

Lessons Learned from Marijuana Legalization in Washington State

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State College, PA

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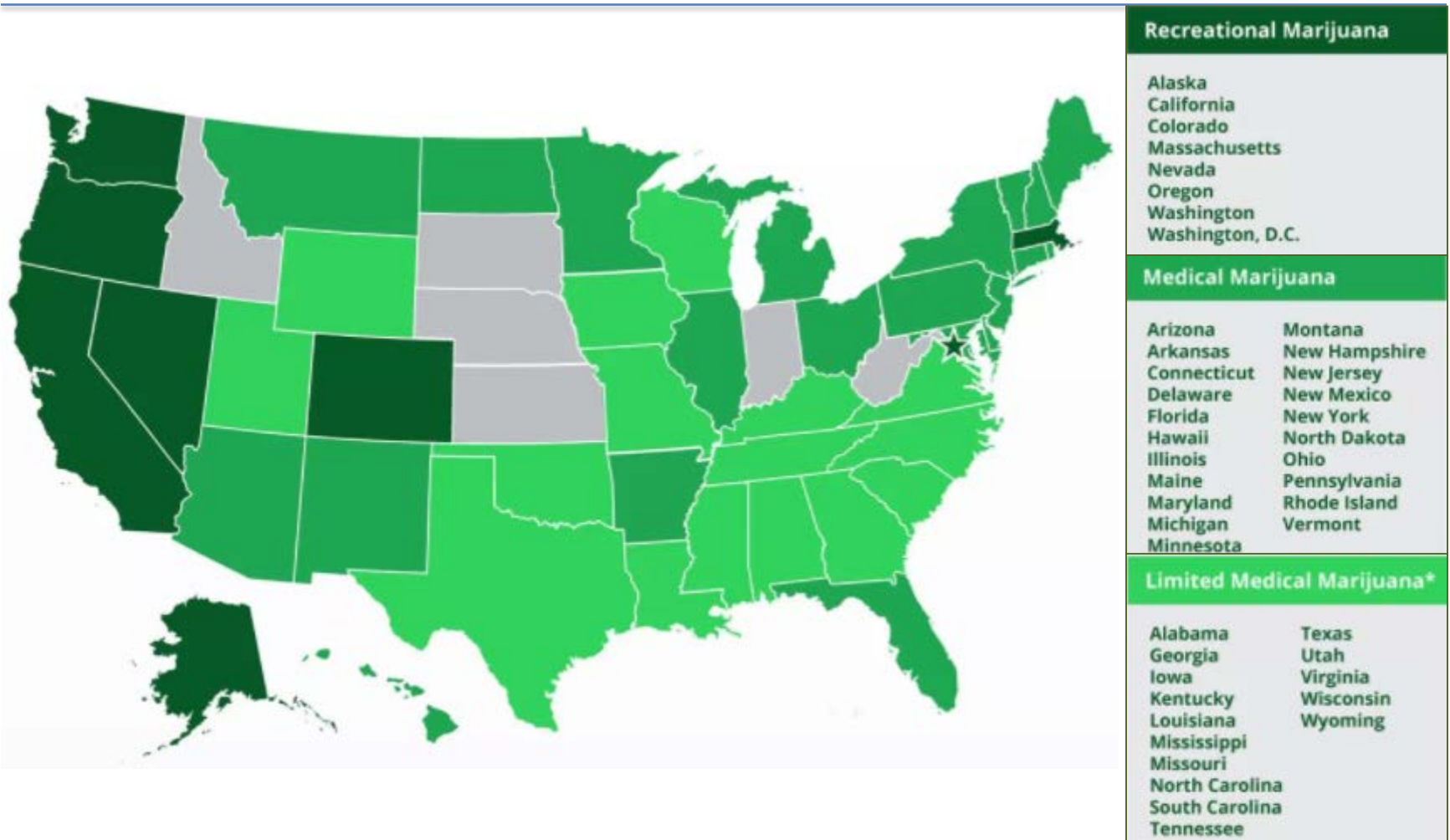
Marijuana Legalization



Outline

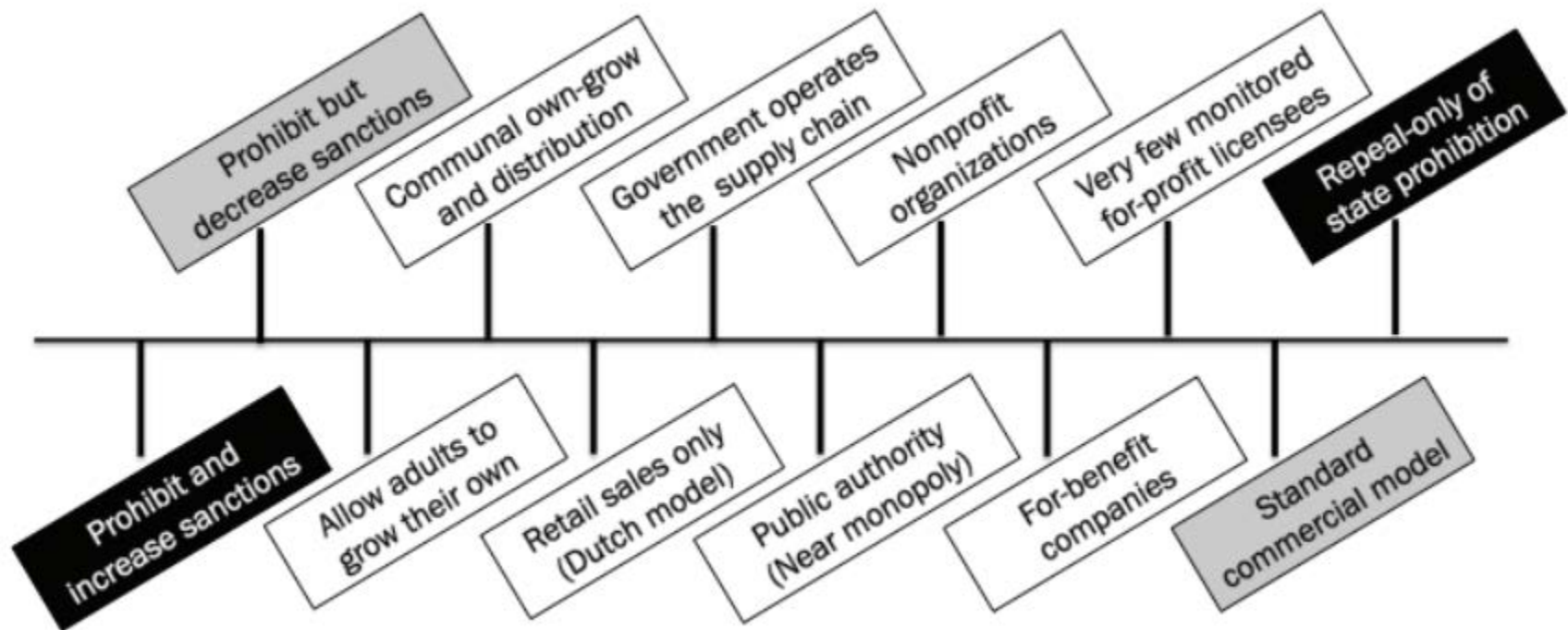
- Marijuana Legalization
- Washington's Laws and System
- Surveillance of Impacts
- Implementation of Prevention Strategies and Services
- Policies, Troubling Trends, Lessons Learned, and Successes

Marijuana Legalization by State



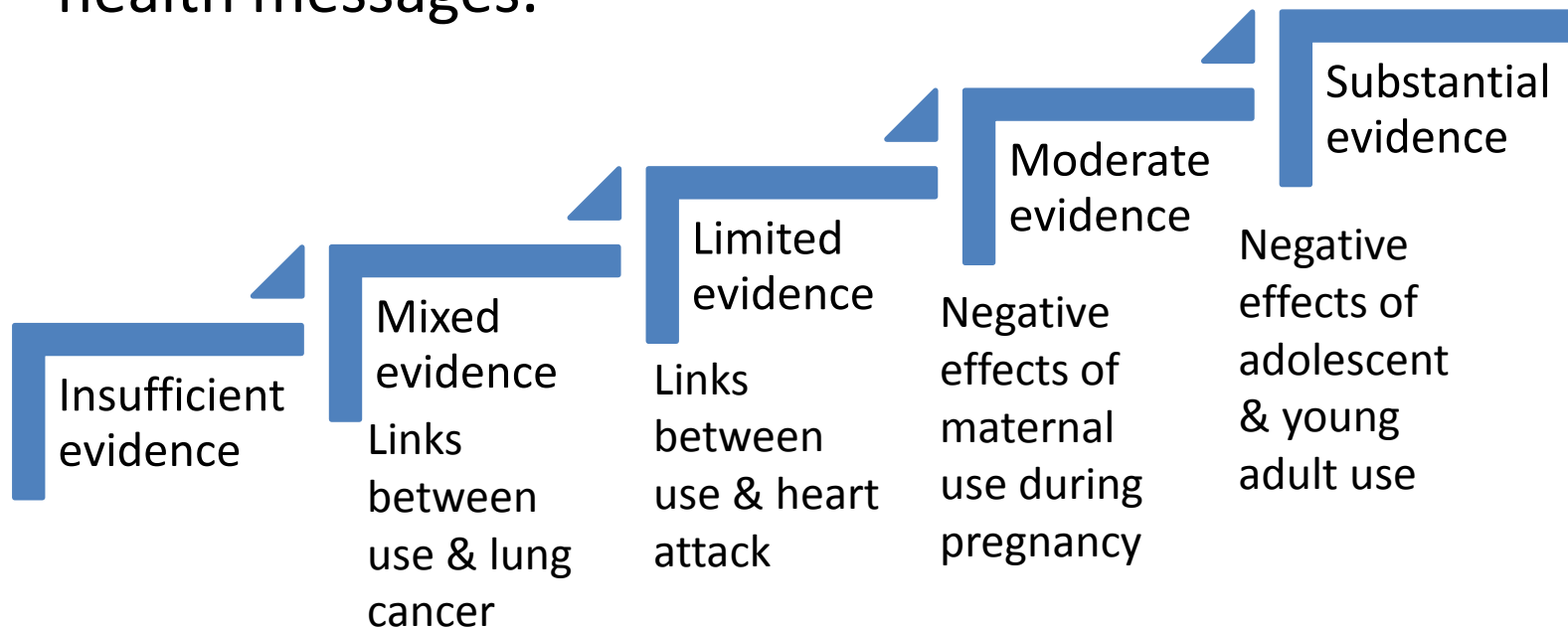
What is legalization?

- Marijuana Legalization can refer to legalizing any or all of at least twelve different activities.









Research: Level of Confidence in Adverse Effects of Marijuana

- Retail Marijuana Public Health Advisory Committee is responsible for reviewing scientific literature on health effects of marijuana → translating into public health messages.



