

Marijuana: Myths & Truths

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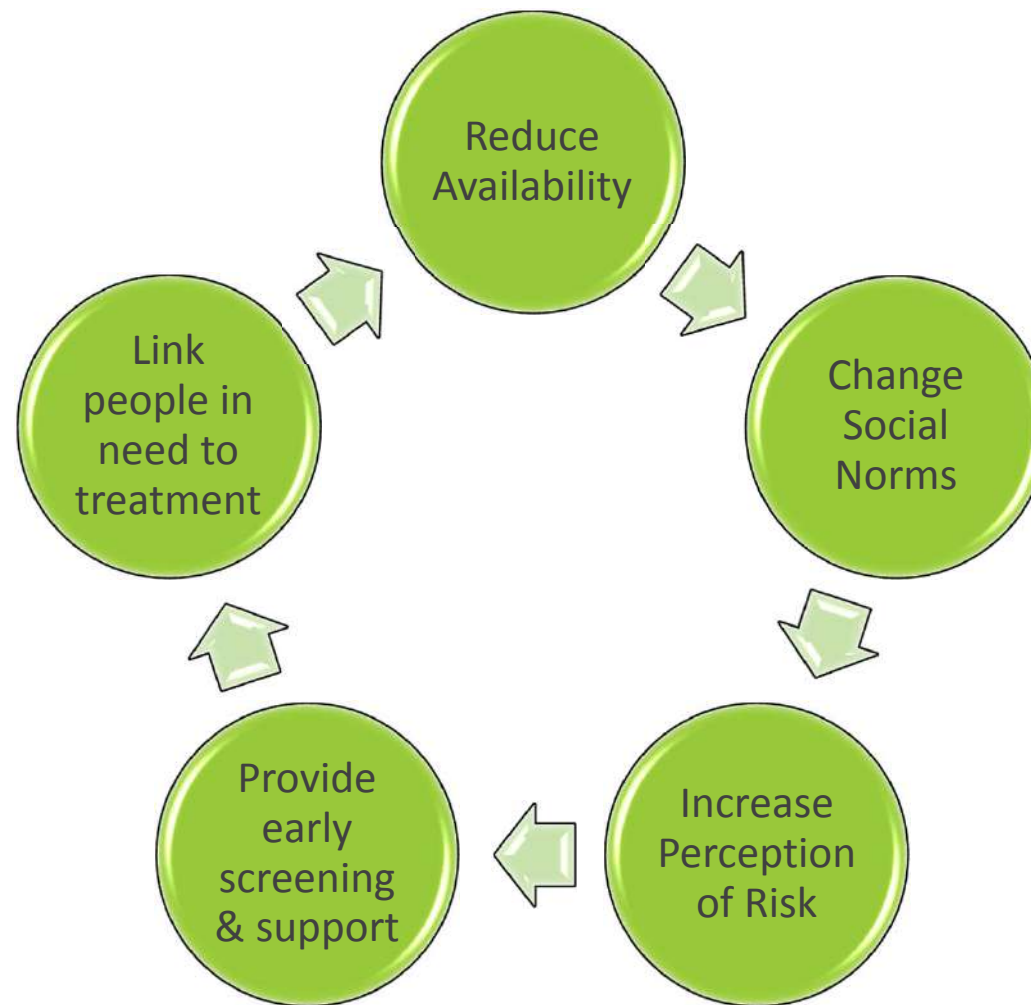
NEW JERSEY PREVENTION NETWORK



Truths & Myths about Legalization



Prevention Works!



Current Status of Marijuana in New Jersey



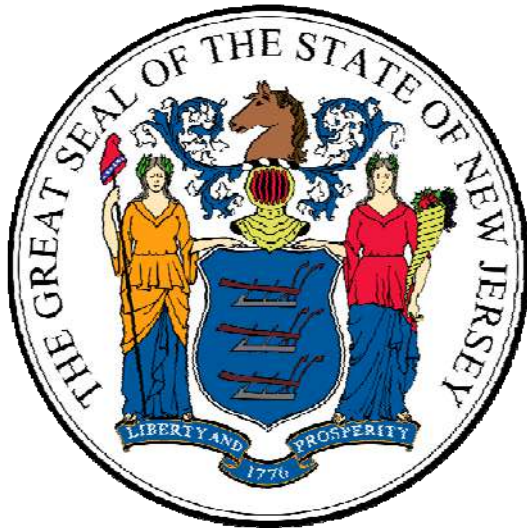
Medical Marijuana in NJ



- New Jersey became the 14th State to pass Medical Marijuana in January 2010
- According to the Department of Health's Medical Marijuana Program Annual Report 2014:
 - 5 of the 6 Dispensaries (New Brunswick, Montclair, Manalapan, Bellmar, Burlington, *Secaucus*)
 - 325 Physicians Registered to provide Certificates (Active)
 - 3,727 registered patients
 - 501 Caregivers issued an ID Card



Legalize or Decriminalize In NJ?



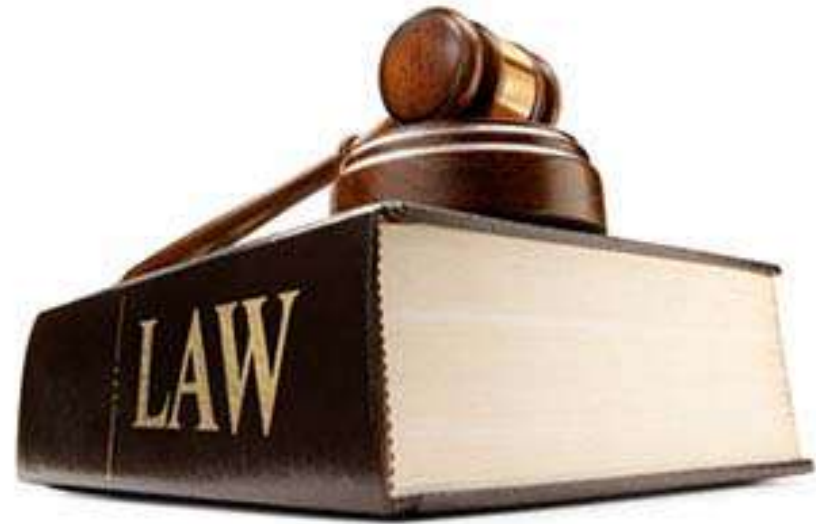
A2068: Ass. Gusciora introduced bill to decriminalize possession of 1 ounce or less of marijuana, imposes civil penalties, and up to 6 plants. 1/27/2016 Introduced, Referred to Assembly Judiciary Committee.

Last Session S1896: Sen. Nicholas Scutari introduced bill that would legalize the sale and possession of pot — and allow people to grow their own.

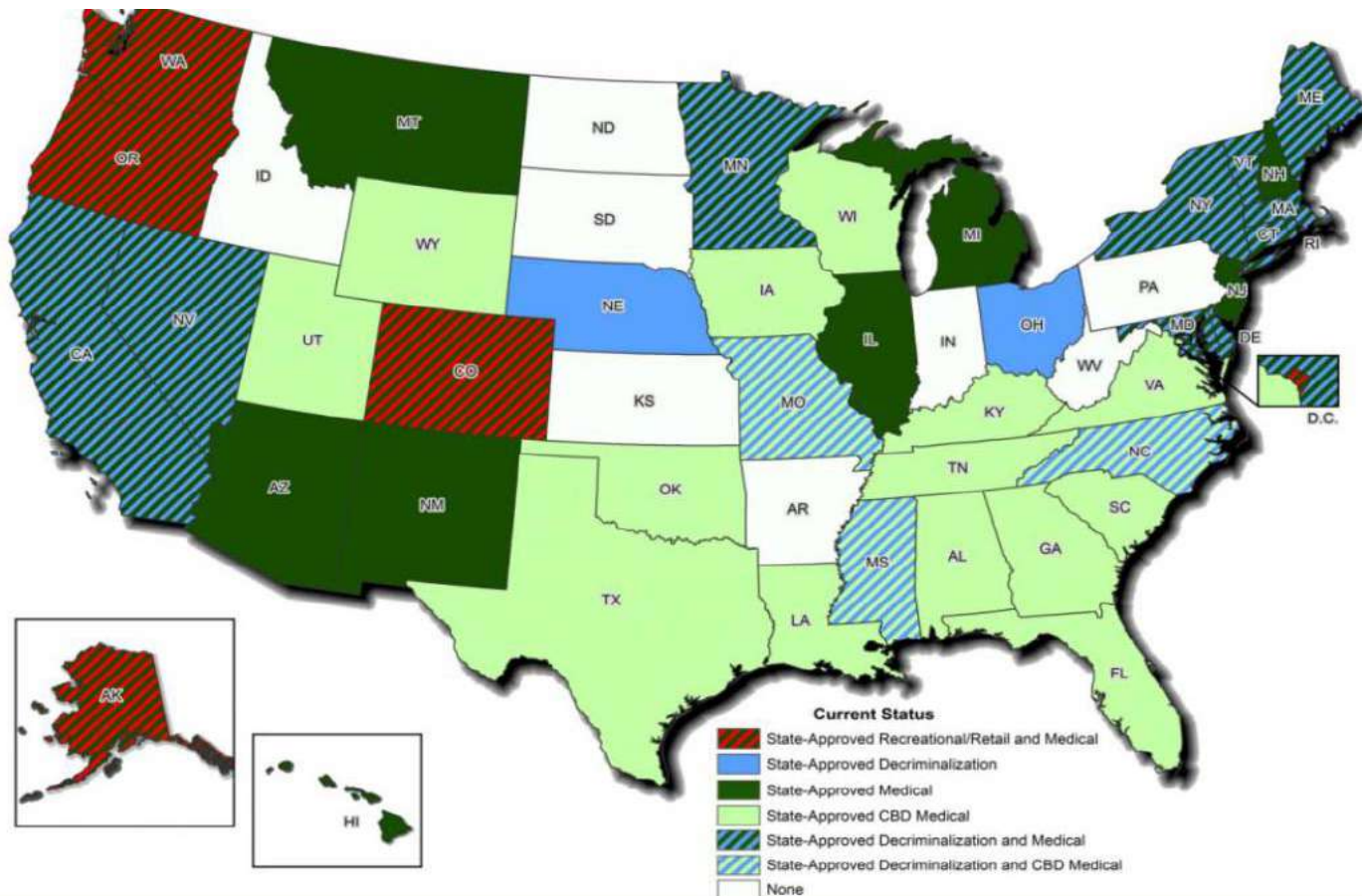
Current NJ Law



In New Jersey, possession of marijuana for non-medical purposes is punishable by up to **6 months incarceration** and up to a **\$1,000 fine**.



