

PatientsCann UK | How to Run a Pop-up

A guide for patient advocates raising awareness about medical cannabis



PATIENTSCANN UK

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1. Purpose of a Pop-up

A pop-up is a short, simple event held in a public place to spark conversations about medical cannabis. The goal is:

- To raise awareness that **medical cannabis is legal in the UK** since 2018.
- To share lived experiences of patients and advocates.
- To signpost people to safe, reliable sources of information.
- To reduce stigma by normalising open conversation.

2. What You Need

- **Awareness Kit materials:** leaflets, posters, stickers, badges.
- **Table or small stand** (if the location allows).
- **Personal essentials:** water, snacks, coat, umbrella, hand sanitiser.

Optional:

- Flyers for local medical cannabis lounges or events.

(Note: Carry light, but be sure to have everything you need... and don't forget your medication)

3. Choosing a Location

- Public, accessible, high footfall areas (town centres, parks, community spaces).
- Make sure you are **not blocking entrances, paths, or shops**.
- Always stay respectful of local regulations and property owners. (Contact councils to confirm leafleting in the area)



4. Talking Points for Conversations

Keep it simple, short, and positive. Examples:

- “Did you know medical cannabis has been legal since 2018?”
- “Tens of Thousands of patients now have a cannabis prescription in the UK.”
- “Patients are prescribed cannabis for conditions like chronic pain, epilepsy, MS, anxiety, and more.”
- “We’re here to share information, not to sell or promote products.”
- “Ask me about legal cannabis!”

5. Safeguarding & Safety

- **Never hand out cannabis or products.** This campaign is about awareness, not supply.
- **Respect confidentiality.** If someone shares a personal medical story, don’t repeat names or details without their permission.
- **Stay safe.** Work in pairs or groups where possible.
- **Avoid confrontation.** If challenged by the public or authorities, remain calm, polite, and explain you’re sharing public health information.
- **Boundaries.** You are not a doctor, avoid giving medical advice. Instead, signpost to reliable sources.

6. Tips for Engaging the Public

- Be approachable: smile, make eye contact, open body language.
- Start with a question: “Have you heard that medical cannabis is legal in the UK?”
- Use leaflets as an opener (It gives people something to hold.)
- Share a personal connection if you’re comfortable, but keep it brief.
- Don’t pressure anyone. A simple 30-second conversation can make an impact.



7. Handling Difficult Questions

Sometimes people may ask you questions you may find a little challenging to answer, here are a few ways you can get around difficult questions:

- If asked about recreational use → “We’re only here to talk about prescribed medical use.”
- If asked to share some of your prescription → “We’re here to promote legal use and possession, I don’t wish to share my prescribed medication”
- If asked about getting a prescription → “We can’t prescribe, but we can point you to clinics and patient resources.”
- If someone is negative → thank them for their time and disengage politely.

8. After the Pop-up

- Share photos (if safe and consented).
- Tag PatientsCann UK @PatientsCannUK (*Facebook only: @PCannUK*)
- Update PatientsCann on how it went: number of conversations, feedback, local interest.
- Reflect: what worked well, what could improve for next time?

REMEMBER: *You’re not expected to know everything. The goal is to start conversations, raise awareness, and signpost people to PatientsCann UK for more information.*