Washington State

-  **7.1 million people**
-  **39 Counties**
-  **29 Federally Recognized Tribes**
-  **Forest covers half of our land area**
-  **Puget Sound islands are served by the largest ferry system in the United States**
-  **Nation's largest apple and raspberry producer**



Washington Marijuana Milestones

- Medical Use of Marijuana Act (I-692) – 1998
- 2011 - SB 5073 passed but partially vetoed
- Legalization of marijuana for recreational use(I-502)
 - Passed November 2012
 - Retail stores opened July 2014. Retail licenses issued – 427 (8/31/16)
- Tribal Compacts
- Medical integration - July 2016

Tribal Compacts

- October 8, 2014 - Wilkinson Memo extends DOJ allowances from states (Cole Memo) to tribes
 - First licensed tribal retail in the nation
 - First certified tribal cannabis lab in the nation
- Must levy 37% tax
- Follow tracking, testing, and packaging standards
- Six compacts signed or in queue as of March 2017
- Earmarked tribal funds for Prevention and Treatment

TAXES AND FUNDING

Taxes

- Two taxes levied on all marijuana products:
 - 37% excise tax (highest in the country)
 - Sales tax between 8%-10%
 - Medical Compliant Products exempt from sales tax
 - Total sales and excise taxes since from July 2014 through April 2016:
 - **Sales: \$2.5 billion** (shelf price including excise tax)
 - **Excise Tax: \$481.7 million**
 - \$4.6 million in average daily sales as of April 2017

Funding Disbursements - DBHR

General

- HYS/Young Adult Survey
- Cost Benefit Analysis (*WSIPP*)

SUD Services

- Tribal Prevention and Treatment Services
- Prevention and Treatment EBP Training

- Youth Treatment Services
- JJRA Youth Treatment Services (*JJRA*)
- Parent-Child Assistance Program (*PCAP*)

- Community Prevention Services - Community Prevention Wellness Incentive and Community Based Organizations
- Life Skills Training (*OSPI*)
- Home Visiting (*DEL*)

Other services

Funding Disbursements - DBHR

2E2SHB 2136

- Up to Fifteen (15%) percent:
 - For development, implementation, maintenance, and evaluation of programs and practices aimed at the prevention or reduction of maladaptive substance use, substance-use disorder, substance abuse or substance dependence among middle school and high school age students.
 - Eighty-five percent (85%) of the funds must be directed to evidence-based or research-based programs and practices that produce objectively measurable result, and by September 1, 2020, are cost-beneficial.
 - Fifteen percent (15%) of the funds may be directed to proven and tested practices, emerging best practices or promising practices.

MEDICAL SYSTEM INTEGRATION

Medical System

- Unregulated medical marijuana from 1998 through 2016
- No licensure or permits
- Attempt to regulate in 2011 by Legislature. Governor vetoed most of the bill due to response from DOJ about prosecuting state workers.
- Sales taxes applied only after 2011 with loose enforcement
- No testing standards
- No registry
- Qualifying condition of “intractable pain”
- Could be prescribed by any “health care professional” including “naturopaths”

ADVERTISING

Original Advertising

Prohibited:

- Images that might be appealing to children;
- Not within 1000ft of schools, parks, transit centers, etc.

– Allowed

- Depictions of products or plants
- Sign Spinners
- Inflatable Arm-Flailing Tubemen
- Any area not within 1000ft of restricted areas

GRASS



GLASS

21+
NO DOCTOR REQUIRED

RECREATIONAL MARIJUANA SUPERSTORE

GRASS!
& GLASS!

14343 15TH AVE. N.E. SEATTLE | GRASSWA.COM | 206-367-1483

009287



THE NOVEL TREE

WASHINGTON'S HIGHEST RATED CANNABIS SHOP

GRAMS STARTING AT \$10

PREMIUM HAND SELECTED CANNABIS, EDIBLES, AND
CONCENTRATES FROM AROUND THE STATE

Don't miss our happy hour!
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1817 130th Ave NE Ste.B
Bellevue, WA 98005
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Monday - Saturday: 10am - 8pm
Sunday: 11am - 6pm
Free Parking / Open Daily / 21+
No Medical Card Required

Our products have intoxicating effects and may be habit forming. Marijuana can impair concentration, coordination and judgment. Do not operate a vehicle or machinery under the influence of this drug. There may be health risks associated with consumption of recreational marijuana. For more information, visit www.wa.gov. © 2018 Novel Tree, Inc. All rights reserved.



CANNABIS FOR BEGINNERS

Safe, educational cannabis tours your Mother would enjoy!
Experienced users also welcome! Tour includes visit
to licensed grow site, rec shop visit, plus
Cannabis 101 class & transportation.

\$49

Call 206-566-8597 or visit
EmeraldAmerica.com/edu for
details & reservations.

No consumption on tour. 21+. Nov. Weekends



SPOKANE'S PREMIER RECREATIONAL MARIJUANA R

This product has intoxicating effects and may be habit forming. Marijuana can impair concentration, coordination and judgment. Do not operate a vehicle or machinery under the influence of this drug. There may be health risks associated with consumption of recreational marijuana. For use only by adults 21 and older. Keep out of reach of children.



An advertisement for Herban Legends featuring a Sasquatch figure made of marijuana. The Sasquatch is green and brown, with a face that looks like a cannabis leaf. The text 'HERBAN LEGENDS' is at the top left, with a cannabis leaf logo. Below it, it says 'Legal Weed'. To the right, it says 'DOWNTOWN SEATTLE LOCATED ON THE CORNER OF BELL ST AND ELLIOTT AVE 55 BELL ST OPEN 8AM TO 11:45 PM EVERYDAY!'. In the center, a speech bubble says 'GRASSQUATCH SAYS: \$6 GRAMS AT HERBAN LEGENDS'. At the bottom, it says '206-849-5596 WWW.HERBANLEGENDS.COM'. The number '24' is in the bottom right corner.

How do you Zoot?

ZOOTS PREMIUM CANNABIS INFUSED EDIBLES



7/2/2017

New Advertising Restrictions Prohibit:

- Targeting to youth;
- Targeting to persons residing outside of Washington;
- Depictions that are likely to appeal to youth;
- Outdoors Ads that contain any depictions of marijuana plants, marijuana products, or
- In arenas, stadiums, shopping malls, fairs, farmers' markets, and video game
- No commercial mascots.
- **Billboards with only name, location, logo, directions**

MARIJUANA EDIBLES

Requirements for Marijuana Edibles

- Childproof Packaging
- Preapproval for all edibles
- Warning symbols
- Warning messages
- Maximum dosage: 10mg THC per serving
- Products that are especially appealing to children are prohibited
- No gummies, cotton candy, lollipops, or bright colored products

New Edible Warning Symbol

- Only applies to edibles (solid and liquid)
- Effective 2/14/17
- WA Poison Center Phone #
- LCB provided no-cost digital copy
- Violations reported to LCB



Types of edibles not allowed in new system

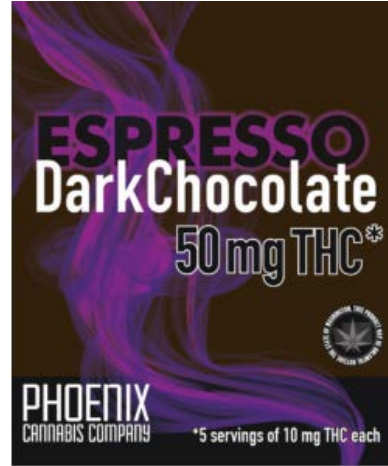
No more of these...



No more of these either...



What is allowed?



What is allowed?

- All products must be out of reach of customers
- Childproof package with warning labels
- Dosage limits on packaging with test results
- Prior approval for all packaging and labeling



Surveillance Data

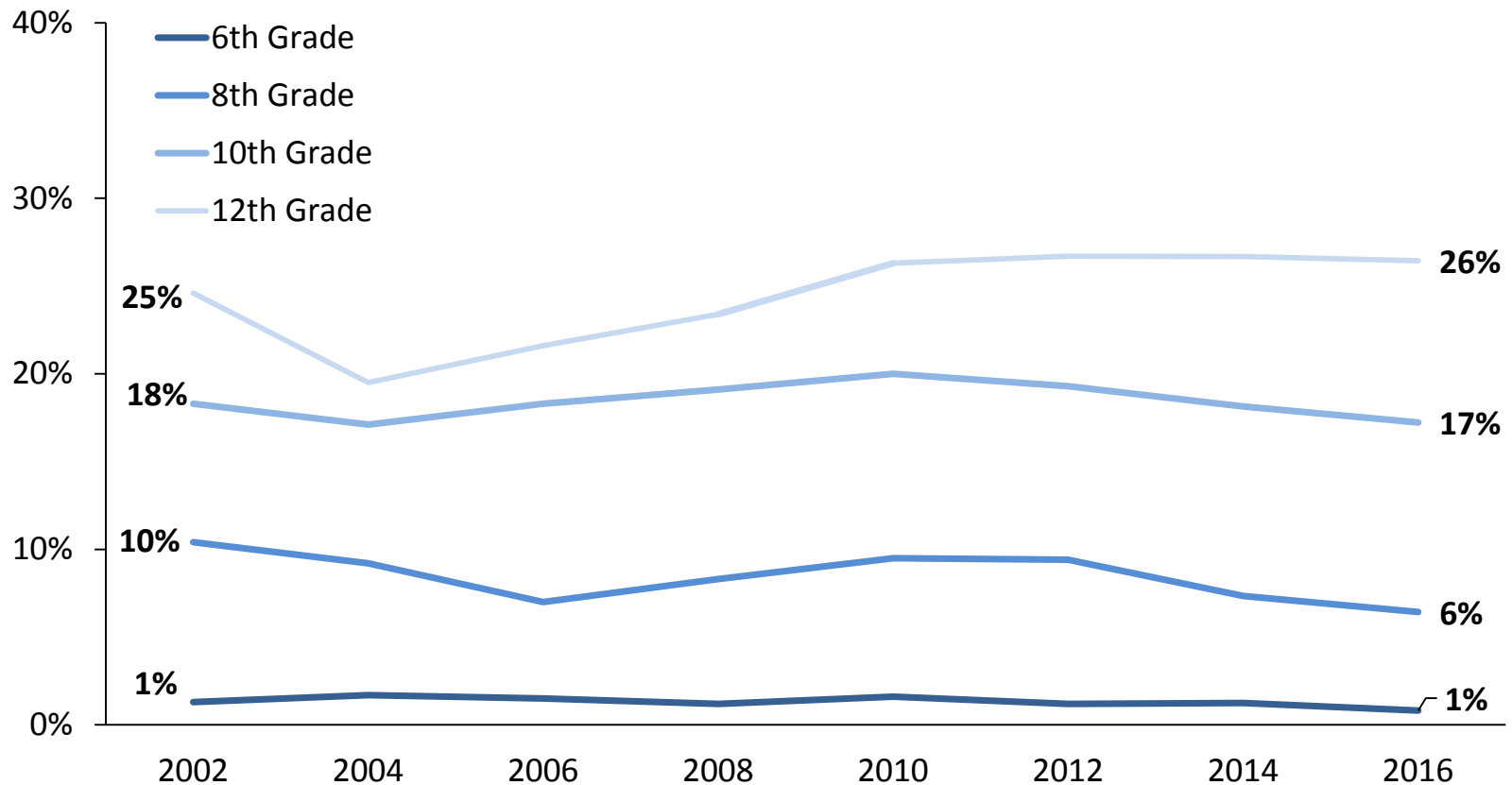
- Healthy Youth Survey – WA DSHS
- Young Adult Survey – Univ. of WA (CSHRB)
- Adult Survey - National Survey on Drug Use & Health
- Community Survey – WA DSHS
- WA Treatment – WA DSHS
- Traffic Fatalities – WA Traffic Safety Commission
- Poison Data - WA Poison Center

