

RETAIL MARIJUANA PREVENTION AND EDUCATION IN COLORADO

Vermont Grand Rounds
March 22, 2017

Ali Maffey, Retail Marijuana Education Program Manager



COLORADO
Department of Public
Health & Environment

Retail Marijuana Prevention and Education Campaign (SB 14-215)

Educate Colorado residents and visitors about *safe, legal & responsible use of retail marijuana*.



Lesson #1: Swim Lanes to address Marijuana

1

Medical?

2

Regulation?

3

Laboratory testing and quality assurance?

4

Food Safety?

5

Prevention? Education?

6

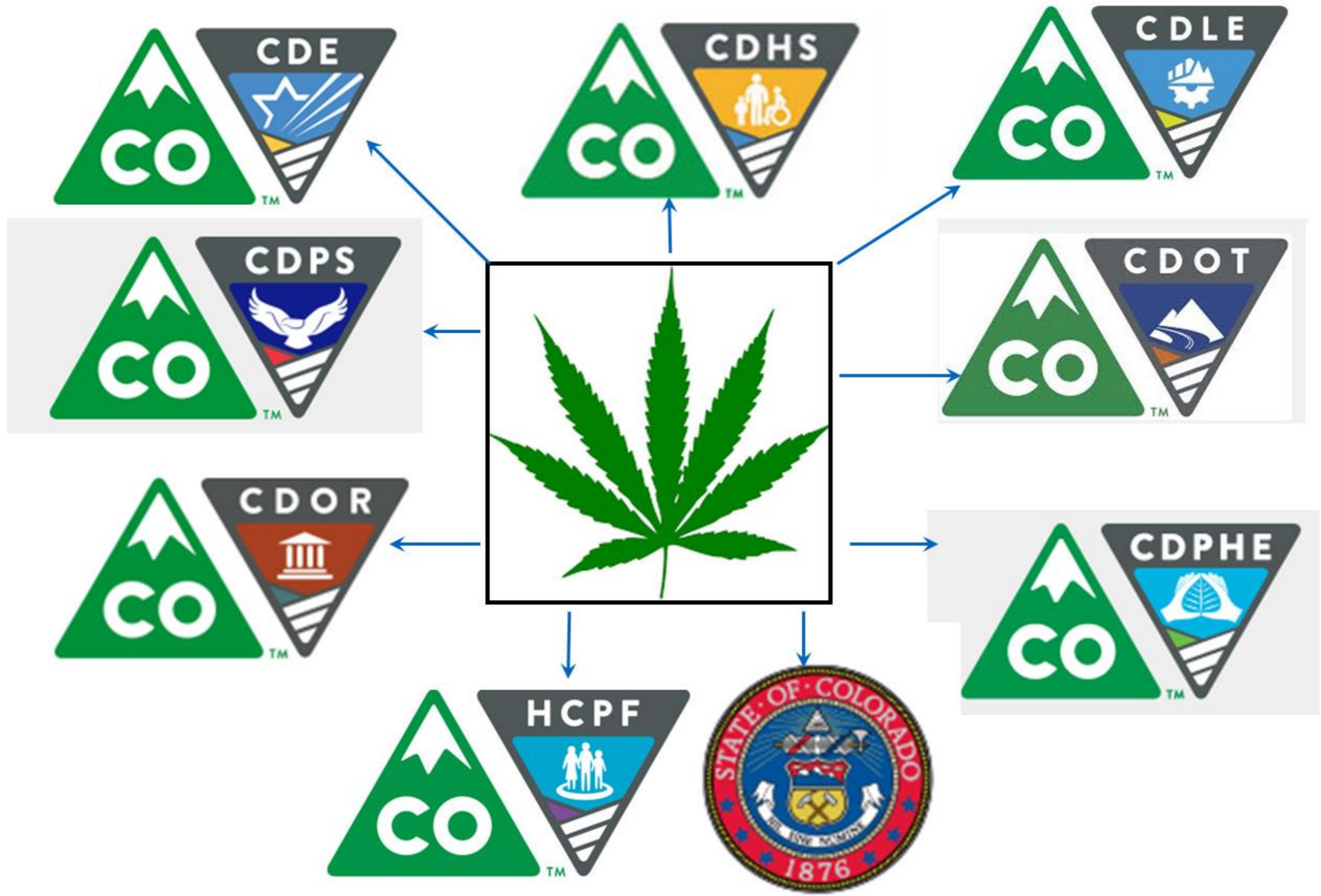
Data? Which data?

7

Impaired driving safety?

8

Enforcement of new laws?



CDPHE and Marijuana: Roles

1

Medical Marijuana Registry

2

Data and Trends: Retail marijuana health effects, patterns of use, health impacts

