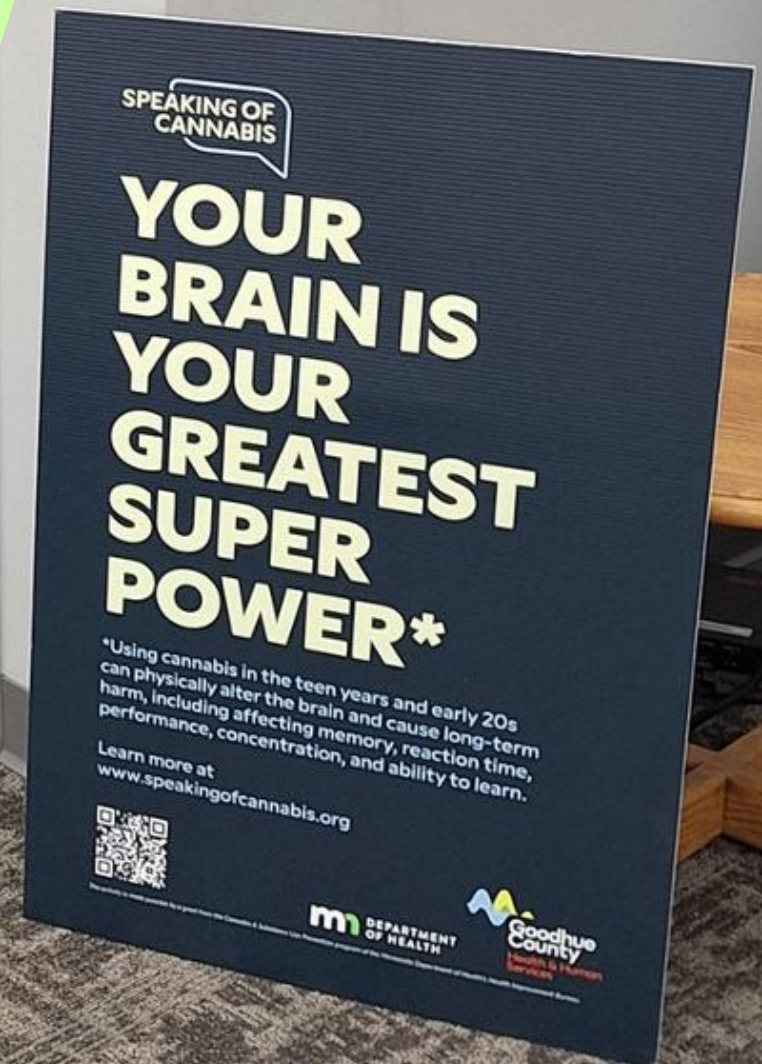


Speaking of Cannabis Campaign Evaluation Summary Goodhue County

August 2026

Prepared by



Speaking of Cannabis Campaign Evaluation Summary

Goodhue County, Minnesota

Background

In 2023, the state of Minnesota legalized recreational cannabis use for adults ages 21 and older.¹ In response to the increased access and exposure to cannabis, 11 counties in southeast Minnesota partnered together in the spring of 2026 to run a regional cannabis education media campaign.² The campaign, **Speaking of Cannabis**, was designed for adults who have kids and teens in their lives, such as parents, caregivers, grandparents, mentors, and other adults.³ The campaign focused on educating adults about the impacts of cannabis on the developing brain, strategies for talking to kids about cannabis, and ways to safely store cannabis in the home.

Campaign Overview

The counties contracted with two media vendors to promote the campaign. O'Rourke Media Group ran digital, radio, and print media and PlaceBased Media ran local onsite media. The counties conducted additional activities, including organic social media posts, emails, press releases, newspaper ads, spotlight articles, and community presentations. They also ordered and distributed printed materials in English, Spanish, Somali, Arabic, and Karen. The campaign ran from February 13 to July 29, 2026, across a range of channels.

¹ mn.gov/ocm/laws/cannabis-law.jsp

² This activity is made possible by a grant from the Cannabis & Substance Use Prevention program of the Minnesota Department of Health's Health Improvement Bureau.

