

The false dichotomy: “Legalization OR incarceration?”

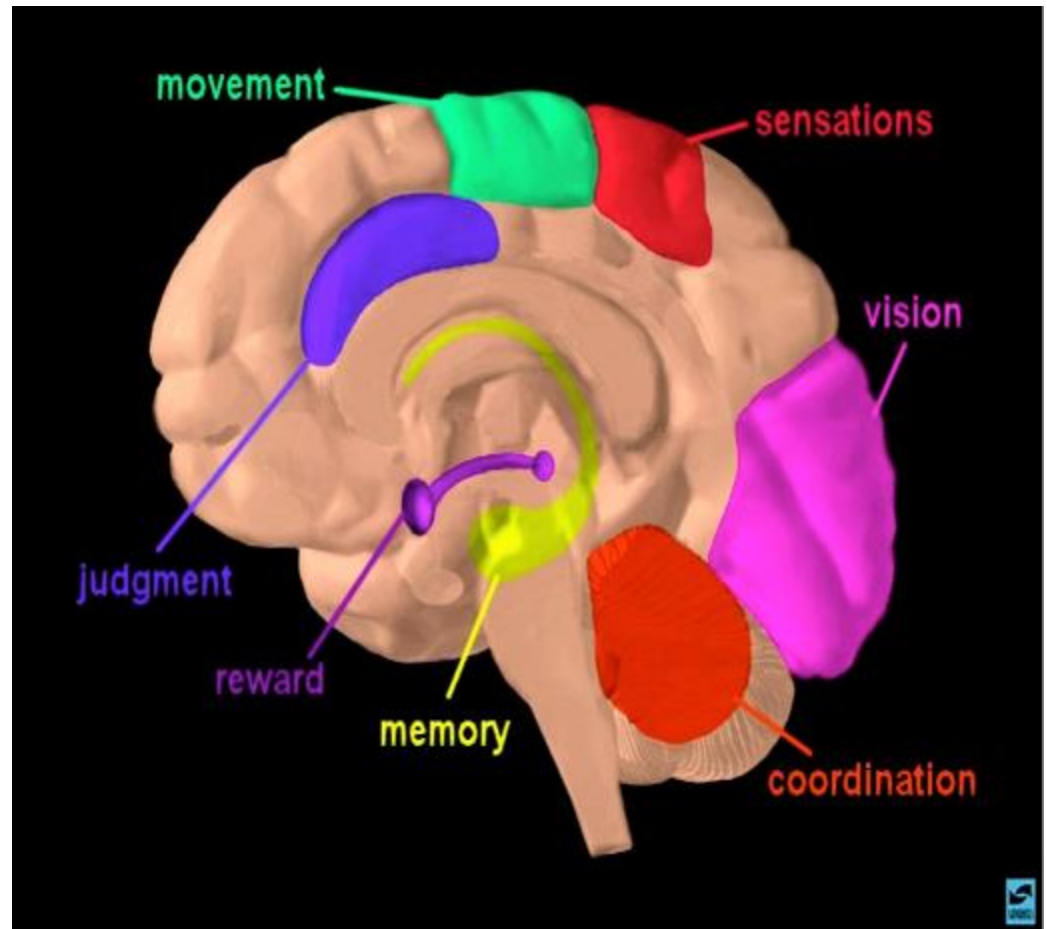


VS



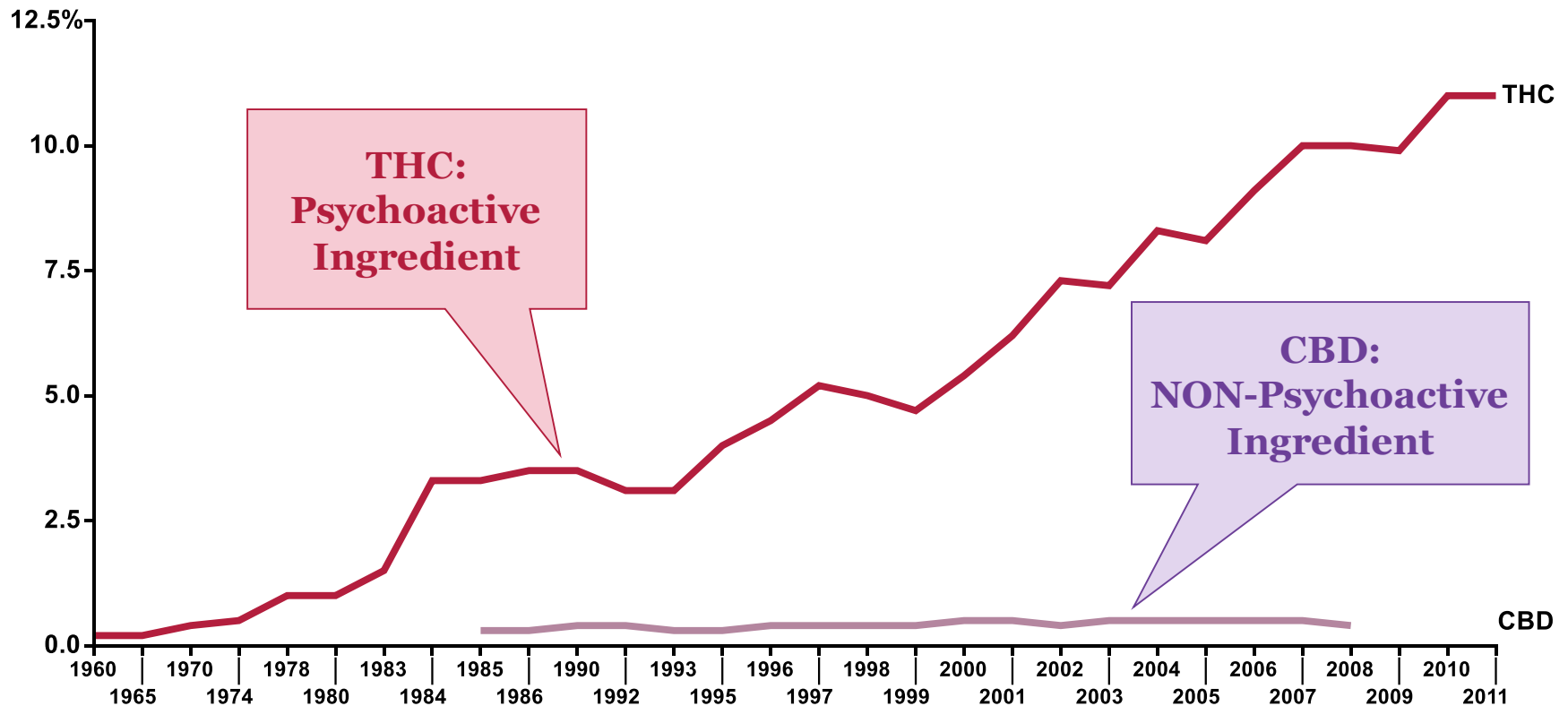
Cannabinoid Receptors Are Located Throughout the Brain and Regulate a Host of Brain Activity

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



Marijuana has become significantly more potent since the 1960s

Average THC and CBD levels
in the United States



CBD										0.3	0.3	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.4	0.5	0.5	0.4	0.5	0.5	0.5	0.5	0.5	0.4		
THC	0.2	0.2	0.4	0.5	1.0	1.0	1.5	3.3	3.3	3.5	3.5	3.1	3.1	4.0	4.5	5.2	5.0	4.7	5.4	6.2	7.3	7.2	8.3	8.1	9.1	10.0	10.0	9.9	11.0	11.0

