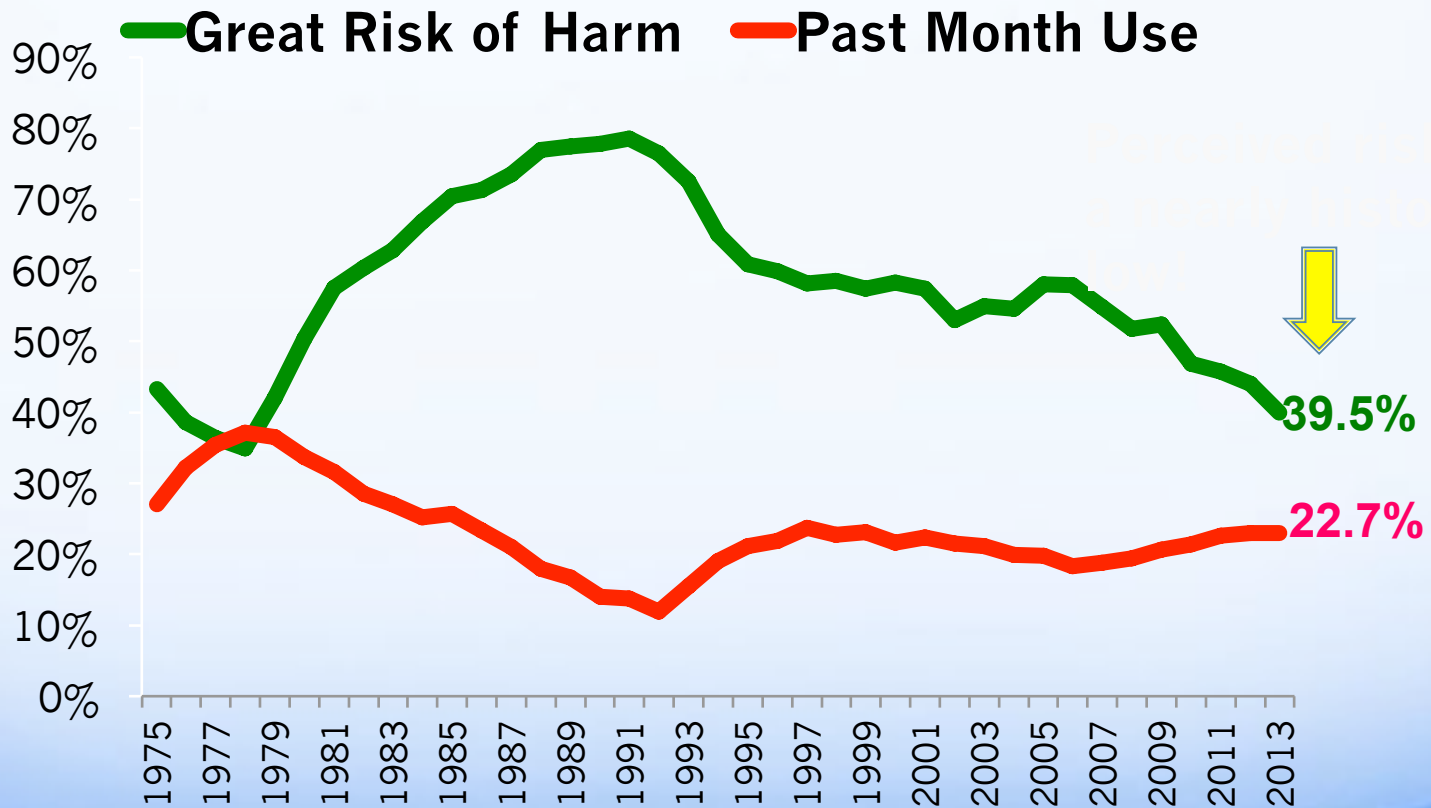
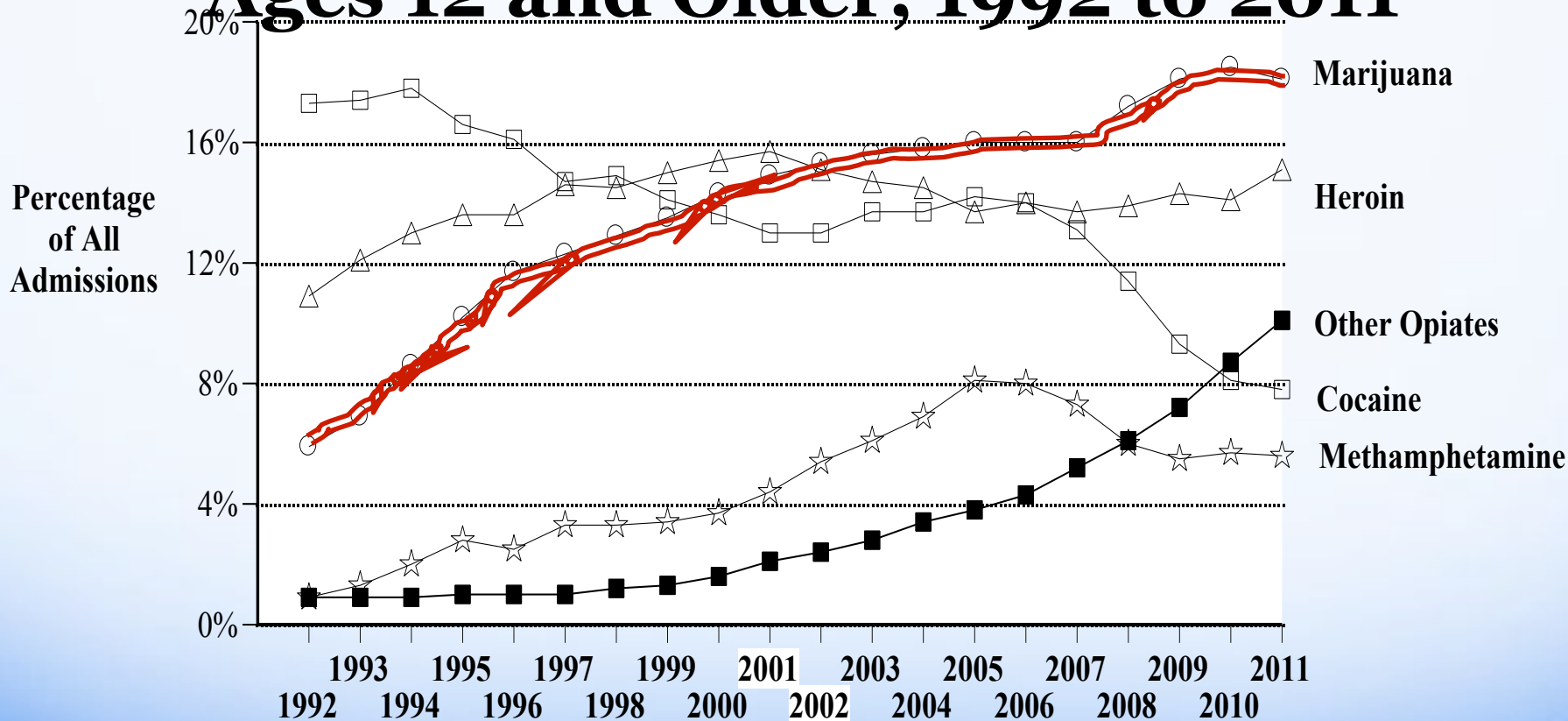


SAM Summit Slides

Perceived Risk of Harm and Marijuana Use, U.S. 12th graders: 1975-2011

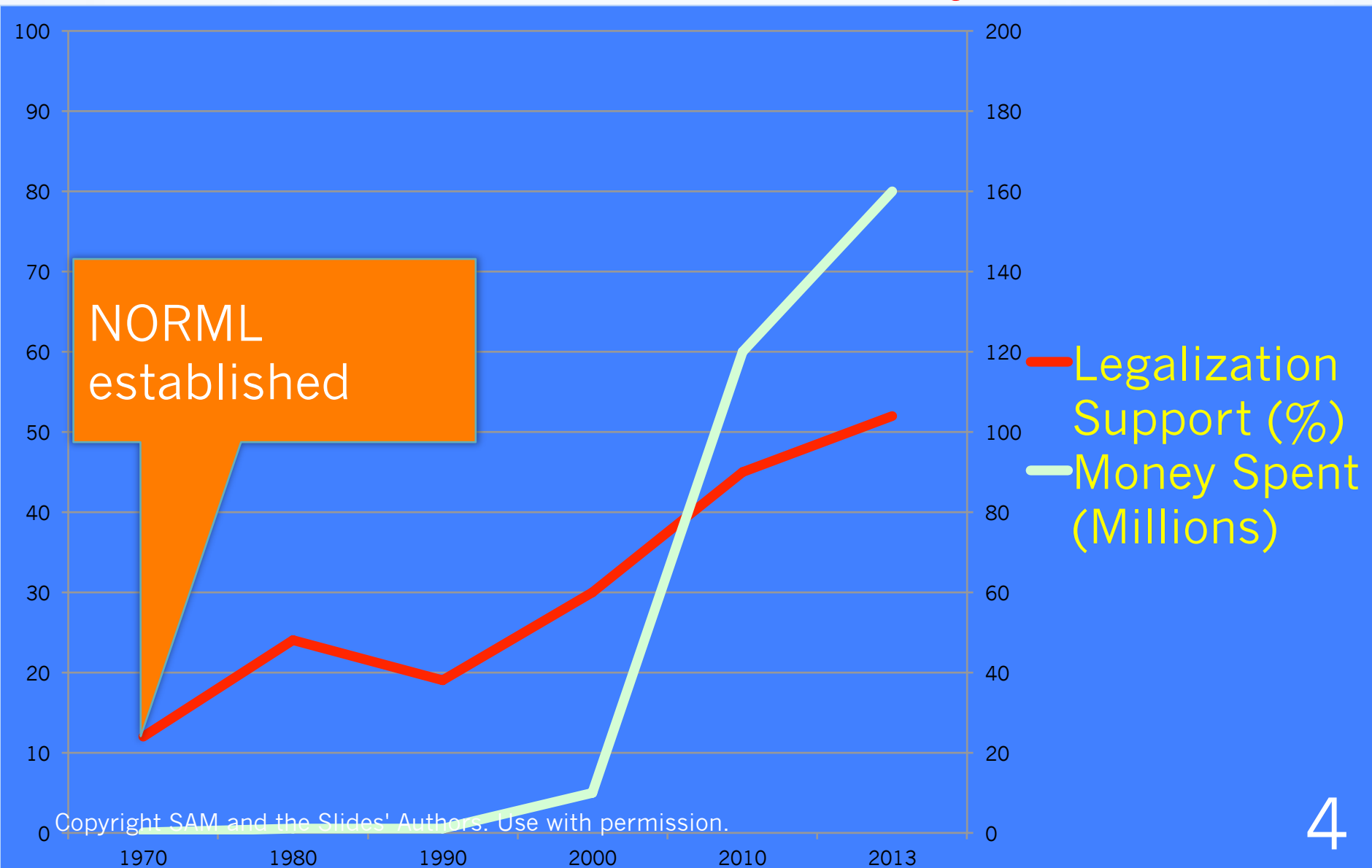


Primary Drug of Abuse at Substance Abuse Treatment Admission, Ages 12 and Older, 1992 to 2011

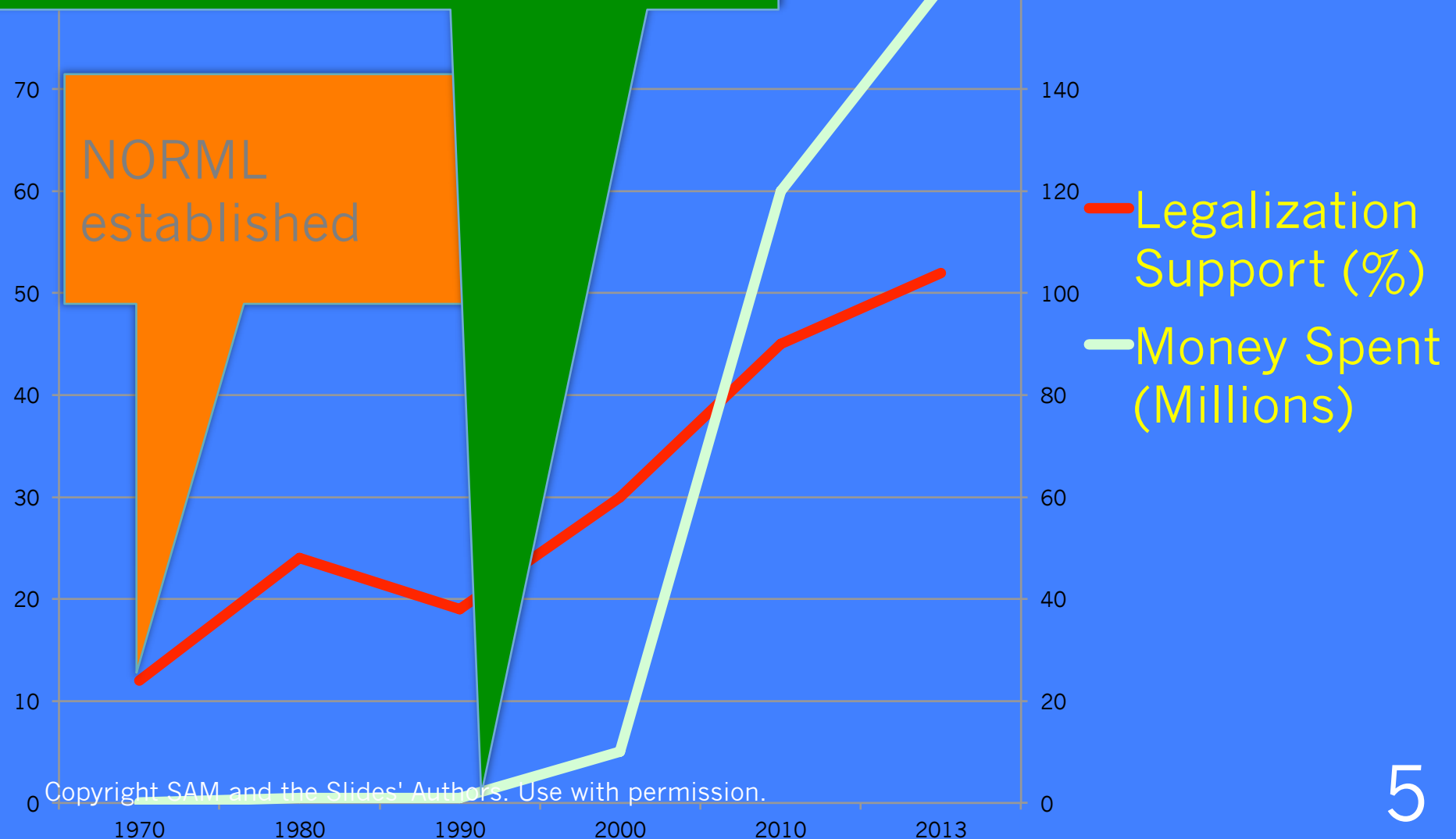


SOURCE: SAMHSA, Treatment Episode Dataset (TEDS) Highlights—2011, National Admissions to Substance Abuse Treatment Services, 2013.

Support for Legalization – Follow the Money



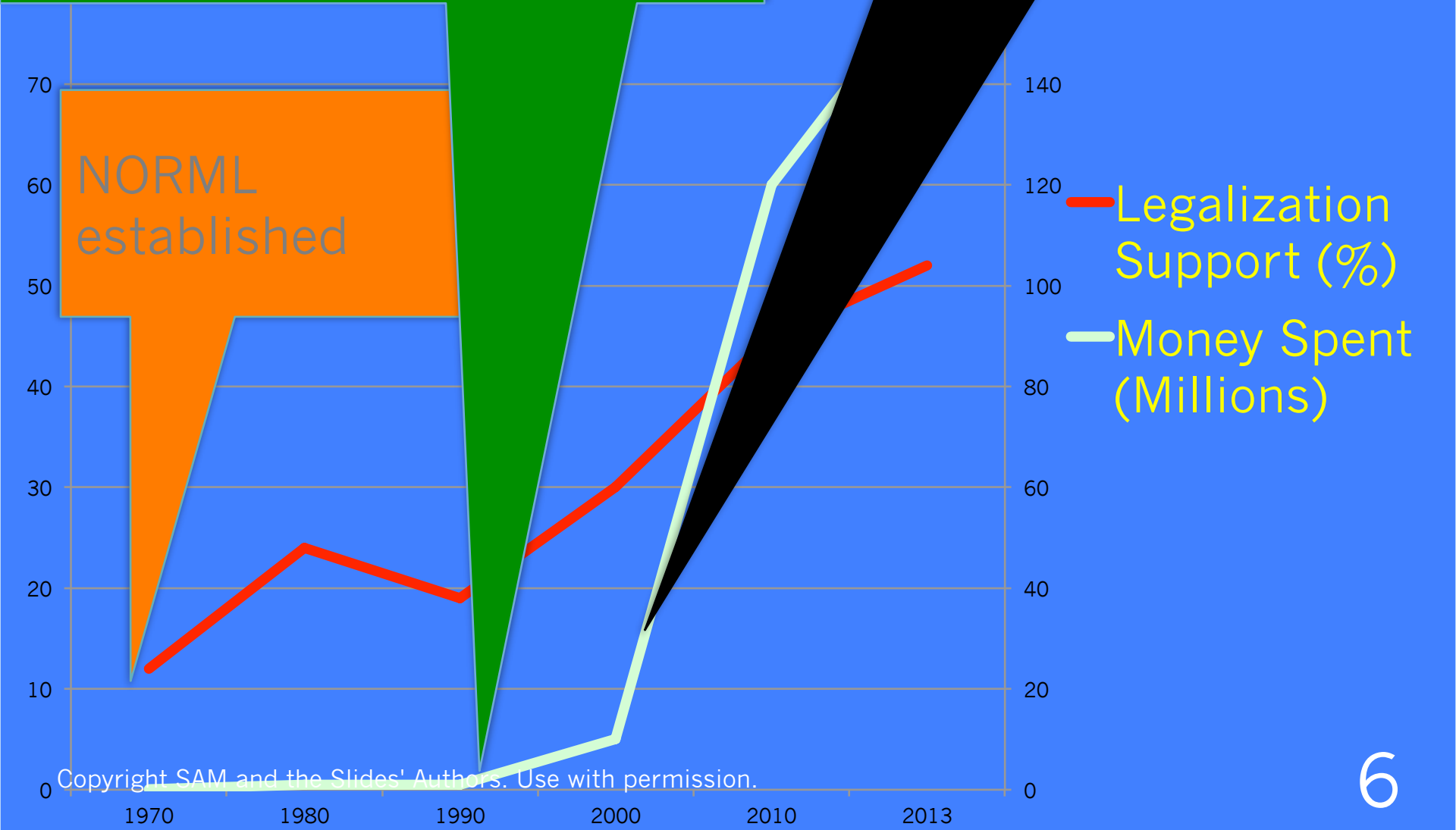
George Soros recruits Ethan Nadelmann and starts the Lindesmith Center (later Drug Policy Alliance), instructing him to first focus on a few winnable issues like "medical marijuana"



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George Soros recruits Ethan Nadelmann and starts the Lindesmith Center (later Drug Policy Alliance), instructing him to first focus on a few winnable issues like "medical marijuana"

Progressive Insurance and Univ. of Phoenix founders fund united marijuana legalization efforts among three major groups



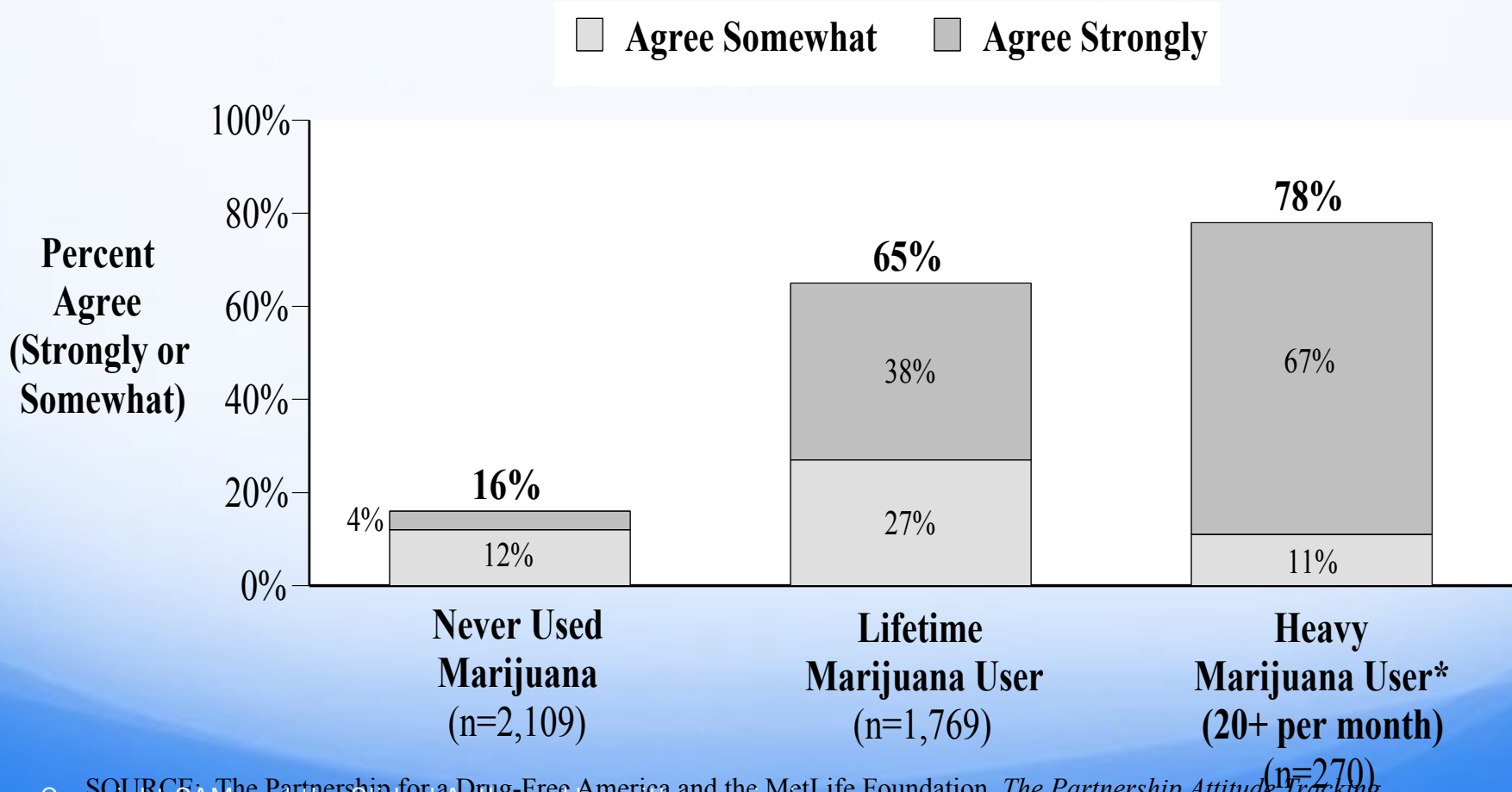
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What does that tell us?

- 1. Pick Battles**
- 2. Be Strategic**
- 3. Fund Work**

“If Marijuana Were Legal, I Would Be More Likely to Use It.”

(Percent of High School Students Reporting They Agree Strongly or Somewhat, 2012)



SOURCE: The Partnership for a Drug-Free America and the MetLife Foundation, *The Partnership Attitude Tracking Study (PATS): Teens and Parents*, 2013.

The Gulf Has Never Been Greater Between

*The Scientific Understanding
of Marijuana's Harms*

and

The Public's Misunderstanding

New for 2014:

- NEJM review by SAM Advisers
- NIDA Marijuana Review
- FDA Website on Marijuana
- Casual Marijuana Use & Brain Impact Study

Industry Update

The background of the slide features a faded, blue-tinted photograph of a street scene in New York City. A prominent street sign for 'WALL ST' is visible, with the word 'WALL' in large, bold letters and 'ST' in smaller letters to its right. The sign is mounted on a metal pole. In the background, the tops of several skyscrapers are visible against a light sky. The overall image has a soft, semi-transparent appearance, allowing the text to be clearly legible.



FOLLOW THE CANNABIST



FIND A STORE NEAR YOU



By Town

By Zip Code

RECREATIONAL SHOPS | MEDICAL DISPENSARIES
SELL MARIJUANA? GET YOUR STORE LISTED HERE.

nugtella



Hazelnut spread with
Medical Marijuana

Mind • Body • Spirit
WELLNESS CLINIC

**STOP BY ON YOUR WAY UP
THE MOUNTAIN FOR ALL YOUR
RECREATIONAL NEEDS!**

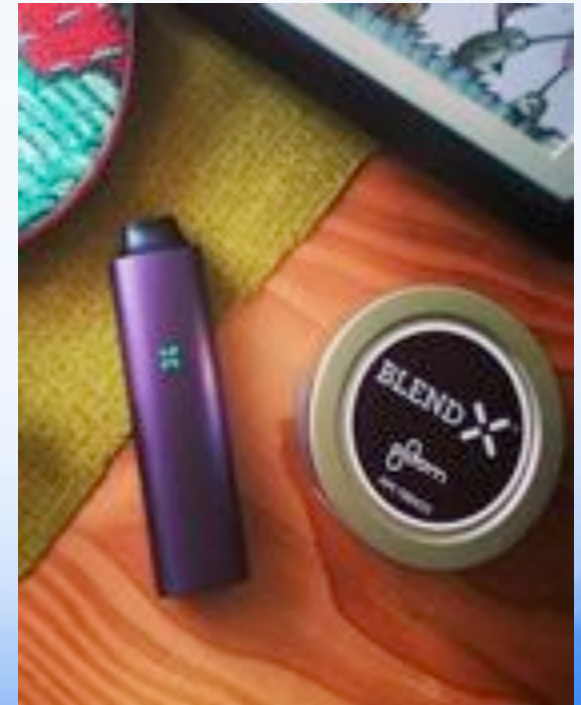
SHOW YOUR SKI PASS AND RECEIVE
A \$1.00 JOINT
WITH PURCHASE!



Vaporizing industries: Nicotine and Marijuana

Pax by Ploom

- Japan Tobacco International (JTI) is the third largest international tobacco company behind Philip Morris International.
- In 2011, JTI bought a portion of Ploom – a startup based in Silicon Valley that produces a loose-leaf vaporizer that can be used to inhale heated vapor from marijuana as well as tobacco, called the Pax.



Regular E-Cigarettes can be used to vaporize marijuana

- Marijuana with THC concentrates approaching 100%, in the form of butane-extracted hash oil (BHO) can easily be packed into e-cigarettes.
- The process is extremely dangerous.
- E-cig companies are increasingly marketing youth and adolescents.
- Teen use of e-cigarettes is significantly on the rise.