YOUTH, YOUNG ADULTS, AND ADULTS



Marijuana Use: Youth, Past 30 Days

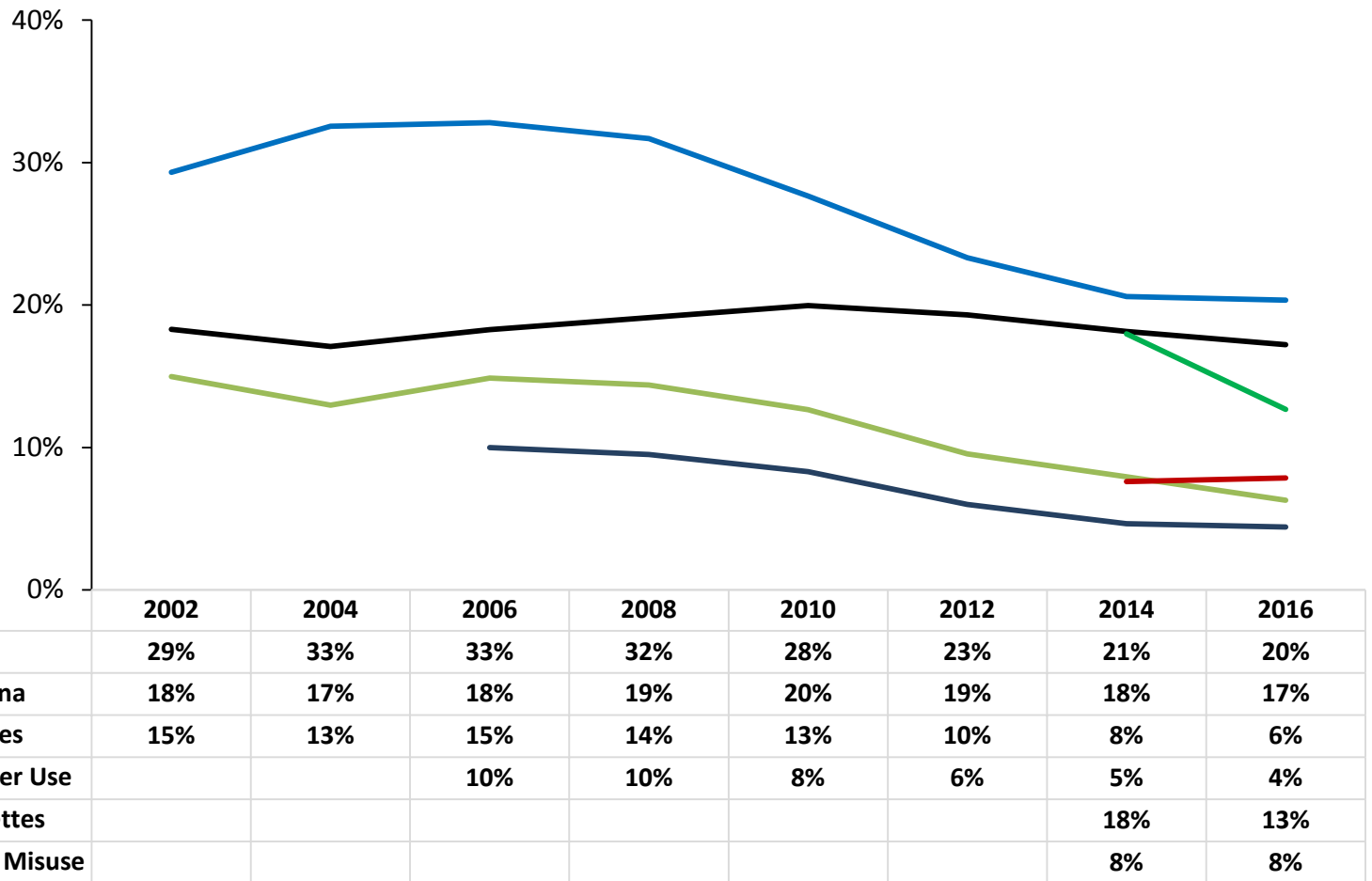
Used marijuana/hashish during the past 30 days?



Source: Washington Healthy Youth Survey - 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016.

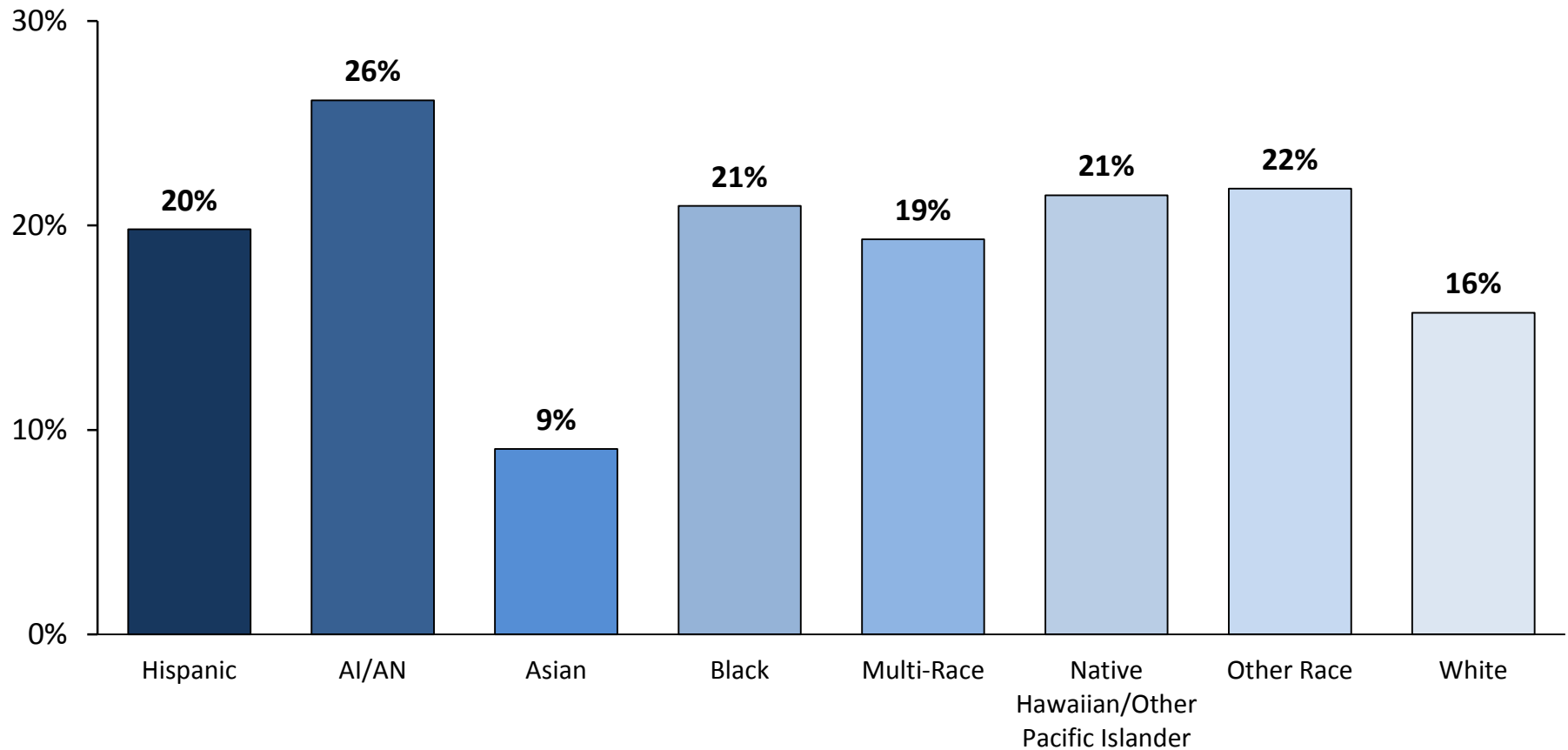


Summary 30-Day Substance Use 10th Graders, 2002-2016





Marijuana Use, Past 30 Days 10th Graders by Race and Ethnicity

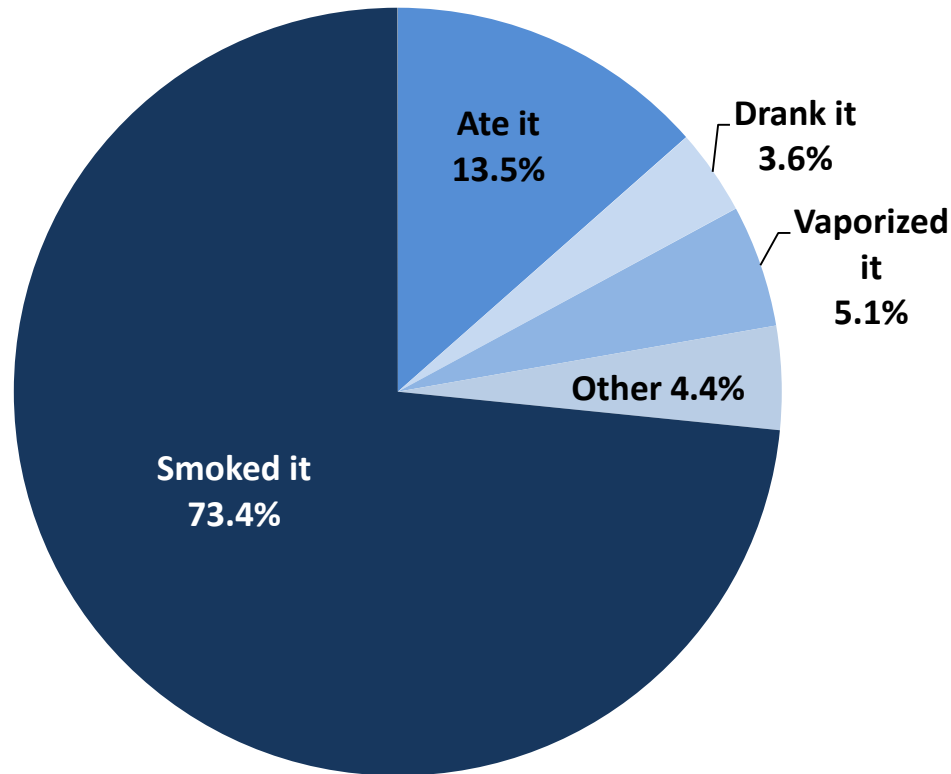


Source: Washington State Healthy Youth Survey – 2016.



“During the past 30 days, if you used marijuana, how did you usually use it?”

