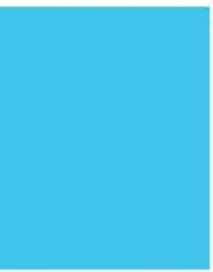
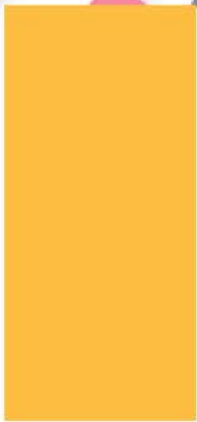




# CANNABIS STICKER SHOCK ACTION GUIDE



This toolkit was created for the Bergen Youth Task Force, an initiative of the Bergen County Division of Mental Health and Addiction Services.



**lindsey  
meyer  
teen  
institute**

# OUR PROJECT

Our project is to do a "sticker shock" type event through two different mediums. One is instituting a traditional sticker shock through dispensaries/drug-related businesses, while the other is to distribute snacks with stickers to youth (aka "snacks and facts").

## **Traditional Sticker Shock:**

A traditional sticker shock distributes materials throughout businesses that sell substances illegal for those under 21 years of age. Typically this is related to alcohol. Our sticker shock would target materials towards those selling cannabis and cannabis related paraphernalia. You will distribute stickers as well as quarter-page fliers, all of which provide information on the use of cannabis by those under 21, and the consequences of providing cannabis to minors.

## **"Snacks and Facts":**

The "snacks and facts" portion of this project intends to provide information to minors in a way that is more digestible to them... literally! By putting our fact stickers on snacks and distributing them that way, you reach a broader audience of teens. With this method, we intend to teach youth about the dangers of cannabis under the legal age.

# STICKER SHOCK

Sticker Shock brings awareness towards underage substance use by displaying stickers on packaging or in stores as a “warning label”. The stickers inform the public of the consequences they can face if they provide or purchase substances for minors.

## TARGET AREA(S):

- Cannabis

## MATERIALS NEEDED:

- Stickers
- Store Letters
- Participation from Local Stores
- Photo Release Form
- Camera

## TARGET AUDIENCE:

- Adults
- Parents
- Community Members
- Other

## STRATEGY/STRATEGIES:

- Providing Information

## GREAT FOR:

- National Drug & Alcohol Fact Week (Jan.)

# INSTRUCTIONS

## 1. RECRUIT.

If you need to recruit more students, some ways to do so are by posting on social media, handing out flyers, making school announcements, and spreading the information by word of mouth. Your school may also have a Student Resource Officer that may be interested in spreading the word and recruiting for you.

## 2. PERMISSION SLIPS

You may want to find out from your school administration if you need photo release forms to be filled out in the event that you decide to share the photos on social media or give them to a newspaper with a press release.

## 3. IDENTIFY

Identify stores in your area that sell cannabis and cannabis-related paraphernalia. This may include dispensaries, smoke shops, gas stations, etc. Along with youth, make a list of all of the dispensaries and their contact information in your community. Even if your community is small and you may think you know all of the dispensaries, you can contact your municipal clerk or someone else at town hall and ask for all of the businesses that sell drug-related paraphernalia.

**STORE**

**PHONE**

**ADDRESS**

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# INSTRUCTIONS

## 4. CONTACT BUSINESSES

Write letters to the local stores to solicit voluntary cooperation and participation in the project OR have an adult meet with store owners to solicit cooperation. You can also contact local police to make them aware of your campaign and intentions.

## 5. GATHER MATERIALS

This will include obtaining snacks to put the stickers on, the stickers themselves (for stores and snacks), and the quarter-page fliers to be handed out at the stores. This step also includes assembling the snacks and facts themselves for distribution.

## 6. MEDIA

Invite community leaders and the newspaper to your event. Community leaders may include government officials, law enforcement, etc. Their presence could help spread your mission and gain some attention for the project. Also make sure to send out a Press Release to the media.

## 7. IMPLEMENT!

Hold the event! It is time to implement the project you have spent all this time carefully planning! Take photos!

## 8. EVALUATE & DEBRIEF YOUR EVENT

Once you have completed the event, it is important to evaluate and debrief the process.

- How many people do you think were impacted as a result of this project? (How many stickers were displayed and handed out?)
- Did any stores refuse to participate? What reasons did they give for not participating? After successfully implementing this project with other stores, what can we do to get the other vendors on board with participating next time?
- What were some positive outcomes/results from this project?
- What was your favorite part of this project?
- What can we change next time to make this even more successful?
- What are other ways we can partner with these stores again in the future?

# ACTION PLAN

Completed	Task	By Who?	By When?	Materials Needed
<input type="checkbox"/>	Determine Project Date			
<input type="checkbox"/>	Compile Names & Addresses of Cannabis Stores			
<input type="checkbox"/>	Update Store Packet Template			
<input type="checkbox"/>	Contact Local Police To See If Available As Escorts			
<input type="checkbox"/>	Go To/Call Stores To Invite To Participate In Sticker Shock			
<input type="checkbox"/>	Get Store To Sign Sticker Shock Participation Form			
<input type="checkbox"/>	Follow-Up Phone Call To Confirm Date With Stores			
<input type="checkbox"/>	Get Sticker Shock Stickers			
<input type="checkbox"/>	Secure Transportation For Day Of Project To Stores			
<input type="checkbox"/>	Secure Parental Permission For Youth Participation			
<input type="checkbox"/>	Invite Local Newspaper To Cover The Event			
<input type="checkbox"/>	Designate Someone To Take Photos During The Event			
<input type="checkbox"/>	Follow-Up Phone Call Day Before Project To Confirm x3			
<input type="checkbox"/>	Implement Sticker Shock!			
<input type="checkbox"/>	Revise Sample Press Release			
<input type="checkbox"/>	Send Press Release To Newspaper (Attach Photos)			
<input type="checkbox"/>	Debrief Event & Celebrate With Action Group			
<input type="checkbox"/>	Report Event In Next LMTI Action Group Report			

