

CANNABIS CAMPAIGN KIT

Last updated September 2026



Stanford
MEDICINE | REACH Lab

CREATED BY THE STANFORD REACH LAB





Looking for a bold, impactful campaign that exposes the dangers of cannabis products?

You're in the right place.

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ABOUT THIS RESOURCE

WHO IS THIS FOR?

This resource is for anyone who would like to help prevent and reduce adolescent and young adult cannabis use. This includes educators, health professionals, youth, parents, community groups, and beyond.

This set of campaign materials highlights different types of cannabis/THC products, their impacts on youth, & other educational resources.

HOW TO USE THIS KIT

This kit can be used at any time during the school year to highlight the importance of living cannabis-free. It works well during awareness events such as National Marijuana Facts Week (July 4-10th), World Health Day (April 7), Prevention Month (October), Mental Health Month (May), and beyond. It can also be used at the beginning of the school year or any time you want to reinforce cannabis prevention messages.

While this kit is structured to be used for the duration of 5 days, you are also encouraged to adapt and utilize the resources as desired.

WHY IS THIS KIT IMPORTANT?

Approximately 14.4 million youth ages 12–25 used cannabis in the past year (2025).

(Substance Abuse and Mental Health Services Administration [SAMHSA], 2025)

Due to adolescent brain development, adolescents are particularly vulnerable to becoming dependent on THC (the psychoactive component in cannabis), as well as the associated harms of THC including depression, psychosis, schizophrenia, and suicidality. We also know that adolescents using cannabis are more susceptible to lung and heart health issues. It is therefore critical that we help prevent and reduce adolescent cannabis use during this critical developmental period.

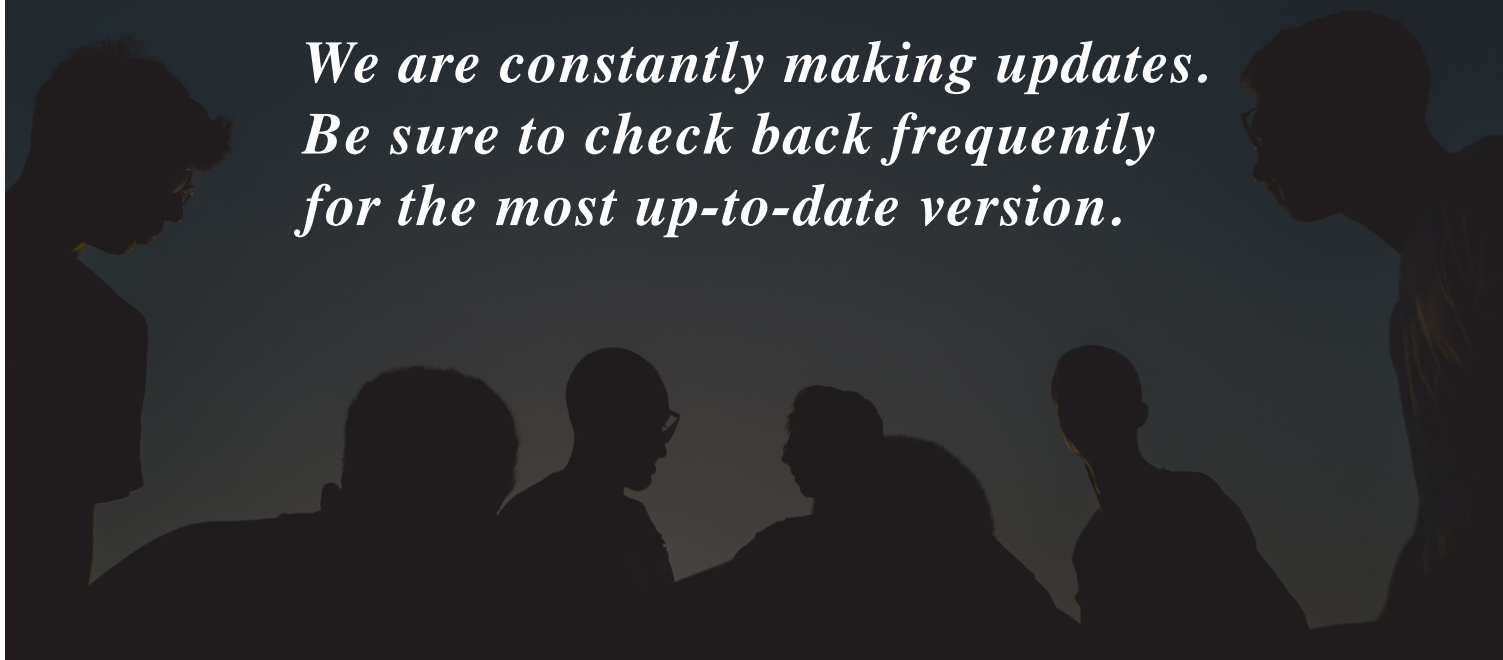
By expanding education and improving access to resources for young people, we can take meaningful steps toward reducing the above statistic. This campaign kit aims to ensure that life-saving tools and educational resources are accessible to those who need them most.

