

Liquor, Gaming and Cannabis Authority of Manitoba (LGCA)

- The LGCA is Manitoba's regulator for liquor and gaming. The Safe and Responsible Retailing of Cannabis Act will add the regulation of cannabis stores and distributors to the LGCA's responsibilities when cannabis becomes legal on October 17, 2018.
- The LGCA is mandated to educate Manitobans about responsible gambling and the responsible consumption of liquor. Under the new cannabis laws, the LGA will take on a similar role in educating Manitobans about responsible cannabis use.
- Public education fits well with the LGCA's regulatory mandate, as the organization exists to protect the public interest and promote public safety.

Campaign: *The Can and Can't of Cannabis*

- This campaign provides direct statements about Manitoba's coming cannabis laws. Creative is shown on the next page and available for download at LGCAMB.ca. Campaign messages include:
 - You can't smoke or vape cannabis in public in Manitoba.
 - You must be 19+ years old to buy or consume cannabis in Manitoba.
 - You can only buy legal cannabis from licensed retailers.
 - You can't grow cannabis at home in Manitoba.
 - You can carry up to 30 grams of cannabis in public in Manitoba.
- This campaign targets Manitobans aged 19 and over. It will run in English and French across the province, via a media mix of digital and social media, as well as billboards, transit, and poster ads.
- This is the first phase of the LGCA's public education campaign to inform Manitobans about cannabis. The LGCA will launch a second phase when cannabis becomes legal in mid-October. The second phase will educate adult Manitobans about strategies for safer use if they choose to consume cannabis.
- In early 2017, the LGA began preparing to provide evidence-driven messaging about Manitoba laws and about strategies for lower-risk cannabis use, just as it does for liquor and gaming. As part of its preparations, the LGA conducted an anonymous province-wide telephone survey of 1,200 adult Manitobans in September 2017. The *2017 Manitoba Cannabis Survey* report is available at LGCAMB.ca.
- The *Manitoba Cannabis Survey* showed that most Manitobans are aware of the coming legalization of cannabis, but there is a great need for comprehensive public information as the laws change. Based on these results, the LGCA designed its two-phased public education approach to inform Manitobans aged 19 years and older.

Campaign Examples

- Download campaign examples at LGCamb.ca.

YOU CAN CARRY UP TO
30 GRAMS
of cannabis in public in Manitoba.

THE CAN & CAN'T OF CANNABIS

MUST BE 19+ YEARS OLD

LGCA
LIQUOR, GAMING & CANNABIS
AUTHORITY OF MANITOBA

THE CAN & CAN'T OF CANNABIS

YOU CAN ONLY
BUY LEGAL CANNABIS
from licensed retailers.

MUST BE 19+ YEARS OLD

LGCA
LIQUOR, GAMING & CANNABIS
AUTHORITY OF MANITOBA

YOU MUST BE
19+
to buy or consume
cannabis in Manitoba.

THE CAN & CAN'T OF CANNABIS

LGCA
LIQUOR, GAMING & CANNABIS
AUTHORITY OF MANITOBA

IL EST INTERDIT DE
FUMER OU DE VAPOTER
DU CANNABIS EN PUBLIC
au Manitoba.

LE CANNABIS:
CE QUI EST PERMIS...OU NON?

Pour savoir ce qui est permis ou non en lien avec le cannabis, consultez le site web LGCamb.ca

RAJC
RÉGIE DES ALCOOLS, DES JEUX ET DU CANNABIS DU MANITOBA

THE CAN & CAN'T OF CANNABIS

YOU CAN'T
SMOKE OR VAPE
CANNABIS
IN PUBLIC
in Manitoba.

LGCA
LIQUOR, GAMING & CANNABIS
AUTHORITY OF MANITOBA

Learn about the can & can't of cannabis at LGCamb.ca

THE CAN & CAN'T OF CANNABIS

YOU CAN'T
GROW
CANNABIS
at home in Manitoba.

LGCA
LIQUOR, GAMING & CANNABIS
AUTHORITY OF MANITOBA

Learn about the can & can't of cannabis at LGCamb.ca