



Washington State
Liquor and Cannabis Board

Research Program Updates

Fall 2024



Washington State Liquor and Cannabis Board

Agenda

- Who We Are
- What We Do
- Current Resources
- Lessons Learned (So Far)
- Future Directions



Washington State Liquor and Cannabis Board

We are a non-partisan and transparent resource focused on public health and safety outcomes related to products, policy, and regulation of alcohol, cannabis, tobacco, and vapor.





Washington State Liquor and Cannabis Board

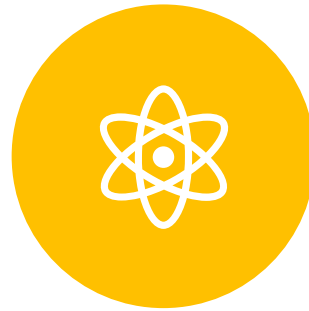
We are a resource through:



Literature Reviews



**Research Projects and
Collaboration**



**Science Backed
Information**



**Streamlined data
collection processes
and transparency**



Washington State Liquor and Cannabis Board



We aim to be non-partisan and transparent by acknowledging that:

- Research is nuanced and sometimes data is messy or limited
- We are in an agency that supports public health and safety as well as legal adult use markets
- In order to provide value, we need to provide independent findings without undue influence



Washington State Liquor and Cannabis Board

We are a small team of three!



Sarah Okey
Research Program Manager

Background:
PhD in Clinical Psychology

Research expertise in short- and long- term positive and negative consequences of substance use on health and well-being.

Clinical background treating populations with substance use disorders and co-morbid mental health problems



Tyler Watson
Research Specialist

Background:
PhD & MPH in
Environmental Health
Sciences

Assistant Professor at the
UW School of Public Health

Background in public health
research on substance use
disorder prevention and
mental health promotion



Nick Glodosky
Research Analyst

Background:
PhD in Experimental
Psychology

Translational research
expertise in substance use,
(particularly cannabis),
mental health, and stress

Background in advanced
statistical analysis and data
visualization



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Analyst
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substance use
and co-morbid mental
health problems

Background in public health
research on substance use
disorder prevention and mental
health promotion

Translational research
expertise with substance
use, psychopathology, and
psychopharmacology

Background in advanced
statistical analysis and data
visualization



Washington State Liquor and Cannabis Board

**The Research
Program is officially
a year old!**





Washington State Liquor and Cannabis

The Research Program is officially year old!

Past-year has focused on standing
up the research program at LCB.



Standard Operating Procedures Research Briefs July 2024

LCB Research Program

The Research Program at the Washington State Liquor and Cannabis Board (LCB) is a non-partisan, transparent resource focused on public health and safety outcomes related to the products, policy, and regulation of alcohol, cannabis, tobacco, and vapor products.

Purpose

This document describes the standard operating procedures related to the development and process of research briefs within the LCB Research Program.

Contact

For further
lcb.wa.gov

For specific
lcbresearch@lcb.wa.gov

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Standard Operating Procedures Research Reports July 2024

LCB Research Program

The Research Program at the Washington State Liquor and Cannabis Board (LCB) is a non-partisan, transparent resource focused on public health and safety outcomes related to the products, policy, and regulation of alcohol, cannabis, tobacco, and vapor products.

Purpose

This document communicates the standard operating procedures for the development, process, and sharing of research that is conducted within the LCB Research Program.

Contact

For more information about the Research Program and its work, please visit:
lcb.wa.gov/research_program.

For specific questions, please email the Research Program at
lcbresearch@lcb.wa.gov.

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Standard Operating Procedures Surveys August 2024

LCB Research Program

The Research Program at the Washington State Liquor and Cannabis Board (LCB) is a non-partisan, transparent resource focused on public health and safety outcomes related to the products, policy, and regulation of alcohol, cannabis, tobacco, and vapor products.

This document is to communicate the standard operating procedures for the development and process of surveys within the LCB Research Program.

For more information about the Research Program and its work, please visit:
lcb.wa.gov/research_program.

For specific questions, please email the Research Program at
lcbresearch@lcb.wa.gov.

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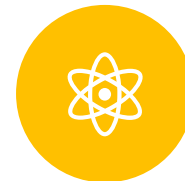
Current Resources



Literature Reviews



Research Projects
and Collaboration



Science Backed
Information



Streamlined data
collection processes
and transparency



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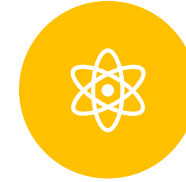
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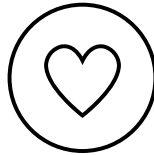
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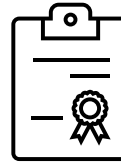
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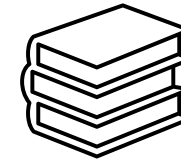
- LCB
- Legislatures
- State agencies



- Public health
- Prevention



- License
Holders



- Researchers



- Community



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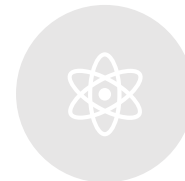
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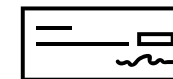
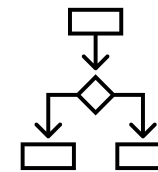
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Research Briefs

Short, non-technical summaries of scientific literature, government reports, and other credible sources on relevant and emerging topics of discussion.