COPYRIGHT NOTE

Please do not change or alter any of the resources or information provided for your use in this kit without prior approval. This includes the REACH Lab logo and all informational content. For any questions or concerns, please email stanfordreachlab@stanford.edu.

This is a living resource.

*We are constantly making updates.
Be sure to check back frequently
for the most up-to-date version.*



SUGGESTED CAMPAIGN TIMELINE

PRE-CAMPAIGN PREP:

Print out or order in advance all materials you plan to utilize:

- Posters
- Stickers

DAY 1:

- **Hand out stickers**
- **Hang flyers around the school or community**
- **Social media post** (focus: health effects of inhaled forms of cannabis)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 1 of Smart Talk** (*middle or high school version*)

DAY 2:

- **Social media post** (focus: health effects of ingested forms of cannabis (edibles))
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 2 of Smart Talk** (*middle or high school version*)

DAY 3:

- **Social media post** (focus: cannabis-induced psychosis)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 3 of Smart Talk** (*middle or high school version*)

DAY 4:

- **Social media post** (focus: targeted marketing to youth)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach lesson 4 of Smart Talk** (*middle or high school version*)

DAY 5:

- **Social media post** (focus: quitting tips and staying true to YOU)
- **Morning announcement script** (for school-wide or classroom PSAs)
- **Teach/ share Quitting Tips for Cannabis** (*middle or high school version*) **and/or** **the True to You Video** (*elementary, middle, or high school versions*)



DAY 1

CAMPAIGN MATERIALS

PRINT AND HAND OUT STICKERS

(Must be ordered ahead of time):

For day 1, you are encouraged to print and distribute stickers to students, parents, community members, or anyone to help raise awareness. Several sticker designs are provided below for selection.

STEP 1: Download the sticker file(s) you would like to have printed:



DOWNLOAD



DOWNLOAD



DOWNLOAD

STEP 2: Upload the selected images to a sticker printing service of your choice. Examples of commonly used providers include **Sticker Mule** and **Custom Ink**; however, you may use any company you are most comfortable with.

STEP 3: Once printed, distribute as you wish.

MORNING ANNOUNCEMENT SCRIPT:

For School-Wide or Classroom PSAs:

If you're running this campaign at a school, community organization, or similar setting, you can use the morning announcement script below. If your campaign is scheduled during or around a national holiday related to substances, feel free to adjust the language accordingly.

[As National Marijuana Facts Week/ World Health Day/ Prevention Month/ Mental Health Month approaches], we're going to spend [this week/ today] learning about the negative effects of cannabis products.

Today's health reminder focuses on inhaled cannabis. Whether it's smoked or "vaped", using a bong, pipe, joint, blunt, spliff, or e-cigarette, inhaling cannabis can have significant effects on your health. It can impact your brain, lungs, heart, and overall well-being.

For example, inhaling cannabis has been linked to an increased risk of anxiety, depression, and psychosis in some users. It also exposes the lungs to harmful tar, which can lead to increased mucus production, inflammation, chronic cough, slowed breathing, and respiratory infections. In addition, inhaled cannabis can increase heart rate and blood pressure, reduce heart function, and increase the risk of irregular heartbeats. Understanding these risks is an important step toward making informed decisions about your health.

