



Date: September 4, 2019

To: Patrick H. West, City Manager *T.M.W.*

From: Kelly Colopy, Director of Health and Human Services *KC*

For: Mayor and Members of the City Council

**Subject: GreenlightLB Program Annual Survey**

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At its January 17, 2017 meeting, the City Council requested the Health Department to lead an effort with various stakeholders to develop an outreach and education campaign to educate (1) Long Beach youth and the consequences of youth marijuana use; (2) drivers regarding marijuana-impaired driving risks and consequences; (3) customers of the licensed marijuana dispensaries about the consequences and risk of re-selling or distributing medical marijuana to minors or other individuals; and (4) parents on the significant role they play in effectively teaching their kids about marijuana safety. Through this request the GreenlightLB Program was initiated.

GreenlightLB, the cannabis education and drug-impaired driving prevention program, is collecting surveys to measure the program's impact on the opinions, knowledge, and behaviors regarding cannabis and impaired driving in Long Beach. This annual survey allows the Health and Human Services Department to adjust program messaging and activities as necessary to maximize the positive impacts of the program, including reducing risky cannabis behaviors and drug-impaired driving. GreenlightLB and the annual survey are part of the Health Department's response to City Council's January 17, 2017 request for a public outreach and education campaign focusing on youth cannabis use and drug-impaired driving.

Our goal is to ensure a broad and representative response from across the city. To that end, we are asking for your assistance by promoting the survey through social media. Promotional materials have been developed and are available at <http://bit.ly/GLBsurveypromo2>. Survey collection closes on September 30, 2019.

Should you have any questions, please contact Morgan Venter, Cannabis Education Program Coordinator, at (562) 570-4204.

KC:AK:MV  
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CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
DOUG HAUBERT, CITY PROSECUTOR  
TOM MODICA, ASSISTANT CITY MANAGER  
KEVIN JACKSON, DEPUTY CITY MANAGER  
REBECCA GARNER, ADMINISTRATIVE DEPUTY TO THE CITY MANAGER  
MONIQUE DE LA GARZA, CITY CLERK (REF. FILE #17-0033)  
DEPARTMENT HEADS