10th
Grade

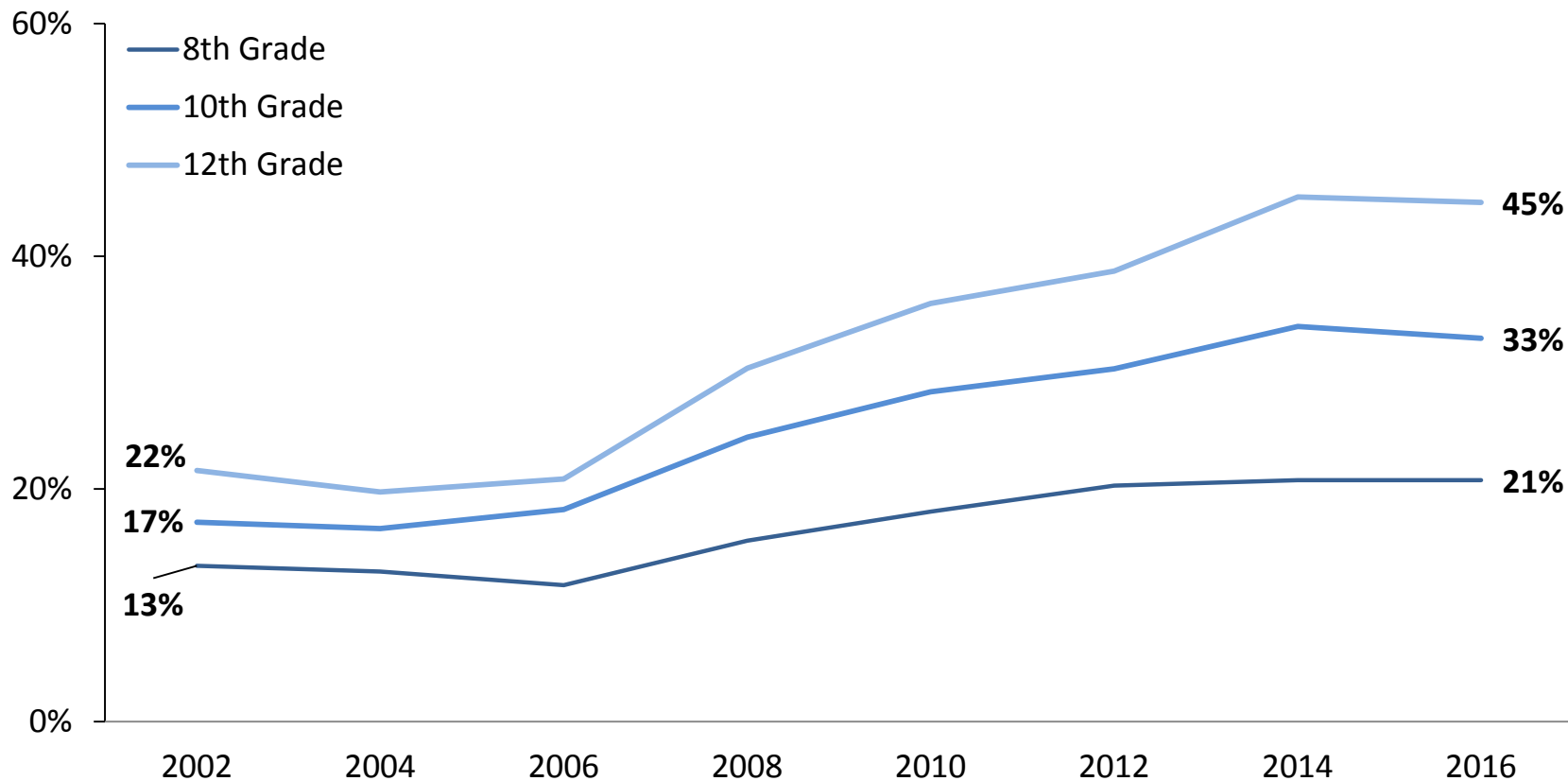


Source: Washington Healthy Youth Survey - 2016.



Risk of Harm from Marijuana Use

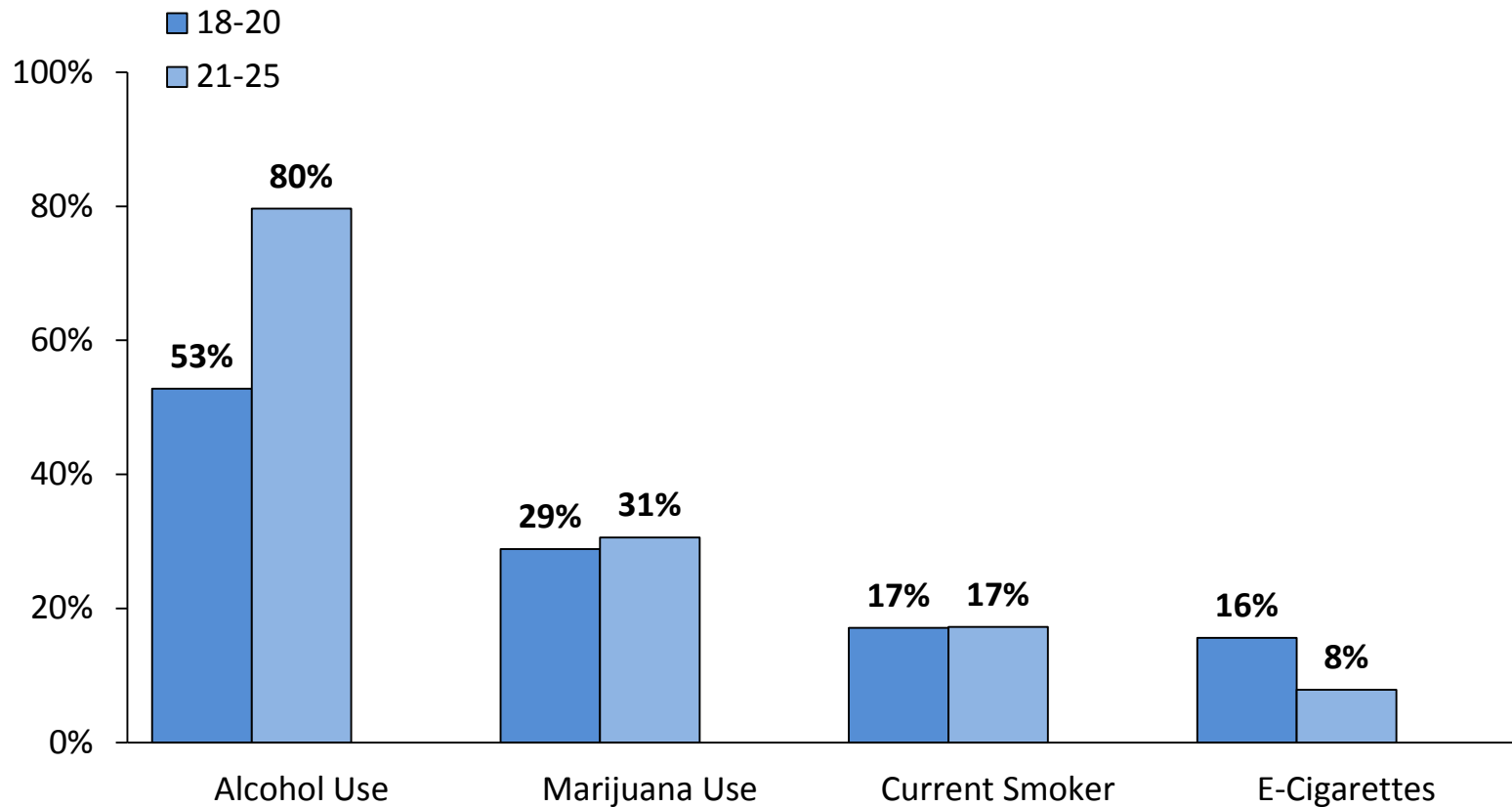
Regular use has “no risk” or “slight risk”.



Note: Includes responses where using marijuana regularly has no risk or only a slight risk.

Source: Washington Healthy Youth Survey - 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016.

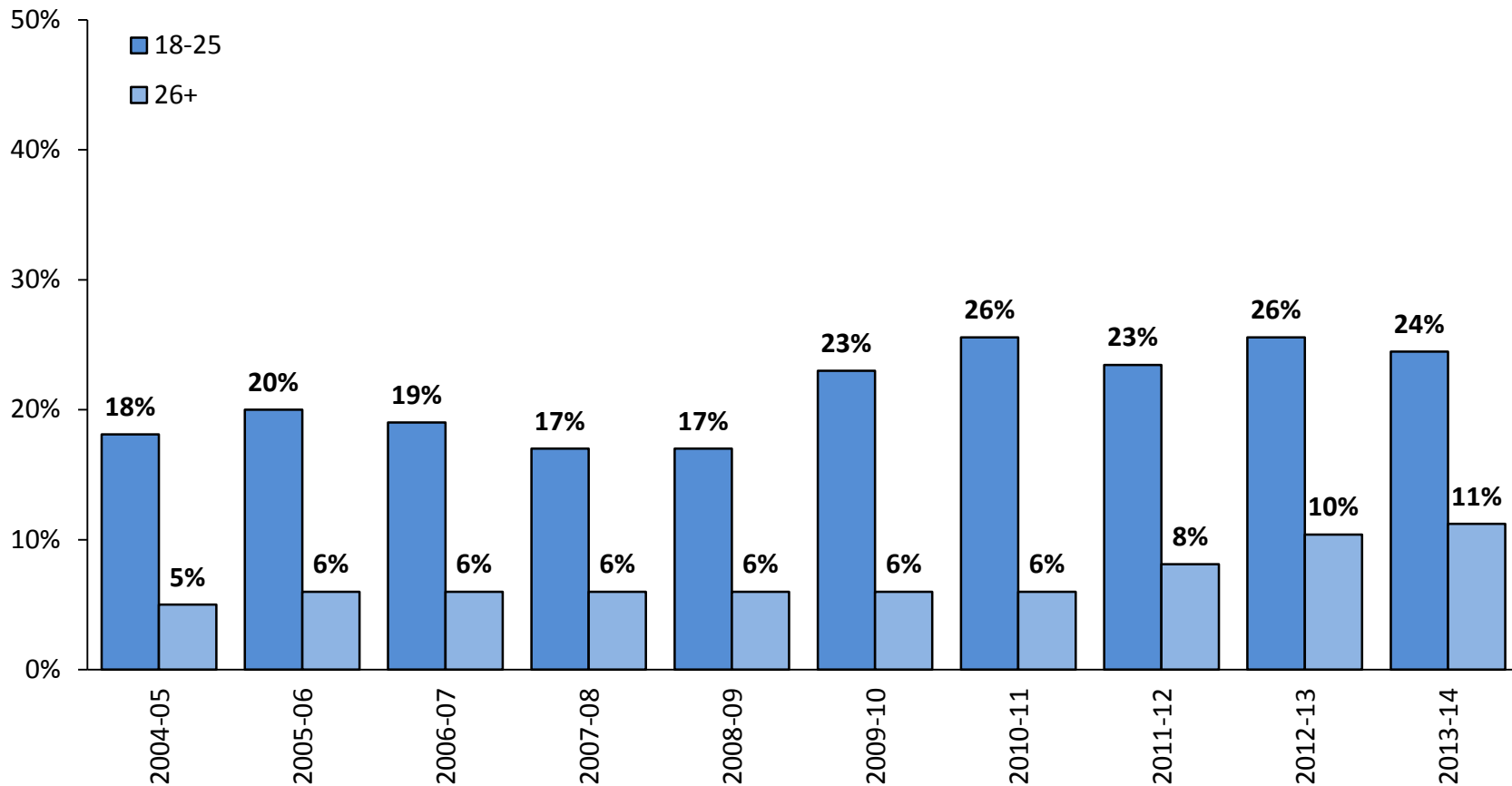
Young Adults by Age Group: 30-Day Drug Use