Marijuana is not “just a plant” anymore – derivatives contain up to 98% THC



“Green Crack”
wax



“Ear Wax”



Butane Hash Oil
(BHO)



Hash Oil Capsules



“Budder”

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“Shatter”



The Industry Today



First 200* receive
a gift bag containing
one joint, one sample of
premium flowers,
and a Bite from
Bliss Edibles
*with \$10 donation minimum



1



Kid-friendly: comes in
shapes & colors
attractive to children, like
candy and soda

2

95%

Potent: often made w/
concentrates of up to
95% pure THC (joints
are ~ 15% THC)

3



Aggressive marketing:
free samples, billboard
advertising, and other **Big
Tobacco** tactics

4



Contaminants: In 2015, CO
recalled 100s of thousands
of edibles containing
banned pesticides

5



Fighting regulation: The pot industry has lobbied
hard against regulation (e.g., warning labels,
dosing rules, and bans on ads targeting kids)



Billboards

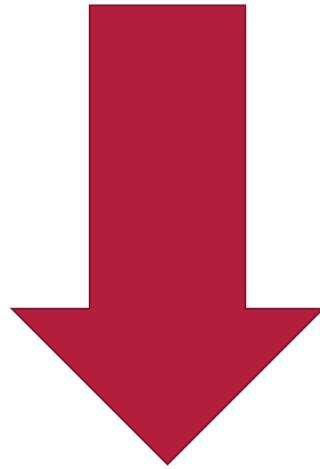


Coupons

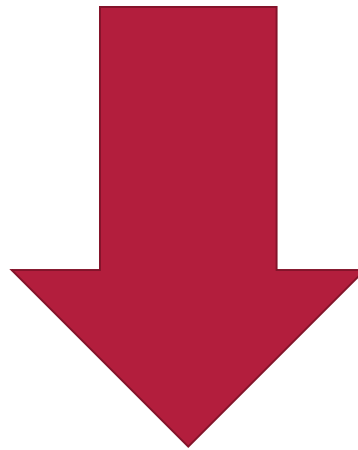


Event sponsorships

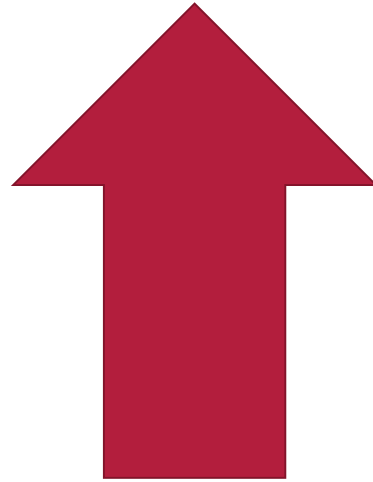




16%



23%

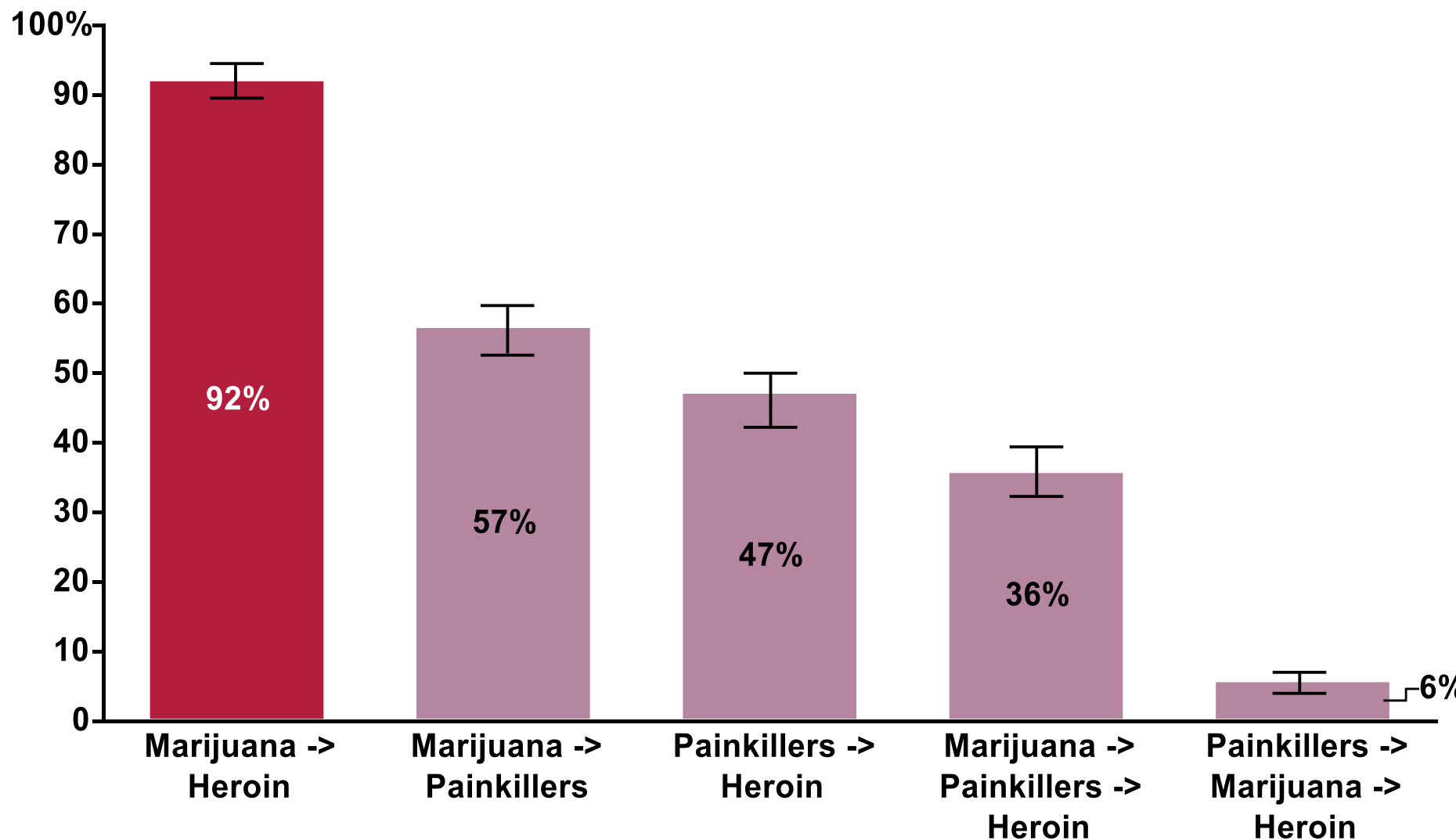


12%

Are We Sure?™

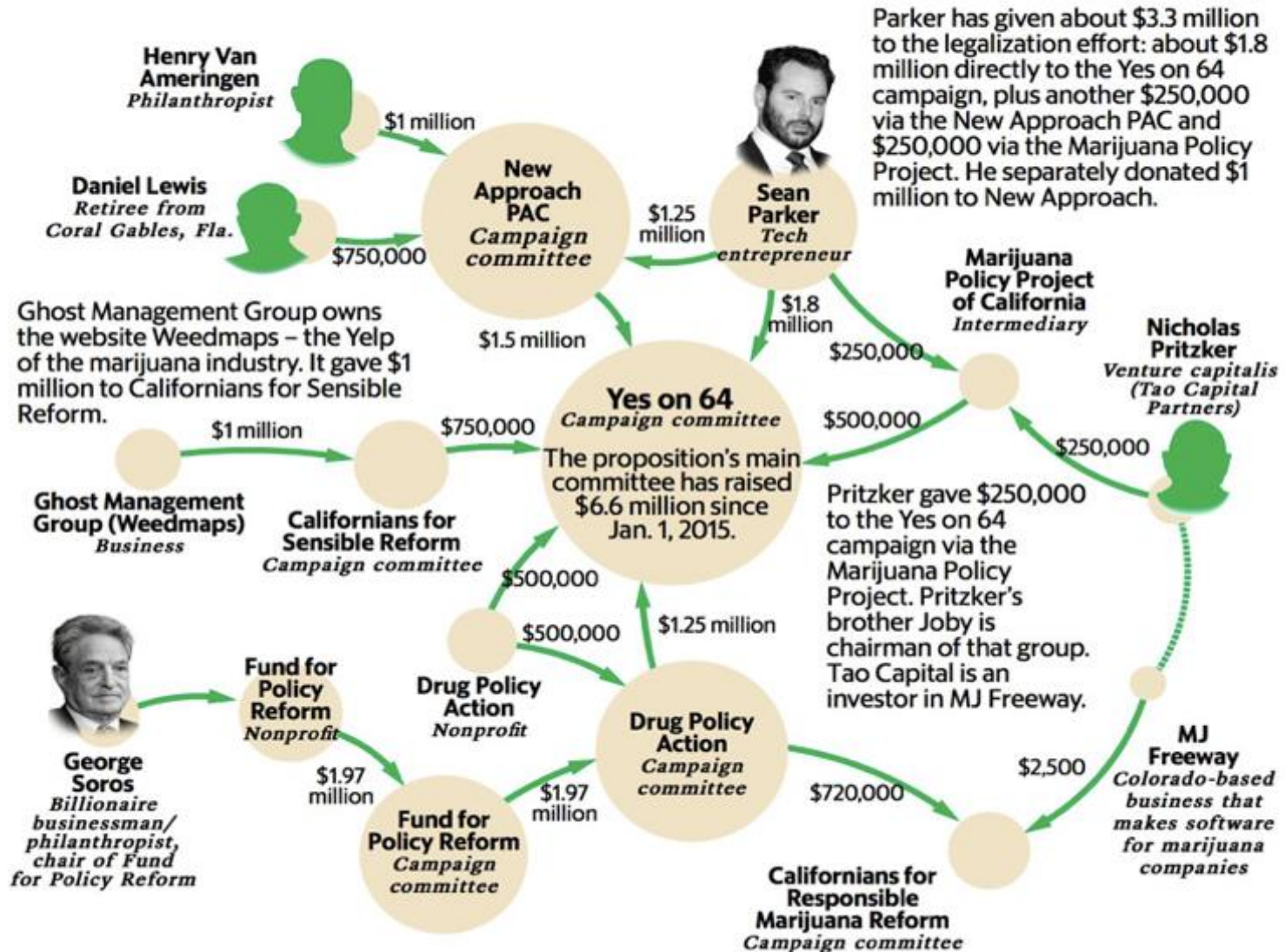


Percentage of heroin/prescription painkiller users who first used another addictive drug in previous years



THE PROPOSITION 64 MONEY TRAIL

A web of campaign committees, nonprofits and wealthy individuals has given millions to the campaign to legalize marijuana in California. Many of the donors have ties to the marijuana industry, and the main yes-on-64 campaign committee has raised almost \$6.6 million. A look at the money and the connections:

