

WWW.LEARNABOUTSAM.ORG

# Lessons Learned in Legalized States

Luke Niforatos  
Executive Vice President, SAM

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco



**SAM promotes an evidence-based approach to marijuana policy that prioritizes public health**



**NON-PARTISAN BUT HIGH-PROFILE**  
founded by former Democratic Congressman Patrick Kennedy and leading Republican pundit David Frum

**SCIENTIFIC ADVISORY BOARD**  
composed of more than 12 leading researchers, professors, and public health/legal experts

**HUNDREDS OF THOUSANDS OF PRESS MENTIONS**  
including major media outlets such as *The New York Times*, NBC News, Slate, BBC News, and FoxNews

# The “well-coordinated opposition.”

The New York Times,  
June 17, 2019



Rev. Dr. Wendell Anthony  
President, Detroit Branch NAACP



FEDERAL MARIJUANA POLICY  
PATRICK KENNEDY  
The Kennedy Forum  
Founder



## ND group forms to point out negative health effects of recreational marijuana

By Barry Amundson on Oct 9, 2018 at 5:42 p.m.



# Collaboration

SAM has collaborated with credentialed and reputable groups across the country



American Medical Association



American Academy of Pediatrics



National Business Group on Health®

National Business Group on Health

AMERICAN ACADEMY OF  
CHILD & ADOLESCENT  
PSYCHIATRY

WWW.AACAP.ORG

American Academy of Child and Adolescent Psychiatry

Other leading public health authorities

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# Collaboration

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



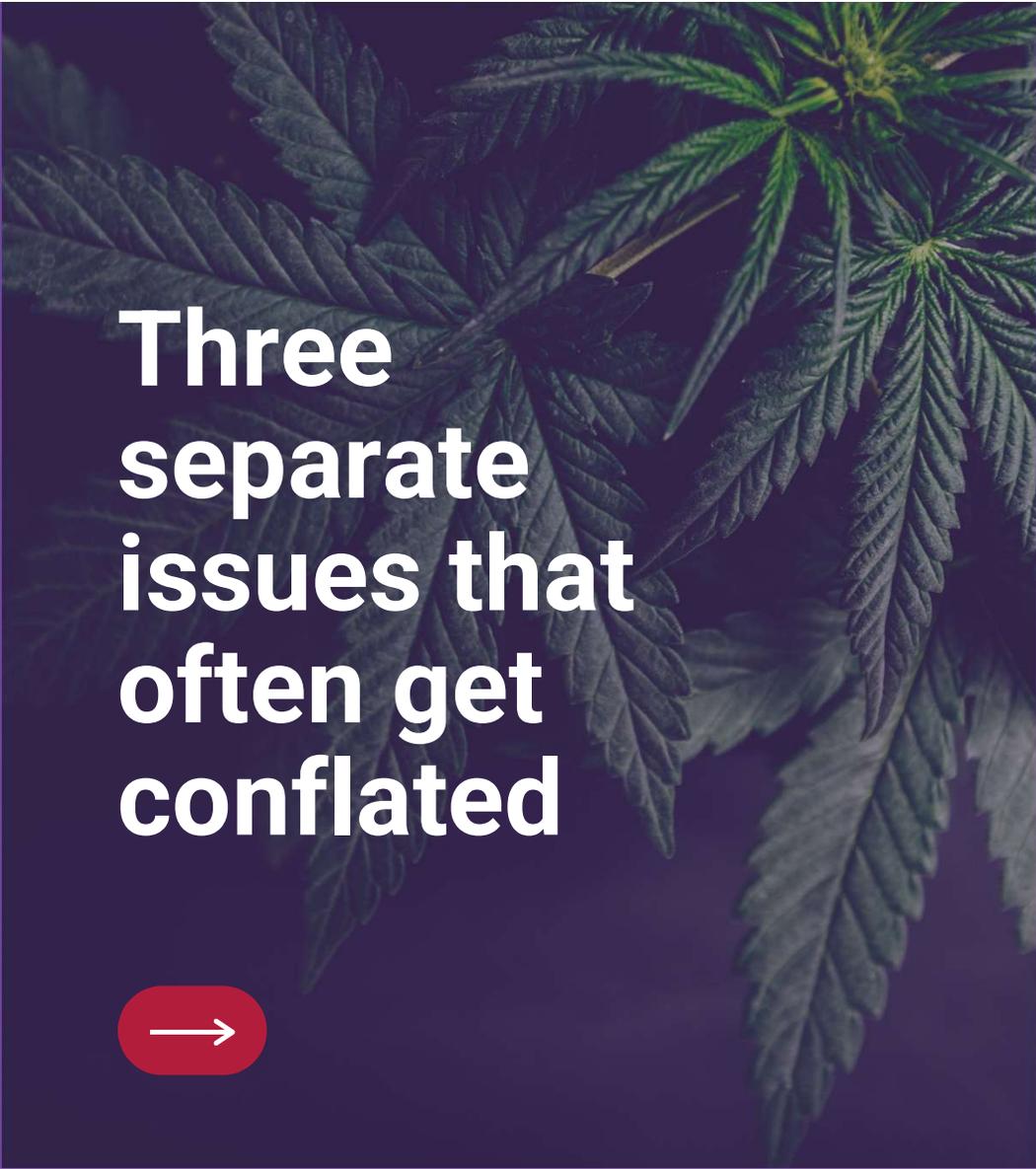
**Treatment centers**  
**Recovery groups**  
**Prevention organizations**  
**Law enforcement**  
**Leading medical authorities**  
**Volunteer citizens**  
**Business groups**

