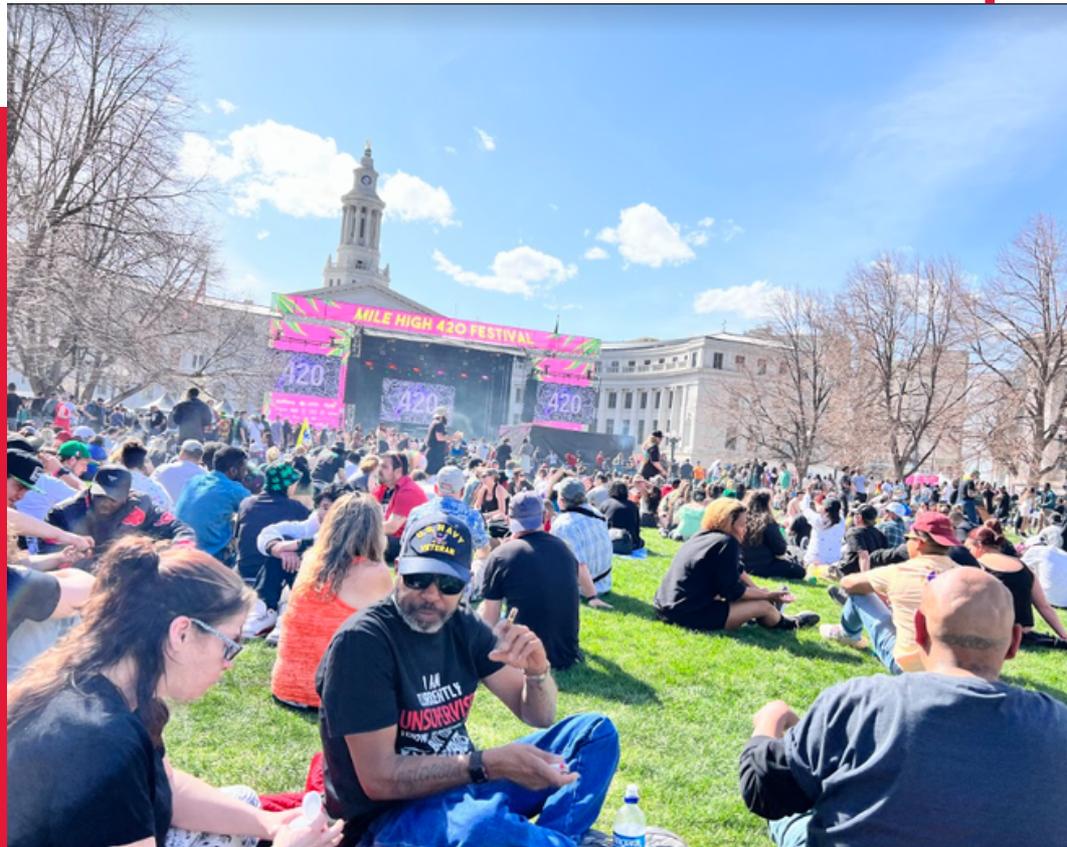




Chance to Grow Up[®]

4/20 TOOLKIT

**Preventing underage attendance at 4/20 events
celebrating marijuana**



March 1st, 2023



420 TOOLKIT

420 is a big day for marijuana normalization and commercialization across the US.



The Problem:

- Attendance may be lower than average when 4/20 is a school day as demonstrated in Denver Public Schools
- The normalization of marijuana use continues among middle and high school continues
- Marijuana industry corporate sponsors may allow any age to attend
- Marketing to kids abounds and violates regulations
- Social consumption is illegal and enforcement of this is typically weak

Call to Action and What You Can Do:

- To educate and inform parents that 4/20 festivals occur and may be open to all ages
- Reach out and collaborate with the organizers (corporate and/or local government) to make 4/20 festivals be 21+
- Restrict marketing and advertising to kids (tickets led to collecting email addresses)
- Collaborate with relative school districts to extend communication to parents, school officials, community leaders and media