3

Retail Marijuana Education Program

4

Laboratory testing and assurance

5

Food safety

6

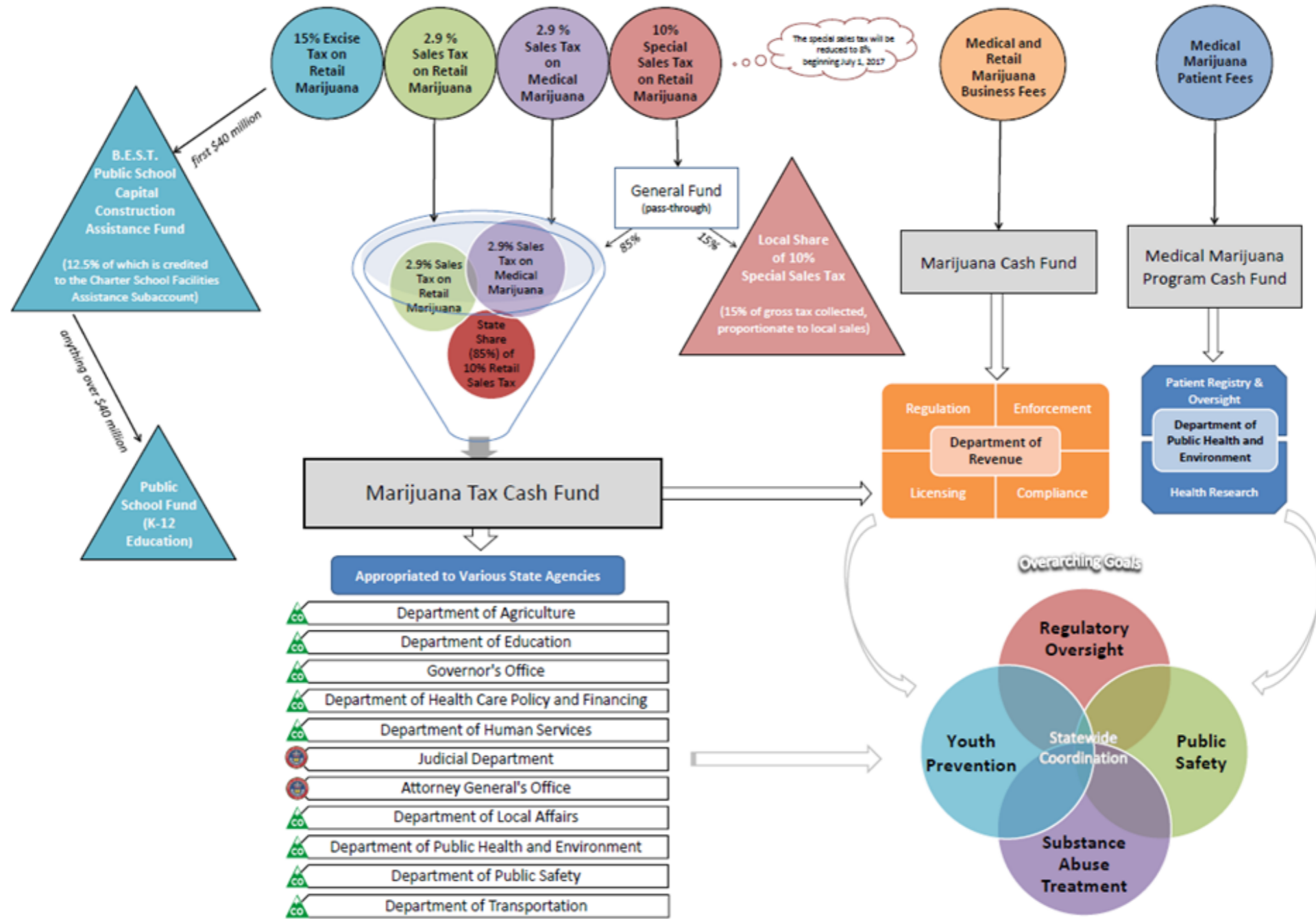
Waste disposal

7

Medical Marijuana Research Grants Program

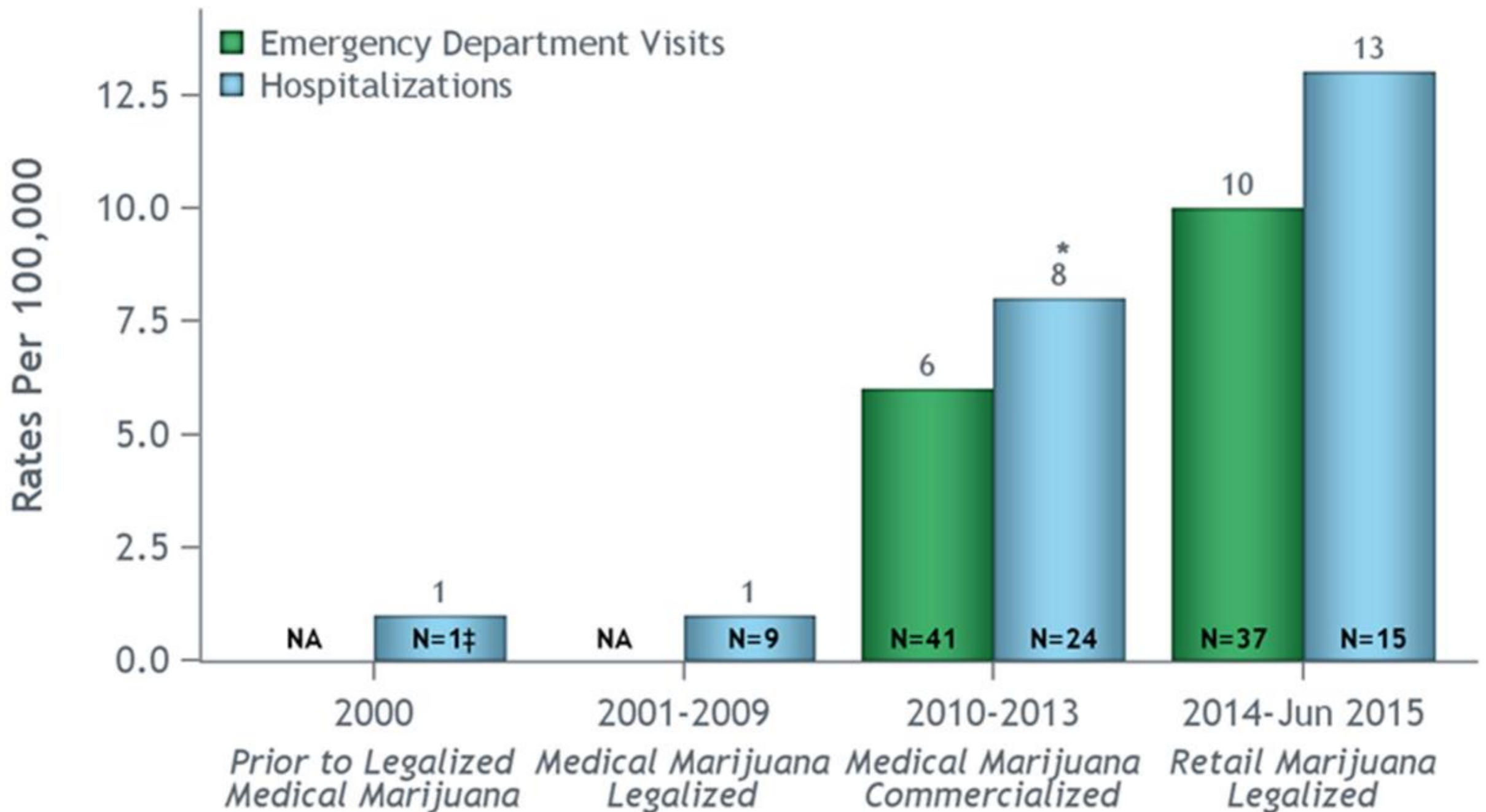
Lesson #2: How do you pay for the work before the money comes in?