By the end of the week, we hope you'll have a better understanding of how cannabis can affect your body—and why choosing to avoid its use can help protect your health now and in the future.

DOWNLOAD SCRIPT

PRINT & HANG UP POSTERS/FLYERS:

Below are several flyers you are welcome to print, distribute, and hang in areas that makes the most sense to your campaign.



HIGH SCHOOL

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN



ADULTS & CLINICIANS

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN



MIDDLE SCHOOL

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

11 X 17 IN

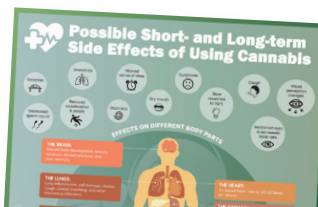
ELEMENTARY SCHOOL

8.5 X 11 IN

11 X 17 IN



Scan to view infographics
on the REACH Lab
resources webpage



FOR ALL

8.5 X 11 IN

11 X 17 IN

8.5 X 11 IN

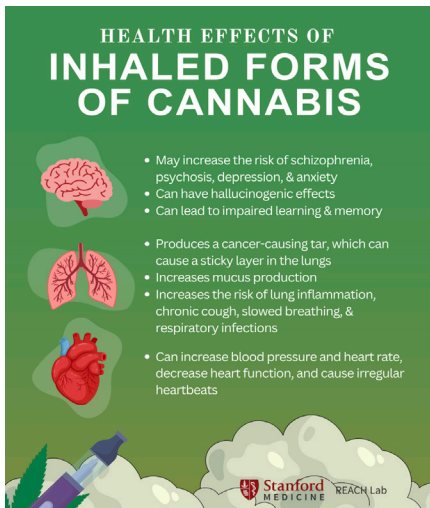
11 X 17 IN

SOCIAL MEDIA:

For day 1, we've provided a social media graphic and caption for you to share on your organization or personal accounts. If you are posting during a holiday such as National Marijuana Facts Week, World Health Day, Prevention Month, or Mental Health Month, feel free to add relevant tags to the caption below (e.g., #MarijuanaFactsWeek, #PreventionMonth, etc.). You're also welcome to email the graphic to youth groups, community members, and other partners, encouraging them to post and help amplify the message.

DISCLAIMER: *The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread & that community members are aware of additional resources available.*

GRAPHIC:



DOWNLOAD GRAPHICS & CAPTION

CAPTION:

Inhaled forms of cannabis—including bongs, pipes, spliffs, blunts, joints, and e-cigarettes (vapes)—can have significant effects on your health. More specifically, it has numerous negative impacts on your brain, lungs, heart, and overall well-being.

Understanding the potential risks is an important step toward making informed decisions. If you or someone you know is considering cutting back or quitting, support & resources are available.

#StanfordREACHLab #CannabisAwareness #LungHealth
#HeartHealth #BrainHealth #PublicHealth #HealthEducation
#HealthyChoices #Wellness #Cannabis

- REACH Lab website: tinyurl.com/REACHLabHome
- Cannabis Toolkit: tinyurl.com/captreach
- Quitting Tips: tinyurl.com/QuittingTipsCannabis

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn



@stanfordreachlab



@stanfordTPT

TEACH SMART TALK

(LESSON 1):

