

CANNABIS CONVERSATIONS A SOLUTION FOR COMMUNITIES

When it comes to cannabis, there's a wide range of differing perspectives. Some New Jerseyans have more questions than answers. Some New Jerseyans have made up their minds about the dangers of cannabis. Some New Jerseyans are elated by cannabis legalization. Based on our extensive experience in communication strategy work and our cannabis competencies, we've come up with the formula to help you navigate the current cannabis questions and concerns.

Education + Conversation = Elucidation



A Sensible Approach

Elucidation Strategies offers a collaborative, organized approach to support municipalities and community groups interested in creating an opportunity for community members to explore the topic of cannabis. This phased process features discovery work and an interactive community gathering. For municipalities considering the impact of licensed operators, an optional evaluation, including a summary of community conclusions, considerations for next steps, and ongoing support, is available.

→ Discovery phase

- A planning meeting to explore priority areas, community history highlights, and motivating factors for cannabis conversations
- Includes relevant research and support for promotion planning for any public event(s)



Engagement phase

- Interactive, facilitated, neutral dialogue among participants at gathering (90 minutes)
- Gathering to include 30 minutes of cannabis history overview to provide framework for a deeper understanding of why cannabis remains a controversial substance



Evaluation phase (Optional, ideal for municipalities)

- 2 consultation meetings, a debrief - a summarizing report with key considerations will follow - and then a planning meeting to address any next steps or actions based on research and gathering outcomes
- Up to 4 consultation hours to examine outcomes and community engagement around cannabis and cannabis-related topics

You're Invited -



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