Public Health Considerations for Legalized Marijuana Use

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National Cannabis Summit
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AMERICAN NONSMOKERS' RIGHTS FOUNDATION

@ANR_Smokefree  www.no-smoke.org
From Sections to **smokefree**

1970’s = Birth of Nonsmokers’ Rights Movement

- Little to no science: No smoking Spaces & Sections
- No government or foundation funding; true grassroots movement
- Committed individuals who were getting sick from tobacco smoke who were willing to speak out
- Two failed attempts at CA law; success at local level

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The Industry recognized the emerging nonsmokers’ rights movement as a problem.

“More and more, smoking is being pictured as socially unacceptable. The main thrust of these zealots seems to be that ‘smoking is not a personal right because it hurts others; that smoking harms non-smoking adults, children, and even the yet unborn.’”

(Brown and Williamson Document 2114.02. March 15, 1973.)
Taking Big Tobacco Down a Notch

The nonsmokers rights movement is "the single greatest threat to the viability of the tobacco industry." ... what the smoker does to himself or herself is one thing. But with the smoker does to the innocent bystander is another thing entirely.

Roper Poll commissioned by the Tobacco Institute, 1978
Focus on Health Effects on Nonsmokers

Smoke is Still Smoke
Similarities between tobacco and marijuana

- Leaf contains high concentrations of oils and waxes
  - “sticky icky”
- Nicotine and THC both survive combustion
- Combustion creates carcinogens
  - Polycyclic aromatic hydrocarbons
  - Formaldehyde
  - Nitrogen oxides
  - Heavy metals
  - Ultrafine particles

Suzaynn F. Schick, PhD
University of California, San Francisco

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Secondhand Marijuana Smoke

• Secondhand marijuana smoke contains hundreds of chemicals.

• Many of the chemicals in secondhand marijuana smoke are toxic and contain hazardous fine particles that pose a significant health risk to non-smokers.

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Health Effects of Secondhand Exposure

• Secondhand marijuana smoke exposure impairs blood vessel function. It has a greater and longer-lasting effect on blood vessel function than exposure to secondhand tobacco smoke.

• People who are exposed to secondhand marijuana smoke can have detectable levels of THC in their blood and urine.

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Tobacco Industry Interference Tactics

• **Policy Diversion**
  - Weak policy language intended to give the appearance of “doing something “ to address the problem
  - Diverting the policy debate away from health

• **“Third Party Endorsers”**
  - Restaurant, Beverage, Retail Associations
  - State & local front groups

• **Propaganda machine**
  - Economic scare info—sales, jobs, tourism
  - Health scare tactics: “Quit or Die” argument
  - Attacks on science through 3rd party allies or scientists
  - Individual rights/anti-bureaucracy/anti-government arguments

• **Other tactics**
  - Litigation
  - Electoral activity – council races, referenda, initiative
  - Preemption

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They say they are changing

- They say they aren’t targeting teens with their ads
- They say they’re addressing teen smoking by making anti-tobacco ads
- They say they are giving back to the community through philanthropy
The Industry Says They’re Changing

In 1999, Philip Morris spent $60 million on charity and $108 million on an advertising campaign to tell us about it.

In 2000, giving $115 million in charity, and spending $150 million to talk about it.
New Industry, Similar Script

20,679 Physicians say “LUCKIES are less irritating”

“Lucky Strike Cigars”

20,679 Physicians say “LUCKIES are less irritating”

“Lucky Strike Cigars”

Which would you pick?

Paper  Dank Green  Ganja  Cannabis

Medical  Kush  Heal  Marijuana

Pot  Cure  Grass  Non-Violent

Weed

Butane

Lighter Fluid

Toluene

Industrial Solvent

Nicotine

Insecticide

Acetic Acid

Vinegar

Methanol

Rocket Fuel

Hexamine

Barbecue Lighter

Stearic Acid

Candle Wax

Ammonia

Toilet Cleaner

Benzene

Petrol Fumes

Arsenic

Poison

Cadmium

Batteries

Acetone

Paint Stripper/Nail Varnish

New Industry, Similar Script

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Normalizing Marijuana Use

Marijuana cocktails and other alcohol beverages…
“To ensure even non-smokers can enjoy the drink, Lagunitas worked with vape cartridge company, CannaCraft, to separate the fragment compounds called terpenes, from the THC which gets you high...the weed gives a subtle, distinctive flavor.”

A Heineken-Owned Brewery Has Made Marijuana-Infused Beer
We’ve long known about the close connection between cannabis and hops. Now Lagunitas is excited to partner with a like-minded neighbor in Sonoma County, AbsoluteXtracts, to close the gap further with tandem innovations on the topic.
Your City. Full Circle.