Marijuana Across the US



2014 in New Jersey



**Motivation,
Perseverance,
Determination**

None of the Above



**Marijuana kills your drive.
Don't lose in the game of life.**

www.LearnAboutSAM.com

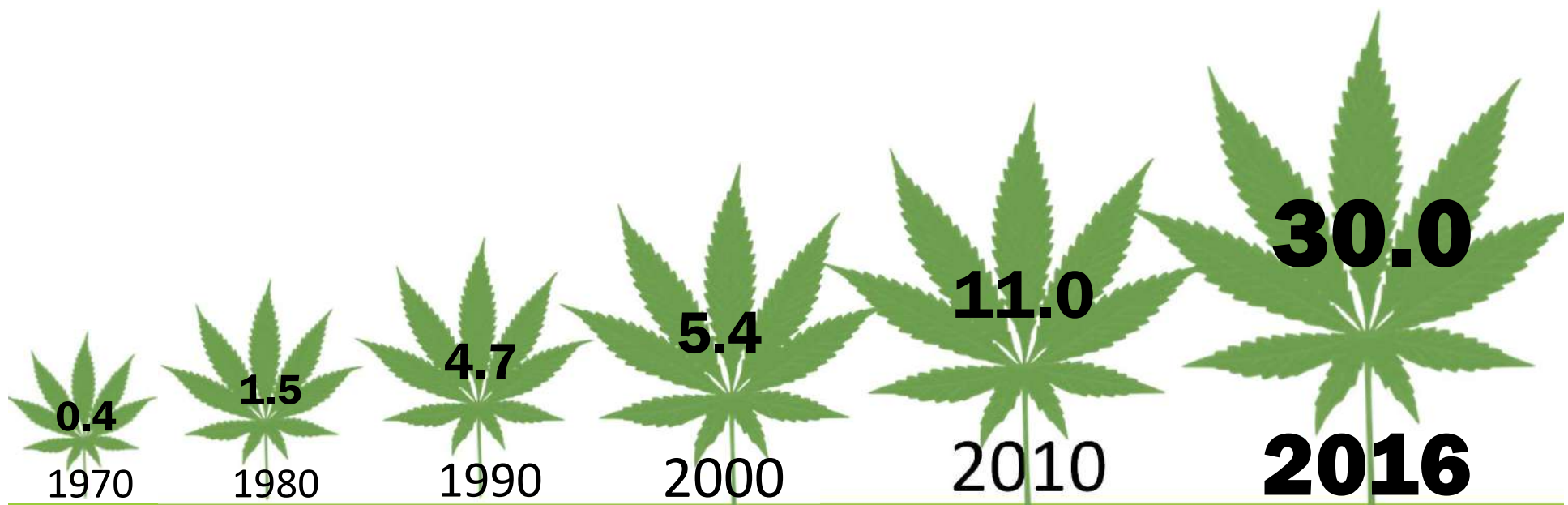
SAM Smart Approaches to Marijuana
a project of the policy solutions lab

KLEIN

Increased Potency



Since the 1970s, marijuana increased in potency from **.04% to over 30%**



Source: Mehmedic et al., (2010)

Source: Potency Monitoring Program. Quarterly Report Number 123, National Center for Natural Products Research at Univ. of Mississippi, under contract with the National Institute on Drug Abuse & Rocky Mountain HIDTA 2014 Report



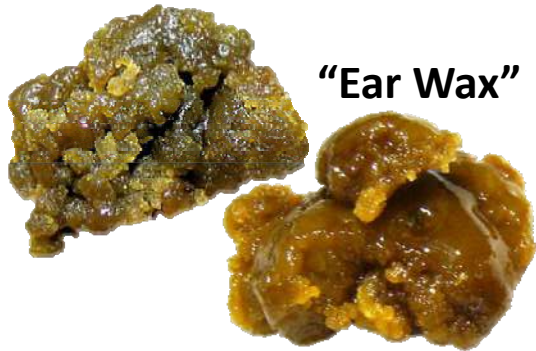
Not the Same Old Pot...

Some Concentrates up to 80 to 90% THC



“But it’s just a plant...”

(80 to 90% THC) Concentrates:



Marijuana & Your Health



Marijuana is Addictive

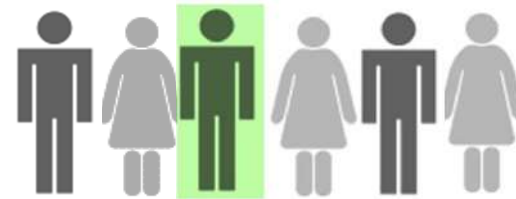


Adults



1 in 10 adults
who try marijuana
become addicted.

Adolescents



1 in 6 adolescents
who try marijuana become addicted.

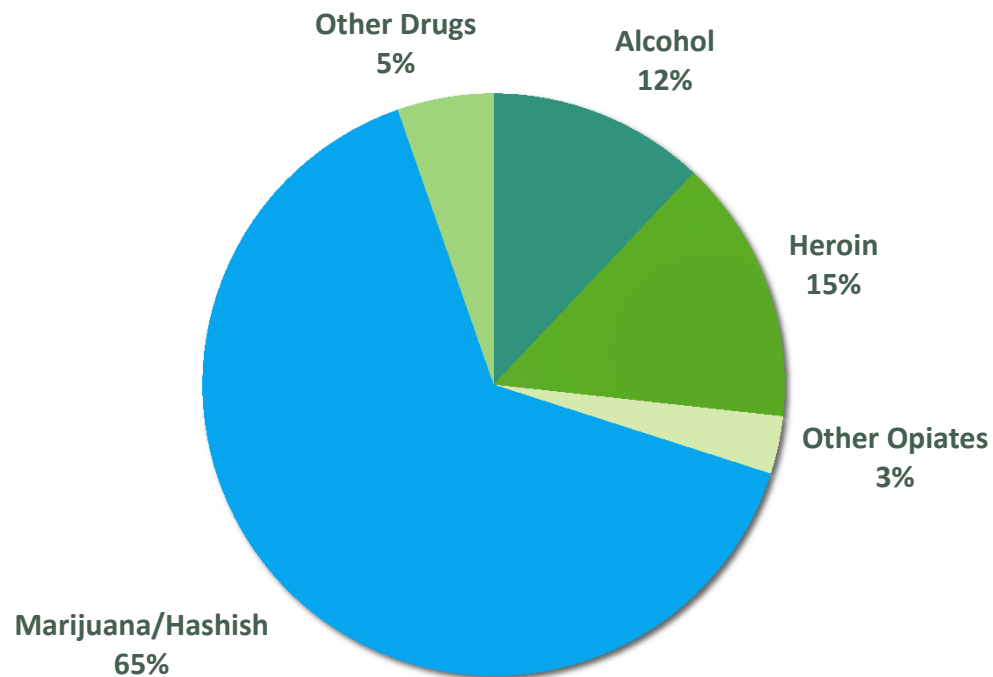


Rates go up to 25 - **50% among daily users.**

NJ Adolescent Treatment Admissions (2014)



2014 NJ Substance Abuse Treatment Admissions by Primary Drug – Under 18



SOURCE: Substance Abuse Overview 2014 Statewide report // NJSAMS



Harmful Effects

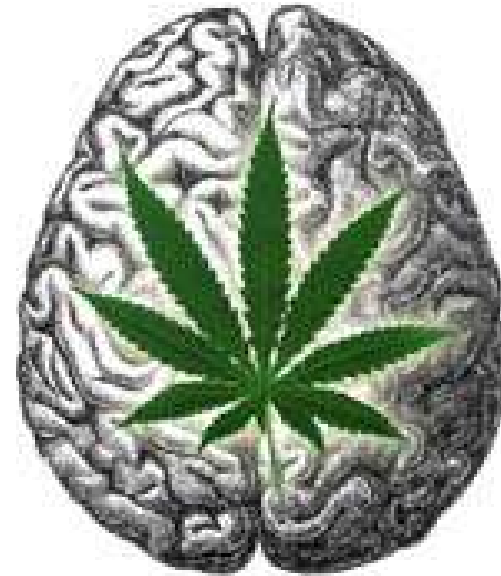


It affects parts of the brain responsible for:

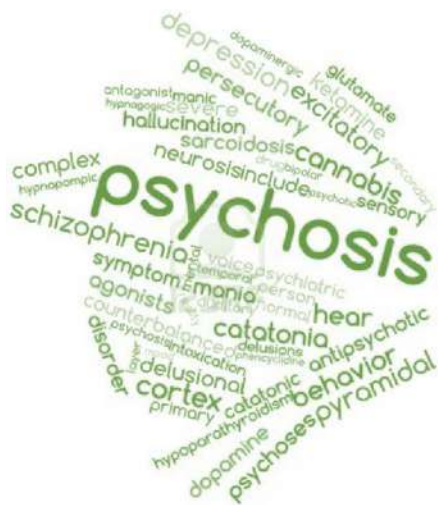
- memory,
- learning attention,
- and reaction time.

Increased risk of mental illness:

- Schizophrenia (6 fold)
- Psychosis
- Depression
- Anxiety



Marijuana & Psychosis

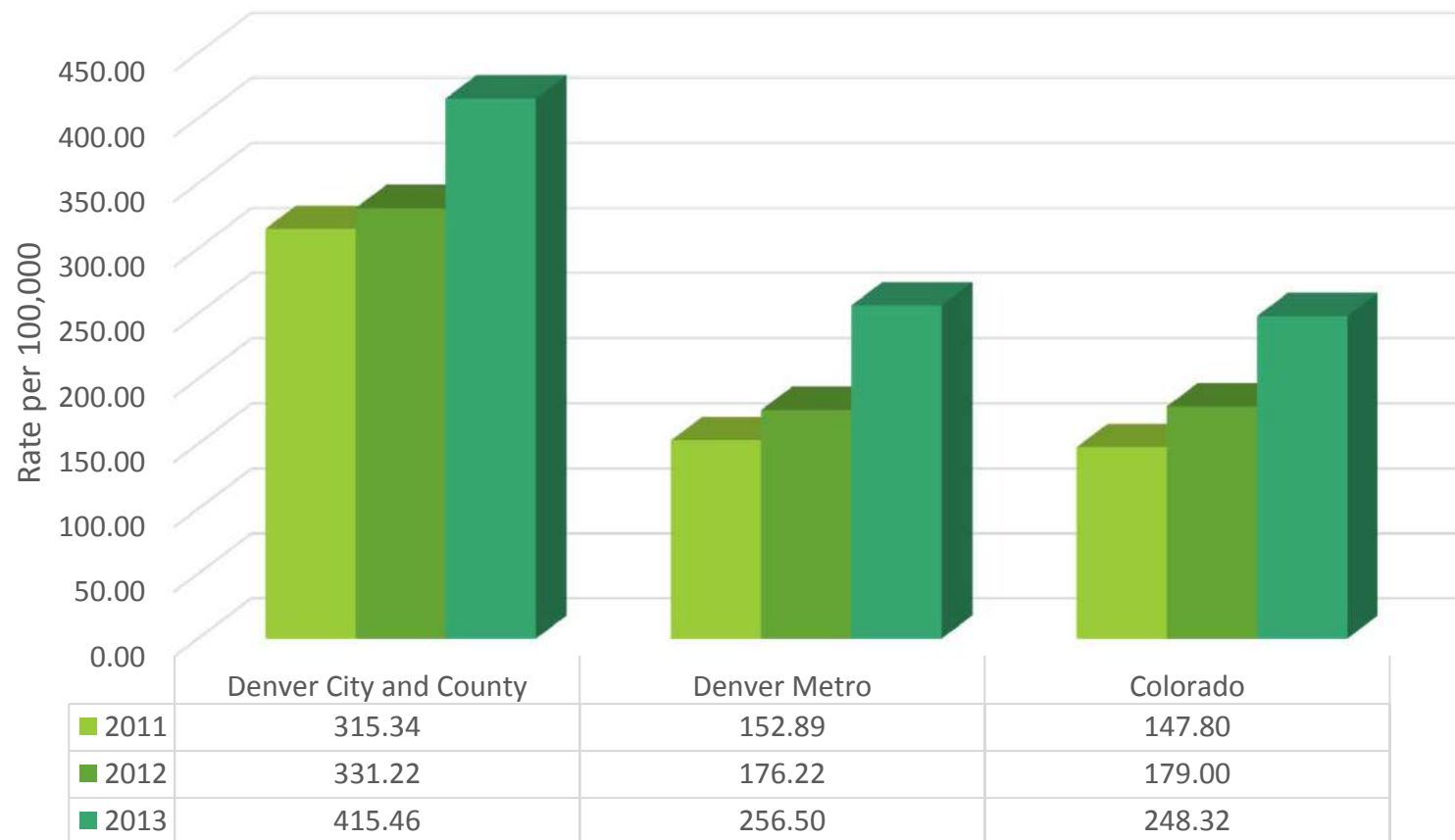


- **15% of all users** (higher for heavy users) **will experience psychotic symptoms**. Half of these users will become chronically schizophrenic if they don't stop using.
- A Finnish Study showed, of 19,000 drug users, **marijuana was more likely to cause long term schizophrenia** than LSD, Amphetamine, cocaine, meth, PCP or opiates. Three additional European studies showed evidence that marijuana triggered schizophrenia.
- The Lancet Medical Journal review of studies concluded **marijuana use doubled the risk of schizophrenia**. This risk increased to 6x for heavy users or use of stronger potency pot.

