

2021 ANNUAL REPORT

Educating the Public



SAM Smart Approaches to Marijuana
preventing another big tobacco

www.learnaboutsam.org

CONTENTS

- 1 Letter from President and Chairman**
- 3 Expanding our Media Presence**
- 4 *Smokescreen: What the Marijuana Industry Doesn't Want You to Know***
- 5 SAM, the Leading Voice Against Marijuana Commercialization**
- 6 The Cost of Failed Legalization Efforts**
- 7 Educating and Innovating**
- 8 The 117th Congress and 18 States Chose Smart Marijuana Policies in 2021**
- 10 International Leader on Drug Policy; Educating the Public on Cutting-Edge Science**
- 12 Setting Our Sights on 2022**
- 14 Boards**

Letter from the President and Chairman

2021 saw the world begin to emerge from the pandemic, and while limitations remain, we saw people rise and find innovative ways to help those around in need. Although we have not yet returned to normalcy, we are grateful to our friends, colleagues, and health professionals who are leading the way as our nation recovers.

This past year, when the nation needed a voice of reason in the midst of misinformation from the marijuana industry and a national public health crisis, SAM and our partners stood ready to fill the void. Our President and Co-Founder, Dr. Kevin Sabet, published his second book, *Smokescreen: What the Marijuana Industry Doesn't Want You to Know*, to broad critical acclaim, becoming an overnight bestseller and selling more than 20,000 copies as of this publication. The book, which brought to light never-before-seen stories from whistleblowers and industry insiders, was a harbinger of more news to come in 2021. We also learned about dozens of stories of industry corruption. For instance, *The Daily Beast* broke a massive story that leaked documents proving that the industry has monopolistic, Big Tobacco-backed plans.

We will never stop putting a spotlight on this industry and its profits-over-people intentions.

Moving to marijuana policy specifically, we had great success at the state level. SAM partnered with a large coalition of organizations in Colorado to pass the first and largest overhaul of the marijuana program in the state's history. In addition, we received our first-ever grant from the Daniels Fund to educate youth and families across New Mexico on high-potency marijuana and its effects.

At the federal level, we and our partners achieved historic results. The 117th Congress rejected the SAFE Banking Act, STATES Act, MORE Act, and every other attempt by Big Marijuana. We advanced amendments to encourage states to fund efforts to reduce stoned driving and expand scientific research on marijuana. We were also proud to work with the Biden Administration, including agencies such as SAMHSA and NIH, to advocate for science-based policies.

Each year, we continue to stand with the science, the public, and communities across the nation to rise up and put people over industry profits. SAM's media footprint has never been larger, and that is thanks to the growing conversation on what sound policy reform for marijuana truly should be.

Our prayers continue to be with those, including members of the SAM family, impacted by the COVID-19 virus. 2022 is certain to come with new challenges, but SAM and our allies will continue to educate the public and achieve victories for public health no matter what the environment serves up—political or otherwise.

Onward,



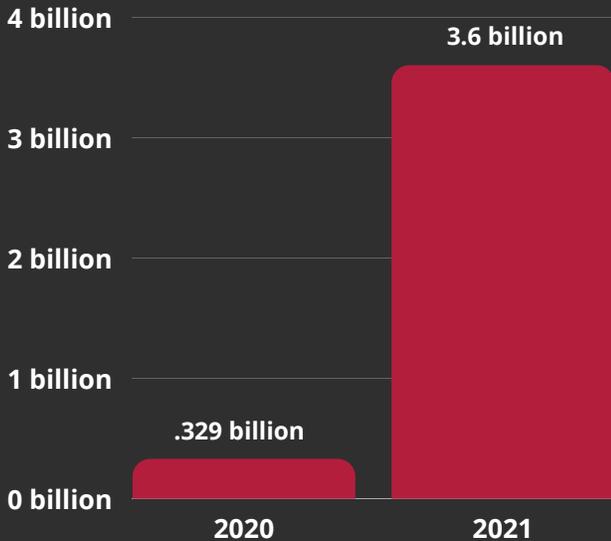
Kevin A. Sabet, PhD
President & CEO
SAM & SAM Action