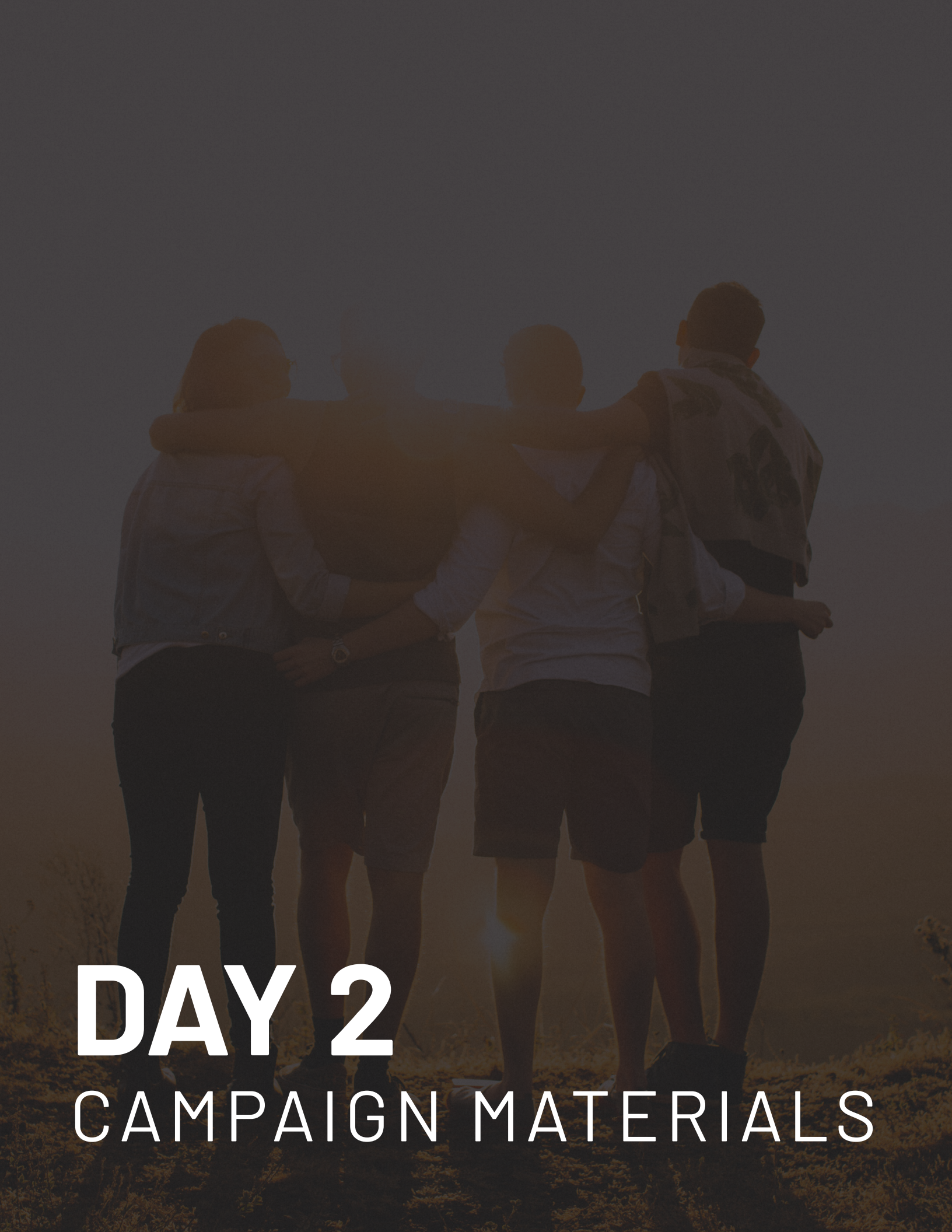
If you are in a classroom or similar setting, you can use day 1 to teach lesson 1 of the REACH Lab's Smart Talk: Cannabis Prevention & Awareness curriculum. Smart Talk is an evidence-based resource and dynamic educational curriculum designed to empower youth with essential knowledge about all forms of cannabis and their health effects.

Lesson 1, "**Full Potential of Your Brain Cannabis-Free**", teaches students how cannabis affects the body, focusing on its physical and cognitive impacts. Topics include brain development, decision-making, and healthy choices. The lesson aims to increase understanding of brain function and the potential for cannabis dependency, while promoting ways to maintain brain health.

This curriculum includes separate versions for elementary, middle, and high school students. While the middle and high school versions fit the 5-day breakdown more easily, feel free to draw from the elementary lessons if they better suit your audience.



Click to view the curriculum and its associated lessons



DAY 2

CAMPAIGN MATERIALS

TEACH SMART TALK

(LESSON 2):

If you are in a classroom or similar setting, you can use day 2 to teach lesson 2 of the REACH Lab's Smart Talk curriculum, **"Healthy Body, Healthy YOU-th, Effects of Cannabis on the Body."**

This lesson covers cannabis's broader effects on the body. The Smart Talk curriculum aims to equip students with knowledge about cannabis use methods and the associated health effects. Students will learn to define secondhand and thirdhand effects on the rest of the body.