Denver: The Mile HIGH City



Emergency Department Rate Per 100,000
Marijuana-Related, 2011-2013



SOURCE: Proceedings of the Denver Epidemiology Work Group (DEWG), Denver Office of Drug Strategy/The Denver Drug Strategy Commission, October 29, 2014 // Thomas Gorman Rocky Mountain HIDTA

Marijuana & Other Consequences



Marijuana and Violence?



MARIJUANA DID THIS.



www.facebook.com/MMYVofficial

Every year, over **25 million** women in the United States are **beaten** and **abused** by their bong-using boyfriends, husbands or partners. A new study conducted by the **NCADV** (National Coalition Against Domestic Violence) discovered that the **rage chemicals** present in hemp known as "THC" cause these men to become **physically abusive**. STILL think weed is safe and harmless to tokes? Well, think **again**.

Gateway Drug or Not?



- Not all marijuana users go on to use other drugs, but most addicted to drugs started with marijuana.
- Regular marijuana users (50x per year) has hazards of other drug use 59.2 times higher than non-users.

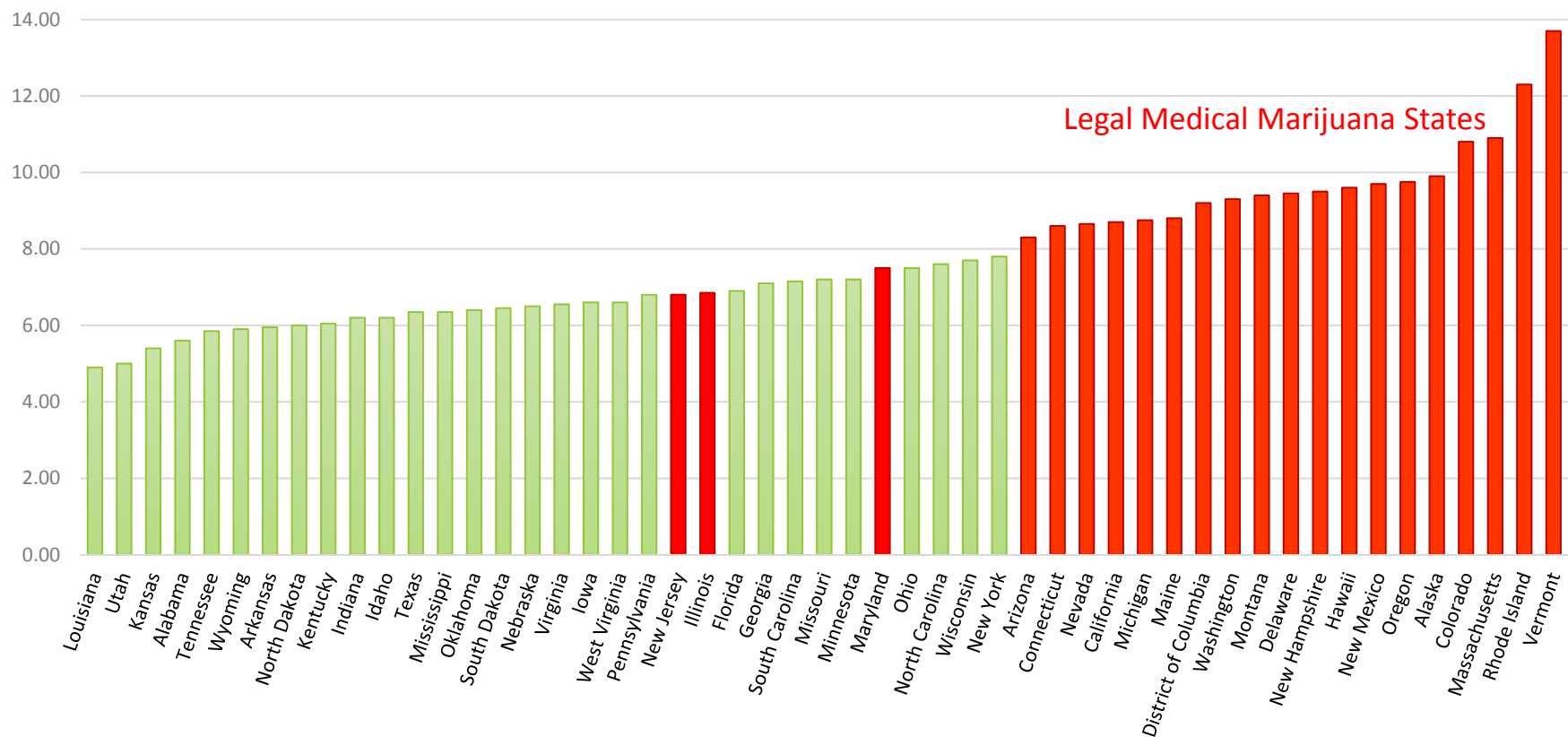


Will Legalization Increase or Decrease Use?

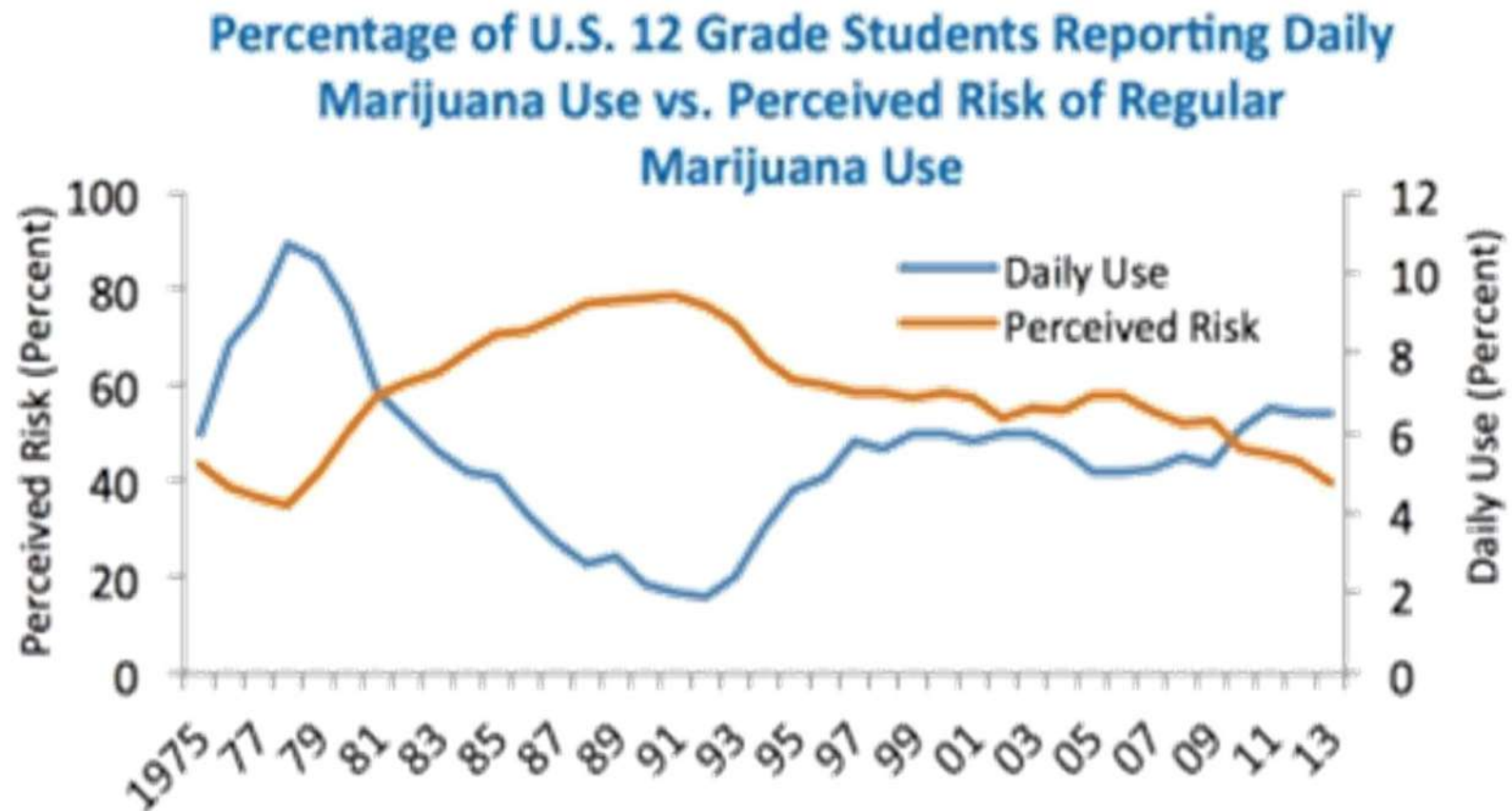


Medical Marijuana States = Increased Use

Past Month Usage by 12 -17 Year Olds in Medical Marijuana States
2012



National Marijuana Use vs. Risk



SOURCE: The Monitoring the Future Study, University of Michigan

Increased Use Among Teens



*If pot is medicine and
allowed by the state,
then it must be
safe to use.*

- In states with medical marijuana law, youth (12-17) marijuana use rates are **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.



Marijuana is Easily Diverted



- 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.



2013 NJSHS Highlights



NJ Student Health Survey on Marijuana Use:

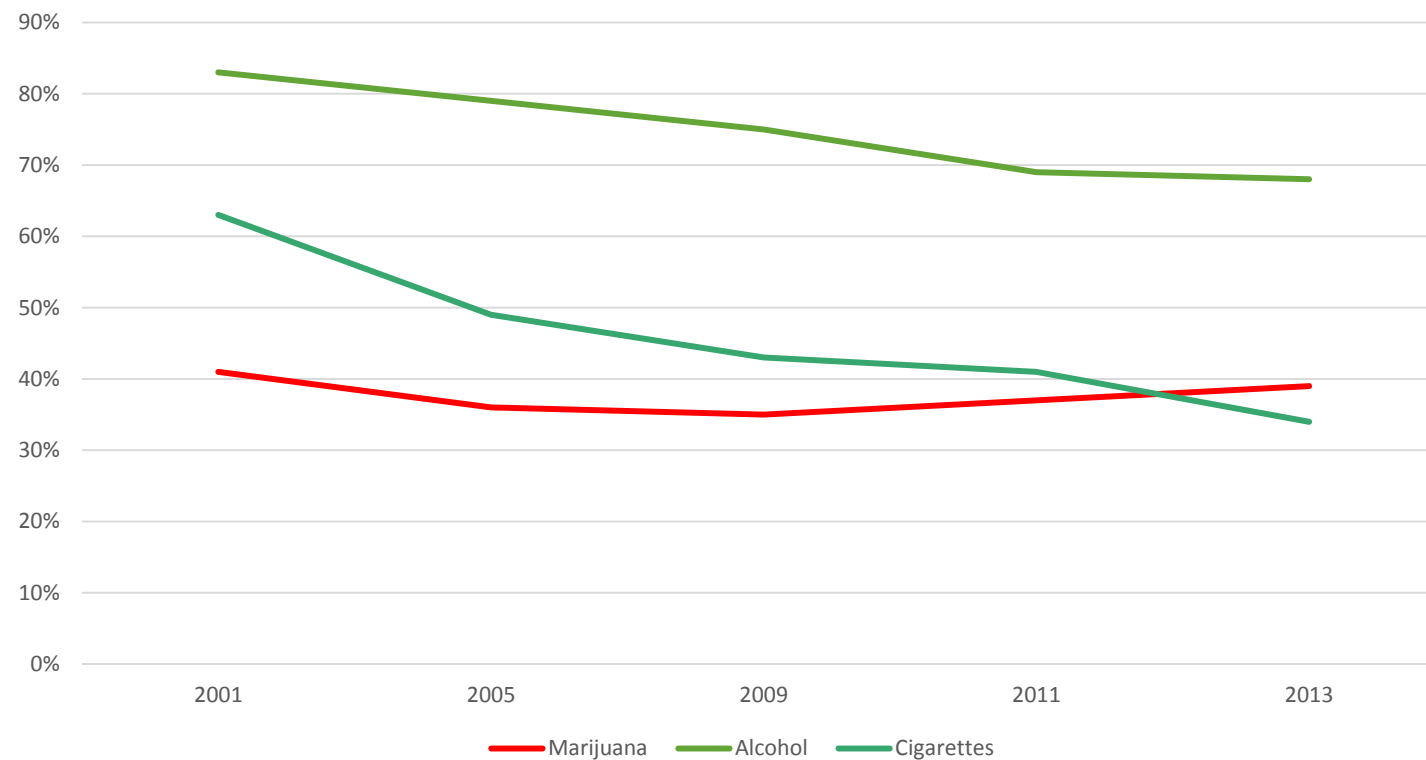
- **Lifetime Marijuana Use:**
39% used marijuana one or more times during their life.
- **Recent Marijuana Use:**
21% used marijuana on one or more of the past 30 days.
- **Marijuana Use Before Age 13:**
5% first used marijuana before the age of 13.
- **Lifetime Synthetic Marijuana Use:**
10% used synthetic marijuana (aka: K2 or Spice) one or more times during their life.