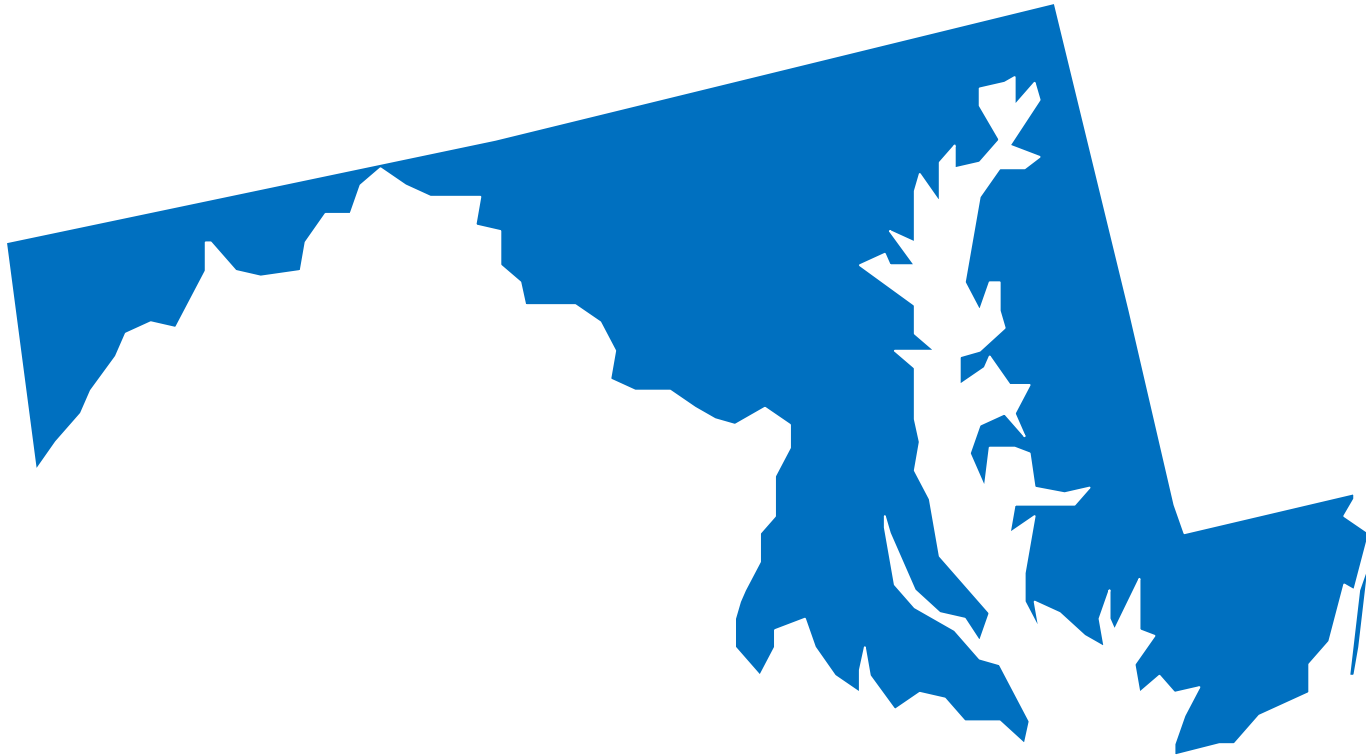


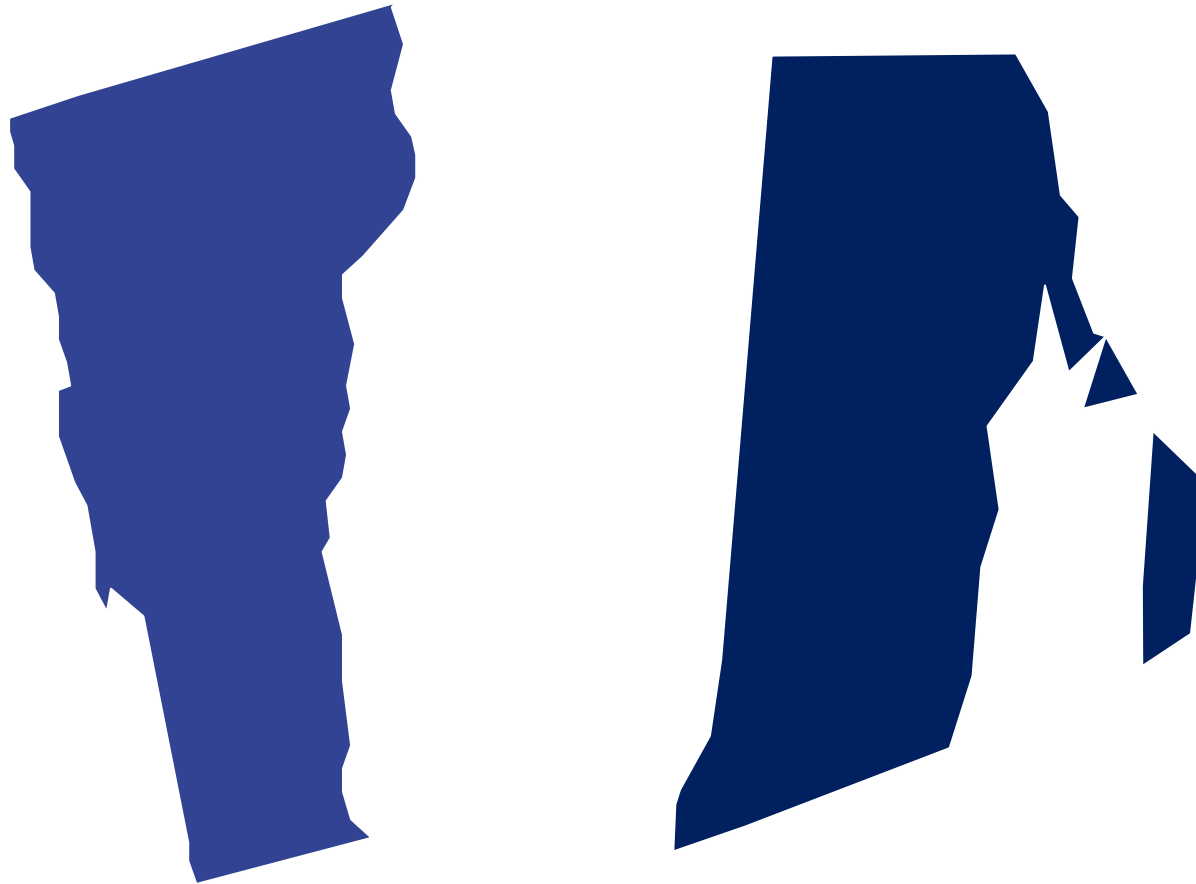


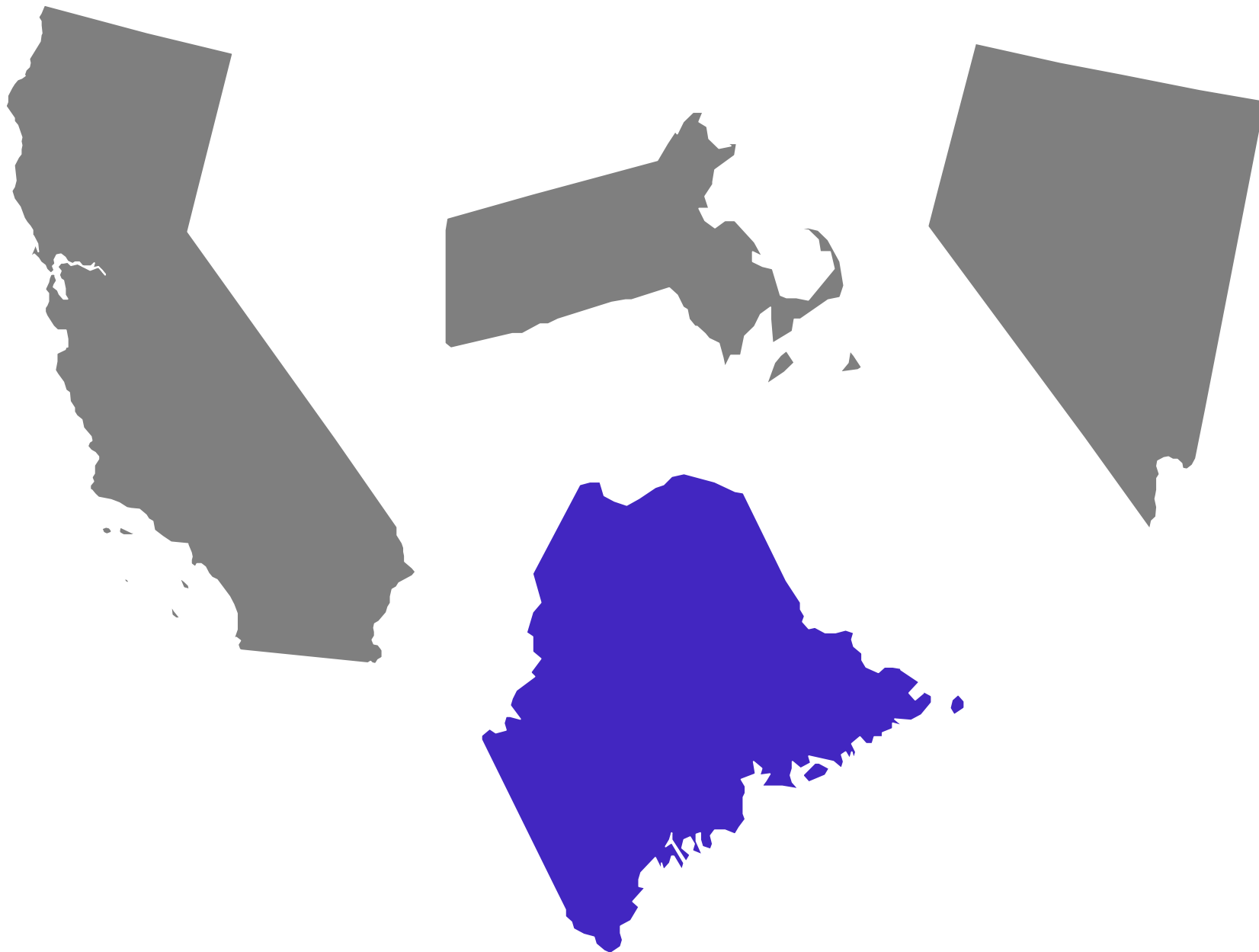












A roundup of 2016 REC Initiatives

	“Yes” side	“No” side	Margin outspent	Major Groups/Indiv Contributing	Won/Los t (Spread)
Arizona	\$5,237,000	\$5,614,000	0.9x	SEVERAL	WON (2.6%)
California	\$22,539,000	\$2,077,000	10.8x	ONE	LOST (14.3%)
Maine	\$3,538,000	\$237,000	14.9x	ONE	LOST (0.3%)
Mass.	\$6,824,000	\$3,061,000	2.2x	SEVERAL	LOST (7.1%)
Nevada	\$4,172,000	\$3,472,000	1.2x*	ONE	LOST (8.9%)
Total	\$42,310,000	\$14,461,000	2.9		

Marijuana Accountability Project (MAP)

Congressional Outreach

SAM will boost federal lobbying efforts to stop legalization on the federal level.

State Report Card Tracking Project

Evaluate the states with legal recreational marijuana across the following metrics: Public health (incidence rates of poisonings across age and demos), public safety (car crashes, ER visits), marketing (evaluate and compare based on other legal drugs), political influence (track lobbying and spending), and economic impact (promises made on funding, promises kept?)