M-Cigarettes (marijuana vaporizers) – Brought to you by *Groupon!*

Atmos Dry Herb, Wax, and Oil Vaporizer Kit. Multiple Colors Available.

Online Deal

FROM
\$39.99

BUY!

VALUE	PERCENTAGE	YOU SAVE
\$117.95	66%	\$77.96

OPTIONS

Select Option

LIMITED TIME ONLY
⌚ 10 days 07:40:35

LIMITED QUANTITY AVAILABLE
👤 Over 1,000 bought



Increasingly popular and accessible



MARIJUANA STOCKS

IF YOU HAD **\$100** IN SHARES OF A CANNABIS COMPANY

ON **JANUARY 2, 2014**, THIS IS

WHAT YOUR **INVESTMENT**

MIGHT LOOK LIKE ON

FEBRUARY 15, 2014*



* these calculations may not be 100% accurate but are close. They also depend on what time of day you purchased the shares of the company. JOINTINDUSTRIES.COM



THE
ARCVIEW
GROUP



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FORTUNE

MARIJUANA INC.

Meet the Entrepreneurs and Investors
Firing Up a New Industry BY BOBIE PARLOTT

THE 50
GREATEST
BUSINESS
RIVALRIES
OF ALL
TIME

DISPLAY UNTIL APRIL 15, 2018
NUMBER 5 | FORTUNE.COM



ACKMAN
AND
LAMPERT:
RETAIL'S
WRECKING
CREW

WALTER BEINWALD II
AND ALLAN SLOAN
WITH GORDON BUREK



Media Portrayals of Colorado

- Mostly positive
 - However some outlets, like the biggest newspaper in Colorado, now are profiting off of the sales of marijuana

THE DENVER POST

Page Loading. You will be directed to your page in a moment... >> Skip Ad

Celebrate the Inaugural 4/20 Weekend
Across the Front Range

ALTITUDE WELLNESS DENVER CO

NATURE'S HERBS & WELLNESS GARDEN CITY CO

4/20 OZ SPECIALS ALL DAY!

517S TOP SHELF
5150 PREMIUM
55 GRAM SCISSOR HASH (LIMIT 2 PER PATIENT)

DOORBUSTER SALES CHANGES EVERY HOUR

120 Festival

FINISH STRONG
2008-2009

HAPPY FEELINGS

www.denverpost.com

PHOTOGRAPH BY [unreadable]

PHOTOGRAPH BY [unreadable]





Be safe. Be responsible. Be awesome! Colorado!

4/28 SPECIALS ALL WEEKEND LONG HOURLY DOORBUSTER



3601 FOUNTAIN ST, DENVER | (303) 733-3388

WWW.ALTITUDEWELLNESS.COM

522 27TH ST, GARDEN CITY | (303) 953-1170



Weather DENVER, CO Nov: 49F High: 89F Low: 44F 5-Day Forecast

Newsletter Login Signup Subscribe Customer Care

LEGALIZED IT! THE DENVER POST

Search Site Go



HAPPY 4/20!

News - Sports - Business - Entertainment - Lifestyles - Opinion - Politics - YourHub - Marketplace - Tools -

HOT TOPICS: Observatory Park Hike/Slide Pro Cycling Challenge Obama Towns Rockies beat Phillies Kites on Ave Whoo! Goldberg The Cannibal

CELEBRATE THE INAUGURAL 420 WEEKEND ACROSS THE FRONT RANGE



BREAKING NEWS

Blackstone grants \$4 million to create Colorado entrepreneurs network

ABOUT 11 HOURS AGO

Louisville teen clears hurdles, heads to U.S. Naval Academy

ABOUT 12 HOURS AGO

Brian Priestman,



IMMEDIATE PAYMENT FOR DIAMONDS • WATCHES • GOLD
Fine Estate Jewelry • Coins & Silver

SELL US YOUR UNWANTED JEWELRY AND WATCHES.

SPECIAL 3-DAY BUYING EVENT

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NATURE'S HEALTH & WELLNESS GARDEN CITY, CO

522 27TH ST, GARDEN CITY (303) 953-1170

THE WALL STREET JOURNAL.

THE SATURDAY INTERVIEW

Thank You for Smoking—Marijuana

Justin Hartfield, the Weedmaps.com founder, on his plans to legalize the drug nationwide and become the Philip Morris of pot.

Email Print Save 741 Comments

By BARI WEISS [CONNECT](#)

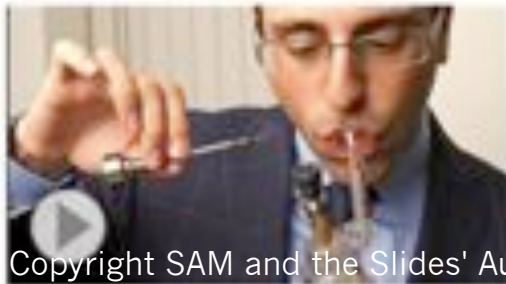
Updated March 14, 2014 7:17 p.m. ET

Newport Beach, Calif.

Justin Hartfield is high.

"I've been high since I'm 13," the 30-year-old marijuana entrepreneur says as he sips an iced tea at the Pelican Hill Resort, a tony spot overlooking the Pacific where he plays golf twice a week. But don't mistake this onetime high-school pot dealer with a libertarian streak for your run-of-the-mill stoner. His aim is to become the Philip Morris of the American marijuana industry.

"Prohibition is about to pop. And the people that were here before, if they're positioned intelligently, will reap a profit. I think we're positioned really well," Mr. Hartfield says.



In the 1920s and early 1930s, risk-takers who invested in alcohol while it was still underground hit the jackpot when it was legalized. Joseph Kennedy secured "medicinal liquor" permits during Prohibition and in the months before the anti-alcohol law was repealed in 1933 he secured the exclusive import rights to popular liquor brands like Dewar's whisky and Gordon's

Copyright SAM and the Slides' A

Associate editorial features editor Bari Weiss on Justin Hartfield, an entrepreneur in the budding marijuana



Ranked number
one in the nation
for cancer care,
seven years in a row.

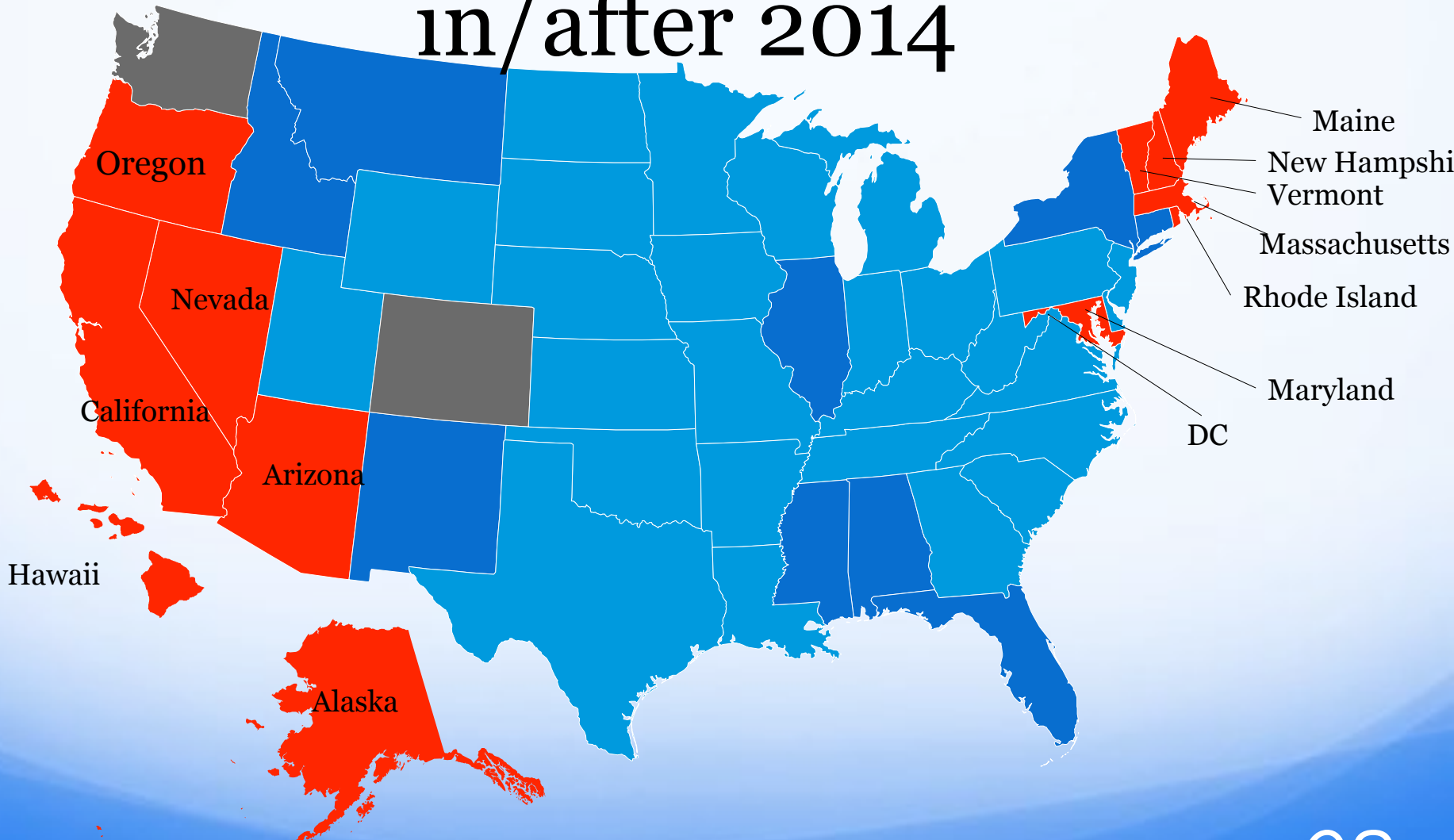
THE UNIVERSITY OF TEXAS

26

What are we facing now?

- (1) Growing “inevitability” narrative**
- (2) Alaska, Oregon, DC, and Florida**
- (3) People “watching” Colorado and Washington**

States targeted for Legalization in/after 2014



Inevitability

- **75% of Americans in Pew poll say marijuana legalization is inevitable**
- **Must talk to people about how this is NOT inevitable**
- **How?**

Inevitability

(1) Legalization in theory is better than legalization in practice—people are experiencing unintended consequences in CO/WA.

(2) History is a good lesson here: In the 1970s, we were on a similar path. We reversed when we experienced the highest drug use rates in the modern era in the late 1970s and people didn't want their kids using drugs.

(3) If this is inevitable, why are only 2 or 3 jurisdictions voting on this a full 2 years after the WA and CO votes and why has it failed in every state legislature since then?

Not just “watching” Colorado

- **Because of your advocacy, we have gotten some very favorable media this year.**
- **We have helped ban marijuana retail stores in Golden and Arvada**
- **Lakewood will hold referenda in November, but recent council meeting had 45/50 people speaking AGAINST marijuana stores.**

By RYAN JASLOW / CBS NEWS / May 28, 2013, 11:39 AM

Laxer marijuana laws linked to increase in kids' accidental poisonings





Patrick Kennedy Wages Fierce Anti-Pot Crusade

BY TONY DOKOUPIL

The New York Times

Snacks Laced With Marijuana Raise Concerns

By JACK HEALY JAN. 31, 2014



The New York Times

Pivotal Point Is Seen as More States Consider Legalizing Marijuana

By RICK LYMAN FEB. 26, 2014

A little over a year after Colorado and Washington legalized marijuana, more than half the states, including some in the conservative South, are considering decriminalizing the drug or legalizing it for medical or recreational use. That has set up a watershed year in the battle over whether marijuana should be as available as alcohol.

Demonstrating how marijuana is no longer a strictly partisan issue, the two states considered likeliest this year to follow Colorado and Washington in outright legalization of the drug are Oregon, dominated by liberal





A WEBSITE TRACKING THE VIOLATIONS OF THE LEGALIZATION OF MARIJUANA IN COLORADO AND WASHINGTON

In August of 2013, the US Department of Justice Released a Memo Promising to Closely Examine How Legalization in WA and CO Affected Several Areas. This Website Tracks Violations in Those Areas.



Students Find Way To Secretly Smoke Marijuana In Class

February 25, 2014 / 513 Views, Public Health Consequences / By legaladmin

RECENT POSTS

Students Find Way To Secretly Smoke Marijuana In Class



CAN YOU TELL THE DIFFERENCE?

NEITHER CAN YOUR KIDS.

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Keep Repeating...

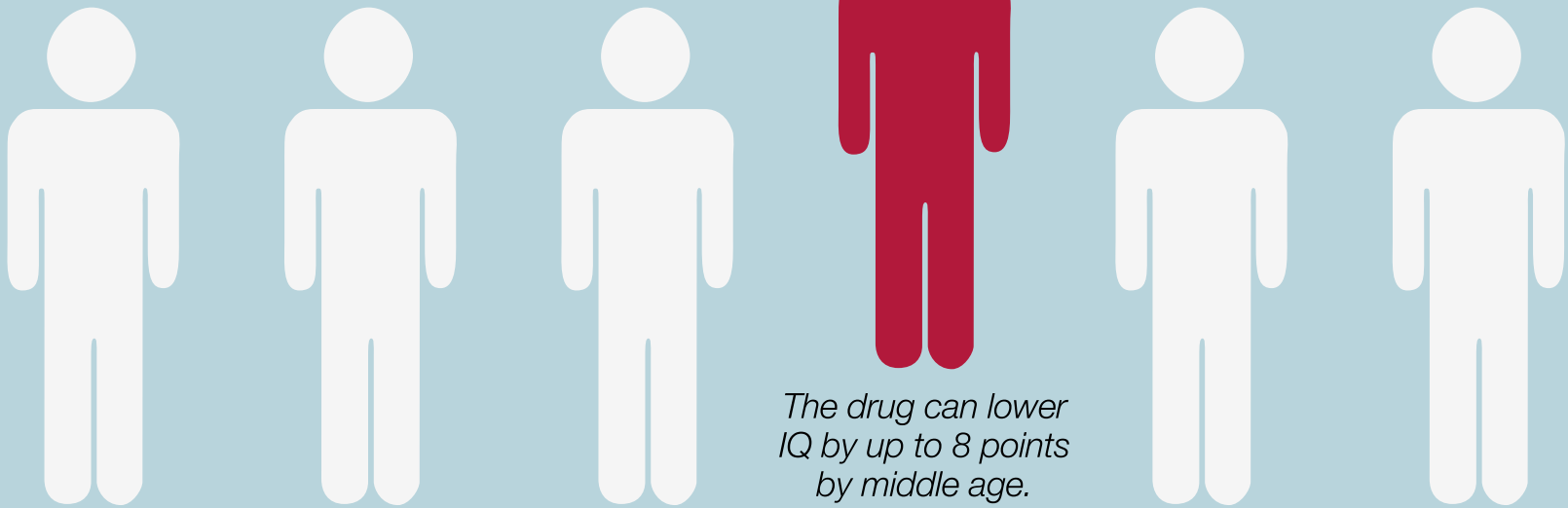
- CO & WA look troubling in the face of special interests
- Legalization is about Big Business, but it is not inevitable!

HOW WELL DO YOU REALLY KNOW MARIJUANA?



MYTH: MARIJUANA IS HARMLESS AND NOT ADDICTIVE

1 in 6 teens who try marijuana will become addicted



Marijuana use doubles the risk of a car accident



Marijuana today is three times more potent than it was in the 1990s ...



... and more than five times stronger than in the 1960s



Risk of psychosis and other mental illnesses increases 6 times

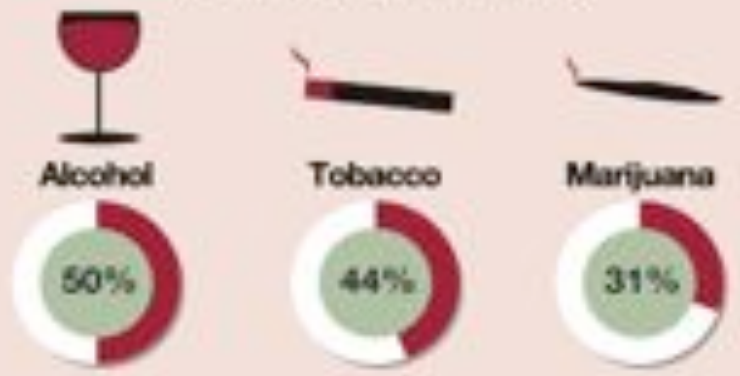


70% more carcinogens than in tobacco smoke

MYTH: THE LEGALITY OF ALCOHOL AND TOBACCO MAKE THE CASE FOR LEGALIZING MARIJUANA

LEGAL MARIJUANA MEANS INCREASED ACCESS, USE, AND **ARRESTS**

Percentage of teens able to obtain within one day:



Alcohol-related arrests are **3 times greater**



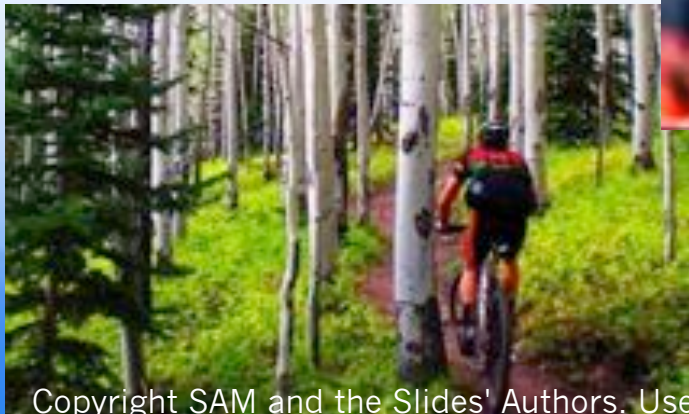
than marijuana-related arrests

IS LEGAL MARIJUANA THE NEXT **BIG TOBACCO**?



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Colorado



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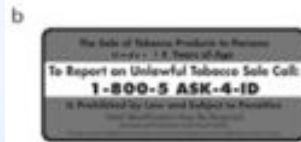
Or This Colorado



Welcome to Denver's County Fair



Old Industry, Same Script New Industry, Same Script



Fla. jury slams RJ Reynolds with \$23.6B in damages

Tobacco Industry 2.0

The Mantra

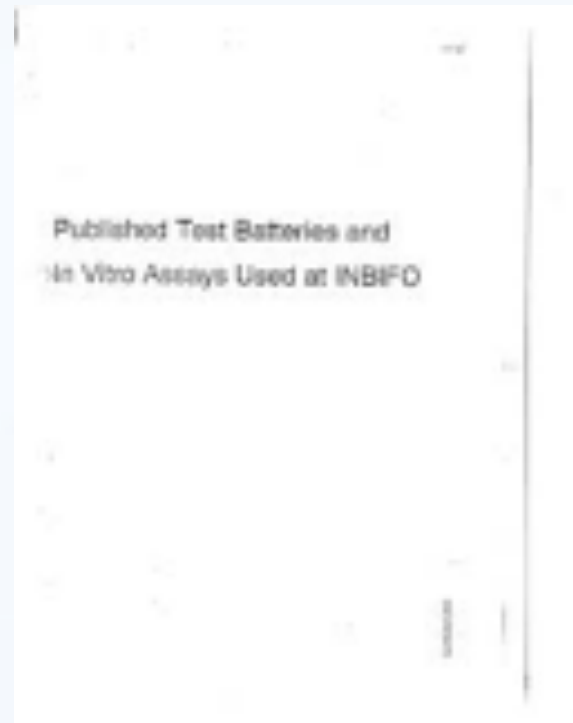
- Our products do not cause harm
- Our products are not addictive
- We don't want kids to smoke
- Use of our product is about freedom



Committee of Counsel

- Tobacco Institute's Committee of Counsel--the high tribunal that critics say set the industry's legal, political, and public relations strategy for more than three decades. On this particular day, the main topic of discussion was especially sensitive: the Council for Tobacco Research's "special projects." These were the controversial scientific studies the industry-sponsored CTR produced in an alleged attempt to debunk the idea that smoking was a health hazard.

<http://www.businessweek.com/stories/1998-06-14/inside-big-tobaccos-secret-war-room>



- “The Dec. 2 document also shows that Inbifo was where Philip Morris kept legal roadmaps of its most sensitive scientific records.”

<http://online.wsj.com/news/articles/>

Addiction Incorporated



The Regulation Myth

9 Ways Tobacco Companies Make Cigarettes More Addictive, More Attractive to Kids and More Deadly

Bronchodilators
Added chemicals expand the lungs' airways, making it easier for tobacco smoke to pass into the lungs.

Increased Nicotine
Tobacco companies control the delivery and amount of nicotine to ensure addiction.

Flavorings
Added flavors like liquorice and chocolate mask the harshness of smoke and make products more appealing to new users, especially kids.

Tobacco-specific Nitrosamines
American-style cigarettes are made with blended tobacco that has much higher levels of cancer-causing nitrosamines.

Ammonia Compounds
Adding ammonia compounds increases the speed with which nicotine hits the brain.

Menthol
Menthol cools and numbs the throat to reduce irritation and make smoke feel smoother.

Levulinic Acid
Added organic acid salts reduce harshness of nicotine and make smoke smoother, less irritating.

Sugars and Acetaldehyde
Added sugars make tobacco smoke easier to inhale and form acetaldehyde, which enhances nicotine's addictive effects.

Ventilated Filters
Ventilation holes in the filters cause smokers to inhale more vigorously, drawing carcinogens more deeply into the lungs.

CAMPAIGN for TOBACCO-FREE Kids!

Regulation Fiction

Lesson from tobacco

“Defendants have marketed and sold their lethal products with zeal, with deception, with a single-minded focus on their financial success, and without regard for the human tragedy or social costs that success exacted.”

“Over the course of more than 50 years, Defendants lied, misrepresented and deceived the American public, including smokers and the young people they avidly sought as ‘replacement’ smokers...”

“The evidence in this case clearly establishes that Defendants have not ceased engaging in unlawful activity....”

From U.S. District Judge Gladys Kessler 2006

Addiction Incorporated

- **“Heavy users drive almost 70 percent of total marijuana demand,** and the prevalence of heavy users in Colorado is higher than the national average. According to the National Survey on Drug Use and Health, 23 percent of the user population in Colorado consumes near daily, compared with a 17 percent share nationwide.”

This is the only Act 1

“Legal dollars” will buy better:

- Lobbyists/access to decision makers
- PR /Marketing
- Legal
- Scientists

2009

Free Joint Friday for Females

(for medical purposes)



Deadly medicine



The screenshot shows a web browser displaying the Sweet Grass Kitchen website. The browser's address bar shows the URL <http://www.sweetgrasskitchen.com/products/menu.html>. The website features a logo for "SWEET GRASS kitchen" in a white circle on the left. Below the logo is a section titled "OUR MENU" with the following text: "Our menu is short, but incredibly sweet! We like to focus on the quality of a few great products that are staples in the medical community. You can find Sweet Grass Kitchen confections beautifully displayed in vintage glass jars, so make sure to check out [where we are](#)."

The main content area lists four products, each with a photo and a description:

- Grass community.** (Image: A close-up of a golden-brown, textured confection.)
- PBJ CUP**
75mg of Cannabis
This delicious combination of strawberry jam with a peanut butter crumble has become an instant classic. Fans around the state have been loving these since they first appeared in June 2012.
- PEANUT BUTTER M&M COOKIE**
50mg of Cannabis
We've been repeatedly asked for more cookie varieties, and after several test batches the Peanut Butter M&M cookie reined champion. These delicious and powerful cookies taste wonderful and have a long shelf life.
- OATMEAL RAISIN COOKIE**
50mg of Cannabis
On the healthier side, we created our version of the classic oatmeal raisin cookie. It's perfect for those who like to medicate in the morning.

The browser's taskbar at the bottom shows the system tray with the date and time as 11:11 AM on 11/11/2012.

Denver Post Promotion

The screenshot shows the Cannabist website interface. At the top, there's a navigation bar with 'the Cannabist' logo and menu items: News, Culture, Reviews, Food, Resources, and Map. A search bar is on the right. Below the navigation bar, there are four small images of cannabis buds. The main content area features the Leafly.com logo and the text 'Information provided by Leafly.com'. The strain being featured is Deadhead OG, described as a 60/40 hybrid of Chemdawg and SFV OG. Below this, there's a 'Deadhead OG Details' section with five columns: Treats, Side Effects, Tastes like, Feelings felt, and Conditions treated. To the right, there's a 'STRAIN OF THE DAY' section with a large image of Deadhead OG buds and the Leafly.com logo. At the bottom right, there's a 'GET THE CANNABIST NEWSLETTER' section with an email address input field and a 'Sign up' button.

the Cannabist News - Culture - Reviews - Food - Resources - Map Search

Leafly.com
Information provided by Leafly.com

Deadhead OG is bred by The Cali Connection and is a 60/40 hybrid of Chemdawg and SFV OG. It grows to medium height and typically finishes flowering between 65 and 75 days.

Deadhead OG Details

Treats	Side Effects	Tastes like	Feelings felt	Conditions treated
<ul style="list-style-type: none">- Stress- Insomnia- Pain- Depression- Headaches	<ul style="list-style-type: none">- Dry Mouth- Dry Eyes- Dizzy- Paranoid- Headache	<ul style="list-style-type: none">- Pine- Pungent- Skunk- Chemical- Diesel	<ul style="list-style-type: none">- Euphoric- Happy- Uplifted- Creative- Sleepy	<ul style="list-style-type: none">- Anxiety- Migraines- Bipolar Disorder- Phantom Limb Pain- PTSD

STRAIN OF THE DAY

Deadhead OG

Leafly.com
STRAIN INFORMATION PROVIDED BY LEAFLY.COM

GET THE CANNABIST NEWSLETTER

Email Address Sign up

Mass Producing and Packaging Potent Marijuana – Are We Safer ?

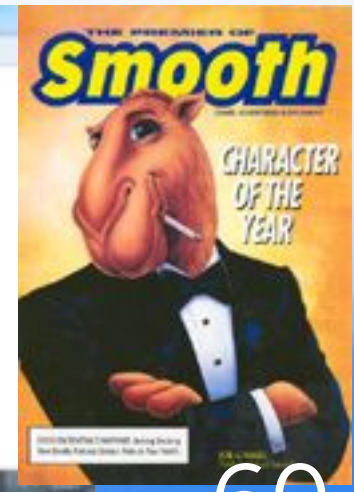
(



Mass Producing and Packaging Potent Marijuana



Making marijuana more appealing to children, easier to conceal, and more potent



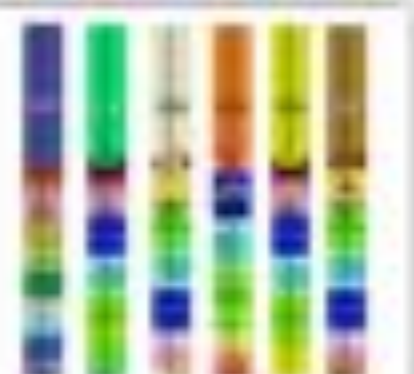
Vapor Danger

- **“This is the wave of the future.”** whichever (vapor) pen you get, it will produce almost scentless vapor and can be hit easily in a bathroom or on the street. “I like to be able to smoke when I want... Being in Colorado, I can smoke it anywhere – it’s so discreet.”

