Reefer Sanity: 
Seven Great Myths About Marijuana 

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Outline

• National Drug Policy Overview
• Current Trends In Drug Use
• Seven Great Myths About Marijuana
• Smart Policy
• Colorado’s Experience
• Washington State Concerns
• Smart Approaches to Marijuana (Project SAM)

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

REEFER SANITY
SEVEN GREAT MYTHS ABOUT MARIJUANA

KEVIN A. SABET, Ph.D.

FOREWORD BY PATRICK J. KENNEDY, FORMER CONGRESSMAN

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Trends in drug use

Current use among persons 12 and older: 2012

- Alcohol: 52.10%
- Tobacco: 26.70%
- Marijuana: 7.30%

Source: NSDUH, 2013

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Myth 1:
Marijuana Is Harmless and Non-addictive
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.

Dependence on or Abuse of Specific Illicit Drugs

Persons 12 or Older, 2008

4,199 Marijuana

1,716 Pain Relievers

1,411 Cocaine

282 Heroin

351 Stimulants

358 Hallucinogens

175 Inhalants

126 Sedatives

Addictive Nature of Drugs When Different Drug Use Starts in Adolescence

Increased Potency

Today’s marijuana is not the marijuana of the 1960s.

• In the past 15 years, marijuana potency has tripled and since 1960 it’s grown 5 times stronger.

Source: Mehmedic et al., (2010)
Average THC and CBD Levels in the US: 1960 - 2011

THC: Psychoactive Ingredient

CBD: NON-Psychoactive Ingredient

Source: Mehmedic et al., 2010

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Cannabis-related emergency hospital admission rates have been rising sharply in the US.

- From an estimated **16,251** in 1991 to over **374,000** in 2008

Source: SAMHSA, 2011
Harmful effects on the brain

Marijuana use directly affects the brain

- It affects parts of the brain responsible for:
  - memory,
  - learning attention,
  - and reaction time.

- These effects can last up to 28 days after abstinence from the drug.

Source: Giedd. J.N., 2004
Harmful effects on mental health

- Increased risk of mental illness
  - Schizophrenia (6 fold)
  - Psychosis
  - Depression
  - Anxiety

Harmful effects on the lungs

Research shows that marijuana smoke is an irritant to the lungs.

- Results in greater prevalence of:
  - bronchitis,
  - cough,
  - and phlegm production.

Source: Tetrault, J.M, 2007
Marijuana smoke is carcinogenic.

- It contains 50-70 percent *more* carcinogens than tobacco smoke.
- Evidence linking marijuana and cancer is mixed.
- However, marijuana smoke contains an enzyme that converts hydrocarbons into a cancer-causing form.

Marijuana use has significant effects on IQ and learning

- Persistent and heavy use among adolescents reduces IQ by 6-8 points
- 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.

Marijuana use is linked to low productivity and job performance

- Linked with:
  - dropping out of school,
  - unemployment,
  - social welfare dependence,
  - and lower self-reported quality of life

Marijuana use is linked to low productivity and job performance

- Employee marijuana use is linked with increased:
  - absences,
  - tardiness,
  - accidents,
  - worker’s compensation claims,
  - and job turnover

Source: NIDA, 2011
Increased use can lead to increased drugged driving

“Drivers who test positive for marijuana or self-report using marijuana are more than twice as likely as other drivers to be involved in motor vehicle crashes.”

Source: Mu-Chen Li, J.E., et al., 2011
Myth 2: Smoked/Eaten Marijuana is Medicine
Marijuana has medical properties, **BUT** 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 its potential benefits.

- A distinction must be made between raw, crude marijuana and marijuana’s components
Is marijuana medicine?

No: smoked or inhaled raw marijuana is not medicine

Yes: there are marijuana-based pills available and other medications coming soon

Maybe: research is ongoing
Marijuana has medicinal properties

Studies show that components or constituents within marijuana have medical value.

- For instance, *dronabinol* (also known as Marinol®) contains lab-made THC and is widely available at pharmacies as capsules to treat nausea/vomiting from cancer chemotherapy.
Marijuana-based medicines are being scientifically developed.

