

**FOR IMMEDIATE RELEASE:**

April 17, 2025

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## **NEW YORK STATE LAUNCHES ‘HIGHER EDUCATION’ CAMPAIGN TO EMPOWER CONSUMERS WITH CANNABIS KNOWLEDGE**

*OCM Expands Public Education to Promote Safe and Informed Cannabis Consumption*

*State-Wide Outreach Gives Cannabis Consumers Trusted Resources on Legal and Safe Usage*

**ALBANY, NY** – [The New York State Office of Cannabis Management \(OCM\)](#) has launched **the “Higher Education”**, a statewide campaign to give New Yorkers easy access to evidence-based cannabis education. The campaign launches on April 17 and features high-visibility media placements and strategically located QR code decals in dispensaries, transit hubs, SUNY and CUNY campuses, and New York State visitor centers. OCM recognizes that stigma, bias and misinformation can sometimes drown out the facts about cannabis; these resources will direct consumers to OCM’s extensive library of educational materials on cannabis safety, legal use, and responsible consumption.

By leveraging digital technology and high-traffic placements, “Higher Education” makes cannabis education accessible and meets consumers where they are—literally. The campaign provides essential information on best practices for safer use and storage, breaks down the wide array of today’s cannabis products, and helps consumer understand purchasing guidelines. The campaign’s call to action—“Learn more about NY cannabis”—will direct New Yorkers and visitors to OCM’s online resources, ensuring they have the knowledge needed to navigate the state’s legal cannabis market responsibly. The decals will remain in place beyond the campaign period to serve as an ongoing educational tool for the public. These decals will direct individuals back to OCM’s webpage where they can view OCM’s library of educational content and order free printed materials delivered directly to their door at no cost to them.

“Public education is a key pillar of a well-regulated cannabis market,” said **Felicia A.B. Reid, Acting Executive Director of The New York State Office of Cannabis Management**. “Through the ‘Higher Education’ campaign, we’re ensuring that New Yorkers have access to reliable information about cannabis safety, legal use, and responsible consumption. By making these resources widely available, we are empowering New Yorkers to make informed choices while strengthening the integrity of New York’s industry.”

“We know that education is one of the most powerful tools we have to promote public health and safety. This campaign delivers real-time, trusted cannabis information directly into people’s hands—literally,” said **Lyla Hunt, Deputy Director of Public Health and Education at The New York State Office of Cannabis Management**. “Whether you’re on a campus, in a dispensary, or passing through a transit station, our goal is to meet you where you are with information that can make a real difference.”

With this initiative, OCM continues its commitment to public health, consumer empowerment, and the responsible growth of New York’s cannabis industry. New Yorkers are encouraged to visit OCM’s website and scan the “Higher Education” QR codes for ongoing updates and educational materials.

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