# The False Dichotomy



VS





**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

A photograph of U.S. Surgeon General Vivek Murthy speaking at a podium. He is wearing a dark suit, a white shirt, and a dark tie. He has a name tag that says "MURTHY" and several medals on his lapel. The background is a blue wall with a circular logo featuring a building.

“[M]arijuana is, in fact, addictive”

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# Industry Leak:

→ “...the document is really a blueprint for how entrenched interests could dominate the industry... (to create) a Big Weed oligopoly...”

## Leaked Document Shows How Legal Weed Could Go Horribly Wrong



Illustration by Elizabeth Brockway/The Daily Beast

# Altria Makes \$1.8 Billion Investment in Big Marijuana



Altria

Majority shareholder



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



PEACENATURALS  
MEDICINAL CANNABIS



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# Lessons learned?

## Coming Soon From Molson Coors: Marijuana Beer



**U.S. News** & WORLD REPORT

US News, Aug. 3, 2018

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[www.learnaboutsam.org/industry-profiles](http://www.learnaboutsam.org/industry-profiles)



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# Multiple state **exemptions** from Clean Indoor Air Act

And This...

The image is a screenshot of the High Times website. At the top, there is a black navigation bar with the High Times logo in a red box on the right and social media icons for Facebook, Twitter, Instagram, and YouTube on the left. Below the navigation bar is a white header with a hamburger menu icon on the left and a list of categories: NEWS, HEALTH, CULTURE, GROW, PRODUCTS, EVENTS, SUBSCRIBE, TV, and INVEST. An advertisement banner is positioned below the header, featuring the text 'CANNABIS VOTER.INFO', 'CANNABIS VOTER PROJECT', and 'ORGANIZED BY HeadCount', along with three call-to-action buttons: 'REGISTER TO VOTE', 'TRACK CONGRESS', and 'GET COOL TEES'. The main content area has a red banner with the text 'MEDICAL MARIJUANA'. Below this, a breadcrumb trail reads 'Home » Health » MMJ'. The article title is 'Former Big Pharma OxyContin CEO Now Selling Medical Cannabis' in large, bold black font. At the bottom left of the article, there is a circular profile picture of Maureen Meehan, followed by the text 'Published 2 years ago on November 29, 2016' and 'By Maureen Meehan'.