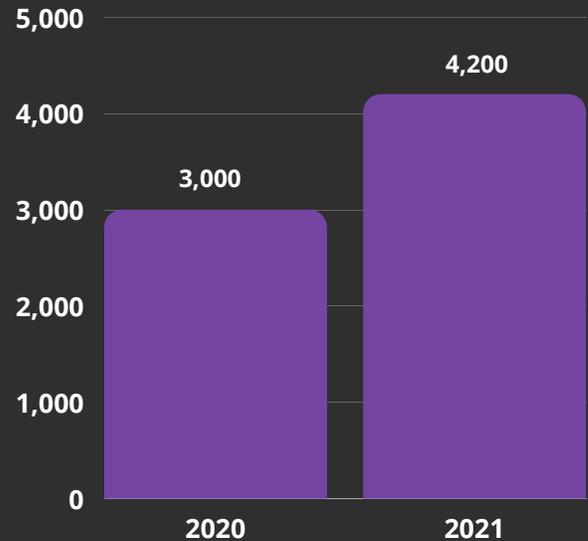
Jon Talcott
Chairman
SAM

EXPANDING OUR MEDIA PRESENCE

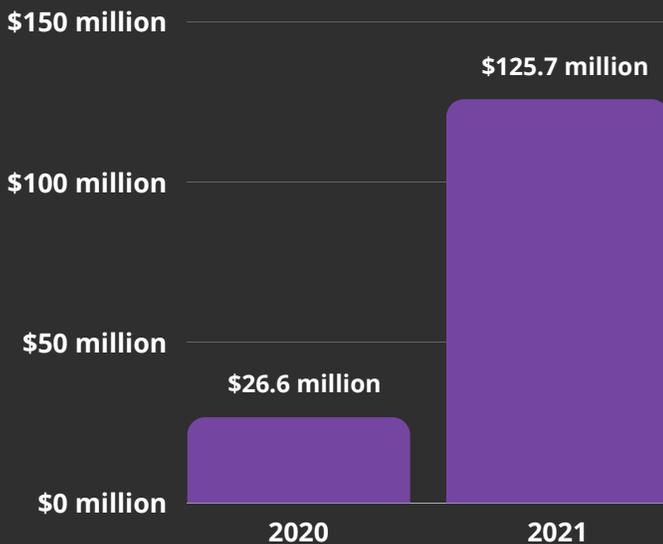
Total Media Reach (in views)



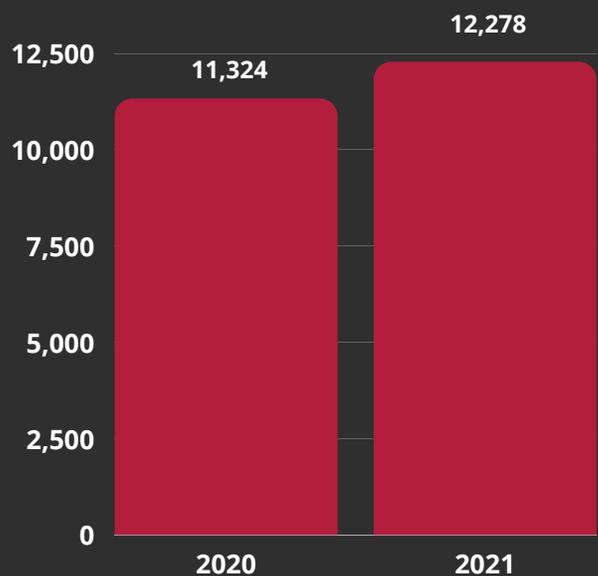
Positive (in sentiment) # of Mentions



Value (in \$) of Coverage



Online Media Coverage (in # of media distributed clips)



