1. TRACE KT Resources

1. It is better to stay abstinent than to suffer the potential consequences.

2. It's best not to resort to marijuana when life isn't going well. There is always help available.

3. Initiating cannabis use before adulthood is a lot more dangerous than beginning at a later age.

4. Marijuana affects everyone differently, both physically and mentally. Know what you're gambling with when using marijuana.

5. If you do choose to use it, make sure it only impacts your life and not the lives of others.

6. Know your source. There may be more in the dose than just marijuana.

7. The higher the dosage, the more severe the impairment.

8. Know the risks, make informed decisions, use responsibly.

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**Communicating Messages to Teens**

**Establish a Balance**
It is striking the fine line between being appealing and attention grabbing and being correct. And letting people make their own judgment. [Male, 11, occasional cannabis use]

**Keep it Real**
Instead of using a really scary teenager, use relatable teenagers. There has to be one type of person that everybody can relate to, not those TV personalities. [Female, 16, non-user]

Teens are not dumb. We can tell if something has been overly exaggerated. [Female, 16, non-user]

It's helpful for the younger audience to see that it's a youth message and that the information is from youth, not from older people. [Male, 17, non-user]

**Make it Diverse**
Information about marijuana has to be diverse: videos, advertisements, articles because people learn differently, people respond to things differently. [Female, 16, non-user]

**Give Us the Information**
The beginning of grade eight would be a good time to tell them more about safe use and not just prevention, but actually how to use it with minimal risk. [Male, 16, non-user]

Personal choice, that's what education is about...deciding what your beliefs are and following them. I can see how people would say, "Oh, if you make it more of a personal choice thing, more people will think you're encouraging usage." What we want is educated use. [Male, 15, occasional cannabis use]

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**Teens' Public Health Messages on Cannabis**

Your life, your choice... how do you want your future?

**Trace**
Teens Report on Adolescent Cannabis Experiences

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*April 2012, eight youth were hired as co-researchers to participate in weekly sessions as part of the TRACE project at the School of Nursing, University of British Columbia. Project activities included viewing select literature and other sources of cannabis-related messaging. By the end of the project, co-researchers developed the enclosed public health messages on cannabis.*