**HIGH TIMES**

NEWS HEALTH CULTURE GROW PRODUCTS EVENTS SUBSCRIBE TV INVEST

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→ REGISTER TO VOTE  
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→ GET COOL TEES

**MEDICAL MARIJUANA**

Home » Health » MMJ

# Former Big Pharma OxyContin CEO Now Selling Medical Cannabis

Published 2 years ago on November 29, 2016  
By **Maureen Meehan**





# Not this...

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...but this

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# THECANNABIST



(Ben Livingston, The Cannabist)

## **Stealth PUFFiT vaporizer mimics asthma inhaler (review)**



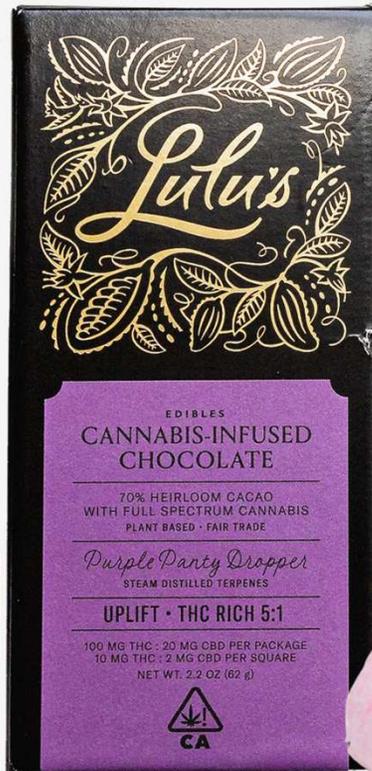
<https://www.thecannabist.co/2014/08/01/puffit-vaporizer-review-mimics-asthma-inhaler-stealth/17183/>

# Stealth PUFFiT vaporizer

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Source: DEA St. Louis Division Twitter Account, <https://bit.ly/3lgmRsi>



Source: [iheartjane.com/products/15540/kandy-care-cotton-candy-55mg](http://iheartjane.com/products/15540/kandy-care-cotton-candy-55mg)

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# Ultra Potent Marijuana

## Marijuana Plant Potency

From an average of 3% to an average of nearly 20% THC

8.9%  
2008

18-23%  
2021

95-99%  
2021

## Concentrate Potency

4.7%  
2008

55.7%  
2017

Marijuana Has Become Significantly More Potent Since the 1960s, 70s, 80s, and 90s

El Sohly Mahmoud A et al. "A Comprehensive Review of Cannabis Potency in the USA in the Last Decade." doi: 10.1016/j.bpsc.2020.12.016. Cannabis Policy: Public Health and Safety Issues and Recommendations. Caucus on International Narcotics Control, United States Senate,

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"Green Crack" Wax



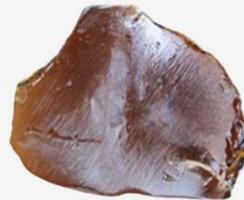
"Ear Wax"



Butane Hash Oil (BHO)



Hash Oil Capsules



"Shatter"



"Budder"



Marijuana is Not  
"Just a Plant"  
Anymore.

Derivatives  
Contain up to  
99% THC

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

### 33 Medium Cappuccinos



(Caulkins, 2019)