(quotes from Joshua Thomas who oversees Colorado warehouse of Gotvape.com)

The Ipod of Getting Baked, Rolling Stone, June 20, 2013

Nicotine Vaporizing



Can You Tell the Difference?

Nicotine and marijuana vaporizers – a concern for schools, employers, communities



Trippy Stix – Growing marijuana vaporizing industry



Vapor Danger Concealment/Potency



Vapor Rush

100% Pure Cannabis
Kief In E-Cig

No Carcinogens

No Smell

Safe and Convenient

www.vaporrush.com

This advertisement features a black e-cigarette against a background of red and orange flames. The text is in a glowing green font.



dank
TANKS

PREMIUM LIQUID CANNABIS CO2 EXTRACTS

FOR USE WITH MOST
VAPORIZERS
&
ECIGARETTE
BATTERIES

510
THREAD
REQUIRED

100%
TOP SHELF
THC

- ✓ POTENT
- ✓ SMOOBY LIKE
ECIGARETTE JUICE
- ✓ MONSTER HITS!
- ✓ NO BUTANE

dank
TANKS

TASTES JUST LIKE A DAB!

This advertisement shows a clear e-cigarette with yellow liquid inside, set against a black background with yellow and green accents. The text is in white and yellow.

Big Tobacco is Here

Marijuana/tobacco vaporizer partially owned by Japan Tobacco Int'l


screen shot from Denver Post marijuana promotion site

The screenshot shows a web browser window displaying a Denver Post article. The article title is "Pax Ploom vaporizer fuses sleek form with steady function (review)". Above the title is a photograph of four Pax Ploom vaporizers in different colors: purple, blue, green, and black. To the right of the article is a sidebar with several sections: "FOLLOW THE CANNABIST" with social media icons for Twitter, Facebook, Google+, Tumblr, Pinterest, and Instagram; "FIND A STORE NEAR YOU" with a map of Denver and search filters for "By Type" and "By Zip Code"; "GET THE CANNABIST NEWSLETTER" with a sign-up form; and "STAFF PICKS ON THE WEB". The browser's address bar shows the URL "http://www.denverpost.com/2015/05/13/pax-ploom-vaporizer-review/". The browser's taskbar at the bottom shows various application icons and the system clock.

Colorado MJ Timeline Amendment 64

Date of Poll	Pollster	In favor	Opposed	Undecided	Number polled
Aug. 4-7, 2011	Public Policy Polling	51%	38%	11%	510
Dec. 1-4, 2011	Public Policy Polling	49%	40%	11%	793
Jun. 6, 2012	Rasmussen Polling	61%	27%	12%	500
August 8, 2012	Public Policy Polling	47%	38%	15%	779

Amendment 64

Colorado Amendment 64		
Result	Votes	Percentage
 a Yes	1,383,139	55.32%
No	1,116,894	44.68%

Who Paid for Amendment 64? Voters have spoken?

Total Raised for Amendment 64 \$3.4 million

Campaign to Regulate Marijuana Like Alcohol - \$1.9 million

- Marijuana Policy Project (DC) \$1.1 million (58%)
- Scott Bannister \$250,000 (California) (13%)
- Drug Policy Action (DPA) (New York) \$140,000 (7%)
- Dr. Bonners Magic Soaps (California) \$125,000 (6%)
- Coalition to End Marijuana Prohibition \$108,000 (5%)

Citizens for Responsible Legalization - \$889,473

- Peter Lewis \$875,493 (Ohio) (98%)

Coalition to End Marijuana Prohibition \$576,871

- Marijuana Policy Project \$428,895 (74%)
- Drug Policy Action \$25,000 (4%)

Drug Policy Action Committee \$90,000

- Philip Harvey (north Carolina) \$5,000

Washington's Legalization's Donors

- Washington Measure 502 passed – 56%-44%
 - \$5million in favor vs. \$15,000 in opposition
 - Top Donors
 - Peter Lewis \$1,788,700
 - Drug Policy Action \$1,570,000
- Two out of state donors contributions 67%

Follow the money <http://beta.followthemoney.org/entity-details?eid=15666372>

Winning in Colorado and Elsewhere

What many voters did not know or anticipate

- More marijuana related deaths
- More child poisonings
- More hash oil explosions
- More potent marijuana
- More science on brain impact
- More science on heart impact
- High use rates among youth and young adults
- Child like marijuana products
- Regulators going to work for the marijuana industry
- Medical marijuana dispensed like alcohol, not medicine
- And the list goes on...
- Voters did not sign up to be part of a marijuana industry social experiment

Push Back is Growing

- A resolution asking the county to disallow any more marijuana-related facilities came before the board in front of a crowd of about 100 people. –
- See more at:
<http://www.chieftain.com/mobile/msearch/2713725-123/pueblo-marijuana-west-county#sthash.Mz5aTQnY.dpuf>
- Marijuana growers get pushback in southern Colorado county
Read more at <http://gazette.com/marijuana-growers-get-pushback-in-southern-colorado-county/article/1520850#2Zd27kE1DJDhAq8P.99>

Push Back is Growing

Vail to ban retail pot sales for another year

The survey by RRC Associates showed that when asked if they would be in favor of a retail marijuana store in Vail, 31 percent said “yes,” 57 percent said “no” and 13 percent were “unsure.”

June 17, 2014

<http://www.vaildaily.com/news/11860160-113/marijuana-retail-vail-county>

Growing Push Back

- [Arvada City Council votes for permanent ban on pot shop](#) March 18, 2014
- [Centennial will ban retail marijuana](#) April 8 2014
- [Golden City Council votes to ban marijuana sales](#) June 5, 2014
- **Recreational pot sales banned by Littleton city council** July 2, 2014
- **Petition drive against Golden's retail marijuana ban falls short** – July 9, 2014
- **Lakewood voters to decide fate of retail marijuana stores** – July 15, 2014

Golden, Centennial, and Arvada unanimous council votes and Golden, Arvada voters supported Amendment 64

Survey – April 2014 (Feb)

Some good news

Quinnipiac University April 2014

- 54% in favor (down 4%), 43% opposed (increased 4%)
- Support is 72% democrats, 56% indep, 60+% 18-49,
- Almost 85% had not used marijuana since Jan
- 52% less likely to vote for a candidate who smokes marijuana

Messaging (voters still being deceived)

- 54% feel driving has not become more dangerous
- 53% believe it will save taxpayers a significant amount of money
- 50% positive impact on our criminal justice system
- 53% said the marijuana law increases personal freedom

Lessons from Tobacco

- A lot more money than grassroots support – the smokescreen of wide support through social media and media coverage – vocal minority
- Like tobacco – most people are not using so there is no mass love affair with marijuana
- The credibility of the messenger is just as important as the message

Keys for avoiding Colorado

- Addressing incarceration , decriminalization vs. commercialization
- The difference between cannabis based medicine and the medical marijuana industry and movement
- Help people see the Big Marijuana and Big Tobacco 2.0
- Grow the grassroots and funding
- End the “too political” excuse
- Don't live in the mj industry narrative – done deal,

MLK – Letter from a Birmingham Jail

- The great stumbling block is the moderate “more devoted to order than to justice; who prefers a negative peace which is absence of tension to a positive peace which is the presence of justice.”
- “...the appalling silence of the good people... Human progress never rolls in on the wheels of inevitability.”
- “My feet is tired, but my soul is at rest.”

MLK – I have a Dream

- “This is no time to engage in the luxury of cooling off or to take the **tranquilizing drug of gradualism.**”

Our Legacy



Marijuana Industry Gaining Access to Decision Makers

Laura Harris, who was the director of the Marijuana Enforcement Division until her retirement last year, said she waited about six months before starting work at the law firm Dill Carr Stonbraker & Hutchings as the firm's administrator and as a consultant. The firm — whose offices are on the same floor of the same building as the Marijuana Enforcement Division's — represents marijuana businesses.

Colo. marijuana regulators reverse roles, join industry, MAR 21, 2014, By John Ingold, The Denver Post

Tobacco and Marijuana Use

YRBS 2014 30 day use grades 9-12

Population	Cigarettes	Current tobacco use	Marijuana
Overall	15.7	22.4	23.4
White	18.6	26.9	20.4
Black	8.2	14.3	28.9
Hispanic	14.0	18.0	27.6
White Female	18	20.7	18
Black Female	6.2	11.1	27.1
Hispanic Female	13.1	15.3	27.4
White Male	19.1	33.2	22.8
Black Male	10.5	17.8	30.6
Hispanic Male	15	20.7	27.7

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•Data does not include Colorado, Washington, California **Bold** – highest rates

Meet the Marijuana Industry





Weed Industry Groups (Sample)

- National Cannabis Industry Association
- Marijuana Industry group
- International Cannabis Association
- California Cannabis Industry Association
- International Coalition of Cannabis Companies and Organizations
- Dispensary Association
- American Medical Marijuana Association
- Washington Cannabis Association
- Cannabis and Hemp Association
- Marijuana Trade Association
- Marijuana Growers Association of America
- Cannabis Trade Association

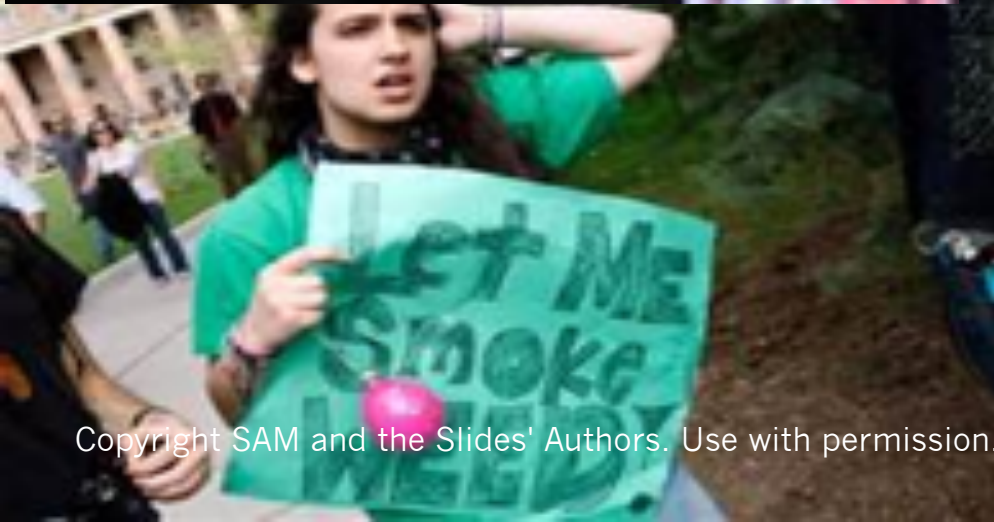
\$50m+ War chest between the three



We are
the **Drug
Policy
Alliance.**

NORML

Youth Use



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“I really see the future of the marijuana industry being way more like wine than like beer”

-Amanda Reiman
CA Director for the Drug
Policy Alliance

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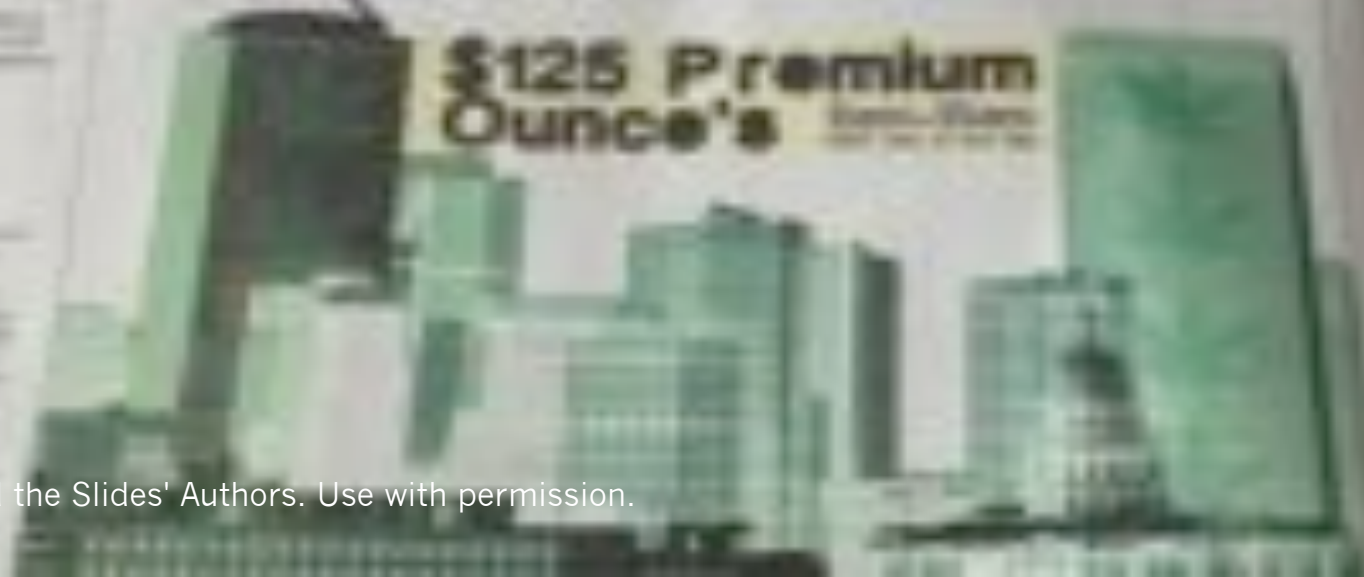


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HOT TOPICS: Observatory Park Hike/Slide Pro Cycling Challenge Obama Towns Rockies beat Phillies Kites on Ave Whoo! Goldberg The Cannibal

CELEBRATE THE INAUGURAL 420 WEEKEND ACROSS THE FRONT RANGE



BREAKING NEWS

Blackstone grants \$4 million to create Colorado entrepreneurs network

ABOUT 11 HOURS AGO

Louisville teen cleans handies, heads to U.S. Naval Academy

ABOUT 12 HOURS AGO

Brian Priestman,



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7/27, 8/10, 8/24

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POT AND PARENTING



POT AND PARENTING Jul 10, 2014

Parenting: No easy answers about

New Products and Trends

- Concentrates
- Potency of Smoked Marijuana
- Edibles

Concentrates

710 is the new 420

You probably haven't encountered the latest superstrong **stoner craze**: butane-extracted hash oil (BHO). How potent is it? **A chunk of the stuff the size of a Tic Tac can be the equivalent of hoovering up an entire joint in one massive toke.** Even for hardcore smokers, the experience – which fans call dabbing – can be like getting high for the very first time. Your head spins, your eyes get fluttery, a few beads of sweat surface on your forehead and, suddenly, **you're cosmically baked.**”
(Rolling Stone Magazine, 6/20/2013)

“But it’s just a plant...”

(80-90% THC) Concentrates



“Green Crack”
wax



“Ear Wax”



Butane Hash Oil
(BHO)



Hash Oil Capsules



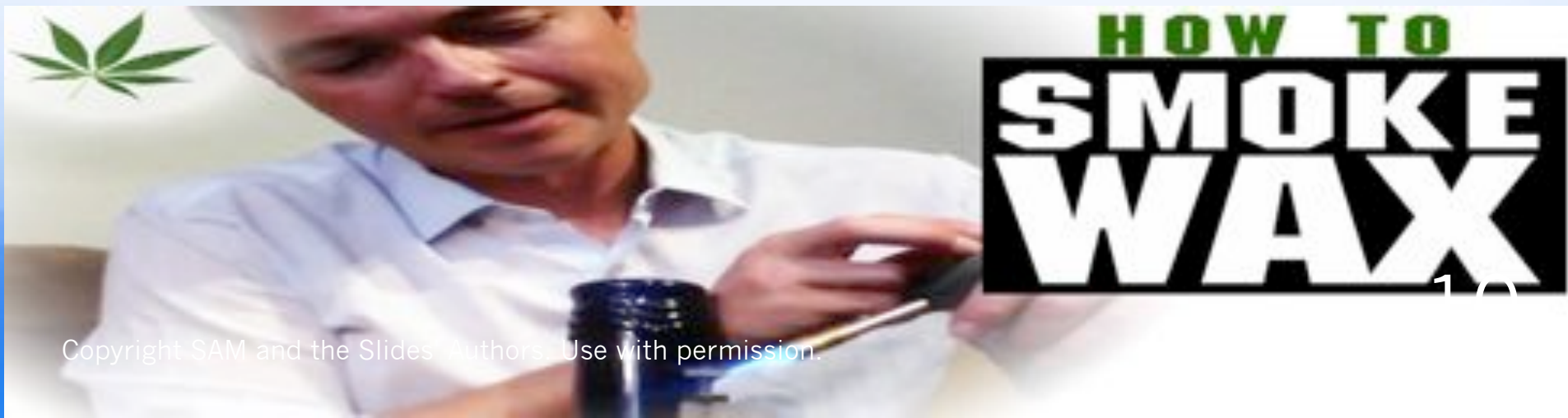
“Budder”

“Shatter”



High Times 5/7/14

“With dabs your local action news team gets to do a marijuana story that shows crack pipe torches used on sticky heroin-looking goo made from a process that blows up like meth labs.”



Ghost OG
CBD: .73%
THC: 26.47%



White Dawg Fire OG
CBD: 0.34%
THC: 26.79%



Night Terror OG
CBD: 0.67%
THC: 26.20%



Green Crack
CBD: 2.11%
THC: 20.06%



XJ 13
CBD: .72%
THC: 22.60%



Pure Power
CBD: 0.3
THC: 20.0



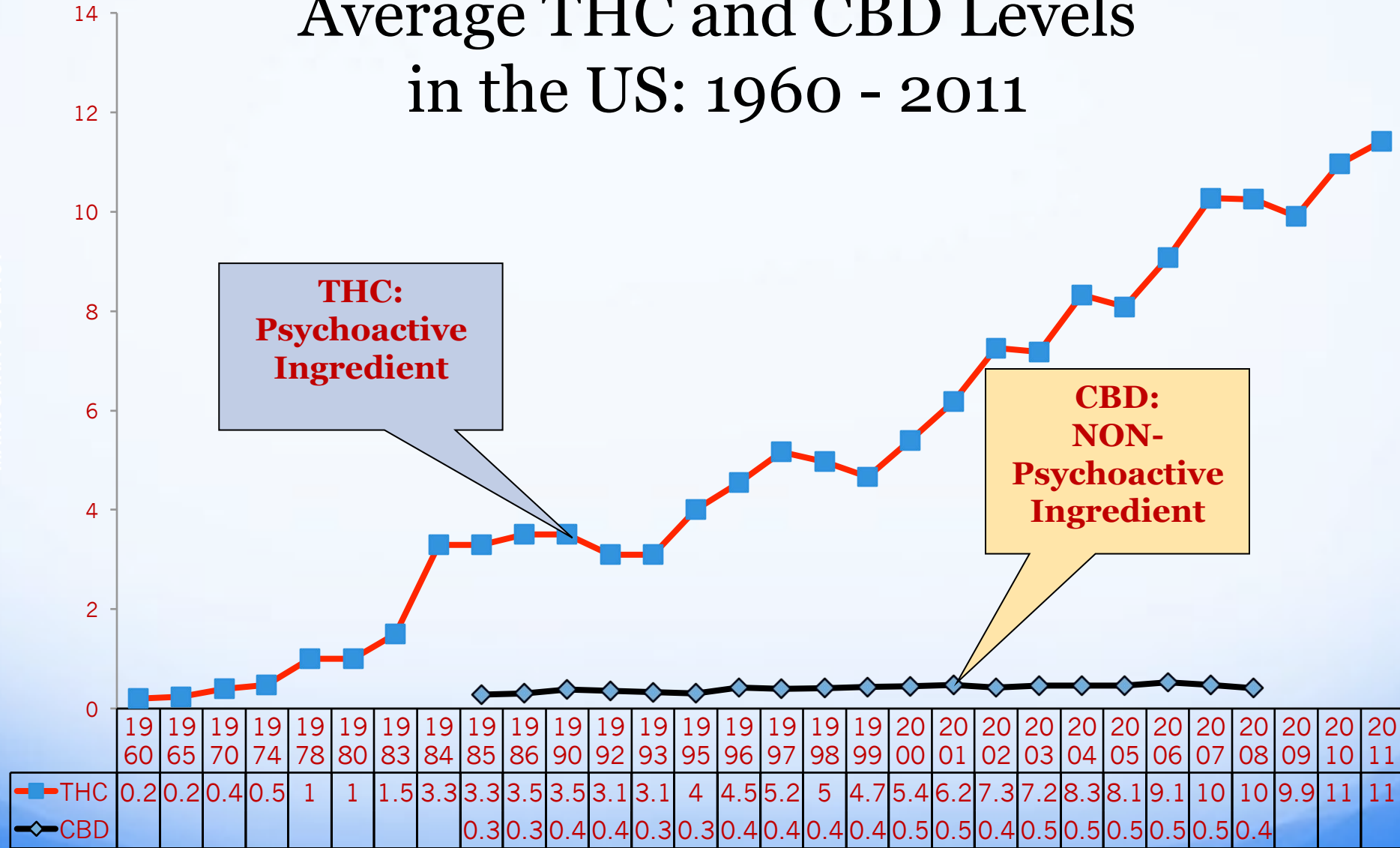
Fire OG
CBD: .16%
THC: 25.87%

Girl Scout Cookies
CBD: 0.72%
THC: 21.69%



Average THC and CBD Levels in the US: 1960 - 2011

MARIJUANA POTENCY



The last 4 years in CO

THC in CO



Edibles

- Really no limit to where THC is found now
- Many are extremely appealing
- Most contain “Multiple servings”

Marijuana Edible Displays



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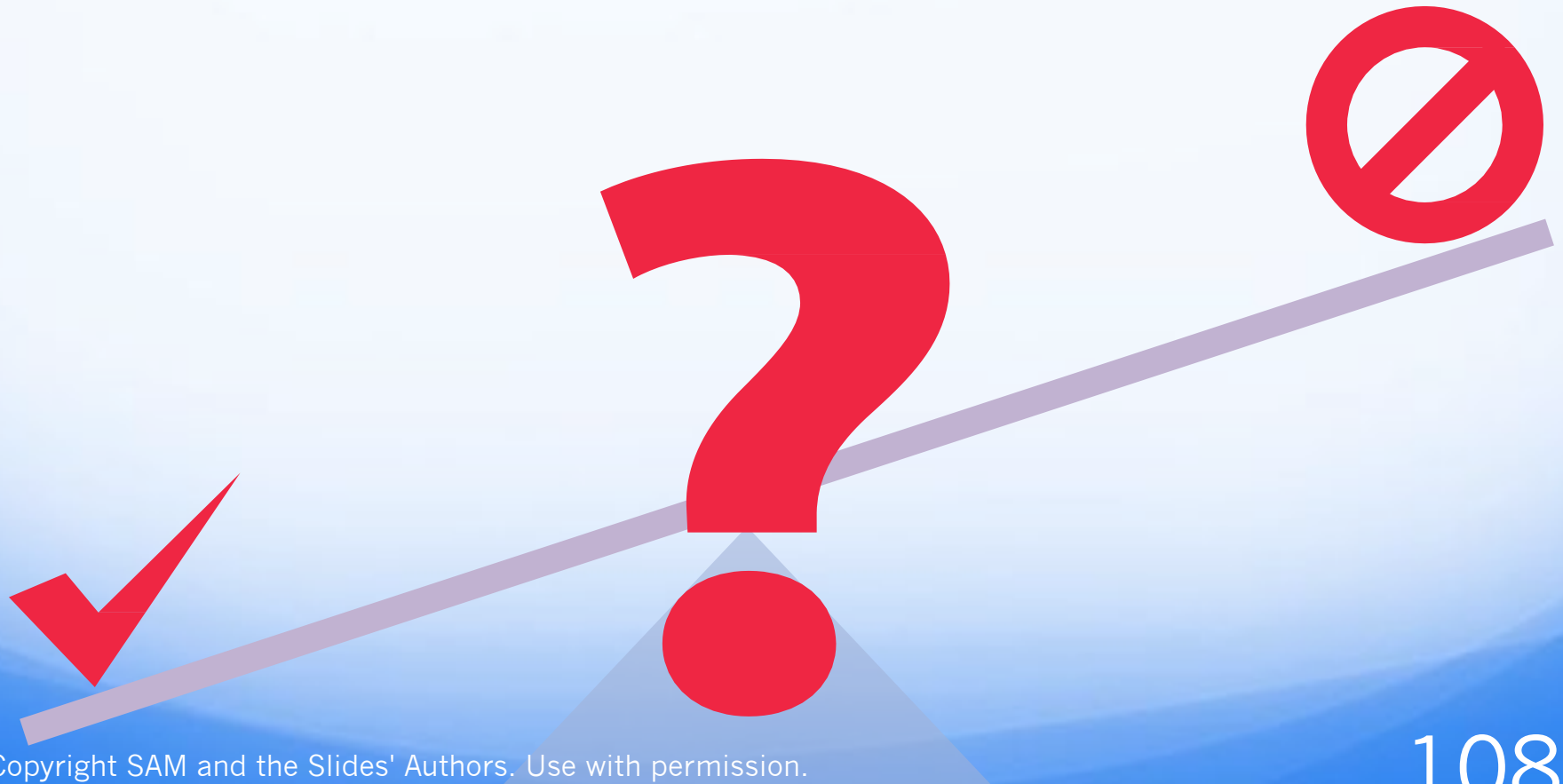


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So What Are Our Choices?

All or nothing?

Legalization (“Regulation”) vs. Incarceration (“Prohibition”)





















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42° Saturday's Forecast
Chance of 1-3mm
H: 30 L: 20

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BREAKING NEWS
Jhoulys Chacin's injury mars Rockies' seventh straight win





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NOW LEGAL (HERE).



