

**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 LGCA will take on a similar role to educate 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: *Know My Cannabis Limits***

- This campaign targets Manitobans aged 19 years and over and provides direct statements about strategies for safer cannabis use. Creative is shown on the next page and available for download at [LGCAMB.ca](http://LGCAMB.ca). Campaign messages include:
  - **Go slowly.** Cannabis effects vary by how it's used and how much THC is in it.
  - **Look at total THC.** Lower-risk dried cannabis products have less than 10% total THC.
  - **Cannabis and alcohol don't mix.** If you choose to use, pick only one.
  - **Cannabis edibles take time.** It can take up to 2 hours to feel the effects. Start with a small amount and wait.
  - **Not everyone uses cannabis.** You don't need to try it just because it's legal.
- This is the second phase of the LGCA's public education campaign to inform Manitobans about cannabis. The LGCA launched its first campaign, the *Can & Can't of Cannabis* in September 2018 to inform Manitobans about the new cannabis laws.
- In early 2017, the LGCA 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 LGCA 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](http://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](http://LGCamb.ca).



# Go slowly.

Cannabis effects vary by how it's used and how much THC is in it.

Learn why at [KnowMyLimits.ca](http://KnowMyLimits.ca)




## Cannabis edibles take time.

Start with a small amount and wait.





Learn why at [KnowMyLimits.ca](http://KnowMyLimits.ca)



## Look at total THC.

Lower-risk dried cannabis products have less than 10% total THC.

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## Cannabis and alcohol don't mix.



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## Not everyone uses cannabis.



Learn why at [KnowMyLimits.ca](http://KnowMyLimits.ca)



## Le cannabis et l'alcool ne font pas bon ménage.

Si vous décidez de consommer, choisissez l'un ou l'autre.



Pour en savoir davantage, consultez le site web [ConnaitreMesLimites.ca](http://ConnaitreMesLimites.ca)

