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## ***Marketing to Youth—Big Marijuana, the new 21<sup>st</sup> century industry***

### **Can we trust the new marijuana industry to NOT target our youth?**

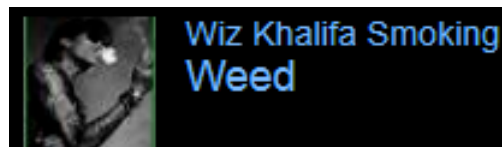
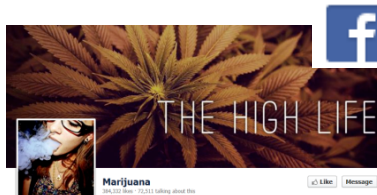
- Past practices of alcohol and tobacco industries suggest the answer is NO!
- These industries NEED the youth market in order to survive—KEEP THE CUSTOMERS COMING!
  - *Realistically, if our company is to survive and prosper over the long term, we must get our share of the youth market—R.J.Reynolds (Brown and Williamson, 1970s)*
  - *America's youth saw far more alcoholic beverage ads in magazines in 2001 than did people of legal drinking age...a beer is a beer is a beer...so...we are not selling beer, we are selling image (YouthandAdvertising)*



www.GetSerious.org

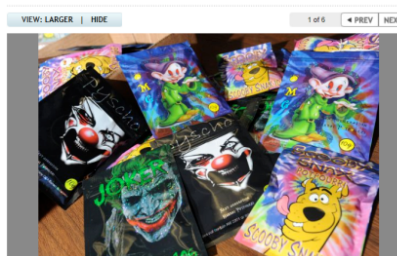
### **FACT—the industry is already marketing to our youth!**

- Social Media Marketing
  - Facebook
  - Twitter
- Appealing to their interests
  - Music
  - Sports
  - Sweet treats



Jeff Co. busts store selling drugs marketed to kids

By Sarah Moore  
Published 5:00 am, Tuesday, January 8, 2013



Using cartoon characters such as Scooby Doo, Dopey, and the Joker, Jefferson County Sheriff's deputy Ron Hobbs said that synthetic marijuana products are marketed toward children. Numerous packages, labeled as potpourri, were confiscated by deputies at a convenience store on Avenue A and Washington Boulevard on Friday. Photo taken Monday, January, 07, 2013



Meet the new "Joe Camel"  
Source: Denver Post

AND...some states with medical marijuana laws have introduced vending machines and have targeted young users at "health and wellness" expos! Let's make sure this doesn't happen in CONNECTICUT!