

A photograph of a Black man and woman embracing outdoors. The man is in the foreground, wearing a light blue polo shirt, smiling broadly. The woman is behind him, wearing a pink top, also smiling. The background is a soft-focus green landscape.

# HOW TO GUIDE THE CANNABIS CONVERSATION

## YOUR WORDS MATTER

You are the #1 influence on your child's behavior. Studies show teens are less likely to use cannabis if their parents talk to them about the risks. These health risks include physical changes to the brain that can permanently impact their memory, learning, and attention.

## WHY TALK NOW?

Kids start early. **Every day 3,300 children try cannabis**—some as young as 12.