# EXAMPLE PRESS RELEASE

For Immediate Release:

Contact: [ADVISOR NAME],  
[NAME OF GROUP]  
Lindsey Meyer Teen Institute  
[PHONE NUMBER]  
[E-MAIL ADDRESS]

## **[ACTION GROUP NAME] Students Target Youth Cannabis Use with Project Sticker Shock**

[town name]- The [ACTION GROUP NAME] and [STORE NAME] have partnered to remind adults over the age of 21 what the risks of providing cannabis products to minors are. The Cannabis Sticker Shock campaign brings awareness towards the effects of cannabis, one of the priorities of the [ACTION GROUP NAME]. The stickers are placed on the products throughout the store and act as "warning" labels to inform the public of the consequences they can face if they provide or purchase these products for minors. The message comes in loud and clear when minors are the ones spreading the word and taking action. Many are often unaware that they themselves can get into trouble along with the individual that is not of age for providing to minors.

[NUMBER] [ACTION GROUP] students, along with their advisor, the store owner, and a member of the [TOWN NAME] Police Department placed stickers on cannabis products and boxes in [STORE NAME] on [ROAD] in [TOWN]. The stickers remind customers that providing cannabis those under age 21 is illegal and that they could face up to 6 months of jail time or \$500 fine.

According to SAMHSA (the Substance Abuse and Mental Health Services Administration), Marijuana use can impact your children despite it being known as a "natural" substance. Using marijuana can lead to a substance use disorder.

Research shows that trying marijuana from a young age increases the likelihood of problems with marijuana use later in life. Additionally, nearly one in three people who use marijuana may have some degree of marijuana use disorder. One in six people who start using marijuana as teenagers will become addicted.

[ATTACH PICTURES!]

# EXAMPLE PARTICIPATION FORM

## Cannabis Sticker Shock Permission/Release Form

Personal Data:

Name: \_\_\_\_\_ Age: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_ (\_\_\_\_) \_\_\_\_\_

Project Sticker Shock is a youth empowerment activity of [ACTION GROUP NAME]. This activity is implemented to enforce cannabis and to reduce underage use and its related problems through environmental and policy changes. Youth will place stickers on cannabis products at [INSERT STORE NAME]. The sticker warns that it is illegal to purchase or provide cannabis products for anyone under the age of 21.

Terms:

1. I am 18 years old, or as a parent or legal guardian for a youth under the age of 18 years old, I give my permission for myself/my child to participate in the Sticker Shock Campaign.
2. I understand that the activity involves participants entering stores that sell cannabis products to place the stickers on.
3. There will be adult supervision at the site to ensure reasonable and foreseeable safety precautions.
4. This event will involve local and statewide media, and I give my permission and release for my/my child's photograph or electronic image to be captured and associated with the Sticker Shock Campaign.
5. I have read and understand this authorization consent form and agree to all terms of this authorization form.

\_\_\_\_\_  
(Signature of Adult, Parent, or Legal Guardian)

Date: \_\_\_\_\_



# EXAMPLE STORE PACKET

To whom it may concern,

[ACTION GROUP NAME] is working with the [TOWN] Police Department to implement "Project Sticker Shock," a public information campaign to enforce laws regarding the distribution or purchase of cannabis products for minors. This campaign focuses on those individuals who legally purchase cannabis products and then supply it to minors. The campaign consists of informational stickers being adhered to cannabis products by a group of youth advocates, who are chaperoned by their adult advisor and a member of the local police. A media event is scheduled for [INTENDED DATE OF EVENT].

We understand you are responsible management of the sale of cannabis products and would like to showcase your business as a cooperating partner in this effort. To prepare youth and media schedules, we will need your response. If you have questions or want to confirm your participation in this event, please contact [NAME OF COORDINATOR OF THE PROJECT] at [PHONE NUMBER] or [E-MAIL ADDRESS].

We hope you will join our efforts in this public information campaign to enforce New Jersey's Cannabis laws. Thank you for your attention.

Sincerely,  
[ACTION GROUP NAME]

Enclosure: sample of the sticker, additional information about Sticker Shock, a store participation form.

# EXAMPLE STORE PACKET

## STICKER SHOCK STORE PARTICIPATION FORM

Store Name:

\_\_\_\_\_

Manager/Contact

Name: \_\_\_\_\_

Street

Address: \_\_\_\_\_

Town/City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

\_\_\_\_\_ Phone number: \_\_\_\_\_ Fax: \_\_\_\_\_

Email or website Address:

\_\_\_\_\_

Date of Project Implementation: \_\_\_\_\_

Time frame: \_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature of Manager/Contact: \_\_\_\_\_ Date: \_\_\_\_\_

We look forward to working with you in this public information campaign to prevent adults from providing cannabis products to youth.

