

WA Division of Behavioral Health & Recovery
Community Prevention & Wellness Initiative
Learning Community Meeting

Hot Topic

Marijuana Policy & Adolescent Marijuana Use Prevention: Lessons Learned in Seattle

Inga Manskopf
May 21, 2014



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Adolescent Medicine

Learning objectives

Participants will be able to describe:

- prohibition, decriminalization, and legalization.
- substance use prevention policies to look for in proposed changes to marijuana policy.
- what Seattle Children's Hospital's Adolescent Substance Abuse Program is doing to support parents and the local community to prevent underage marijuana use.



Seattle Children's Adolescent Substance Abuse Program

Staff



~ Co-directed by
two Physicians

~ Two Licensed Mental Health & Chemical
Dependency Professionals

~ Social Worker

~ Prevention Coalition Staff

~ Manager and Administrative Assistant

Treatment

School
prevention &
early
intervention

Community
prevention



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Substance use prevention

Individual programs & community strategies

- Evidence based curriculum for middle school students
- Evidence based programs for parents
- Social marketing & parent education
- Prevention clubs at schools
- Media advocacy
- Advocacy
 - Alcohol policy
 - Prescription drug policy
 - *Marijuana policy*



Marijuana policy

“Repealing current laws is simple in concept; figuring out what might replace those laws is more complex.”

Marijuana Legalization: What Everyone Needs to Know (2012)



Marijuana policy

Prohibition

Marijuana is illegal in most countries

Decriminalization

No criminal penalties for marijuana possession

Currently in WA, Netherlands, Portugal

Legalization

Legal to produce, sell, and possess like alcohol and tobacco

Currently in Uruguay, CO, soon in WA

WA marijuana policy



In 2012, Washington voters approved Initiative 502 (I-502) to create a legal commercial marketplace for marijuana.

- Must be at least 21 years old
- Individuals may possess limited quantities of marijuana products
- Must buy from licensed retail stores
- Cannot grow your own or share marijuana

(Medical marijuana rules are different)



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Seattle marijuana policy

Medical marijuana (1998):

In 2013, 200+ dispensaries
licensed as businesses

Individual & collective gardens



Seattle Initiative 75 (2003): marijuana lowest law
enforcement priority

Use of marijuana in view of the public (2013):

First offense – verbal warning

Civil infraction - \$27 fine



Headlines from March

Seattle Public Schools says student pot use is on rise

KIRO (local television)

Seattle Public Schools: Spike In Marijuana Use Not Just Seen At Roosevelt High

KPLU (local public radio)

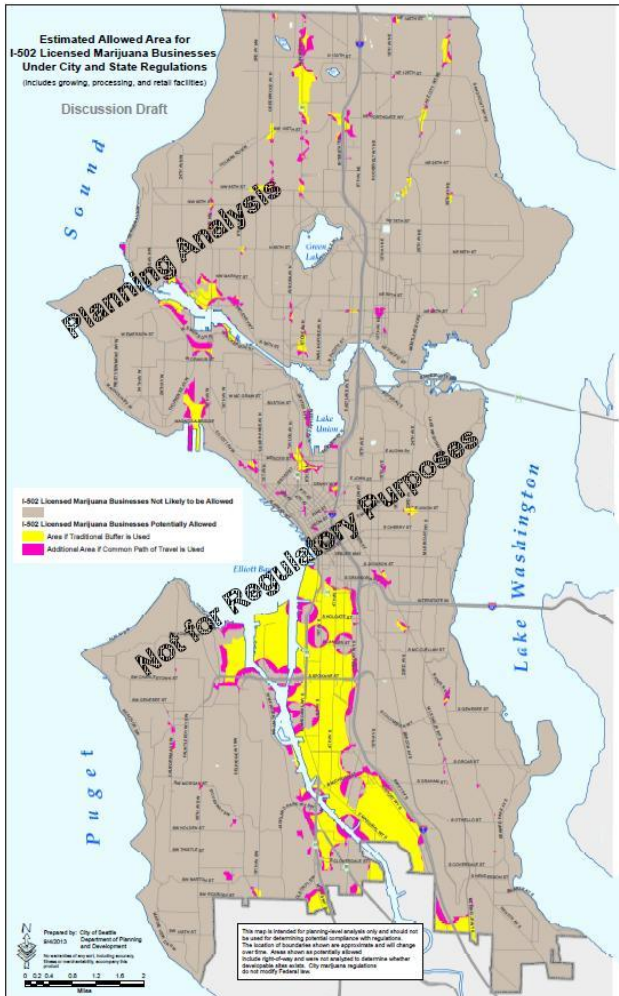


Prevention policies

Recommended* for alcohol & tobacco:

- Limit retail outlet density
- Limit days & hours of sale
- Increase taxes
- Enforce age limits
- Limit where products may be consumed

* The Guide to Community Preventive Services: www.thecommunityguide.org



What does legalization look like so far?

Examples from Dope Magazine

“DOPE Magazine is a publication dedicated to serving the needs of medical marijuana patients and enthusiasts everywhere.”



Commercialization

“Costco of cannabis”

ROAD TRIP



MEDICINE MAN
Denver Colorado

WRITTEN AND PHOTOGRAPHED BY SHARON LETTS

At 10,000 square feet, Medicine Man is one of Denver's largest grow operations, revitalizing an industrial building in a part of town where large manufacturing and distribution centers for mainstream businesses have gone out of business.

Brothers Andy and Pete Williams began the operation on the eve of legalization, with the hopes of being the Costco of cannabis, bringing good product to market at fair prices.

Its dispensary is filled with a variety of up to 70 strains growing on premises, with bud vendors well-versed in all. Medicibles line the walls, with a good selection of tinctures, oils and dabs, alongside assorted topical products.

Andy is president of the operation, formerly an industrial engineer with a strategic and managerial background in aerospace, while Pete brings grow-room finesse to the project.

It's also poignant to note, Andy is neither a patient nor a recreational user. This is a business venture for the self-proclaimed “pioneer” of pot, and one that has turned out to be the right decision for all involved.