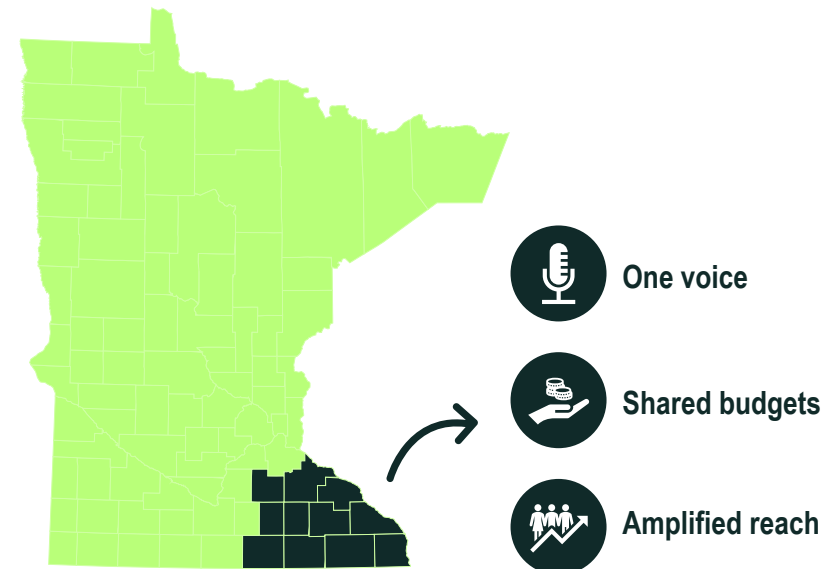
³ Campaign website: www.speakingofcannabis.org

⁴ Data is from 9th and 11th grade students from the 2025 Minnesota Student Survey. education.mn.gov/mde/dse/health/mss/

Cannabis statistics in Goodhue County⁴

- 49%** of high school students think there is **no risk or slight risk** of people harming themselves physically or in other ways **if they use marijuana once or twice a week**
- 15%** of high school students think their parents feel it would be **not at all or only a little bit wrong** for them to use marijuana
- 14%** of high school students have **tried marijuana** at least once

Southeast Minnesota partnership model



Powered by Bing
© GeoNames, Microsoft, TomTom

Campaign Messages

Effects of cannabis on the developing brain

Tips for talking to teens about cannabis

Safe storage of cannabis

YOUR BRAIN IS YOUR GREATEST SUPER POWER*

SPEAKING OF CANNABIS

* Using cannabis in the teen years and early 20s can physically alter the brain and cause long-term harm, including affecting memory, reaction time, performance, concentration and ability to learn.

CANNABIS CAN HARM A GROWING BRAIN*

SPEAKING OF CANNABIS

*Just because it's legal doesn't mean it's safe.

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

SPEAKING OF CANNABIS

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

KEEP YOUR CANNABIS UP AND AWAY FROM CHILDREN

SPEAKING OF CANNABIS

Goodhue County media included thousands of ad placements delivered across a variety of channels¹

593,411 total digital impressions² | 18,397 clicks and views



Performance Max³
247,818 impressions
2,210 clicks/views



Targeted Social Media
62,813 impressions
2,669 clicks/views



Connected TV
39,419 impressions
(clicks/views not available)



Targeted Display³
166,921 impressions
403 clicks/views



YouTube
61,440 impressions
10,163 clicks/views



Targeted Email
15,000 impressions
2,952 clicks/views

¹ Media also included streaming audio and newspaper ads; data not available by county. ² Impressions represent the number of times an ad was displayed to users on a channel.

³ Performance Max and Targeted Display are run through Google Advertising. Performance Max shows ads across Google Search, Maps, YouTube, and other Google properties. Targeted Display includes visual banner ads on websites and apps visited by the campaign's target audience.

Onsite media extended the campaign reach into local neighborhoods across Goodhue County

Local onsite advertisements, also known as out-of-home media, included printed posters, standees, brochures, rack cards, and window clings distributed and displayed at a variety of community locations.



15 onsite media placements in Goodhue County

10 liquor stores/tobacco shops

4 libraries

1 convenience store



876,150 estimated monthly impressions of onsite media placements in Goodhue County

Goodhue County engaged the community online and in person

Along with paid social media advertisements, local public health staff promoted the campaign on Goodhue County social media pages. In addition, Goodhue County led a community presentation on campaign topics to educators.



12 organic social media posts

6,637 impressions

55 likes, shares, and clicks



1 community presentation

25 attendees

Examples of Goodhue County onsite media



The campaign resonated with interview participants and provided important messages about health impacts and safe storage

The counties contracted with an external evaluation firm, Professional Data Analysts (PDA), to collect and share stories of the campaign's impact from adults across southeast Minnesota. PDA conducted phone interviews with adults who regularly interact with kids or teens and saw or heard the campaign. The counties recruited interview participants through flyers, emails, and social media posts. People who completed an interview received a \$30 electronic gift card.