Community Roundtables

We anticipate holding up to five community roundtables, open to the media, in select states in the first year. At these events, we will release the results of the tracking project, and hear from citizens who have been impacted by legalization and the industry as a whole. These roundtables will serve two purposes: show the real life impact of legalization, and promote MAP as a critical oversight voice.

Public Education/PSA Campaign

SAM will launch a media campaign called "Are We Sure?" that asks localities if they really want marijuana stores in their

Earned Media

Earned media will be a critical component to ensure the accountability messaging and approach is well understood in our target

Organization of Municipalities Concerned about Marijuana (OMCM)



Oregon remains a top source for black market pot,
state police report says

True or false
If your boat is damaged
while you're towing

Allstate
BOAT

SAM Files Public Records Requests For Marijuana-Related Records From the State of Oregon

By Anisha Gianchandani | March 28, 2017 | Uncategorized

SAM Smart Approaches to MarijuanaTM
preventing another big tobacco

A Baseline Evaluation of Cannabis Enforcement Priorities in Oregon

January 2017

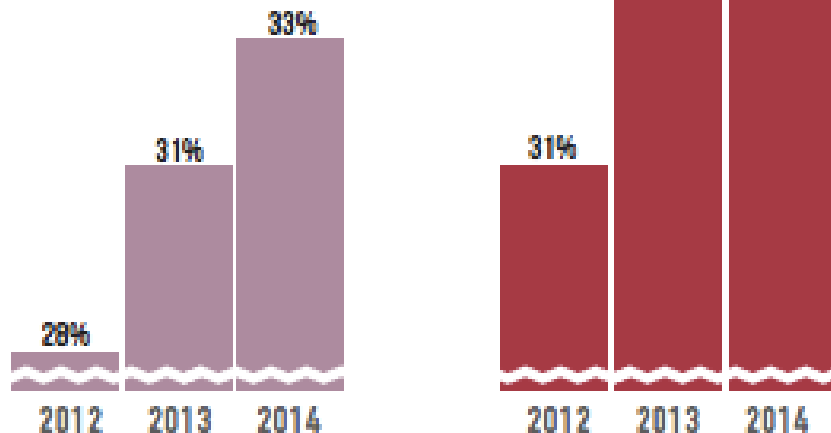
Oregon State Police -
Drug Enforcement Section
3565 Treistad Ave SE
Salem, Oregon

**National Organization Files Public Records Requests For
Marijuana-Related Records From the State of Oregon**

***Leaked Study Reveals State Violations of Federal Marijuana
Guidance, Raises Questions About State Efforts to Provide Full***

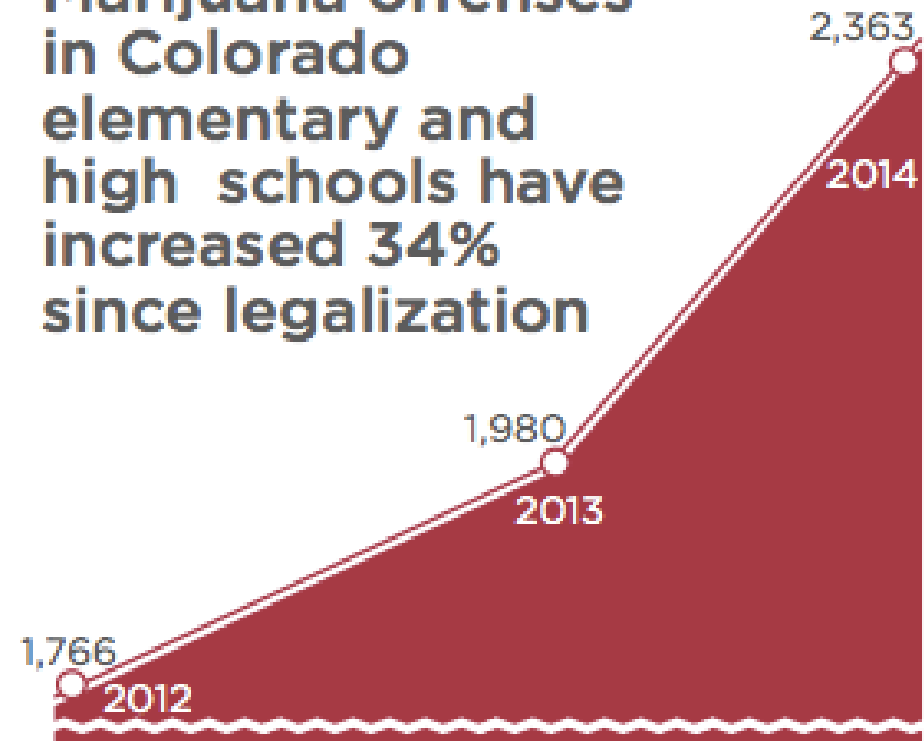
More CO youth on probation are testing positive for marijuana since legalization

- 10 to 14 years old
- 15 to 17 years old



Source: Colorado State Judicial Branch

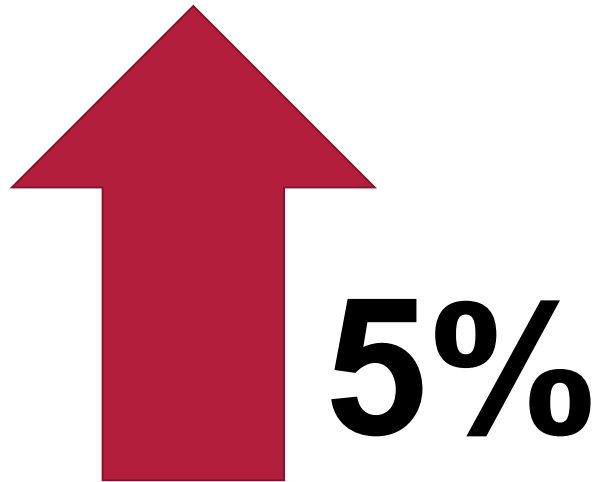
Marijuana offenses in Colorado elementary and high schools have increased 34% since legalization



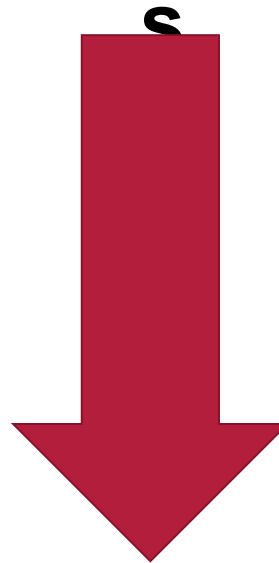
Source: Colorado Bureau of Investigation

