It Takes a Village: Engaging the Community to Prevent Underage Cannabis Use

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Prevention Framework

- Strategic Prevention Framework (SPF)
- Institute of Medicine (IOM) classification
- SAMHSA’s Center for Substance Abuse Prevention (CSAP) Strategies.
Strategic Prevention Framework

Five Step Planning Process:
1. Assessment
2. Capacity
3. Planning
4. Implementation
5. Evaluation
FOCUS AREAS

PRIORITY AREA 1: Prescription and Over-the-Counter Medication Misuse and Abuse

PRIORITY AREA 3: Underage Alcohol Drinking and Binge Drinking

PRIORITY AREA 2: Reduce underage marijuana use

PRIORITY AREA 4: Methamphetamine and other illicit drug use
California’s legal background

1996: Prop. 215

- “Compassionate Use Act”
- Approved by California voters
- Allowed qualified patients with a valid doctor’s recommendation to possess and cultivate cannabis for personal medical use
California’s legal background

2015-16: MCRSA

• “Medical Cannabis Regulation and Safety Act”
• Adopted by California Legislature
• Established the first regulatory framework for medical cannabis
California’s legal background

Nov. 2016: Prop. 64

• Legalized **nonmedical or adult-use** cannabis possession, cultivation and use (limits apply)

• Established regulatory framework for adult-use cannabis

• Required State of California to license commercial adult-use cannabis businesses by **Jan. 1, 2018**
California’s legal background

June 2017: MAUCRSA

- “Medical and Adult-Use Cannabis Regulation and Safety Act”
- Adopted by California Legislature as a cleanup bill
- Repealed MCRSA and amends AUMA to include regulations for medical cannabis (MCRSA + AUMA = MAUCRSA = one regulatory framework)
Prevention Efforts

- Education, Prevention and Intervention Work Group – BOS Motion
- Rethinking Access to Marijuana
- County-wide Cannabis Assessment Survey
- Marijuana Education Initiative Pilot
- Cannabis Summit – January 11-12, 2018
- Hosting Youth Summit – March 2018
- Marijuana Public Smoking Initiative
- Marijuana Media Campaign
Medicinal vs. non-medicinal cannabis in California

Medicinal Cannabis:

- Recommended by a doctor for medicinal purposes like chronic pain and can be purchased at cannabis retail outlets.

Non-medicinal Cannabis:

- No longer requires a doctor’s recommendation. Adults 21 and over can purchase cannabis at licensed retail outlets as early as January 2018.
**Sativa**

+ Tall in stature
+ Narrow leaves
+ Longer flowering cycles
+ Better suited for warm climates with a long season

*Sativa*:
- Acapulco Gold
- Panama Red
- Durban Poison

**Indica**

+ Short in stature
+ Broad leaves
+ Shorter flowering cycles
+ Suitable for colder climates with shorter seasons

*Indica*:
- Hindu Kush
- Mazar
- Afghan Kush
<table>
<thead>
<tr>
<th>Flowers</th>
<th>Concentrates</th>
<th>Infused Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green, brown, or gray mixture of dried and shredded leaves, buds, stems, seeds, and flowers</td>
<td>Compressed resin, “hash,” that resembles wax or oil</td>
<td>Use of either plant, hash oil or concentrates in edibles and drinks</td>
</tr>
<tr>
<td>In a pipe, water pipe (bong), flavored papers, or joint</td>
<td>Inhaled through a device that heats the liquefied concentrate into mostly odorless vapor</td>
<td>Eaten as ingredient in baked goods, candies, and sodas</td>
</tr>
<tr>
<td>Average THC content is 15%, with range of 8 to 22%</td>
<td>Extracts can have a THC content of up to 90%</td>
<td>THC concentration varies per item with no regulation on dosage</td>
</tr>
</tbody>
</table>
Marijuana Use among Youth
The amount of tetrahydrocannabinol (THC) - the main psychoactive ingredient in cannabis - can vary in edible products which makes it harder to control how much THC is consumed.

The amount of THC in homemade edibles can vary even more.
Marijuana and the Teen Brain

What We Now Know

Adolescence is a critical period in brain development.

The brain is still developing until approximately age 25.
- Underdevelopment of the frontal lobe/prefrontal cortex make adolescents more prone to “behave emotionally or with ‘gut’ reactions”

- Adolescents tend to use an alternative part of the brain— the AMYGDALA (emotions) rather than the prefrontal cortex (reasoning) to process information.
The Prefrontal Cortex is responsible for controlling planning, working memory, organization, modulating mood, and is constantly changing and growing.

