

Grassroots Public Education Interventions

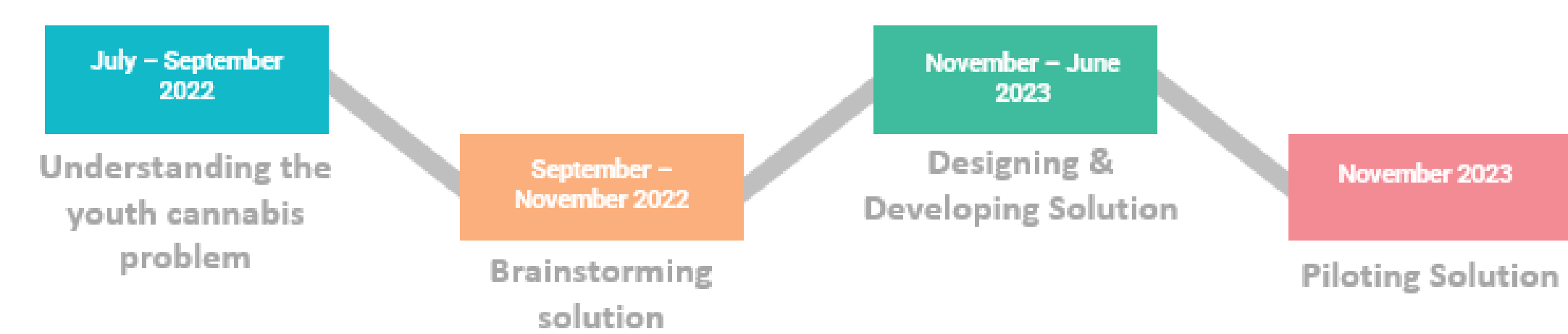
Insights from Developing a Gamified Public Education Intervention Targeted at Reducing Youth Cannabis Abuse in Canada

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Background

- Current interventions targeted at youth substance abuse behavior fail to connect with youth due to a lack of interactivity and engagement
- The two founders developed an interactive game-based approach to that aims to create the necessary social aims to create the necessary social and emotional competencies in youth to lower youth cannabis abuse rate
- Game utilizes AI to model addiction behavior

Timeline for Inform Cannabis



Insights For Grassroot Efforts

01 Key Traits of Leaders

The two founders of our project belonged to the youth demographic that was the target audience. This allowed our intervention to be designed top down in a way that reflected youth values.



02 Have experts as advisors instead of leaders

Advisors fill gaps in professional experience of founders.



03 Engage Stakeholders

Seek input from stakeholders at every stage

04 Identify Gatekeepers

Implementation is not easy, knowing who can help and what they look for is essential

05 Prototype/Iterate

Invest in proof of concept to communicate ideas with stakeholders & gatekeepers

06 Gain Legitimacy

Grassroot efforts lack the formal backing, therefore, every opportunity to gain legitimacy must be utilized

07 Minimize Costs

Funding is scarce in grassroots efforts, utilizing non-traditional resources such as volunteers is essential

08 Have a Plan

Knowing what needs to be done will ensure everyone is on the same page

Key Features of Inform Cannabis



- Creating effective public education interventions requires effective communication with target audience
- Current interventions targeted at youth substance abuse behavior fail to connect with youth due to a lack of interactivity and engagement
- Using *grass roots* approach allows for greater incorporation of target audience influence over intervention design leading to increased engagement and efficacy