How is Marijuana Revenue Collected and Spent in the State of Colorado?



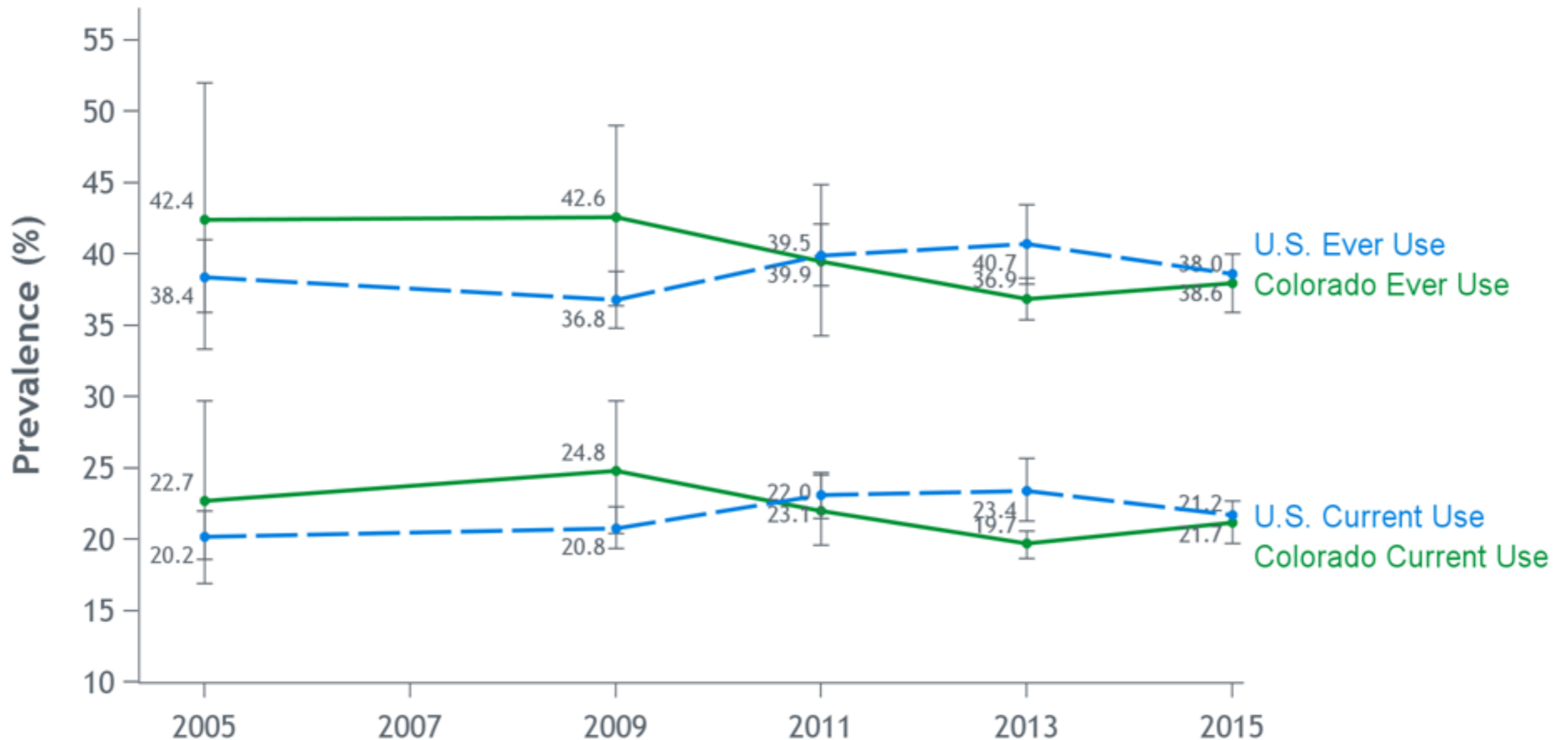
Lesson #3: Improve data/trend reporting

Figure 1. Rates of Hospitalizations (HD) and Emergency Department (ED) Visits with Possible Marijuana Exposures† in Children Under 9 Years Old per 100,000 HD and ED Visits in Children Under 9 Years Old by Legalization Eras in Colorado.