Source: Young Adult Health Survey - 2015

7/2/2017

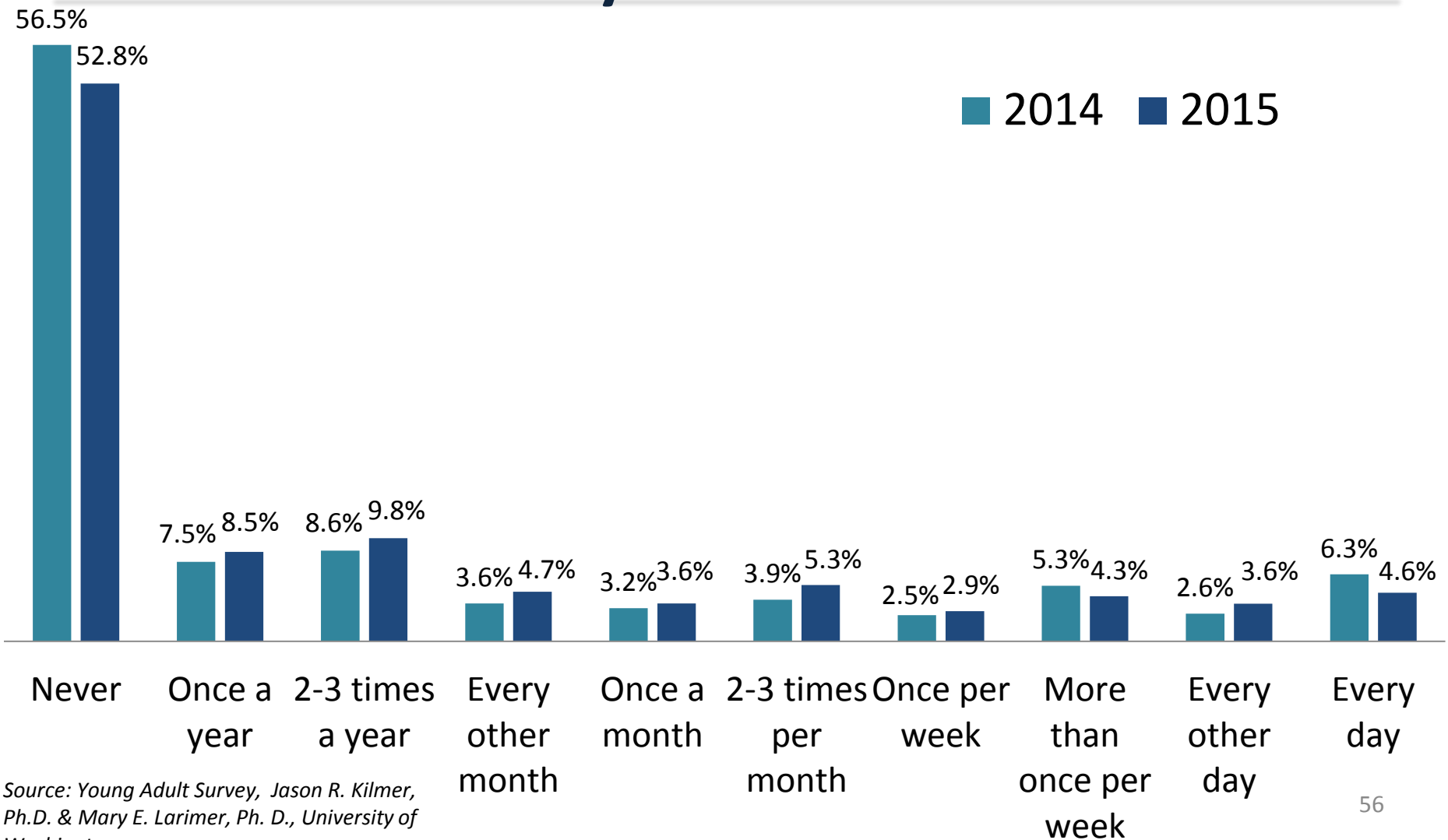
Marijuana Use: Adults, Past Month Washington State 2004-2014



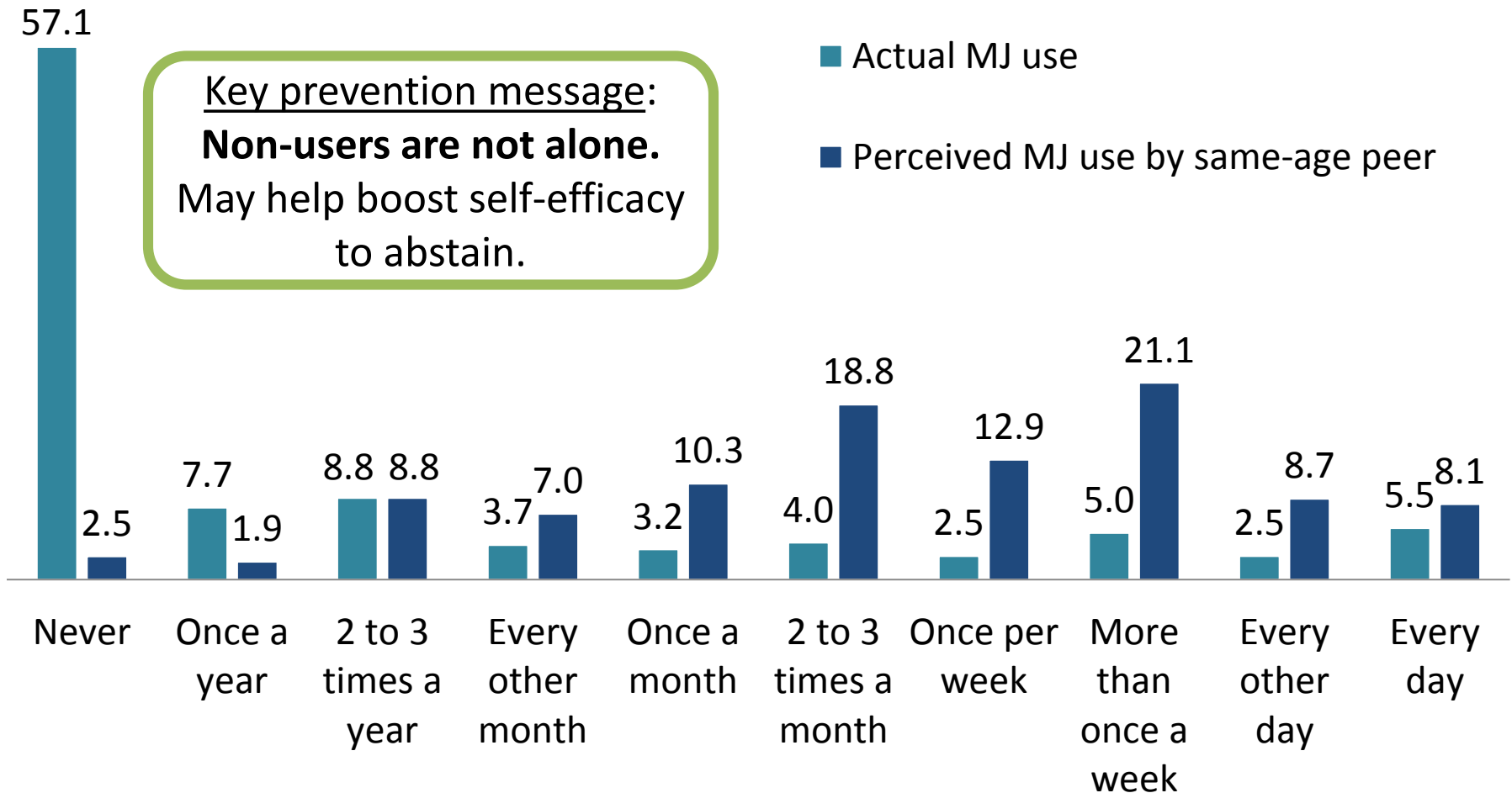
Source: National Survey on Drug Use and Health (NSDUH), 2004-2014.

7/2/2017

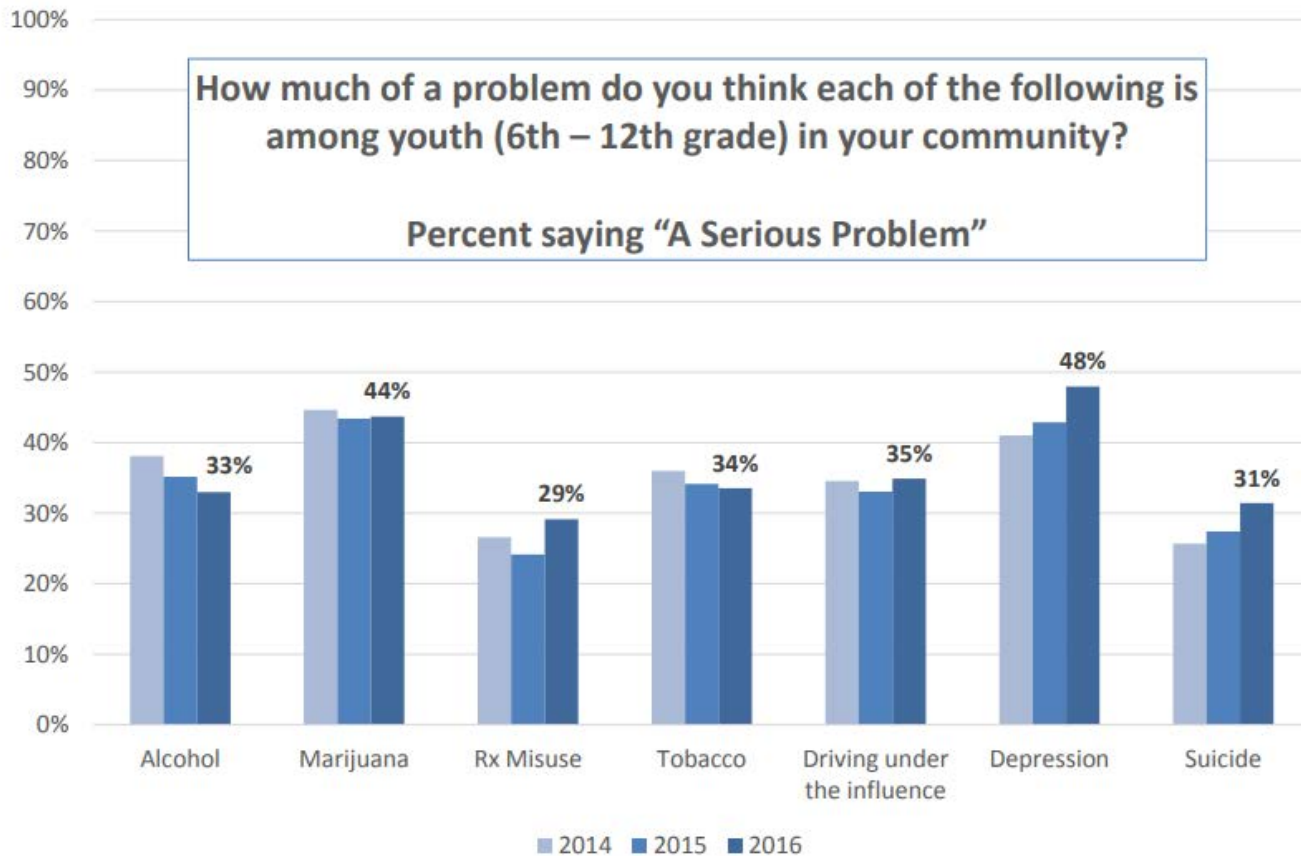
Past year recreational marijuana use in 18-25 year olds