MarijuanaPolicy.org/Football

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\$130.3 metric tons = \$1,000,000,000



Marijuana Policy Group, 2014, "Market Size and Demand Study"

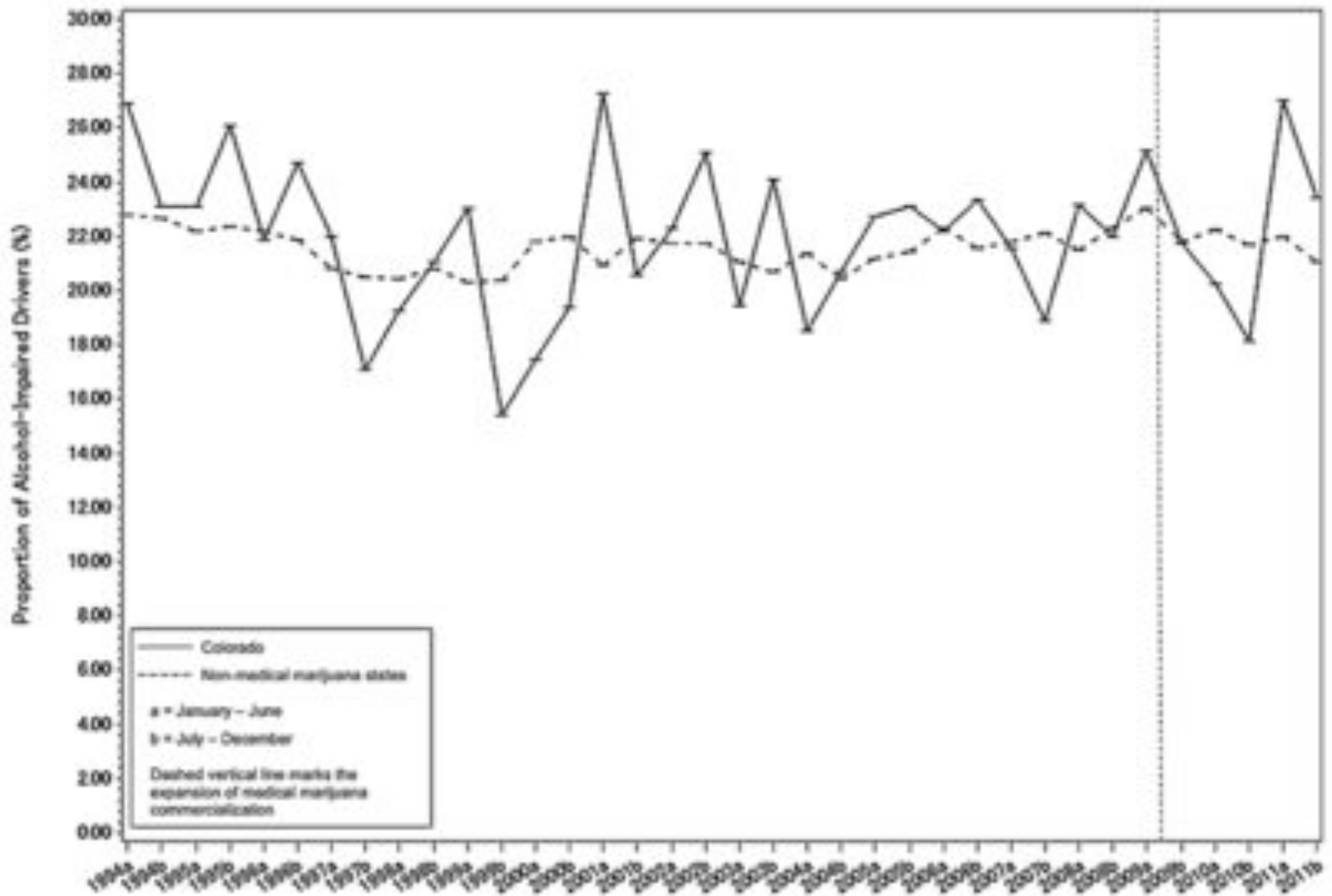
Driving



Salomonsen-Sautel et al., 2014, *Drug Alcohol Depend* 140:137-141



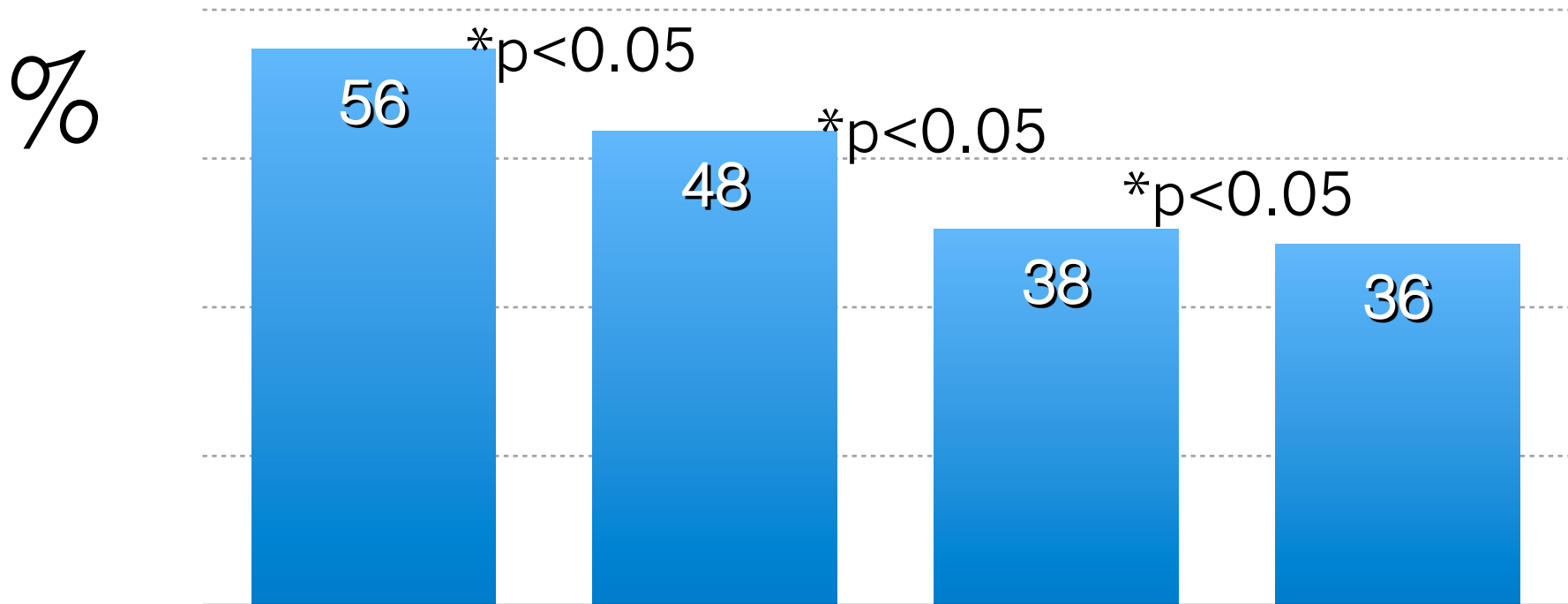
Salomonsen-Sautel et al., 2014, *Drug Alcohol Depend* 140:137-1



Salomonsen-Sautel et al., 2014, *Drug Alcohol Depend* 140:137-14

Prevalence of use

Great harm with use 1-2X/week: 12-17 yr olds in CO



CO vs. NMMJ states

	20%	13%	<0.05
	43%	29%	<0.05
	12%	7%	<0.05

CO vs. NMMJ states: 2011

	1.0%	1.5%	NS
	14%	6.5%	<0.05
	3.7%	1.5%	<0.05

CO vs. NMMJ states: 2011

	5.0%	3.0%	<0.05
	8.5%	5.2%	<0.05
	0.4	0.7	NS

WA Initiative 502



- 56% adult vote (49% youth); effective 12/13; retail 7/8/14
- Legalizes use of MJ and MJ-infused products for adults over 21
- Legal possession 1 oz. plant product, 16 oz. infused solid, 72 oz. liquid (and 7 oz. of concentrates/ hash oil)
- Sets 5 ng/ml per se DUID law
- No change for minors; zero tolerance DUID-MJ
- Liquor Control Board tasked with implementing new industry
- 25% tax at each of three production tiers (production, process, retail)—for regulation, public health/prevention, analysis
- Advertising OK with some restrictions
- No change to medical marijuana laws (MMJ)—no age limit or

July 8, 2014

Jurisdiction	2010 Population Census	Number of Retail Outlets	County Total
Adams County	18,728		2
At Large	8,818	2	
Asotin County	21,623		2
At Large	13,143	2	
Benton County	175,177		10
At Large	32,639	2	
Kennewick	73,917	4	
Richland	48,058	3	
West Richland	11,811	1	
Chelan County *	72,453		6
At Large	30,498	3	
Wenatchee	31,925	3	
Clallam County	71,404		6
At Large	42,228	3	
Port Angeles	19,038	2	
Sequim	6,606	1	
Clark County	425,363		15
At Large	203,339	6	
Battle Ground	17,571	1	
	19,355	1	
	24,701	6	

✓ First 6 of 334 Retail Outlets Open

✓ 2 Million Sq. Ft. Grow Canopy Approved

✓ MMJ market un-changed

High Capacity Indoor Grows Working to Meet Demand



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Opening Day



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502 Store



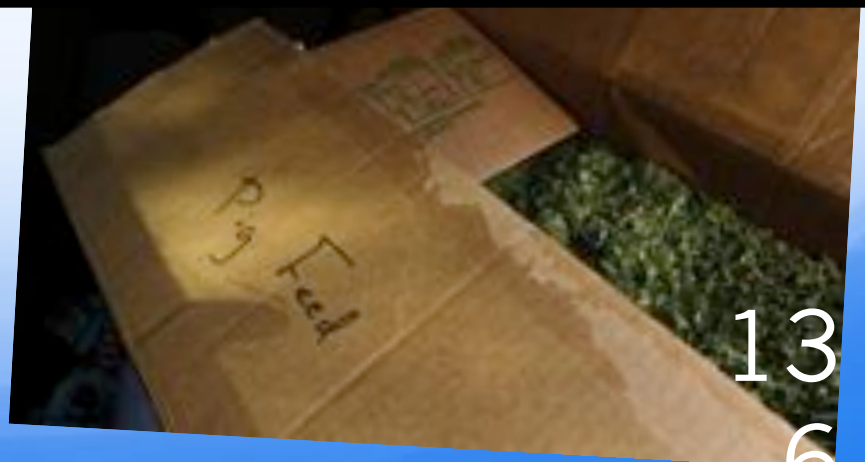
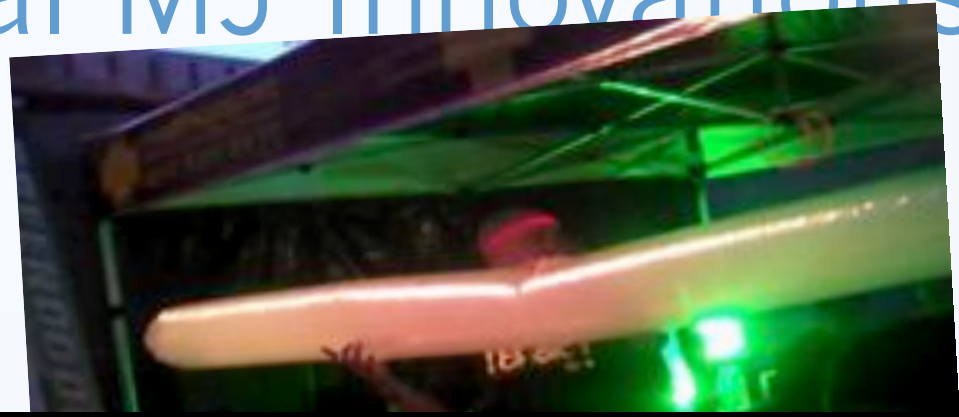
For Sale: Marijuana Wax, Shatter, Hash Oil



For Sale Soon: Marijuana Edibles



Commercial MJ Innovations



How did we get here?



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A New Approach to Marijuana

with *Rick Steves* and guests
October 12-18, 2012



New Approach (Old Game)



Big Marijuana In Washington



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Big Marijuana In Washington



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“Dot-bong” Era Begins: Seattle’s Yale MBAs

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marijuana industry.



Big MJ benefits from eroding healthy norms

“In This
Issue...”



Community
branding

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delivered to your
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Sex and pot advice

E-joint trend

Gummy bears

Enforcement ?

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2 • The Stranger's Northwest Marijuana Guide

How is Washington doing?



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Super! (howl)



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Not Super Bowl



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State Campaign—Late Start

marijuana
IT'S HARMFUL TO YOU

Most 11th grade students in Oregon do **NOT** use marijuana.

Spread the Facts

About 68% of all medically necessary treatment admissions for youth ages 12-17 are for marijuana.

Spread it

marijuana
IT'S NOT POPULAR

Most 11th grade students in Oregon do **NOT** use marijuana.

Spread the Facts

DOJ Eight Enforcement Priorities

1. Prevent distribution to minors

Tracking/Fail

2014 King County (Seattle) Drug Abuse Trends: Among adolescents under 18 years old who seek any atod treatment: **74% for marijuana**

2012 YRBS Data, Seattle School District, **38.5% of current MJ using students report using MJ that came from a dispensary** in past 30 days.

DOJ Eight Enforcement Priorities

1. Prevent distribution to minors

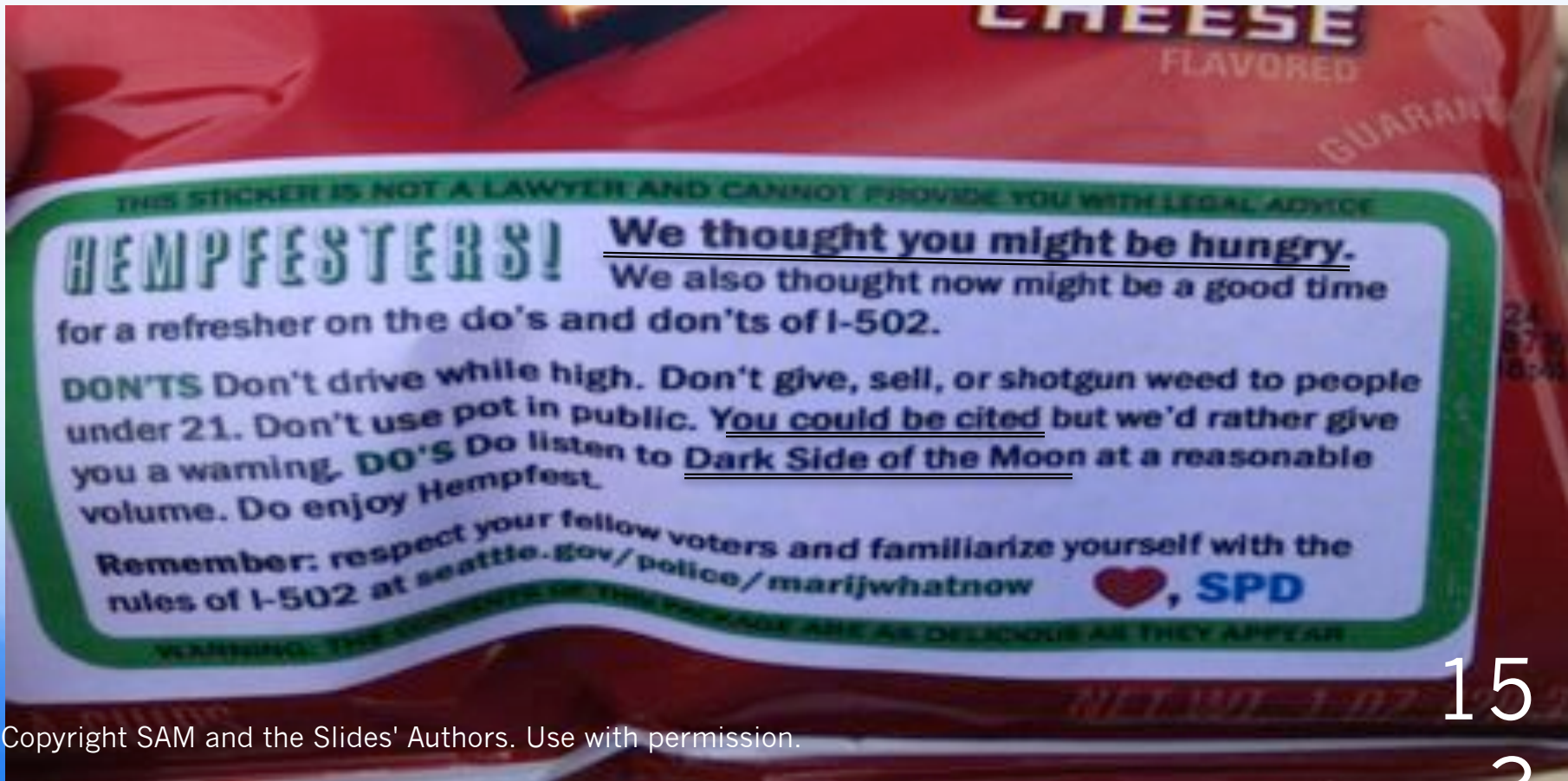
By June 2014, Seattle School District reports increase in total drug/alcohol offenses (758):

- 107 alcohol
- **651 drug offenses (over 98% marijuana)**
- 3 Elementary, 204 Middle, 551 High

DOJ Eight Enforcement Priorities

1. *Prevent distribution to minors*

Enforcement message to Seattle youth?



DOJ Eight Enforcement Priorities

1. Prevent distribution to minors

Advertising targeting youth and young adults.



DOJ Eight Enforcement Priorities

2. Prevent diversion to other states

Tracking/Failing: Concerns include early estimates from RAND Corp. that up to 90% of WA MJ eventually for export, WA RMJ system only to capture 25% of market in first year, MMJ operating with impunity.

**Seattle officials working to establish cannabis cafes (vape lounges) to serve tourists arriving at the Port of Seattle...

DOJ Eight Enforcement Priorities

3. Prevent MJ revenues from going to criminal enterprises, gangs and cartels.

Tracking: However, illegal MMJ industry currently exists alongside RMJ (collective gardens found illegal under state law).

Q: Are the Drug Cartels really going away under legalization?...

DOJ Eight Enforcement Priorities

4. Legal MJ not to provide cover for other illegal drug trafficking or activity.

Failing: NWHIDTA 2012 Report found Mexican Cartels/DTOs NOT LEAVING Washington, but setting up grows under cover of Washington's lax marijuana laws.



DOJ Eight Enforcement Priorities

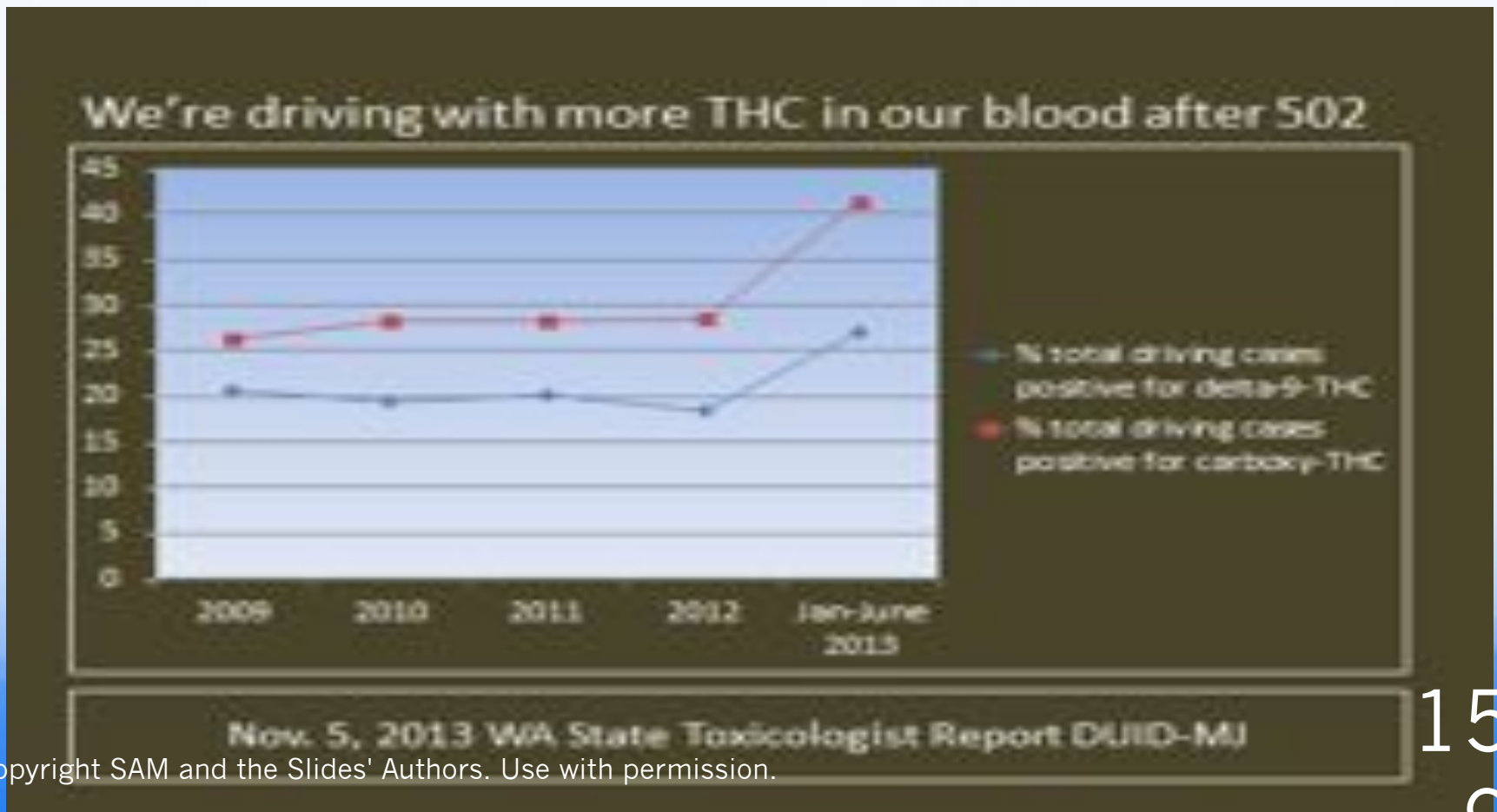
5. Prevent violence and use of guns in cultivation and distribution of MJ.

Tracking: Concerns include NO funding in 502 for law enforcement and only 12 new liquor/MJ control board agents to enforce new industry.



DOJ Eight Enforcement Priorities

6. Prevent drugged driving and other adverse public health consequences. Failing.



DOJ Eight Enforcement Priorities

7. Prevent the growing of MJ on public land and related safety and environmental concerns.

Tracking: NWHIDTA report suggests illegal outdoor grows still exist.

Q: What's the remaining illegal market in WA?

A: Kids



DOJ Eight Enforcement Priorities

8. Prevent MJ possession or use on federal property.

Tracking: Example of similar issues include sales on Native American reservations and ceded land & on the waterways patrolled by the Coast Guard (State Ferries?).

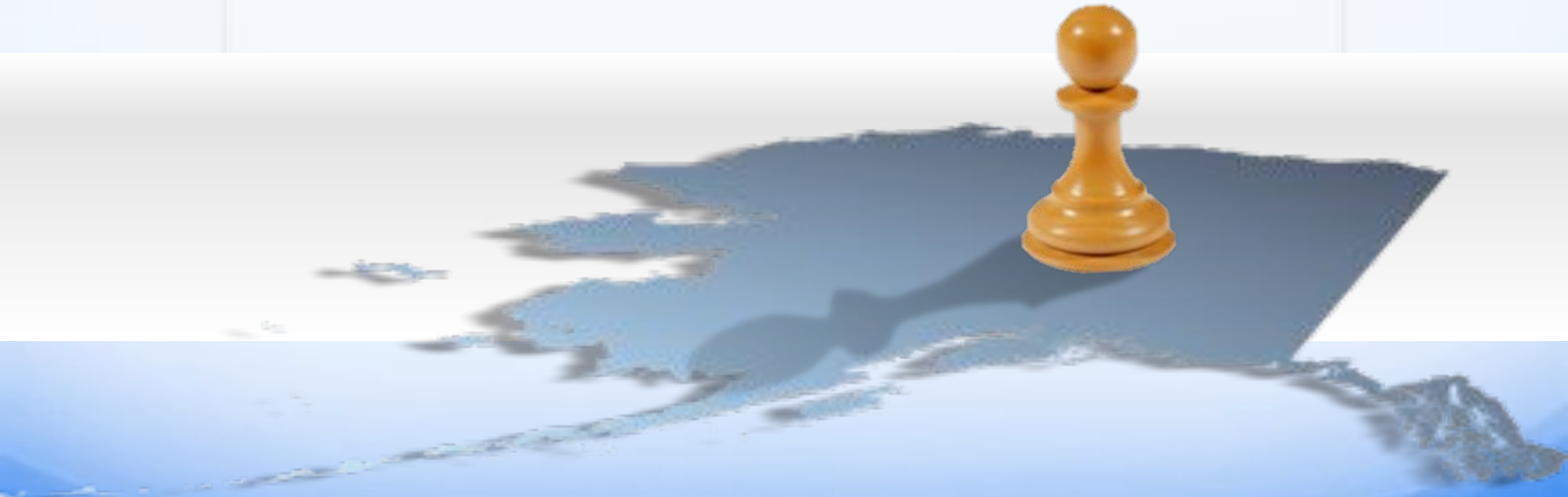


Lessons Learned



- Battle for “voice of prevention”
- Data twisted to place burden of proof on prevention
- Harm reduction vs. prevention
- Legalizers leverage collaboration—use caution
- Innovative data collection – issue evolving faster than typical 1-2 year cycle. (8 in jail vs. 100,000 arrests)
- Media took sides

VOTE NO ON 2 | **BIG MARIJUANA
BIG MISTAKE**



We're Big

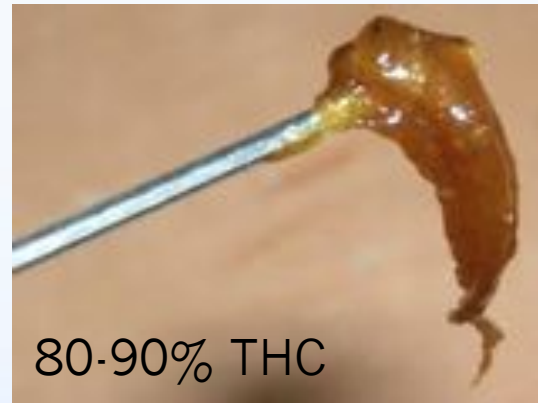


What is this really about? Check Out the Definitions:

(“Shall not” be an offense to have 1 ounce of “marijuana”...)

“ ‘**Marijuana**’ means all parts of the plant...the resin extracted from any part of the plant, and **every compound, manufacture, salt, derivative, mixture, or preparation of the plant, its seed, or its resin, including marijuana concentrate.**”

Sec. 17.38.900(6)



80-90% THC



Myth #1: "But it's just a plant..."

