



WeeDon't Think It's So Bad: Destigmatizing Legal Medical Marijuana, A Campaign Proposal

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Why Create this Campaign?

Informational Campaign

- Spread awareness
- Could encourage audience behavior change after learning

Timely and relevant

- Will only become a larger topic of discussion moving forward

Large misunderstanding and stigma surrounding marijuana

- Serve as an informational resource

Why is Cannabis Stigmatized?

- Seen as a gateway drug to harder drugs
- Users can often be perceived as lazy, a bad influence, a criminal, addicted, etc.
- There is no proper education or information easily accessible to people
 - Lack of information is harmful
- It is over politicized

Medical Over Recreational Stigma

- Poor image

Health Comes First

- The well-being and health of those with medical conditions need access to affordable and accessible marijuana before recreational users

Recreational Seemingly Takes Away Its Medical Value

- People and professionals may not take its medical benefits seriously if people are only using it for fun

Every State Needs Proper Legalization Status

- Not every state that offers a medicinal cannabis program covers all conditions that can benefit

Marijuana is legal in 38 states + D.C. for medical use and in 21 states + D.C. for recreational use

Figure 1: Problem Tree Reasons Marijuana is Dangerously Stigmatized

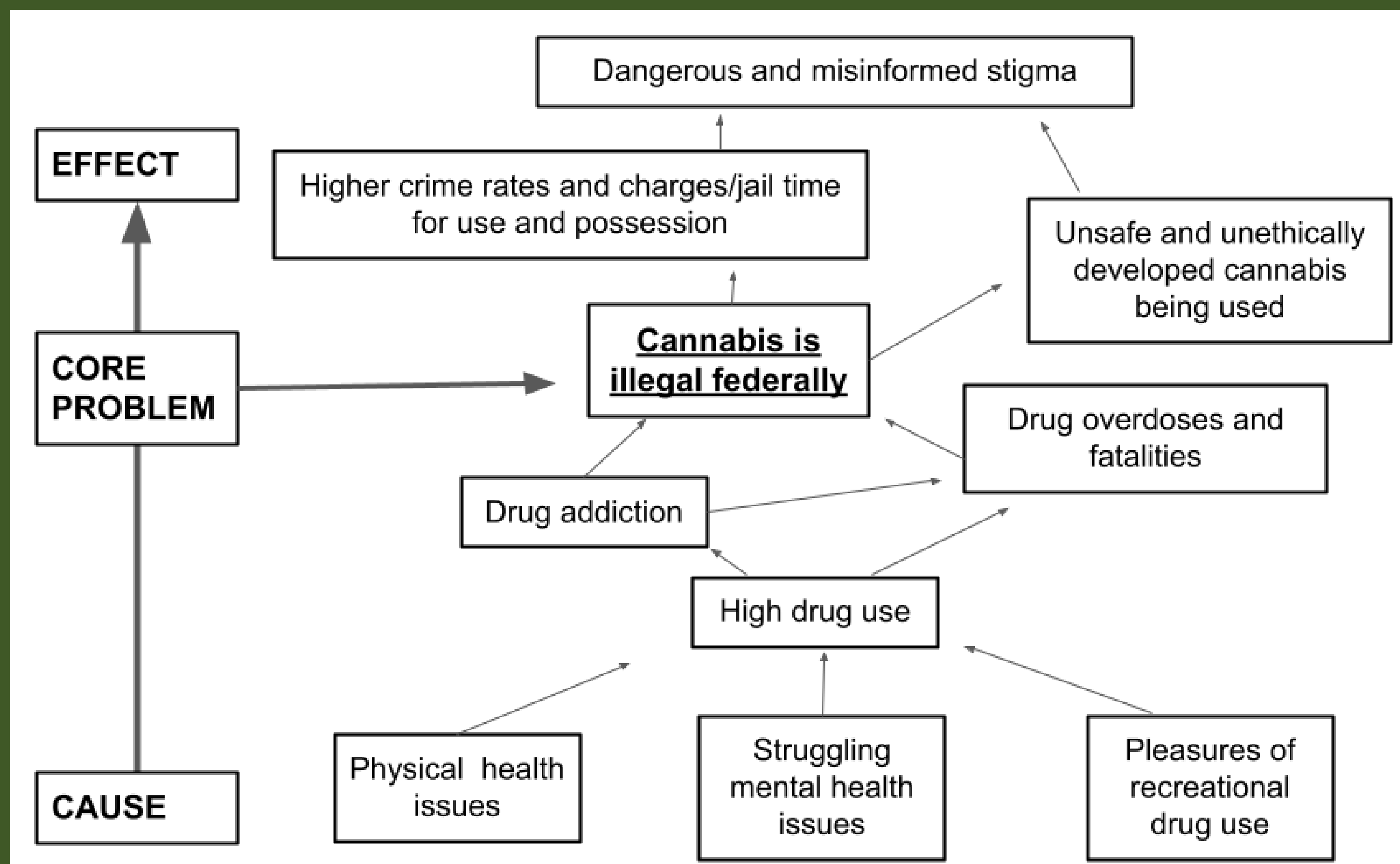
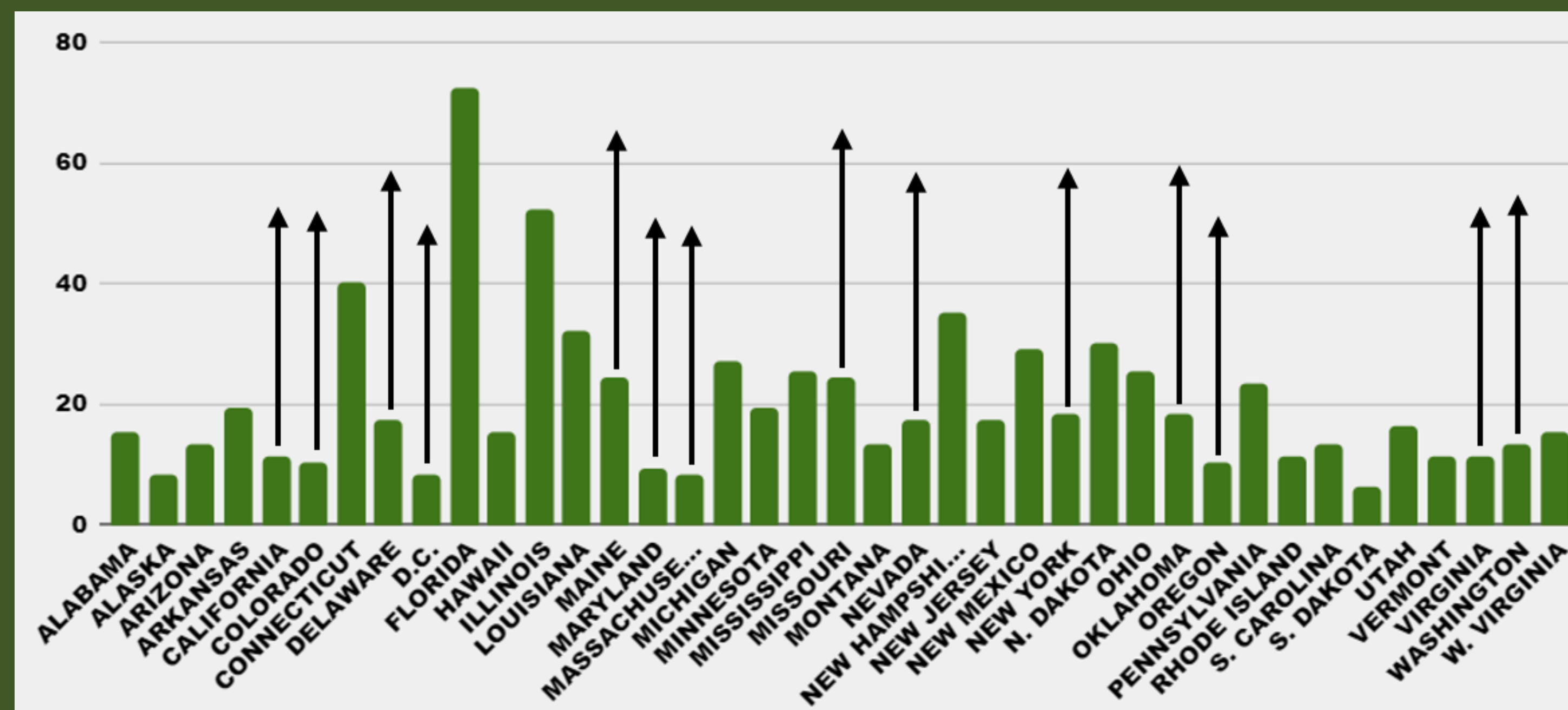