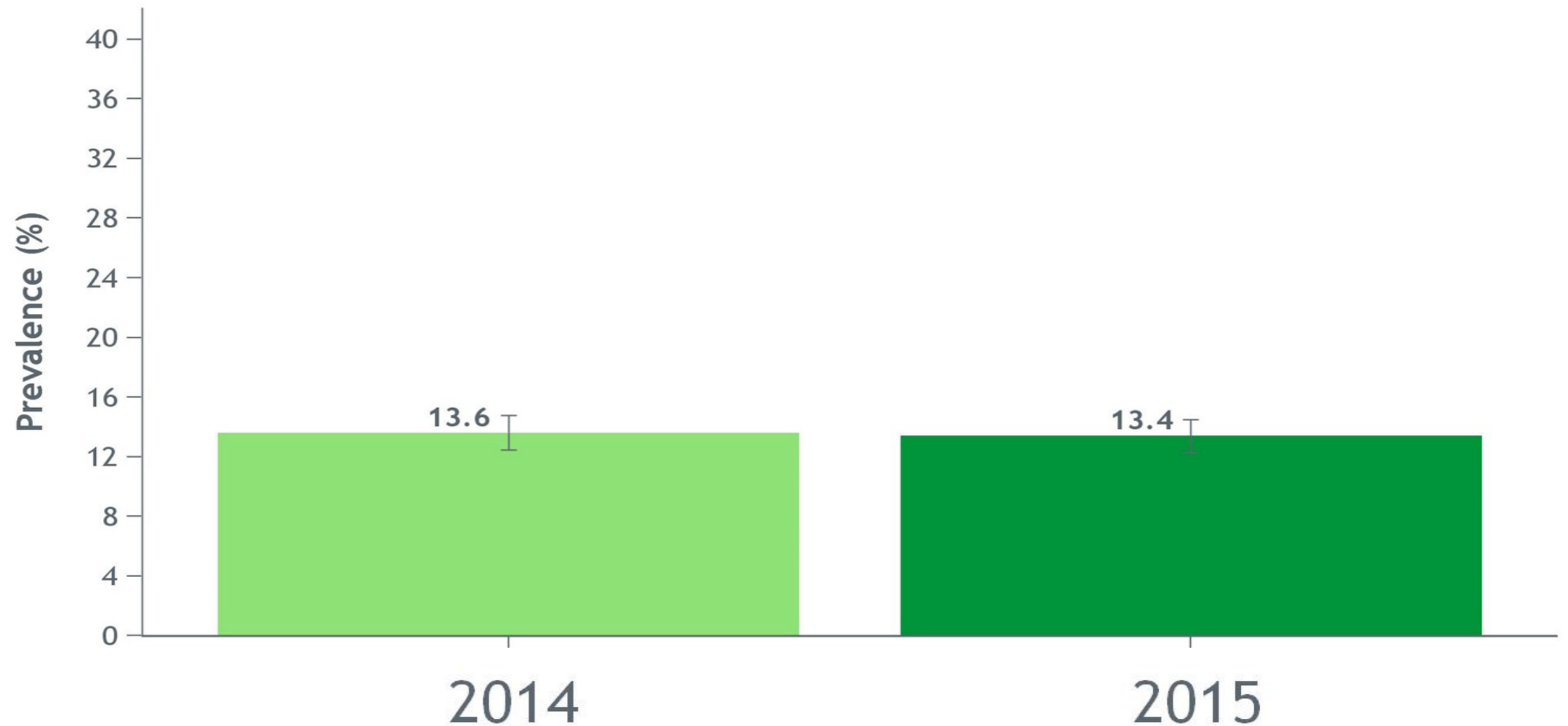


Marijuana Use in High School

Figure 1. Prevalence of Ever and Current Marijuana Use For High School Students in Colorado Compared to the National Prevalence, 2005-2015.



Adult Marijuana Use in Colorado 18 years old+



Lesson #4: What will you say? Health Effects of MJ

Monitoring Health Concerns Related to Marijuana in Colorado: 2014

Changes in Marijuana Use Patterns, Systematic Literature Review, and Possible Marijuana-Related Health Effects



Available CDPHE website

Google “Retail Marijuana Public Health Advisory Committee”



COLORADO
Department of Public
Health & Environment

Lesson #5: Get information out quickly



The screenshot shows the homepage of the Colorado Marijuana website. At the top left is the Colorado logo, a green triangle with a white mountain peak and the letters 'CO' inside. To its right, the word 'COLORADO' is written in large, bold, grey capital letters, with 'Marijuana' in a smaller, grey font below it. A dark grey navigation bar contains the following menu items: 'Home', 'Legal use', 'Health effects', 'Responsible use', 'Talk about marijuana', 'Resources', and 'Medical'. Below the navigation bar is a teal banner with a purple speech bubble icon containing a yellow marijuana leaf. The text on the banner reads 'Be educated. BE RESPONSIBLE.' in white. In the top right corner of the banner, there is a yellow box with a black border containing a black marijuana leaf icon and the text 'GOOD to KNOW'. Below the banner is a dark grey footer with the text 'Official state information on the laws & health effects of retail marijuana' in white.



Campaign Timeline

JAN 2015

Good To Know launch



JULY 2015

Trusted Adult Messaging launch



AUG 2015

Protect What's Next Youth Campaign launch



HOLIDAY 2015-16

Trusted Adult sponsored and social content continues to encourage conversation



JUNE 2016

Goal Getter, goal discovery portal, launch



OCT 2016

Universal Symbol messaging launch



FEB 2015

Good To Know TV Spot airs



AUG 2015

Lo Que Debes Entender launch



HOLIDAY 2015-16

Lo Que Debes Entender New TV Spots air



JUNE 2016

Updated and expanded Good To Know site launch with content for tourists



JUNE 2016

Pregnant and Breastfeeding Women messaging launch

Marijuana Education Campaigns

1

Good to Know

Audiences: public, marijuana users, tourists, retailers

2

Good to Know- Trusted Adult

Audiences: parents, teachers, coaches, mentors

3

Good to Know- Pregnant and Breastfeeding

Audience: pregnant and breastfeeding women

4

Protect What's Next

Audience: youth 12-20

5

Lo Que Debes Entender

Audience: Spanish-speaking adults

+ Health Care Providers



UNDERAGE USE IS NOT OKAY.

*Their brains are still growing,
so keep it away.*



GoodToKnowColorado.com



MARIJUANA USE WHILE BREASTFEEDING

Know how marijuana use can affect pregnant or breastfeeding women and their babies.

If THC gets into your breast milk, it can be passed to your baby, and may impact your baby's ability to learn later in life.

Talk to your doctor if you're breastfeeding or pregnant and need help to stop using marijuana. Your treatment will be confidential and nonjudgmental. Learn more at MothersConnection.org or call 1-800-CHILDREN for help.

STAYS IN YOUR BREAST MILK FOR HOURS.

STAYS IN YOUR BREAST MILK MUCH LONGER.



THIS GETS INTO BABY'S BREAST MILK.



BABY GETS BREAST MILK IN THIS

If you use marijuana at all while breastfeeding, it gets passed to your baby. THC is stored in fat cells, which means it stays in your breast milk much longer than alcohol does, so "pumping and dumping" doesn't work the same way with marijuana.

If you want to avoid possibly harming your baby, don't use marijuana in any way (smoking, eating, vaping, etc.) while you're pregnant or breastfeeding.



To learn more, talk to your doctor and visit GoodToKnowColorado.com.



MARIJUANA USE WHILE PREGNANT

Know how marijuana use can affect pregnant or breastfeeding women and their babies.

What you eat or smoke while pregnant can reach your baby. You're probably aware that eating vegetables can help your baby's development. And in the same way, using marijuana can harm your baby. It may have a long-term impact on your child's ability to learn.

If you are pregnant and have been using marijuana, talk to your doctor to get the support you need to make the healthiest choice. Your doctor can help connect you with treatments that are confidential and nonjudgmental.

PASSES THROUGH TO BABY.

PASSES THROUGH TO BABY.



To learn more, talk to your doctor and visit GoodToKnowColorado.com.

BRINGS YOU A BUNDLE OF JOY.

BRINGS ON A BUNDLE OF QUESTIONS.



There is no known safe amount of marijuana use while pregnant. That's because, no matter how it's used (smoked, eaten, etc.), THC gets passed to your baby.

