



Protecting our Children's Future

**Substance Abuse Task
Force**

February 5, 2016



PROTECTING YOUTH FROM MARIJUANA

Who is Smart Colorado?

- A **volunteer-run, non-profit organization** formed March 1, 2013 after Amendment 64 passed
- Dedicated to **minimizing the negative consequences of legalized marijuana** for Colorado youth.
- Smart Colorado is the **only** non-profit organization focused on protecting the **health, safety** and **well-being** of Colorado **youth** as marijuana becomes increasingly available and commercialized.

Differences between....

Decriminalization

Legalization

Commercialization

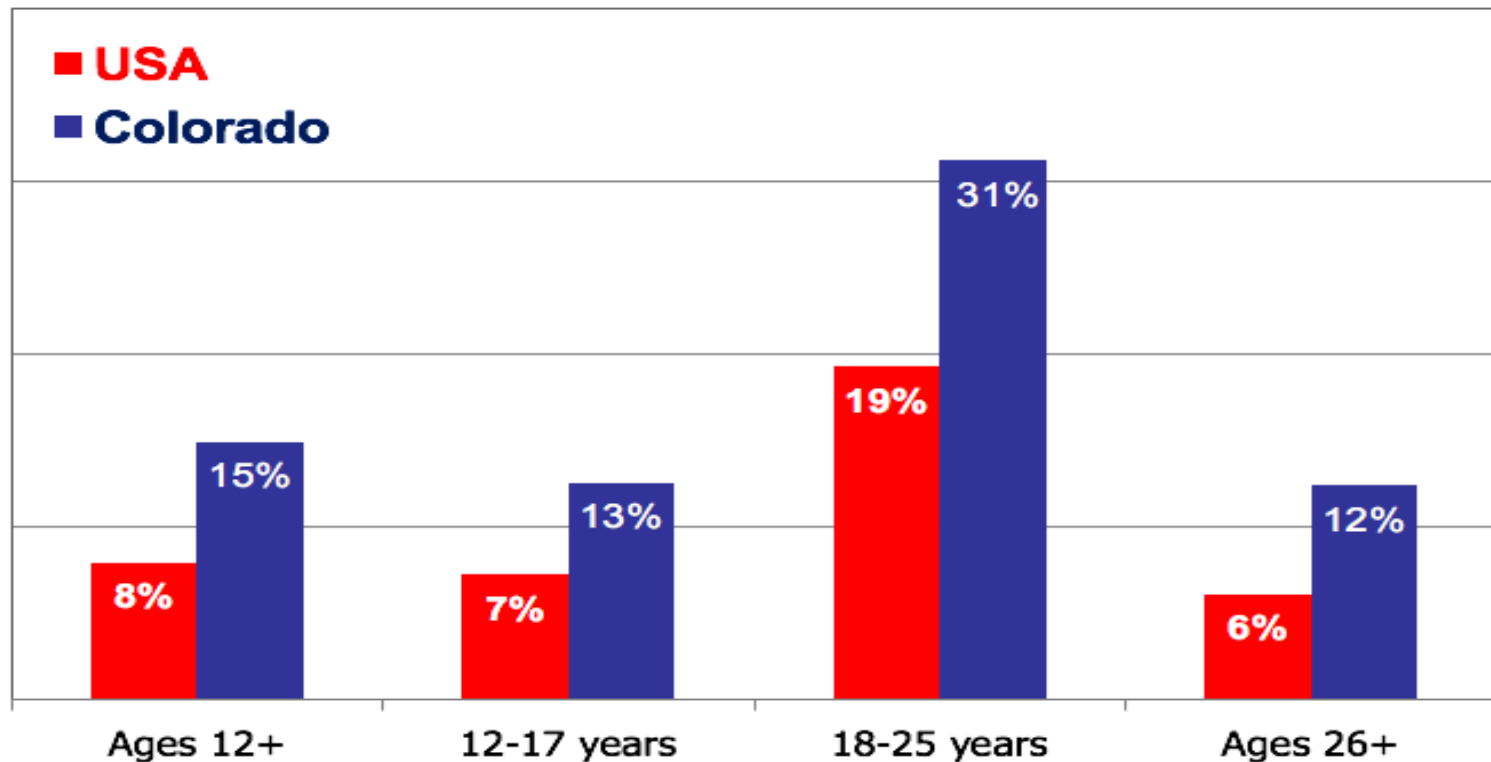


Colorado now ranks 1st in highest marijuana use, in every single age group

Chart Area

