Date

\_\_\_\_\_\_\_\_ COALITION TO RAISE AWARENESS ON HOW *THC IS CHANGING*

A new statewide initiative involving the partnership of Marshfield Clinic Health System and many substance use prevention coalitions a part of Northwoods Coalition, including \_\_\_\_\_\_\_\_\_\_\_\_, is launched in \_\_\_\_\_\_\_\_\_ through the THC is Changing campaign.

Enter coalition background information

Tetrahydrocannabinol or THC is the chemical in the cannabis plant that is responsible for psychoactive qualities when consumed. Due to a loophole in the 2018 Farm Bill, products containing a certain level of THC are accessible in Wisconsin. These products can be purchased by anyone, including youth, in most Wisconsin counties. New products are hitting the stores daily targeting one of our most vulnerable populations: youth.

Enter local data regarding THC

In response to growing concerns about youth use and availability of THC, Marshfield Clinic Health System’s Northwoods Coalition launched the THC is Changing campaign in April 2023 to equip coalitions like ours to raise awareness about the ever growing concerns of THC and Wisconsin youth. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ coalition will be implementing the campaign to support influencers of youth to “know the risks” and “get the facts” about novel THC in Wisconsin.

To learn more about the THC is Changing public awareness campaign and to get facts about the evolution of this substance and its dangers to Wisconsin youth, go to: [www.northwoodscoalition.org](http://www.northwoodscoalition.org)

To learn more about \_\_\_\_\_\_\_\_\_ coalition and how to join, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.