



Welcome to the KNOW 4 Yourself
public awareness campaign!
You can download the files here:

<https://bit.ly/Know4Yourself-2021>

Flip through the pages of this booklet
to peruse the campaign elements.

If you have questions or would like
additional help with your campaign,
please contact:

Lauren Amsterdam

Email: Lauren@AMSTERLAND.com

Call: 914-741-0007

I love working with you!
Wishing you much success!

Lauren Amsterdam

Ad Campaign PDFs for Emailing and for Print

- Just the Facts -

**ALL DRUGS
CAN BE
ADDICTIVE.
MARIJUANA
IS NO
EXCEPTION.***

Anyone can become addicted to marijuana.
For teens, it's the #1 reason they seek treatment.

KNOW4Yourself.org



File name:
1_KNOW4Yourself KNOW Facts Addiction.pdf

- Just the Facts -

**ADS DESIGNED
TO GET
ADULTS TO BUY
MARIJUANA
ENCOURAGE
TEENS TO TRY
MARIJUANA.***

Regular exposure to marijuana media
increases trial and use among teens.

KNOW4Yourself.org



Source: Washington State University, 2020

File name:
2_KNOW4Yourself KNOW Facts Media.pdf

- Just the Facts -

**WHILE
MARIJUANA
MIGHT BE THE
FIRST DRUG
TEENS TRY,
IT'S OFTEN
NOT THE LAST.***

Teens who use marijuana are
10X more likely to use other drugs.

KNOW4Yourself.org

***K.N.O.W.
4 YOURSELF**

KNOWLEDGE NETWORK OF WESTCHESTER

Source: DuPont, R.L., Han, B., Shea, C.L., Madras B.K. (Preventive Medicine, 2018)

File name:

3_KNOW4Yourself KNOW Facts Other Drug Use.pdf

- Just the Facts -

ADOLESCENTS WHO FREQUENTLY USE MARIJUANA MAY EXPERIENCE A DECLINE IN IQ.*

Marijuana use by youth is linked to school failure,
school drop-out, and a drop in IQ of up to 8 points.

KNOW4Yourself.org



M. Meier, A. Caspi, A. Ambler, et al (Proceedings of the National Academy of Sciences, 2012)

File name:
4_KNOW4Yourself KNOW Facts IQ.pdf

- Just the Facts -

**COPING WITH
ANXIETY
AS A TEEN
ISN'T EASY.
FREQUENT USE
OF MARIJUANA
MAKES IT
EVEN HARDER.***

Regular marijuana use is linked
to increased anxiety and depression.

KNOW4Yourself.org



File name:
5_KNOW4Yourself KNOW Facts Mental Health.pdf

- Just the Facts -

**AS
MARIJUANA
POTENCY
INCREASES,
SO DOES THE
POTENTIAL FOR
ADDICTION.***

THC potency, the psychoactive component that causes addiction, has tripled in the last 15 years.

KNOW4Yourself.org



File name:
6_KNOW4Yourself KNOW Facts THC Potency.pdf

- Just the Facts -

**DRIVING
WHILE DRUNK
AND
DRIVING WHILE
STONED
ARE EQUALLY
DANGEROUS.***

After alcohol, marijuana is the most commonly
identified drug in deadly crashes.

KNOW4Yourself.org



Source: CDC (Centers for Disease Control & Prevention), 2017

File name:
7_KNOW4Yourself KNOW Facts Impaired Driving.pdf

**DOES YOUR
TEEN THINK
MARIJUANA
ADDICTION
ISN'T
REAL?**

**Together you can learn the facts like:
Marijuana addiction is the #1 reason teens seek treatment.**

Source: NIDA (National Institute on Drug Abuse)