Drug Use Among HS Students



NJ HS Student Lifetime Use Trends



Increased Teen Use



Marijuana use among Colorado teens is currently:

- 5th highest in the nation
- 50% above national average



Colorado = 11.16%

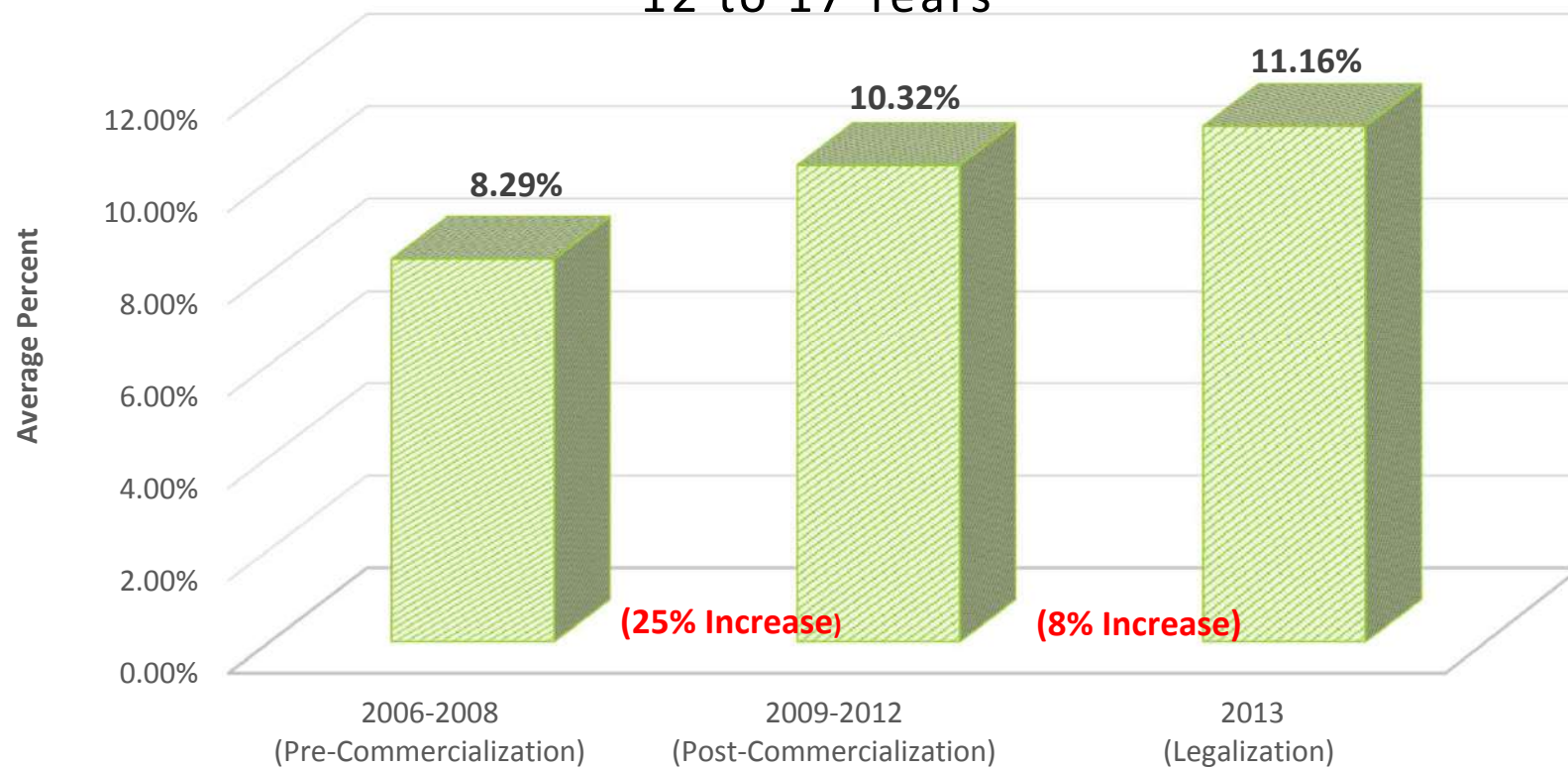


Nation = 7.15%

Marijuana Use in Youth

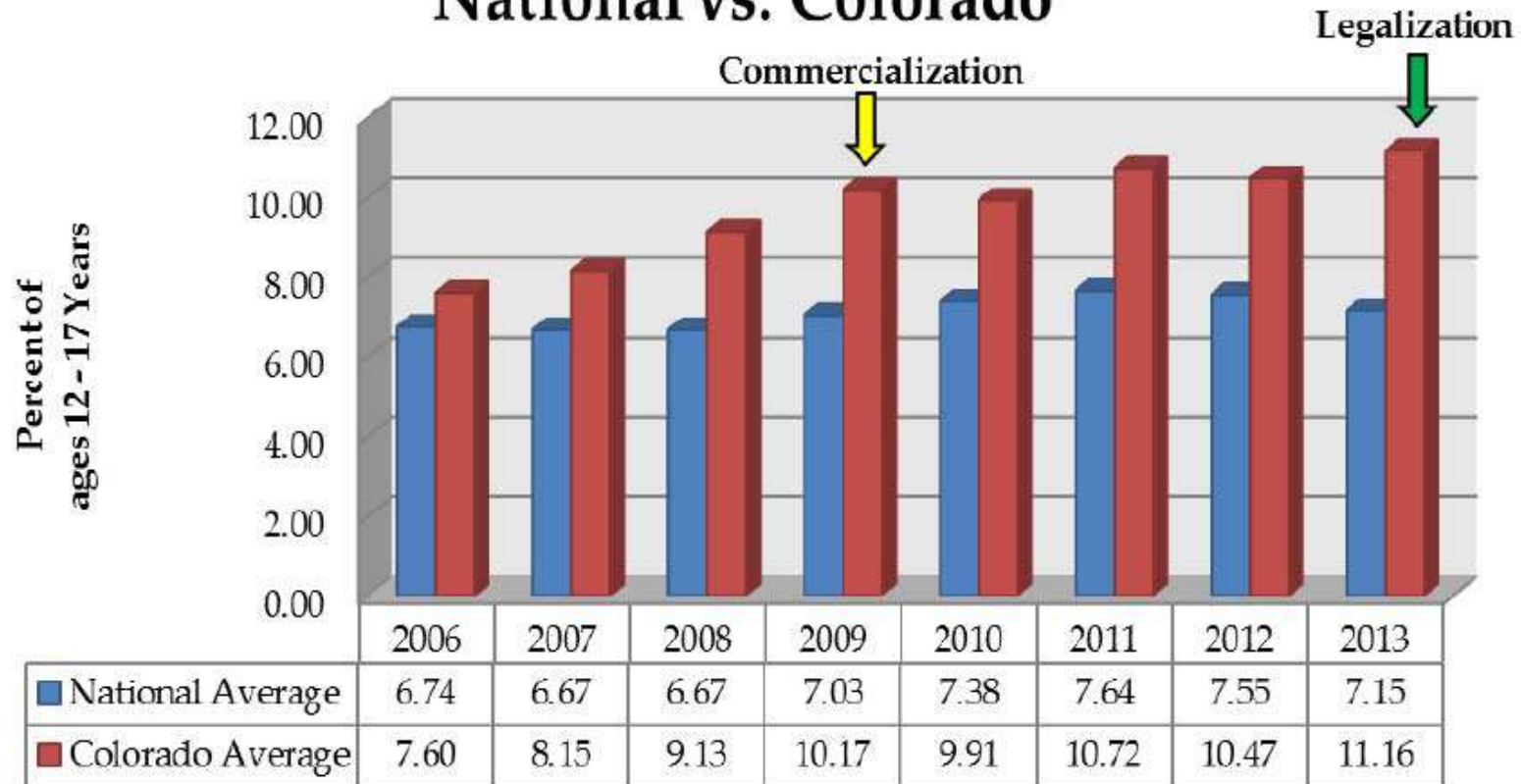


Colorado Average Past Month Use of Marijuana Ages
12 to 17 Years



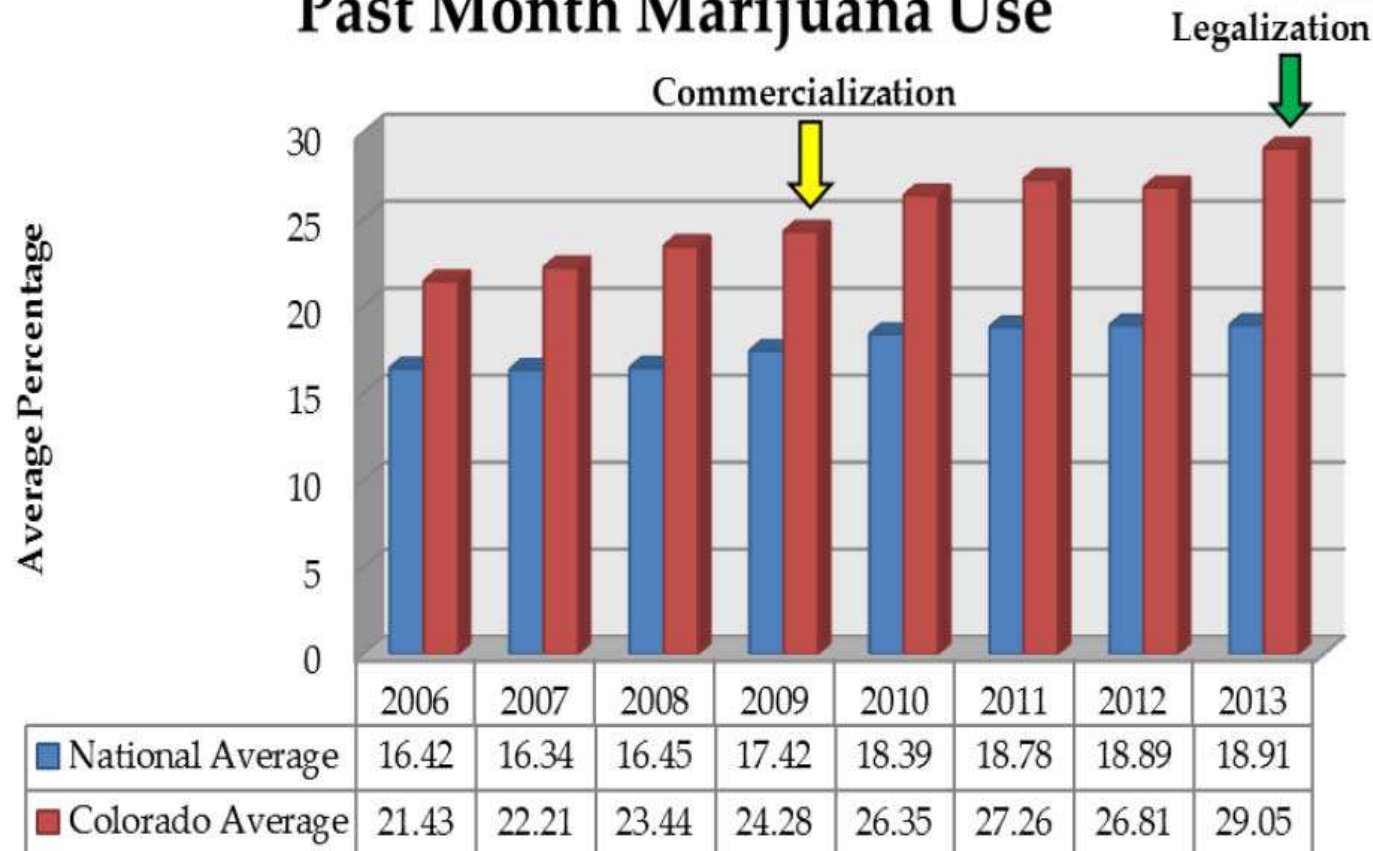
SOURCE: National Survey on Drug Use and Health, 2012 and 2013 // Thomas Gorman RMHIDTA

