHS (communications, evaluation, project coordination) supported the region effectively
- Staff gained valuable experience that will strengthen future local and regional initiatives



CHALLENGES



- Varied processes across counties created bottlenecks
- Uneven capacity across counties made coordinated implementation difficult
- Staff time needs were underestimated, creating capacity and budgeting strain.

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QUESTIONS?