- However this process needs improvement.
- Research must be done on marijuana’s components, not the raw, crude plant.
Marijuana-based medicines

- **Sativex®** is in the process of being studied in the USA.
- THC:CBD = 1:1
- It is administered via an oral mouth spray
- Already approved in Canada and Europe
- Also Epidiolex ®, pure CBD, no THC
Average medical marijuana patients

Profile:
- 32-year old white male
- history of alcohol and substance abuse
- no history of life-threatening illnesses

- 87.9% had tried marijuana before age 19
- 75% of Caucasian patients had used cocaine and 50% had used methamphetamine in their lifetime.

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

- In Colorado, 2% reported cancer, less than 1% reported HIV/AIDS, and 1% reported glaucoma as their reason for using medical marijuana.
- In Oregon, these numbers are less than 4%, 2%, and 1%, respectively.

Source: Colorado Department of Public Health and Environment, 2011; Oregon Public Health Authority, 2011
Chronic pain

Majority of medical marijuana users report using marijuana to treat ‘chronic or severe pain.’

- 96% in Colorado
- 91% in Oregon
- 93% in Montana

Source: Colorado Department of Public Health and Environment, 2011; Oregon Public Health Authority, 2011; Montana Department of Public Health and Human Services, 2011
Legalization behind the smokescreen

“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

- Medical marijuana advocates have pushed their agenda through “medicine by popular vote” rather than the rigorous scientific testing system devised by the FDA.

Source: Emory Wheel Entertainment Staff, 6 February 1979
Behind the smokescreen

After the Compassionate Use Act passed in California in 1996, Allen St. Pierre, the director of NORML admitted in a TV interview that “in California, marijuana has also been de facto legalized under the guise of medical marijuana”
Medical marijuana has led to increased use

Residents of states with medical marijuana laws have abuse/dependence rates almost twice as high as states with no such laws.

Source: Cerda, M., et al., 2012.
Increased use

- Two features – home cultivation and dispensaries – are positively associated with marijuana use and “have important implications for states considering legalization of marijuana.”

Source: Pacula et al 2013
Increased use among teens

“If pot is medicine and sanctioned by the state, then it must be safe to use.”

• Among youth (12-17) marijuana use rates in states with medical marijuana laws is 8.6% compared to 6.9% in states without such laws.

• In states with medical marijuana laws, adolescents’ perception of the harmful effects of marijuana have significantly decreased.

• Dispensaries – Are they serving the sick and dying??
Gupta, CBD, Epilepsy

- Recent CNN Documentary spread confusion
- Confused COMPONENTS w/HERBAL MATERIAL
- Some evidence CBD can help with epilepsy
- SAM currently working on federal compromise to allow seriously ill to obtain pure, standardized CBD through special NIH research project if bona fide physician recommends it
- Very different than homegrown CBD w/unknown composition, untested strength and standardization
Myth 3:

Countless People Are Behind Bars for Smoking Marijuana
Drug Possession Offenders in State Prisons
Percent of State Prisoners, 2004

Source: Bureau of Justice Statistics, 2004
Countless people are NOT behind bars for smoking marijuana

- Only 0.4% of prisoners with no prior offenses are in jail for marijuana possession.
- 99.8% of Federal prisoners sentenced for drug offenses were incarcerated for drug trafficking.
- The risk of arrest for each joint smoked is 1 for every 12,000 joints.

Source: Bureau of Justice Statistics, 2004 and 2012; Kilmer, B., et al., 2010
Among sentenced prisoners under state jurisdiction in 2008, 18% were sentenced for drug offenses.

Of those 18%, 99.8% were sentenced for drug trafficking

Only 0.2% are for drug possession

Source: Bureau of Justice Statistics, 2010
Myth 4: The Legality of Alcohol and Tobacco Strengthen the Case for Marijuana Legalization
Alcohol and Tobacco: A Model?

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

- Industries *promote* addiction and target kids.

Source:
Centers for Disease Control and Prevention.
Morbidity and Mortality Weekly Report 2011;60(33):1207–12

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Alcohol and tobacco use among teens

• 50% and 44% of youth report that they can obtain alcohol and cigarettes, respectively, within a day.