This curriculum includes separate versions for elementary, middle, and high school students. While the middle and high school versions fit the 5-day breakdown more easily, feel free to draw from the elementary lessons if they better suit your audience.



[Click to view the curriculum and its associated lessons](#)

MORNING ANNOUNCEMENT SCRIPT:

For School-Wide or Classroom PSAs:

Similar to day 1, you can use the morning announcement below if you're running this campaign at a school, community organization, or similar setting.

Good morning, everyone!

Just because cannabis products such as edibles, drinks, capsules, oils, and tinctures are smoke-free, they are NOT risk-free. Unlike smoking or vaping, ingested cannabis can take 20 minutes to 2 hours or longer to take effect. Because the effects are delayed, some people take more before the first dose has kicked in, which can lead to stronger and sometimes dangerous mental and physical health effects.

Cannabis edibles can affect the brain, heart, and digestive system. They may impair learning, memory, attention, and decision-making. For some people, they can increase the risk of anxiety, depression, or psychosis. They can also raise heart rate and blood pressure, and high doses may cause severe nausea, vomiting, or intense stomach pain.

The best way to protect your health is to understand the facts and make informed decisions. If you have questions about cannabis or other substances, talk with a trusted adult, school counselor, or healthcare provider.

Thank you for your attention, and have a safe and healthy day!

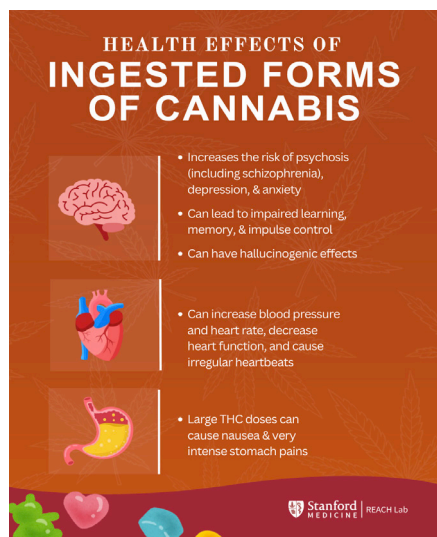
[DOWNLOAD SCRIPT](#)

SOCIAL MEDIA:

For day 2, we've provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Smoke-free doesn't mean risk-free when it comes to cannabis use.

Ingested forms of cannabis—such as edibles, drinks, capsules, oils, and tinctures—can have significant effects on your health. Because these products take longer to “kick in” (as long as 20 minutes to 2 hours to feel the effects), it's easier to consume more than intended, increasing the risk of unwanted or severe effects.

Ingested cannabis can affect your brain, heart, and digestive system. It may increase the risk of anxiety, depression, and psychosis in some users, impair learning and memory, raise heart rate and blood pressure, and, in high doses, cause nausea and severe stomach pain.

Understanding the potential risks is an important step toward making informed decisions about your health.

- REACH Lab website: tinyurl.com/REACHLabHome
- Cannabis Toolkit: tinyurl.com/captreach
- Quitting Tips: tinyurl.com/QuittingTipsCannabis

#StanfordREACHLab #CannabisAwareness #HealthEducation
#PublicHealth #BrainHealth #HeartHealth #HealthyChoices
#Wellness #KnowTheFacts

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn



@stanfordreachlab



@stanfordTPT



DAY 3

CAMPAIGN MATERIALS

TEACH SMART TALK

(LESSON 3):

If you are in a classroom or similar setting, you can use day 3 to teach lesson 3 of the REACH Lab's Smart Talk curriculum, **"How Cannabis Can Impact Our Community: Your Voice, Your Community"**. This lesson, explores how cannabis and its THC byproducts impact the community and how use can cause harm to the environment. Students will learn about the negative impacts of disposing of these products and the potential effects cannabis dispensaries can have on their community. They will examine the causes and effects of cannabis-related environmental issues.

This curriculum includes separate versions for elementary, middle, and high school students. While the middle and high school versions fit the 5-day breakdown more easily, feel free to draw from the elementary lessons if they better suit your audience.