Secondhand smoke from marijuana can also be harmful because it has many of the same cancer-causing chemicals as tobacco smoke.



COLORADO
Department of Public Health & Environment

Healthy Kids Colorado Survey 2015

ADULTS CAN HELP REDUCE YOUTH MARIJUANA USE



Supportive Teachers:
Youth who agree that teachers care and encourage them are 1.7x LESS likely to use.



Talking with Parents:
Youth who can ask a parent/guardian for help are 1.6x LESS likely to use.



Family Rules:
Youth who have clear family rules are 1.7x LESS likely to use.



Parents' Opinion:
If a parent feels like it's wrong, their children are 4x LESS likely to use.



PROTECT WHAT'S NEXT

HEALTH EFFECTS

CONSEQUENCES

DISCOVER SOMETHING WORTH PROTECTING.

Use the Goal Getter to find, set and accomplish new goals that matter to you.

START WITH:

ADULTING

HEALTH

CREATIVITY



COLORADO
Department of Public
Health & Environment

Trusted Adult Campaign



COLORADO
Department of Public
Health & Environment

Trusted Adult Materials





HABLA CON TUS HIJOS Y PROTÉGELOS.

MARIHUANA EN COLORADO LO QUE DEBES ENTENDER

La marihuana no medicinal puede afectar la salud de los jóvenes. Es hora de comenzar a hablar abiertamente con tus hijos sobre las consecuencias del consumo de la marihuana que incluyen:

- Posibilidad de afectar el cerebro y la memoria
- Dificultad para aprender
- Problemas de memoria que pueden causar calificaciones bajas
- Posibilidad de causar problemas de salud a largo plazo en jóvenes y adultos

Conoce más sobre los efectos de la marihuana en la salud de los jóvenes. Visita MarihuanaEnCO.com e llama a CREA Resultz al 1-888-Si-Salud [1-888-747-2583].



LA MARIHUANA Y TU BEBÉ: CONOCE LOS HECHOS

MARIHUANA EN COLORADO LO QUE DEBES ENTENDER

No se ha demostrado que sea seguro consumir marihuana durante el embarazo y la lactancia por más pequeña que sea la cantidad. Esto se debe a que, sin importar cómo sea consumida (fumada, ingerida, etc.), el THC (el producto químico que produce la sensación de estar drogado) es transmitido a tu bebé durante el embarazo y podría tener un impacto a largo plazo en la capacidad de aprendizaje de tu hijo.

Además, el THC pasa a través de la leche materna a tu bebé cuando estás amamantando. No uses marihuana durante el embarazo y la lactancia.

Habla con tu médico si tienes preguntas.

Conoce más en MarihuanaEnColorado.com o llama a CREA Resultz al 1-888-Si-Salud [1-888-747-2583].



COLORADO
Department of Public Health & Environment

#6 - Responsive Regulatory Framework

Lessons Learned: Alcohol/Tobacco

1

Policies to Limit Availability/ Accessibility

- Promotion
- Product
- Place
- Price

2

Increase Enforcement

1. Policies to Limit Availability/ Accessibility

- Promotion:
 - Advertising: cannot **appeal to youth**, no billboards, no mass media unless audience <30% under age 21
 - Signage: limits to signage allowed on storefronts
 - 21+
 - **Aligning medical and retail advertising restrictions**



- Product:
 - Packaging:
 - Standard Warnings
 - Cannot appeal to youth
 - **No cartoons**
 - Child Resistant
 - Opaque
 - Re-sealable
 - **Feb 2015:**
 - **Reduced potency of edibles**



- Product:

- Labeling:

- Potency

- Universal Symbol

- New Limitations:

- no pre-manufactured products

- no shapes

- no use of word
“candy”



