LET’S BE CLEAR GEORGIA: A Collaborative to Prevent Marijuana Abuse

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LET’S BE CLEAR GEORGIA

A COLLABORATIVE TO PREVENT MARIJUANA ABUSE

THE TWO MAJOR GOALS OF THE COLLABORATIVE ARE TO:

Prevent and reduce marijuana abuse among children, youth and young adults
The gap between the public’s knowledge about marijuana and what the science is telling us have never been so great. A crucial step in tackling the problem of marijuana abuse is to educate Georgia’s parents, educators, children, youth, and young adults and others about the dangers of abusing marijuana. Such education includes a social marketing campaign using social and traditional media channels. Policy education is also being provided for Georgia’s legislators and other policy makers.

Prevent and reduce marijuana abuse in Georgia’s Workforce
Business involvement is paramount to the collaborative. Employers need education on the risks and complexity of marijuana use, both long term and short term. Workplaces are the invisible empire for drug use and distribution; any decrease in perception of harm will have a detrimental effect on businesses of all sizes. Employees are also likely to be impacted by substance abuse, thus making education a necessary prevention tool to reduce marijuana abuse in Georgia’s workforce.

Let’s Be Clear Georgia, utilizes the five steps of the Strategic Prevention Framework (SPF) and three main environmental strategies:

[Diagram of Collaboration, Advocacy, Education]

If you want to become an agency or individual member or know more information about the Collaborative please contact Dr. Gregg Raduka, Executive Director at support@clearga.org or (678) 506-1572
LET’S BE CLEAR GEORGIA

THE 5 STEPS OF THE STRATEGIC PREVENTION FRAMEWORK (SPF)

1. ASSESS GEORGIA’S MARIJUANA ABUSE PREVENTION NEEDS
2. BUILD GEORGIA’S MARIJUANA ABUSE PREVENTION CAPACITY
3. DEVELOP A STRATEGIC PLAN
4. IMPLEMENT EFFECTIVE COMMUNITY PREVENTION PROGRAMS, POLICIES, AND PRACTICES
5. EVALUATE OUR EFFORTS FOR OUTCOMES

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"We [NORML*] are trying to get marijuana reclassified medically. If we do that (we'll do it in at least 20 states this year for chemotherapy patients) [we] will be using the issue as a red herring to give marijuana a good name. That's our way of getting to them . . .

Quote from Kenneth Stroup, pictured here, founder of NORML (National Organization for the Reform of Marijuana Laws) from an interview which appeared in the Emory Wheel student newspaper on Feb. 6, 1979 (pp. 18-19). Georgia passed its first marijuana law in 1980. A "red herring" is an issue which purposefully takes attention away from the real issue at hand, in this case, recreational legalization.

THIS IS MARIJUANA IN OUR OWN ‘BACK YARD’: GEORGIA

![Graph showing marijuana use in Georgia](image-url)

Georgia Dept of Education GSHS II, 2014

For more information please contact Dr. Gregg Raduka at (678) 506-1572 or email support@clearga.org

You can also contact Dr. Raduka to find out more about Let's Be Clear Georgia: A Collaborative to Prevent Marijuana Abuse

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