

Young people have questions. They deserve real answers.

**CANNABIS
HONESTLY**

Let's figure it out.

Cannabis is showing up in young people's lives more often than ever before, but trusted information has not always kept pace.

Through statewide listening sessions, New Yorkers told us they wanted practical tools, honest information, and support in navigating conversations about cannabis.

NEW YORKERS HELPED BUILD THIS CAMPAIGN.

Before developing campaign materials, the New York State Office of Cannabis Management (OCM) spent a year listening.

Through the Listen + Learn Series, OCM met with young people, parents, caregivers, educators, and community members across New York to understand what questions they had about cannabis and what resources they needed most. Through the Cannabis Education Advisory Panel, OCM brought experts around the table to help make sure the information in the campaign is evidence-informed and packed full of info!

Here's some of what we heard from New Yorkers:

- Young people told us they were getting much of their information online, often from sources they did not fully trust.
- Parents and trusted adults wanted practical tools to help them start conversations.
- About 60% of young people told us that if they had questions, they would reach out to a parent or trusted adult. But when we asked adults if they were ready for that conversation, only 1:10 said they were.
- Communities wanted information without judgment or fear.

CANNABIS
HONESTLY WAS
CREATED TO HELP.

CAMPAIGN
RESOURCES ARE
AVAILABLE IN ENGLISH
AND SPANISH!

CANNABIS HONESTLY WAS BUILT DIRECTLY FROM THOSE CONVERSATIONS.

OCM also conducted focus groups and message testing sessions with young people and trusted adults across New York. Feedback helped shape the campaign to better serve New Yorkers.

HELPING NEW YORKERS NAVIGATE CANNABIS... HONESTLY.

The campaign is designed to:

- Provide trusted information about cannabis.
- Address common myths and misinformation.
- Support informed decision-making.
- Help families and trusted adults start and continue conversations around cannabis.
- Equip communities with practical tools and resources for real-life situations.

Interested in learning
more about weed?

Get the facts.
Make informed choices.
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cannabishonestly.org

WHO IT'S FOR:

Cannabis Honestly is designed for:

01

YOUNG PEOPLE
AGES 11-17

02

PARENTS,
CAREGIVERS, &
OTHER FAMILY
MEMEBERS

03

TEACHERS,
COACHES,
MENTORS, FAITH
LEADERS & OTHER
TRUSTED ADULTS

GET INVOLVED!

We invite partners across New York to help bring Cannabis Honestly into the communities they serve. There are many ways to support Cannabis Honestly in your community:

- Share campaign resources through newsletters, websites, social media channels, and community events
- Download and share the educational toolkit. Offer materials in waiting rooms, community centers, schools, libraries, and other gathering spaces
- Incorporate campaign resources into existing youth and family programming
- Encourage parents, caregivers, and trusted adults to explore the website and conversation tools
- Share campaign materials with colleagues, partners, and community networks.



Order free campaign materials delivered to your door.
More info here:

<https://survey.alchemer.com/s3/8386957/CELPOF>

LET'S STAY CONNECTED!

Tell us how you are using Cannabis Honestly resources in your community!

For additional information, to host an event with OCM, ask questions, or for other partnership opportunities, contact: education@ocm.ny.gov.

EXPLORE THE CAMPAIGN:

Visit cannabishonestly.org to access campaign resources, educational materials, conversation tools, and information for both young people and trusted adults.

Together, we can help young people and families across New York access trusted information and resources about cannabis!



Office of Cannabis
Management

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