Youth (Ages 12 to 17 Years) Past Month Marijuana Use National vs. Colorado



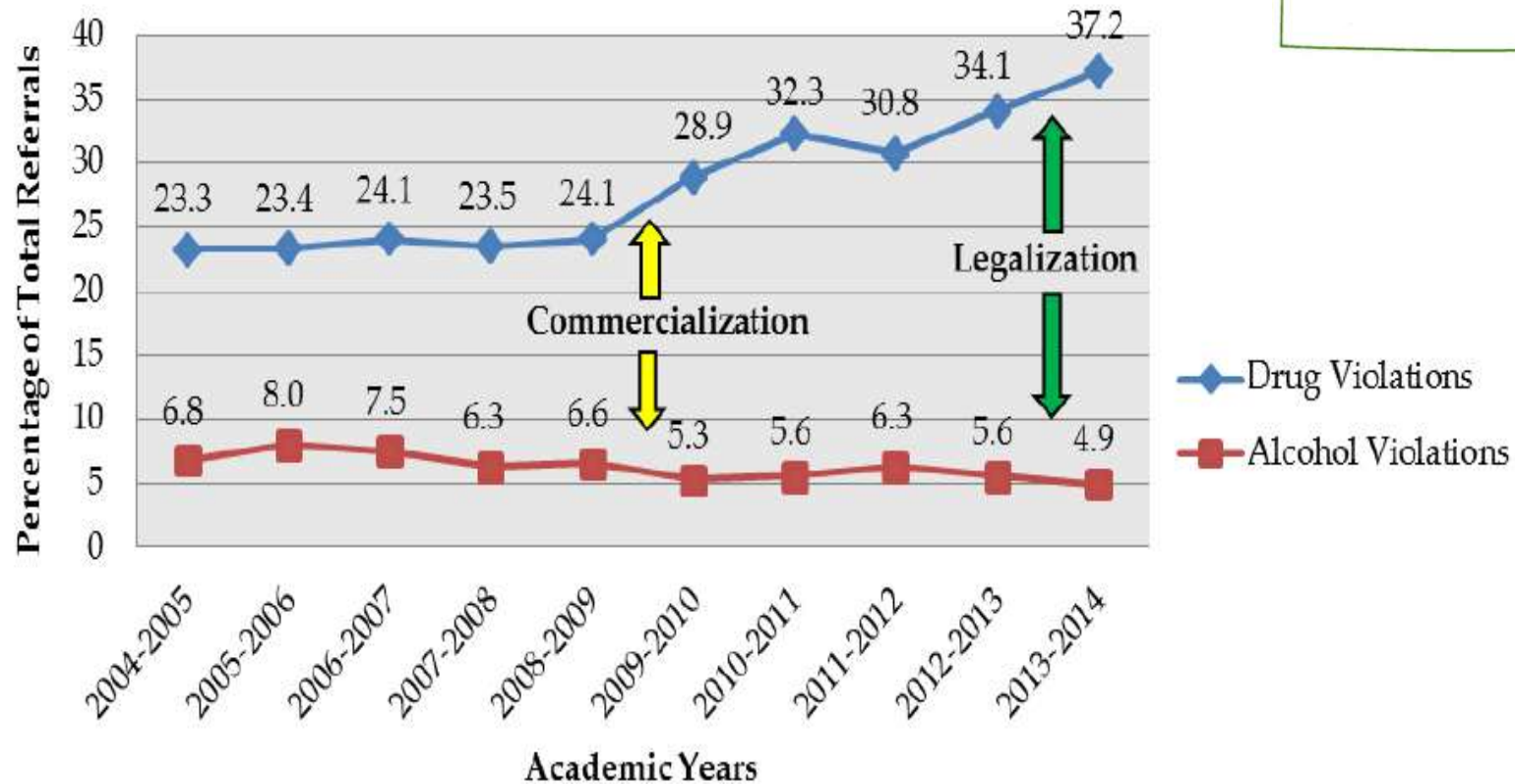
SOURCE: SAMHSA.gov, National Survey on Drug Use and Health, 2006-2013

College Age (18 to 25 Years-Old) Past Month Marijuana Use



SOURCE: SAMHSA.gov, National Survey on Drug Use and Health, 2006 - 2013

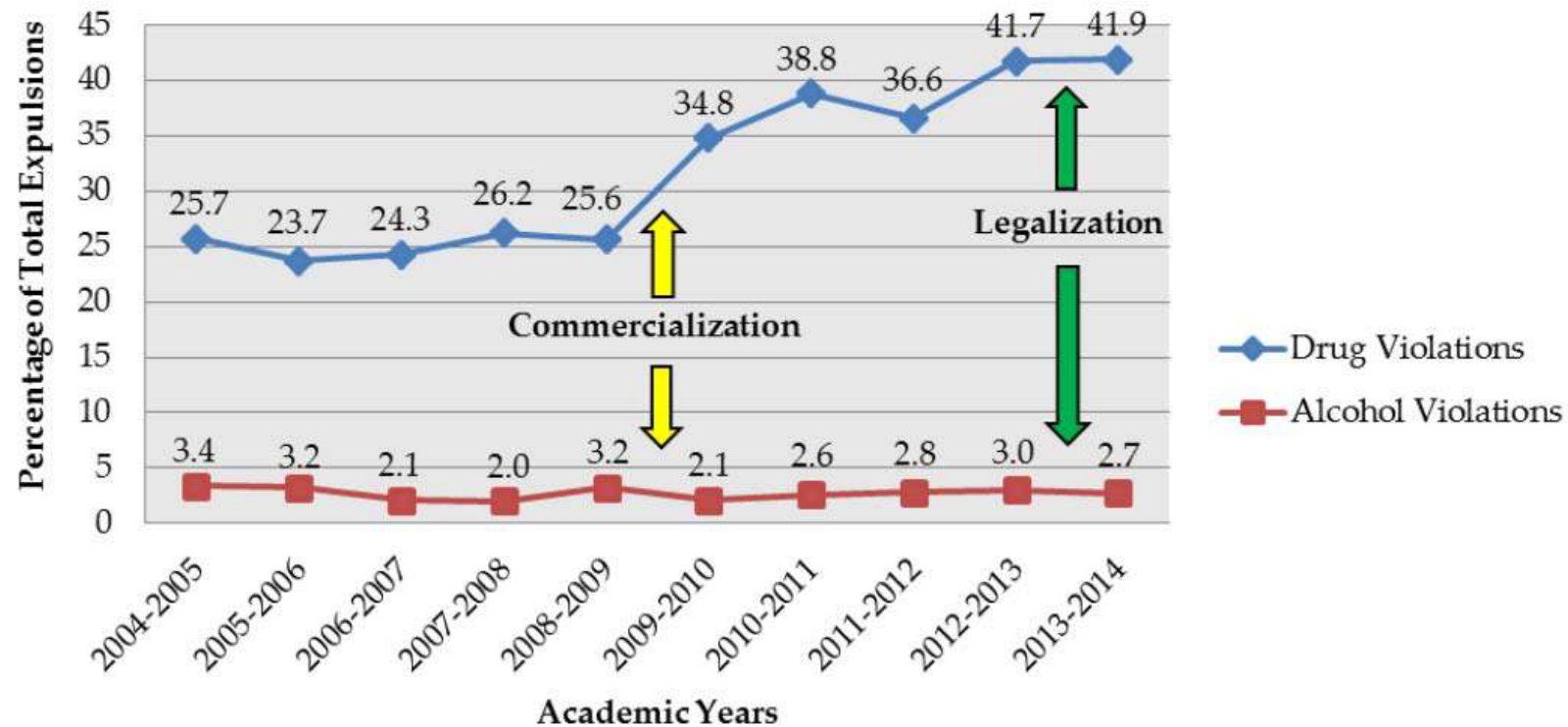
Percentage of Total Referrals to Law Enforcement in Colorado from 2004-2014 School Years



SOURCE: Colorado Department of Education, 10-Year Trend Data: State Suspension and Expulsion Incident Rates and Reasons

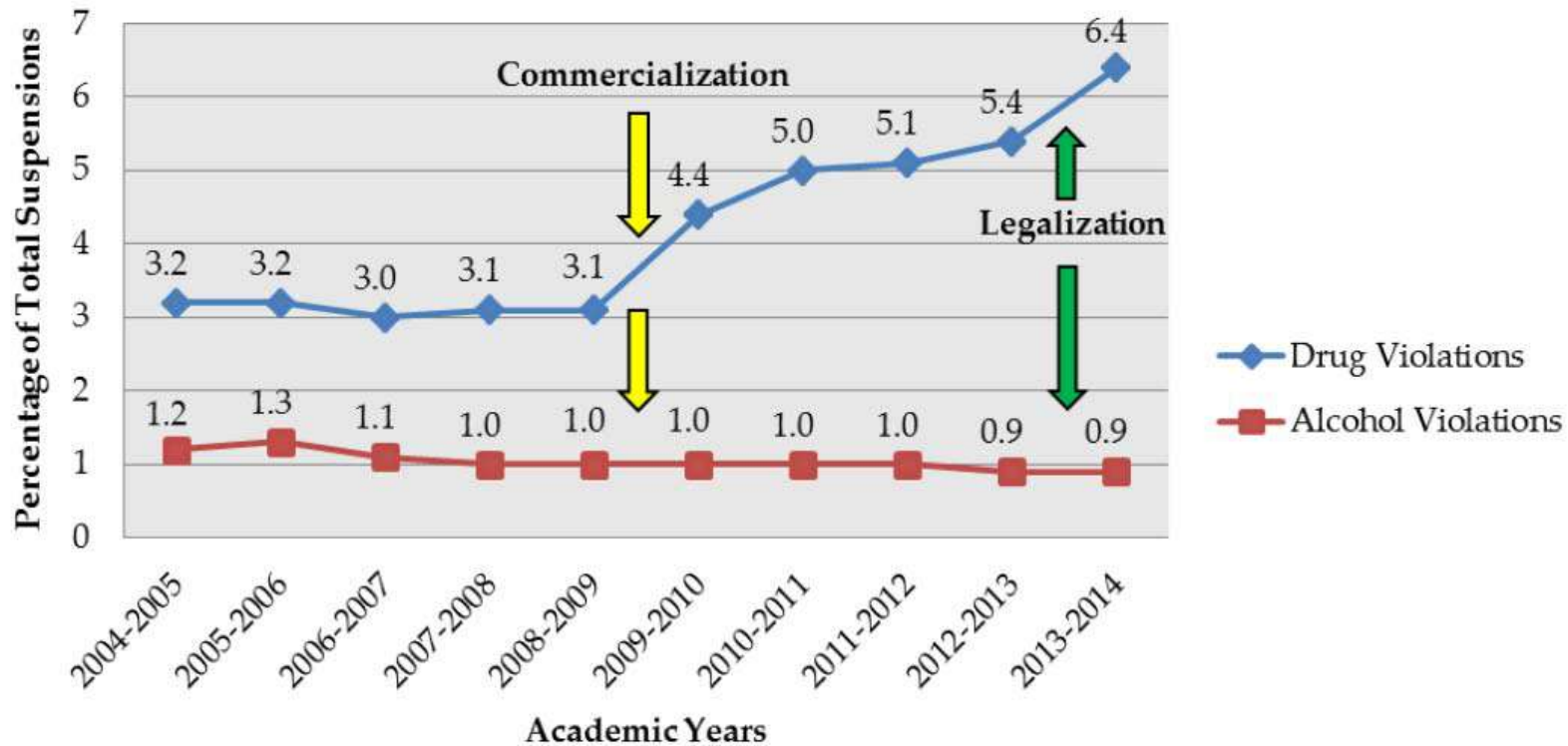


Percentage of *Total Expulsions* in Colorado from 2004-2014 School Years



SOURCE: Colorado Department of Education, 10-Year Trend Data: State Suspension and Expulsion Incident Rates and Reasons