Extremely potent marijuana concentrates (80-90% THC) would be completely legal



"Green Crack"
wax



"Ear Wax"



Butane Hash Oil
(BHO)



Hash Oil Capsules



"Budder"

"Shatter"



Potent marijuana edibles attractive to children would be legal



“Shall not” be an offense to manufacture, possess, or purchase marijuana accessories or to distribute or sell marijuana accessories to a person 21 or older....

“ ‘**Marijuana accessories**’ means any equipment, **products** or materials **of any kind** which are **used**... in planting... growing...

manufacturing, compounding, converting, producing, processing...vaporizing, or containing marijuana or **for ingesting, inhaling or otherwise introducing marijuana into the human body.**”

Sec. 17.38.900(7)



Communities/Villages cannot choose to restrict marijuana possession or transportation

- The initiative dictates that regardless of community/village preferences, the possession, using, displaying, purchasing or transporting of **one ounce** or less of “marijuana” “shall not” be an offense. (Sec. 17.38.020)(a)); and possessing, growing, processing or transporting up to 6 marijuana plants “shall not” be an offense. (Sec. 17.38.020(b))



Regulate marijuana like Alcohol?

The initiative affords Alaska's Rural communities and villages no right to restrict the cultivation, possession, consumption, and transportation of marijuana as many of them currently do with alcohol. This initiative eliminates the Local Option to be dry with respect to marijuana.



A Contradiction with Alaska's Local Option Law



Home brewing alcohol is **illegal** in many of Alaska's Rural communities.



"Cooking" marijuana concentrates would be **legal**. Villages and communities would not be allowed to ban it.

Why Alaska? Why Now?



Because the Washington D.C. based, Marijuana Policy Project (MPP) added Alaska to its strategic plan. The **sole reason** we are having this initiative vote is because MPP decided Alaska is the next state they *think* they can conquer. Alaska is simply a **pawn in their national strategy to bring Big Marijuana everywhere.**

MPP formed the campaign and then **hired signature gatherers** (who are typically **paid per signature**) to stand outside businesses and badger Alaskans into signing their petition.



MPP has hired the **Seattle based** marketing firm, Strategies 360, to push the commercialization and industrialization of marijuana on Alaskans.

To date, **MPP has provided nearly 100% of the campaigns funding. \$250,000 and counting.** In addition, MPP has spent nearly \$150,000 on campaign activities and sent a staff member, up to Alaska to coordinate field activities.

*"...the campaign is committed to raising and spending **whatever it takes to win...**"*
- Taylor Bickford, Strategies 360 employee and Yes on 2 campaign spokesperson

Myth # 2: “Will bring in huge tax revenue”

Tax revenue from marijuana would not even represent a rounding error on Alaska’s balance sheet.

If Alaskans purchased marijuana at the same rate as Coloradans, we could expect about \$5,100,000 in tax revenue annually.

To put this in perspective, here is a breakdown of Alaska’s FY 2013 Unrestricted General Fund Revenue + potential marijuana tax revenue:



And this is before accounting for:

- Colorado’s per ounce tax on marijuana is on average 36% higher than the proposed tax in Alaska’s initiative.
- Significant admin costs, e.g. Marijuana Control Board, tax collection, regulation enforcement.
- Significant cost for drug treatment, youth prevention, healthcare costs, etc.
- A considerable portion of Colorado’s marijuana purchases are made by out-of-state residents through “pot tourism” – something we would not see here to remotely the same extent.

Myth # 1: “Will bring in huge tax revenue”

The State of Alaska estimates the cost of implementing this initiative at around **\$7 million**.

Other (likely annually recurring) costs included in this figure:

- \$1,100,000** Increased substance use, dependency and addictions treatments; increased mental health treatment services.
- \$400,000** Increased physical health services.
- \$140,000** Increased enforcement of marijuana access by youth.
- \$250,000** Increased child protection services for young children in homes with regular and persistent marijuana users.
- \$200,000** Increased juvenile justice services.
- \$594,400** Increased Statewide Drug Enforcement Unit trooper investigators to target diversion and exportation of marijuana (AST predicts illegal



Myth # 2: “Will bring in huge tax revenue”

The Alaska Police Chiefs Association estimates an additional expenditure of **\$6 million**.

- Of the police chiefs surveyed, 75 percent said if marijuana were legalized they would not have the resources needed to deal with the potential impact to their communities. (Source, Alaska Dispatch)
- The \$6 million projection is a conservative estimate that takes into account the costs of training patrol officers to be more aware of drivers under the influence of marijuana, among other things.
- The survey also found that many chiefs expressed that they would have to add school resource officers to increase drug awareness programs among youth.

Alcohol & Tobacco: Money Makers or Dollar Drainers?

- For every \$1 gained from alcohol and tobacco tax revenues, \$10 is lost in legal, health, social, and regulatory costs



myth in O. Alaskans want and support
this”

Recent polling shows only (48%) of the general public report they favor the initiative.

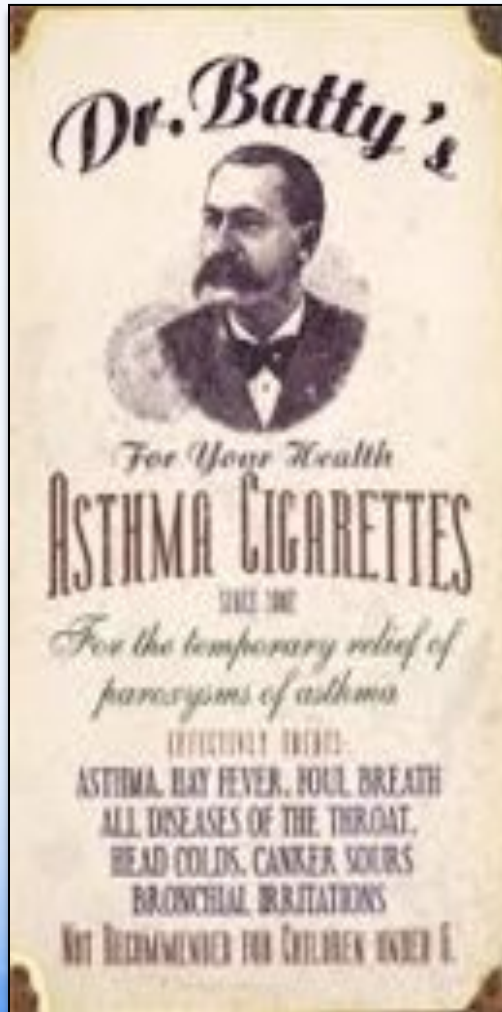
And, the vast majority of Alaskans have **NO IDEA** what the initiative would actually do.

There has been **no messaging** and **no public polling on** “Dabbing”, Butane Hash Oils, “Budder”, “Shatter”, “Ear Wax”, marijuana edibles, etc.

Alaskans have not heard of these things. They do not know the initiative legalizes them. They do not know the initiative will result in the full-blown commercialization and industrialization of marijuana. **Once Alaskans are made aware of the serious implications of this initiative, they will reject it.**

Early Days of Big Tobacco

Messaging



Dr. Batty's
For Your Health
ASTHMA CIGARETTES
SINCE 1882
For the temporary relief of paroxysms of asthma
EFFECTIVELY TREATS:
ASTHMA, RHY FEVER, HOUL BREATH
ALL DISEASES OF THE THROAT,
HEAD COLDS, CANKER SORES
BRONCHIAL IRRITATIONS
NOT RECOMMENDED FOR CHILDREN UNDER 6.



More Doctors
Smoke **CAMELS**
than any other
cigarette!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!

For 30 days start Camels in your 7'46'17 1/2' throat, 3'10' 1/2' feet!



Viceroy
FILTER
the Smoke!

As your Dentist,
I would recommend
VICEROYS



CHESTERFIELD IS BEST FOR YOU!

NOW...Scientific Evidence on Effects of Smoking!

ANNO ANNO CHESTERFIELD IS BEST FOR YOU

Marijuana Advertising

Value Pack Ad



Natural Alternatives MMJ
NEW LOCATION 670 S. COLFAX AVE. STE. 101
20% OFF
\$10 OFF



THE NO SMOKING SIGN IS OFF (IN COLORADO)
GET MILE HIGH WITH \$10 OFF YOUR NEXT FLIGHT.
FARES SO LOW THEY'RE BARELY LEGAL IN SOME STATES



DENVER'S DANKEST DEALS
STOP BY & SAY HIGH
\$5 Grams
FREE 1/8
BUY ONE 1/8 & GET AN 1/8
00¢ Joints
\$125 Premium Ounce's



INVEST IN THE MARIJUANA TOURISM INDUSTRY
Those who



ALTITUDE WELLNESS CENTER
LOCATED IN HAMPDEN & YOSEMITE



FREE Marijuana 1/8th or edible of choice with Service Call on any appliance
Appliance Repair Center
877-263-9592



EVERGREEN APOTHECARY
DENVER'S SOURCE FOR QUALITY
ST. PATTY'S SPECIAL: \$17 1/8TH!
LIMIT ONE PER PERSON. MUST PRESENT COUPON.

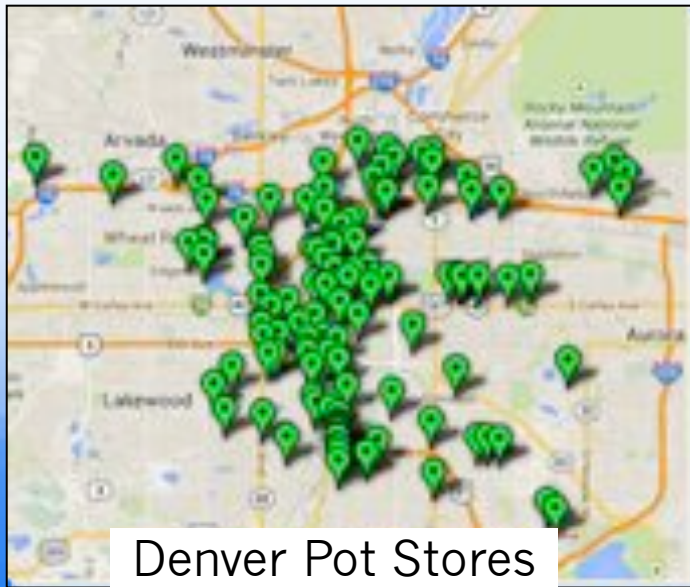


100% soil and organically grown
Excellent selection of concentrates
NEW CUSTOMER SPECIAL \$18 1/8TH ANY STRAIN



Daily Deals just got GREENER
DAILY DEALS Presented by Westword
Saving you up to 90% on MMJ Goods
TokeDailyDeals

Advertising and Commercialization



Denver Pot Stores



Interests, Outside Money



Because the Washington D.C. based, Marijuana Policy Project (MPP) added Alaska to its strategic plan. The **sole reason** we are having this initiative vote is because MPP decided Alaska is the next state they *think* they can conquer. Alaska is simply a **pawn in their national strategy to bring Big Marijuana everywhere.**

MPP formed the campaign and then **hired signature gatherers** (who are typically **paid per signature**) to stand outside businesses and badger Alaskans into signing their petition.



MPP has hired the **Seattle based** marketing firm, Strategies 360, to push the commercialization and industrialization of marijuana on Alaskans.



To date, **MPP has provided nearly 100% of the campaigns funding.** Over **\$500,000 and counting.** In addition, MPP has spent nearly \$150,000 on campaign activities and sent a staff member, up to Alaska to coordinate field activities.

*“...the campaign is committed to raising and spending **whatever it takes to win...**”*
- Taylor Bickford, Strategies 360 employee and Yes on 2 campaign spokesperson

Other Concepts

- Marijuana lobbyists
- Safety issues
- Legal issues (HR and more)
- Employability issues
- Landlord/tenant issues
- Tourism issues
- Regulation issues
- And more....



Workplace Productivity

Brother-in-law: "Gotta go into work right after so... That's gonna be fun."



Dobzyab: "Yeah. Gonna be high all day at work. Ha ha. This is my first day at work too. Ha ha ha"

Dobzyab: "You got me high as a***. Just that one dab got me high. Like that's ridiculous. Now I see why it's all the rage."



Brother-in-law: "Stay medicated. Peace (oof)"

Source: "Dobzyab's first dab ever", <https://www.youtube.com/watch?v=vV8pdxRDM>

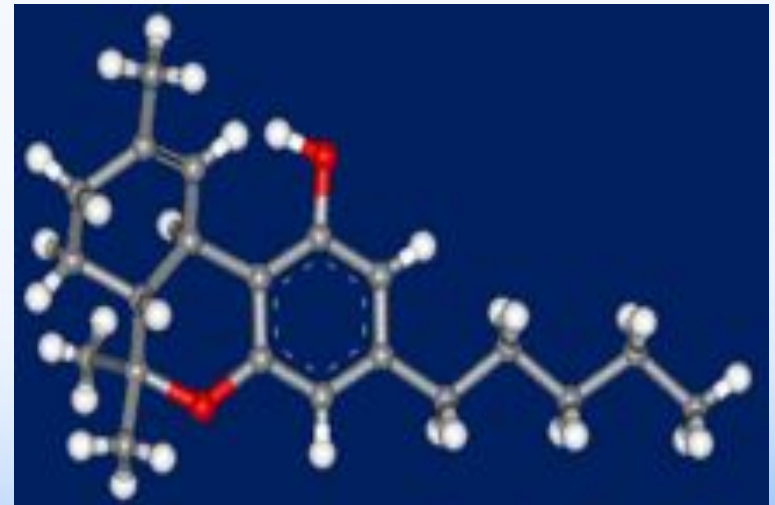
Bottom Line

- This initiative is extreme, costly, and premature.
- There are way too many serious questions with this initiative.
- Colorado's and Washington's experiment are in their infancy. Alaska should wait to see how things go there before rushing into this.
- **Big Marijuana. Big Mistake. Vote No on 2.**

Marijuana is the Most Commonly Used Illicit Drug In the U.S.



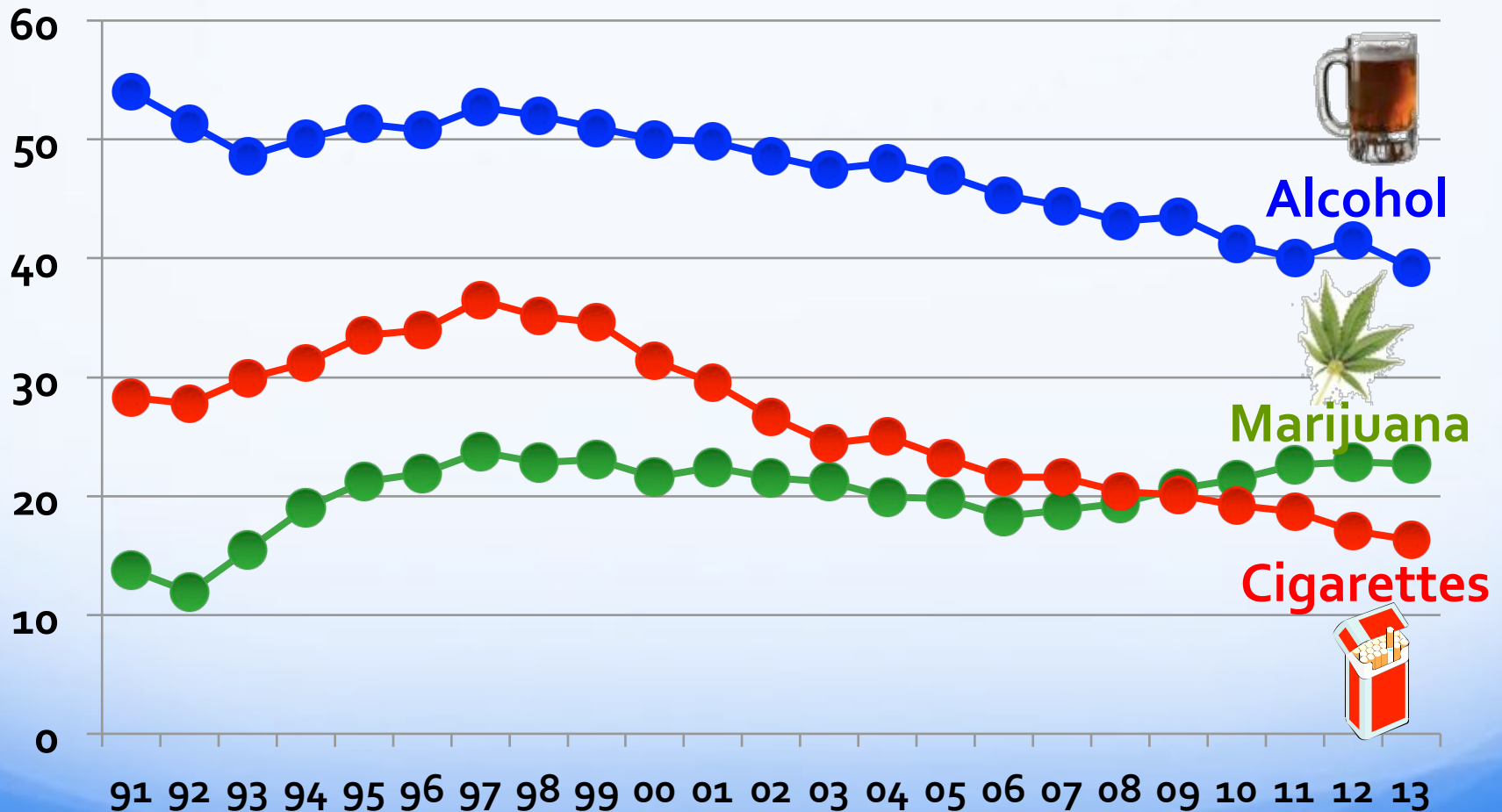
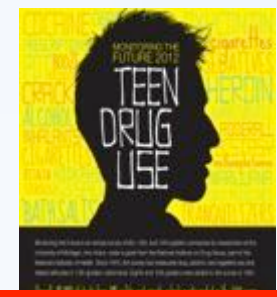
- Over 111 million Americans have tried it at least once
- An estimated 2.4 million Americans used it for the first time in 2012



Tetrahydrocannabinol (THC)
Active Ingredient in Marijuana

Percentage of U.S. 12th Grade Students Reporting Past Month Use of Alcohol, Cigarettes

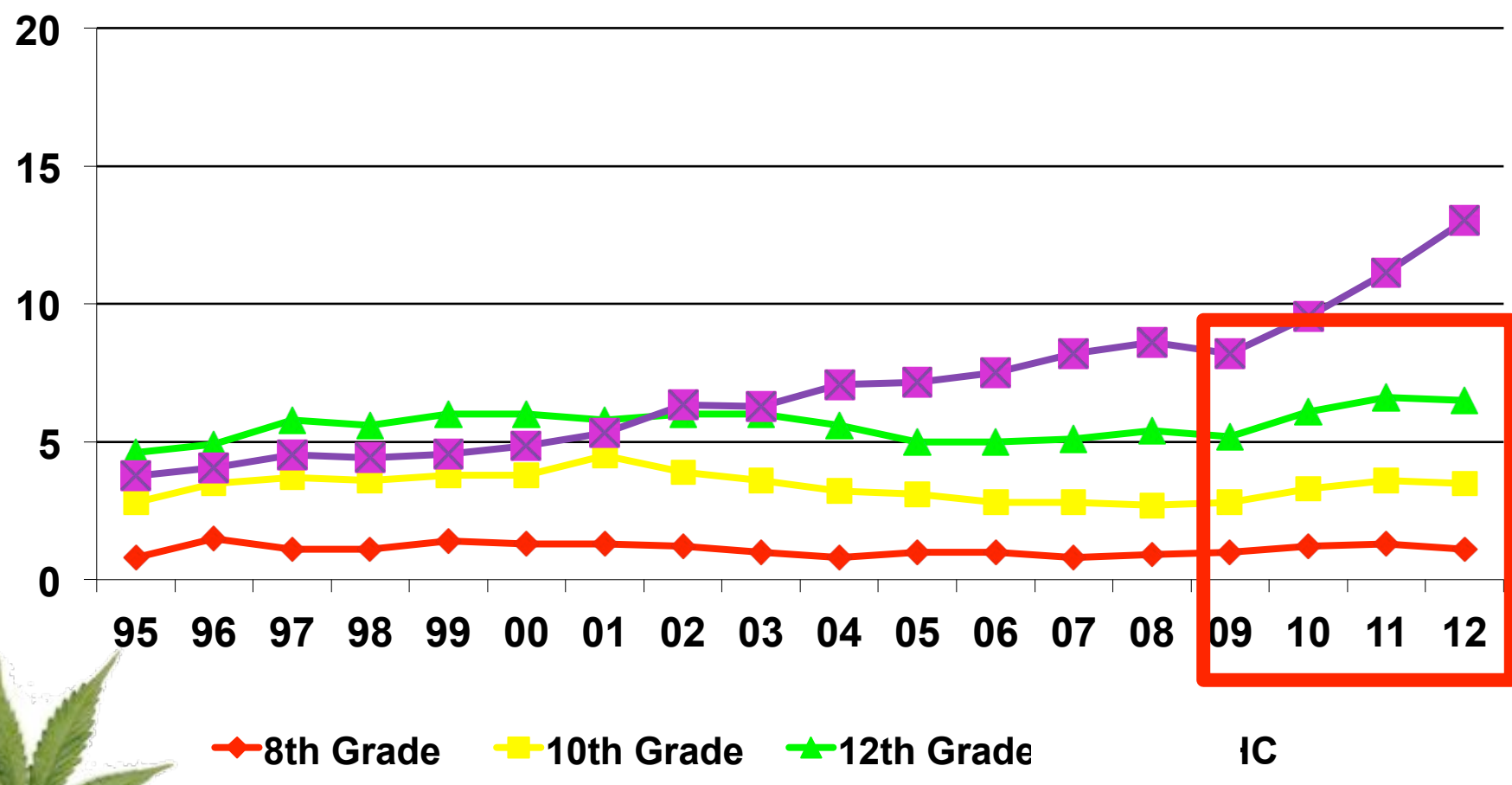
and Marijuana



SOURCE: University of Michigan, 2013 Monitoring the Future Study.

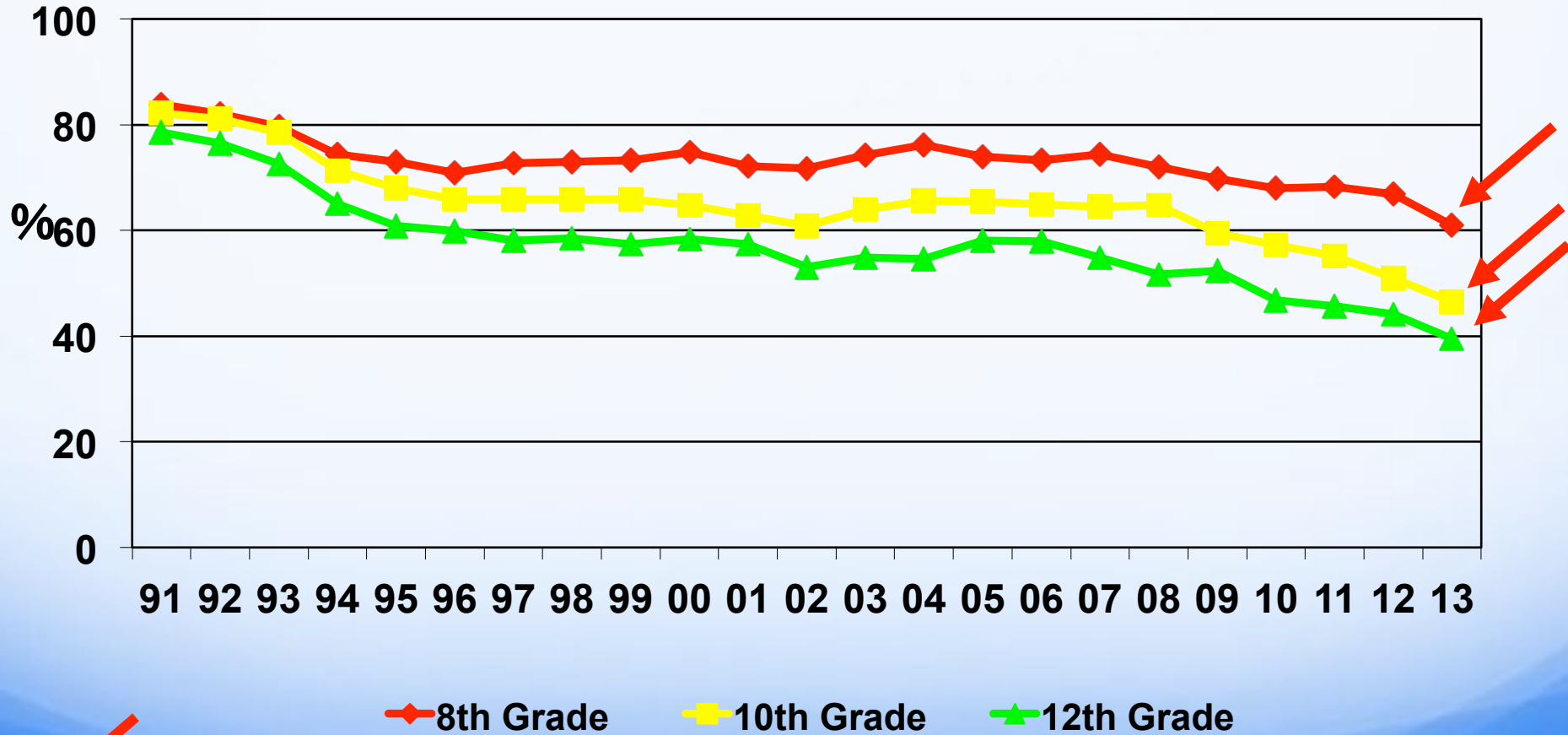
Percent of Students Reporting Daily Use of Marijuana, by Grade

and Potency (% Δ -9 THC)



SOURCE: University of Michigan, 2012 Monitoring the Future Study, and University of Mississippi Marijuana Project (potency data)