SMOKESCREEN: WHAT THE MARIJUANA INDUSTRY DOESN'T WANT YOU TO KNOW



Over 20,000 Books Sold

4.5/5 Stars on Goodreads

4.5/5 Stars on Amazon

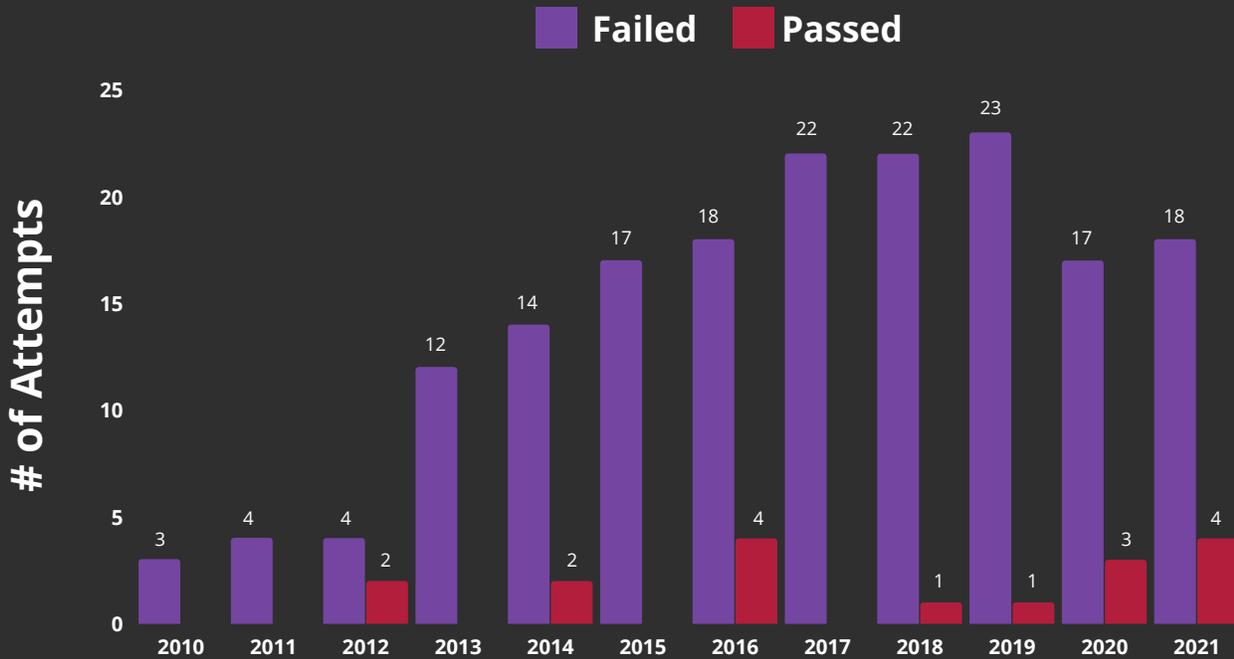
“I’m very proud of...Smart Approaches to Marijuana. I wish...Kevin Sabet every success...to make sure marijuana is handled responsibly.” – President Jimmy Carter

SAM, THE LEADING VOICE AGAINST MARIJUANA COMMERCIALIZATION

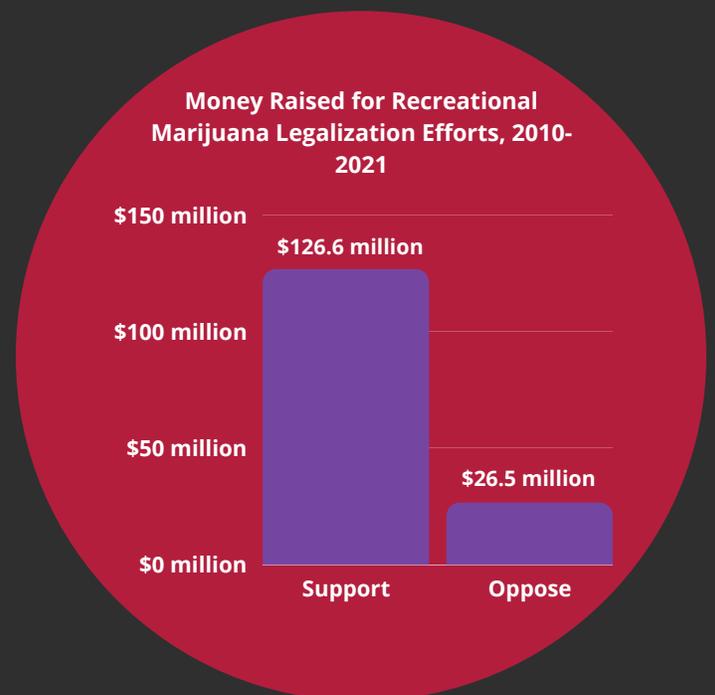
- We had over **24,000** media mentions in top outlets such as: *MSNBC, CNN, The New York Times, The Wall Street Journal, NBC News, Fox News, Associated Press, Newsweek, Chicago Tribune, USA Today, New York Post, The Denver Post, The Philadelphia Inquirer, and Politico*
- **40+** opinion pieces placed in **more than 25** publications nationwide
- Continued the success of our monthly column on drug policy in *Newsweek*
- Supported the nation's first marijuana potency limit in Vermont
- Highlighted dozens of new scientific studies and releases of new data on marijuana use and illicit markets
- Joined a large coalition in Colorado to implement the state's first regulatory overhaul and THC potency study commission
- Launched new resources that:
 - exposed addiction industry investments into Big Marijuana
 - offered a comprehensive breakdown of state marijuana laws
 - served as a compendium for the latest research on marijuana