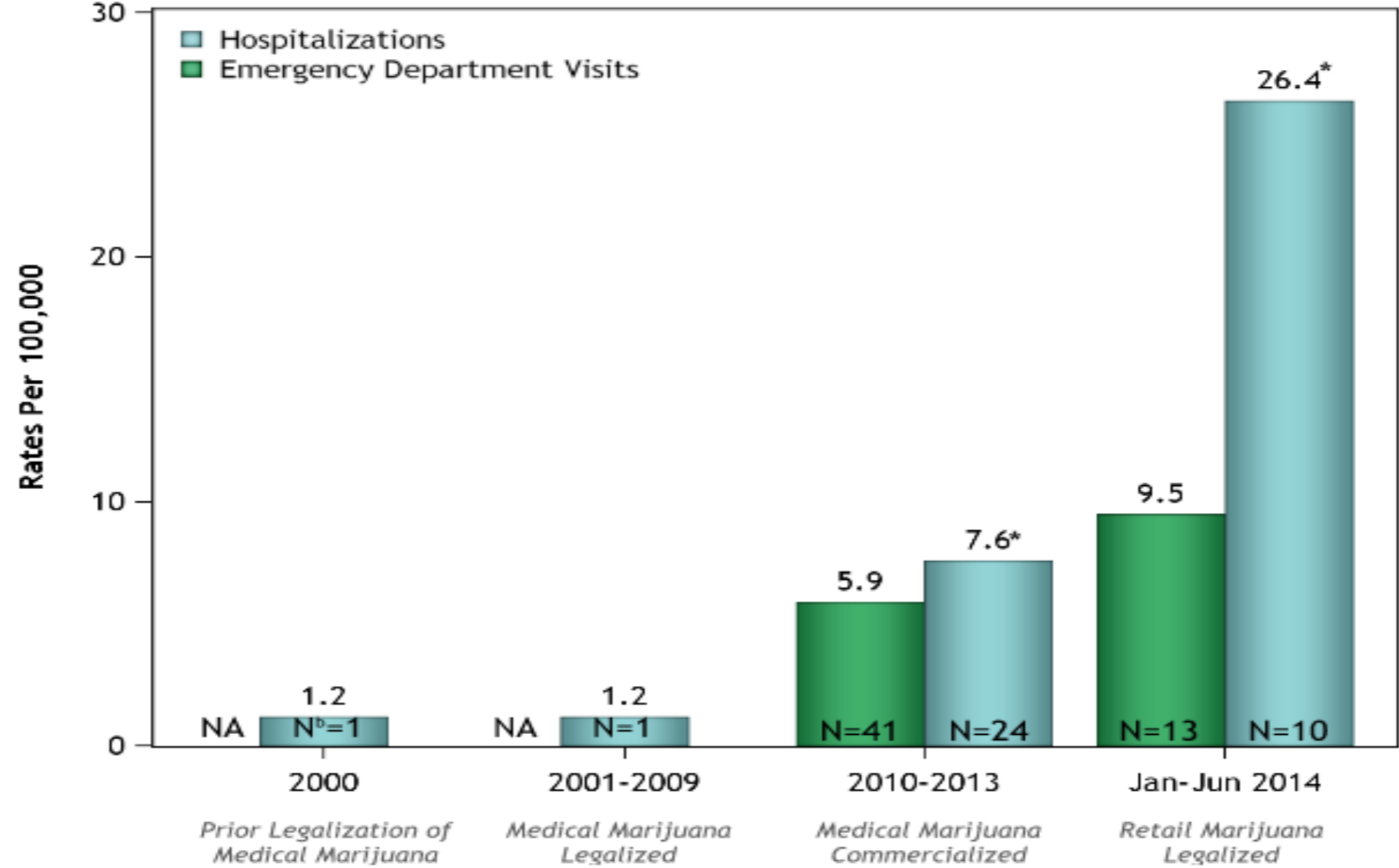
Impacts

- Hospitalization / Emergency Department
- Poison Control Calls
- Trends in Use



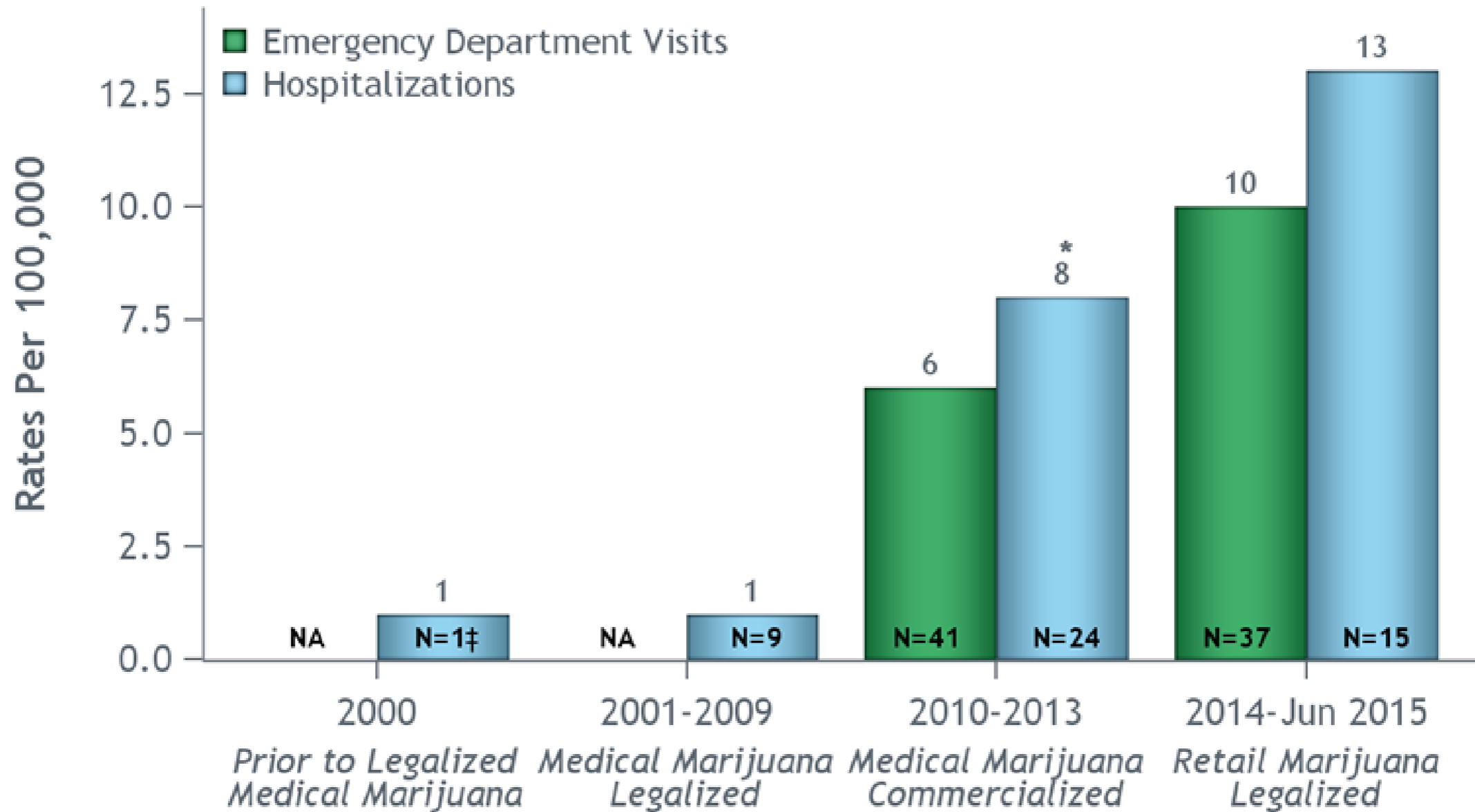
Health Effects Data: Young Children

Figure 1. Rates of Hospitalizations (HD) and Emergency Department (ED) Visits with Possible Marijuana Exposures^a in Children Up to 9 Years per 100,000 HD and ED Visits in Children Under 9 Years Old by Time Period in Colorado.