Examples of media, op eds, social media reach, local school partnership and petitions for 4/20/22- Denver

- 355 Signatures on Petition to restrict access to 420 Festival to ages 21 and above
- Denver Gazette op-ed calling out event for welcoming kids
- 9 news mentions and interviews:
 - Denver Gazette Article reaching 100,000 people
 - Denver Post Article reaching 420,000 people
 - 710KNUS radio George Show with George Brauchler
 - Westword Article reaching 67,620 people
 - FOX31 News Coverage
 - CBS4 News Coverage about Youth Advocates
 - 630KHOW radio Dan Caplis show interview
 - 710KNUS radio George Brauchler interview #2
 - Denver Gazette Editorial quoting One Chance
- Over 15,000 people reached on Facebook and Twitter
- Families of 93,000 students reached via partnership with Denver Public Schools in their weekly newsletter
- 1.23k Impressions via Google Ads

"These are young kids who have a full life ahead of them, and they're getting exposed to explicit things."

-Savannah, a peer counselor at 5280 High School speaking during the press conference



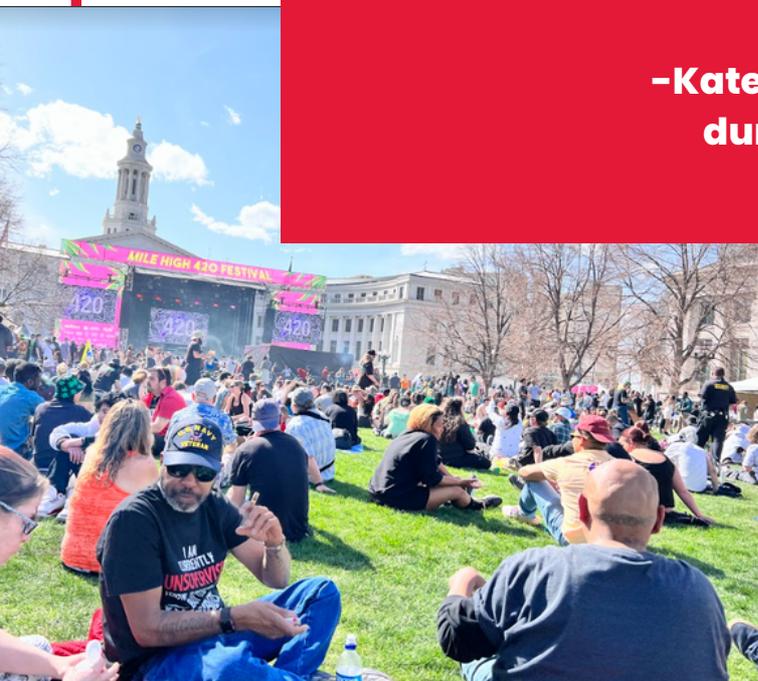
QUOTES

"Colorado voters were promised that marijuana would be kept out of the hands of our kids and Colorado law says kids are not allowed to be targeted with marijuana advertising. Now, 10 years later, these age and promotional restrictions are still being ignored."

-Henny Lasley, Executive Director of One Chance to Grow Up, at our Press Conference held at 5280 High School on April 19th

"Because it is an addictive thing. So if you hit them when they're younger, they're going to continue on with that-- and they don't lose business."

-Kate, a student at 5280 High School speaking during the press conference on April 19th





RESOURCES

Tip for Parents, Caregivers and Trusted Adults
Let's keep kids away from marijuana 420 festivals




Every April 20th, in parks across the U.S., people will gather for the unofficial marijuana holiday. These events are sponsored by the marijuana industry or marijuana legalization proponents. Even in states where recreational marijuana use is legal, it remains illegal for anyone under 21, yet these events are often open to all ages.

Although marijuana and marijuana products cannot be sold at these events, we know from previous events that they will be present.

Open-air public marijuana consumption is illegal under many state laws. However, visible consumption will occur.