Loopr routes reimagine how you experience a city. With an app that connects you with a reliable, curated transit network, we’ll guide you through lifestyle locals that engage the best your city has to offer - of nightlife, craft brewing, food, cannabis tourism, and more. All on a loop that can be joined at anytime! Running Thursdays-Fridays 4pm-midnight, and Saturdays-Sundays 2pm-midnight, please call us toll free at 844-MYLOOPR for more information.

Download on the App Store | Get it on Google play

HOW IT WORKS

Get in the loop

Loopr offers both unlimited access to your city and a premium cannabis social lounge experience - on wheels. Just download our app and pick the pass that suits your needs.
Loopr Hours
Thur/Fri 4pm-midnight

Sat 2pm-midnight, *Sun 8/27 2:30pm-12am

Please see Event Calendar for more details

Tune in for The Dankquet livestreams August 25...

featuring Lettuce, Corey from The Main Squeeze, Top Chef Winner Hosea, Lifted Ladies and more!

https://www.youtube.com/watch?v=hb4fWkwXjsg&feature=youtu.be
BUD+BREAKFAST
WE'LL KEEP THE BOWL BURNING FOR YOU.

www.no-smoke.org
CURRENT MOOD: COFFEE, CANNABIS AND CLOTHING
Disguising Marijuana to look like Vape pens/e-cigarettes
Electronic Smoking Devices

- THC oils and dry herbs are being inhaled via electronic smoking devices (and exhaled into the environment).
- “E-cigarettes for marijuana are already widely available, but the mCig is different. It's something of a hybrid between an e-cig and a joint, in that you can put "dry herb" in it and heat it to the edge of combustion.”

Haze Dual for leaf and oils or waxes

E-joint

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ANRF
AMERICAN NONSMOKERS' RIGHTS FOUNDATION
States & Municipalities with Laws Regulating Use of Electronic Cigarettes in 100% Smokefree Venues
American Nonsmokers' Rights Foundation

Effective as of April 3, 2017

Note: American Indian and Alaska Native sovereign tribal laws are not reflected on this map.

Please note, this document shows the number of places, not the number of laws. Some places have multiple laws. Please visit our lists page at www.no-smoke.org/lists.html to see information by law in chart format.

State and Commonwealth/Territory Law Type
- Law Restricts E-cigarette Use in 100% Smokefree Venues
- No E-cigarette Restriction in 100% Smokefree Venues

Recreational Marijuana Legalized

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Ventilation is NOT a solution to secondhand smoke or secondhand aerosol

“At a minimum, establish and maintain smoke-free workplaces that protect those in workplaces from secondhand exposures to tobacco smoke and airborne emissions from e-cigarettes and other electronic nicotine delivery systems. Smoke-free zones should encompass (1) all indoor areas without exceptions (i.e., no indoor smoking areas of any kind, even if separately enclosed and/or ventilated), (2) all areas immediately outside building entrances and air intakes, and (3) all work vehicles. Additionally, ashtrays should be removed from these areas.”

Addendum c to Standard 62.1-2013

Modify Section 3 as follows.

environmental tobacco smoke (ETS): the “aged” and diluted combination of both side-stream smoke (smoke from the lit end of a cigarette or other tobacco product) and exhaled mainstream smoke (smoke that is exhaled by a smoker). ETS is commonly referred to as secondhand smoke. This definition includes smoke produced from the combustion of cannabis and controlled substances and the emissions produced by electronic smoking devices.
Regulating Marijuana like Tobacco

California Senate Bill (SB 162) by Senator Ben Allen, D-Santa Monica:

• Prohibits branding and billboard
• Prohibits false or misleading advertising
• Prohibits marketing that suggests a product was cultivated in a certain appellation when it wasn’t
• Prohibits publishing ads that are “attractive to children” or advertising on signs within 1,000 feet of a daycare, K-12 school, a playground or youth center.

• We would also suggest use excise taxes for prevention and cessation campaigns, retailer licensing and additional zoning rules, and prohibit marijuana use in smokefree environments.
Laws Specifically Restricting Marijuana Use in Some or All Smokefree Spaces
American Nonsmokers' Rights Foundation

2017

Note: American Indian and Alaska Native sovereign tribal laws are not reflected on this map.

