SAM Smart Approaches to Marijuana
a project of the policy solutions lab

The Marijuana Landscape

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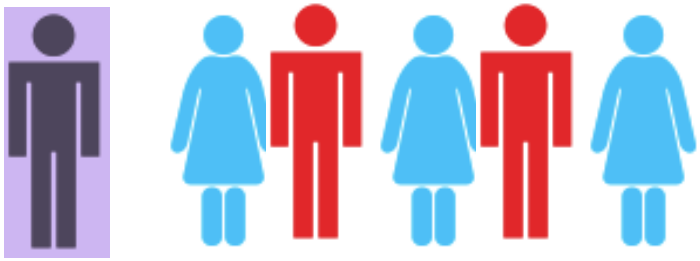
We must push back against…

- “Inevitability”
- “Big Marijuana”
- “Marijuana Legalization = Social Justice”
- “Marijuana Doesn’t Kill/It’s Harmless”
- “Science/Scientists Say Legalization Works”

1 in 6 teens become addicted

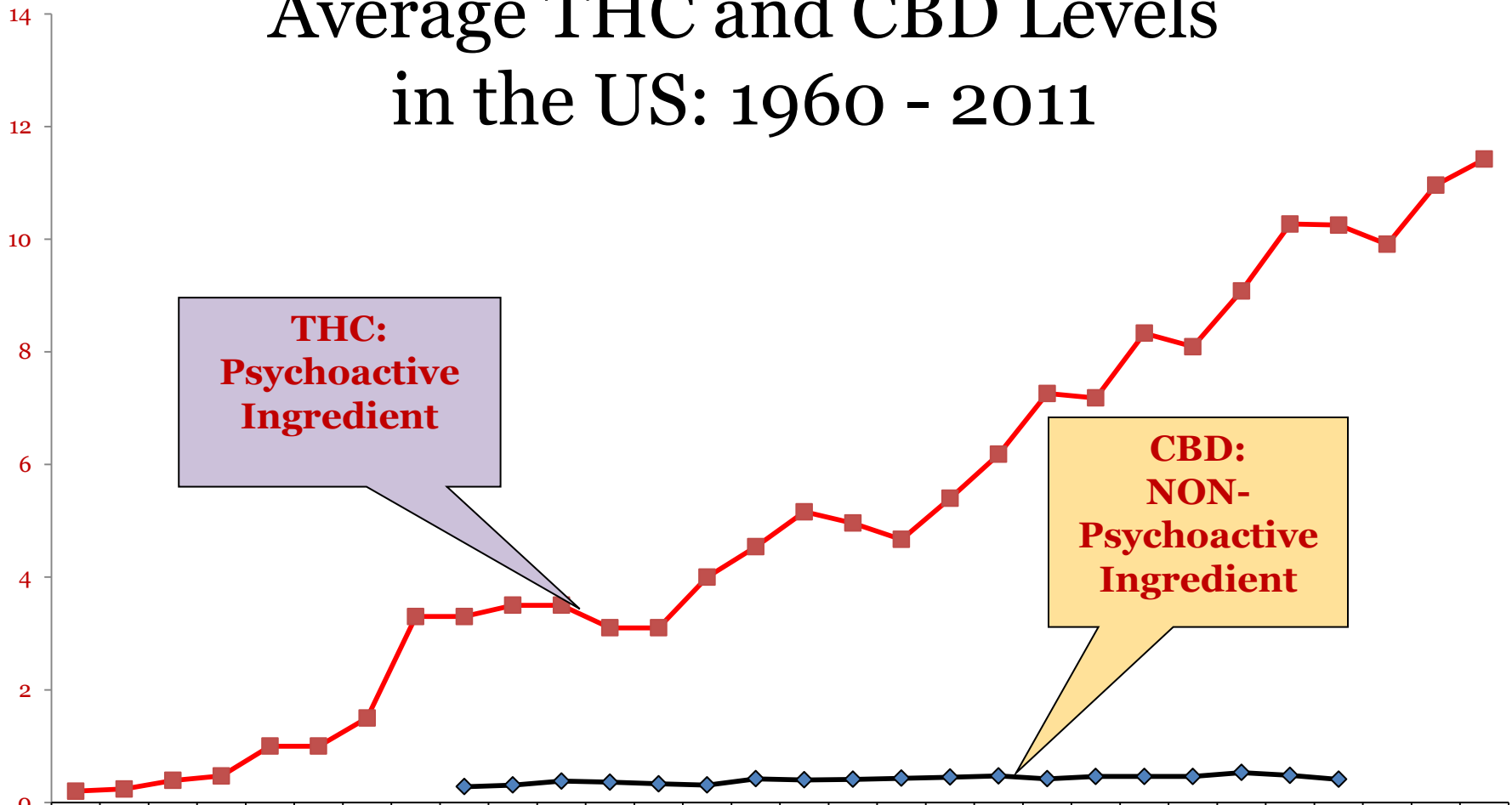
1 in 10 adults and **1 in 6 adolescents** who try marijuana will become addicted to it.