[Click to view the curriculum and its associated lessons](#)

MORNING ANNOUNCEMENT SCRIPT:

For School-Wide or Classroom PSAs:

Similarly to day 1, you can use the morning announcement below if you're running this campaign at a school, community organization, or similar setting.

Good morning everyone!

Did you know? Regular cannabis use is associated with a 2–3 times higher risk of developing psychosis, including schizophrenia.

For some people, cannabis can trigger cannabis-induced psychosis. This is a serious condition where someone may experience hallucinations, paranoia, or lose touch with reality.

While cannabis can affect brain health at any potency, higher-potency cannabis products are linked to a greater risk of psychosis and other mental health harms. These risks are particularly significant for adolescents and young adults, whose brains are still developing.

Knowing the risks can help you make informed decisions that protect your health and your future.

[DOWNLOAD SCRIPT](#)

SOCIAL MEDIA:

For day 3, we’ve provided another social media graphic and caption for you to share on your organizational or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:

Did you know **cannabis** can trigger

PSYCHOSIS OR SCHIZOPHRENIA?





Learn the facts...
reduce your risk!

Stanford MEDICINE | REACH Lab

DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Did you know cannabis use is associated with a 2–3 times higher risk of psychosis, including schizophrenia?

While cannabis can affect brain health at any potency, higher-potency products carry an even greater risk, especially for adolescents and young adults whose brains are still developing.

Learn more about the health effects of cannabis and how to reduce potential risks by visiting the Stanford REACH Lab website and exploring the resources below.

- REACH Lab website: tinyurl.com/REACHLabHome
- Cannabis Toolkit: tinyurl.com/captreach
- Quitting Tips: tinyurl.com/QuittingTipsCannabis

#StanfordREACHLab #Psychosis #Prevention #Cannabispsychosis
#PublicHealth #HealthyChoices #KnowTheFacts

Tag our social media accounts when you post!


@stanfordreachlab


tinyurl.com/REACH-LinkedIn


@stanfordreachlab


@stanfordTPT



DAY 4

CAMPAIGN MATERIALS

TEACH SMART TALK

(LESSON 4):

If you are in a classroom or similar setting, you can use day 4 to teach lesson 4 of the Smart Talk curriculum, “**Is the Cannabis Industry Misleading YOU-th: Effects of Cannabis on the Body**”. This lesson focuses on media literacy by examining how the cannabis industry targets youth. Youth will analyze cannabis-related social media ads to identify deceptive marketing tactics. Using the Constructivist Learning model, this lesson aims to strengthen resistance skills and reduce cannabis use, helping them navigate strategies that promote cannabis consumption.

This curriculum includes separate versions for elementary, middle, & high school students. While the middle & high school versions fit the 5-day breakdown more easily, feel free to draw from the elementary lessons if they suit your audience.



Click to view the curriculum and its associated lessons

SOCIAL MEDIA:

For day 4, we’ve provided another social media graphic and caption for you to share on your organization or personal accounts.

Reminder: The caption below must be used alongside the graphic. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Your attention is valuable—and companies know it.

Every day, you’re exposed to messages through social media, magazines, and other ways that are designed to influence the way you think, feel, and act. Some ads make drugs seem exciting, low-risk, or part of fitting in, hoping to persuade you to make a purchase. That’s why media literacy matters.

Before accepting a message at face value, ask yourself:

- Who is the source of the message?
- How is it trying to get your attention?
- Is the message fair and trustworthy?
- How could this message be interpreted?

The strongest influence should be your own critical thinking. Learn to recognize the strategy behind the message so you can make choices that reflect your values—not someone else’s profits.

Don’t let someone else decide for you. Think first. Your choices are yours.

- REACH Lab website: tinyurl.com/REACHLabHome
- Cannabis Toolkit: tinyurl.com/captreach
- Video on Drug Marketing & Media Literacy: tinyurl.com/DrugMarketingVideo

#StanfordREACHLab #MediaLiteracy #StayInControl #DrugAwareness
#Prevention #THC #Cannabis

Tag our social media accounts when you post!