State and Commonwealth/Territory Law Type
- Law Restricts Marijuana Use
- No Marijuana Use Restriction
- Recreational Marijuana Legalized

Locality Type
- City
- County

Commonwealth of Northern Mariana Islands
Guam
American Samoa
Puerto Rico
U.S. Virgin Islands

www.no-smoke.org
Number of Laws Regulating Marijuana Smoking

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<th>Year</th>
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<td>2014</td>
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www.no-smoke.org
Protecting Nonsmokers from Secondhand Marijuana Smoke

April, 2017

Many states have now legalized marijuana for medical (26 plus DC) and/or recreational use (seven plus DC), with many more considering it. A new industry for marijuana consumption is being created in the U.S. and it has one goal: to normalize marijuana use, including smoking, everywhere and to have it regulated “just like alcohol.” As the trend toward normalizing public smoking of marijuana grows, we need to be aware that more laws will likely be proposed to weaken smokefree protections and allow for broader use of smoking marijuana in public places and even in workplaces. The marijuana industry wants to accomplish this goal, in part, by borrowing tactics from Big Tobacco’s playbook and chipping away at smokefree protections.

Therefore, it is not surprising that the growing marijuana industry is starting to look more like the tobacco industry – a commercial industry seeking to maximize sales, profits, and product consumption, and backed by marketing campaigns, lobbyists, and lawyers to shape regulation. At the same time, tobacco is starting to look a little more like marijuana – seeking to dovetail on any opportunity to renormalize smoking in social environments, like bars, and pushing to allow for indoor use of e-cigarettes and “vape pens” that can be used to consume both tobacco and marijuana products.

As the marijuana industry grows and is legalized, health professionals are trying to keep up with the changes this entails for their communities, such as an increase in marijuana smoking and exposure to secondhand marijuana smoke. Regardless of the debate of possible benefits of marijuana products, there is simply no need to use them inside shared air spaces (such as workplaces, public places, and multi-unit housing) where others are then subject to the hazardous secondhand smoke. Just like traditional cigarettes, marijuana should be used in ways that don’t impact the health of others.

Be prepared!

Nobody should have to breathe secondhand marijuana smoke at work or where they live, learn, shop, or play. Smoke is smoke and marijuana smoke is a form of indoor air pollution. Therefore, it is important to strengthen all smokefree laws – both existing and new – to include marijuana in the definitions of
A Public Health Framework for Legalized Retail Marijuana Based on the US Experience: Avoiding a New Tobacco Industry

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Summary Points

- The US states that have legalized retail marijuana are using US alcohol policies as a model for regulating retail marijuana, which prioritizes business interests over public health.
- The history of major multinational corporations using aggressive marketing strategies to increase and sustain tobacco and alcohol use illustrates the risks of corporate domination of a legalized marijuana market.
- To protect public health, marijuana should be treated like tobacco, not as the US treats alcohol: legal but subject to a robust demand reduction program modeled on successful evidence-based tobacco control programs.
- Because marijuana is illegal in most places, jurisdictions worldwide (including other US...
Marijuana, legal or not, creates **secondhand smoke**.

**There is science** about the particulate matter created by secondhand marijuana smoke, and more is coming.

**There is science** about the health effects of secondhand marijuana smoke, and more is coming.

If we truly want to have safe, healthy, smokefree spaces, then they should be devoid of particulate matter created by *tobacco cigarette smoke, marijuana smoke, and secondhand aerosol* from electronic smoking devices.

Research demonstrates that **ventilation systems cannot remove all of the hazardous gases, toxins, and particulate matter created by secondhand smoke and aerosol**; therefore, *ventilation is not a solution*. Smokefree environments protect workers and patrons from exposure to secondhand smoke and aerosol.
Conclusions

- Consider a campaign focused on nonsmokers’ rights & an industry focused on profits over health.

- Include marijuana in definition of “smoking” in smokefree laws.

- Be prepared for marijuana industry tactics:
  - Push to expand legality & normalize marijuana use
  - Deny health concerns
  - Weaken smokefree laws → allow marijuana smoking

- Stick to health messages about secondhand smoke, even when referring to use of medical marijuana.
Marijuana

Marijuana, legal or not, creates secondhand smoke, which is a form of indoor air pollution. If we truly want safe, healthy, smokefree spaces, then they should be free from particulate matter created by tobacco cigarette smoke, marijuana smoke, and secondhand aerosol from electronic smoking devices. Nobody should have to breathe secondhand marijuana smoke at work or where they live, learn, shop, or play. Smoke is smoke and marijuana smoke is a form of indoor air pollution. Read ANR’s position paper, Protecting Nonsmokers from Secondhand Marijuana Smoke for more information.

To assist the tobacco control movement with facts and resources about secondhand marijuana smoke, we have created a few fact sheets and infographics. Our subject matter experts are also available to speak to groups and coalitions about preparing for and responding to marijuana secondhand smoke issues and policies. Contact us at 510-841-3032 or anr@no-smoke.org.
“We went to an amazing amount of trouble to say that we are not going to have smoking in workplaces in Colorado,” he said, suggesting allowing pot smoke inside is a “crack in the door.”

- Gov. Hickenlooper
March 9, 2017
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