Frequency of recreational cannabis use vs. perceived norms in 18-25 year olds

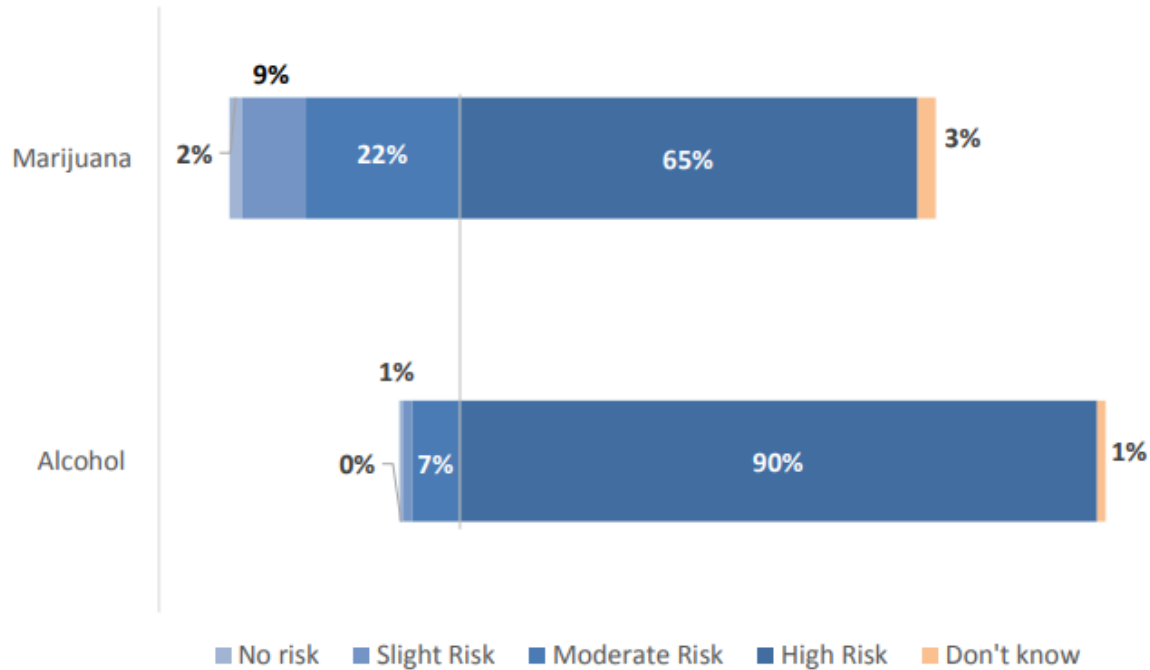


Community Survey

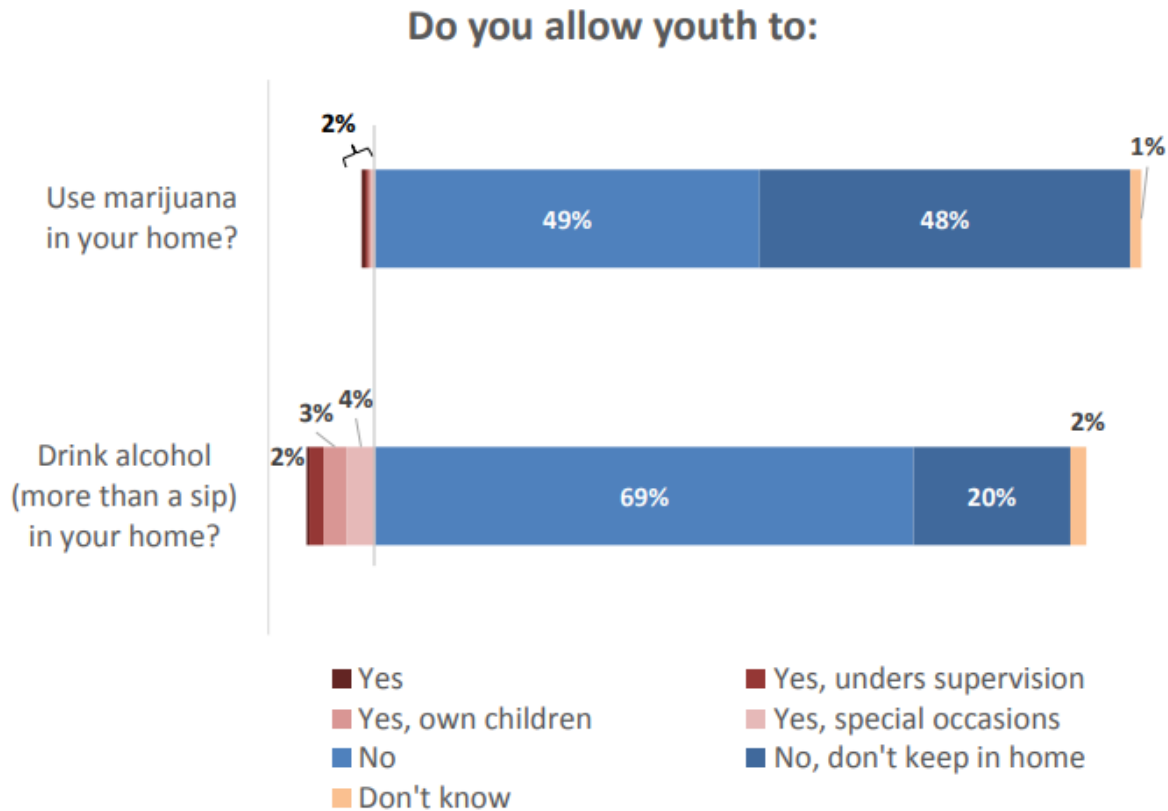


Community Survey

How much do you think people risk harming themselves and others when they drive under the influence?