• Youth are least likely to report that they can get marijuana within a day (31%); 45% report that they would be unable to get marijuana at all.

Source: The National Center on Addiction and Substance Abuse at Columbia University (CASA), 2012
What incentives do legal corporations have to keep prices low and consumption high?

- “Enjoy Responsibly”
- Taxes today for alcohol are 1/5 of what they were during the Korean War (adj. for inflation)

‘Big marijuana’

Can we trust companies and Big Corporations not to target youth and the vulnerable?
The “Yale MBAs Are Here”

Steve DeAngelo

Troy Dayton

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“We Are Big Marijuana”

• “Prohibition Brands” looking to mass produce marijuana cigarettes and cigars. Vision is to become “the marijuana version of a Marlboro cigarette.”

“As an investor, it’s good to be prepared for any new business coming down the pipeline because if you get in on the ground floor, you’ll make more of a profit. This is especially true with this industry, as it’s receiving a lot of attention already.”
“Think about it: as marijuana becomes available recreationally, the stereotype of people sitting around with their bongs will disappear. There will be a new population of pot smokers in business suits sitting around corporate offices and coffee shops. The stigma will fade, and demand will grow.

It won’t just be tobacco companies in the United States that will try to get in on the marijuana industry. Cigarette companies around the world will want to profit from this, especially Japan Tobacco Inc. (OTC: JAPAF). The company just partnered up with Philip Morris to purchase a 20% stakes in Megapolis – a major Russian cigarette distributor.”
“The Anheuser-Busch of marijuana”

- 29-year-old Californian has raised roughly $10 million from investors to invest in marijuana-related companies

- “With changing legislation, someone’s going to be the Anheuser-Busch of marijuana.” – Hartfield

- “I was like, ‘F--k this, I’m going to be rich,’ ” Hartfield said of his decision to drop out of business school in 2010. “I smoke weed every single day of my life and I have for a while,” he said. “I believe in marijuana as a product.”

- His business has spent $1 million last year on marijuana lobbying efforts.
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.
‘Big marijuana’

‘The 2nd Annual National Marijuana Business Conference And Expo’ – Nov. 6-8, 2013 in Seattle

• Attended by nearly 600 people including:
  • Dispensary owners and license holders
  • Professional cultivators
  • Edibles and infused product makers
  • Ancillary goods and services firms, from attorneys to security technology
  • Investors and angel investing group leaders

• Conference registration costs $600
Will Big Marijuana become the new Big Tobacco?
‘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.
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 13-20%, 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.
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.”
**PROJECT:**

**Youth Cigarette - New concepts**

**MARKETING INNOVATIONS' SUGGESTIONS:**

<table>
<thead>
<tr>
<th>APPLE FLAVOR</th>
<th>Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWEET FLAVOR CIGARETTE</td>
<td>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.</td>
</tr>
</tbody>
</table>
Several vending machines and billboards have already emerged throughout the country.
A variety of medical marijuana products and ‘edibles’ can be found at dispensaries:

- Brownies, carrot cake, cookies, peanut butter, granola bars, ice cream.
- Many such as ‘Ring Pots’ and ‘Pot Tarts’ are marketed with cartoons and characters appealing to children.
Alcohol and Tobacco legalization teach us there is no money in this for anyone other than Big Marijuana
Will legalization diminish the power of cartels and the black market?

- Marijuana accounts for 15-25% of revenues gained from drug trafficking groups.
- More money is found in human trafficking, kidnapping, and other illicit drugs.

Source: Kilmer, B., et al., 2010
Will legalization diminish the power of cartels and the black market?

• In a legal market, where drugs are taxed and regulated (for instance to keep THC potency below a certain level or to prevent sale to minors), the black market has every incentive to remain.

• Legalizing marijuana would not deter these groups from continuing to operate.

Source: Kilmer, B., et al., 2010
Myth 5:

Legal Marijuana Will Solve the Government’s Budgetary Problems
Alcohol & Tobacco: Money Makers or Dollar Drainers?