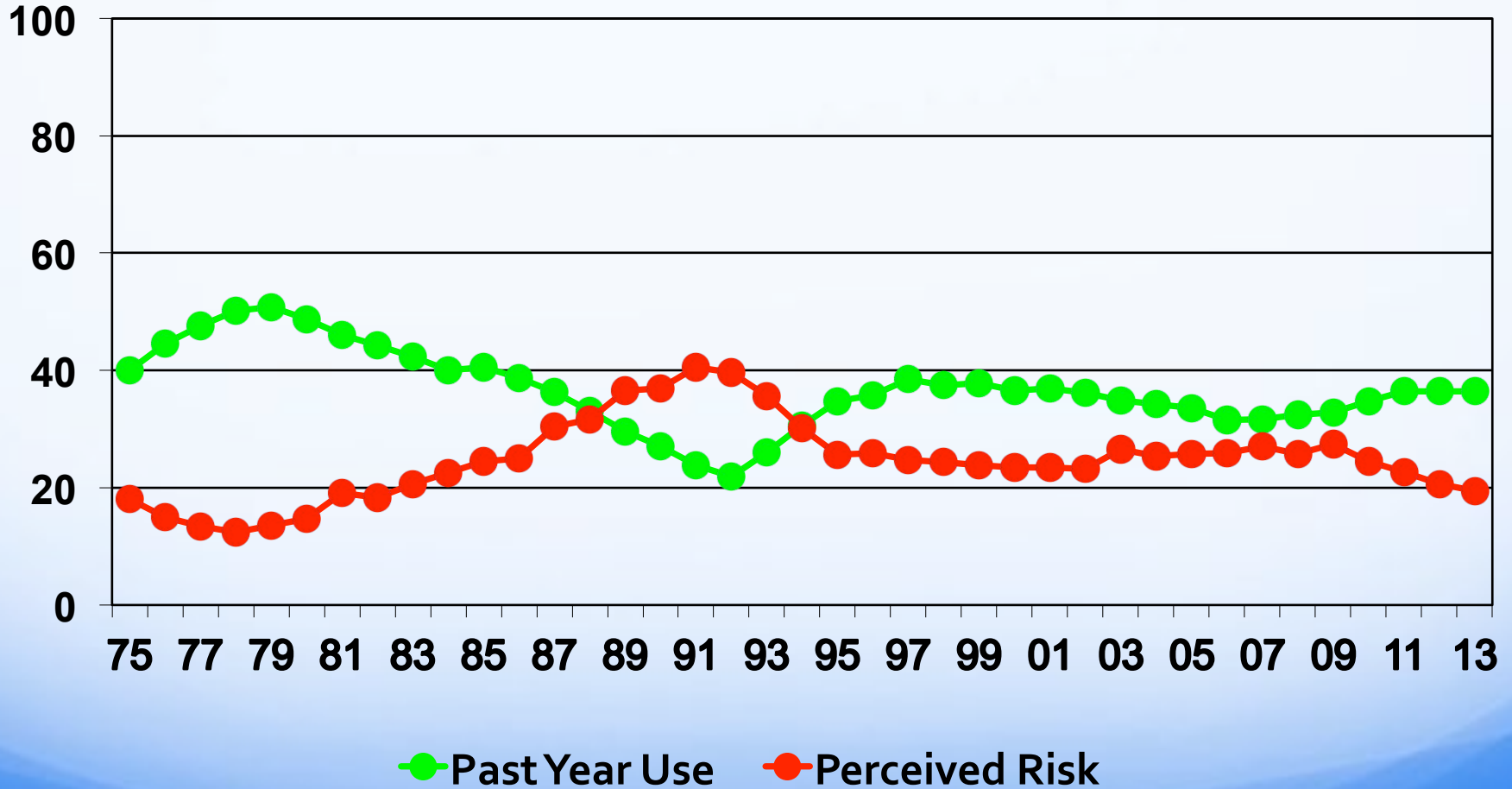
Perceived Riskiness of Smoking Marijuana has Declined: *Percent Perceiving Great Risk of Smoking Marijuana Regularly*



Denotes significant difference between 2012 and 2013

SOURCE: University of Michigan, 2013 Monitoring the Future Study

Perceived Risk is Correlated with Use of Marijuana 12th Graders' Use vs. Perceived Risk of Occasional MJ Use



SOURCE: University of Michigan, 2013 Monitoring the Future Study

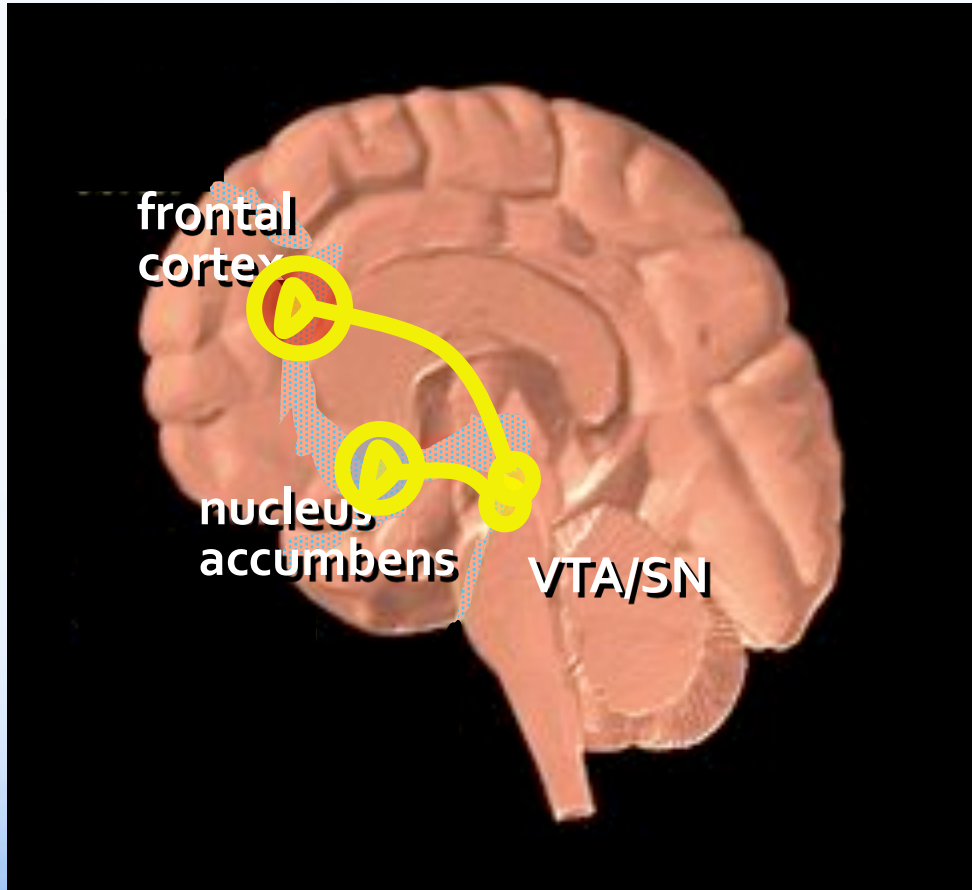
**Key Question:
Is marijuana addictive?**



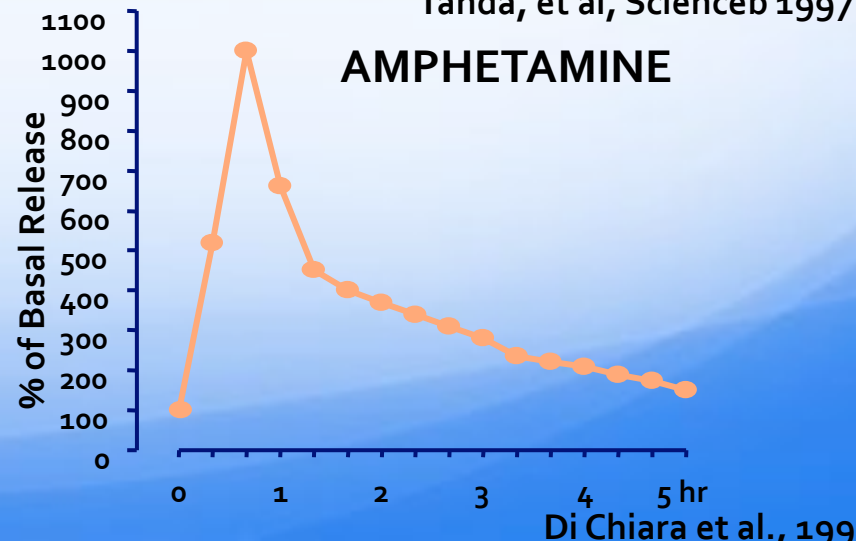
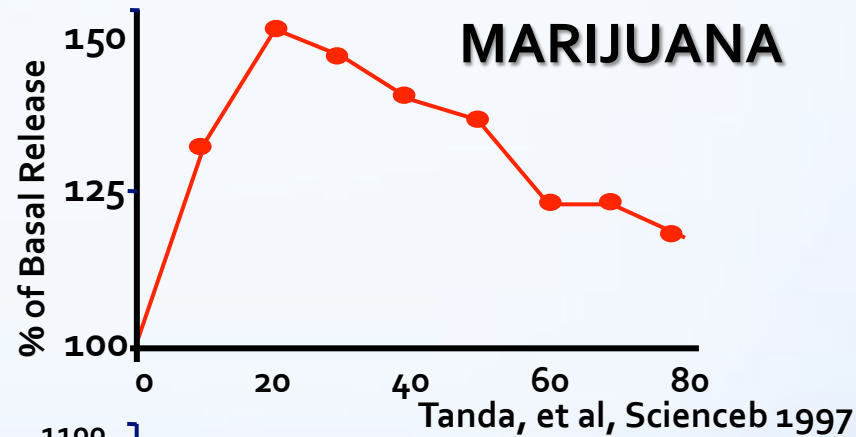
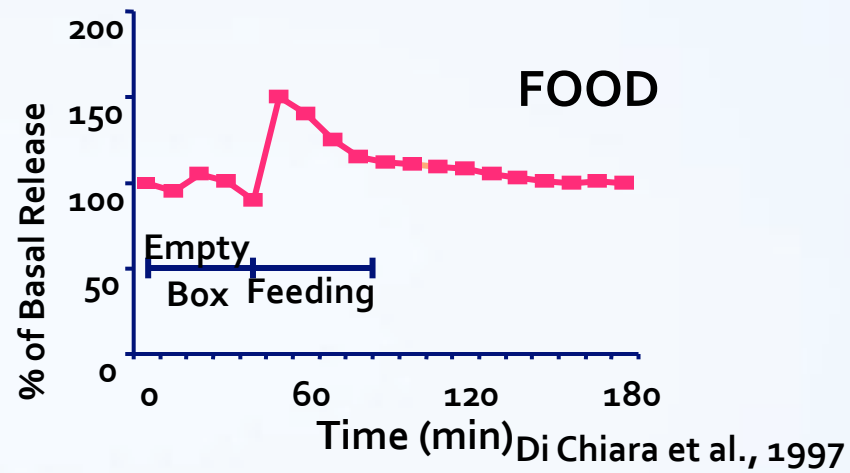
ADDICTION:

**A developmental brain disease
expressed as compulsive behavior
through continued use of a drug despite
negative consequences.**

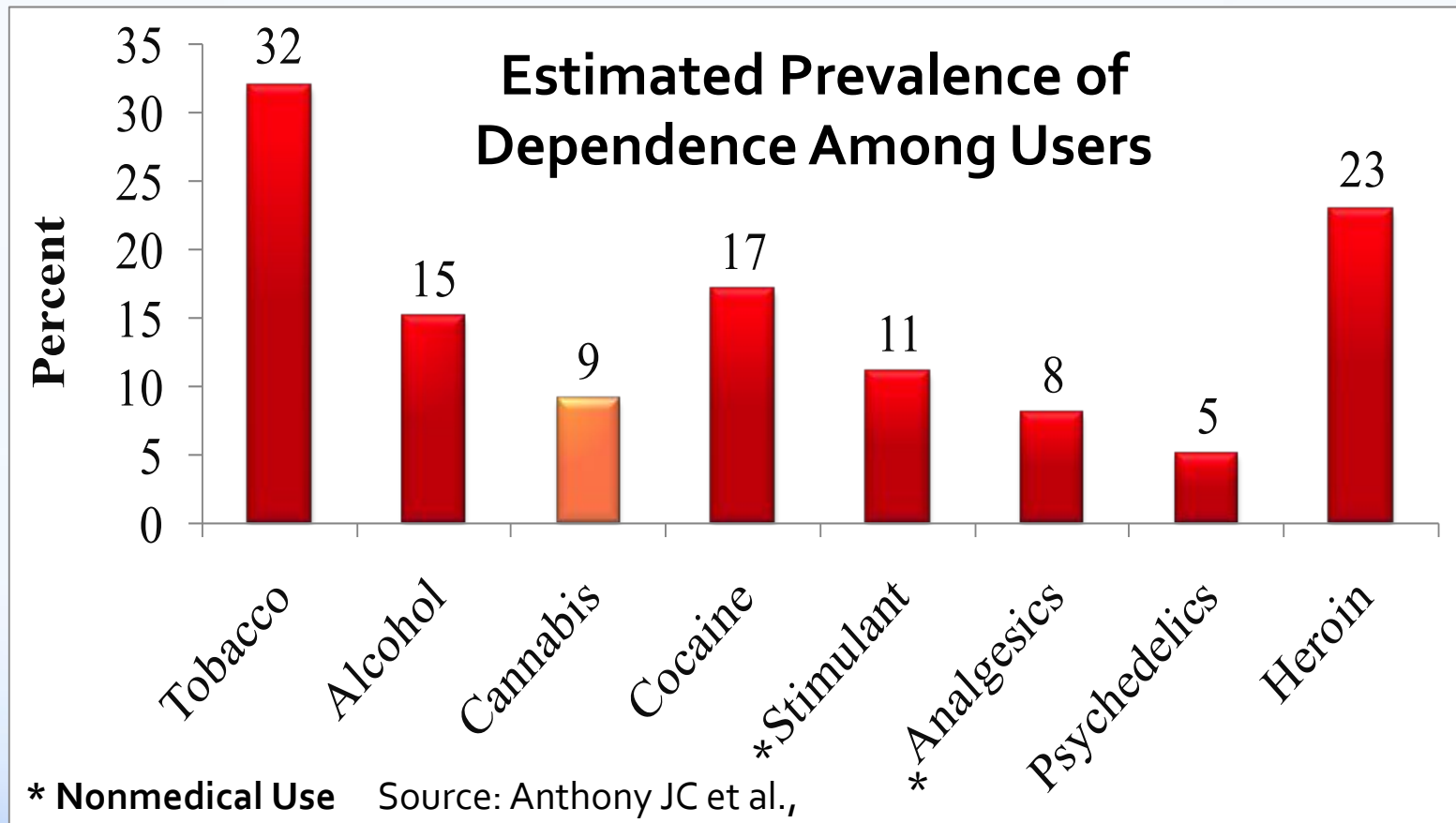
Natural and Drug Reinforcers
Increase Dopamine in NAc



Drugs of abuse increase DA in the Nucleus Accumbens, which is believed to trigger the neuroadaptations that result in addiction



1 in 6 who start in adolescence and 25-50% of daily users



1994
American Psychiatric Association's Diagnostic Manual (DSM) has included marijuana use disorders since 1980.

DSM-5 added Marijuana Withdrawal as a diagnosis.

**Does marijuana
use negatively
affect the brain?**



Drugs Can be Chemical Imposters

Brain's Chemical



Anandamide

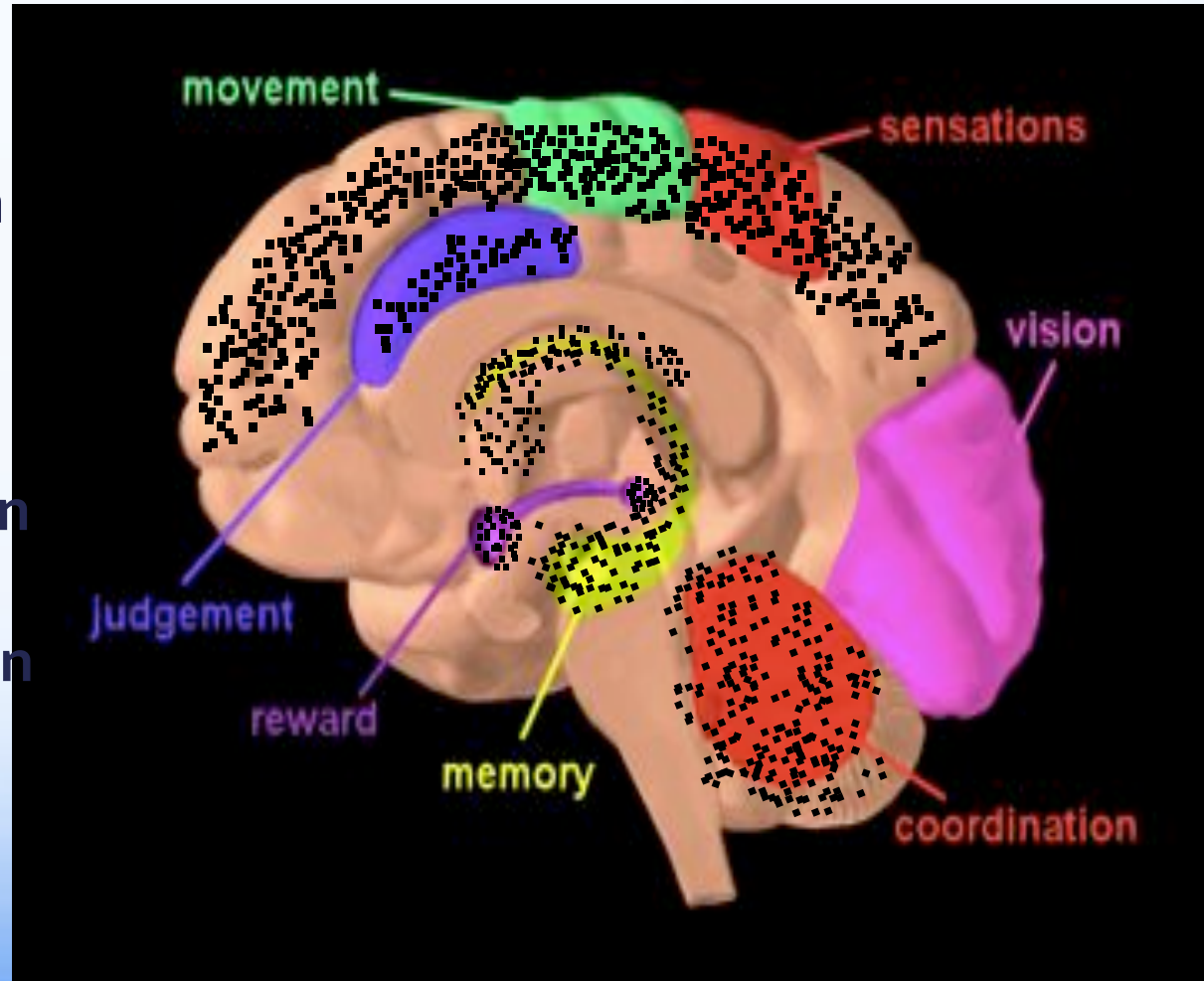
Drug



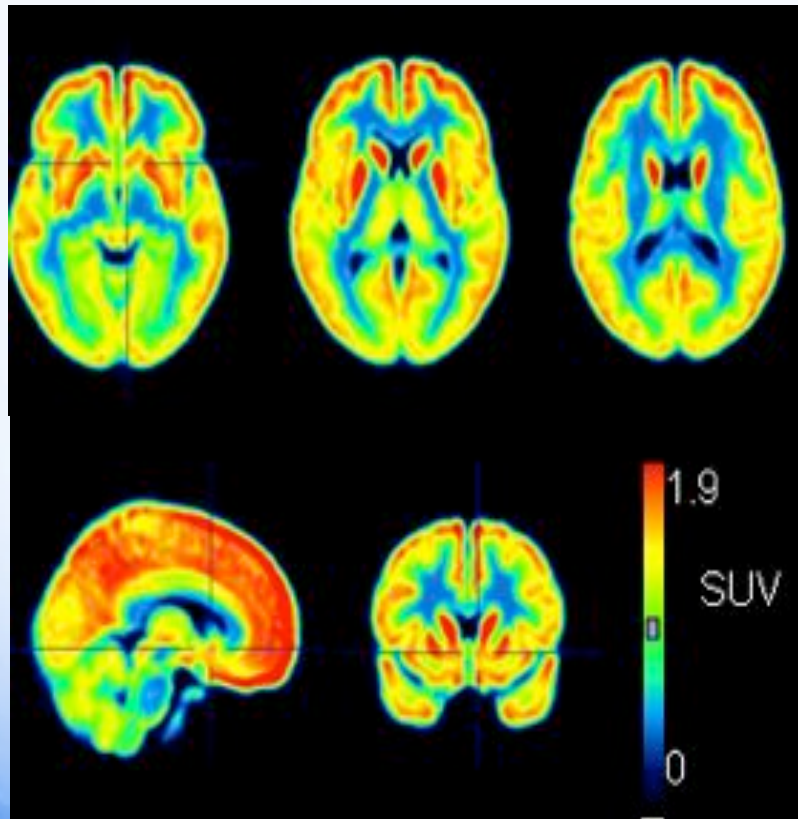
THC

Cannabinoid Receptors Are Located Throughout the Brain and Regulate:

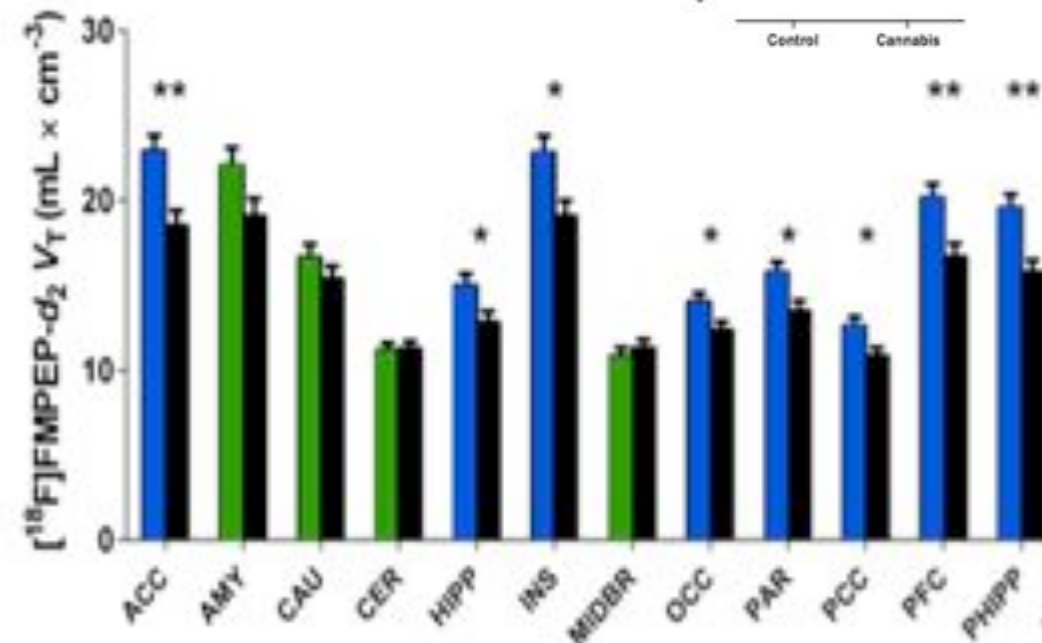
- Brain Development
- Memory and Cognition
- Motivational Systems & Reward
- Appetite
- Immunological Function
- Reproduction
- Movement Coordination
- Pain Regulation & Analgesia



Cannabinoid CB₁ Receptors in Human Brain are Lower in Marijuana Abusers



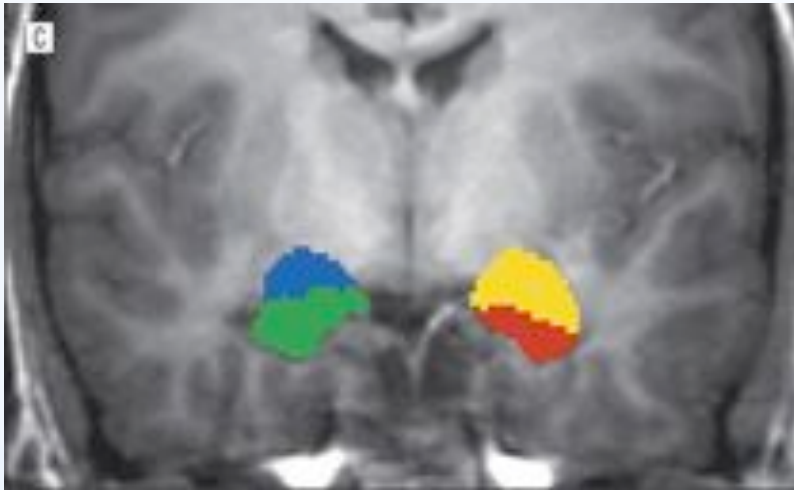
Marijuana Abusers
 Controls



Van Loere et al., 2007.

Hirvonen et al., Mol Psychiatry 2013

Smaller brain regions associated with long-term heavy marijuana use

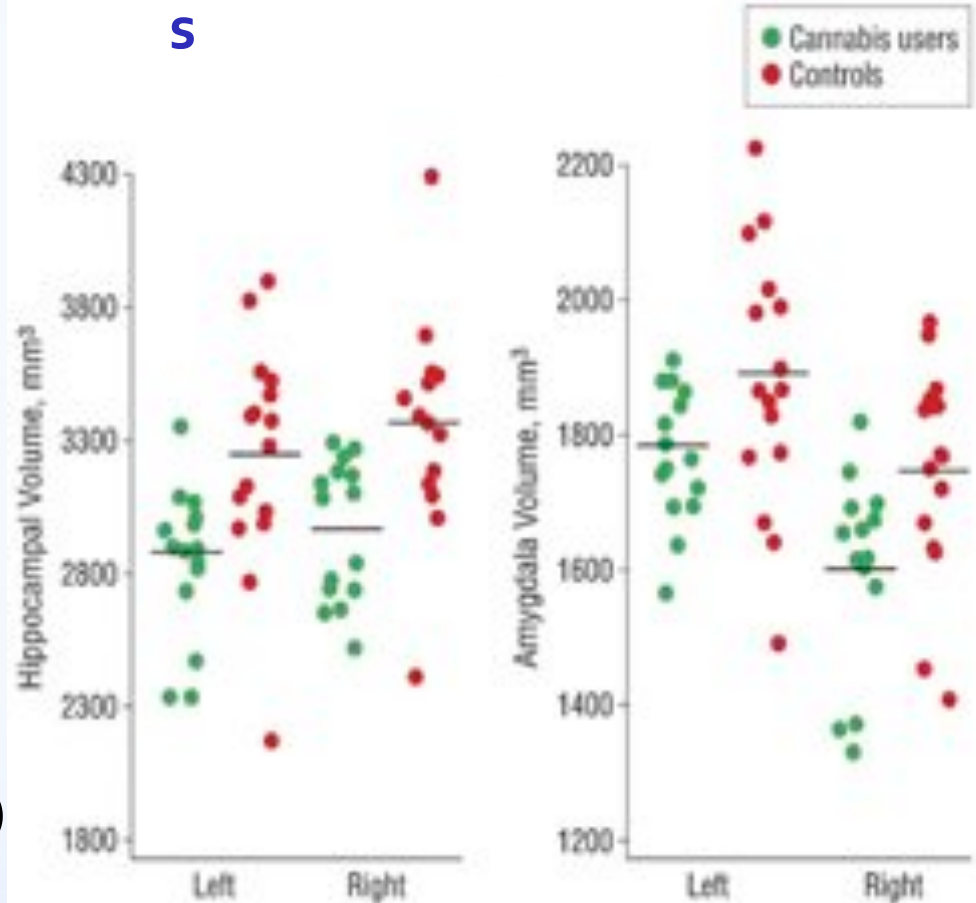


L (yellow) and R (blue) amygdala L (red) and R (green) hippocampus

Shape and function of hippocampus has been linked to reduced memory performance in heavy cannabis users.