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@stanfordreachlab



@stanfordTPT

MORNING ANNOUNCEMENT SCRIPT:

For School-Wide or Classroom PSAs:

Similarly to day 1, you can use the morning announcement below if you're running this campaign at a school, community organization, or similar setting.

Good morning, everyone!

Have you ever seen a post, video, social media ad, or meme that made something look cool, harmless, or just “normal”? Not every message you see online is there to inform you, or to keep you safe —some are designed to influence you and increase profits for the company.

Today, we're focusing on drug marketing media literacy and learning how to think critically about the content we see every day.

When you come across a message about drugs, ask yourself these four questions:

- *Who created this message?*
- *How are they trying to get my attention?*
- *Is the message fair and trustworthy?*
- *How might different people interpret it?*

The more you question what you see, the more you stay in control of your own choices. Remember, your best defense isn't believing everything you see—it's thinking critically before you decide what to believe.

Have a great day, and don't forget: Think first. Question the message. Make your own choices.

For additional information on how the drug industry targets youth, check out the Stanford REACH Lab website.

DOWNLOAD SCRIPT



DAY 5

CAMPAIGN MATERIALS

TEACH/SHARE QUITTING TIPS FOR CANNABIS AND/OR OUR TRUE TO YOU VIDEO

If you are in a classroom, community organization, or similar setting, you can use day 5 to share the REACH Lab's quitting tips for cannabis and/or our True to You video.

QUITTING TIPS FOR CANNABIS

Utilize the slideset below to share tips and strategies for quitting cannabis. This quick lesson covers withdrawal symptoms, accountability, and resources that anyone can use to quit or cut down on cannabis use.



SUGGESTION: If you do end up sharing this presentation, you can also hand out the infographic here as a supplemental resource:

DOWNLOAD



TRUE TO YOU: NAVIGATING UNCOMFORTABLE SITUATIONS SURROUNDING DRUGS

Our “True To You: Navigating Uncomfortable Situations Surrounding Drugs” educational video explores different ways for youth to stay true to themselves when faced with peer pressure involving drugs of any kind. Through relatable scenarios featuring four students—Abby, Micah, Jackie, and Grant—the video demonstrates different techniques to navigate uncomfortable situations.

Each example is designed to empower students to make healthy, confident choices that align with their values.



SOCIAL MEDIA:

For day 5, we've provided two social media graphics and captions for you to share on your organizational or personal accounts. Feel free to split these post across 2 days if desired.

Reminder: The captions below must be used alongside the related graphics. We require this to ensure that misinformation is not spread and that community members are aware of additional resources they can access.

GRAPHIC:



DOWNLOAD GRAPHIC & CAPTION

CAPTION:

Thinking about quitting cannabis?

Quitting can be challenging, but you don't have to do it alone. Having a plan, identifying your triggers, and building healthy coping strategies can make a big difference.

Remember:

- Know your "why"
- Set a quit date
- Remove cannabis products and related supplies
- Find healthy ways to manage cravings and stress
- Reach out for support when you need it

Withdrawal symptoms are common, and progress isn't always linear. Every quit attempt is an opportunity to learn and move closer to your goal.

Check out the resources in this graphic to help you take the next step. You've got this.

#StanfordREACHLab #QuitCannabis #CannabisRecovery
#CannabisAwareness #HealthyHabits #MentalHealth
#WellnessJourney #PublicHealth #StanfordMedicine

Tag our social media accounts when you post!



@stanfordreachlab



tinyurl.com/REACH-LinkedIn



@stanfordreachlab



@stanfordTPT

GRAPHIC:



DOWNLOAD GRAPHIC & CAPTION

CAPTION:

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Withdrawal symptoms are common, progress isn't always linear. Every quit attempt is an opportunity to learn & move closer to your goal.

Check out the resources in this graphic to help you take the next step. You've got this.

#StanfordREACHLab #QuitCannabis #CannabisRecovery

MORNING ANNOUNCEMENT SCRIPT:

For School-Wide or Classroom PSAs:

Similar to day 1, you can use the announcement below if you're running this campaign at a school or similar setting.

Good morning, everyone!