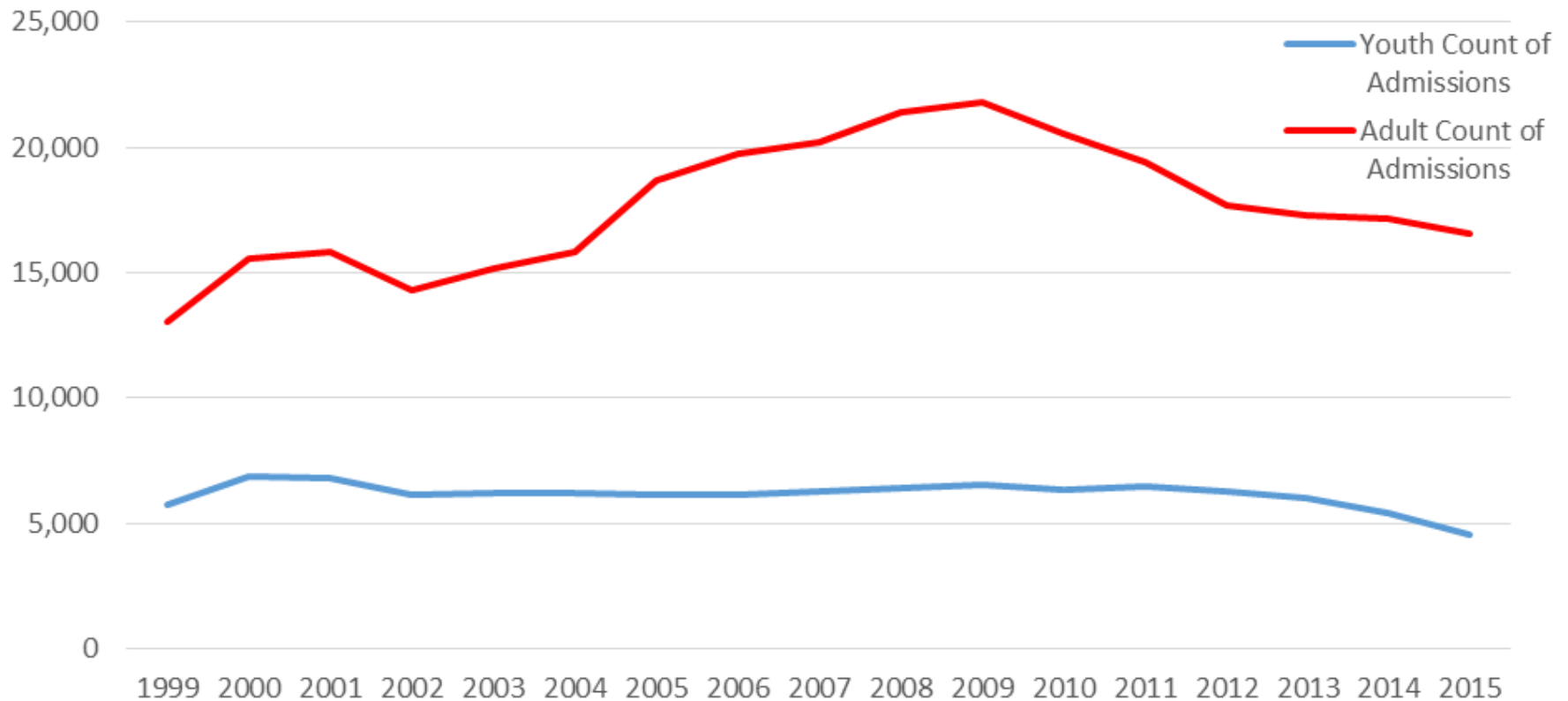
Community Survey



TREATMENT

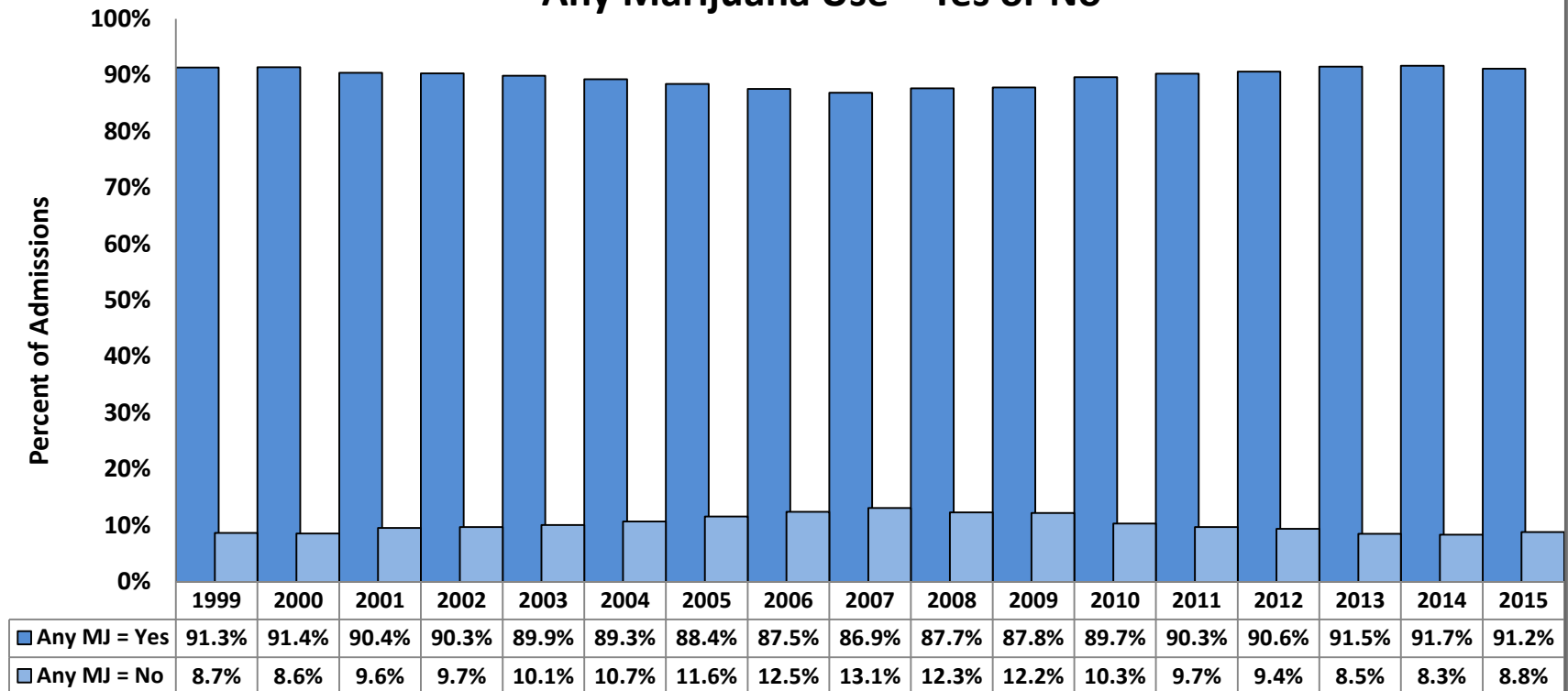
Treatment Rates for Marijuana

Count of WA Youth and Adult Marijuana SUD Treatment Admission
1999-2015



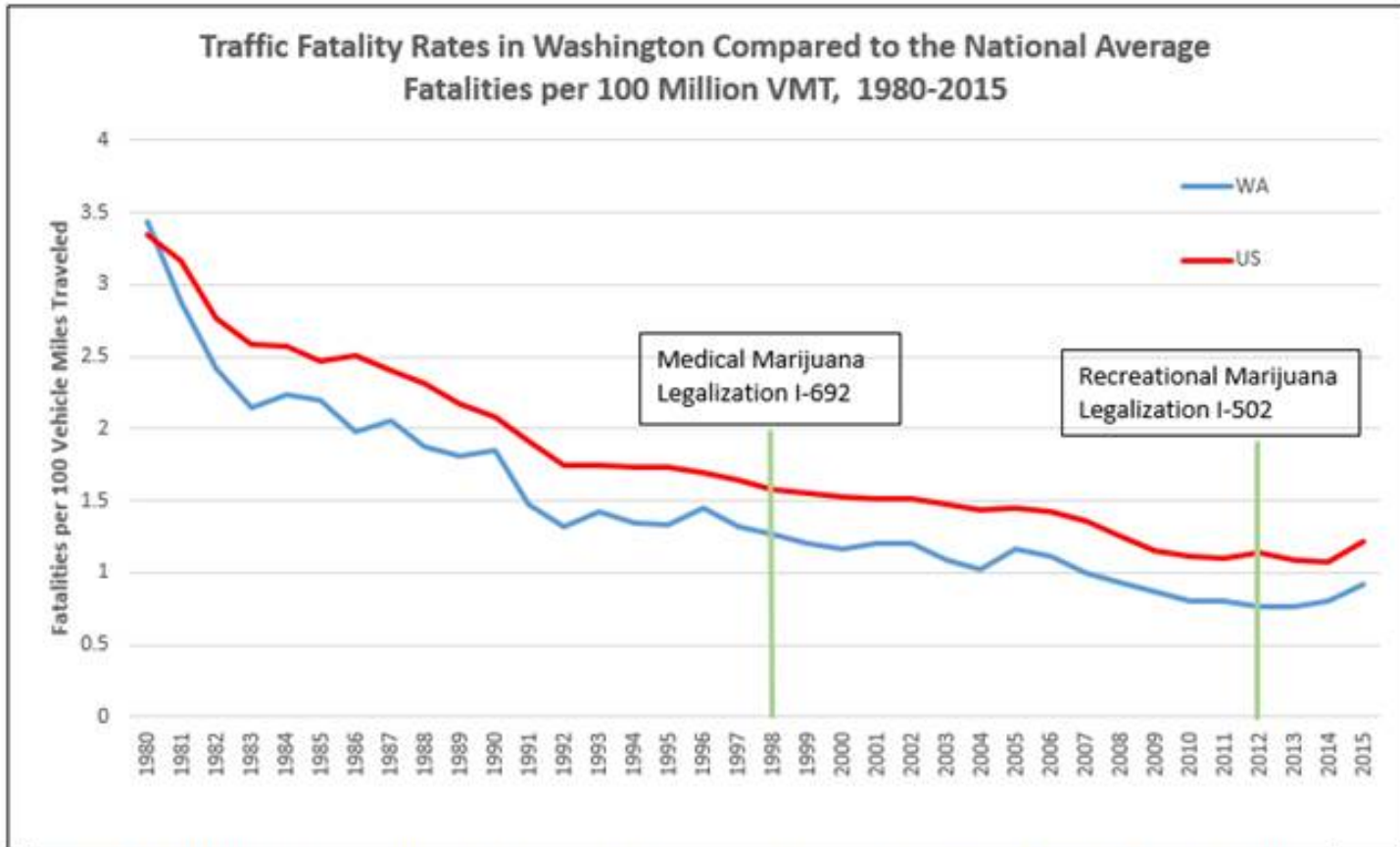
Count of youth admissions where marijuana is the primary, secondary, or tertiary substance from 1999-2015

Youth SUD Admissions: Calendar Years 1999 to 2015
Any Marijuana Use = Yes or No



TRAFFIC FATALITIES

Traffic Fatalities



Source: Washington State Department of Transportation Annual Collision Data Summary Reports 2006 and 2015.
http://www.wsdot.wa.gov/mapsdata/crash/pdf/2006_Annual_Collision_Data_Summary_-_All_Roads.pdf.
http://wtsc.wa.gov/wp-content/uploads/2017/02/2015_Annual_Collision_Summary.pdf

WA POISON CENTER

ENFORCEMENT AND ACCESS

MARKET DATA

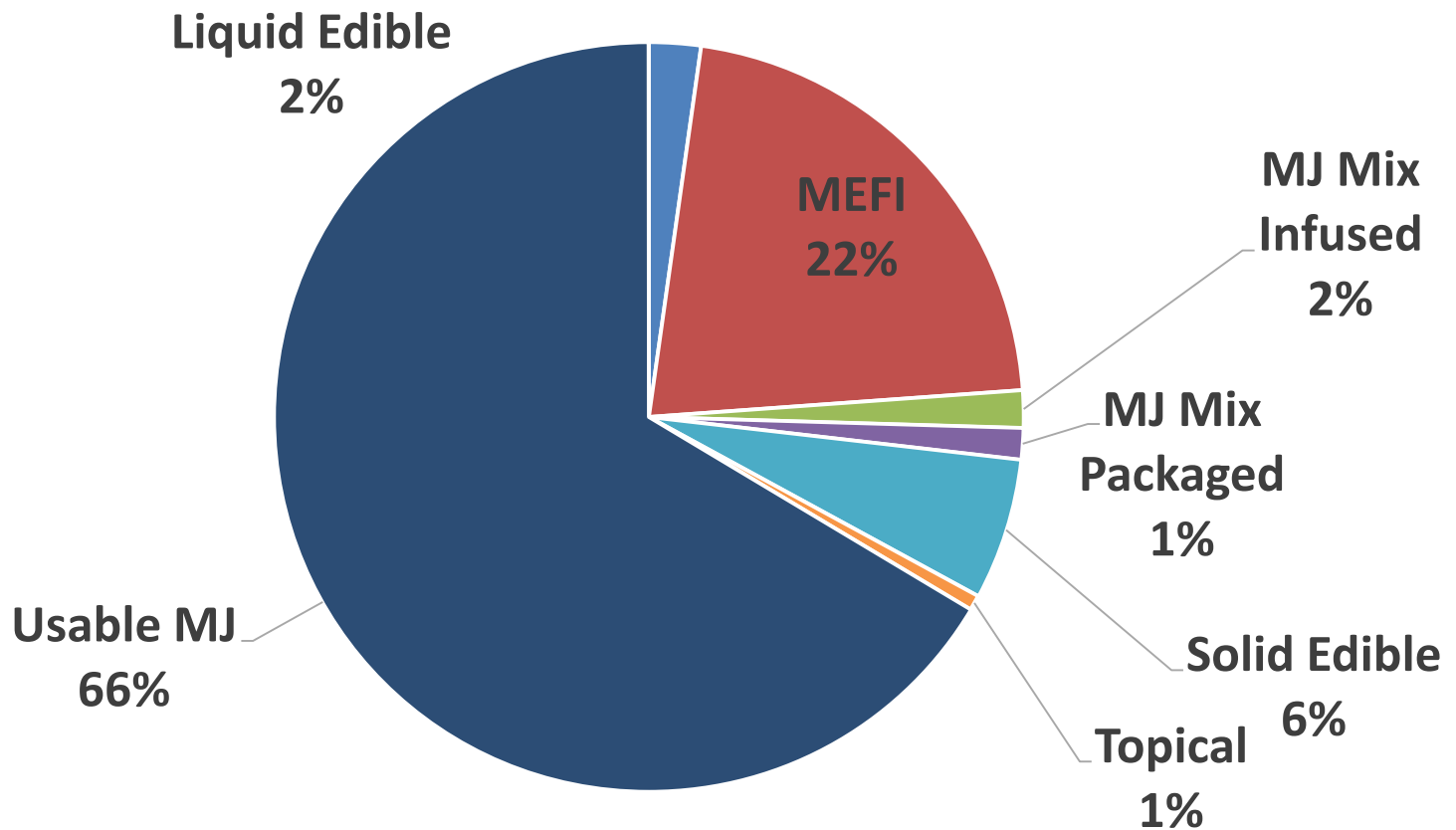
Marijuana Prices 2014-2016

Average Price per Gram Sold



Source: Liquor Cannabis Board, Presented to the Washington State Legislature December 2016

% of Recreational Sales for Nov. 2016



Source: WA State Liquor and Cannabis Board – Frequently Requested Lists

<http://lcb.wa.gov/records/frequently-requested-lists>

Market Impacts

- Highest tax rate in the country, but prices keep falling
- Heavy regulations are not preventing competition with the black market
- The data shows recreational and medical users purchase the same proportions of product types
- The market keeps growing

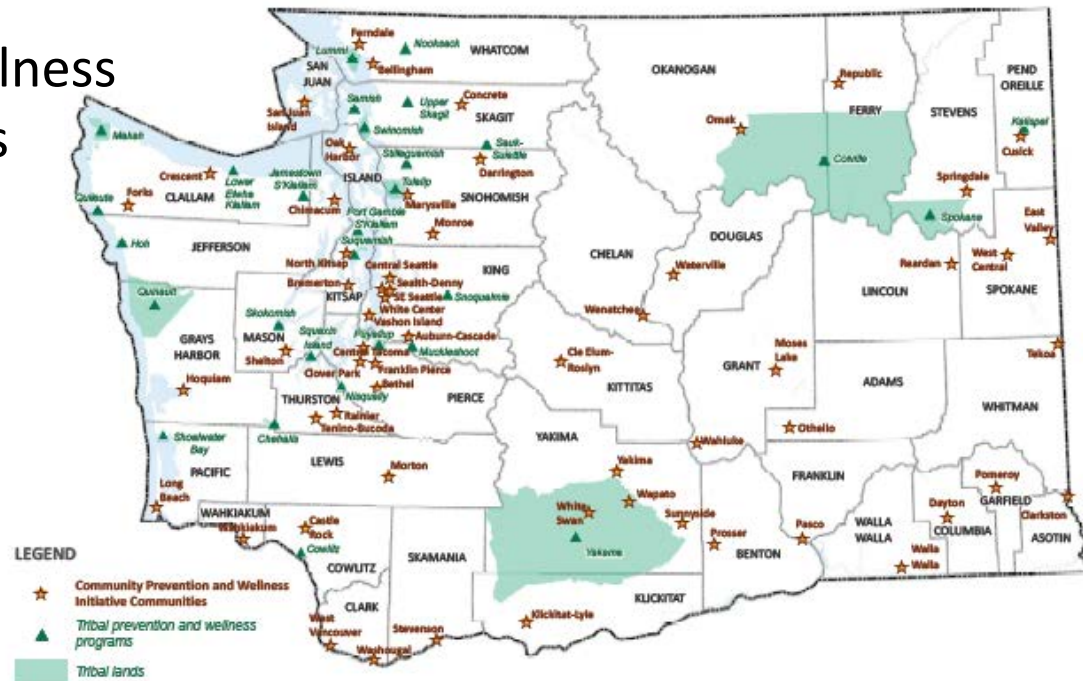
Implementation of Prevention Strategies and Services

Washington Prevention System

- Support from the State Prevention Policy Consortium
- Utilizes Data for decision making
- Support for Community and Tribal efforts

Prevention Programs

- Community Prevention and Wellness Initiative (CPWI)
 - 59 community coalitions
 - Prevention Intervention Services in 75 schools
- Tribal Prevention and Wellness
 - 29 Tribal Governments for prevention and treatment services
- Community Based Organization Grants
- Statewide Projects



PUBLIC EDUCATION CAMPAIGNS

Consistent Messaging of Health Risks

- Marijuana is addictive
 - Addiction in about 9% of users overall
 - 17% of those who begin use in adolescence
 - 25% to 50% of those who are daily users*.
- Increased risk of chronic psychosis disorders (including schizophrenia) in persons with a predisposition to such disorders.