- For every $1 gained from alcohol and tobacco tax revenues, $10 is lost in legal, health, social, and regulatory costs.
Alcohol & Tobacco: Money Makers or Dollar Drainers?

Alcohol Costs

$185 billion

$14 billion

Revenues

Tobacco Costs

$200 billion

$25 billion

Revenues

Will legalization solve budgetary problems?

- Few people are currently in jail for smoking marijuana
- Arrests and regulatory costs will increase with legal marijuana
“If Only We Treated It Like Alcohol...”

2.7 million
Arrests for alcohol-related crimes in 2008
(Does NOT include violence; Includes violations of liquor laws and driving under the influence)

847,000
Marijuana-related arrests in 2008

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Myth 6:
Portugal and Holland Provide Successful Examples of Legalization
Neither Holland nor Portugal has legalized ANY drug.
Legalization: Experience elsewhere?

No modern nation has tried legalization*, though most Western countries do not imprison people for simple marijuana possession.

*Uruguay is currently setting up legalization for 2014

Public support for legalization low, law written by ACLU and other international legalization advocates

- Use rates in the Netherlands, Portugal, and Italy in the last 10 years are lower for some drugs and higher for others.
- The Dutch experienced a three-fold increase in marijuana use among young adults after commercialization expanded.
- The Dutch are currently rethinking their policies, closing down coffee shops and treating >15% THC like crack-cocaine.
Portugal

In 2001, Portugal changed policy to send users with small amounts of drugs to “dissuasion panels” – social worker panels who refer individuals to treatment, administer fine, etc.

Portugal also implemented robust treatment plan; results MIXED (use up, deaths down)

No idea if policy is connected to any of these outcomes.

THEY DID NOT LEGALIZE OR EVEN DECRIMINALIZE IN A US-SENSE

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Results are mixed

- Youth use has increased since 2001,
- and fatalities have decreased.
- The impact of the policy is unclear, despite extreme rhetoric.
The Dutch established the Non-enforcement Policy in 1976 and saw the birth of “Coffee Shops”
Results

- Experienced a three-fold increase in marijuana use among young adults.

- Before Non-Enforcement, the Dutch always had lower rates of drug use than the US.
  - Holland is now the #1 country in Europe with marijuana treatment needs.

- Scaling back policy
  - Coffee Shops Closing
  - Cannot sell to non-residents

Source: MacCoun and Reuther, 2001
Policy Implications
Why is This Our Field’s Chief Policy Issue Today?
It is the discussion that...

✔ Completely changes our work environment

✔ Has the potential to overpower our best researched, most perfectly executed programs and strategies

✔ Is funded with more money, resources, and political clout than all groups in the field combined

✔ Has very little opposition
Percent favoring legalization, by generation

- 65% Millennial: born 1981-now
- 54% Gen X: born 1965-1980
- 50% Boomer: born 1946-1964
- 32% Silent: born 1928-1945
- 14% Greatest: born before 1928

Generational lines shown when significant sample is available.
George Soros

- Spent over $250 Million on Legalization
- International focus
Peter Lewis

- Between $50-$70 M on legalization
- Focuses on the US
- Primarily responsible for US-led initiatives – fully funds the MARIJUANA POLICY PROJECT
Over $50 Million

John Sperling
University of Phoenix
They’ve secured legislative champions at all levels – local, state, federal, international.
They’ve gotten the attention of editorial boards and media – including print, television and social media.
Case of Sanjay Gupta:
“Gupta Changes His Mind On Weed”
They’ve mobilized major grassroots and student supporters.
They are present and active in every single academic, think-tank, UN, and other international and domestic discussion on drug policy.
Most of all: They have captured the “sensible” ground, boxing us in as extremists, old fashioned, and moralistic.
What has been the result of their framing of this issue?
Support for Marijuana Legalization in the United States Has Reached Unprecedented Levels

Views of Legalizing Marijuana: 1969-2013
% saying marijuana should be...

PEW RESEARCH CENTER March 13-17, 2013.