Hi-Tech Medicine

Its state-of-the-art facility is the brainchild of Pete, who has been known to scribble ideas down in the evening by the family fire, while brother Andy brings the ideas to life, making his grow rooms and processing plant one of the most efficient in the country.

“This is a pulley-system rigged for the doors, and this is a drainage system we developed.”

“The rooms are a series of one good idea

after another, product curves that could be operation, large or small. The plants are in respect, with as much trim and small buds the line flower. Ever-wasted, giving arms medicine and edible.”

“There isn't a mark said, pointing to a branches. It's a shorn product.”

Sweet Success
Sister Sally Vander siblings as controller, brothers in check.

Formerly involved



(Clockwise) Medicine Man, a large grow operation revitalizing Denver's dwindling industrial complexes. (Clockwise) Medicine Man. Nothing is wasted, albeit a market for stems.

estate and a continuing education business. Vander Veer isn't a cannabis patient, nor does she use recreationally. She had to be coaxed into the business, but is now a steadfast supporter of what is quickly becoming a family empire.

Now in control of a \$2.6 million expansion into another large warehouse building next door this spring, with a larger, more modern dispensary planned, thanks to the help of investors outside the state, her hands are full of the future of good medicine in Colorado.

Rocky Mountain High

With five million in pocket during the first week of recreational sales, and patients flocking to get good medicine, things are looking good for the economy of Colorado. The Legislative Council for the Colorado

General Assembly is projecting \$578.1 million a year in combined wholesale and retail marijuana sales, yielding \$67 million in tax revenue alone.

And while its tourist board isn't on the bandwagon as of yet – they aren't even tallying a projection for the first year of legalization due to federal mandates – a mere one percent increase in its already \$11.2 million dollar revenue would raise its profit margin to a whopping \$112 million.

Growing Good Medicines

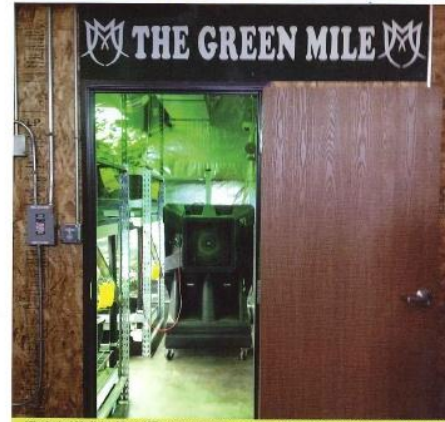
Many dispensaries had to close doors during the first weeks of legalization, running out of materials within days of its Jan. 1 start, with patients heading to larger operations such as Medicine Man.

Three times as many customers belted up

RO



ROAD TRIP



(Clockwise) Medicine Man's 20K square foot grow operation will soon be expanding to another empty industrial building next door to meet legalizations supply and demand. Organic practices ensure a healthy product. The Green Mile, 150 feet of good medicine.

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to the bus of pounds today's e

With strains for cannabis, they projects medicine Man will still run out of bud by March of this year, with the next grow not ready until June 2014.

Projected supply and demand prompted bud sales to be scaled back last Sep. 2013, but the current shortage warranted a five dollar mark up per eighth, from \$45 to \$50 – something the family was hesitant to institute, but had no other options due to the onslaught of customers.

Healthy Option
Recreation is the current focal point,

with many a mention of good medicine in the mainstream media. With bud shortages, Andy said they are pushing medicibles made by other growers' weed to fill in for supply and demand.

In one respect, this should open the door to interesting, giving the average stoner another option to medicate, but they might not have thought of otherwise.

The good news is, even the most ardent stoner who only smokes is still keeping stroke, heart disease and a bevy of other illnesses at bay, as well as raising endorphins and helping with mental disorders, including depression and autistic symptoms.

It's just a matter of time until the smoky cloud of prohibition makes way for medicine makers to come out of the closet and educate the masses on good medicine.

With a 14 percent decrease in DUIs during Colorado's 2014 New Year's Eve celebrations, legalization is opening the door to better health and a better understanding of what could be, and with pot pioneers such as the Williams brothers, the smoke is definitely clearing.

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Adolescent Medicine

Marijuana products

Edibles

MOVIE MUNCHIES
WRITTEN BY MICHAEL CONDON JR.

Sometimes going to the movie theater isn't quite worth it. First, there's the line you must conquer, especially if it's a new release. There's the bank account-gouging price of a single ticket, exceeding 12 bucks per person at most theaters. Then, there's the hassle of carrying snacks and candy. They tell you to leave your food and drinks outside and force you to purchase their boxed candy and popcorn. Not to mention the need to surreptitiously consume your cannabis medications while finding your seats. Well, there's a solution. Save the \$100 you put into seeing the new David Arquette movie before all of your friends, and stay home with our medicated Movie Eox Set. Fire up your neighbor's, or coworker's, Netflix account and pick up these products to make even a Twilight film tolerable.

Grandma Nana's line of sodas is the perfect refreshment for movie night. The high-potency elixirs are available in a litany of flavors including the tasty Honey Lime Ginger Ale, Blue Cream, Strawberry Cream, Root Beer, Citrus and more. The medication activates rapidly, so it's recommended to consume throughout the first quarter of Once Bitten, or whatever Jim Carrey movie you're watching.

Grandma Nana's Secret Soda

Salty popcorn is for the birds. Sometimes a sweet crunch is necessary. Grandma strikes again with these bite-size morsels of caramel craziness. Grandma gets better with each quick clomp of the molar. Great for sharing with the loved one as they have a pleasant medicinal kick. Small, infused products like these are perfect to keep you from edibles with too high of a dosage.

Grandma Nana's Caramel Corn

Need something to really intensify your feelings of resolved conflict in the movie's climax? Toss down a few from Verdélux and prep your palate. These dense, savory, serious punch and serious punch flavors such as milk chocolate, caramel and more. Verdélux line of stronger chocolates, by chocolatiers with ethereal, sophisticated skills.