We know that many have attended these events, often without parental knowledge.



Tip for Parents, Caregivers and Trusted Adults
Let's keep kids away from marijuana 420 festivals



As parents, the question of marijuana consumption in the first place is to be legal. Marijuana legalization advocates are focused on public high schools in years when 420 falls on a weekday. We believe that 420 is an opportunity for you to have a conversation with your teen about marijuana. Remember that you as a parent remain an authority influence on your teen, which you are entitled to.

Research shows anger or other feelings don't work, but a calm discussion of facts does. Here are some additional second facts to consider when talking with your teen:

- Marijuana use affects the brain. A developing brain is especially vulnerable.
- Marijuana use can affect your child's learning that's not permanent. Your use can impact learning, memory, and mood and affect your child's ability to learn.
- Marijuana use can affect emotions later in life. Teen users are more likely to be depressed or have suicidal thoughts as a result.
- If you have a family history of addiction or mental health issues, marijuana use may be a greater risk for you and your teen. You could also find that your child is more likely to use drugs or alcohol because of their use.

Consider the conversation with a clear statement of your expectations and encourage your teen to share what they have learned about marijuana.



Tip for Parents, Caregivers and Trusted Adults

Let's keep kids away from marijuana 420 festivals

<https://onechancetogrowup.org/wp-content/uploads/2020/10/One-Chance-420-Festival-Tips-for-Parents-Flyer.pdf>

Limit persons under 21 at the 420 Festival




You are working with event organizers for the 420 Festival. Please consider requiring age verification so that the event is only open to adults 21 years and older.

Some states conduct age checks at all events to ensure that no one under 21 is present.

In years past and other cities, the events have not managed to control open-air public consumption including underage use and observed of individuals to drink.

Teenagers attend with the intent to use marijuana inside the event grounds. An analysis of attendance records of an urban public school system found a large increase in absenteeism on April 20th when it falls on a school day.

Sometimes even children in shelters and babies in diapers accompany their parents, and are subjected to heavy smoker-filled air.

The U.S. Surgeon General recently said that the amount of marijuana use is safe for the developing brain of our adolescents. Our children have just one chance to grow up and we must work together to ensure that they have every opportunity to thrive.

The city and event organizations need to do more to show they are committed to supporting the law and ensuring marijuana stays from minors. A great place to start would be to restrict the 420 event to those 21 or over.

Please see the attached Tip for Parents, Caregivers and Trusted Adults on how to keep kids away from 420 festivals.



Expectations for Event Organizers

Limit persons under 21 at the 420 Festival

<https://onechancetogrowup.org/wp-content/uploads/2020/10/One-Chance-420-Festival-Participant-Flyer-1.pdf>

Denver Public High School Attendance Records on 4/20

- For the most recent years (2019-2020) that Denver's 420 marijuana festival in Civic Center Park was held on a weekday, high school attendance for Denver Public Schools on April 20 was lower than the annual average for that day of the week.
- In 2018, when 4/20 fell on a Friday, absenteeism was 42% higher than normal.
- A 5.5% drop in attendance at DPS high schools = over 1400 missing teens.

RESPONSE: Colorado Open Records Request

We are responding to your 2019 records request concerning attendance data for specific days. You will find the records in the response below.

| Year | Day | Attendance | Absenteeism |
|------|-----------|------------|-------------|
| 2019 | Monday | 1,234,567 | 1.2% |
| 2019 | Tuesday | 1,234,567 | 1.1% |
| 2019 | Wednesday | 1,234,567 | 1.0% |
| 2019 | Thursday | 1,234,567 | 1.1% |
| 2019 | Friday | 1,234,567 | 5.5% |
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| 2019 | Tuesday | 1,234 | |

GOALS AND EXPECTATIONS

1) Children should not be allowed entrance into 420 festival.



2) Public Consumption of marijuana should not be allowed at the 420 festival, as per the law.



3) Egregious marketing of marijuana products should be restricted at the 420 festival.