Juvenile Arrest Rate Before and After Legalization

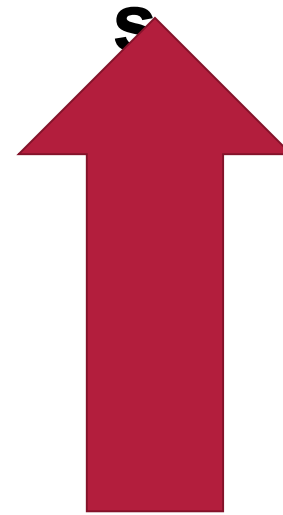
Overall juvenile arrests



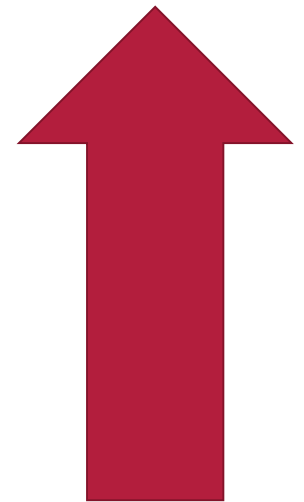
White



Hispanic

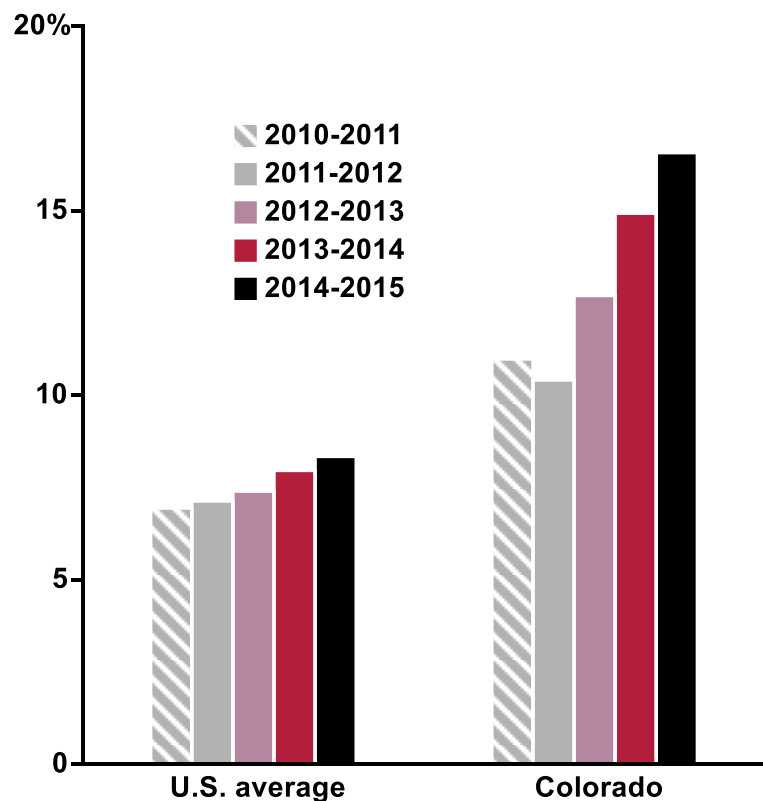


Blacks



Since legalization, pot use in Colorado has steadily climbed, well outpacing the national average

Percentage of population ages 12 and up who used marijuana in the past month

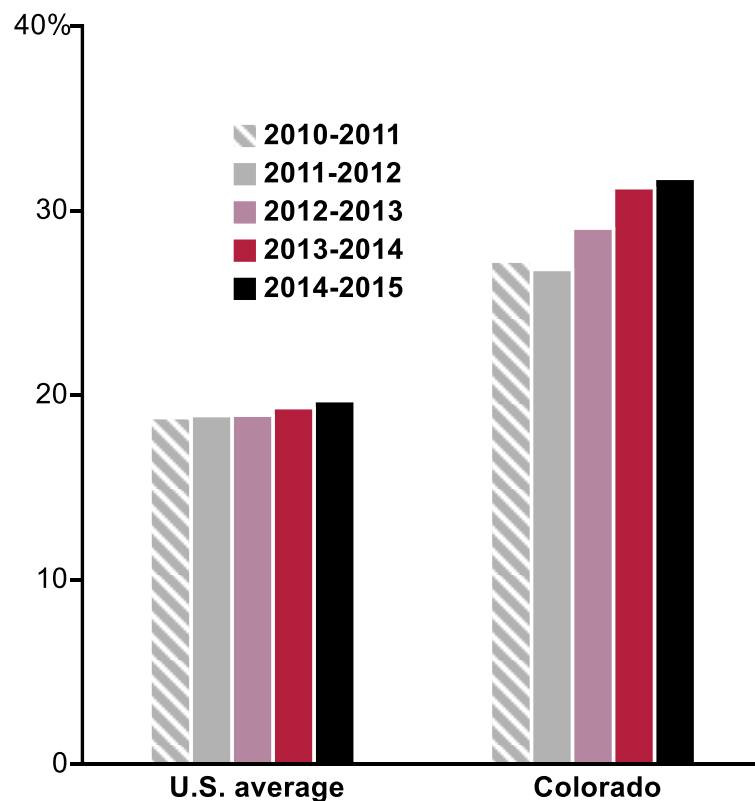


Avg.
change
per period

4.7%

10.8%

Percentage of population ages 18 to 25 who used marijuana in the past month



Avg.
change
per period

1.2%

3.9%

Advisory Board Letter to Hickenlooper

coloradopolitics.com/citing-rising-teen-use-drug-cartels-addiction-experts-chide-hick-pot-remarks/

News DansDeals.com SAM task list.xlsx Twitter View from the Wing... Fidelity Investment... Chase Persona



quietmike.org

Citing rising teen use, drug cartels, addiction experts chide Hick over pot remarks

Mar. 15, 2017, by Dan Njegomir, ColoradoPolitics.com 17 Comments 1620

As Colorado pols circle the wagons against potential federal encroachment on the state's legal marijuana culture, a group of nationally prominent addiction experts who are legalization critics have called out Gov. John Hickenlooper over his recent assertions that teen pot use hasn't risen in the state and that the black market has shrunk.

Governor John Hickenlooper
Office of the Governor
136 State Capitol Bldg.
Denver, CO 80203

March 10, 2017

Dear Governor Hickenlooper,

We are a group of scientists from Harvard University and other institutions acutely concerned about the impact of marijuana on youth, and among drivers, employees, parents, and other members of society.

We understand your continued skepticism with regards to "recreational" marijuana legalization, but are concerned about recent statements you made on national television regarding youth marijuana use in Colorado. In response to a question about marijuana asked by Chuck Todd on Meet the Press (February 26, 2017), you replied that there was no increase in teenage use and that the black market was shrinking.

However, data we have reviewed points us toward a very different conclusion. The only representative sample of teens ever conducted in Colorado, the National

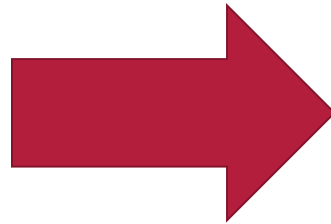
NAS: Marijuana use is also associated with other physical and mental health issues

- **Respiratory problems**, including chronic bronchitis
- Injuries & deaths from **car accidents**
- **Overdose injuries** in children
- **Low birth weight** (where pregnant mother uses)
- Impaired learning, memory, and attention (including **permanent loss of IQ** in younger heavy users)
- **Suicide**

**MARIJUANA
WONT**

**MAKE AMERICA
GREAT AGAIN**

Disruption -- Institutions to people



REMEMBER BIG TOBACCO? **THEY'RE BACK**

It's Time To Put People Before Profit.