Percentage of *Total Suspensions* in Colorado from 2004-2014 School Years



SOURCE: Colorado Department of Education, 10-Year Trend Data: State Suspension and Expulsion Incident Rates and Reasons

Marijuana & Academic Achievement



Limits Future Performance



- Significant negative effects on IQ and ability to learn
- Linked to low productivity and low job performance

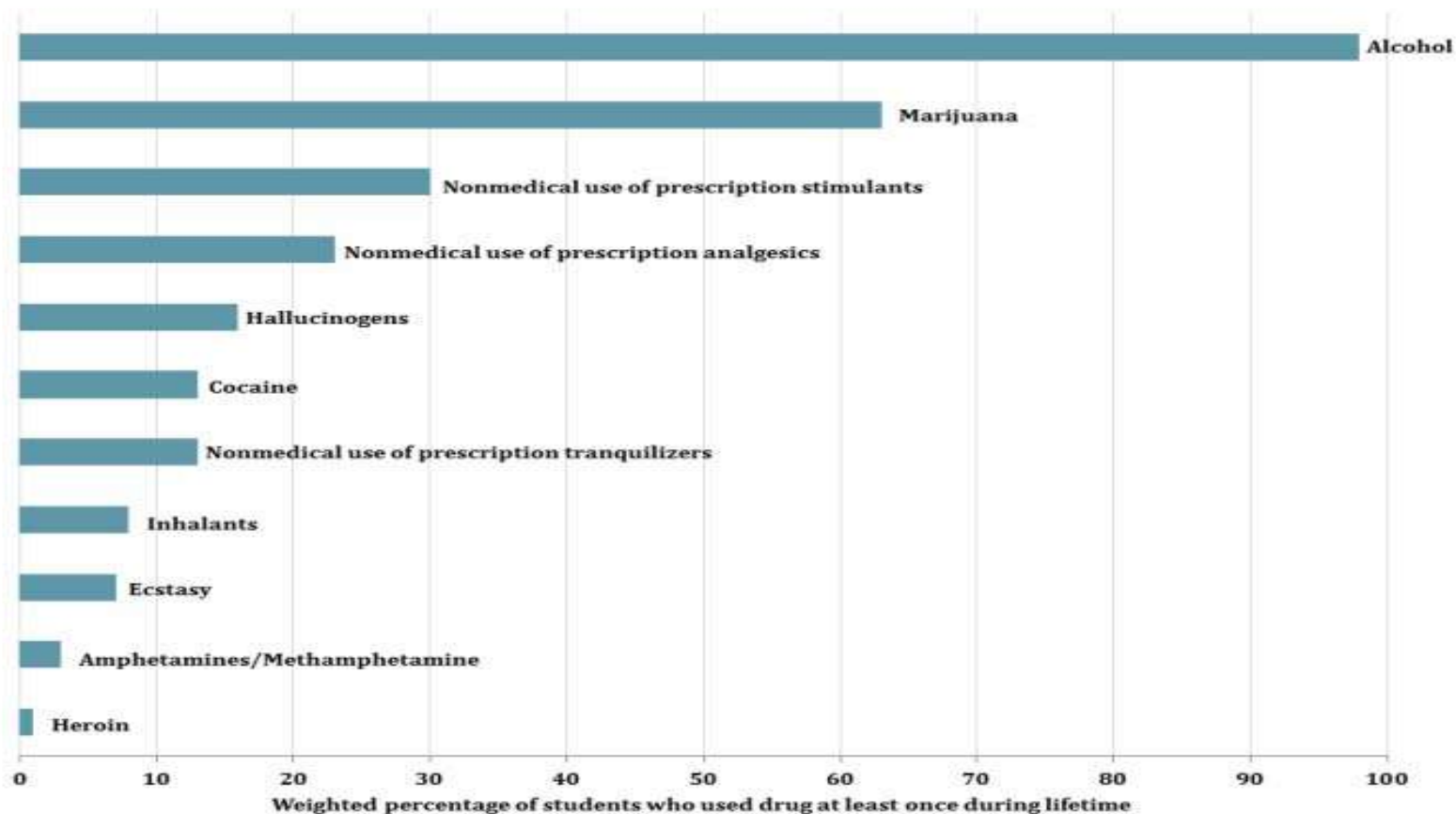
University of Maryland School of Public Health

Study followed
1,200 college
freshmen over a
10-year period

- Neurobiological research has identified mechanisms by which excessive drinking and drug use might **interfere with academic performance**.
- Substance use **“hijacks”** reward pathways in the brain.
- Over time, rewards of academic achievement are replaced with the **temporary rewards of intoxication** and getting high.
- End result is **decreased motivation** to pursue academic goals and disengagement from college.



Prevalence of Alcohol and Drug Use by 4th Year of College



Source: College Life Study, unpublished data. See the following papers for more information:
Arria AM, Caldeira KM, O'Grady KE, Vincent KB, Fitzelle DB, Johnson EP, Wish ED. Drug exposure opportunities and use patterns among college students: Results of a longitudinal prospective cohort study. *Subst Abus.* 2008;29(4):19-38.
Vincent KB, Kasperski SJ, Caldeira KM, Garnier-Dykstra LM, Pinchevsky GM, O'Grady KE, Arria AM. Maintaining superior follow-up rates in a longitudinal study: Experiences from the College Life Study. *Int J Mult Res Approach.* 2012;6(1):56-72.

Cascade of Effects



Alcohol use, drug use, and mental health outcomes have a cascade of effects on college students' academic outcomes

Marijuana & Impaired Driving



Marijuana & Driving



- Marijuana impairs motor coordination, reaction time, attentiveness, and perception of time and speed.
- Drivers testing positive for marijuana use are over 2 times more likely to be involved in a crash.
- Habitual marijuana users were 9.5 times more likely to be involved in a crash.



Cannabis Effects on Driving Skills



- Experimental data show that drivers attempt to compensate by driving more slowly after smoking cannabis, but control deteriorates with increasing task complexity.
- Cannabis smoking increases lane weaving and impaired cognitive function.
- Critical-tracking tests, reaction times, divided-attention tasks, and lane-position variability all show cannabis-induced impairment.
- Despite purported tolerance in frequent smokers, complex tasks still show impairment.
- Combining cannabis with alcohol enhances impairment, especially lane weaving.

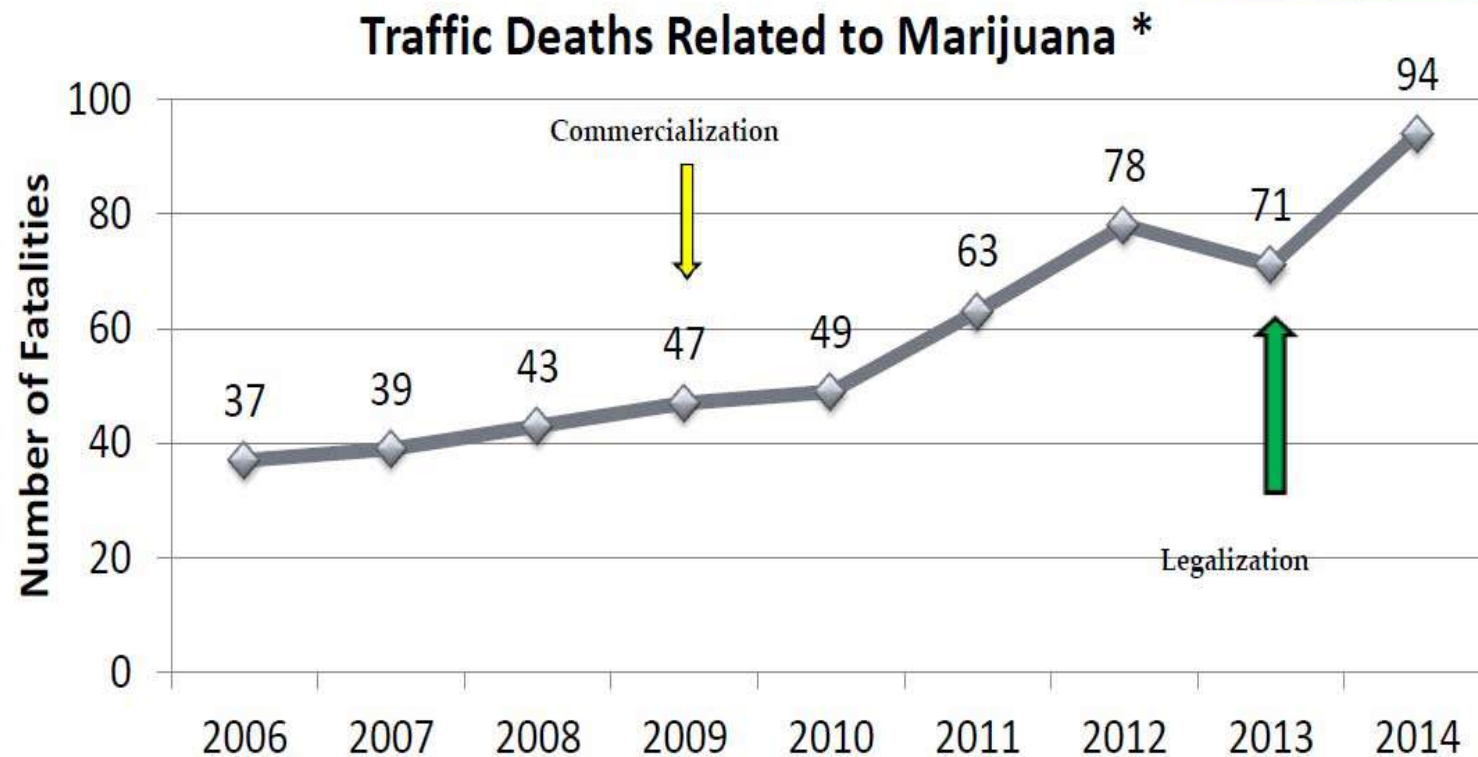
DWI to DUI



- Legalizers are promoting that marijuana is not as bad as alcohol
- Kids are hearing these political messages and it is influencing their health decisions
- Perception and messaging – kids are more likely to drive with someone under the influence of marijuana



Colorado Traffic Deaths



*Number of Fatalities Involving Operators Testing Positive for Marijuana

SOURCE: National Highway Transportation Safety Administration, Fatality Analysis Reporting System (FARS), 2006-2013 and CDOT/RMHIDTA 2014. NOTE: Cannot confirm 100% reporting prior to 2012.