Figure 2: Number of Qualifying Conditions Legalized States Recognize



** arrows indicate states that include any other conditions a physician believes cannabis would be medically effective

Target Audience

Primary Audience

- Those with any medical conditions/issues that would benefit
- General population of adults, 18-60

Secondary Audience

- Cannabis facilities and workers

Unintended Audience

- Policy makers and government officials

Anticipated Strategies

Being transparent, accessible, and realistic

- No fear-based strategies
- All open, honest, and informational

Creating content geared towards particular demographics

- Each state, groups of people, digital or print

Create vast and informational website

- Serves as a great resource

Mostly social media material

- Easy to reach more people nationwide
- Power of infographic-carousel Instagram posts and story sharing

Budget Needs: \$1,550

Social Media Promotion: \$200

- Early stages of promoting our campaign on social media, mainly Instagram

Printing Posters: \$850 (including shipping)

- 50 18 x 24 heavyweight posters from Staples to post around outside and in public spaces, beginning in NJ, Philly & NYC

Workshop Event: \$500 + Free Partnership/Business Advertisement

- Informational Workshop/Talk inside local/partnering dispensary
- Volunteer Speakers
 - Naturopathic doctors, extractor technicians, patients
- Light refreshments for 100 people: \$500
- Goodie bags
 - Free small sample from partnering dispensary
 - Informational pamphlets