AGENDA

- Introduction
- Colorado’s Legalization of Recreational Marijuana
- Prevention and Education
- Lessons Learned
- Discussion
Legalization of Recreational Marijuana

Support for Legal Marijuana Use is up to 60% in the US (77% among adults 18-34)

To date, 8 states and D.C. have legalized recreational marijuana and more are likely to follow suit.

The election of Trump is causing uncertainty about the future of legal marijuana. Legislators may be hesitant to move forward in the face of uncertainty.

The impact of legalization remains to be seen.
States with Legalized Recreational Marijuana

Year of Legalization*

- Washington D.C.

*refers to year legislation passed, not year of implementation
So your state has legalized recreational marijuana now what?

NO NEED TO THANK ME

JUST DOING MY JOB
CHAPTER TWO

COLORADO

Health Management Associates
Background

November 6, 2012 – Amendment 64 passed by voters

+ December 2012 – Implementation Task Force
+ November 2013 – Proposition AA-taxing of retail marijuana
+ January 1, 2014 – Retail dispensaries open

2014 Legislative Session-Senate Bill 14-215

+ Allocated funds and formed Retail Marijuana Education Program
+ State agencies called out in Legislation-Office of Marijuana Coordination out of the Governor’s office served to coordinate the state agencies

Proposition BB TABOR Refund Measure

+ Retained $66 million in collected marijuana tax revenue
Retail Marijuana Laws

+ 21 and older to purchase, possess and use (Buy and posses up to 1 ounce; Growing marijuana plants

+ Illegal to take out of state

+ Public use/use of federal land is illegal

+ Felony to give, sell or share with someone under 21

+ Point of sale regulations (hours of sale (8:00am-midnight); child resistant packaging, etc.)

+ Employee drug testing
+ MMJ registry and research
+ Monitor health effects of retail marijuana
+ Provide public health information/education about MJ
+ Prevention campaigns and programs for high risk populations
+ Inspection of retail MJ testing facilities
+ MJ occupational safety and health
CHAPTER THREE
PREVENTION AND EDUCATION

HEALTH MANAGEMENT ASSOCIATES
+ Retail Marijuana Public Health Advisory Committee’s systematic review of available, high quality research
  + https://www.colorado.gov/pacific/cdphe/marijuana-health-report

+ Questions on marijuana use added to: BRFSS, PRAMS, Healthy Kids Colorado Survey

+ PH, Public Safety and BH data
ENGAGE STAKEHOLDERS FROM OPPOSITE SIDES OF THE ISSUE

- Engage each side to frame the issue as the other side sees it
- Facilitate understanding of how the conflict can be useful to win-win solutions
- Mediate communication
- Set procedural expectations - decision making and communication
- Emotion recognition and regulation
- Ground the discussion in facts, research and evidence
Collaborating with other State and Local Agencies

- Alignment of messaging across state agencies
- Technical assistance for community partners
  - Includes campaign materials and toolkits, local level policies and strategies to further restrict access to youth, information about trainings, and newsletters
- Positive youth development and marijuana youth prevention trainings
  - Free regional trainings to agencies and community partners
  - Communities that Care Funding
Marijuana Education Oversight Committee

- Advisory committee to the public education efforts
- Provide guidance and strategic direction for all educational activities, such as fact sheets and creative campaign concepts
- Stakeholders include:
  - Governor’s Office of Marijuana Coordination
  - Colorado General Assembly
  - Colorado Departments of Revenue, Education, Human Services, Public Health, and Transportation
  - Marijuana industry
  - Local government
  - Office of Behavioral Health
  - Medical marijuana patient advocacy groups
  - Substance abuse prevention
  - Higher education
  - Health care providers
  - Local and state prevention groups
Ensure that all Colorado residents and visitors understand the parameters of safe, legal and responsible use of retail marijuana

Prevent abuse by high risk groups

- 18-month campaign on laws and health effects of marijuana use
- Ongoing education and prevention campaigns for high-risk groups and high-risk use
- Website portal for all marijuana resources: colorado.gov/marijuana
- Alignment of messaging across state agencies
- Evaluation of campaigns, TA, message alignment
18-MONTH CAMPAIGN

GOOD to KNOW

Health Management Associates
Theme: Friendly and neighborly approach to information on the laws and health effects of retail marijuana

Purpose: Increase knowledge about the retail marijuana laws and health effects. Increasing knowledge is an important step to reducing youth access.

