

**Let's Be Blunt:**

**A Campaign for**

**Drug Awareness**

# Citizens for Informed Drug Decisions

---

**CIDD**

---

**CITIZENS FOR INFORMED**

**DRUG DECISIONS**

---

“

# 420 Blaze It

- The Waldos, 1971, after looking for some pot in a forest at around 4:20 for a while

# 77%

Of adults 18-34 support legalization

# 1 in 22

College students are daily users

# 31-33%

Of adults aged 19-30 felt regular usage carried risk

Gallup, Inc. "Support for Legal Marijuana Use Up to 60% in U.S." *Gallup.com*. N.p., 19 Oct. 2016. Web.

Johnston, L. D., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E. & Miech, R. A. (2016). Monitoring the Future national survey results on drug use, 1975– 2015: Volume 2, College students and adults ages 19–55. Ann Arbor: Institute for Social Research, The University of Michigan. Available at <http://monitoringthefuture.org/pubs.html#monographs> (Page 29)

Johnston, L. D., O'Malley, P. M., Bachman, J. G., Schulenberg, J. E. & Miech, R. A. (2016). Monitoring the Future national survey results on drug use, 1975– 2015: Volume 2, College students and adults ages 19–55. Ann Arbor: Institute for Social Research, The University of Michigan. Available at <http://monitoringthefuture.org/pubs.html#monographs> (Page 256)

**Usage in  
Teens and  
Young  
Adults may  
result in:**

**Addiction**

**Cognitive Decline**

**Lower IQ**

**Poor Attention**

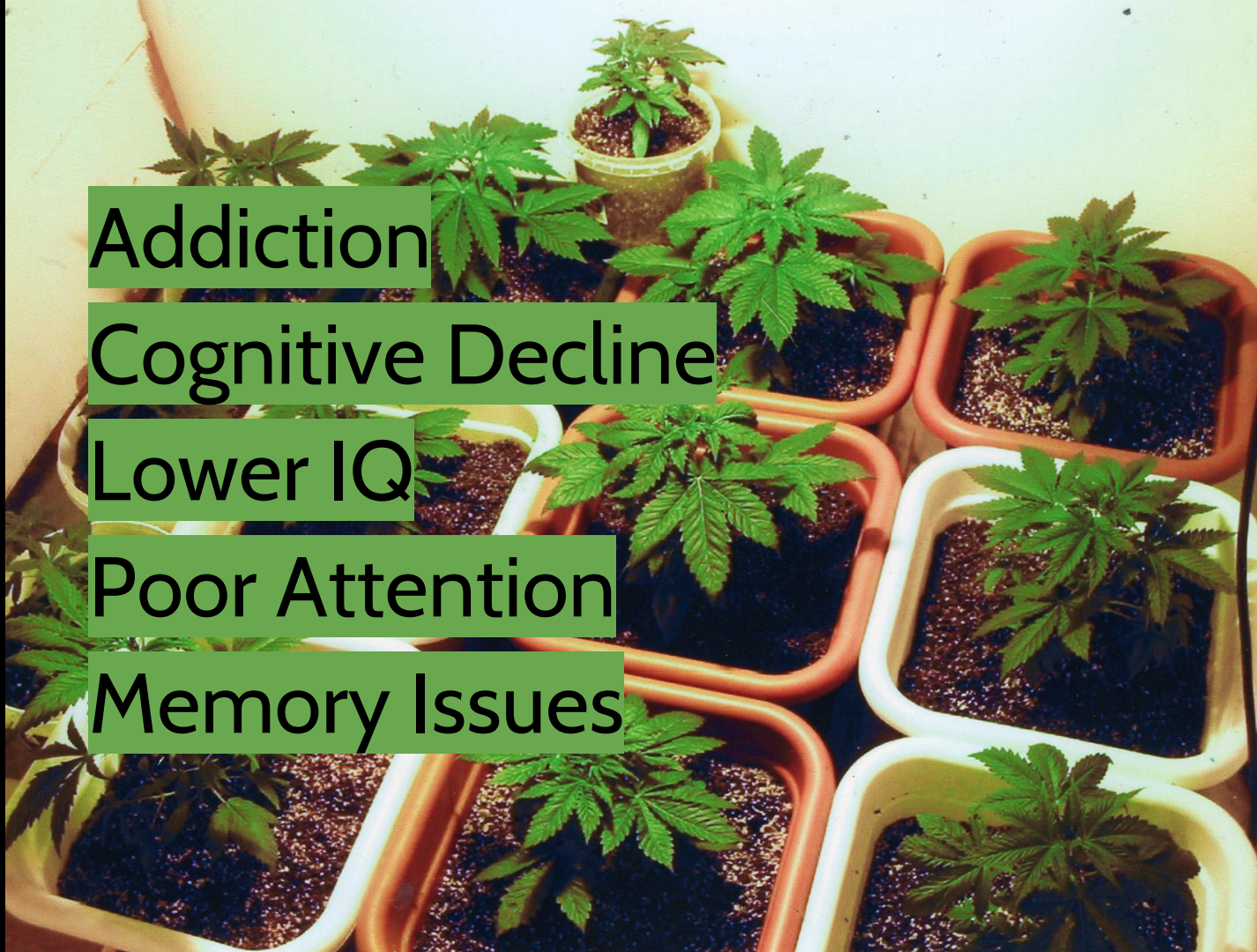
**Memory Issues**

**PNAS Plus - Social Sciences -  
Psychological and Cognitive  
Sciences:**

Madeline H. Meier, Avshalom Caspi,  
Antony Ambler, HonaLee Harrington,  
Renate Houts, Richard S. E. Keefe,  
Kay McDonald, Aimee Ward, Richie  
Poulton, and Terrie E. Moffitt

**Persistent cannabis users show  
neuropsychological decline from  
childhood to midlife**

PNAS 2012 109 (40) E2657–E2664;  
published ahead of print August 27,  
2012, doi:10.1073/pnas.1206820109





Marijuana has more than one side,  
know the facts before you smoke.

# The Campaign



## Target Audience

15-25

Smokers and Non-Smokers of Cannabis



## Provide Information

[CIDD.org/letsbeblunt](https://CIDD.org/letsbeblunt)

Links and summaries of research on both sides



## Social Media

Sharing of the videos due to their satirical nature on classic anti-weed PSA themes



## Conversation

#Let'sBeBlunt on Twitter

DM @Let'sBeBlunt for anonymity



## Video 1:





## Video 2:



## Video 3:

# Thanks!

**Erin Elliott**

**Madison Miranda**

**Qian Zhu**