THE COST OF FAILED LEGALIZATION EFFORTS

State Non-Medical Marijuana Legalization Attempts, 2010-2021



SAM President and CEO Dr. Kevin Sabet on MSNBC



EDUCATING AND INNOVATING

COVID-19 disrupted many activities, but SAM adapted and reached new heights, thanks to your support. In 2021, SAM speakers conducted over 200 virtual speaking events reaching more than 32,000 attendees and trainings to various organizations, including prevention groups, community coalitions, healthcare organizations, lawmakers, and law enforcement agencies.

This year also saw the continued success of our SAM Webinar Series and the beginning of more in-person events. From January to December, SAM conducted 20 virtual webinars with over 3,000 attendees from every state in the U.S. and 10 countries.

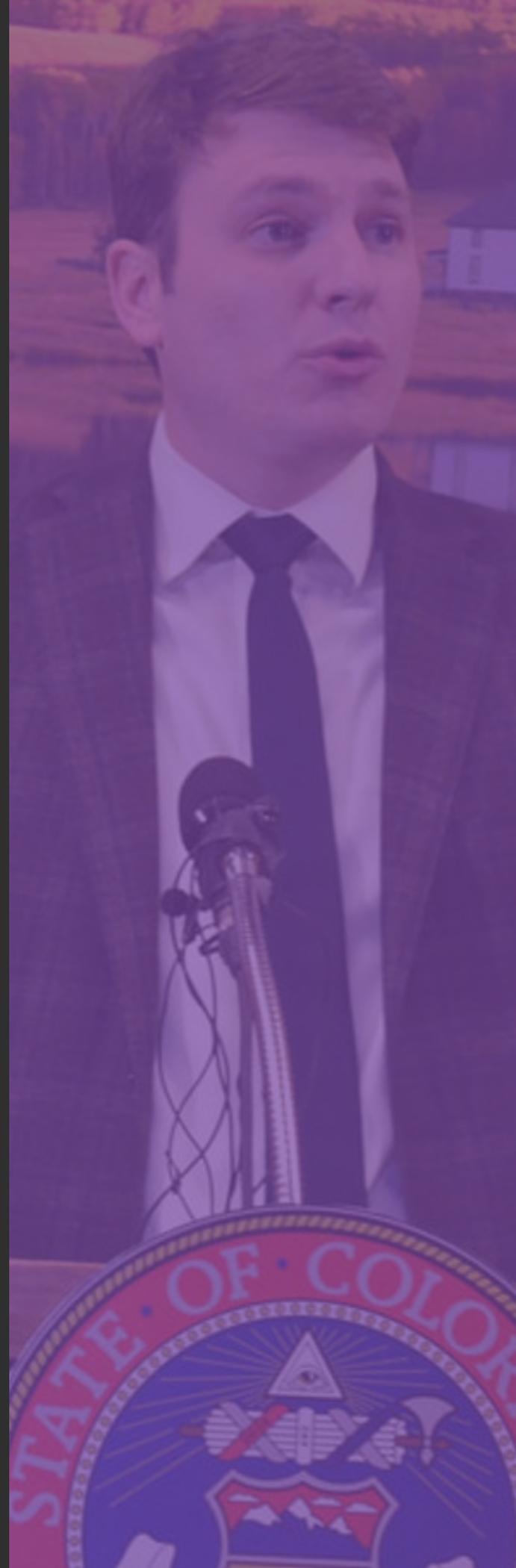
Like in years past, the annual SAM Summit was held in conjunction with the Rx Drug Abuse & Heroin Summit. For the second year in a row, the SAM Summit was virtual. Our distinguished presenters delivered timely content on multiple topics related to marijuana. Some of our presenters included: Former Congressman & SAM Co-Founder Patrick J. Kennedy, CADCA Public Policy Consultant Sue Thau, SAM Scientific Board Member Aaron Weiner, and SAM President & CEO Dr. Kevin Sabet.