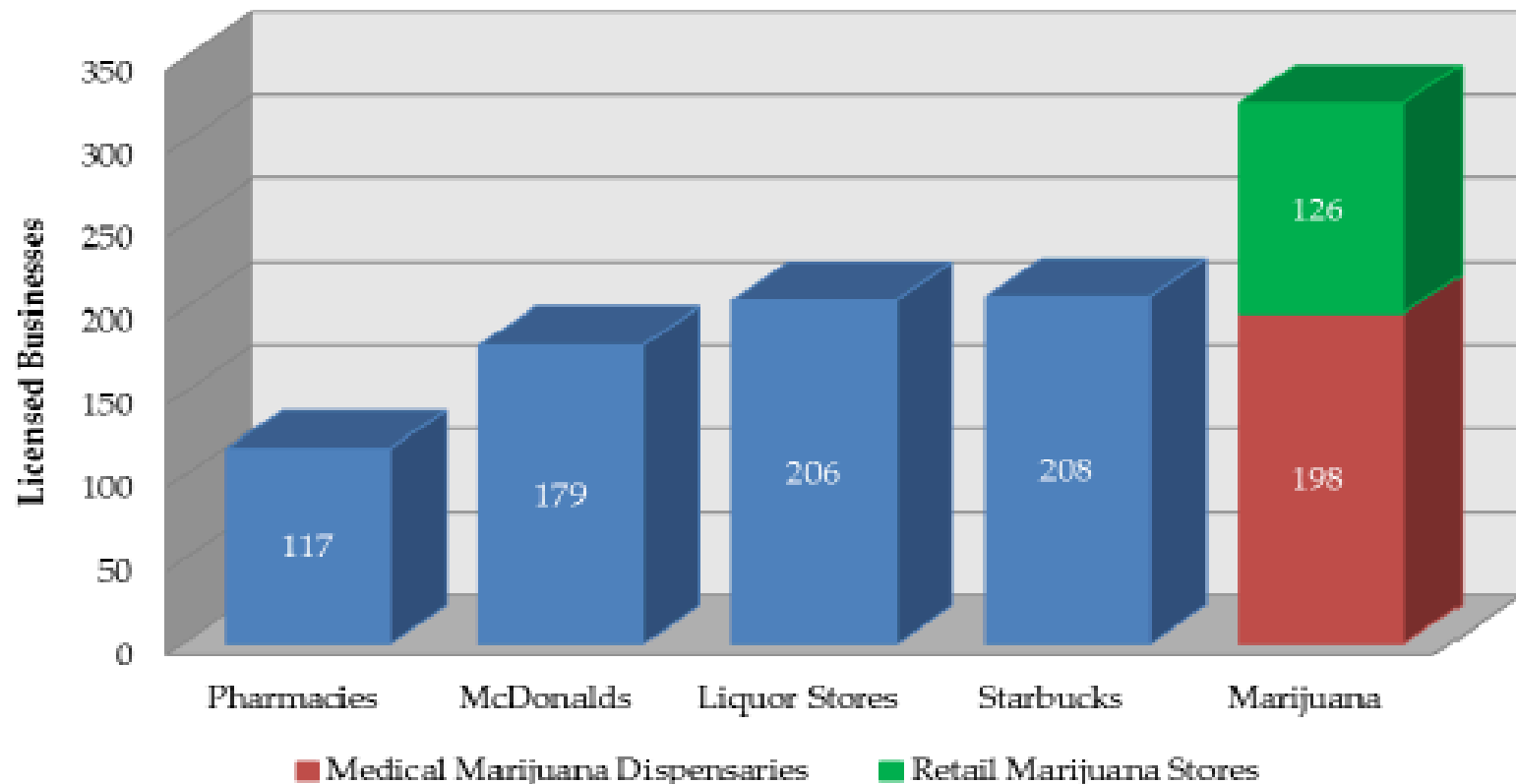
2013-2014 Data

National Survey on Drug Use and Health Survey



Denver - The Epicenter of Pot

Denver Business Comparisons, January 2015

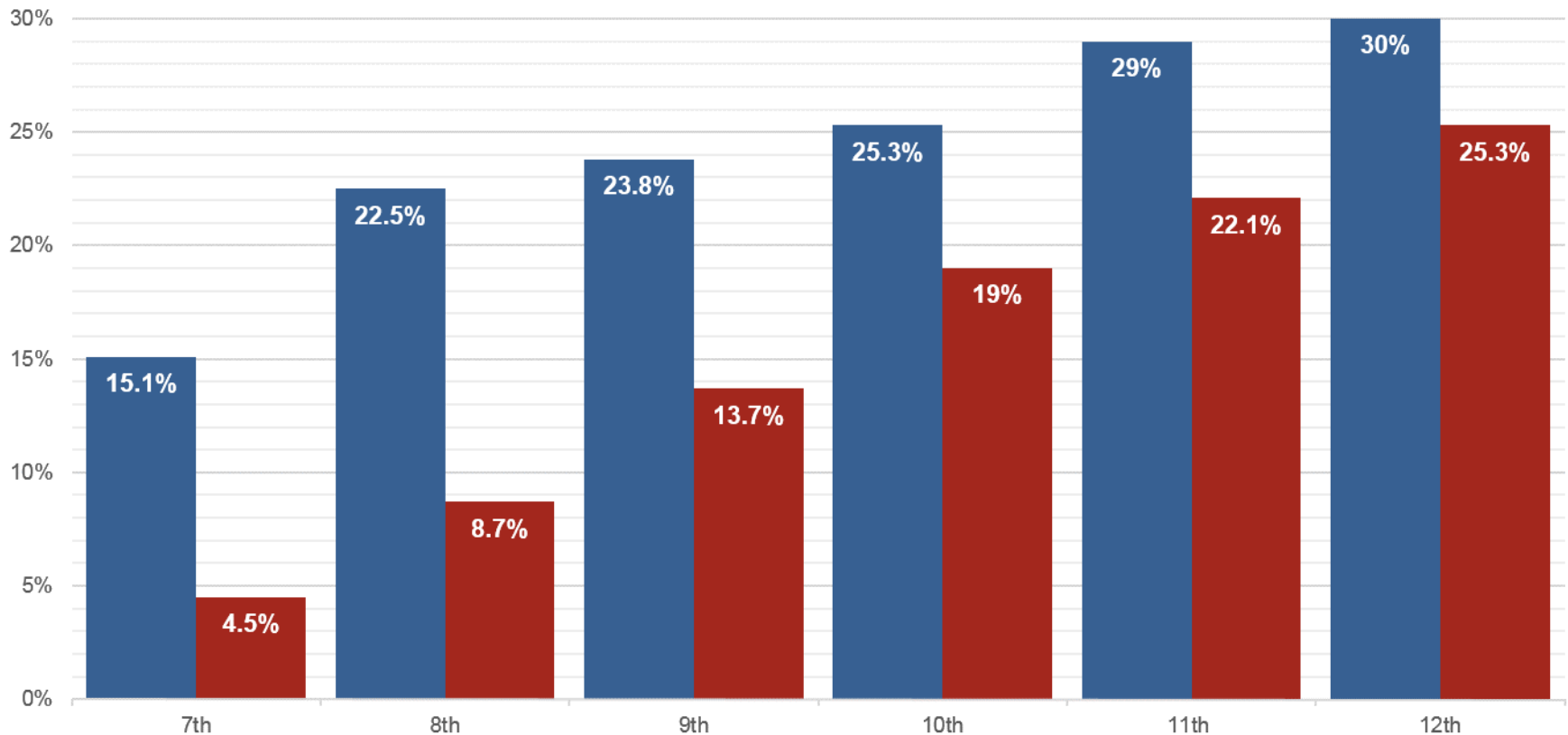


SOURCE: Colorado Department of Revenue; Starbucks Coffee Company, Corporate Office Headquarters; McDonalds Corporation, Corporate Office Headquarters