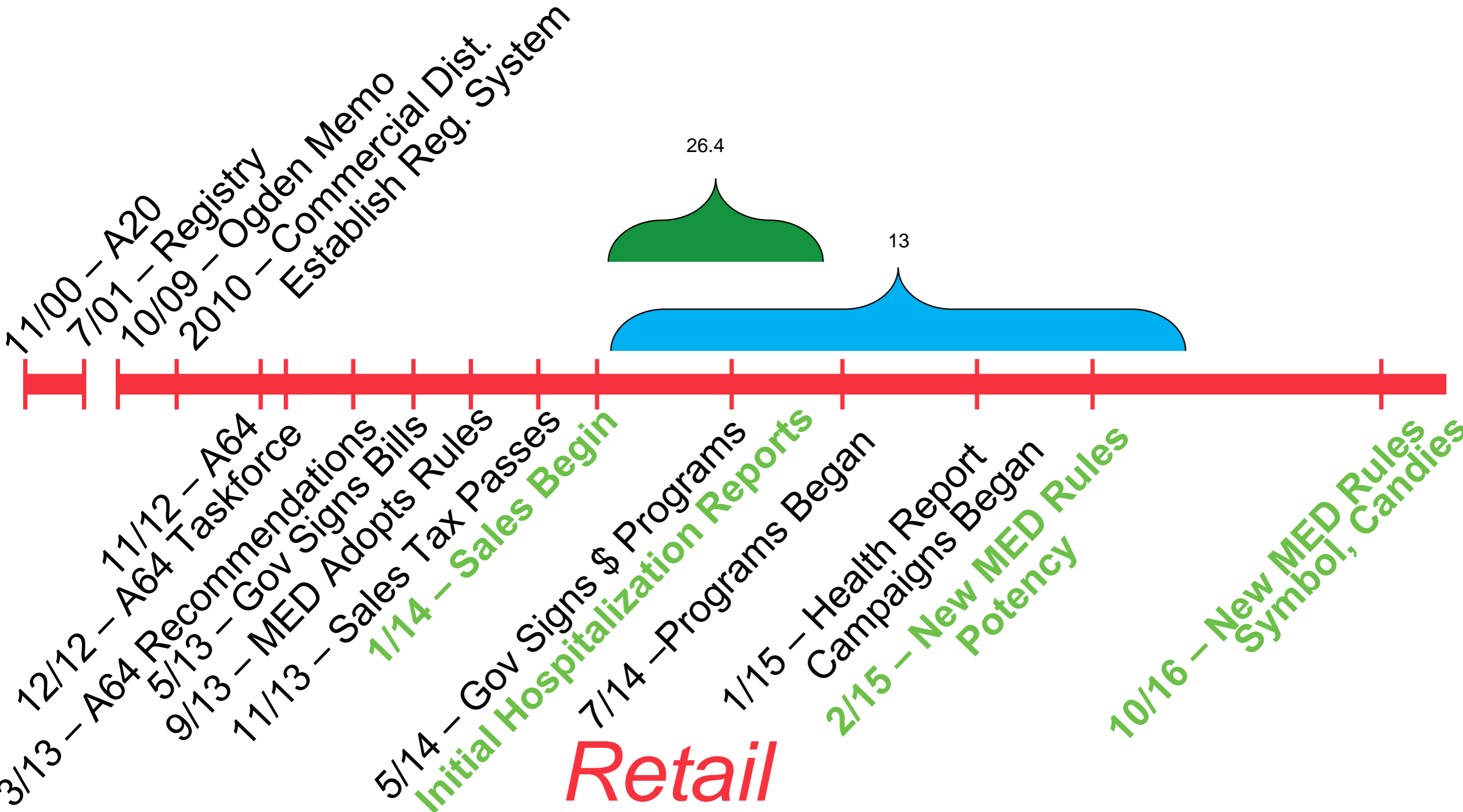


Health Effects Data: Young Children

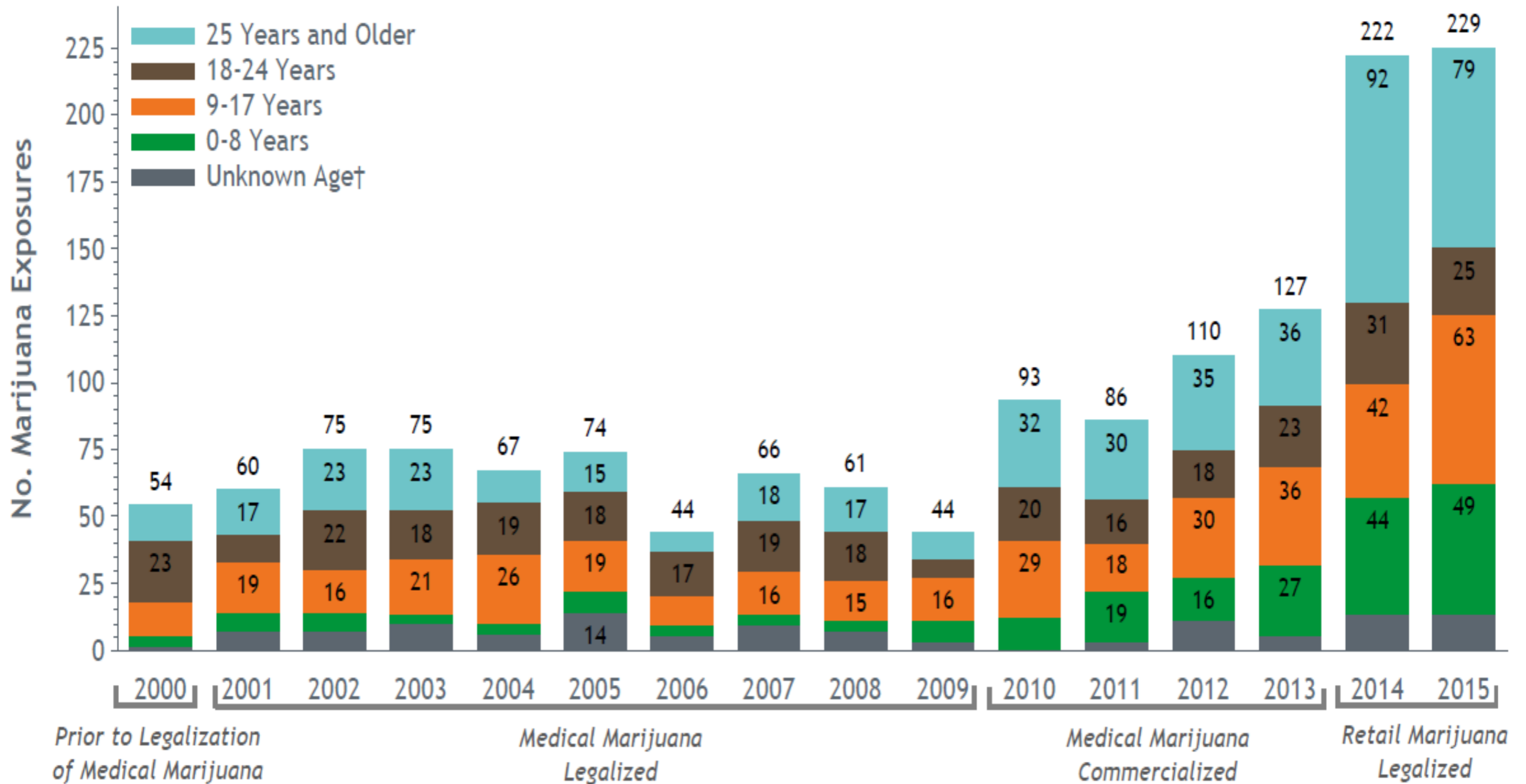
Figure 1. Rates of Hospitalizations (HD) and Emergency Department (ED) Visits with Possible Marijuana Exposures† in Children Under 9 Years Old per 100,000 HD and ED Visits in Children Under 9 Years Old by Legalization Eras in Colorado.