The Limbic System is responsible for controlling emotion and other brain functions related to our instincts and memories, such as giving a sense of reward for engaging in risk.
HEAVY MARIJUANA USE BY TEENS IS LINKED TO:

Educational Outcomes
- lower grades and exam scores
- less likely to enroll in college

Life Outcomes
- lower satisfaction with life
- more likely to graduate from HS or college
- more likely to be unemployed
- more likely to earn a lower income
Most marijuana use begins in adolescence. 78% of the 2.4 million people who began using in the last year were aged 12 to 20.1

As perception of harm decreases, marijuana use increases.2

Every day, 3,287 teens use marijuana for the first time.1


NIH National Institute on Drug Abuse
Community Needs Assessment Survey (2017)

SAPC research team compiled existing survey questions on prescription drug and marijuana use (e.g., NSDUH, CHKS, MTF) in the following domains:

- Risk perception
- Perception of access/availability
- Attitudes toward use
- Patterns of use
- Motivation for use
- Consequences of use
Los Angeles County (2017) Needs Assessment Survey: Youth Ages 12-17

- 11% reported using marijuana about 10 days in the last 30 days!
- Mean age of initiating marijuana use was 13.
- Over half of youth surveyed reported having easy access to cannabis.
- 72% used marijuana with friends
- 49% reported having gone to school under the influence of marijuana.
- Over 30% felt occasional use of marijuana was harmful.

Source: Los Angeles County Department of Public Health, Substance Abuse Prevention and Control: Community Needs Assessment Survey, 2016-2017
Perceived problem in neighborhood

How much of a problem is marijuana use in your neighborhood?

2019 North American Cannabis Summit
24.0 Million Americans admitted to using marijuana within the last month! (NSDUH, 2016)

- Marijuana is becoming more acceptable in the society.
- More prevalent among men than women!

Marijuana use has increased (NIDA)
- Commonly used by many adolescents and young adults.

Marijuana potency has increased! (There is a higher concentration of THC (the chemical responsible for most of marijuana's psychological effects.))

Marijuana related medical emergencies have also increased!

Source: NIDA: Marijuana https://d14rmgtrzwf5a.cloudfront.net/sites/default/files/1380-marijuana.pdf
### 2017 LAC SAPC Community Needs Assessment Survey

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Perfcentage</th>
<th>Smoke</th>
<th>Edible</th>
<th>Vape</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>95%</td>
<td>54%</td>
<td>28%</td>
<td></td>
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<tr>
<td>Latino</td>
<td>94%</td>
<td>55%</td>
<td>29%</td>
<td></td>
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<tr>
<td>White</td>
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<tr>
<td>Black</td>
<td>96%</td>
<td>40%</td>
<td>17%</td>
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<tr>
<td>API</td>
<td>93%</td>
<td>55%</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>94%</td>
<td>62%</td>
<td>37%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Los Angeles County Department of Public Health, Substance Abuse Prevention and Control: Community Needs Assessment Survey, 2016-2017
Marijuana admissions constituted 13.9% of all treatment admissions in 2015-16 fiscal year (N=7,760)! Total of 4,153 (63%) of all marijuana-related admissions were Latino!

"Annual Review of Patients in Publicly Funded Substance Use Disorder Treatment Programs in Los Angeles County, 2015-2016 Fiscal Year. Health Outcomes and Data Analytics Unit, Clinical Services and Analytics Branch, Substance Abuse Prevention and Control, July 2017."
What Prop. 64 does not change

A number of marijuana-related activities remain illegal under Prop. 64. Law enforcement may continue to charge the most serious marijuana-related violations:

• Providing marijuana to a minor (under 18)

• Manufacturing marijuana using a volatile substance without a license

• Attempting to smuggle marijuana across state lines, as felonies.

• As with alcohol, driving while impaired by marijuana or with an open container of marijuana remains illegal.

Marijuana may not be consumed in public

Source: NIDA: Marijuana https://d14rmgrtwzf5a.cloudfront.net/sites/default/files/1380-marijuana.pdf
Increased advertising
Proliferation and Overconcentration
California Bills related to Cannabis:

- **AB 3067** (Chau) – explicit restrictions on internet advertising of cannabis products to youth under 21

- **SB 1451** (Fuller) – imposes minimum penalties on cannabis licensees that sell to youth under the legal age

- **SB 1302** (Lara) – recently amended, but still appears to allow cannabis delivery regardless of local bans

- (Less urgent) **AB 2020** (Quirk) – expands definition of locations where temporary events may take place

- **AB 2641** (Wood) – implements permitting process for temporary events and explicitly preserves local control
County’s Uniform Emblem Program

Uniform emblem program for licensed cannabis businesses and consumer education campaign

– Steer customers away from unlicensed dispensaries, by allowing them to easily identify licensed ones.

– Modeled after the restaurant letter grade program.

– Partnerships with LA City, Long Beach, and others.

– Partnership with licensed industry and state agencies.
CDPH’s Public Information Campaign

LETS TALK CANNABIS

Let's Talk Cannabis

What's Legal?
Pregnant and Breastfeeding Women
Youth
Parents and Mentors
Responsible Use
Helpful Resources
FAQs and Fact Sheets
En Español

Know the Laws! Let's Talk Cannabis

What's Legal?
Pregnancy and Breastfeeding
Youth
Parents and Mentors
Responsible Use
Helpful Resources

2019 North American Cannabis Summit
Additional Information

- DPH Cannabis Compliance and Enforcement Program:
  Phone: 626-430-5635; Email: ccep@ph.lacounty.gov

- DPH – Substance Abuse Prevention and Control, Prevention Services:
  Phone: 626 293-2950; Email: ycordero@ph.lacounty.gov

- DPH Prop 64 Resource Webpage:
  http://publichealth.lacounty.gov/sapc/Prop64/Proposition64.htm

LA County Office of Cannabis Management:
https://www.lacounty.gov/marijuana