Denver's youth marijuana use

Impact of Commercialization

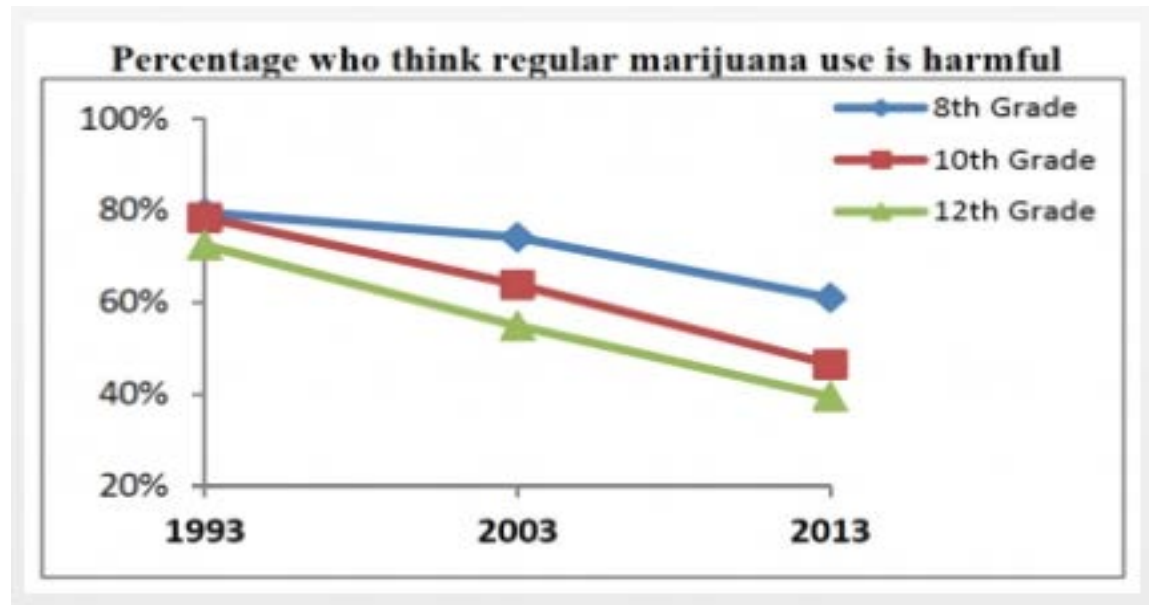
■ Denver ■ Colorado



Decreasing Perception of Harm

As perceived risk goes down, use goes up*

- Studies with tobacco and alcohol show a direct correlation
- Decrease from 70-80% in early 1990's to 39.5% in 2013**



*Denver Office of Drug Strategy, Proceedings of Denver Epidemiology Work

Group 3/1/11

**NIH's 2013 Monitoring the Future Survey

***Healthy Kids Colorado Survey 2011-12

More kids smoking weed than cigarettes – yet where is the prevention and funding?