Verdélux Meltaway Truffles

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Orange Cream soda - 32mg THC

Truffles \$5 each, 25 mg THC

- Policies to look for:
- Serving sizes (example: Four Loko)
 - Flavoring (example: flavored cigarettes)
 - Taxes

In WA 1 "recreational" serving = 10 mg THC

Marijuana products

Concentrates

Cannabidiol (CBD) Sample Packs

Now Available at

dockside coop

223 N. 34th St • Seattle, WA
206.420.4837
docksidecoop.org
facebook.com/DocksideCoop
Mon-Sat 11am-8pm
Sun 12pm-6pm

CBD Sample Packs Contents:

- 2 x CBD Coco Caps (1.5mg CBD)
- 2 x CBD/THC Capsules (3mg CBD, 1mg THC)
- 1 x CBD Alcohol Tincture (3.5mg CBD, 0.5mg THC-A)
- 2 x 1g High CBD Cannabis (patient's choice, restricted to high CBD strains)

* glycerin tincture can be substituted at no additional cost

THE FLAVOUR OF SCIENCE.

x-tracted LABORATORIES

refine SEATTLE

Oils vaporized in devices that sometimes resemble e-cigarettes

“Wax” for “dabbing”

Policies to look for:

- Product limitations (included in I-502 but changed by state legislature)
- Age limits on vaporizers (example: e-cigarettes)

Flavored products

Golden Leaf
THIN MINT GIRL SCOUT COOKIES
VALENTINES DAY RAFFLE
WIN \$500 WORTH OF THE WORLDS FINEST BUDS
*\$5 PER RAFFLE TICKET | 1 RAFFLE TICKET WITH ALL GOLD LEAF DONATIONS

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206 547 5754
www.cesarssalad.com

Leafly Leafy

www.cesarssalad.com

Flavored strains of marijuana.

Cartoon characters.

Free samples.

Social media links.

Policies to look for:

- Flavoring
- Ban samples (included in I-502)
- Advertising restrictions (example: tobacco master settlement)



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Advertising & marketing

Attractive to youth

Brightly colored product & packaging.

Local, organic, sugar free.

Order by phone or online.

Look who finally showed up to the party!

Locally grown. Organically extracted and naturally sugar free.

TO ORDER TOLL FREE: (855) 4-420-BAR order.EH@gmail.com

Policies to look for:

- Packaging (I-502 rules)
- Sales only in person (I-502 rules)



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Marketing

Indirect - lifestyle promotion

PIECES

LOVE IS IN THE AIR

WRITTEN BY MICHAEL CONDON JR. PHOTO BY ALLIE BECKETT

There's little that stimulates a woman more than a proper sensual touch. Of course that touch is a warm massage, and instead of incense and candles, there is smoke from a joint lingering and The Weekend is humming your speakers. Add a splash of red vino and that scene is like something you can pour all over your sweet Moonlight Sonata. This Valentine's Day, or day of Eros as my pappy used to call it, don't just grab the last Hallmark card available at Fred Meyer, use our guide for experiencing the most heated, sweaty, passionate, loving night of your life...

CANNABIS BASICS

Cannabis Basics Topicals can help make a glorious night possible with their new Valentine's Day Romance Gift Pack. The deep red gift box contains a sugar scrub, to clear off dead skin and loose dirt particles... but sexy, I'm sure. It also includes a foot repair cream, because as established in Pulp Fiction, you wouldn't give your mother a foot massage. There's the game-winning healing massage oil, a few squirts of this juice ought to stick up the bush nicely. There's a creamy lip butter to smooth and lube both of your lips for firm, obsessive kissing. Then, the all-in-one gift pack also contains floating candles for mutual bath time or to set the ambience in your bedroom from piggies to brothel in moments. Doesn't the thought just make you tingle? But why stop there? That's just foreplay...

STRAINS OF LOVE

BLUEBERRY
Some claim to have had orgasms while passing Blueberry smoke into the mouth of their counterpart; a body high will intensify.

FLO
Very erotic qualities and moniker. Let the smoke float around the room engulfing you two (or three... if that's how you roll) causing geyzers of emotion.

TRUE OG
A paper twisted like sheets around a gram or so of True OG will arouse both your senses and your sexual, creative, somewhat kinky, brain.

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HEALTH

DOPE SEX

Lets Get It On

WRITTEN BY MICHAEL CONDON JR.

Sex, the underlying motive for all human action, is a prominent feature in the month of February. Cuddling, snuggling, groping, licking, tasting and sweating are all activities enhanced by the use of marijuana. Your heart is already racing, your senses are tingling and your mind is focused on coitus. Delirium-inducing oral rock 'n' roll and the connection of souls are byproducts of lovemaking and all are more enjoyable under the soft and comforting guidance of marijuana. How does marijuana affect the sex lives of Americans? Find out here:

Drunk Sex vs Weed Sex

SEX ON ALCOHOL	SEX ON MARIJUANA
<ul style="list-style-type: none"> • Increases desire • No balance (acrobatic position requirement) • Lowers physical sensation • Decreases performance • Decreases connection with partner 	<ul style="list-style-type: none"> • Increases desire • Balance remains intact • Increases physical sensation (and orgasm) • Increases performance • Increases connection with partner

Does Marijuana Increase Your Libido?

67% YES 40% SOMETIMES 33% NEVER

Reference: A.D., "Cannabis Effects and Dependency Concerns in Long-Term Frequent Users," Addiction Research and Theory (2003)

Men were asked... *Can you sustain erection while stoned?* **74% YES**

58% of women said marijuana increases lubrication, according to an informal poll.

64% of women **80%** of men are more likely to perform oral sex while on marijuana.

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Cross-marketing



MARIJUANA NEWS

SEEKING STONERS

How Legal Pot Sets A New Demographic

WRITTEN BY MICHAEL CONDON JR.

With cannabis now legally accepted, enormous business tycoons unrelated to marijuana are looking to cash in with products and deals dedicated to users. Why not start with the stomach? Munchies, the lifesaving, joke spawning, "side effect" of marijuana, the insatiable appetite, is the first method of introduction into the marketing marketplace. Which makes sense, complete sense. Many companies have been not-

so-surreptitiously aiming for the stoner demo for a long time. Jack in the Box has had stoners in commercial (a van-driving stoner deciding on how many tacos to order), Taco Del Mar inspired millions to "roll a fat one" while creating a suspiciously roach-shaped burrito and really anywhere that makes a Cronut or bacon-covered pastry is appealing to stoners. After all, voting is more effective with a dollar than a ballot.