- 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.

Wagner, F.A. & Anthony, J.C. , 2002; Giedd. J. N., 2004

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



	1960	1965	1970	1974	1978	1980	1983	1984	1985	1986	1990	1992	1993	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
THC	0	0	0	0	1	1	2	3	3	4	4	3	3	4	5	5	5	5	5	6	7	7	8	8	9	10	10	10	11	11
CBD									0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0			

Mehmedic et al., 2010

Harmful effects on mental health

- Increased risk of mental illness

- Schizophrenia (6 fold)
- Psychosis
- Depression
- Anxiety

Andréasson S, Allebeck P,
Engström A, Rydberg U. , 1987;
Arseneault, L., 2002

Marijuana use has significant effects on IQ and learning

- Persistent and heavy use among adolescents reduces IQ by 6-8 points
  - Even when controlling for alcohol
  - And even if they had quit or reduced use by 38
- According to a government survey, youth with poor academic results are more than four times likely to have used marijuana in the past year than youth with an average of higher grades.

Meier, M.H., et al., 2012; MacLeod, J., et al., 2004.

This is an evolving area

In the last month:

- JSAD: People who jumped straight to cocaine, without going through marijuana first, had lower severity of dependence than did those who followed the usual pathway – among a group selected for having cocaine dependence at some level.

- McElrith et al Used MTF data (2011) and found that teens are equally split into thirds: (1) Sobriety, (2) Alc only, (3) Alc & MJ. (MJ only is very small – And MJ and Alcohol Often Used **Together**

- Casual users of marijuana had structural changes in their brain previously only documented in animal studies
- .

Is marijuana medicine?

Marijuana has medical properties, <u>BUT</u> we don't need to smoke or eat it!

We don't smoke opium to derive the benefits of morphine.

So we don't need to smoke marijuana to receive it's potential benefits.

- *A distinction must be made between raw, crude marijuana and marijuana's components*

Marijuana-based medicines

- Marinol (synthetic THC)
- Sativex®
- THC:CBD = 1:1
- It is administered via an oral mouth spray
- Already approved in Canada and Europe
- Also Epidiolex ®, pure CBD, no THC

Do medical marijuana policies increase adolescent marijuana use?

- All medical marijuana states not alike
- Need to make crucial distinction between states with storefronts and "grow your own" policies versus states with smaller, limited programs
- Literature: When distinction is not made, use does not seem to go up.
- When distinction is made (Pacula et al), use, ER admissions, treatment admissions seem to be higher controlling for other factors.
- Also depends on data set you use – most are inadequate

What we know

vs.

What matters!

Alcohol and Tobacco: A Model?

- Use levels for alcohol and tobacco are much higher than marijuana

- Industries *promote* addiction and target kids

Schiller JS, Lucas JW, Peregoy JA. Summary health statistics for U.S. adults: National Health Interview Survey, 2011. National Center for Health Statistics. Vital Health Stat 10(256). 2012.

Centers for Disease Control and Prevention. Vital Signs: Current Cigarette Smoking Among Adults Aged ≥ 18 Years—United States, 2005–2010. Morbidity and Mortality Weekly Report 2011;60(33):1207–12

11-21
WALL ST
BROAD ST

‘Big marijuana’

Can we trust companies and Big Corporations not to target youth and the vulnerable?

the Cannabist

HOME » INTERVIEWS » CULTURE

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!