11%

**of high schoolers
regularly use tobacco**

26%

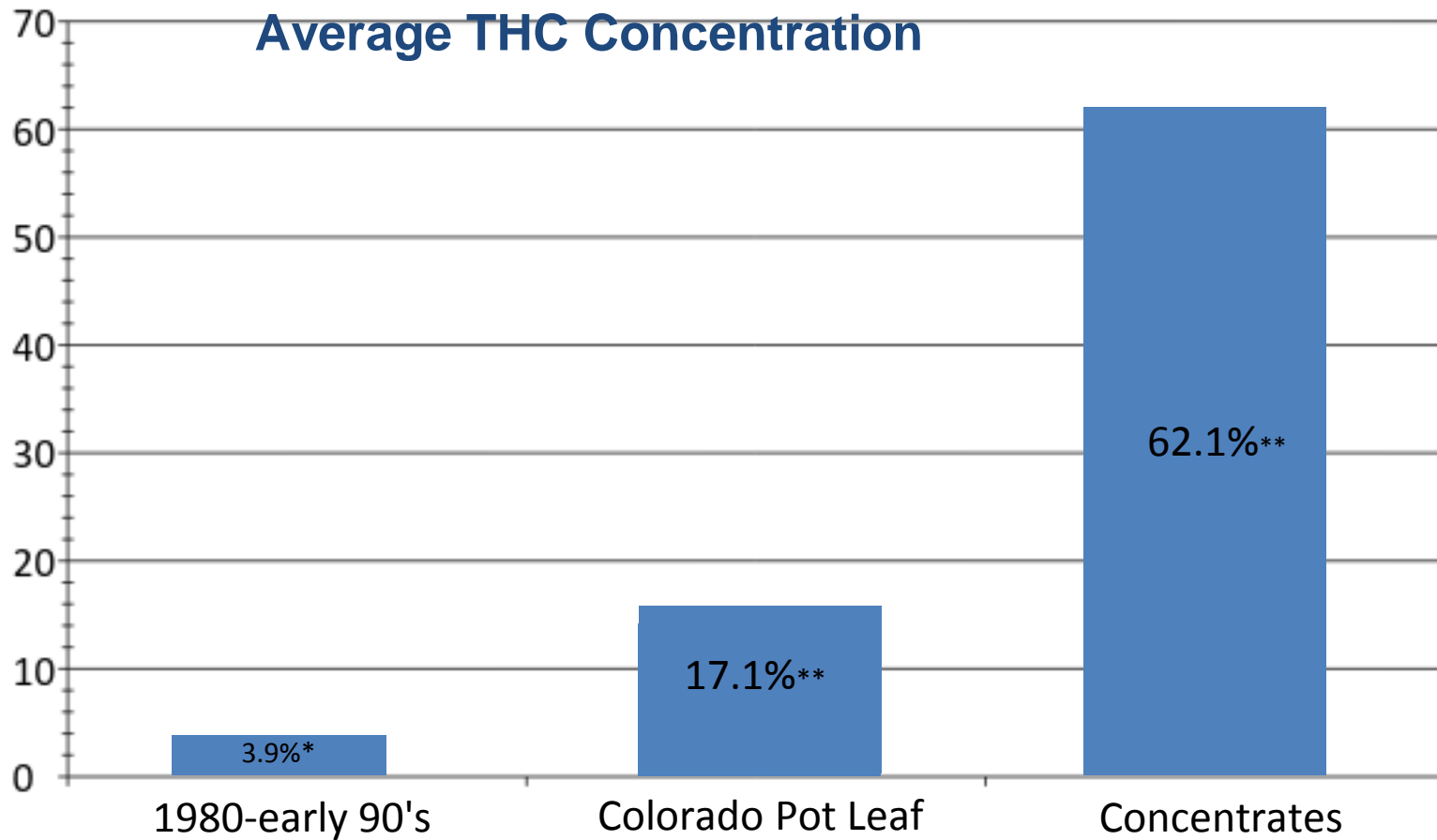
**of high schoolers regularly
use pot**

Healthy Kids Colorado Survey, 2013



DENVER
THE MILE HIGH CITY

Colorado's high-tech pot - a harder drug



Today's potent marijuana



Today's marijuana – Colorful, fruit flavors



Made to be palatable and discrete



No limitations on the 'types' of edibles sold



Smart Colorado's Education Campaign



Hash Oil – Wax, Shatter

- Highly potent – can be up to 90% pure THC
- Known as cannabis crack
- Available in marijuana stores – 1 oz of concentrate = about 2,800 servings (10mg each)



Dabbing - A growing and disturbing trend

“Marijuana dabbing is exploding onto the drug-use scene” Live Science, June 15, 2015



Hidden Pot

Made to be discreet
(Industry say's it's not marketing to kids)



Weed in schools

Colorado educators concerned about pot in public schools

A summit by the Colorado School Safety Resource Center in Thornton featured a panel on marijuana legalization and its effect in schools

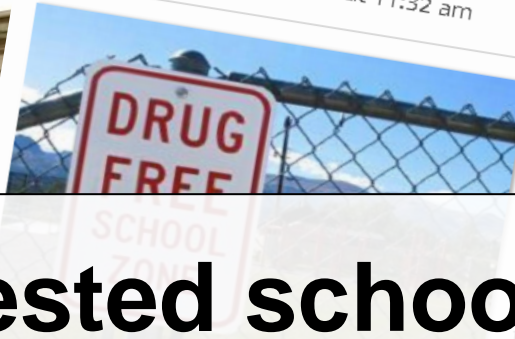
By Elizabeth Hernandez
The Denver Post

POSTED: 10/14/2015 05:41:20 PM MDT | UPDATED: 30 DAYS AGO

EDITORIAL: Pot officially a crisis in school

By: The Gazette editorial
Updated: October 18, 2015 at 11:32 am

47 COMMENTS



“...pot-infested schools was identified by Colorado educators last week as the No. 1 issue they face.”

