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Department of Mental Health and Addiction Services Launches “Be In The Know CT” Cannabis Education Campaign

Campaign will inform public about state laws related to cannabis and provide information on potential impacts

(HARTFORD, CT) – The Connecticut Department of Mental Health and Addiction Services (DMHAS) today announced the launch of **Be In The Know CT**, a new statewide public education campaign providing objective, research-based information on the new laws, the effects of cannabis, and practical solutions and resources to help mitigate potential harmful effects of cannabis use. The campaign will utilize television, radio, outdoor and online ads, social media and a user-friendly website to raise awareness of health impacts, and share guidelines for families, and resources for signs of problem use.

As the launch of the brand new cannabis marketplace nears, DMHAS is working to ensure people have the tools and knowledge to make informed decisions regarding cannabis. The **Be In The Know CT** website, located at <https://beintheknowct.org>, along with 12 digital billboards located on major highways across the state launched this past week. Other campaign elements, including social media, bus advertisements, radio announcements in English and Spanish, television, streaming, and podcast spots, will begin launching the week of November 28.

The campaign is designed to reach youth, parents and trusted adults, pregnant and breast/chest feeding individuals, as well as the general public, and offers messaging tailored to different populations. For individuals age 12-20, the material focuses on prevention and is based on research that shows cannabis use impairs developing brains and academic success. For parents and trusted adults, communications will focus on how important their voices can be in a young person’s decision making around cannabis use. Pregnant and new parents will receive information that empowers them to protect their infant’s development by understanding the harm cannabis can cause to young people as well as direction to talk to their health care provider for more information. [The website](#) will provide easy-to-understand and clear information on the state’s laws, safe storage, driving under the influence, and health risks. For each audience, the campaign will provide information on understanding the signs of cannabis dependency while offering support and resources.

“Providing information and resources to all Connecticut citizens about potential health concerns, appropriate use, secure storage and safe disposal of cannabis products helps create healthy communities,” said DMHAS Commissioner Nancy Navarretta. “I hope everyone, particularly caregivers of youth, takes a moment to share, discuss and implement the strategies described in these new resources.”

Possession of small amounts of cannabis among adults age 21 and over became legal in Connecticut beginning July 1, 2021, as a result of legislation that was [signed into law](#) by Governor Lamont. Retail sales of adult-use cannabis, which also became legal in the state under that law, is anticipated to begin in the coming months.

To access the **Be In The Know CT** website, visit <https://beintheknowct.org>.

Instagram: <https://www.instagram.com/beintheknowct>

Facebook: <https://www.facebook.com/BeInTheKnowCT>

For more information about adult-use cannabis in Connecticut, visit ct.gov/cannabis.

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