



Georgia Marijuana Abuse Prevention Collaborative

The Georgia Marijuana Abuse Prevention Collaborative is a partnership of over 70 private and public agencies, employers, and individuals engaging in best practices and policies regarding marijuana abuse prevention.

The two major goals of the Collaborative are to:

- **Prevent and reduce marijuana abuse in Georgia among youth and young adults**

A crucial first step in tackling the problem of marijuana abuse is to educate parents, youth, and other Georgia residents about the dangers of abusing marijuana. Such education will include a social marketing campaign using traditional media channels. Policy education will also be provided for Georgia's legislators and other policy makers.

- **Prevent and reduce marijuana abuse in Georgia's Workforce**

Business involvement is paramount to the collaborative. Employers need education on the risks and complexity of marijuana use, both long term and short term. Workplaces are the invisible empire for drug use and distribution; any decrease in perception of harm will have a detrimental effect on businesses of all sizes. Employees are also likely to be impacted by substance abuse, thus making education a necessary prevention tool to reduce marijuana abuse in Georgia's workforce.

The Collaborative will be assisted in reaching the above goals by the Prevention/Intervention Division and the Drug Free Workplace/Department of Transportation Division of The Council on Alcohol and Drugs.

The Collaborative will work in tandem with The Council's Georgia Marijuana Abuse Prevention Initiative using environmental strategies to focus on three priority areas:

Collaboration / Education / Advocacy

**For more information about the Collaborative please contact
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