History of MJ in Colorado



RMPDC Marijuana Exposure Calls through December 31, 2015 by Age Group of Case



- Place:
 - Smoke-free spaces, housing, parks, cars
 - Tobacco-free schools
 - **Retailer education**
 - **Restrict access at home**
 - Local:
 - Density,
 - Buffer Limits,
 - Hours,
 - Point of sale,
 - Number of Stores
 - **Where can tourists use?**



- Price:
 - 15% state excise tax (retail)
 - 10% state special sales tax (retail)
 - 2.9% state general sales tax (med & retail)
 - Locals may add up to 5% additional special sales tax for local use
 - **Control black and gray markets**

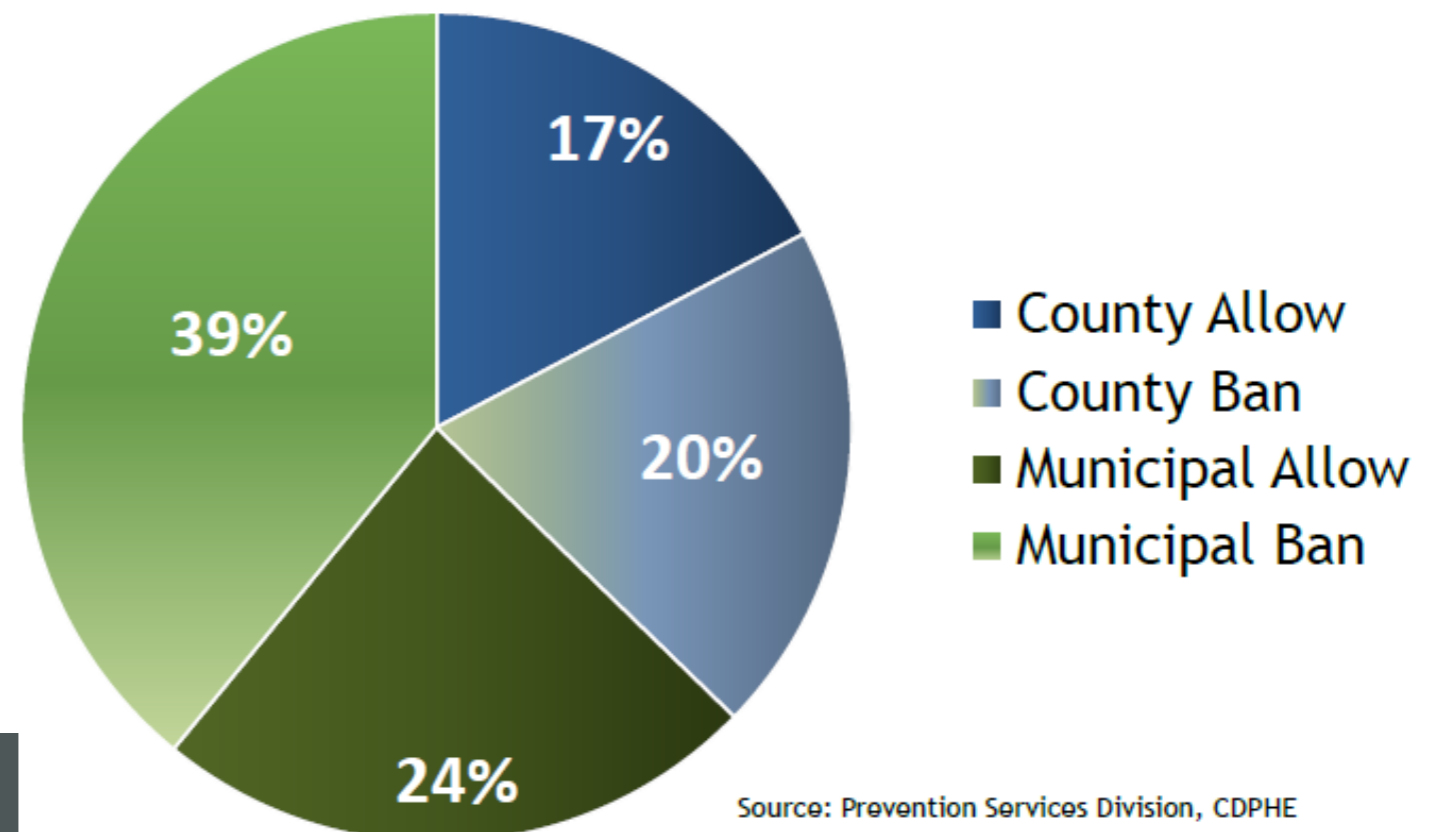


Policy Surveillance Tool: Law Atlas

Sampling

- **Population:** 303 total CO localities with enacted RMJ law on the books
- **Sample:** 110 CO localities coded, after exclusion of localities with population < 3,000
 - **Allow RMJ:** 19 counties & 26 municipalities
 - **Ban RMJ:** 22 Counties and 43 Municipalities

Figure 2. Sample Composition



Source: Prevention Services Division, CDPHE

Final lessons learned

6

Listen to your audiences

7

Respect personal ideology, but know you will upset both sides

8

Go to where your audience is

9

Balance education with industry partnerships

10

Definitions matter: Don't put it in the constitution!

11

Be careful about differentiating hemp/marijuana

Thank you.

Ali Maffey

Retail Marijuana Education Program Manager

Prevention Services Division

Colorado Department of Public Health and Environment

ali.maffey@state.co.us



COLORADO
Department of Public
Health & Environment