Hippocampus

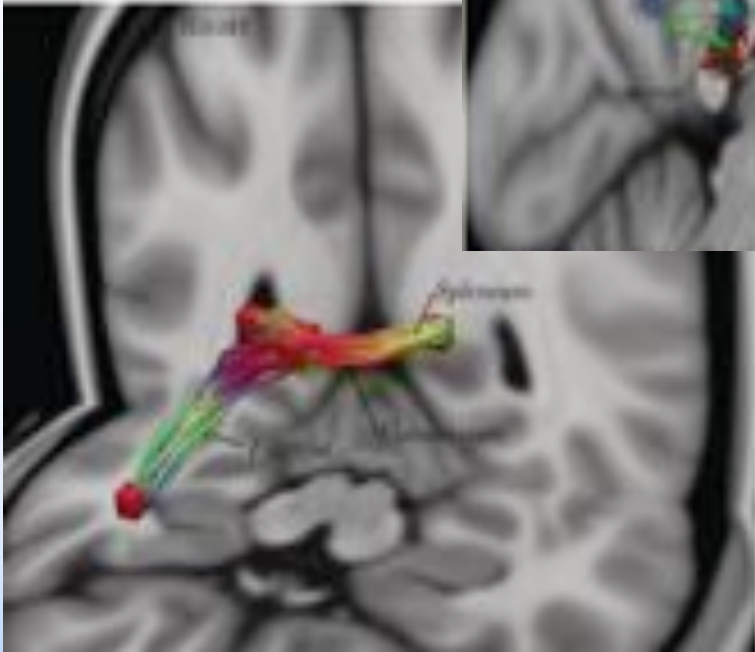
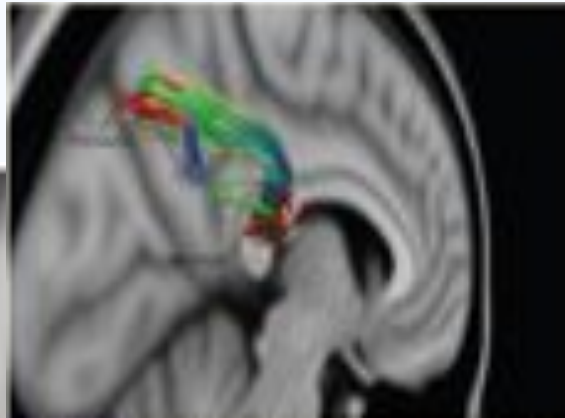
Amygdala



Hippocampal and amygdalar volumes were smaller in cannabis users than in controls.

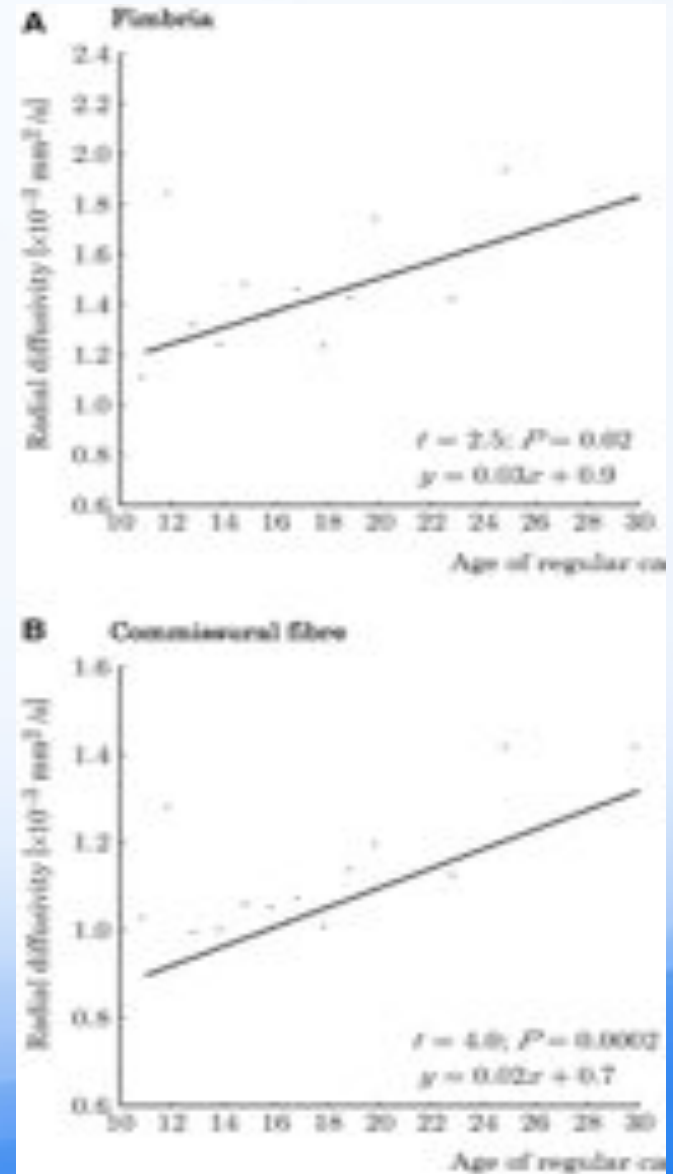
Early (<18y) Long-Term Cannabis Use Decreases Axonal Fiber Connectivity

Precuneus to splenium



Fimbria of hippocampus, hippocampal commissure and Splenium

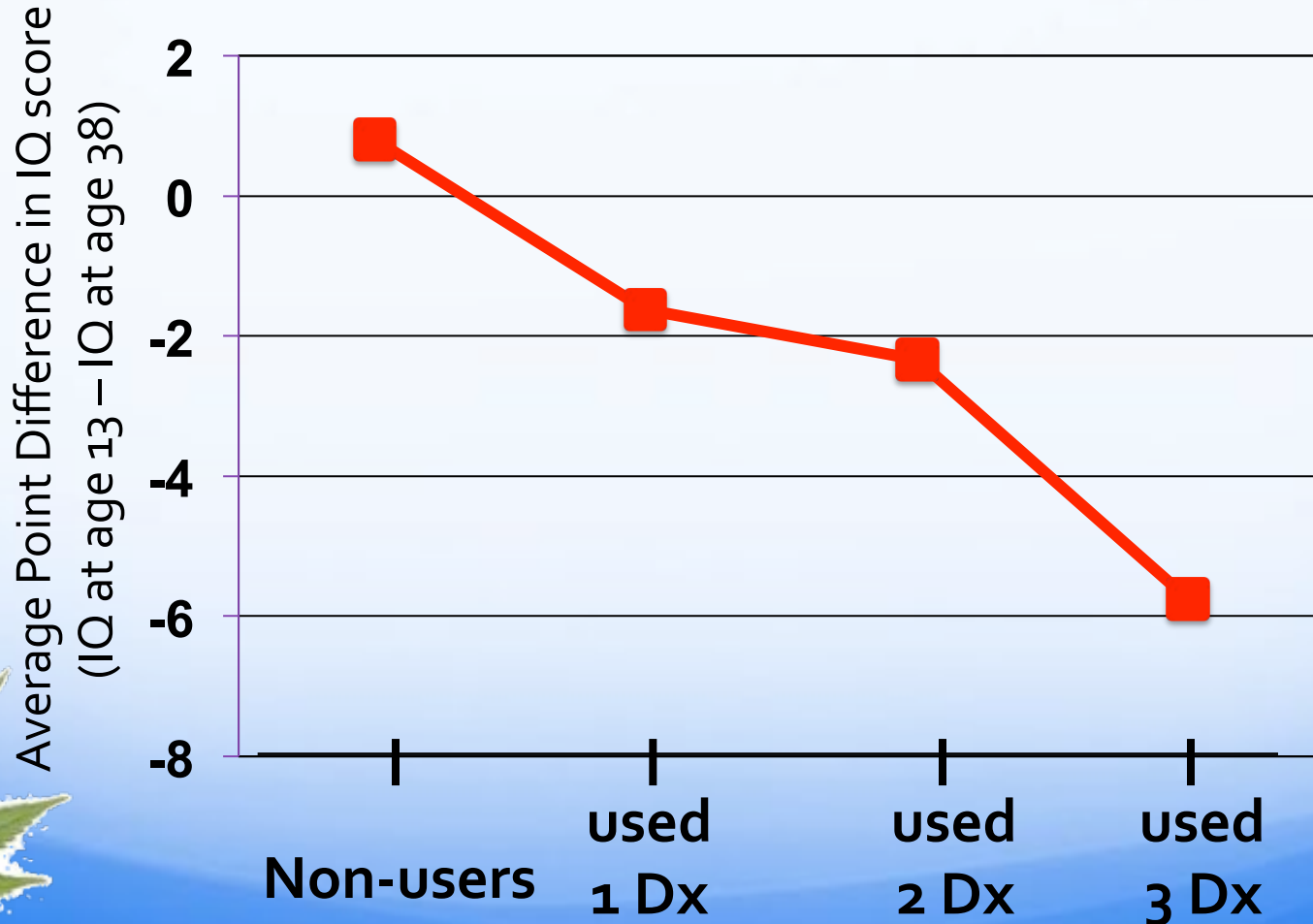
Axonal paths with reduced connectivity (measured with diffusion-weighted MRI) in cannabis users ($n=59$) than in
Zaretsky et al Brain 2012.



Persistent Marijuana Users Show A Significant IQ Drop between Childhood and

Midlife

Followed 1,037 individuals from birth to age 38. Tested marijuana use at 18, 21, 26, 32 and 38. Tested for IQ at ages 13 and 38



**What other harms
are associated
with marijuana?**



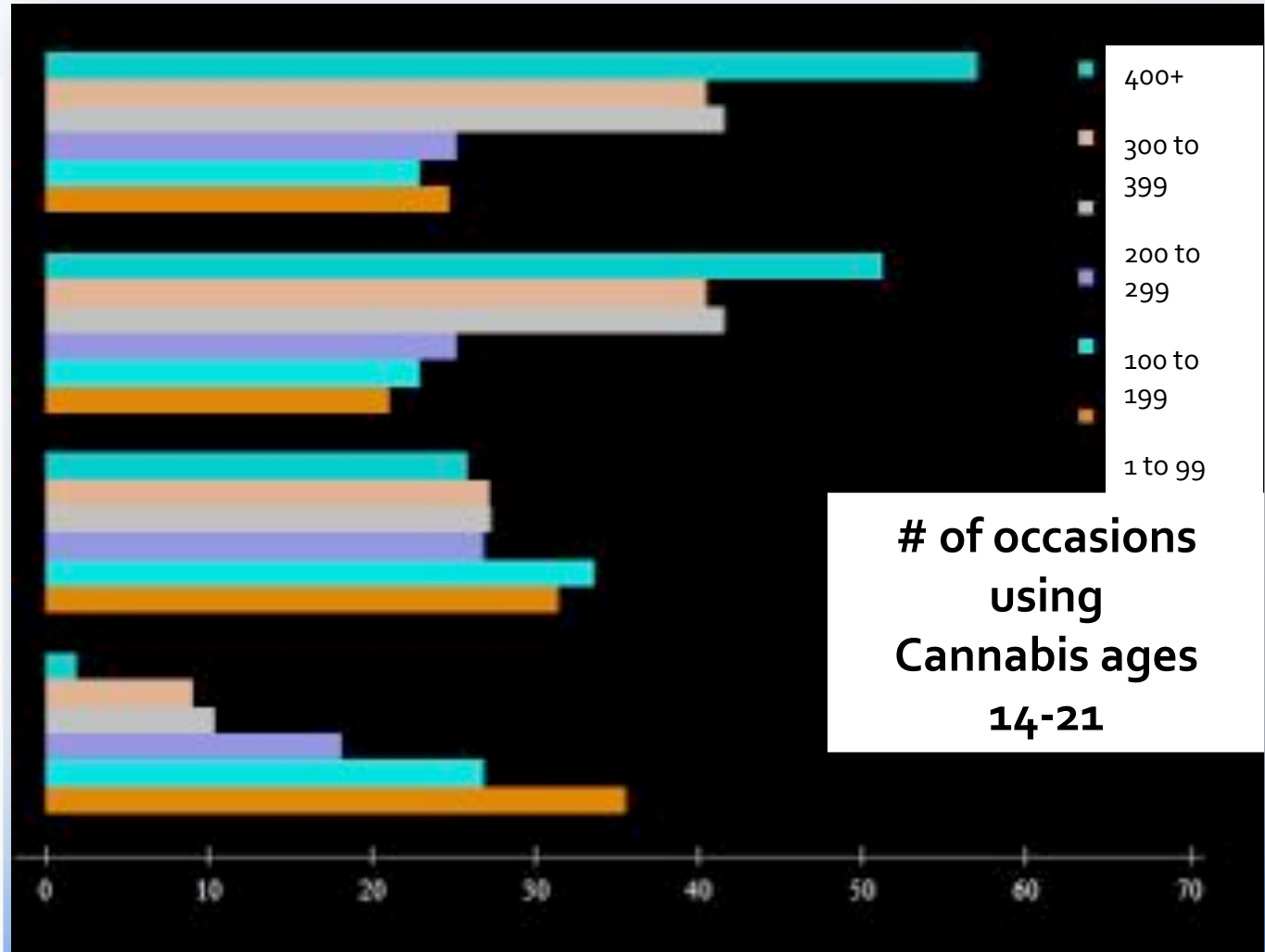
More Use of Cannabis Associated with Worse Social Outcomes at Age 25 (New Zealand Study)

% welfare dependent (ages 21-25)

% Unemployed (ages 21-25)

mean personal income in thousands of NZ \$ at age 25

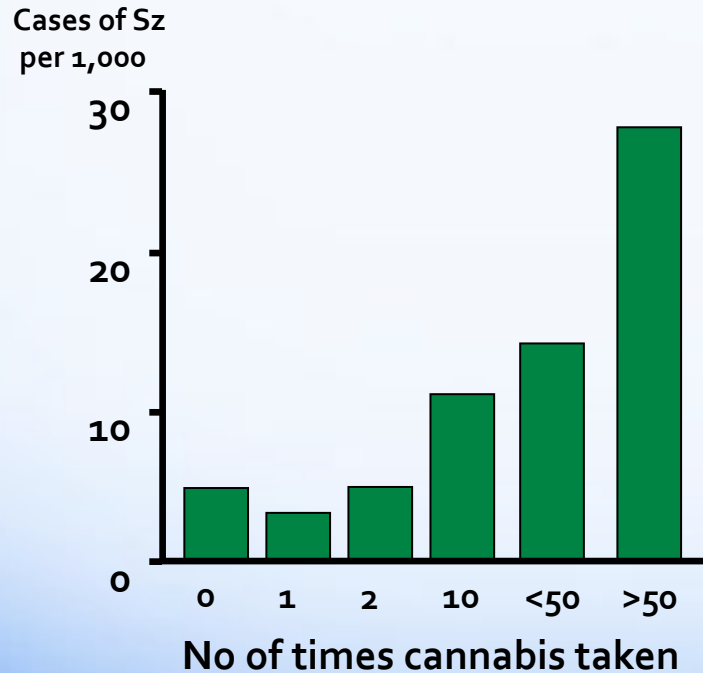
% gained university degree by age 25



of occasions using Cannabis ages 14-21

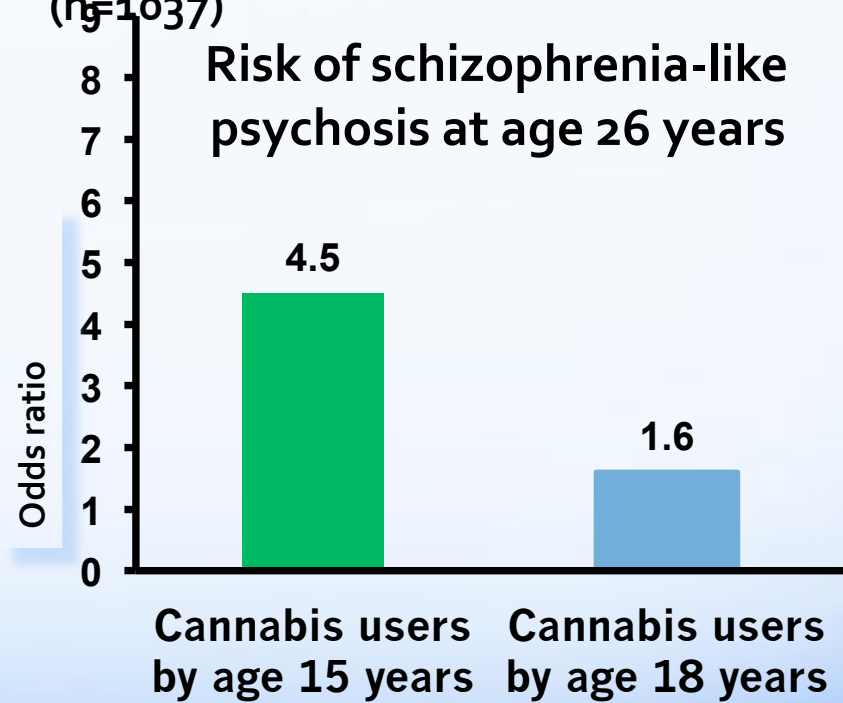
Cannabis-Associated Psychosis

CANNABIS AND SCHIZOPHRENIA Study of Swedish Conscripts (n=45570)



Andréasson et al Lancet, 1987.

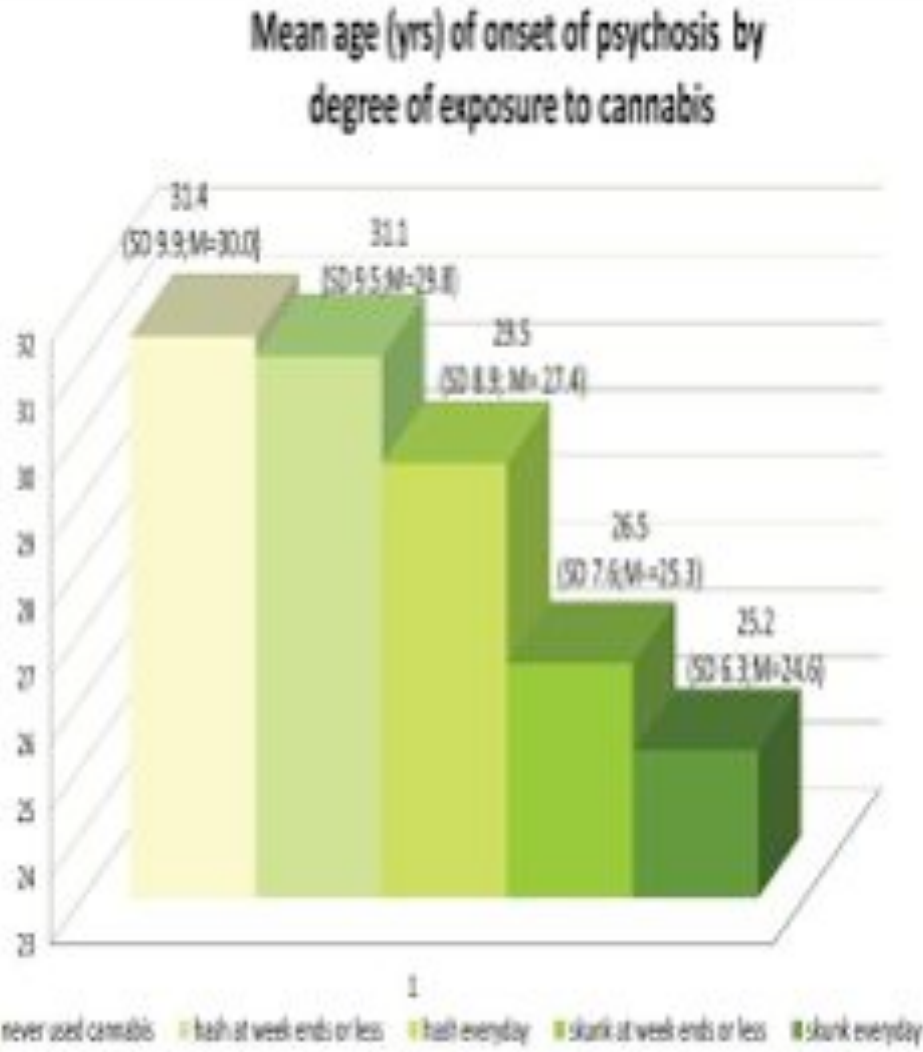
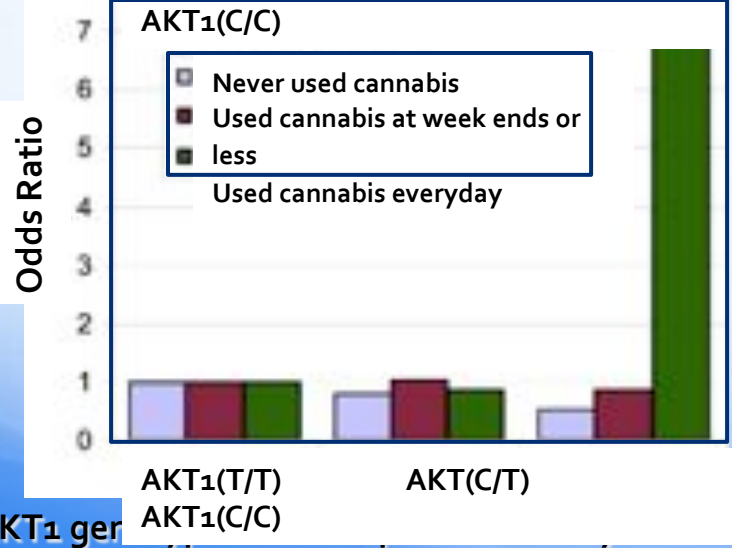
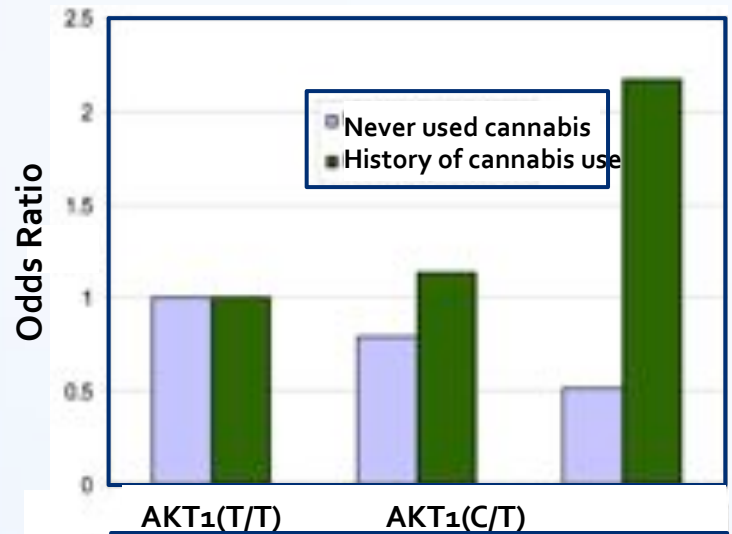
CANNABIS AND SCHIZOPHRENIA-Like Longitudinal prospective Dunedin study (n=1037)



Arseneault et al BMJ 2002

Regular Cannabis Use Increases Schizophrenia Risk in those with AKT1 rs2494732 genotype

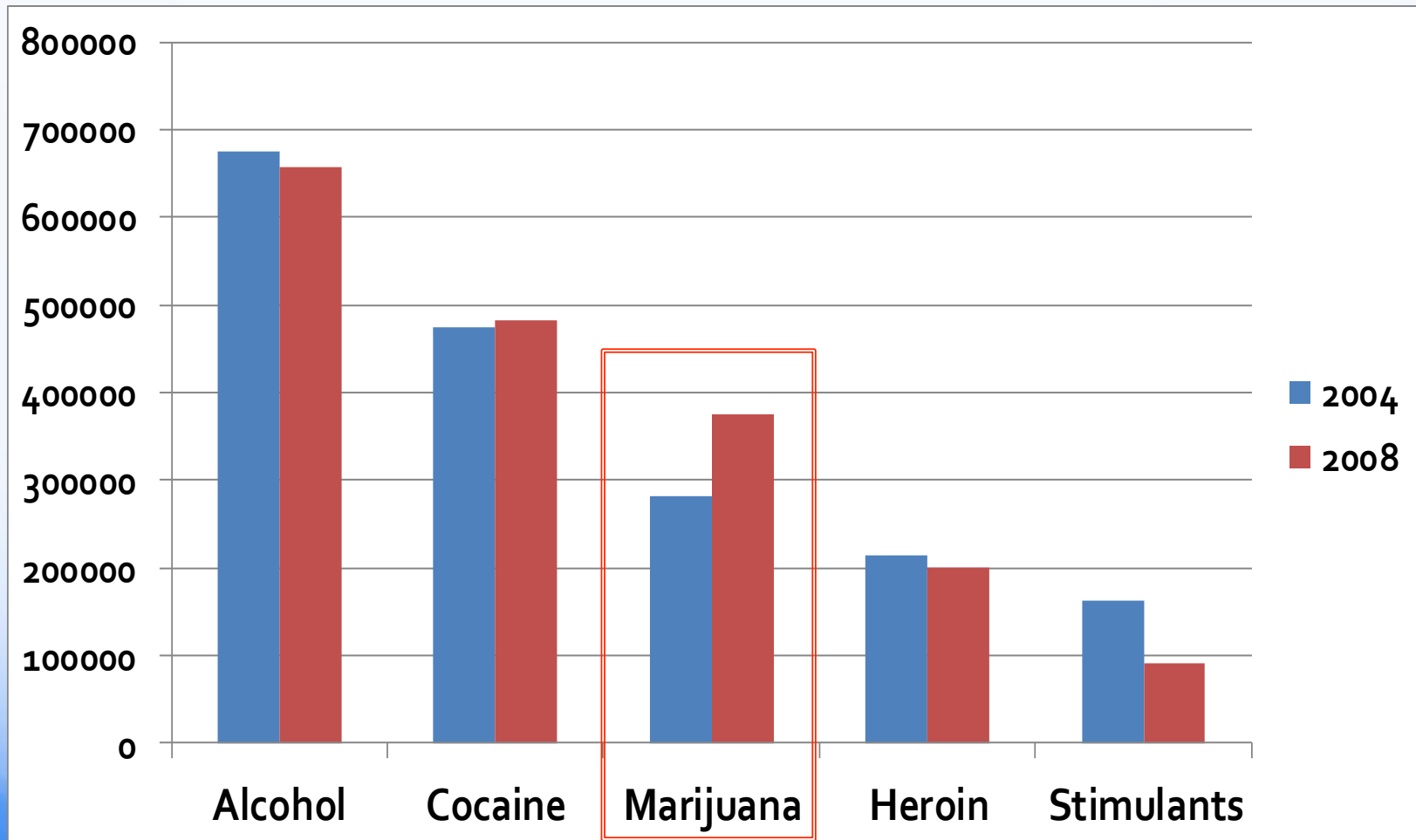
High Potency Cannabis and Earlier Onset of Psychosis



AKT1 genotype x cannabis use interaction (p=0.772) GXE multiplicative model: p*=0.014
 Di Forti et al., Biological Psychiatry, 2012.