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MARIJUANA NEWS



THE SHOWDOWN



in the box

"MUNCHIE MEAL"

Jack in the Box unleashed their unsuitably titled product upon cannabis-huffing enthusiasts. Their Munchie Meals contain multiple entrees only conceivable by foggy-minded folk with heritably enhanced metabolisms.



VARIETY COMPARISON

Jack in the Box's Munchie Meals have a few entrees that make you feel as if Jack himself is sticking his deep-fried mozzarella stick in your ear and messing with your unprotected mind. Along with your Stacked Grilled Cheeseburger or Exploding Cheesy Chicken Sandwich, you receive two tacos and a mix of curly fries and regular fries. For those looking for a lighter option, maybe the deep-fried nuggets covered in bacon, ranch and cheese. Your cardiologist will thank you later for their retirement savings and extra vacations.

DURATION COMPARISON

The high caloric content of the Jack in the Box Munchie Meals oughta keep most metabolisms well-huiled for a long time. That's not always the case. The craving can be tugging so violently angry that it requires more than you can purchase for under \$10. This filled me up throughout three more joints and a dab hit.

PRICE COMPARISON

Jack in the Box's Munchie Meal seemed like a bargain at six bucks when an average combination meal runs in the six- to seven-dollar range. Though the sauce selection at Jack in the Box is dismal, six dollars seems reasonable for these stoner-directed meals.



"BIG BOX MEAL"

Taco Bell has a box of their own, though it is a cheaper and less creative selection of combinations. Taco Bell is ready to shoot their fire sauce all over the face of Jack in the Box.



Taco Bell's current Grilled Shuft Nacho Big Box and Doritos Locos Big Box give a minimally authentic feel to Mexican food, but at least they proved it's real meat. That's a relief. If your medication is ordering you to eat your nachos with one hand, this is your best bet. Doritos is a known addition to anything stereotyping stoners, so you must understand the appeal of taco shells flavored by Nacho Cheese or Cool Ranch. The meals' supplements leave little else to the imagination.

Taco Bell's offer had tasty selections and a better variety of complementary hot sauces: Fire, Medium, Verde, sour cream and a guacamole-like substance. I figured with enough additions, these byproducts would assuage my hunger for a substantial amount of time. I was wrong. I wasn't hungry later on because I shot my brains out two hours later.

Taco Bell's boxes are a bit cheaper. Tossing out that five-dollar meal has an incredible effect on the affected mind of the stoner. It seems so easily possible so much glory for so little paper. Scratch one on the board for the winner of the future Franchise Wars.

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Home delivery

 **DOPE DELIVERY** 

<p style="text-align: center;">— WASHINGTON STATE — WE DELIVER TO ALL 4 CORNERS OF THE STATE</p> <p style="text-align: center;">HUMANITY</p> <div style="text-align: center;"></div> <p>Overnight Orders Guaranteed By Noon Next Day Check Out Our Award Winning Menu At: humanitycollective.com</p> <p>OPEN DAILY - LAST CALL AT MIDNIGHT 206-915-3125</p>	<p style="text-align: center;">— SOUTH SEATTLE — FEDERAL WAY / BURIEEN / SEA-TAC / ETC</p> <div style="text-align: center;"> HeavenBound420.com</div> <p>Delivering High Quality, Dried, Pest-Free, Cannabis Strands</p> <p>OPEN DAILY 320-321-9871</p>
<p style="text-align: center;">— SEATTLE/BELLEVUE —</p> <div style="text-align: center;"> STARFIRE</div> <p>Organic Medicine / Transparent Practices Organic, Gluten Free, Vegan In House Edibles Free Edible or Flower For New Patients Find us in the back of the Galaxy Farmers Market!</p> <p>OPEN DAILY 9AM-9PM 206-395-5736</p>	<p style="text-align: center;">ADVERTISE HERE</p> <p style="text-align: center;">email us ads@dopemagazineonline.com</p>

Policies to look for:

- Sales only in person
- Enforcement funding



Popular culture

“I am helping the movement by spreading an overall message that cannabis is a GOOD thing. Whether it is an awareness of the medical qualities within CBDs or the creative inspiration I personally get from smoking the herb, many of my songs try to put ganja and the ganja culture in a more positive light.”

For more on Bobby Hustle visit
www.bobbyhustle.com
Download music here

MUSIC

BOBBY HUSTLE

A rich life balances hard work with the luxuries afforded by one's labor.

Bobby Hustle expresses this balance through reggae music in a style all his own. Exposed to a diverse range of music during his childhood, Bobby was taking saxophone lessons in elementary school and it wasn't long before he picked up a guitar and began emulating his favorite singers with polished lyrics and a natural sense for melody. Bobby delivers the perspective of a young hustler's dedication to his craft while still enjoying every moment on his way to success. Already having toured the states multiple times with Koffee, Protoje and Gappy Ranks respectively, Bobby's music is taking the streets, clubs and radio waves by storm. In December 2019, Bobby completed an eight-show tour of Japan where he played alongside the likes of Mighty Crown, Stone Love and Unity Sound. He has already reached charts worldwide with tunes like "Kush Morning", "Weed Like Mine", and "Seventh Time Rise". With songs featured on internationally recognized rd film releases from Jamaica to the UK and back to Seattle, Bobby is considered a rising star in the US reggae scene, doing what few foreign artists have done before and climbing the ranks of the industry globally.

Where do you see Cannabis in 10 years?
In ten years I see cannabis legalized and socially acceptable in many US states. I just hope the law makers and legislators protect the rights of medical marijuana users, while they simultaneously appeal to the millions of recreational smokers as well.

