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Social media campaign brings synthetic drug message to Minnesota students, young adults

Know the Dangers graffiti mural being painted in Minneapolis to highlight launch

The Minnesota Department of Human Services today announced the launch of a new social media campaign aimed at warning students and young adults about the dangers of synthetic drugs. As part of the launch, young artists are painting a mural this week in Minneapolis.

“With synthetic drugs, you never truly know what you’re taking,” said Human Services Commissioner Lucinda Jesson. “They are incredibly unpredictable, so each time you use carries an immense risk. We want teens and young adults in Minnesota to know the difference and understand that synthetic drugs are not the same as other drugs. They are not even the same from one batch to another. Engaging youth directly in the delivery of this message has been a goal of ours from the beginning, and we’re very excited to be kicking off the campaign in this way.”

The Know the Dangers campaign will engage young Minnesotans on [Instagram](#), [Twitter](#), [Facebook](#) and [YouTube](#). According to the National Institute on Drug Abuse, teens and young adults are the most likely age group to use synthetic drugs, which rank second only to marijuana in illicit drugs they commonly use (not including alcohol).

The mural is being created in partnership with Intermedia Arts, a community arts organization in Minneapolis. Work on the mural on Intermedia’s building, 2822 Lyndale Ave. S., began Saturday, April 18, and is expected to wrap up this week. Progress is being shared on Know the Dangers social media channels. The mural will remain on display through mid-May.

The effort builds on the launch last year of KnowTheDangers.com, an objective, reliable source of information about synthetic drugs for parents, educators and professionals. Since the award-winning website debuted in August 2014, there have been over 16,000 visits to the website to learn what to look for, where to find help and how to talk to family about the use of synthetic drugs.

Know the Dangers is produced in partnership with marketing agency Russell Herder, and with state agencies participating in the Minnesota State Substance Abuse Strategy.