Di Forti M et al. Schizophr Bull 2013;schbul.sbt181

Emergency Department Visits Involving Selected Drugs: 2008



Source: SAMHSA, 2008 DAWN.

Changes in Marijuana Policy in the USA

1973



1978



1998



2004



2007



2011



2013



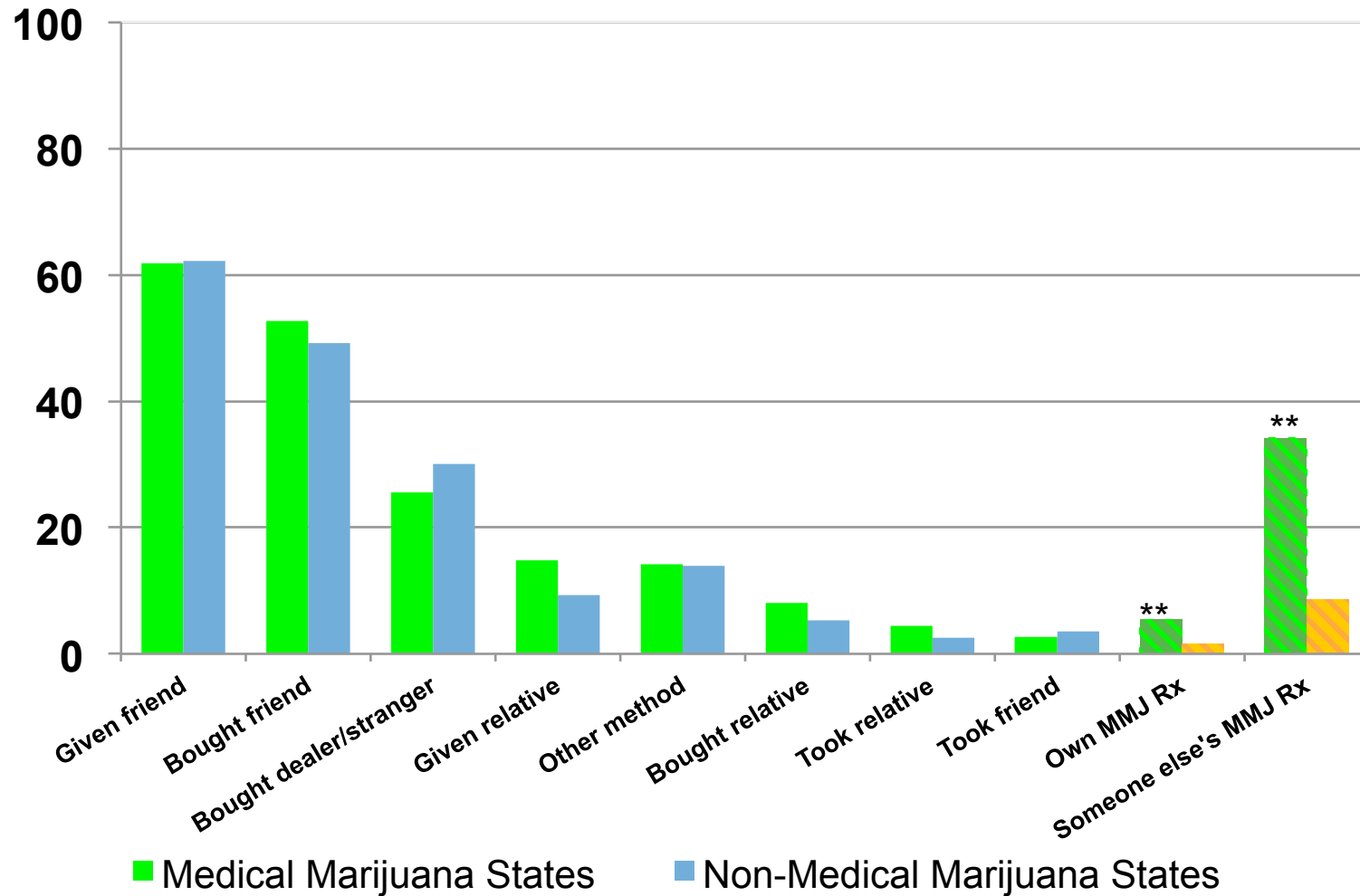
decriminalized

medical marijuana

fully legal

in legislature

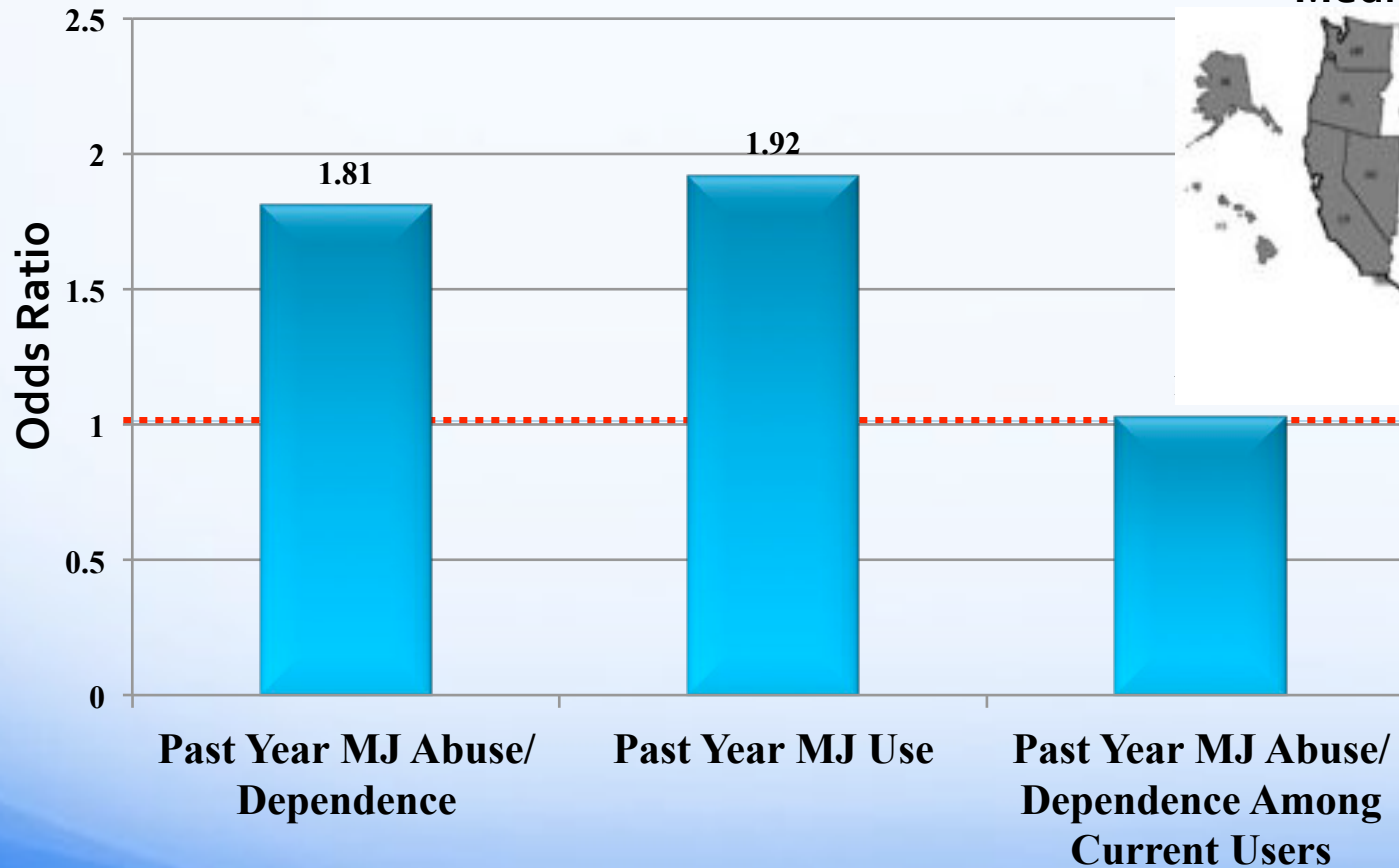
Source of Marijuana* among 12th Graders in 2012 and 2013, by State Policy



*Categories not mutually exclusive
** Statistically significant difference

SOURCE: University of Michigan, 2013 Monitoring the Future Study

States that Legalized Marijuana Use For Medical Purposes Have Significantly Higher Rates Of Marijuana Use and of Marijuana Abuse and Dependence



Map of States that Legalized Medical Marijuana by 2004



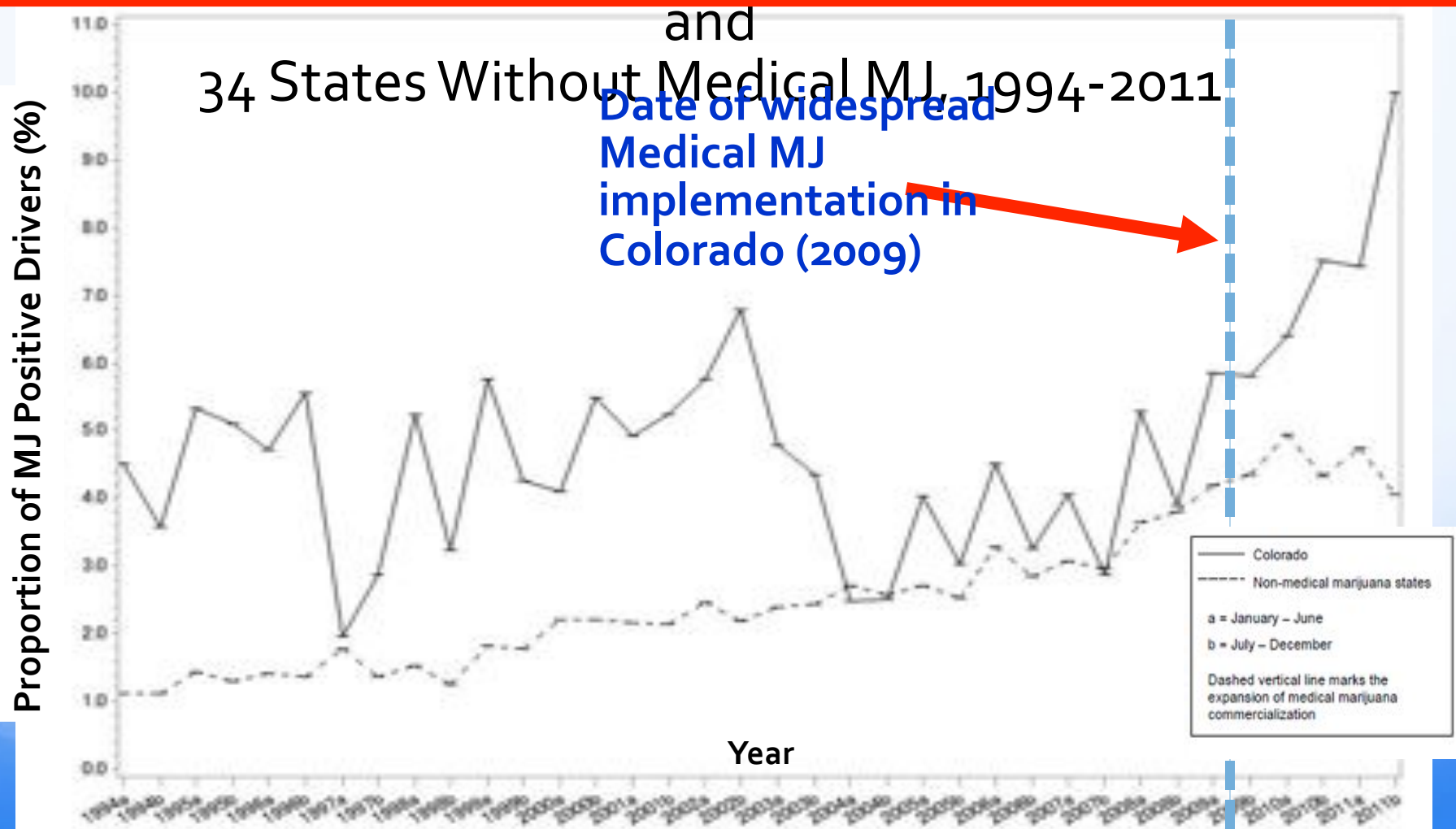
■ passed laws legalizing medical MJ

NESARC: National Epidemiologic Survey on Alcohol and Related Conditions

Cerda M et al. Drug and Alcohol Dependence 2012; 120: 22 – 27.

Increasing Marijuana-Positive Fatal Crash Drivers in Colorado After Widespread Adoption of Medical Marijuana:

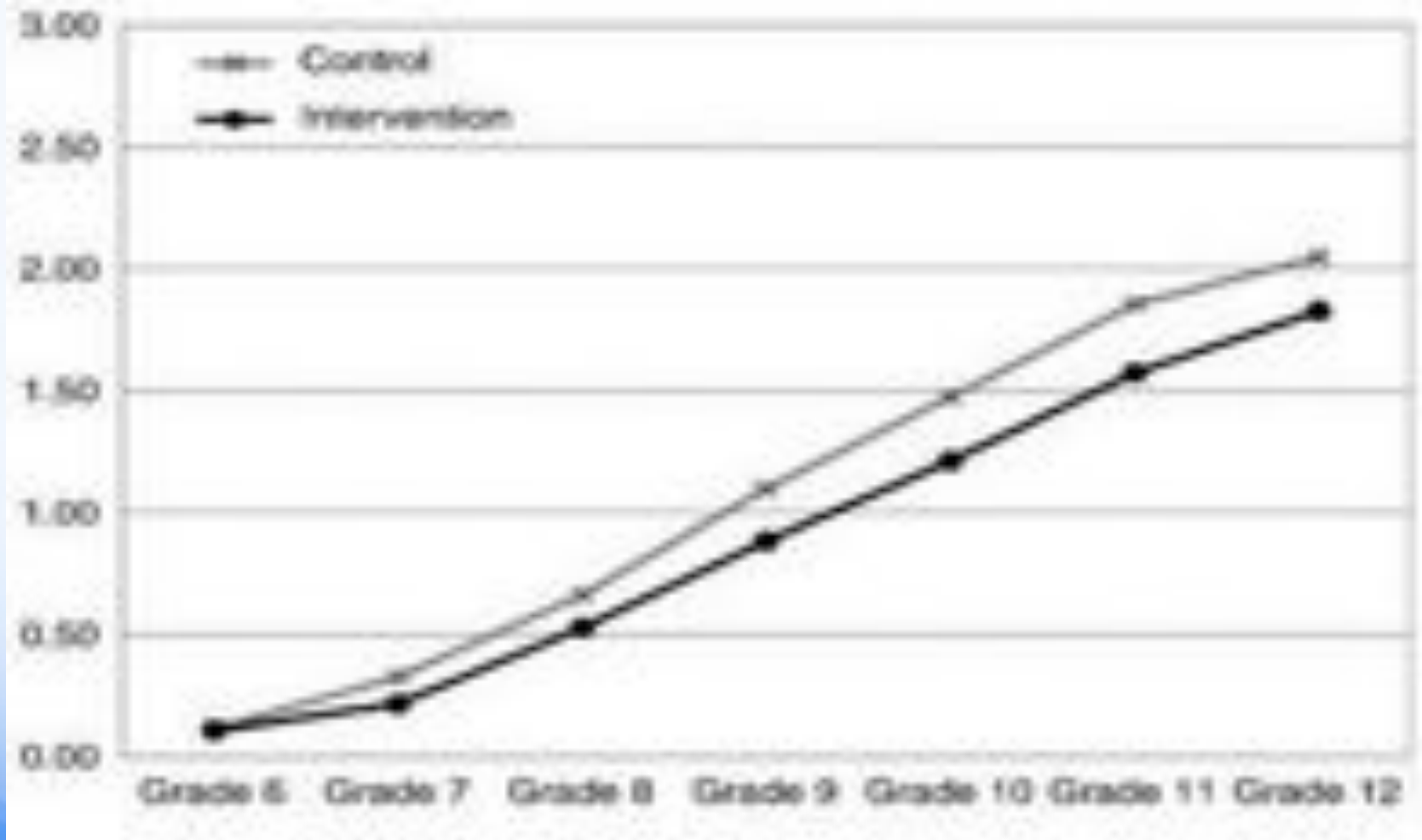
Proportion Of Fatal Crash Drivers MJ-Positive In Colorado



**What can be
done?**



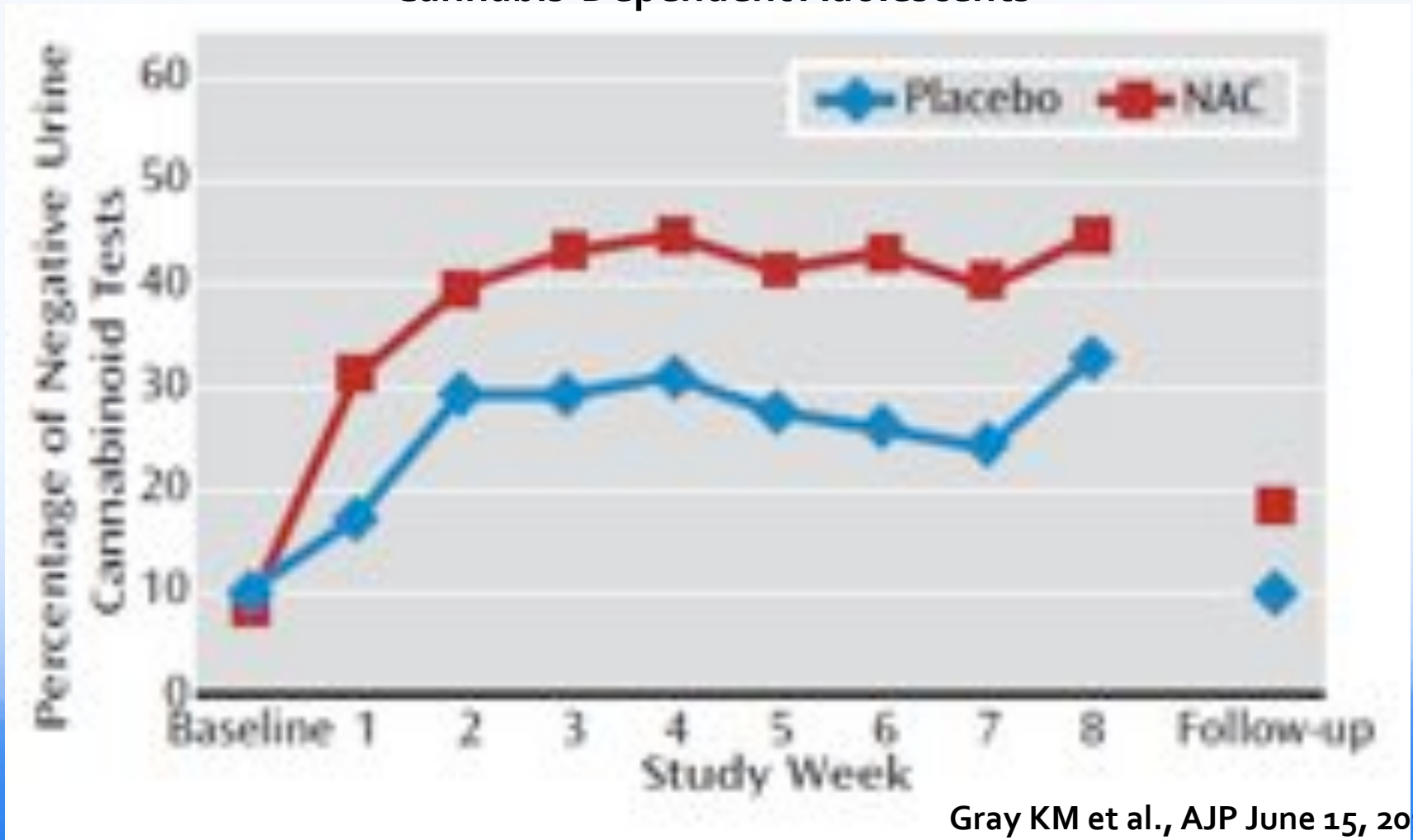
Universal Prevention: Reduced Onset of Marijuana Use in PROSPER over 6.5 Years



Frequency of marijuana use through 6.5 years past baseline. Frequency of marijuana use was scored on a 7-point scale, ranging from 0 (never) to 7 (more than weekly).

Developing Medications: N-Acetylcysteine for Marijuana-Dependent Adolescents

Proportion of Negative Urine Cannabinoid Tests Over Time Among Cannabis-Dependent Adolescents



Gray KM et al., AJP June 15, 2012.

Summary

- Marijuana is the **most commonly used** illicit drug in the U.S.
- Marijuana use generally **begins in adolescence**
- Use of marijuana can have a **wide range of effects on an individual's brain, body and behavior** including short and long term effects on such functions as:
 - ✓ Brain development
 - ✓ Memory and cognition
 - ✓ Motivational systems and reward
 - ✓ Addiction
 - ✓ Lung health
- In recent years there has been an **increase in both treatment admissions** for marijuana abuse and in **Emergency Department visits** involving marijuana



REVIEW ARTICLE

Dan L. Longo, M.D., *Editor*

Adverse Health Effects of Marijuana Use

Nora D. Volkow, M.D., Ruben D. Baler, Ph.D., Wilson M. Compton, M.D.,
and Susan R.B. Weiss, Ph.D.

IN LIGHT OF THE RAPIDLY SHIFTING LANDSCAPE REGARDING THE LEGALIZATION of marijuana for medical and recreational purposes, patients may be more likely to ask physicians about its potential adverse and beneficial effects on health. The popular notion seems to be that marijuana is a harmless pleasure, access to which should not be regulated or considered illegal. Currently, marijuana is the most commonly used “illicit” drug in the United States, with about 12% of people 12 years of age or older reporting use in the past year and particularly high

FLORIDA UPDATE



The diagram consists of four chevron-shaped boxes arranged horizontally from left to right. Each box contains text describing a step in a process. The boxes are colored in a gradient from dark blue on the left to light teal on the right. The text is centered within each box.

**Needs
Assessment
and
creating a
foundation**

**Capacity
Building via
Partnerships**

**Taking a
Position**

**Developing
Campaigns**

Groundwork-Pre Ballot



- Needs Assessment
- Identify like-minded groups
- Review current marijuana related programs and activities

Annual Educational Summits

2013 summit

- Cost @ \$10,000
- 180 attendees

2014 summit

- Cost @ \$10,000
- 390 attendees

Outcomes

Statewide task force
Coalition priority
Miami regional summit
Town Hall Meetings/
Debates
Regional Strategic Plan
Toolkit
Website
PSAs

Lunch n Learns
Legislative briefings
Conference topics
Regional summits
Expanded coalition
partners
Youth group activities
Regional grassroots
directors

Partnerships



- ✓ Anti-Drug Coalitions
- ✓ Medical associations (state and county)
- ✓ Faith based groups
- ✓ Local governments
 - ✓ Youth groups
 - ✓ Civic groups
 - ✓ Utilities
 - ✓ Insurance
- ✓ Transportation groups

POSITIONS/ Resolutions

Whereas.....(insert MJ research here and impact to your community here).....

Now, therefore, be it resolved by _____ that:

1.) _____ is adamantly opposed to the legalization of any and all Schedule I drugs; and

2.) _____ will actively and aggressively oppose any drug legalization tactics which may be proffered now or in

Prior to Ballot Approval

- Educated base
- Data to back up importance
- Secured resolutions/policy papers
- Started a statewide plan with regional coordinators
- Conducted polling and focus groups

Qualified for ballot



- Supreme court challenge
- Grassroots campaign

Grassroots Campaign



Don't Let FL Go to Pot

Goals and limits of grassroots campaign

Resolution and toolkit

Community outreach and partnerships

Messaging

Amendment 2 Loopholes



No age limit



No criteria for caregivers



Allows for pot shops



Unlimited use

No Age Limit Loophole

Article X, Section 29 (b) (10) “Qualifying patient” means a person who has been diagnosed to have a **debilitating medical condition**, who has a physician **certification** and a valid qualifying patient card.

NO AGE LIMIT!

Other states, if under 18, the following apply:

parent
permission

AK, CO, HI,
ME, MI, MT,
NV, RI, NM,
VT, WA, NJ,
AZ, CA, MA

risks/
harms
explained

AK, CO, HI,
ME, MI,
MT, NV, RI,
NM, AZ,
MA

multiple
physician
recommendations

CO, MI,
AZ, MA

Do not issue
registration
cards to
minors

CT and
IL

Caregiver Loophole

- No medical training required
- Could also be a patient
- No caregiver oversight or standards of care
- No background checks required
 - Could have past or current drug c

**How is this any different
from a drug dealer?**



Pot Shop Loophole

Article X, Section 29 (b)(5) “Medical Marijuana Treatment Center” means an entity that acquires, cultivates, possesses, processes (including development of related products such as food, tinctures, aerosols, oils, or ointments), transfers, transports, sells, distributes, dispenses, or administers marijuana, products containing marijuana, related supplies, or educational materials to qualifying patients or their personal caregivers and is registered with the Department.

Pot Shop Loophole con't.

“transports”

Could allow for delivery service



“administers”

Could allow for onsite use



Unlimited Use Loophole

Article X, Section 29 (b) (1) “Deilitation medical condition” means cancer, glaucoma, positive status for HIV, AIDS, hepatitis C, ALS, Crohn’s disease, Parkinson’s disease, multiple sclerosis or other conditions for which a physician believes that the medical use of marijuana would likely outweigh the potential health risks for a patient.

Less than 10% of cardholders in medi-pot states are using for cancer, HIV/AIDS or glaucoma.

90% are using for PAIN

PAC: Vote No campaign



- committee to file PAC paperwork
- separate campaign team
- Same messaging from polling and

FOLLOW and SUPPORT our
battle

www.DONTLETFLORIDAGOTOPOT.com

www.VOTENO2.org