How are you helping the Cannabis movement? Medical or Recreational?
I, Bobby Hustle, am helping the movement by spreading an overall message that cannabis is a GOOD thing. Whether it's an awareness for the medicinal qualities within CBD or the creative inspiration that I personally get from smoking herbs, many of my songs try to put ganja and the ganja culture in a more positive light. While they tried to tell me in school, smoking weed doesn't make someone a criminal. In fact, many highly driven and successful people use marijuana and I'm going to sing about it!

How is Cannabis viewed at the different places you tour/travel?
People use cannabis everywhere I've been in my musical travels. From Moscow, Russia to Tokyo, Japan to New Orleans, LA to New York City. It's the same thing. Especially in reggae music, you meet the Rebels, but I think generally speaking

Cannabis is EVERYWHERE. Mostly, people are amazed that we have legalized it in WA and CO, they hope for the day when they can even see decriminalization, let alone legalization, so they annoy me. They see my music videos and hear my songs and say, "Damn, I want to go to Seattle!"

Talk about how Cannabis influences your music.
Cannabis influences my music greatly. I know I don't need Cannabis to be creative. I was creative before I ever smoked. But I love sitting down with a fresh roll of OG Kush and allowing the smoke to seep, easing my mind, smoking. It's a peaceful and weed has become a part of that process. Plus I really believe in the power of ganja. Whether it's used for clothing, paper, medicine or recreation, ganja is good and it deserves to be seen that way.

Do you know anyone whose life has been saved by Cannabis?
Honestly, I don't think I can say I do. I know countless people whose lives have been very positively affected by cannabis. I know many people who take it like I do, for their relief. And I'm soon trying to get a member of my family with cancer to start taking CBD oil. Cannabis will one day get the life-saving credit it deserves in the meantime we need to keep spreading the information.

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Maps & guides



Prevention policies

Advertising & marketing

- Limit advertising to media with small youth audience
- Limit sponsorships to events with low youth attendance
- Limit pot festivals to 21 and older
- Limit internet & social media marketing
- Age limits, taxes on paraphernalia



Prevention policies

Medical & recreational systems

Seattle high school students who report using marijuana:

- 68% get it from friends, 6% from retail dispensary,
- 39% report using marijuana that came from a medical marijuana retail dispensary.*

WA medical marijuana law: marijuana for any age, can grow your own.

WA recreational marijuana law: marijuana for 21 and older, cannot grow your own.

* Source: Seattle Youth Risk Behavior Survey



Fully funded prevention systems before law change

“If pot is legal for adults, how will school and community prevention programs adapt their messages to prevent kids from using? While some proposals to legalize marijuana would divert tax revenues to prevention efforts, the messaging and strategy should probably be in place before legal marijuana ever hits the streets.”

Beau Kilmer, RAND Drug Policy Research Center

<http://www.rand.org/blog/2013/04/7-key-questions-on-marijuana-legalization.html>



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Advocating for prevention policies

Washington State Liquor Control Board

- Rules: http://liq.wa.gov/marijuana/initiative_502_proposed_rules
- Rules include laws about:
 - Marijuana-infused foods, beverages
 - Retail outlet density
 - Home delivery
 - Advertising & marketing
- Recent actions: ban on marijuana products needing refrigeration or heat



Advocating for prevention policies

Washington State Legislature

Marijuana law: RCW 69.50 -

<http://apps.leg.wa.gov/rcw/default.aspx?cite=69.50>

What can you say to your legislator?

- Tell “stories” from your community
- Share coalition meeting minutes
- Share HYS and other local data



ASAP's teen marijuana use prevention activities

In addition to advocacy . . .

- Parent guide to preventing underage marijuana use
- Media interviews & public forums
- Prevention WINS coalition
- School-based LMHC who implements evidence-based prevention programs



Prevention policy resources

Washington Association for Substance Abuse & Violence Prevention:

www.WASAVP.org

Guide to Community Preventive Services: www.thecommunityguide.org

Center for Alcohol Marketing & Youth: www.camy.org

Surgeon General's Calls to Action – tobacco & underage drinking:

www.surgeongeneral.gov



Questions?

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www.PreventionWorksInSeattle.org

www.PreventionWorksinSeattle.blogspot.com

www.WASAVP.blogspot.com

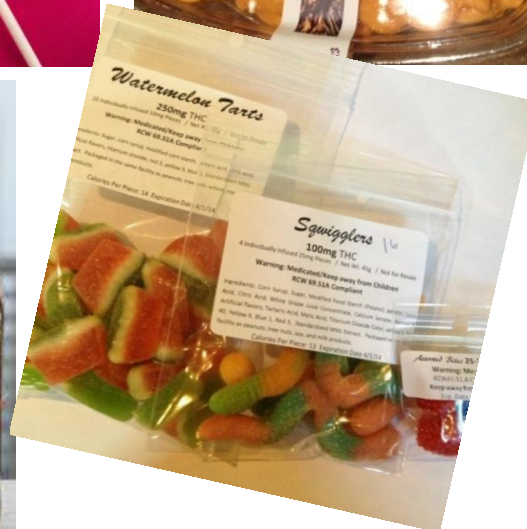
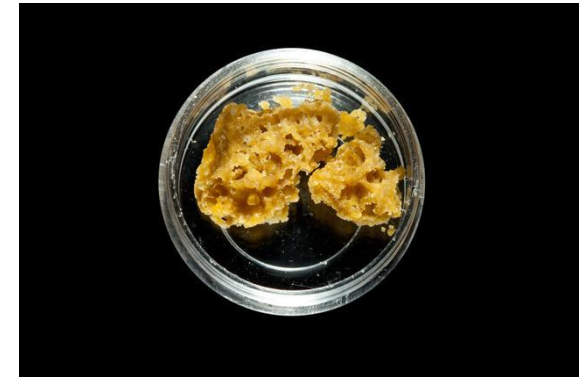


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This is what marijuana looks like

Edibles & concentrates



This is what marijuana looks like

Concentrates



Budtender Ashley Stanley, left, shows customers at Evergreen Apothecary a box of hash oil that is used for vaporizers.
KAI-HUEI YAU — MCT

<http://www.theolympian.com/2014/03/16/3035430/high-stakes-colorado-pot-sales.html#storylink=cpy>



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Adolescent Medicine

This is what marijuana looks like

Minors “prefer hash oils and vaporization”



Jim Andersen displays butane hash oil at a marijuana growing facility in Seattle in April 2013. The state's licensed producers will be required to use professional-grade equipment when making the extracts. (Elaine Thompson / AP)

Hash oil dabbing a popular but dangerous trend

"Right now in Washington, if you are in mid twenties and younger, you prefer hash oils and vaporization as opposed to smoking," said Randy Simmons, Program Director for I-502 for the Washington State Liquor Control Board.