Learn More

~~BIG TOBACCO~~
MARIJUANA

SAM Partners with New Englanders

Learn More About Legislation

SAM Toolkit

- One-pagers & educational briefs (February 2017)
- Working paper on projected costs of marijuana legalization in Rhode Island (April 2017 – to be presented today)
- SAM testimony
- Reefer Sanity PowerPoint Slides
- SAM report on Colorado and Washington State (October 2016)

SAM Affiliate and Supporter programs

AFFILIATES	SUPPORTERS
<ul style="list-style-type: none">• For incorporated non-profit organizations	<ul style="list-style-type: none">• For individuals
<ul style="list-style-type: none">• Co-brand with SAM in states & localities	<ul style="list-style-type: none">• Speak alongside SAM in states & localities
<ul style="list-style-type: none">• Modest annual dues	<ul style="list-style-type: none">• Free
<ul style="list-style-type: none">• Affiliate vetting process and affiliate agreement	<ul style="list-style-type: none">• Interview & volunteer agreement
<ul style="list-style-type: none">• Special training materials, webinars, and co-branding opportunities	<ul style="list-style-type: none">• Special volunteer trainings, webinars, and events with other advocates

Legislation in the 115th Congress

Protecting the Principle of Federalism in Marijuana Policies: Rep. Dana Rohrabacher (R-CA) – *states to determine marijuana policies*

Taxing and Regulating Marijuana: the Regulate Marijuana Like Alcohol Act, introduced by Rep. Jared Polis (D-CO), and the Marijuana Tax Equity Act, introduced by Rep. Earl Blumenauer (D-OR) – *federal marijuana legalization*

Making Medical Marijuana Legal Under Federal Law: The Compassionate Access, Research Expansion, and Respect States (CARERS) Act, introduced by Senators Rand Paul (R-KY), Cory Booker (D-NJ), and Kirsten Gillibrand (D-NY): Medical marijuana legal under fed law & all marijuana business to access banking system. [House Companion, Cohen/Young)]

Marijuana Effective Drug Studies Act (Schatz/Hatch/Tillis/Coons) to improve researching marijuana and it's components.*

* Indicates SAM Support

Legislation in the 115th Congress

Medical Marijuana for Veterans: Representatives Earl Blumenauer (D-OR) and Dana Rohrabacher (R-CA) introduced the Veterans Equal Access Act, which would expand access to medical marijuana to vets.

Rohrabacher-Farr Amendment: disallows federal money spent on enforcing medical marijuana laws in medical marijuana states (passed 219-189 the first year, which was followed by a vote on a similar provision the following year that passed by a wider margin of 242-186). **expires Apr*

McClintock-Polis Amendment: disallows federal money spent on enforcing **all marijuana laws** in all states that have passed any type of marijuana legalization

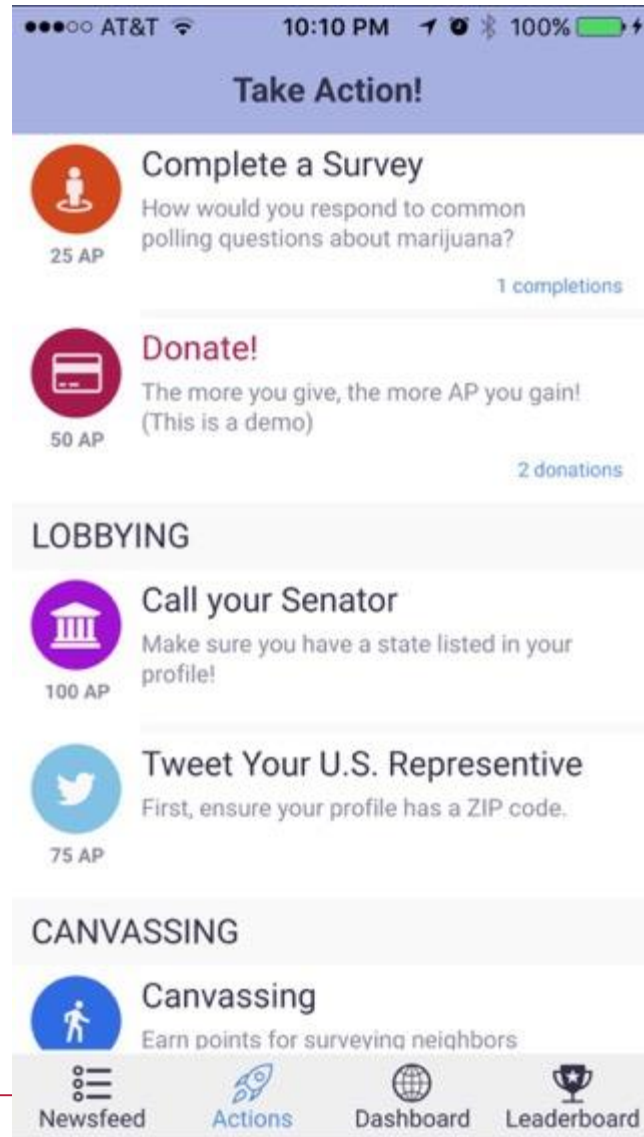
Various DC Appropriations Riders concerning DC legalization, Vets, etc.

SAM Action App: Available Now!



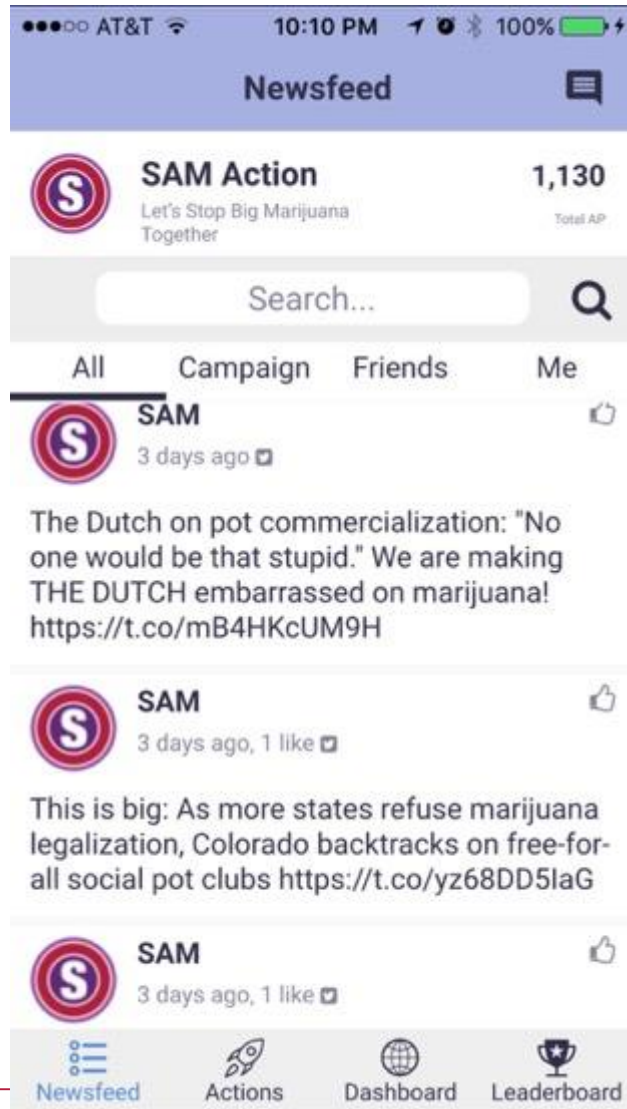
- Available free in the Apple App Store and Google Play Store
- or text **SAM** to **797-979** right now to get a link to download