Effects of Legalization



Legalization Influences Youth



Legalization Negatively Effects all Known Risk Factors of Drug Use:

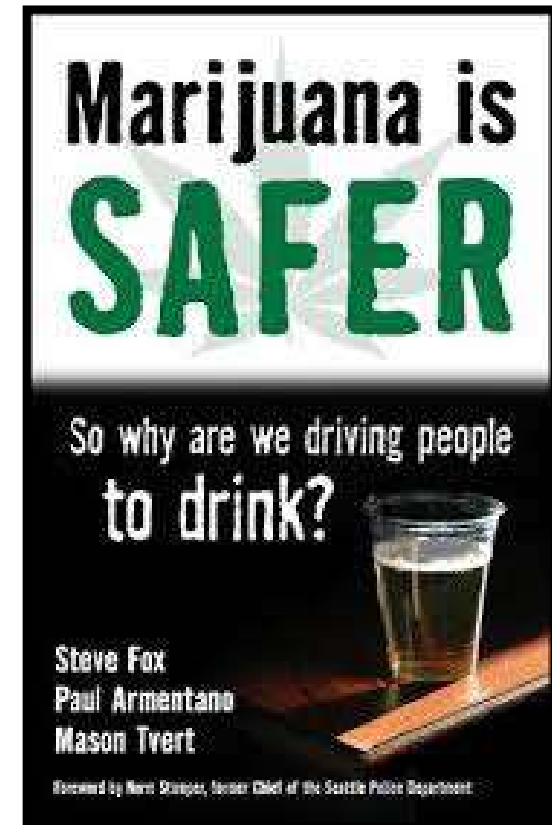
- Low Perception of Risk (Health Risks & Consequences)
- Favorable Attitudes Regarding Use (Parental/Peer Use)
- Social Norm
- Availability
- Early First Use



Legalization Brings...



- Extensive promotion to our youth
- False claims of a harmless product
- Increase use among youth and adults
- Increased harmful consequences



Legalization = Public Promotion

by a Well Funded Industry



Advertising & Coupons



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OPTIONS MEDICAL CENTER
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 1534 55TH ST. • BOULDER • 303-444-0861

SIGN UP TODAY AND GET GREAT MEMBER BENEFITS!
 INCLUDING:

\$99/OZ
 \$10 1/8's

Plus 15% limit 3 recommendations per birthday.

HIGH PLANT COUNTS GET AN EXTRA 10% OFF REGULAR PRICES PRODUCTS
5% OFF FOR VETERANS AND SENIORS

"Because you deserve OPTIONS!"
 For medical marijuana patients only. Offers expire 1/31/14

DENVER'S DANKEST 4/20 DEALS

STOP BY & SAY HIGH

\$5 Grams
FREE 1/8
 BUY ONE 1/8 & GET AN 1/8 FREE

99¢ Joints

\$125 Premium Ounce's 9am-10am
 1st of the day

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 2431 E. YOSEMITE ST. #100
 ALTITUDEWELLNESSCENTER.COM

VIP CANNABIS

1/2 OUNCE \$90

OVER 30 STRAINS. EXPIRES 2/6

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WE ARE RECREATIONAL
 Open to the public 11+

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 Denver, CO 80205
 303-996-6884

Top Shelf Selection!

Medical
 1/8 OZ = \$25
 1/4 OZ = \$44
 1/2 OZ = \$79

Mix & Match
 Most product coupons. Limit one per customer. Limited supply.
 Please check out individual sale. Coupon expires 4/1/14

Shatter
 Made from Bud
 1 Gram \$10
 1/2 Gram \$5
 1/4 Gram \$2.50

Wax & Flake
 1 Gram = \$15
 1/2 Gram = \$7.50
 1/4 Gram = \$3.75

20% OFF SELECT EDIBLES

Medical Patients No Waiting!

HUGE SELECTION, GREAT PRICES, PROFESSIONAL SERVICE
 Most have owned their shops over 21 years of exp. and more!

Industry Promoting to Our Youth



Promotion & Sale of Edibles



- Brownies, carrot cake, cookies, peanut butter, granola bars, ice cream...
- Marketed with cartoons and characters appealing to children.



Medical Marijuana Dispensaries

And Now
Recreational
Marijuana
Dispensaries?



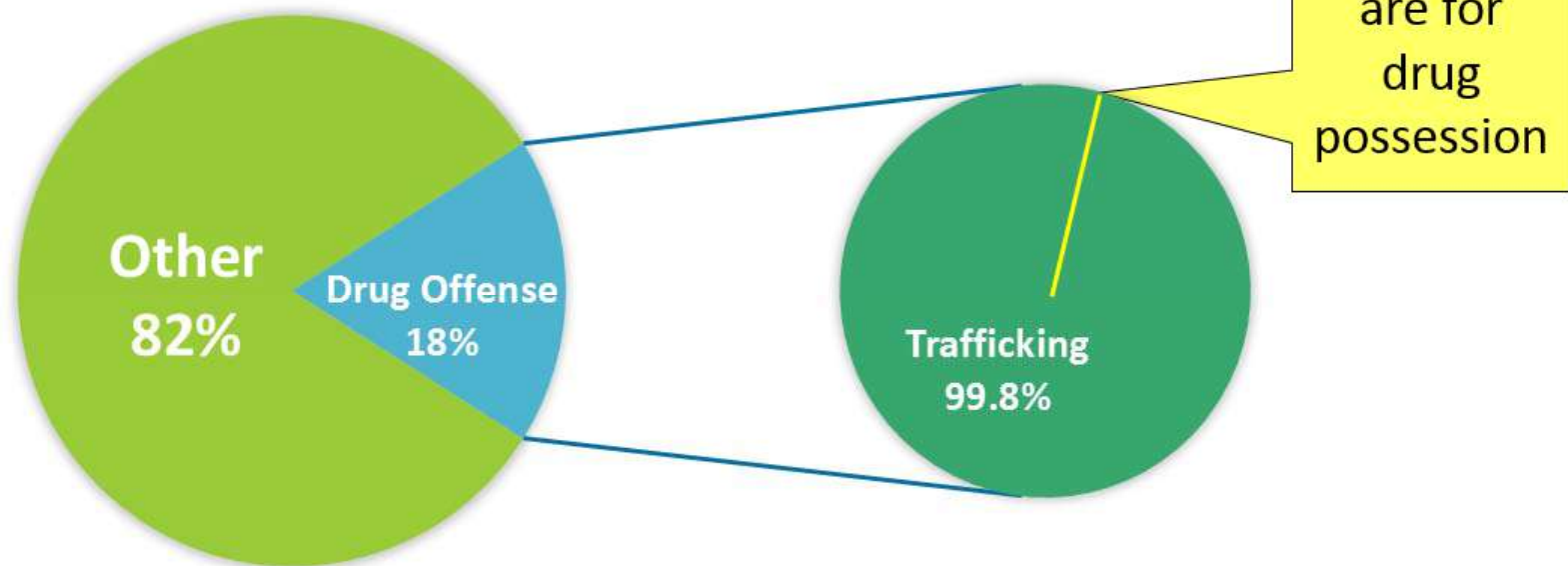
“High Profits” Series on CNN



Will Legalization Solve Overpopulated Prisons?



How Many Are Jailed for Simple Possession?



Among sentenced prisoners under State Jurisdiction in 2008...

- 18% were sentenced for drug offenses.
- Of those 18%, 99.8% were sentenced for *drug trafficking* and Only .2% for *possession*.

Legalization \neq Less Arrests



Alcohol-related Arrests
(only Liquor Law & DUI)



Marijuana-related Arrests



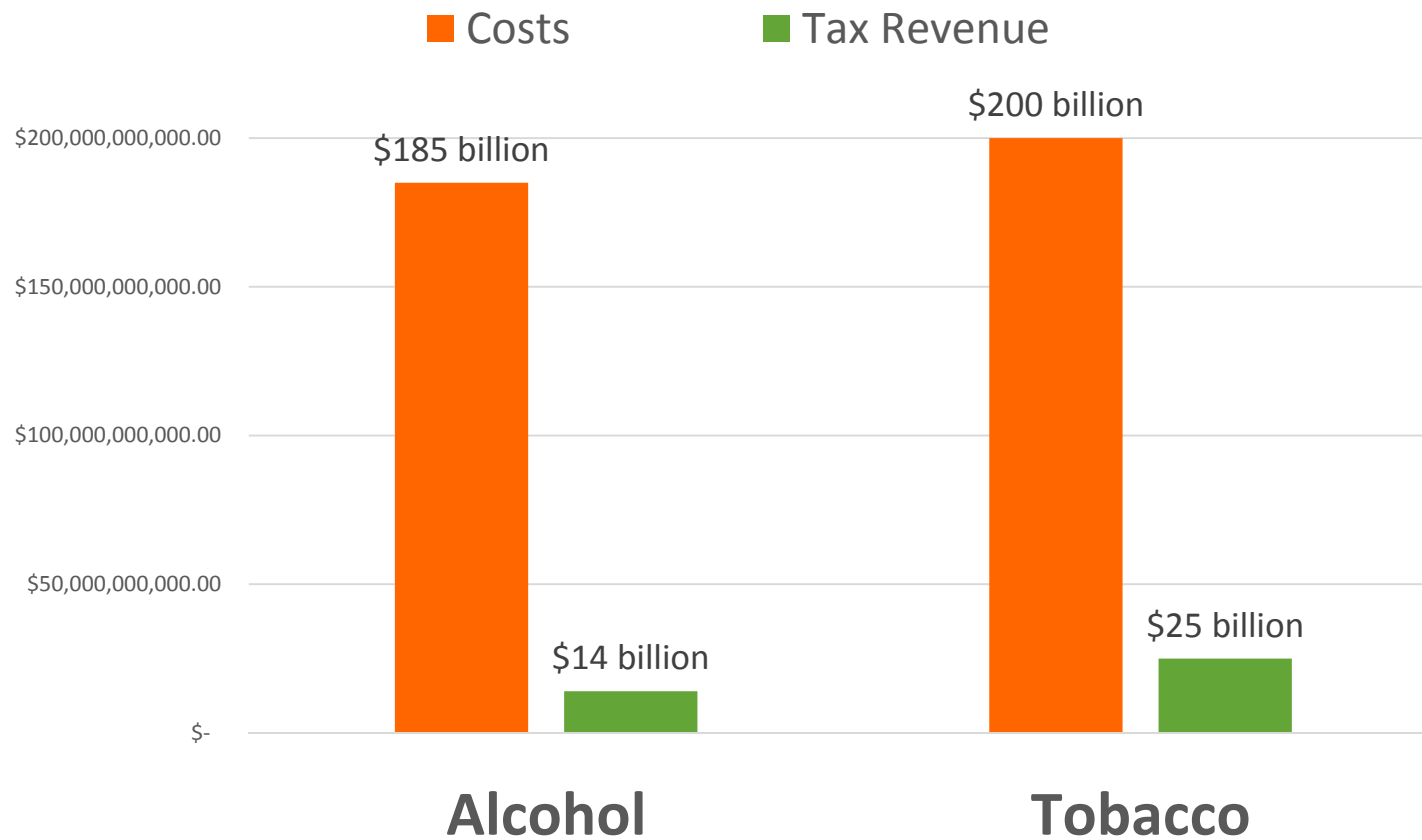
SOURCE: ONDCP 2011 // FBI (UCR) 2011

Will Legalization Yield High Tax Revenue?



Alcohol & Tobacco:

Money Makers or Dollar Drainers?



Cartels & Black Market



There will always be consumers wanting:

- **Stronger strains** and different compounds that are more potent to “get higher” than legal products provide.
- **Cheaper** than store price that includes the tax and other retail costs.
- **Access** if they are not yet 21 years of age.

Who Will We Believe This Time?



1964:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Every branch of medicine—113,597 in all nationwide study of cigarette preference. Organizations made the survey. The gist: What cigarette do you smoke, Doctor? It was Camel! The cool mildness of Camel's superb blend to have won the same favor in medical circles of smokers the world around. If you are a doctor, your preference among doctors will hardly surprise you—well, try Camels now.



