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FOR IMMEDIATE RELEASE

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SAFE Glen Cove Coalition: Governor Announces Public Education Campaign on Cannabis

"Cannabis Conversations" is a public education campaign that includes public service advertisements on television, radio, transit, billboards, and social media with two more phases to follow this spring. The Campaign builds on the Office of Cannabis Management's first public outreach effort conducted earlier this year through virtual 'Cannabis Conversations, a public health campaign that informs New Yorkers about the State's new Cannabis Law including information on how to help protect youth and keep roads safe.

The Campaign includes information on who can consume, where to consume, and how to consume safely. This wide-reaching campaign will provide parents and caregivers with tools to protect youth, remind New Yorkers of the risks of driving while impaired by cannabis, and other messages to help keep New Yorkers safe and healthy as the new industry develops. These messages will be distributed in English and Spanish through public service advertisements on television, radio, transit, billboards, and social media.

Public service advertisements for the "Cannabis Conversations" campaign will in April and run for approximately three months. The initial launch is centered on a 30-second, overarching message that highlights: New York State legalizing cannabis, but only for adults 21 years old and over; not driving under the influence; keeping second-hand cannabis smoke away from other people; locking up cannabis and storing it out of reach of children and pets. As part of the campaign, additional messages will be introduced in the future to reinforce and expand on these concepts.

According to the Governor's office, the New York's Cannabis Law focuses on public health and is grounded in the principles of public safety, social justice, and equitable economic development designed to help undo the harm caused by cannabis [prohibition](#). As part of this public policy shift, the law requires public health education campaigns that inform New Yorkers of the new law and the impact of cannabis use on public health and safety.

The New York Office of Cannabis Management is a state agency established upon passage of the Marijuana Regulation and Taxation Act to implement a regulatory framework for medical and adult-use cannabis in the state of New York. For more information please visit <https://cannabis.ny.gov/>.

The SAFE Glen Cove Coalition is concerned about cannabis use and its consequences-especially to the developing brain. To learn more about the SAFE Glen Cove Coalition please follow us on www.facebook.com/safeglencovecoalition or visit SAFE's website to learn more about marijuana use at www.safeglencove.org.