## CANNABIS—PUBLIC EDUCATION TIMELINE

## PHASE II

 PHASE IIPursue Your Passion Tour Health Canada events

PHASE II, WAVE
Your Cannabis
Questions, Answered
PHASE I
 i
March 2017


Cannabis
Talk Kit Drug Free Kids Canada Partnership Partnership
with Health Canada

Health Canada advertising
campaign reaching youth and young adults via social
media and campuses



Fifth Story Articles and Radio Segments
Health Canada
and Public Safety
Media Content


November 2017

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YEAR 1
Don't Drive High
Public Safety advertising campaign reaching young adults via social media, TV, cinema, restaurants and bars

YEAR 2
Don't Drive High
Public Safety advertising campaign reaching young adults via socia estauran


Canadian Hockey League (CHL)\#FocusedOn
Partnership with Health Canada

PHASE II, WAVE 2 Your Cannabis Questions, Answered Health Canada advertising campaign reaching youth and
young adults via social media


VIDEO ON YOUTUBE
What Canadians Need to Know Health Canada


VIDEO ON YOUTUBE Cannabis and the Border
Canada Border Services Agency

National Bailout and Consumer Information Sheet


Border Signage and Passport Leaflet
Global Affairs Canada and Canada Border and Canada Border