Pot legalization is a disaster for Colorado children and schools. Taken to the extreme, live it every day.

The crisis of pot-infested schools was identified by Colorado educators last week as the No. 1 issue they face. They shared their concerns as more than 350 school officials and school mental health professionals met Wednesday and Thursday at the Colorado School Safety Resource Center's Safe Schools Summit.

At marijuana legalization was a disaster for Colorado children and schools. Taken to the extreme, live it every day.

Michael Song told school faculty of the shifting attitudes young people have in favor of marijuana. The risk-reward ratio of the passage of Amendment 64, which allows recreational use, is more than it did before.

Marijuana Messages to our Youth

- Marijuana is an **all-natural wellness product**; an herb that is not harmful
- It is a **cure-all** that helps with ADHD, concentration, sleep issues, headaches, anxiety, depression, OCD, menstrual cramps
- Getting high is an **acceptable recreational activity**
- Marijuana messaging gets to our kids through **music, pop culture, advertising on-line, in magazines and newspapers, TV commercials.**
- Because it's packaged, legally sold in stores and used by adults, it's **believed to be safe**
- Marijuana is **glorified** and **celebrated**

The confusion of medical marijuana – a wellness product?

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Look familiar?



Marijuana: The Next Big Tobacco

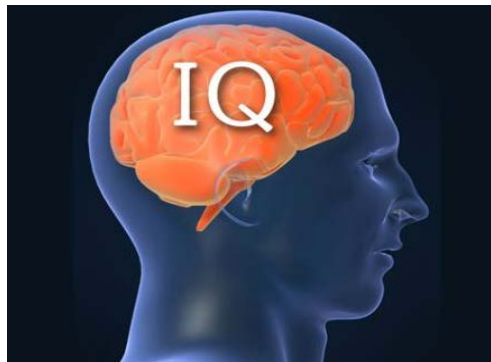
Similarities between the industries



- **Health claims** on their product, despite associated risks
- **Encouraging use at a young age** to secure future customers
- Making their **product attractive to kids**
- **Safety claims** contrary to science
- **Influencing public policy** through political pressure, lobbying and funding political candidates
- Both industries now using the **E-cigarettes**

Studies confirm impact on developing brain

- Impairs **learning, memory, math** and **reading** achievement, even **28 days** after use
- Strongly associated with developing **psychotic symptoms** and disorders such as **schizophrenia** in adulthood
- Marijuana CAN BE addictive - Adolescents have a **1 in 6** chance vs **1 in 9** for adults



- Risks increase with frequency of use and when used at younger ages
- New Zealand Study shows early and persistent marijuana users showed a significant drop in IQ, up to 8 points from childhood to midlife.**

Additional studies show marijuana use by adolescents and young adults maybe be associated with depression, anxiety or suicidal thoughts.

Smart Colorado Wins

2013: Initial Protections

- Labeling, warnings
- Child-resistant packaging
- Restrictions on advertising
- Initial limits on THC in edibles
- Implementing data collection
- Supporting governor and attorney general in establishing DUID impairment level

Smart Colorado Wins

2014: Edibles and Concentrates

- Marking edibles so easily recognized
- Defining individual serving size
- Limiting concentrates
- Advocating for education funding

Smart Colorado Wins

2015: Protecting Gains

- Defeating edibles-marking repeal effort
- Banning store bought candies from being infused and re-sold
- Preserving youth survey
- Improving data collection in schools
- Working on state funding of youth prevention programs

| What more can
we do?

Smart Colorado Priorities



Limit:

1. Potency
2. Commercialization
3. Harm

Action Steps

Limit potency

- Establish potency limits on all forms of marijuana



Limit commercialization

- Limits on products, marijuana licenses and production
- Prohibit any form of public social use of marijuana
- Transition medical market toward prescription drug model
- Empower citizens to protect their communities and their kids

Limit harm

- Increase public funding of **youth education** programs with measurable results
- Funding **comprehensive data collection** and research and analysis of youth impact
- **Limit advertisements and false claims** through regulation and enforcement

Smart Colorado's Approach

The health and welfare of Colorado kids should be the state's #1 top priority.