Call to action (if applicable): Drive traffic to GoodToKnowColorado.com

Target audience: All Colorado Adults and Visitors 21+
**Community Partners RESOURCES**

**Community Training Sessions:** CMC will be hosting community training sessions across the state to inform our valued partners about the new marijuana education and awareness campaign: “Good To Know”. We will provide you with an overview of the campaign as well as discuss the resources that are included in our community partner toolkit. These resources have been developed to help you talk to your members about the laws of legal marijuana use in the State of Colorado.

The community training sessions will not be open to the public. Please sign up here if you would like to receive more information and be added to our invitation list.

**Materials Available for Download:**
- FAQ Sheet
- Social Post
- The Laws Card
- Logo File
- Lorem Ips
- Lorem Ips

**Public Relations Contact:**
marijuana@state.co.us
Social

BE SAFE. BE RESPONSIBLE.

THC IN ANY FORM MAY HARM YOUR BABY.
Posters for Locals

Marijuana in Colorado

With those under 21, BE AWARE, IT'S ILLEGAL TO GIVE OR SHARE.

Respect those who share your air.

Marijuana in Colorado

Think about SECOND HAND SMOKE BEFORE YOU TOKE.

Good to Know

Marijuana in Colorado

With edibles, BE SMART. GO SLOW WHEN YOU START.

Edibles can take up to four hours to reach their full effect.

Good to Know

www.cohealthresources.com
Good to Know
ONGOING EDUCATION AND PREVENTION CAMPAIGNS
Targeted Campaigns

- Retailers (tourists and consumers at point-of-sale)
- Latino/Hispanic audience
- Youth Prevention Campaign
Theme: Friendly and neighborly approach to information on the laws and health effects of retail marijuana

Purpose: Increase knowledge about the retail marijuana laws and health effects (especially to educate about safe use and prevent youth use)

Target audience: Marijuana users and retail businesses

Message medium: point-of-sale education materials

Strategy: under the Good to Know umbrella campaign, tailored to the goals of retail marijuana businesses and information for people using marijuana
### Retailers & Users: Retailer Kit

#### Included Materials:
- Instructions
- Window Cling
- Thumbdrive
- Tapestry
- Consumer Cards
Purpose: Increase knowledge about the retail marijuana laws and address concerns in a straightforward manner.

Target audience: Colorado 21+ Spanish-speaking population; 1st and 2nd generation

Message medium: Promotoras, Latino serving community agencies, community level outreach and traditional media tactics (TV, web, PR, etc.)
Purpose: Reinforce the reasons not to engage in underage marijuana use and deter youth from trying it

Target audience: Colorado youth age 12-20

Message medium: heavy video, digital, social media

Strategy: Message based on formative research, focus group triads, Youth Public Health Council and askable adults

http://protectwhatsnext.com/

www.goodtoknowcolorado.com/talk
Project What’s Next
WEBSITE & RESOURCES

Official State of Colorado Website for Retail Marijuana Information & Resources

Protect Colorado’s Kids
Make sure all marijuana products are clearly labeled, in child resistant containers & kept in a locked cabinet.

Latest Facts & Resources  Impact on Youth  Home Growers
1. Youth and Marijuana
2. Marijuana and your Baby
3. Tips for Parents
4. Tips for Youth-Serving Organizations
5. Answers to common Questions
6. Methods of Use
7. Health Effects
8. Laws and Responsible Use
9. Resources for Hospitality
Education for Clinicians

+ Marijuana Pregnancy and Breastfeeding Clinical Guidance
+ Pediatric Clinical Guidance in Development
  + First set of guidance for health care providers to talk to parents
  + Second set for health care provider to talk with adolescents ages 9-20
+ Dissemination Plan
CHAPTER FOUR
LESSONS LEARNED

HEALTH MANAGEMENT ASSOCIATES
FOUR BULLET LIST OPTION TWO

- Making data driven decisions
- Collaborating with other state and local agencies
- Engaging diverse stakeholders on opposite sides of the issue
- Developing effective education campaigns for different audiences
CHAPTER FIVE

DISCUSSION

HEALTH MANAGEMENT ASSOCIATES
Discussion Questions

✚ What do you see are the big implementation challenges when legalizing recreational marijuana?

✚ How do you bridge the gap between medical marijuana and recreational marijuana?

✚ How should state agencies adapt? What do you see as best practices?

✚ Who are the most important stakeholders to have present?

✚ What do you see as the most pressing issues from a public health perspective?
CONTACT ME

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HMA can assist clients with the following related to implementation of legalized recreational/retail marijuana:

- Crafting and developing enabling legislative and budget documents
- Developing administrative rules related to implementation
- Creating education and awareness campaigns and tools
- Developing prevention programs
- Stakeholder engagement
- Community impact assessment
- Evaluation

WWW.HEALTHMANAGEMENT.COM