

WEED FREE BABY CAMPAIGN TO PREVENT POT USE DURING PREGNANCY

*First 5 San Joaquin reaches out to pregnant and breastfeeding moms
about health risks associated with marijuana use.*

Stockton, CA (May 14, 2018) – The alarming rise in pregnant and new moms smoking marijuana has led First 5 San Joaquin to launch an awareness campaign to help protect babies. Research reveals that smoking or taking weed in any form while pregnant or breastfeeding can have serious and lasting harmful effects on unborn and newborn babies, including low birth weight, low IQ and brain development issues.

“Marijuana is now legal in California and may seem relatively safe because of the perception that it is natural,” said Lani Schiff-Ross, First 5 San Joaquin Executive Director. “What we want mothers to know is that no amount of marijuana is safe for your baby. None at all.”

First 5 San Joaquin reached out to the community for input to develop the campaign materials that will feature a striking image of a baby in an incubator along with an emotional message: “IF MY MOM ONLY KNEW, WHAT SHE PUTS IN HER BODY, SHE PUTS IN MINE TOO.” The campaign materials will include radio and digital advertising, social media messages, large posters displayed throughout the community and information posted online at WeedFreeBaby.com.

“We understand that having a baby can be stressful and isolating, leading some parents to seek relief and relaxation,” said Maggie Park, MD, First 5 San Joaquin Commissioner and Pediatrician. “Marijuana is not the answer and the potential harm to the baby will lead to far more stress in the future. We urge parents to reach out for support and to connect with great support services in our community.”

Parents who would like support services and resources can call 2-1-1 for information and visit WeedFreeBaby.com. The Weed Free Baby Campaign is paid for by CalWORKs, a public assistance program that provides cash aid and services to eligible families with children.

About First 5 San Joaquin

Research shows that a child’s brain develops most dramatically in the first five years, and that what parents and caregivers do during these years to support a child’s growth and development will have meaningful impact throughout life. Based on this research, California voters passed Proposition 10 in 1998, adding a 50-cents-per-pack tax on cigarettes to support programs for expectant parents and children, ages 0 to 5. This year, First 5 San Joaquin has allocated \$10.7 million in funding to support programs and services that meet local needs. For more information please visit sjkids.org.