Marijuana hash oil explodes in popularity and kitchens

"We're trying to move as many people out of the illicit marketplace as possible," Simmons says. "And in order to do that, if we would have excluded these oils, we would have left a whole lot of the marketplace in the black market."

In other words, hash oil is too popular not to legalize.



This is how marijuana is used

“A stealthy, convenient way to get high . . .”

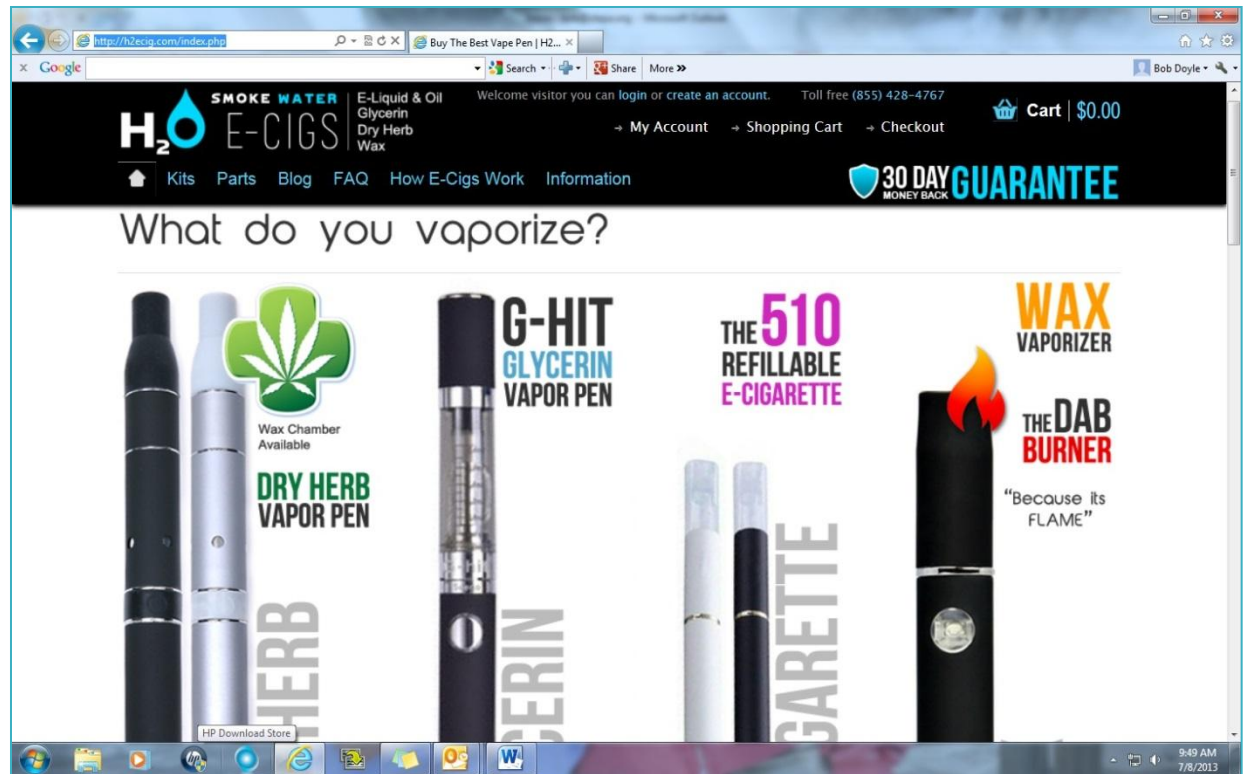
Students Find Way To Secretly Smoke Marijuana In Class

“Vapor pen are just like e-cigarettes. They can be purchased at grocery stores for \$25.00 and up. When used for marijuana there’s no “skunk” smell, which makes it easy for students to bring them to school.”

High Times Magazine

March 28, 2013

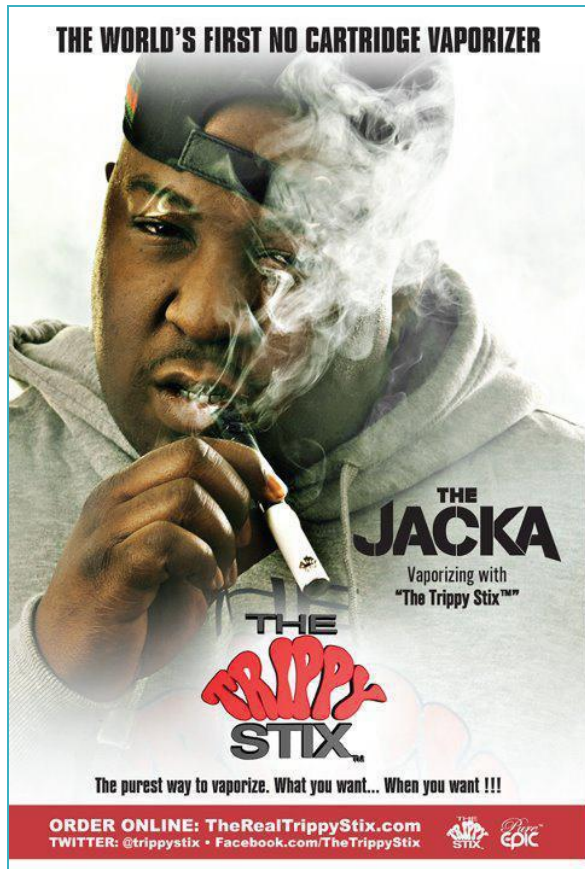
“Since our first vaporizer buyer's guide in 2011, a plethora of new pen-sized vapes have hit the market – offering cannabis consumers a stealthy, convenient way to get high in almost any location or situation.”