**97% THC levels make up more than 15% of the market**

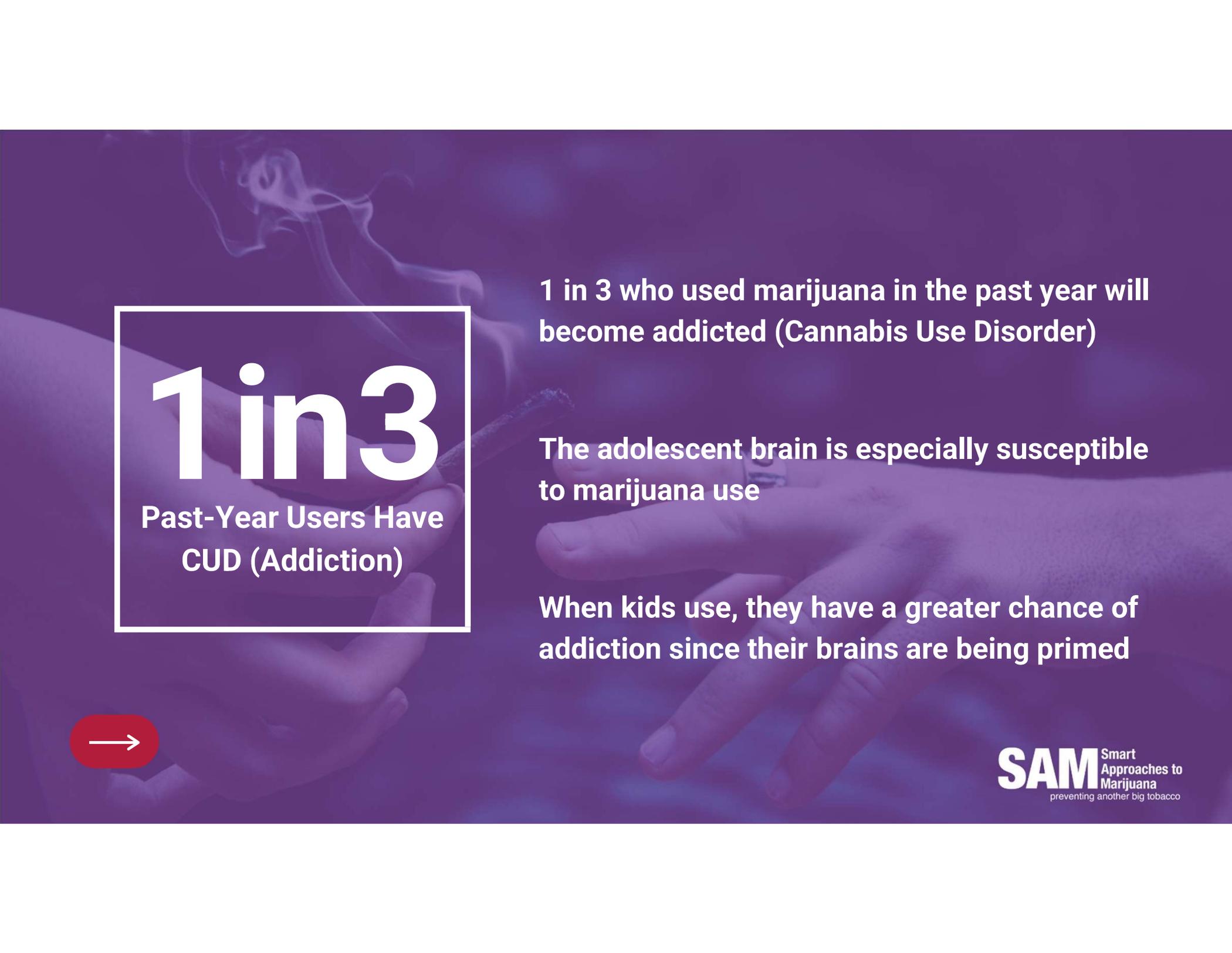
**Flower products with THC levels between 10-15% only make up 2% of the market between 2014-2016**



# International Journal of Drug Policy

2018

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**1 in 3**

Past-Year Users Have  
CUD (Addiction)

1 in 3 who used marijuana in the past year will become addicted (Cannabis Use Disorder)

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



**Largest-Ever  
Commercial  
Marijuana Study  
Reveals  
Widespread  
Mislabeling Issues  
Among State-  
Legal Products**



**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>

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Happiness

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combined.