KNOW4Yourself.org

File name:
8_KNOW4Yourself KNOW Learn Addiction.pdf

**THINK YOUR
TEEN
— ISN'T —
INFLUENCED
BY MARIJUANA
ADVERTISING
AND MEDIA?
THINK AGAIN.**

**Together you can learn the facts like:
Regular exposure to marijuana media increases trial among teens.**

Source: Washington State University, 2020



KNOW4Yourself.org

File name:
9_KNOW4Yourself KNOW Learn Media.pdf

**DID YOU KNOW
NOT USING
MARIJUANA
AS A TEEN
CAN LEAD TO
NOT USING
OTHER DRUGS
AS AN ADULT?**

**Together you can learn the facts like:
Teens who use marijuana are 10X more likely to use other drugs.**

Source: DuPont, R.L., Han, B., Shea, C.L., Madras B.K. (Preventive Medicine, 2018)



KNOW4Yourself.org

File name:
10_KNOW4Yourself KNOW Learn Other Drug Use.pdf

**DOES YOUR
TEEN KNOW
THE MATH OF
MARIJUANA?
HINT: IT'S A
NEGATIVE
EQUATION.**

Together you can learn the facts like: Frequent marijuana use can negatively impact academic outcomes by lowering GPAs and IQs.

M. Meier, A. Caspi, A. Ambler, et al (Proceedings of the National Academy of Sciences, 2012)



KNOW4Yourself.org

File name:
11_KNOW4Yourself KNOW Learn IQ.pdf

**DOES YOUR
TEEN KNOW
THAT REGULAR
MARIJUANA
USE IS LINKED TO
INCREASED
ANXIETY AND
DEPRESSION?**

**Together you can learn the facts like:
THC in marijuana amplifies the risk of mental illness.**

Source: University of Washington, 2017



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File name:
12_KNOW4Yourself KNOW Learn Mental Health.pdf

**DOES YOUR TEEN
THINK *TODAY'S*
MARIJUANA
IS THE SAME AS THE
MARIJUANA
THAT WAS
AROUND
*IN YOUR DAY?***

Together you can learn the facts like: THC potency, the psychoactive component that causes addiction, has tripled in the last 15 years.

Source: Missouri Medicine, 2018

K.N.O.W.
4 YOURSELF
KNOWLEDGE NETWORK OF WESTCHESTER

KNOW4Yourself.org

File name:
13_KNOW4Yourself KNOW Learn THC Potency.pdf

WANT YOUR TEEN TO KNOW ONE OF THE BEST WAYS TO AVOID A CRASH?

Together you can learn the facts like: After alcohol,
marijuana is the most commonly identified drug in deadly car crashes.

