Lessons Learned in Legalized States

Luke Niforatos
Executive Vice President, SAM
SAM promotes an evidence-based approach to marijuana policy that prioritizes public health.
The “well-coordinated opposition.”

*The New York Times,* June 17, 2019
Collaboration

SAM has collaborated with credentialed and reputable groups across the country:

- American Medical Association
- American Academy of Pediatrics
- National Business Group on Health
- American Academy of Child and Adolescent Psychiatry

Other leading public health authorities
Collaboration

SAM has also collaborated with over 45 state affiliates, including:

- Treatment centers
- Recovery groups
- Prevention organizations
- Law enforcement
- Leading medical authorities
- Volunteer citizens
- Business groups
The False Dichotomy
Three separate issues that often get conflated

1. Penalizing drug users/"decriminalization"
2. Medicinal use of compounds derived from marijuana
3. Use, sales, production, and distribution
Former U.S. Surgeon General Jerome Adams warns against marijuana use by pregnant women, teens:

“This isn’t your mother’s marijuana; the marijuana of today is significantly more potent.”
“Public policy is outpacing science when it comes to marijuana.

What we know is that marijuana is in fact addictive... this may come as a surprise to some people... We don't at this point have high-quality evidence that tells us that in fact, marijuana is both safe and effective for use for medical purposes.”

U.S. Surgeon General Vivek Murthy
July 27, 2017
Industry Leak:

“...the document is really a blueprint for how entrenched interests could dominate the industry... (to create) a Big Weed oligopoly...”
Altria Makes $1.8 Billion Investment in Big Marijuana

Cronos Group holds 100% ownership of the only two Canadian companies licensed to cultivate and sell medical marijuana.
Lessons learned?

Coming Soon From Molson Coors: Marijuana Beer

US News, Aug. 3, 2018
www.learnaboutsam.org/industry-profiles
Multiple state exemptions from Clean Indoor Air Act
And This...

Former Big Pharma OxyContin CEO Now Selling Medical Cannabis

Published 2 years ago on November 29, 2016
By Maureen Meehan
Not this...
...but this
Stealth PUFFiT vaporizer mimics asthma inhaler (review)

https://www.thecannabist.co/2014/08/01/puffit-vaporizer-review-mimics-asthma-inhaler-stealth/17183/
Ultra Potent Marijuana
Marijuana Has Become Significantly More Potent Since the 1960s, 70s, 80s, and 90s

Marijuana Plant Potency
From an average of 3% to an average of nearly 20% THC

Concentrate Potency
18-23% 2021
8.9% 2008
4.7% 2008
55.7% 2017

95-99% 2021

Marijuana is Not “Just a Plant” Anymore.

Derivatives Contain up to 99% THC

"Green Crack" Wax

"Ear Wax"

Butane Hash Oil (BHO)

"Budder"

"Shatter"
A new kind of consumer: Drinking 33 Cappuccinos to get 65x caffeine that you could get from one Cola

(Caulkins, 2019)
97% THC levels make up more than 15% of the market

Flower products with THC levels between 10-15% only make up 2% of the market between 2014-2016
The adolescent brain is especially susceptible to marijuana use.

When kids use, they have a greater chance of addiction since their brains are being primed.

1 in 3 who used marijuana in the past year will become addicted (Cannabis Use Disorder).
Researchers analyzed 90,000 marijuana product labels in 6 states

THC levels were much higher compared to levels of all other cannabinoids BUT as researchers stated:

"There’s a whole set of chemicals, beyond THC, that explain why different strains are different and why people might experience different effects"

A decade after Colorado first legalized, labeling is still a widespread problem

https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0267498
Happiness

Delivering more joy than dogs & babies combined.

Marijuana delivered | eaze.com
Marijuana associated with significantly increased risk for many health conditions, especially behavioral health and HIV.

CUD-documented patients in this study were:

- Over 7x as likely to have HIV/AIDS diagnoses
- 3x as likely to have sleep disorder diagnoses
- 2x as likely to have nervous system disease, digestive system disease, circulatory system disease, ischemic heart disease, fibromyalgia, and sleep apnea diagnoses.
THC Vape Companies Advertise on Social Media with Cartoon Characters Targeted at ComicCon
Marijuana vaping, especially very frequent use, on rise among U.S. adolescents; highly associated with other drug use.

"frequent cannabis vaping is especially increasing, with consistent increases across almost all adolescent demographic groups. Cannabis use among US adolescents remains highly associated with other substance use."

Society for the Study of Addiction
Reefer Sanity
Seven Great Myths About Marijuana

Kevin A. Sabet, Ph.D

Contact us
www.learnaboutsam.org
luke@learnaboutsam.org

SAM Smart Approaches to Marijuana
preventing another big tobacco