TRY CAMELS ON YOUR "T-ZONE"



That's T for Taste and T for Throat...the most critical "laboratory" for any cigarette. See how your taste responds to the rich, full flavor of Camel's costlier tobaccos. See how your throat reacts to Camel's cool mildness. On the basis of the experience of many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

B. J. REYNOLDS TOBACCO CO.
WATSON, N.C.

WELLS Costlier
Tobaccos

Today:

MARIJUANA IS MEDICINE/SAFE:



Will Another Industry Do the Right Thing?



Alcohol and Tobacco: A Model?



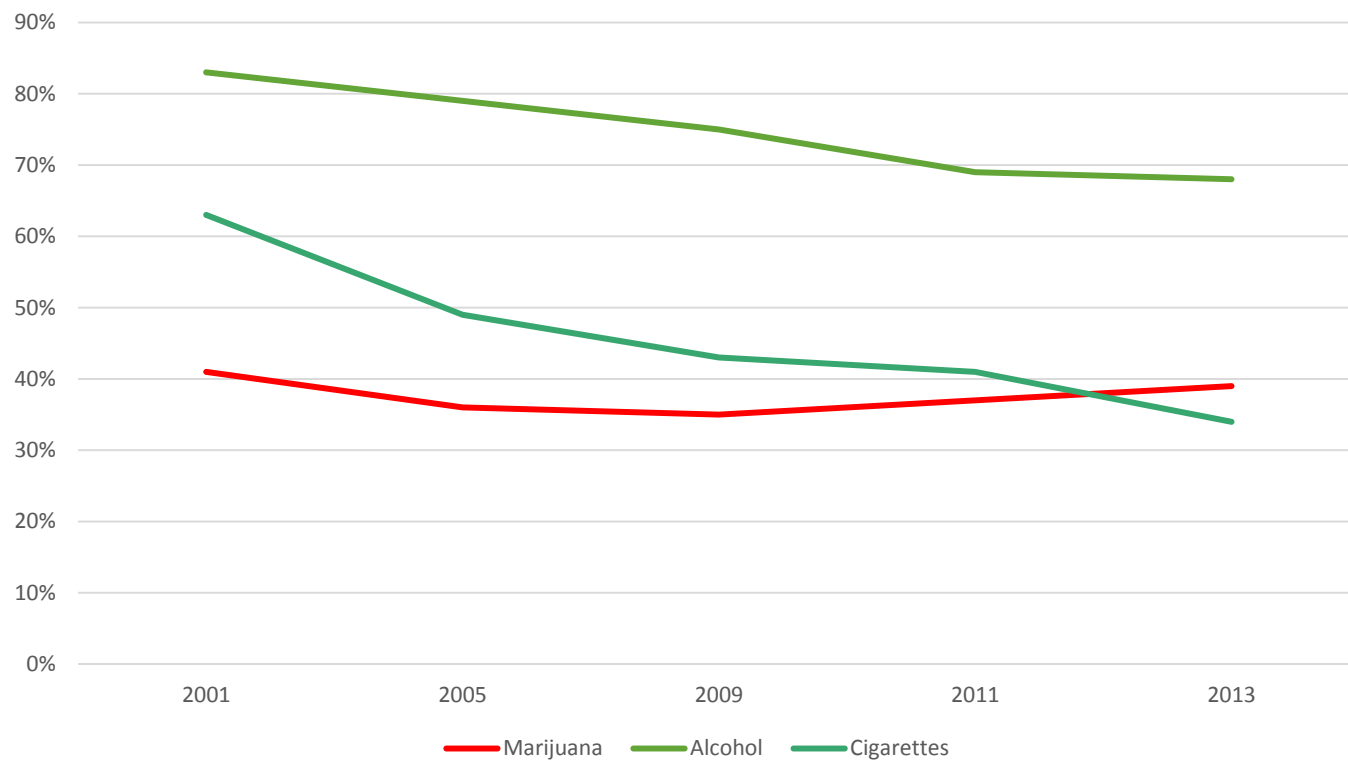
- Both industries *promote* addiction and target kids
 - 70% of alcohol sales are from problem drinkers and youth
- Youth alcohol use is much higher than marijuana
- Since medical marijuana and legalization discussions, marijuana is starting to exceed tobacco use among youth.



Drug Use Among HS Students



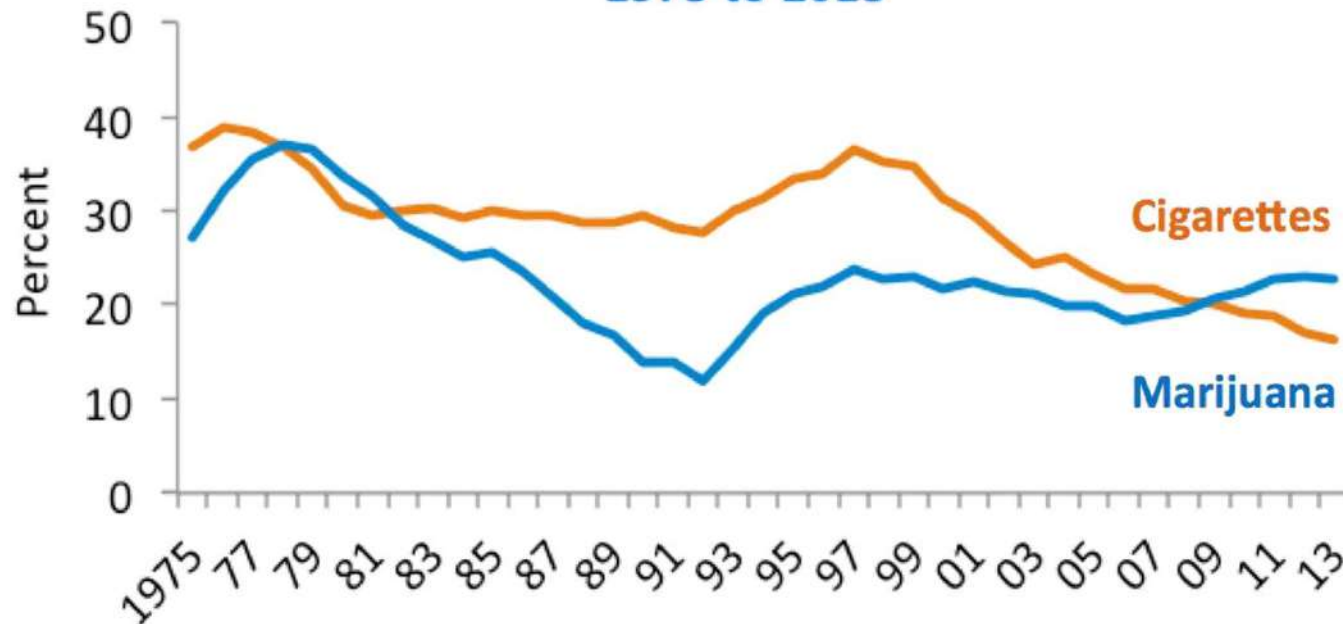
NJ HS Student Lifetime Use Trends



Marijuana Surpasses Cigarette Use



Percentage of U.S. 12th Grade Students Reporting
Past Month Use of Cigarettes and Marijuana,
1975 to 2013



Another Big Tobacco...



- **RJ Reynolds report** *“Younger adults are our only replacement smokers. Repeated Government studies have shown that:*
 - *Only one third of smokers start after the age of 18 years of age.*
 - *Only 5% start after the age of 24 years of age.”*
- **Brown and Williamson, 1972 Youth Cigarette Project** created apple flavored and sweet flavors like honey.
- **1989 statement From David Goerlitz**, former model of Winston Cigarettes
“Of course youth are not the only target of the tobacco industry. Once when I asked an RJ Reynolds executive why he and his colleagues didn’t smoke he responded point-blank, ‘We don’t smoke the sh#%, we just sell it... We reserve that right for the young, the poor, the black and the stupid.’”



The Tobacco Industry Connection



“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 in the 1970's by cigarette manufacturer Brown and Williamson (now merged with R.J. Reynolds).



Smokescreen for Legalization



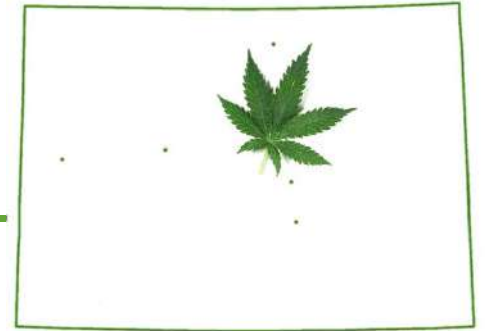
“We will use [medical marijuana] as a red-herring to give marijuana a good name.”

- Keith Stroup
Head of NORML to the Emory Wheel, 1979

What has happened in Colorado?



Colorado History



Marijuana Legalization History:

- 2006-2008
Early Medical Marijuana Era
- 2009-Present
Medical Marijuana Commercialization
& Expansion Era
- 2013-Present
Recreational Marijuana Era



Marijuana Businesses



Medical Marijuana (January 1, 2015)

- 497 licensed dispensaries
- 748 marijuana cultivation facilities
- 163 infused products (edibles) businesses



Recreational Marijuana (January 1, 2015)

- 369 licensed marijuana retail stores
- 397 licensed marijuana cultivation facilities
- 98 licenses for infused product (edibles) businesses

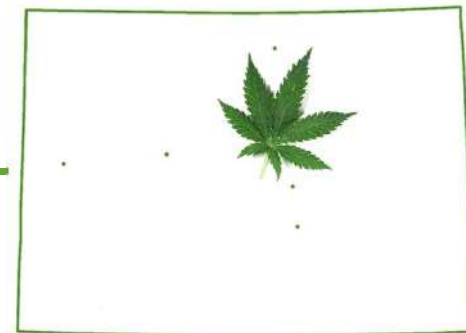
Perspective



Colorado:

- ✓ Medical Marijuana Centers = **497**
- ✓ Recreational Marijuana Stores = **369**
- ✓ Starbucks Coffee = **405**
- ✓ McDonalds = **227**
- ✓ Pharmacies = **117**

Current Colorado Market



- There are an estimated 485,000 Colorado adult regular marijuana users (at least once per month),
 - which is **9%** of the total Colorado population of all ages (5.363 million).
- Heavy users who consume marijuana nearly daily make up the top **21.8%** of the user population but account for **66.9%** of the demand for marijuana.
- Out-of-state visitors represent about **44%** of the metro area marijuana retail sale of marijuana and approximately **90%** of sales in heavily-visited mountain communities.
- Colorado has **23%** of its users consume nearly daily compared to **17%** nationally. That is **35.29%** higher.

What is the Answer?



Do We Agree?



- Youth and adults should not be put in jail for simple possession.
- We do not want to create another Big Tobacco Industry that will promote marijuana to our youth and disparate communities.
- We do not want our youth to have marijuana available to them nor to start using marijuana.
- Research is showing that there are some medicinal benefits to components of marijuana but more research is needed with FDA Regulations.



Prevention Works!



- Over 25 years of research guides the prevention field.
- Research has identified strategies that reduce drug use and the consequences associated with it
- National research leaders oppose legalization.
- \$1 spent on prevention saves \$10 in treatment costs and up to \$20 in societal costs



Prevention Strategies Work!



Community Coalitions

- implementing comprehensive evidence-based approaches

Individual/Family

- Youth education on the risk of use
- Life skills Education
 - self control, self esteem, decision making, conflict resolution, academic achievement, etc.
- Parenting Skills
 - parent-child bonding, family communication, consistent discipline



Prevention Strategies Work!



Community/School

- Create consistent educational and treatment alternatives to traditional criminal justice response
- Stronger school drug policies with supportive services
- Restrict drug paraphernalia and drug promotional products
- Community & parent education reducing social acceptance
- Screenings for early first use and problem identification



Treatment Works!



- Marijuana is addictive.
- Addiction is a disease and treatment does work.
- Large unmet need for treatment services.
- Early screening and intervention can save lives and money.

Thank you



njpn.org
Dianelitterer@njpn.org