We’d Rather Toolkit

A campaign to “weed out the truth” about marijuana use in Fulton County

Background:

Many adults and young people mistakenly believe that the majority of young people are using marijuana on a regular basis. In reality, the overwhelming majority of Fulton County youth are making the healthy choice not to use marijuana.

94% of Fulton County young people (ages 12 – 18) chose NOT to use marijuana in the past 30 days.

The Plan:

The BOSS program, YAC, and HC3 joined to create and support a social media campaign to help correct the misperception about marijuana use in our community.

How can you get involved?

During the month of April, we are inviting young people and the adults who support them (parents, schools, faith community, youth serving organizations, athletic organizations, etc.) to join our campaign by sharing why you choose not to use marijuana. We want you to tell adults and other young people that We’d Rather... and share the activities you prefer to do (instead of use marijuana).

We have created a template of the We’d Rather poster (this can be downloaded on our website (HC3Partnership.org – click on We’d Rather campaign). Add an activity to the We’d Rather poster, take a selfie (individually or as a group), and post on social media platforms with the #We’dRather2023.

When:

April 1 – April 30 for sharing on social media.

Prizes:

Adults: Complete a quick survey using this QR for a chance to win a prize!

Things to remember:

Adults – You will need parental/guardian permission before posting on social media.
Youth – Check with your parents/guardians before posting on social media.

Questions about the campaign?

Reach out to Josie, BOSS Facilitator, at josiemarchena@fultoncountvoh.com or call the Fulton County Health Department at 419 337 0915.