THE 117TH CONGRESS AND 18 STATES CHOSE SMART MARIJUANA POLICIES IN 2021

The 117th Congress rejected the pot industry's wish list. Whether it was the SAFE Banking Act, STATES Act, or MORE Act, SAM and our allies shut the door on the industry. In state legislatures, your efforts and donations led to rejections of marijuana commercialization and the passage of smart marijuana reforms in almost two dozen states.

Unfortunately, some states chose to commercialize marijuana via statewide referendums, bringing the total to 18 states over the past 50 years of attempts. But these harmful policies were not without silver linings: Colorado, Montana, and numerous other states have taken up the cause of addressing high-potency marijuana, and SAM is working in these states to advance other much-needed reforms as well.



WE WERE ACTIVISTS AND LEADERS IN MARIJUANA POLICY



SAM Director of Community Engagement and Outreach Will Jones (left), Dr. Carl Hart (middle) on *The Doctors*



SAM President and CEO Dr. Kevin Sabet (left), Sheryl Sandberg (middle), Mark Zuckerberg (right) at the Allen and Co. Sun Valley Summit, courtesy of Getty Images



SAM Co-Founder Congressman Patrick Kennedy (left), Laura Stack (middle), John Stack (right) in Denver

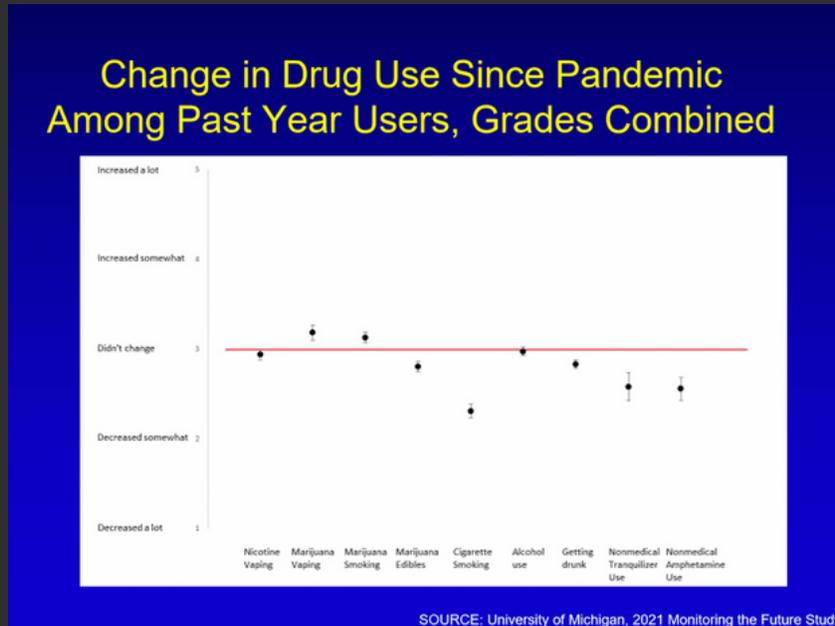


SAM Executive Vice President Luke Niforatos (left), US Secretary of Labor Marty Walsh (right) at Mobilize Recovery