Text **SAM** to 797-979



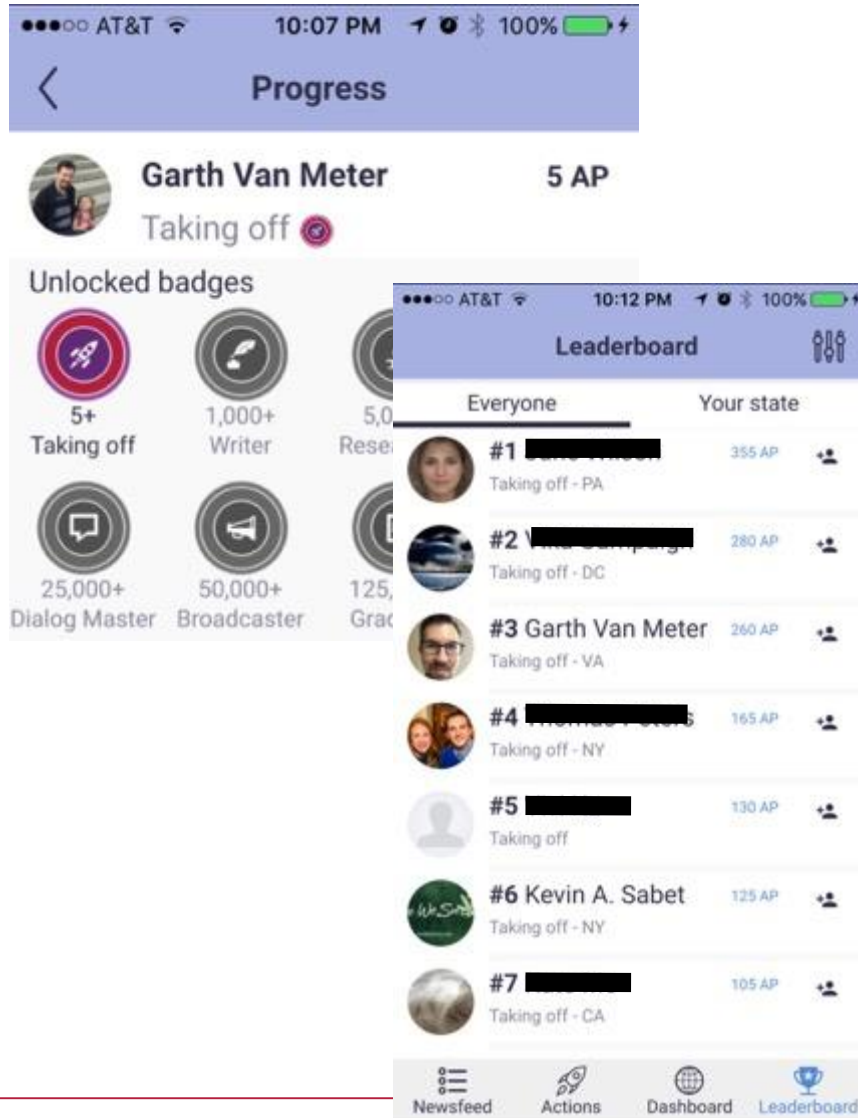
- A Powerful Tool for Organizing
- Plan Events with Friends
- Call your Legislators within the App
- Survey your Neighbors

Text SAM to 797-979



- Keep up on the latest news
- Test yourself with quizzes and surveys
- Learn field-tested messages
- Practice with friends before phoning your legislator or attending a townhall

Text SAM to 797-979



- Earn points for phone calls or adding friends in the app
- Unlock badges (with real life prizes)
- Compete with friends on a leaderboard

Are We Sure?™



~~BIG TOBACCO~~ MARIJUANA

Legalizing pot may seem like no big deal. At first. But when you consider it would legitimize an industry that's likely to enjoy the same immense profits and political influence that Big Tobacco had for decades, it might be a very big deal after all. Are we sure we're ready for everything that comes with legalized marijuana? Join the conversation at AreWeSure.net.

Are We Sure?

AreWeSure.net

~~JOINT~~ GUMMY BEAR

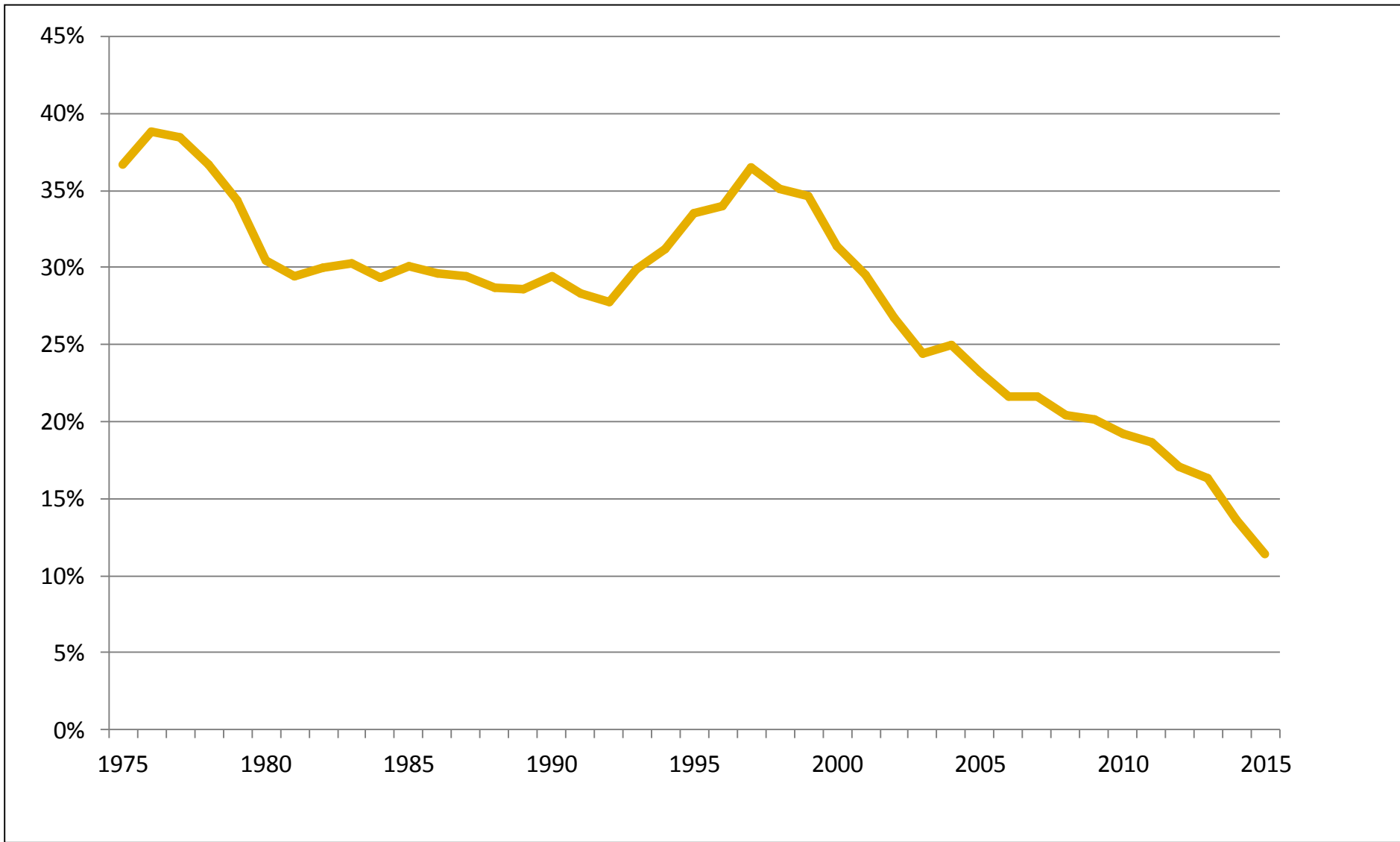
Legalizing pot may seem like a relatively harmless idea. At first. But when you learn of the thousands of ways marijuana can go undetected in schools via "edibles," pot-laced sweets and drinks that are eaten rather than smoked, it may not seem so harmless after all. Are we sure we're ready for everything that comes with legalized marijuana? Join the conversation at AreWeSure.net.

Are We Sure?

AreWeSure.net

How can I get my hands on this fantastic merchandise before it's too late?

- It's easy!
- Custom plans available for every organization and context
- Just fill out one of the AWS information forms on your table
- We will be in touch with you by next Monday





www.learnaboutsam.org

kevin@learnaboutsam.org