Did you know that if you're thinking about quitting cannabis, having a plan can make a big difference? Start by thinking about your reason for quitting, choose a quit date, and find healthy ways to manage stress and cravings, like exercising, spending time with friends, or picking up a favorite hobby.

Remember, withdrawal symptoms can happen, and quitting may take more than one attempt—and that's okay. Reaching out to a trusted adult, counselor, or healthcare provider can provide the support you need along the way.

If you'd like to learn more about quitting cannabis or find helpful resources, check out the Stanford REACH Lab website.

Have a great day!

DOWNLOAD SCRIPT



ADDITIONAL **RESOURCES**

FOR PARENTS, EDUCATORS, YOUTH, & BEYOND...



CANNABIS AWARENESS & PREVENTION TOOLKIT

The Cannabis Awareness and Prevention Toolkit, developed by the Stanford REACH Lab, is a collection of evidence-based curriculums, lessons, programs, and resources catered to prevent and reduce adolescent and young adult cannabis use.

[VIEW](#)



SAFETY FIRST

Safety First is made up of 13 lessons on alcohol, opioids/fentanyl, psychedelics, and other drugs. The purpose of all of our lessons is to encourage youth to abstain from use, but this curriculum also includes a clear harm-reduction message for youth who are experimenting or using, to provide high school students with scientifically accurate information to empower them to quit and/or reduce harm, should they choose to continue to use.

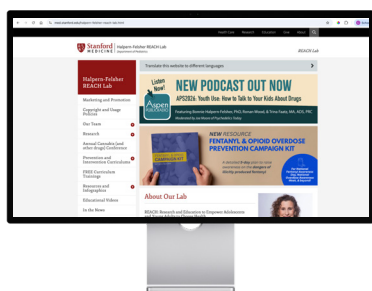
[VIEW](#)



COMMUNITY TALKS

Attend one of our upcoming community talks to further your knowledge on various different drug and health topics.

[VIEW](#)



STANFORD REACH LAB WEBSITE

The Stanford REACH Lab website is constantly being updated to house new and relevant resources for a range of topics surrounding substance use.

[STANFORDREACHLAB.COM](https://stanfordreachlab.com)



WE ARE HERE TO HELP

If you have any questions after revealing this campaign kit, feel free to reach out to our team using the email listed below:

stanfordreachlab@stanford.edu

EDUCATIONAL VIDEOS



Staying True to You: Navigating Uncomfortable Situations Surrounding Drugs in High School | REACH Lab

[VIEW](#)



Drugs & the Brain: Why Waiting Until Full Brain Development is Important | REACH

[VIEW](#)



Staying True to You: Navigating Uncomfortable Situations Surrounding Drugs in Middle School | REACH Lab

[VIEW](#)



The Great MIST-Understanding: Aerosol vs. Water Vapor | REACH Lab

[VIEW](#)



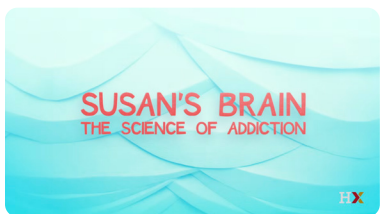
Staying True to You: Navigating Uncomfortable Situations Surrounding Drugs in Elementary School | REACH Lab

[VIEW](#)



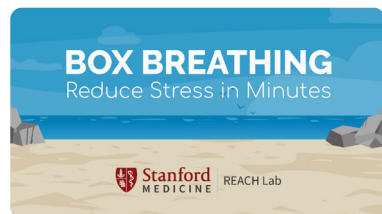
Don't be Played: How Drug Marketing Targets YOU-th | REACH Lab

[VIEW](#)



Susan's Brain: The Science of Addiction | Harvard Online

[VIEW](#)



Box Breathing: Reduce Stress in Minutes | REACH Lab

[VIEW](#)

Scan to view videos
on the **REACH Lab**
Educational
Video webpage





WE WOULD LOVE TO SEE YOUR CAMPAIGN IN ACTION!

If you have any photos from your campaign that you're comfortable with the REACH Lab using on our social media, website, or other promotional materials, please email them to **lexibatt@stanford.edu**.



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