Source: CDC (Centers for Disease Control & Prevention), 2017



KNOW4Yourself.org

File name:
14_KNOW4Yourself KNOW Learn Impaired Driving.pdf

Social Media Marketing Launch Campaign

Social Media Marketing



File name:
1_KNOW_FACTS Social_Media_Addiction.jpg



File name:
2_KNOW_FACTS Social_Media_Facts Media.jpg

Social Media Marketing

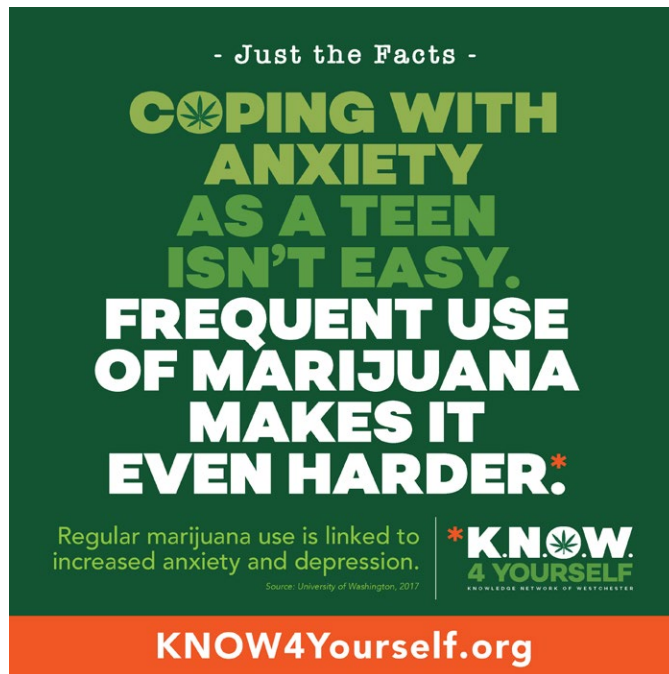


File name:
3_KNOW_FACTS Social_Media_Other Drug Use.jpg



File name:
4_KNOW_FACTS Social_Media_IQ.jpg

Social Media Marketing

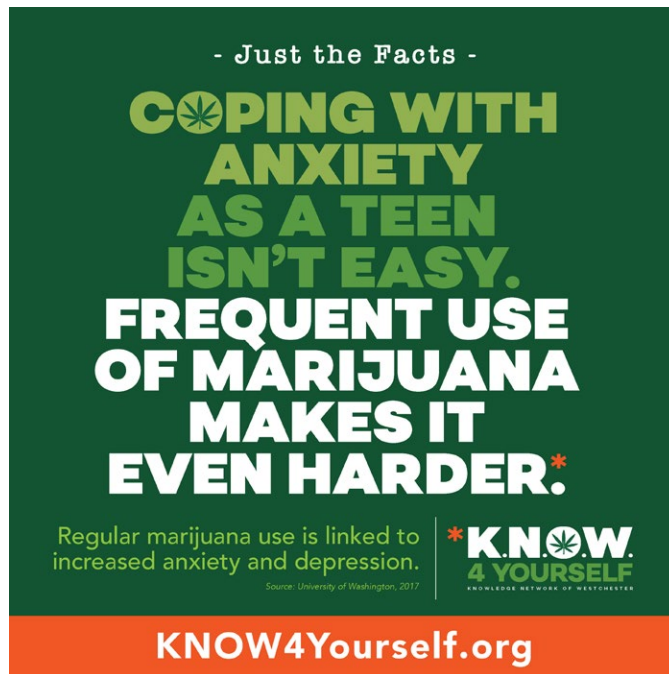


File name:
5_KNOW_FACTS Social_Media_Mental Health.jpg



File name:
6_KNOW_FACTS Social_Media_Potency.jpg

Social Media Marketing



File name:
7_KNOW_FACTS Social_Media_Driving.jpg



File name:
8_KNOW LEARN_Social_Media_Addiction.jpg

Social Media Marketing



File name:
9_KNOW LEARN_Social_Media_Media.jpg



File name:
10_KNOW_LEARN Social_Media_Other Drugs.jpg

Social Media Marketing



File name:
11_KNOW_LEARN Social_Media_IQ.jpg



File name:
12_KNOW_LEARN Social_Media_Mental Health.jpg

Social Media Marketing



File name:
13_KNOW_LEARN Social_Media_Potency.jpg



File name:
14_KNOW_Social_Media_Driving.jpg

Social Media Marketing Image Campaign

Social Media Marketing: Image campaign

You can post these social media tiles when you extend the campaign to additional topics, and also may be used when you do paid post without headlines within the tiles.



File name:
KNOW Academics.jpg



File name:
KNOW Brain.jpg

Social Media Marketing: Image campaign



File name:
KNOW Caution.jpg



File name:
KNOW Lungs.jpg

Social Media Marketing: Image campaign



File name:
KNOW No Driving.jpg



File name:
KNOW Question mark.jpg

Social Media Marketing: Image campaign



File name:
KNOW Teens Together.jpg



File name:
KNOWTalk Together.jpg

Social Media Marketing Regional Titles “Hey”

Social Media Marketing: Regional Titles “Hey”



Social Media Marketing: Regional Titles “Hey”



Social Media Marketing: Regional Titles “Hey”



Social Media Marketing: Regional Titles “Hey”



Social Media Marketing: Regional Titles “Hey”



Social Media Marketing: Regional Titles “Hey”