Education and Media Campaigns

Now that marijuana is legal for adults in Washington ...



A parent's guide to preventing underage marijuana use



Social Development Research Group

Extra Patrols On Now



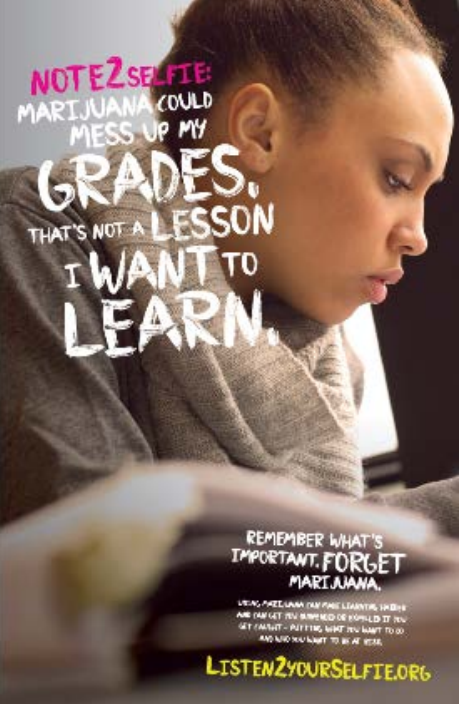
**DRIVE HIGH
GET A DUI**



Marijuana Use in Washington State
An Adult Consumer's Guide


What You Should Know

NOTE2SELFIE:
MARIJUANA COULD MESS UP MY GRADES. THAT'S NOT A LESSON I WANT TO LEARN.



REMEMBER WHAT'S IMPORTANT. FORGET MARIJUANA.

LISTEN2YOURSELFIE.ORG



Washington State Liquor Control Board

Marijuana
Know the Facts

Marijuana is not harmless. Marijuana impairs coordination and perception, affects learning and memory, can increase anxiety, panic and paranoia. Research shows one in eight youth who use marijuana by age 14 become dependent.

Some of the risks of smoking marijuana vs. consuming marijuana-infused foods are different.

Inhaling any kind of smoke harms your lungs. Consuming marijuana-infused foods can also be dangerous because it takes longer to feel the effects. It's easier to have too much because the effects are delayed.

Recreational marijuana use has age restrictions.

Only those 21 and older can possess marijuana, with a limit of 1 ounce of useable marijuana, 16 ounces in solid form, and 72 ounces in liquid form.

... can use marijuana is limited.

EVIDENCE-BASED PROGRAMS

Evidence Based Programs/Practices

- Identify programs with outcomes in youth marijuana use prevention & reduction.
- Determine risk factors that most strongly related to youth marijuana use.
- Find programs that are shown to impact those risks and have cost-benefit when known.

Best Practice Program/Strategy List Process

- Consult with UW and Western CAPT (SAMHSA/CSAP) to Identify the Evidence-based programs with outcomes in marijuana use prevention / reduction among 12-18 year olds. (Preliminary list – July 2013).
- WSIPP review of programs.
- Developed Path Analysis of the risk factors.
- Consult with UW and WSU on programs with impacts on risk factors associated with youth marijuana use.

Best Practice Program/Strategy List Results



EBP/RBP

17 Evidence-based Programs (EBP) and Research Based Programs (RBP)



Promising Programs

8 Promising Programs (PP)
5 Promising Environmental Strategies



We found more programs!

We identified a total of 30 programs

SUPPORTING LOCAL PREVENTION EFFORTS

SUD Prevention Services

- Tribal Prevention Services
- Community Prevention Services - Community Prevention Wellness Incentive and Community Based Organizations
- Life Skills Training (*OSPI*)
- Home Visiting (*DEL*)
- Prevention EBP Training



Policies, Troubling Trends, Lessons Learned, and Successes

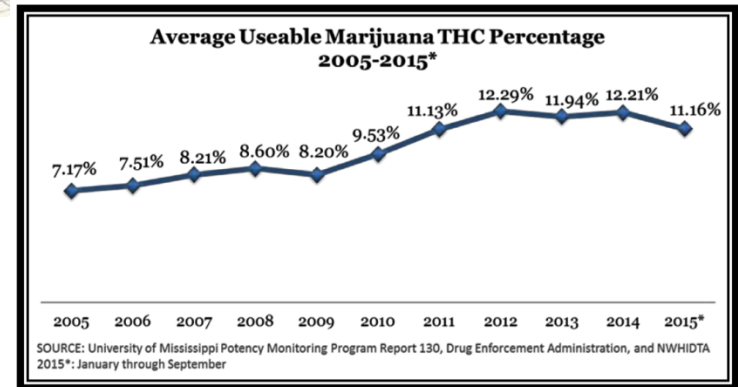
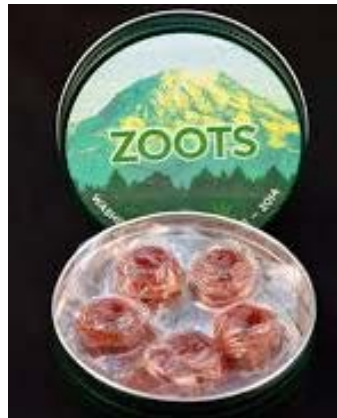
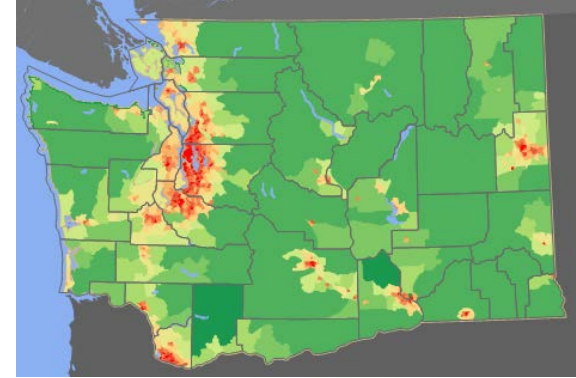
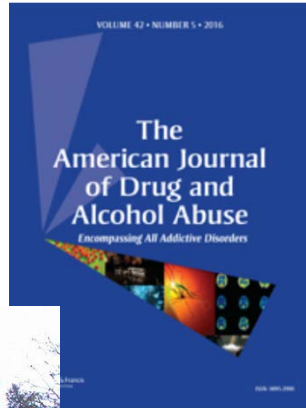
Policies in WA

- Earmarked funds for prevention, treatment, education
- No home grow allowed (only adult use state)
- Advertising Restrictions
- No Delivery allowed Public Use Prohibitions
- Preemption allowed - Local Zoning/Bans
- Edible required warning, childproofing, max dosage levels
- Tied House Laws - Three tiered system
- Taxes – highest in the country, but prices keep dropping
- Cash Business Changing – 10% fee levied for cash tax payments
- Cannot infuse with alcohol or tobacco

Troubling Trends

- Product Proliferation
- Higher THC Concentrates and products
- Allowed Edibles are still attractive to children
- Advertising Everywhere and difficult to enforce
- Poison Center calls increase
- Proportion of fatal crashes increase
- Admit to driving high or with high
- Continual decrease in prices even with high taxes
- Use During Pregnancy, or breastfeeding
- Increase need for home secure storage
- Marijuana at private events – infused food or “weed bar”

Major Lessons Learned





Headline: **CADCA** Building drug-free communities.

POLICY TRAININGS NEWS **RESOURCES** CAMPAIGNS INSTITUTE

RESOURCES



Home > Resources > Study Explores Evolution of U.S. Marijuana Market & Reveals Demographics of Current Users

Study Explores Evolution of U.S. Marijuana Market & Reveals Demographics of Current Users

study finds

... many



AAA: 'Legal Limits' For Marijuana And Driving Are Meaningless; Fatal Crashes Double After Legalization

Lessons Learned

1. Partnerships are critical
2. Getting ahead on advertising is important
3. Surveillance on data is valuable
4. More research is needed that is specific and updated
 - Funding (consistent if possible), standardization, rigorous methodology
5. Pay attention to edibles and vapors, concentrates
6. Clearly communicate negative effects of marijuana
7. Major impact on schools
8. Potency matters
9. Law enforcement attitudes impact public norms
10. Tax and prices are important
11. Consider density, geography and advertisement placement

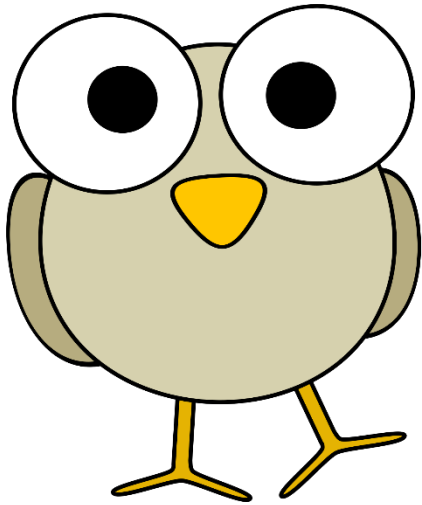
Successes

- 30 Day Use Rates are steady!
- Expand Prevention Services
- Increase Capacity (EBP, training, other)
- Advertising Restrictions
- Packaging Requirements (warning symbol)
- Edible dosage Limitations
- 8000+ Marijuana Toolkits Distributed
- Support Research (Roadside, HYS, WSIPP)
- Most Youth Don't Use Marijuana!!!

Resources

- Athena Forum - www.theathenaforum.org/marijuana
- DBHR - www.dshs.wa.gov/bhsia/division-behavioral-health-and-recovery
- Healthy Youth Survey - www.AskHYS.net
- Start Talking Now - www.starttalkingnow.org
- Liquor and Cannabis Board - <http://lcb.wa.gov>
- University of Washington Alcohol and Drug Abuse Institute – www.LearnAboutMarijuanaWA.org

Questions?



For more questions, contact:
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Division of Behavioral Health and Recovery
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