PDA interviewed six individuals, representing a range of ages and roles, including parents, grandparents, and community members. A summary of the interviews is shown below, and several quotes are included to the right. The following pages present an impact story from a Goodhue County resident.

Interview takeaways

- Participants found campaign messages to be timely, relevant, and saw multiple uses for campaign resources and talking tips.
- Participants connected with messaging about the impacts of cannabis on the developing brain.
- Participants appreciated the reminder to safely store cannabis, even for those without kids in the home.

“

[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

The state of Minnesota has now mandated that we start doing cannabis education in the classroom, coming this fall. So, **it's going to be really, really helpful for teachers, I think, to use that [Speaking of Cannabis] platform.**

- Winona County resident

When your teens are talking about marijuana, **have an honest conversation about how it affects their brain.** And that you can't control [their] choices, but you would hope that they hold off until they're [older] to try it.

- Dodge County resident

Obviously, safe storage of cannabis is very important, because to me, it's medicine. So it should be treated as such... to where, **I wouldn't want my daughter getting into [other] medications. So, if I had cannabis medication, I wouldn't want her getting into that.**

- Wabasha County resident

Goodhue County non-profit worker says campaign is a reminder to keep safe cannabis storage top of mind

Christine¹ lives in Goodhue County. She works for a non-profit organization in the community, frequently visiting schools as part of her work. She is also a parent of a teen and a young adult.

Christine shared the campaign with her kids and colleagues

She first learned about the Speaking of Cannabis campaign from an email sent by her supervisor and took time to read more about the campaign and visit the website. Christine recalls speaking about the campaign with her two children, as well as one of her colleagues. She appreciated the *“hopeful approach”* of the campaign, rather than focusing on negative messaging.

When asked if any of the campaign’s messages stood out to her, she said, *“Definitely the safe storage... you just want to be mindful.”*

Campaign presents cannabis facts from an educated source

She noted that the teens she knows face peer pressure. She hopes that by sharing facts about cannabis, the campaign can help prepare and educate teens before they are offered cannabis by friends.

“They struggle a lot with peer pressure alone, so let’s at least have the facts, know your risk. Hopefully, peer pressure won’t supersede the facts.”

“I think it’s quite relevant and important, any time you can educate people on things that are happening, and they can get the information from an educated source... versus getting information from their friends or hearsay or what they think it might be, so that they’re able to make an educated decision.”

Campaign reinforced existing knowledge and reminded Christine about safe storage

When asked if she learned anything new from the campaign, Christine explained that she had a lot of awareness around the issue already from following the legislative efforts. Instead, the campaign was an opportunity to refresh existing knowledge, noting that it *“brought [cannabis] to top of mind... I do appreciate the campaign bringing things back up to the forefront, because we still have to be mindful of our youth... so that’s why I appreciate just the reminders, you know, ‘lock it up, keep labels intact’ and stuff, because people can become complacent so easily.”*

¹ Pseudonym used

Although the campaign primarily reinforced her existing knowledge about cannabis, she found the statistics surprising, especially information about the strength of cannabis today.

“I don’t think that there’s such a thing as having too much information. I feel let’s inform, inform, inform.”

When asked if the campaign had an impact on any behaviors around cannabis, Christine said, *“definitely, in regards to storage,”* noting that the campaign was a call to *“treat it a little more serious”* in general, and especially if youth are in the home.

Campaign provides tools to start a conversation about cannabis

She was impressed with the campaign’s use of social media to reach youth in the community. In the future, she suggested the campaign explore ways to include teen voices or narratives in its messaging. Christine expressed interest in seeing how her organization might be able to incorporate some of the campaign materials into their work with youth and families, noting that the campaign *“could be an excellent tool to start a conversation.”*

“You know, it takes a big village, and I’m glad we can all be a part of it.”

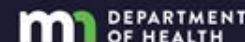


LET’S TALK*

***Using cannabis before your brain is fully developed can change how it grows and cause permanent harm.**

***Talk to the teens 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.**

***Even as toddlers, kids are curious. Cannabis can look like a treat but cause real harm. Keep it locked up and out of sight to protect them and prevent accidents.**



www.speakingofcannabis.org