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001260

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**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



78 likes

**mightymedvape** This year at Comic Con medicate discreetly with Mighty Meds!! 😊 High-Potency Sativa cartridge that is Clear and Uplifting!  
#Mightymedvape #Bemighty #sdcc2017 #mmj #sandiego #weekend

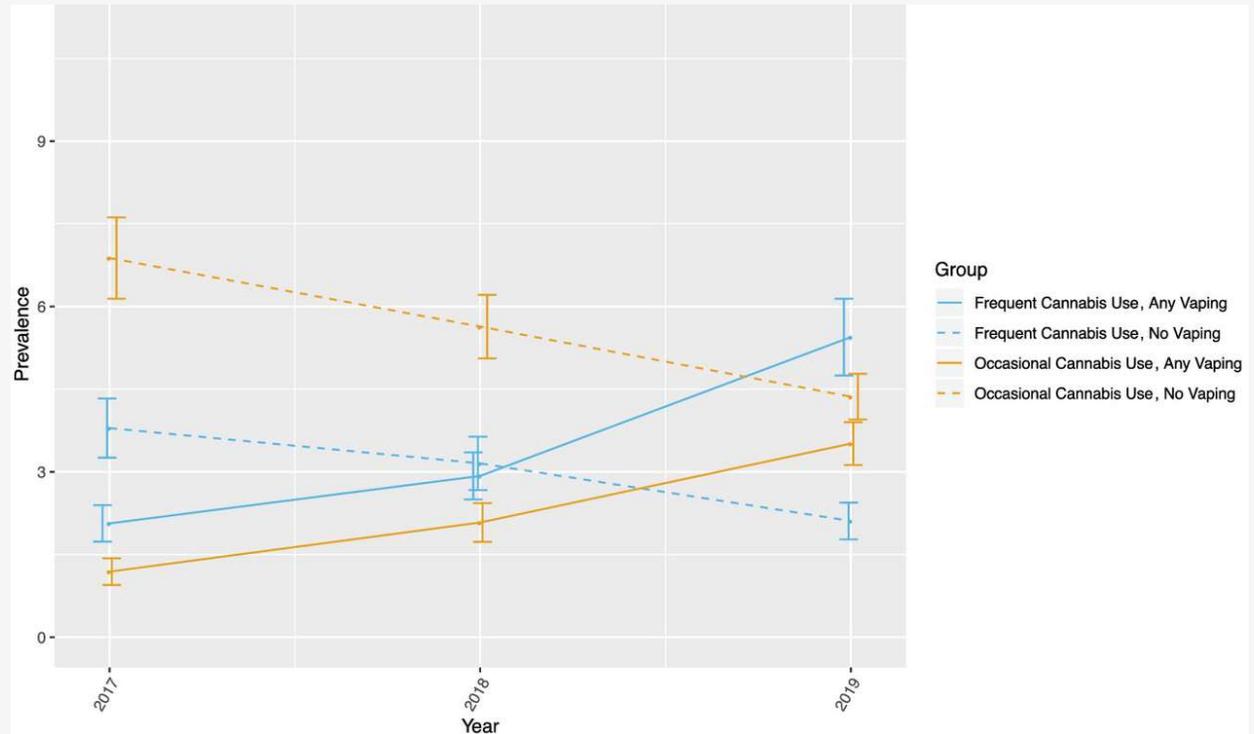


90 likes

**mightymedvape** Mighty Meds Clarity WON Most Potent Cartridge at the San Diego Local Sesh! 🏆🏆🏆  
Thanks for having us @local.sesh  
Ask about our products at your local permitted dispensary.  
#mightymedvape #medicalmarijuana #recreationalmarijuana #safeaccess #cannabiscommunity #cannabisculture #sandiego #southernncalifornia #weedstagram #prop215 #vapelite #localsesh #bemighty #pharmlabs

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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  
<https://onlinelibrary.wiley.com/doi/full/10.1111/add.15912>

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*"A most compelling look...Sabet explores this challenging landscape and arrives at more comprehensive, effective solutions than either legalization or incarceration could provide to deal with marijuana use."  
—Dr. Drew Pinsky, Host, HLN*

Kevin A. Sabet, Ph.D

# Reefer Sanity

Seven Great Myths  
About Marijuana



Contact us

[www.learnaboutsam.org](http://www.learnaboutsam.org)

[luke@learnaboutsam.org](mailto:luke@learnaboutsam.org)

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