



Coalition Against Chronic Candy (Kronic Kandy)
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Media Tips

1. Define the Agenda

a. What is the goal?

- To educate the public.
- To educate merchants.
- To prevent sale of product to minors.

b. Who is the audience?

- General public, particularly parents and children.
- Community leaders (Neighborhood Planning Unit, Home Associations, etc.)
- Policymakers
- Law enforcement (Drug Abuse Resistance Education: D.A.R.E.)
- Business leaders
- Youth organizations, i.e., sports programs, after school programs, community centers, etc.
- Churches, particularly youth groups.
- Schools, i.e., administrators, teachers, school counselors, PTA members.
- Media.

2. Defining key messages.

- Good messages stimulate action or builds awareness.
- Messages should be easily understood and concise.
- Identify one main message and 2-3 supporting messages.
- Use quotable language.

Potential messages for chronic:

Main Message: A product that promotes drug use among our youth cannot be taken lightly. Marijuana flavored candy is not fun, safe or harmless...It is deadly and a threat to our youth.

- Chronic Candy and other marijuana-flavored products is a threat to our youth because it gives the false impression that marijuana is fun and safe.
- Products such as Chronic Candy and other marijuana flavored products packaged as lollipops can fall into the hands of unsuspecting youth and can serve as a gateway product for future marijuana use among children and teens.

- Merchants who sell this product are promoting marijuana and are creating new customers for marijuana and other drug dealers.
- Chronic candy packages use bright images and have pot-related slogans such as “Acapulco Gold” and “Sticky Icky Skunk,” which can easily draw the attention and curiosity of our youth. Merchants should be responsible and protect our children by not selling the product.
- Even if merchants sold only to adults they cannot guarantee that irresponsible or drug dealing customers will not attempt to use the product to target and influence kids to use illegal drugs.

3. Identifying a spokesperson

- a. The individuals selected, as spokesperson should have a vested interest in the topic and outcomes, recognized for their position of influence and/or an authority on the issue. Possible spokespersons to consider for *the Stop Chronic Candy (Kronic Kandy)* campaign are:
 - Community leader or advocate
 - State, county, or local policymaker
 - Youth advocate
 - Youth leader
 - Business leader
 - Clergy
 - Law enforcement (D.A.R.E. coordinator or representative)
- b. Spokespersons should be able to deliver brief, clear and concise messages. Use publicly friendly language and avoid jargon.
- c. Spokespersons should know their messages and repeat key message at end of interview.
- d. Anticipate questions, whenever possible.
- e. Know the audience that they are speaking to, i.e., youth audience, parents, educators, specialty press, general press, etc.

4. Working with partners.

- Look for ways to work with a variety of partners, i.e., educators, clergy leaders, community leaders/activist, youth advocates, business leaders, legislators, and other concern citizens. This will help broaden the delivery of messages and may help in gaining additional allies.

5. Delivering messages to other audiences.

- a. Messages can be delivered through other means besides media. Consideration should be given to proactively doing communication outreach and awareness among variety of audiences through a number of strategies such as:

- Meeting with school administrators and attending PTA/PTSA meetings.
- Meeting with clergy leaders.
- Meeting with community leaders.
- Community/apartment newsletters
- Flyers or brochures
- Church bulletins
- Circulating emails through a variety organization list serves.
- Public Service Announcements through local broadcasters.

6. Traps to avoid.

- a. Merchants who sell the product are not the enemy they need to be educated and encouraged to do the right and responsible thing.
- b. Entertainers, mainly in the "Hip-Hop" community, pictured using and/or promoting the product are not the enemy. Little is accomplished attacking the entertainment industry because of the heavy influence they have on youth. Entertainers are very gifted in spinning messages that they are being "targeted," "people are hating," "freedom of expression," or "It's my life and it's not illegal." These messages tend to draw support from youth. It is better to look for ways to partner with the entertainment industry and appeal to their social consciousness of protecting youth.