STOP BY & SAY HIGH
$5 Grams
FREE 1/8
99¢ Joints
$125 Premium Ounce's

KRONDIKE
KEEP OUT OF REACH OF CHILDREN

DIXIE ELIXIRS
DIXIE ELIXIRS

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.

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FROM

$39.99

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$117.95	66%	$77.96

OPTIONS

Select Option

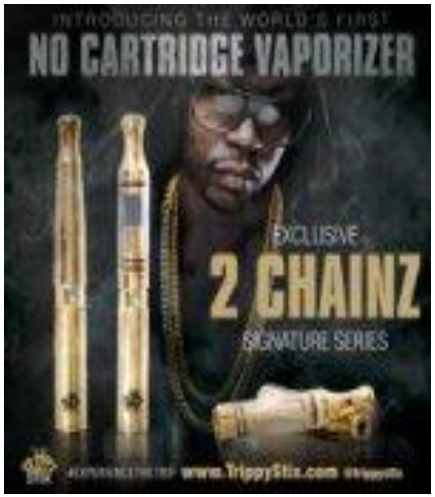
LIMITED TIME ONLY!

10 days 07:40:35

LIMITED QUANTITY AVAILABLE

Over 1,000 bought

Increasingly popular and accessible



MARIJUANA STOCKS

IF YOU HAD INVESTED **$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

BLITZ
PROFITING OFF POT
METLIFE (MET)
54.10
0.45
DOW
7.71
DOW UTILITY (DJAUT) 204.67
S&P
4.24
THE POWER TO PROSPER

Medbox Inc
ONE MONTH
34.01
19.11
128.26%
73.90
42.06
10.21
12/16
12/23
12/30
1/6
Bloomberg

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ACKMAN AND LAMPERT: RETAIL'S WRECKING CREW
BY JENNIFER REINGOLD AND ALLAN SLOAN WITH DORIS BURKE

‘Big marijuana’

“The use of marijuana … has important implications for the tobacco industry in terms of an alternative product line. [We] have the land to grow it, the machines to roll it and package it, the distribution to market it. In fact, some firms have registered trademarks, which are taken directly from marijuana street jargon. These trade names are used currently on little-known legal products, but could be switched if and when marijuana is legalized. Estimates indicate that the market in legalized marijuana might be as high as $10 billion annually.”
From a report commissioned by cigarette manufacturer Brown and Williamson (now merged with R.J. Reynolds) in the 1970s.

RJR CONFIDENTIAL

DRAFT

I. THE IMPORTANCE OF YOUNGER ADULTS

Within five years, younger adults (18-24) will drop from 18% to 15% of the total adult population (18+). They will continue to decline in numbers until at least 1995, as the crest of the Baby Bubble pushes farther past age 25.

This shift in the population will cause smokers aged 18-24 to fall from 16% to 14% of all smokers by 1988. Even 13% would not be surprising, since smoking incidence has been declining more rapidly among younger adults than any other age group in recent years (see Appendix A).

Why, then, are younger adult smokers important to RJR?

Why, then, are younger adult smokers important to RJR?

1. VOLUME

Younger adults are the only source of replacement smokers. Repeated government studies (Appendix B) have shown that:

- Less than one-third of smokers (31%) start after age 18.
- Only 5% of smokers start after age 24.

introduction, with no cannibalization and no development/introductory costs.

As a company, Philip Morris held more than 60% of these 18-year-olds in 1983 versus RJR's 15-20%, yielding PM a .5 point in-going SOM advantage due only to "new" smokers.

* This assumes 18-year-olds are 10% of the 18-24 group rather than a "fair share" of 14% because of population decline and the fact that some smokers start after age 18.

