

Parents Launch Preemptive Protest of Pot Puffery Day

Public Service Ads Warn of Marijuana Harms

WASHINGTON, DC, US, April 18, 2018 /EINPresswire.com/ -- Concerned parents and doctors are coordinating an ad campaign in a number of newspapers around the U.S. to warn the public of serious cannabis health risks. The ads will run near 4/20, an annual day of festivities promoting the hallucinogenic drug cannabis sativa. These parents and professionals believe that 4/20 is fostering drug abuse. A [25 year study of FARS data](#) showed a 12% increase in fatal car crashes after the 4/20 events, comparable to Super Bowl Sunday crashes. The relative risk was found significant for males driving a passenger vehicle age 30 or less.

The ads will run in Colorado newspapers, Pueblo Chieftain, Colorado Springs Gazette, and Durango Herald plus three Washington state newspapers, The Olympian, the Columbian and Everett Ledger. More ads will run in Illinois, Maine, Maryland, Massachusetts, Oregon and Vermont. Other groups are running ads in Sacramento, California, Arizona, Vermont, and Michigan.



“

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Lori Robinson, MomsStrong

Parents Opposed to Pot and Moms Strong are parent –led campaigns to educate parents and children about the downside of marijuana. These two groups are spearheading the public interest advertising blitz. AALM.info and Smart Colorado are also running campaigns to discourage youth marijuana use.

The Parental Explicit Warning ad consists of 10 black box warnings put together by three medical doctors who serve as advisors to PopPot.org. The ads warn that the products sold by the marijuana industry pose mental health risks, dangers

to pregnant women and unborn children, among others. These risks and side effects warnings are not currently on the labels of any cannabis products sold by marijuana dispensaries. But these doctors think they should be.

“Our emergency department has seen numerous medical complaints related to cannabis use. I have seen everything from protracted vomiting (acute hyperemesis related to cannabis), acute psychosis, seizures induced by high doses of THC, and altered mental status,” explains Dr. Karen Randall of Pueblo, Colorado. Dr. Ken Finn, a pain specialist in Colorado Springs, and Phillip Drum, PharmD, also helped gather the educational warnings for the project. All the scientific references that back up the warnings will be published and along with the ad will be available on PopPot.org/medical-documentation.

“If my son had known that marijuana can trigger psychosis there is absolutely no way he would have used it for medicinal pain relief after knee surgery,” said Lori Robinson of MomsStrong.org.

Parents Opposed to Pot is making the advertising artwork available to drug prevention groups for use as a handout or an ad in a publication of their choosing. Write editor@poppot.org for details.

Parents Opposed to Pot is a 501c3 nonprofit based in Merrifield, Virginia. PopPot aims to bust the myth that cannabis is a harmless herb. No amount of youth pot use is ok, because protecting brains is the goal and every brain matters. Visit their website at <http://poppot.org> to join or donate to the ad campaign.

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