Sources: Gallup  http://bit.ly/olrSEQ and GSS

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National Policy

After 50 years of a movement to legalize marijuana, 2 states have now done it – Colorado and Washington

Marijuana is Still Illegal Under Federal Law and Laws of 48 states
DOJ Guidance from Holder

Holder did not endorse legalization

He said that the government would defer its right to challenge states in court “right now.”
DOJ Guidance from Holder

He laid out major areas of importance, including:

- youth use increases
- drugged driving/health consequences
- advertising for youth
But has this already happened?
Colorado post-2009

- Passed medical marijuana in 2001
- But no dispensaries until the mid-2000s
- Between 2006 and 2012, medical marijuana cardholders rose from 1,000 to over 108,000
- The number of dispensaries rose from 0 to 532
Increased teen use

Marijuana use among Colorado teens is currently:

- **fifth** highest in the nation
- **50%** above national average

Source: NSDUH, 2013

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Distribution to minors

Drug-related referrals for high school students testing positive for marijuana increased

Average 5.6% of students per year between 2007 and 2009

Average of 17.3% per year between 2010 to 2012

Rose by over 150%

Source: Rocky Mountain HIDTA, 2013
Distribution to minors

In 2007, tests positive for marijuana made up 33% of the total drug screenings, by 2012 that number increased to 57%

Source: Rocky Mountain HIDTA, 2013
Medical marijuana is easily diverted to youth

- Teens who know somebody with a medical marijuana license are more likely than those who don’t to report ‘fairly’ or ‘very’ easy access to marijuana.

- 74% of Denver-area teens in treatment said they used somebody else’s medical marijuana an average of 50 times.

Source: Thurstone, 2013; Salomonsen-Sautel et al., 2012
Denver high schools

- 29% of Denver high school students used marijuana in the last month.

- If Denver were an American state, it would have the HIGHEST public high school current use rates in the country.

Source: Healthy Kids Colorado, 2012
Percent difference between national and Colorado current teen marijuana use averages – 2006 and 2011

Source: Rocky Mountain HIDTA, 2013
Increased traffic fatalities

In Colorado, fatalities involving drivers testing positive for marijuana rose by 112%.

Source: Mu-Chen Li, J.E., et al., 2011; Colorado Department of Transportation, 2006
While the total number of car crashes \textit{declined} from 2007 to 2011, the number of fatal car crashes with drivers testing positive for marijuana rose sharply.

Source: Colorado Dept. of Transportation

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Increased ER admissions

In 2011, marijuana-related incidents accounted for 26 percent of the total ER visits, compared to 21 percent nationally.

Source: Rocky Mountain HIDTA, 2013
Increased ER admissions

Rise in marijuana-related ER visits from 2006 and 2012:

- 200% for kids under 5
- 60% for kids 6-12
- 92% for kids 13-14

Source: Rocky Mountain HIDTA, 2013

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Diversion of marijuana

As the price of marijuana plummets in legalization states, we can expect cheap marijuana to be sold in non-legalization states for a handsome profit.

- According to the El Paso Intelligence Center (EPIC) National Seizure System, in 2012, there were 274 Colorado marijuana interdiction seizures destined for other states compared to 54 in 2005.

Source: Rocky Mountain HIDTA, 2013
Poor regulation

Two independent reports released in August 2013 document how Colorado’s supposedly regulated system is not well regulated at all.
The Colorado State Auditor concluded that:

- The state had not “established a process for caregivers to indicate the significant responsibilities they are assuming for managing the well-being of their patients,” and that the state “cash fund” was out of compliance.

Source: Colorado Office of the State Auditor, 2013
The Colorado State Auditor concluded that:

- 50% of ALL recommendations are made by only TWELVE physicians

Source: Colorado Office of the State Auditor, 2013
The city of Denver Office of the Auditor concluded that:

- The city of Denver “does not have a basic control framework in place for effective governance of the...medical marijuana program.”
- The medical marijuana records are “incomplete, inaccurate, inaccessible.”
- And that many dispensaries are operating without licenses.

Source: City of Denver Office of the Auditor, 2013
4/20 Rally in Denver

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4/20 Rally in San Francisco
Responsible Regulations?

