



The Let's Be Blunt anti-marijuana campaign was developed by Milwaukee teens for teens. In the summer of 2015, the Milwaukee County Substance Abuse Prevention Coalition hosted a **Let's Be Blunt** contest to engage local youth in developing messages and imagery to reach their peers. **#nonneedforweed** became the theme.

Visit <http://letsbebluntmke.org/> or Facebook for campaign.

**MOST MARIJUANA USE BEGINS IN ADOLESCENCE**

**78%**  
of the 2.4 million people who began using in the last year were aged 12 to 20.<sup>1</sup>

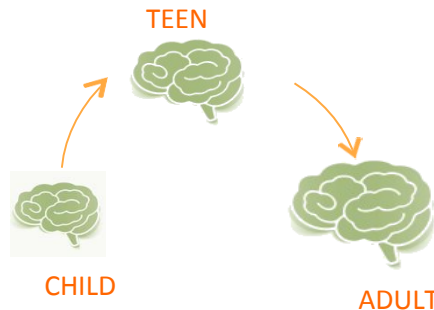
**As perception of harm decreases... Use increases.**<sup>2</sup>

**EVERY DAY, 3,287 TEENS USE MARIJUANA FOR THE FIRST TIME<sup>1</sup>**

Studies show that marijuana interferes with attention, motivation, memory, and learning. Regular heavy marijuana use among teens is linked to lower grades, school drop-out, and lower satisfaction of life.<sup>3</sup>

## MARIJUANA MAY HURT THE DEVELOPING TEEN BRAIN

The teen brain is **still developing** and it is especially vulnerable to drug use.



**IQ**  
Regular heavy marijuana use by teens can lead to an **IQ drop** of up to **8 points.**<sup>4</sup>

**MARIJUANA IS ADDICTIVE**

**One of every six** teens who uses marijuana before age 18 **will become addicted** to it.<sup>5</sup>

Younger brains get addicted more easily, which is why the **younger a person** starts using marijuana (or any other addictive drug), the **more likely they are to get addicted.**<sup>5</sup>

Some **SIGNS** of Dependence/Addiction

- Using more and more marijuana over time.
- Get anxious, restless or bad-tempered if gone too long without using it.
- Spend money on marijuana that was planned to be spent on something else.
- Spending less time on activities that used to be enjoyable.
- Can't enjoy doing things unless using marijuana.