Protecting our Children’s Future

Substance Abuse Task Force
February 5, 2016
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 1\textsuperscript{st} in highest marijuana use, in every single age group

2013-2014 Data
National Survey on Drug Use and Health Survey

<table>
<thead>
<tr>
<th>Age Group</th>
<th>USA</th>
<th>Colorado</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 12+</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>12-17 years</td>
<td>7%</td>
<td>13%</td>
</tr>
<tr>
<td>18-25 years</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Ages 26+</td>
<td>31%</td>
<td>19%</td>
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</table>
Denver - The Epicenter of Pot

Denver Business Comparisons, January 2015

<table>
<thead>
<tr>
<th>Licensed Businesses</th>
<th>Pharmacies</th>
<th>McDonalds</th>
<th>Liquor Stores</th>
<th>Starbucks</th>
<th>Marijuana</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>117</td>
<td>179</td>
<td>206</td>
<td>208</td>
<td>198</td>
</tr>
</tbody>
</table>

- **Medical Marijuana Dispensaries**: 126
- **Retail Marijuana Stores**: 198

**SOURCE:** Colorado Department of Revenue; Starbucks Coffee Company, Corporate Office Headquarters; McDonalds Corporation, Corporate Office Headquarters
Denver’s youth marijuana use

Impact of Commercialization

Healthy Kids Survey, 2013
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**

**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

SMARTCO
PROTECTING YOUTH FROM MARIJUANA
Colorado’s high-tech pot - a harder drug

Average THC Concentration

1980-early 90's: 3.9%*
Colorado Pot Leaf: 17.1%**
Concentrates: 62.1%**

*National Institute on Drug Abuse
**Marijuana Equivalency Report, MED
Today’s potent marijuana
Today’s marijuana – Colorful, fruit flavors

Made to be palatable and discrete

No limitations on the ‘types’ of edibles sold

ORGANIC FRUITY HEARTS

ASSORTED FRUIT SLICES

incredibles STRAWBERRY CRUNCH
Smart Colorado’s Education Campaign

CAN YOU SPOT THE POT?

MARIJUANA CANDY. TRICK OR TREAT?

SMARTCOLORADO.ORG

Smart Colorado is a project of the Colorado Nonprofit Development Center.
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)
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

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

EDITORIAL: Pot officially a crisis in school

Pot legalization is a disaster for Colorado children and schools. Listen to the cry we live it everyday.

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

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

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

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

Viceroy Filter the Smoke!

As your Dentist, I would recommend Viceroy.

More Doctors Smoke CAMELS than any other cigarette!

According to repeated nationwide surveys.

For 30 days, test CAMELS in your "I-Zone" (I For Throat, I For Taste).

SMART CO
PROTECTING YOUTH FROM MARIJUANA
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.
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
2014: Edibles and Concentrates

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