50341 8151

R.J.Reynolds, 1984 est.:
http://legacy.library.ucsf.edu/tid/eyn18c00

STATEMENT OF DAVID GOERLITZ
Former Model for Winston Cigarettes

BEFORE THE

SUBCOMMITTEE ON TRANSPORTATION AND HAZARDOUS MATERIALS

OF THE

HOUSE COMMITTEE ON ENERGY AND COMMERCE

of the models who appeared in the

even smokers. One of them, in fact,

Of course, children aren't the only targets of the tobacco industry. Once, when I asked an R.J. Reynolds executive why he and his colleagues didn't smoke, he responded point-blank that "We don't smoke the sh--, we just sell it . . . We reserve that 'right' for the young, the poor, the black and the stupid."

Tobacco Institute, 1989:
http://legacy.library.ucsf.edu/tid/pvt37b00

PROJECT: Youth Cigarette - New concepts

PROJECT: Youth Cigarette - New concepts

MARKETING INNOVATIONS' SUGGESTIONS:

APPLE FLAVOR	Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.
SWEET FLAVOR CIGARETTE	We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

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Brown and Williamson, 1972:
http://legacy.library.ucsf.edu/tid/wwq54a99

Will Big Marijuana become the new Big Tobacco?

Several vending machines and billboards have already emerged throughout the country

How did we get here?

Medical Marijuana

"We will use [medical marijuana] as a red-herring to give marijuana a good name."

—Keith *Stroup, head of NORML to the* Emory Wheel, *1979*

Emory Wheel Entertainment Staff, 6 February 1979

Made people answer the question:

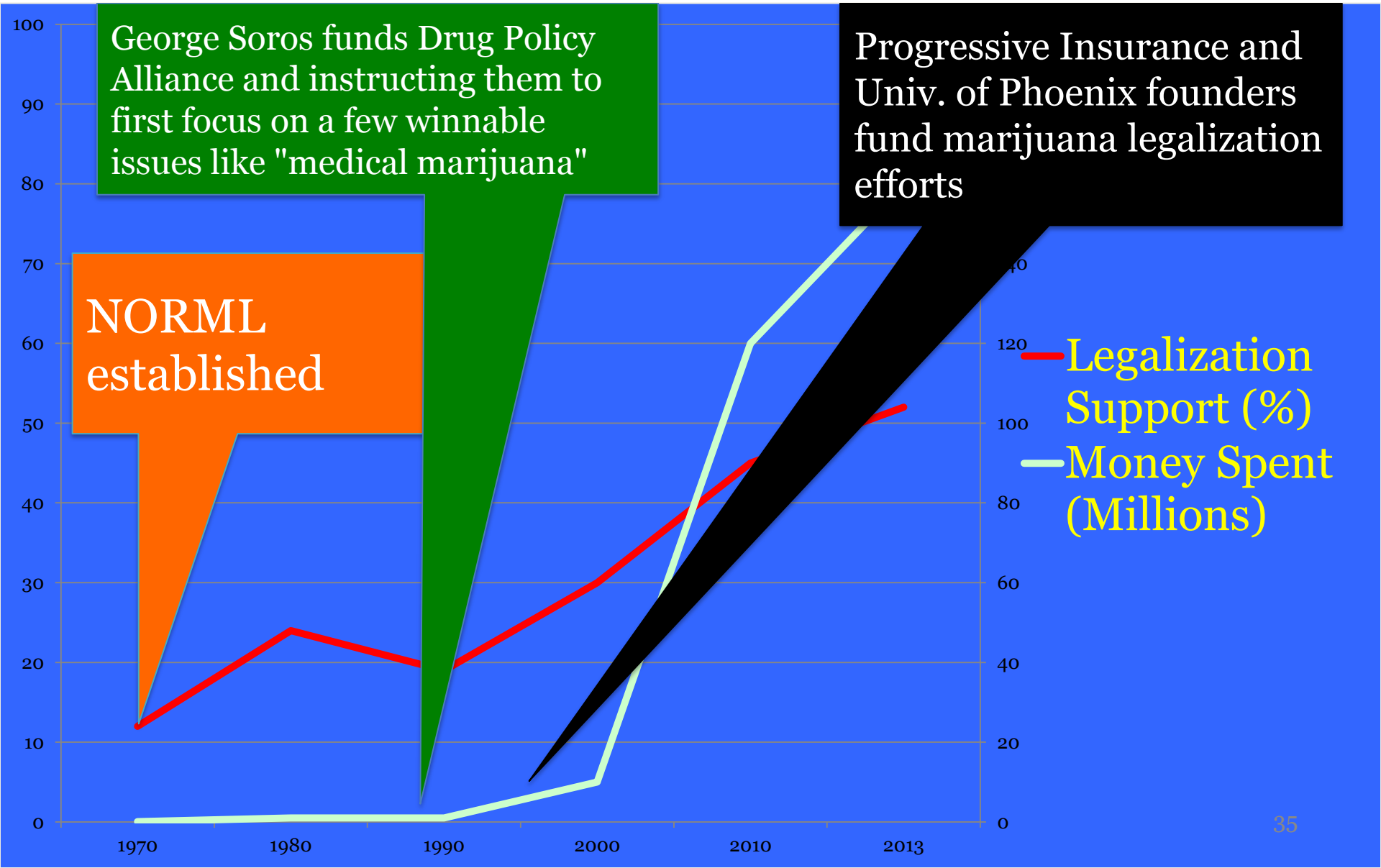
"Which is worse: drug abuse or cancer?"