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Marketing



<https://twitter.com/TrippyStix/media>

Colorado businesses cleaning up “stoner” image to appeal to mainstream: “. . . deep-pocketed companies — think tobacco and liquor — could enter the market and bring with them upscale advertising campaigns that chip away at the stoner image shaped during 70 years of prohibition, Wagner said. “Hip, cool, rather than lethargic stoner.”



<http://www.youtube.com/watch?v=FC79KcVNuHA>



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Community events



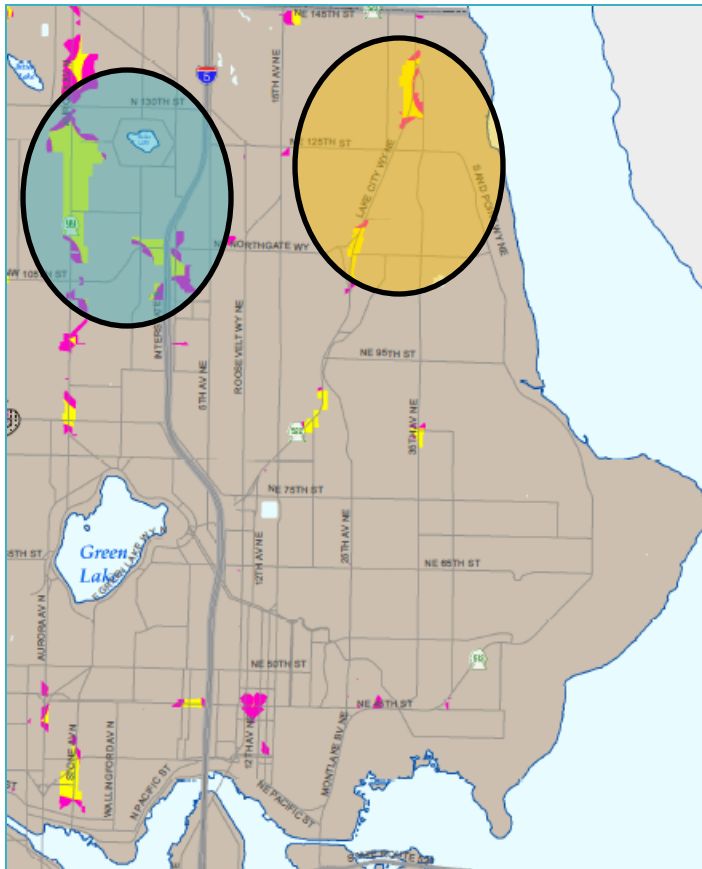
Photos from Yelp, KOMO News, SPD, Hempfest



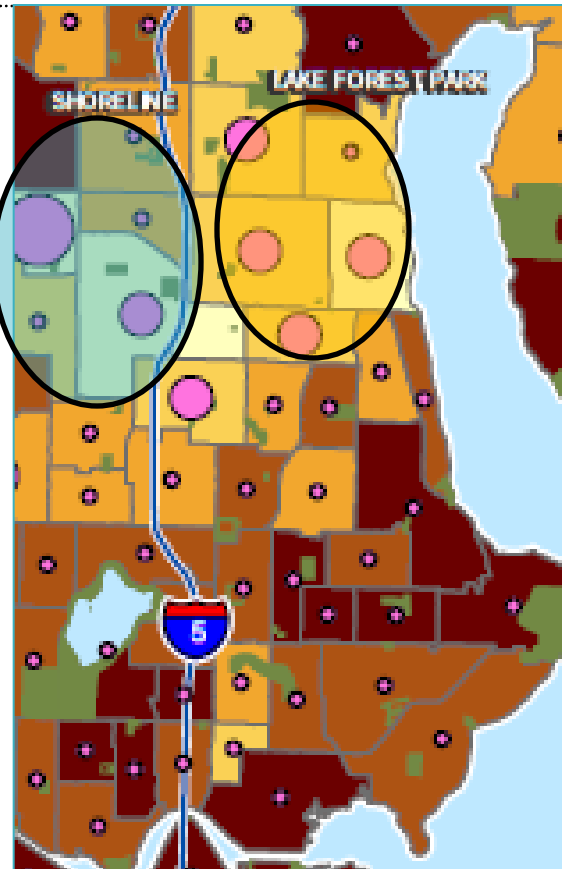
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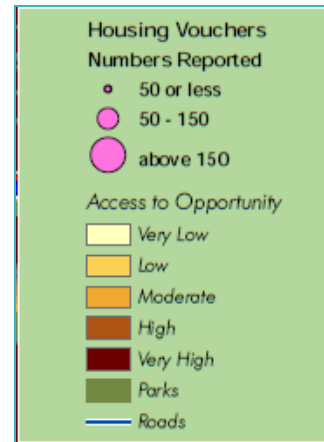
A closer look at retail outlet density



Marijuana business areas in yellow.