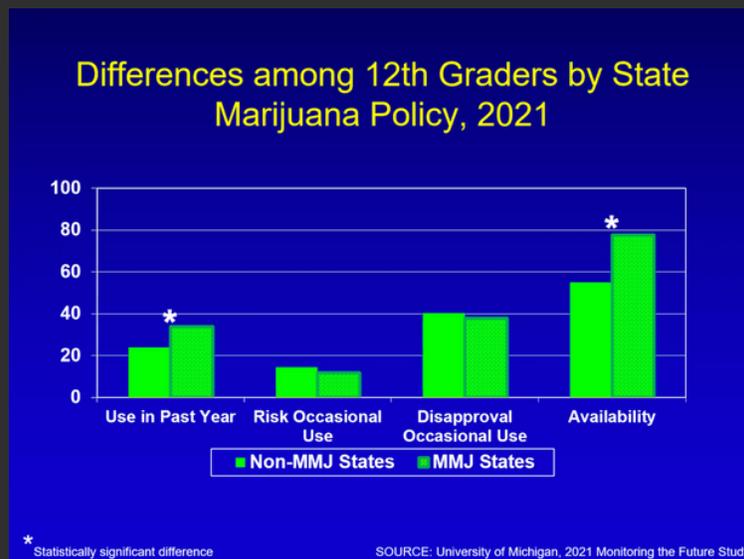
INTERNATIONAL LEADER ON DRUG POLICY; EDUCATING THE PUBLIC ON CUTTING-EDGE SCIENCE

- Launched Smokescreen book to national success, selling **more than 20,000 copies** and getting picked up for a documentary (to be released in 2022)
- **Defeated legalization in 18 states**
- Helped advance the Medical Marijuana Research Act as an amendment to the National Defense Authorization Act
- Helped advance language seeking to address stoned driving in states with “legal” marijuana markets
- **Defeated the SAFE, MORE, and STATES Acts**
- Expanded the “Towns and Cities Initiative,” an effort to assist and bring awareness to efforts by local communities in states that have legalized to “opt out” of marijuana legalization by banning pot industry activity
- Continued our work with states as a part of our **#DecriminalizeDon'tLegalize** campaign with the **Illinois NAACP State Conference**
- Released most comprehensive SAM Impact Report yet

MARIJUANA USE REMAINS HIGH



Marijuana use among students who were past-year users increased since the start of the pandemic, whereas use declined among other substances



12th graders living in states with medical marijuana laws reported greater availability, higher past-year use rates, and lower risk perception and disapproval rates



SETTING OUR SIGHTS ON 2022

2021 saw global disruption and hardship for many, but public health education and advocacy remained as important as ever. SAM will continue its leadership in 2022.

Thanks to your support, SAM will expand upon its initiatives to fight for social justice, such as the #DecriminalizeDon'tLegalize campaign co-sponsored by the Illinois NAACP State Conference.

SAM's work in states like New York, Connecticut, New Mexico, and beyond has given rise to a broad array of new coalition partners, including the mighty New York State PTA and state-level chapters of the NAACP. We will continue to build on these partnerships in 2022.

Given the nation's greater discussion of policy for drugs other than marijuana, SAM has been called upon to speak on these issues. In 2022, we will continue to be a leader in drug policy.

SAM Honorary Board

Honorable Patrick J. Kennedy
General Barry McCaffrey (Ret.)
David Frum

SAM Board of Directors

Kevin Sabet, PhD, President & CEO
Jon Talcott, Chair
Ian Colhoun
Mike Bloom
Ben Cort
David George
Steve Millette

SAM Science Advisory Board

Hoover Adger, MD, Professor of Pediatrics and Director of Adolescent
Medicine, Johns Hopkins University

Judge Arthur Burnett, National Executive Director, National African
American Drug Policy Coalition

Eden Evins, MD, MPH, Associate Professor of Psychiatry, Harvard
Medical School

Sion Harris, PhD, Center for Adolescent Substance Abuse Research,
Children's Hospital Boston

Marilyn Huestis, PhD, Former Head of Toxicology, NIDA & Adjunct
Professor, University of Maryland

Yifrah Kaminer, MD, Associate Professor of Psychiatry & Pediatrics,
University of Connecticut

Kimber Richter, MD, PhD, Professor of Preventive Medicine and Public
Health, University of Kansas

Paula Riggs, MD, Associate Professor of Psychiatry, University of
Colorado at Denver

Christine Miller, PhD, Retired Neuroscientist, MillerBio and Johns
Hopkins University

Christian Thurstone, MD, Associate Professor of Psychiatry, University
of Colorado

Kathryn Wells, MD, Associate Professor of Pediatrics, University of
Colorado at Denver

Aaron Weiner, PhD, Owner of Bridge Forward Group



SAM and SAM Action

www.learnaboutsam.org

www.samaction.net

info@learnaboutsam.org



107 S. West Street
Suite 757
Alexandria, VA 22314