



4/20 is Saturday

How the Marijuana Holiday has Gone Main Stream as Corporations Jump on the Weed Band Wagon



Do you know about 4/20?

If you have a tween or teen, chances are they know all about the holiday to celebrate marijuana. Major corporations are targeting our kids where they live these days, online.

Popular, mainstream brands, including Ben & Jerry's, Chipotle, Totino's and even Denny's buy snap, and Instagram ads and tweet showing support for 4/20. Who's most likely to get a chuckle out of a family at a restaurant joking about the munchies? Kids. And since these ads only run on places like Twitter, Snapchat, Instagram, and Facebook, it's kids -- not grown-ups -- who are the ones most likely to view them.



Companies, rock stars and movies today are normalizing marijuana use for kids, making it attractive so that they think it's cool and socially acceptable. No one wants to be left out of what's "in" and it gives youth the false impression that "everyone is doing it."

Raising your children in an era of legalization, widespread acceptance and overt marketing of marijuana to youth is one of the biggest challenges for parents today. Marijuana today can be vaped, eaten or smoked. 80% of youth in Maricopa County who use marijuana use THC concentrates which contain 40% to 99% THC. The bottom line is that using marijuana or concentrates as a teen can have real consequences

In an age of acceptance, what's the best way to talk about marijuana and concentrates? Here are some ideas:

- *Follow the money* - Many of our kids don't realize that a tweet or meme is actually an advertisement from a company. Ask kids about the tricks marketers use to disguise what are really ads. For example, a meme or

Snapchat that may be actually promoting a brand or product.

- *What's Missing?* - From movies to memes that treat marijuana as a joke, it's all fun and games until someone has a bad experience, hurts themselves or ends up in the hospital. Talk to your kids about the real aftermath of getting high and how the negatives are never represented online.
- *Remember Companies Don't Care About You* – The ads may be funny, clever or witty but if they're using post a vehicle for promoting their product, they don't care about your health and wellbeing.
- *Impart Your Values* – Teens are still listening to you. Discuss what's important to you: good character, solid judgement and belief in a bright future – all can be compromised by marijuana use.



Vow to Drive Sober Presentation

With prom and graduation quickly approaching, last week FHHS junior and senior classes heard the story of 21 year-old Brandon Fonseca as told by his loving mother, Cari. In 2001, Brandon suffered a traumatic brain injury after crashing his car while driving under the influence of alcohol. The accident left him wheelchair-bound and needing full-time care for the next 18 years of his life, killed his best friend and left another with physical and psychological injuries.

Students listened intently while Cari explained how the day that started as any other day turned into the worst day of her family's life. Through video and a genuine account of how life had changed for Brandon, his siblings and herself students got a sobering look at the devastating consequences all endured after the crash. Students also had the opportunity to comment and ask questions following her presentation.

For more information on Brandon's story and the **Vow to Drive Sober** campaign click [HERE](#)



FHCS 5th Annual Poster Contest Awards



Congratulations to students Buddy Ballew and Lily Fraley who both placed first in the Fountain Hills Charter School 2019 Above The Influence poster contest.

This year's contest theme was Life Is Your Journey-Travel Drug Free. Buddy and Lily's posters depicted how living a healthy life of being drug and alcohol-free can get you to your desired destination safely and successfully.

Their artwork will be distributed as box tops at Papa Murphy's this weekend.

Thank you to the Verne C. Johnson Family Foundation for their continuous support sponsoring the Above The Influence Poster Contest every year. And Papa Murphy's for showcasing our local artists!



Text-A-Tip is Now **P3 TIPS**

A reminder that Text-A-Tip is now P3 Tips. The smartphone app replaces the former Text-A-Tip program that was launched for the community by the Coalition in 2010.

P3 Tips is now available to be used for anonymous tips to the Maricopa County Sheriff's Office. The application-based format allows residents to take advantage of new options yet remain anonymous.

The P3 app is user-friendly and provides categories to report suspicious activity. The app also features an option to review and update existing tips among others.



For directions on how to download the mobile app

[CLICK HERE](#)



Thank You for Your Thoughts and Opinions

Our Community Views survey is now complete and is being evaluated to help us implement programs and events you feel are important to our kids and Fountain Hills.



We appreciate your time and feedback!