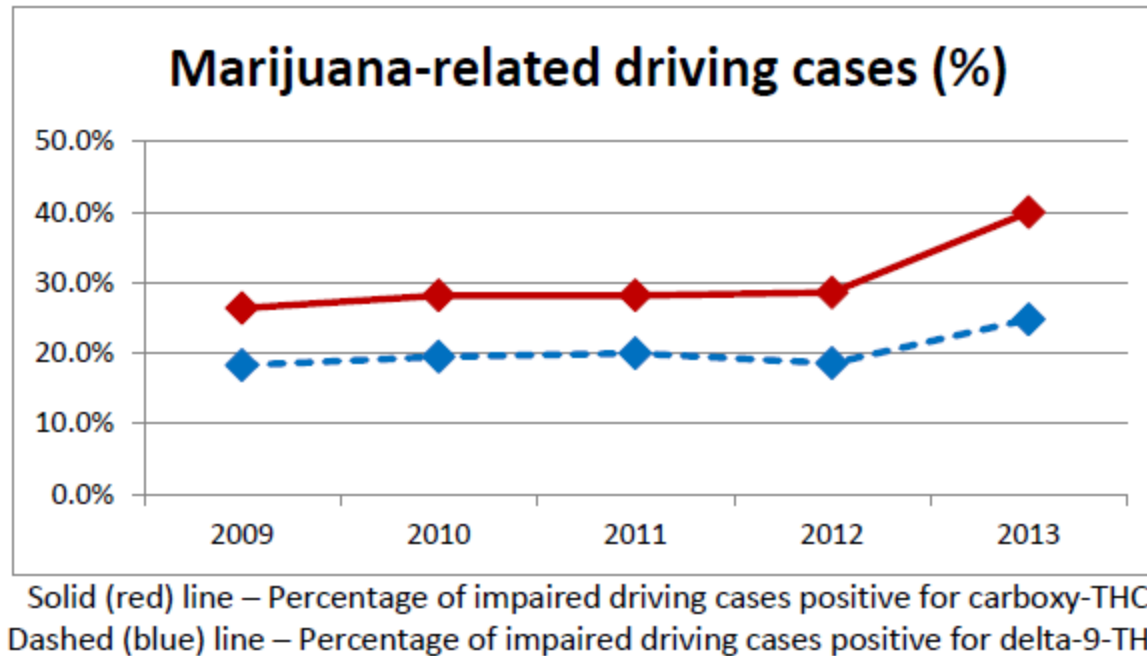


Low opportunity areas in yellow.



The Geography of Opportunity: Mapping to Promote Equitable Community Development and Fair Housing in King County, NW Justice Project, 2010

Driving under the influence of marijuana



Marijuana is the most frequently detected drug in those aged under 21 years (this includes alcohol.)

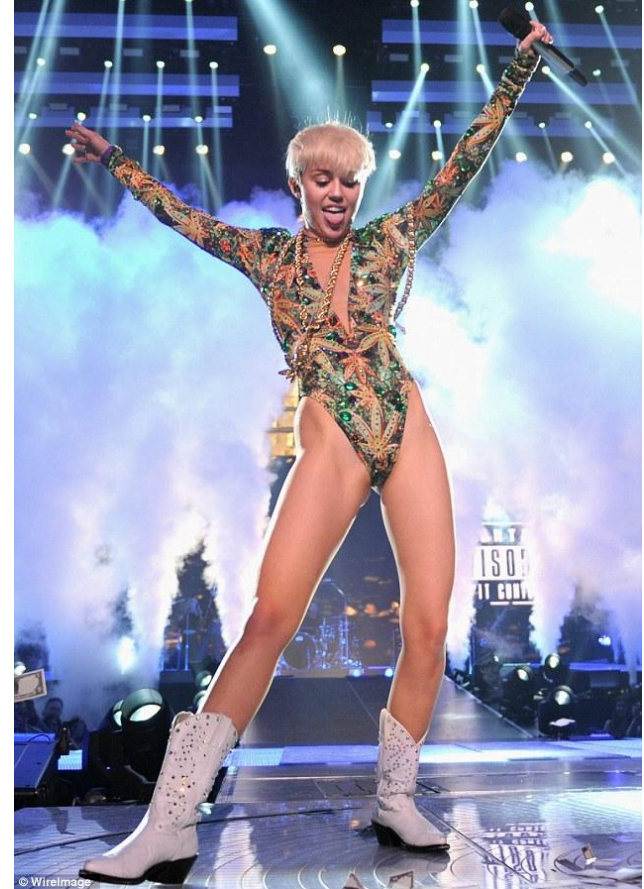
Source: Dr. Fiona Couper, WA State Toxicologist, February 18, 2014

Pop culture



Miley Cyrus' Most Scandalous Weed Photo Yet

Behind-the-scenes at Miley's video shoot for "Wrecking Ball," director Terry Richardson snapped this photo of the pop star chilling out with both a joint and a cigarette in her mouth, just like Rihanna.



TV advertising

Comcast in NJ

<http://www.youtube.com/watch?v=jyzxs33B6FA>

According to Comcast spokeswoman Melissa Kennedy, the ads will only air in states where medical marijuana is legal, between 10 p.m. and 5 a.m. It will not run during children's and family programming, she said.

FOX affiliate in CA

http://blogs.westword.com/latestword/2010/09/medical_marijuana_commercials_could_pot_spots_spread_to_local_tv_see_one_ad_here.php



Social media



Instagram #vapelite



Tumblr #dabs



Reconciling medical & recreational systems

WA legislature - SB 5887

- Failed, leaving two competing marijuana systems
- Dispute over allocation of taxes

<http://washingtonstatewire.com/blog/medical-marijuana-bill-foundering-in-house-amid-taxation-dispute/>

House Republicans say they want 10 percent of marijuana taxes to go to local governments – possibly tens of millions of dollars every year – and they are willing to hold up the bill to do it. They say the money would compensate cities and counties for planning, zoning and law enforcement costs — and most importantly, for allowing the shops to open in the first place. “This is probably the biggest unfunded mandate we have ever levied on local governments, at a time when they are not in good financial shape as it is,” says state Rep. Cary Condotta, R-East Wenatchee. But House Democrats aren’t eager to give up a dime. They are eying the money as a way to help pay for the state Supreme Court’s costly McCleary decision, which requires them to raise billions of dollars for the K-12 schools.

WA budget

The operating budget includes \$2.2 million for DOH to implement medical marijuana law



This is how marijuana is produced



Production Associate Nick Nolan, top, and Buckie Minor, a member of the Dixie Elixirs science team, collect THC oil from a CO2 extraction machine at Dixie Elixirs in Denver. It's the first step in the refinement process. KAI-HUEI YAU — MCT

<http://www.theolympian.com/2014/03/16/3035430/high-stakes-colorado-pot-sales.html#storylink=cpy>



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This is how marijuana is produced



Joe Hodas, chief marketing officer of Dixie Elixirs in Denver, points to a bottling system during a media tour of the company's new location, which is still under construction. KAI-HUEI YAU — MCT

<http://www.theolympian.com/2014/03/16/3035430/high-stakes-colorado-pot-sales.html#storylink=cpy>



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