Only a small proportion of medical marijuana users report any serious illness

- Less than 2% report cancer, HIV/AIDS, glaucoma, MS, Crohn's, ALS, etc. as their reason for using medical marijuana.
- **Profile:** 30s white male, no history of cancer/AIDS. Self-reported back pain

Sabet, K. (2014) submitted
Nunberg et al. (2011).

Legalization – Follow the Money



So What Are Our Choices?

All or nothing?

Legalization ("Regulation") vs. Incarceration ("Prohibition")

Smart approach

Not about legalization vs. incarceration

We can be against legalization but also **for** health, education, and common-sense

Bipartisan Co-Chairs (Kennedy + Frum)

Launch 2013

Over 50,000 press mentions

Public Health Scientific Advisory Board

24 state-wide affiliates

Project SAM

1. To inform public policy with the science of today's marijuana.
2. To have honest conversations about reducing the unintended consequences of current marijuana policies, such as lifelong stigma due to arrest.
3. To prevent the establishment of Big Marijuana that would market marijuana to children — and to prevent Big Tobacco from taking over Big Marijuana. Those are the very likely results of legalization.
4. To promote research of marijuana's medical properties and produce pharmacy-attainable medications.

1964:

DESPITE:

"The AMA is on record and does recognize a significant relationship between cigaret smoking and the incidence of lung cancer and certain other diseases, and that cigaret smoking is a serious health hazard."

Today:

Marijuana is medicine/safe:

DESPITE:

"…cannabis is a dangerous drug and as such is a public health concern...the sale of cannabis should not be legalized." - American Medical Association (AMA)

WHO WILL WE LISTEN TO THIS TIME?

This is about more than marijuana…

“We're at a tipping point where it's starting to feel like marijuana legalization is no longer a question of if -- but when. But what about the other drugs? My colleagues and I at the Drug Policy Alliance are committed to ensuring the decriminalization of all drug use becomes a political priority.”

-HuffPost, 2013

“We should never underestimate the dangers of the drug problem and the high price that it exacts from many countries. It is a serious threat not only to moral and intellectual integrity of our nation and other nations. It is a serious threat to the health and well being of our people.

“Drug trafficking and corruption pose serious problems ...exacerbated by the fact that cultivation and manufacturing of drugs such as cannabis [is] also being done...”

- Nelson Mandela

"The most thoughtful, rigorous, and accessible discussion of marijuana to date. Sabet eschews silver bullets for smart, evidence-based solutions rooted in public health." – Dr. Robert L. DuPont founding Director, National Institute on Drug Abuse, National Institutes of Health

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KEVIN A. SABET, PH.D.

FOREWORD BY PATRICK J. KENNEDY, FORMER CONGRESSMAN

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 A A

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.

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

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

BEST HOSPITALS U.S.News NATIONAL CANCER 2013-14

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THE UNIVERSITY OF TEXAS

Thank you – for listening!

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www.learnaboutsam.org

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www.legalizationviolations.com