- Heavily influenced by CO’s massive medical marijuana industry
- Allowing character packaging, edibles, candies
  - Can grow much more than you sell
- Advertising allowed in “Adult Periodicals”
Colorado in 2014

- Colorado allowed retail sales to begin on Jan 1st
- Several stores opened for business
How did the first week go?

• 2 year old girl sent to ER for accidental poisoning due to ingestion of a “pot cookie.”

• Colorado marijuana store declares that the “high school senior” is his ideal target customer.

• State of Colorado is supposed to be IDing/tagging marijuana plants – but they weren’t ready on Day 1; sales went on anyway.

• Colorado marijuana already going to neighbor states as documented by users on Reddit.com
Washington Situation

• Sales here won’t start until late Spring (May)

• Many cities have banned or placed moratoria on marijuana businesses, but...

• LCB can still grant licenses to businesses in those areas, and LCB says there is nothing in 502 allowing towns to opt-out

• WA AG stunned state by ruling that cities can ban marijuana stores
Things to watch for

• Marketing/Advertising can still happen; and on the internet for kids

• No regulation of edibles

• Groups should start now to collect data and prepare for Spring opening date

• Data should be collected on youth attitudes, access, availability, driving, interdiction to other states, black market activity, industry behavior (use local data – focus groups, community scans)
IMPAIRED DRIVING TRENDS FOR MARIJUANA IN WASHINGTON STATE

**Percentage change in number of cases involving drivers testing positive for THC**

- **2009-2010**: -1.1%
- **2010-2011**: 6.3%
- **2011-2012**: -4.6%
- **2012-2013**: 

*Projected 2013 numbers based on data from first half of the year*

Source: Dr. Fiona Couper, WA State Toxicologist
Will legalization continue?

With the DOJ’s announcement that it will not enforce the CSA, the reform group, Marijuana Policy Project (MPP), announced its plan to get legalization on the ballot in 10 states by 2017.
These states include:

- Arizona
- California
- Nevada
- Oregon
- Hawaii
- Alaska
- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Maryland
Who is next?

Alaska & Oregon

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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
Chair, Patrick J. Kennedy

Launched January 10th, 2013 in Denver

Over 5,000 press mentions

Public Health Board of Trustees

10 state-wide affiliates
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.
SAM is a national group with state and local partners
“We cannot promote a comprehensive system of mental health treatment and marijuana legalization, which increases permissiveness for a drug that directly contributes to mental illness.”

- Patrick J. Kennedy, former congressman
“A world of legal drugs will be a world in which the fates of the top one third of Americans and the lower two thirds will diverge even more than they already do. We have opened more roads to self-harm. Must we now open another?”

- David Frum, Daily Beast columnist
“The unregulated tobacco industry is a worldwide public health disaster. We should learn from our mistakes, not repeat them with marijuana.”

- Kimber Richter,
tobacco researcher, University of Kansas
Smart Approach

Addressing current policy:

- People should not be stigmatized for their past use
- No sense in incarcerating users
- People need job and economic opportunities; by being blocked from them, they will re-enter the illicit market
Non-legalization reforms

- Robust community-based prevention programs
  - Community coalitions

- Criminal justice intervention programs
  - Probation reforms
  - Drug treatment courts

- Non-drug interventions
  - Housing
  - Education
  - Healthcare
What Can You Do?

- We need a movement!
- People need to hear your voice!
Drug Policy Alliance

“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.”

Now, he does not just mean to remove arrests for small amounts... he says: “Many of the reasons why marijuana legalization makes sense can be applied to drugs more generally” --which appears to mean that this is about legalization/full retail sales of all drugs.

-HuffPost
We Need to Join Together to Prevent the Most Catastrophic Policy Our Field Has Seen in More than 100 Years!
CAN YOU TELL THE DIFFERENCE?

NEITHER CAN YOUR KIDS.
1964:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Today:

Marijuana is medicine/safe:

WHO WILL WE LISTEN TO THIS TIME?

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)
I AM NOT A SCIENCE EXPERIMENT
“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