Goals

- Inform policy decisions
- Develop directions for research
- Gain support for funding research





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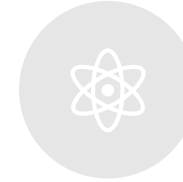
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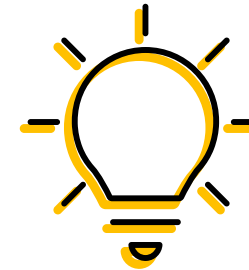
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Current Published Research Briefs on Website:

- Flavored Cannabis Vape Products
- Cannabis Packaging and Labeling Youth Appeal
- Alcohol Outlet Density
- Alcohol Product Placement



Have an idea for a
research brief?

Let us know!



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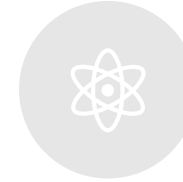
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Current Published Research Briefs on Website:

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- Cannabis Packaging and Labeling Youth Appeal —————→
- Alcohol Outlet Density —————→
- Alcohol Product Placement —————→

(One) Key Takeaway:

- Not all flavoring agents are the same level of risk
- Washington has strengths and areas for growth
- Topic is very complex and nuanced
- At-risk populations (youth and those with or at-risk of substance use disorders) are frequently exposed to alcohol in retail outlets



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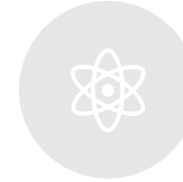
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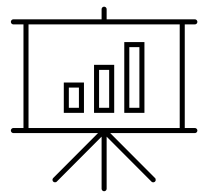
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Research Projects

Various activities such as research studies, surveys, stakeholder engagement, data analysis, etc.

Goals

- Advance scientific understanding of relevant concepts to promote public health and safety
- Assess policies and processes across time to make continuous improvement





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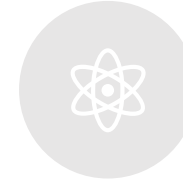
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Research Projects

- Cannabis Consumer Survey —————→
- Liquor License Equitable Premise Check Report —————→
- Social Equity in Cannabis Stakeholder Engagement —————→

(One) Key Takeaway

Cannabis users want to learn more
Streamlining data collection is important
LCB wants to refine rules based on stakeholder feedback. Effective engagement is key

Research Collaborations

- Alcohol Delivery Study for Young Adults —————→
- International Cannabis Policy Study —————→
- Healthy Youth Survey —————→

Collaborations build more opportunities
There is great research already happening
Preventing youth access and use is critical

Independent Contract

- Whitney Economics Cannabis License Viability —————→

Supporting license holders is part of our responsibility too



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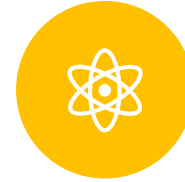
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Sharing Out

Public resources on website, board caucus presentations, conference attendance, speaking engagements, and peer-reviewed manuscripts.

Goal

- Increase transparency and visibility
- Advance knowledge in community





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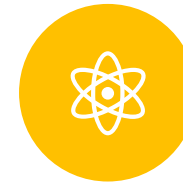
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Outreach

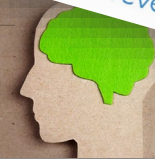
- Online resources on LCB website
- Symposium at the Research Society of Marijuana Conference
- Key Takeaways for retail employees from the cannabis consumer survey
- Upcoming presentations at Prevention Summit and WSU Symposium.
- Co-moderating at ADAI's symposium on cannabis and psychosis



ADAI Symposium

**Cannabis, Schizophrenia,
and Other Psychotic Disorders:**

*Moving Away from Reefer Madness
Toward Science*



THC
≠

Takeaway #1: THC is only one of many factors to consider when choosing what to purchase.

Higher THC does not mean higher quality. Maybe that's why employees rated THC content to be the *least important factor* when making a cannabis purchase. On the other hand, consumers place much higher emphasis on THC and may benefit from considering additional information, such as knowing how the product looks or smells and how the product was manufactured or produced.

Takeaway #2: Packaging and labels are an important source of information.

Consumers expressed interest in learning how to better read and understand label and packaging information. Consumers may wish to discuss with you how to interpret serving size, total cannabinoids, THC vs. THCA, and 'best by' or harvest dates.

Takeaway #3: Consumers see you as a trusted source of information. You have a responsibility to provide accurate information.



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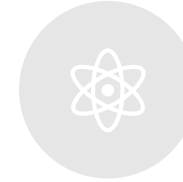
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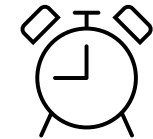
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Streamlined Data Collection

Supporting internal data collection processes and developing processes for more transparent, accessible, reliable and visible data.

Goal

- Increase responsiveness to data requests
- Increase visibility to better understand trends





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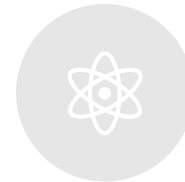
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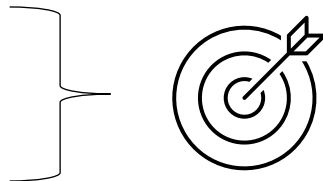
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Internal Workgroups

- Data Governance Committee
- Data Dashboard Workgroup



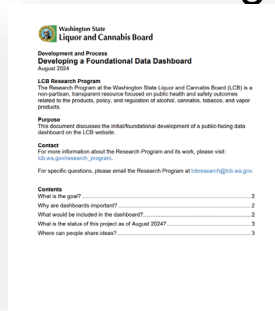
Goal is to develop and streamline backend processes

Current Projects:

- Developing a foundational data dashboard →
- Public health and prevention listening session last month.
- Initial development plan

Soon to be Published:

- International Cannabis Policy Study Data Dashboard





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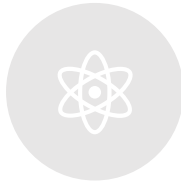
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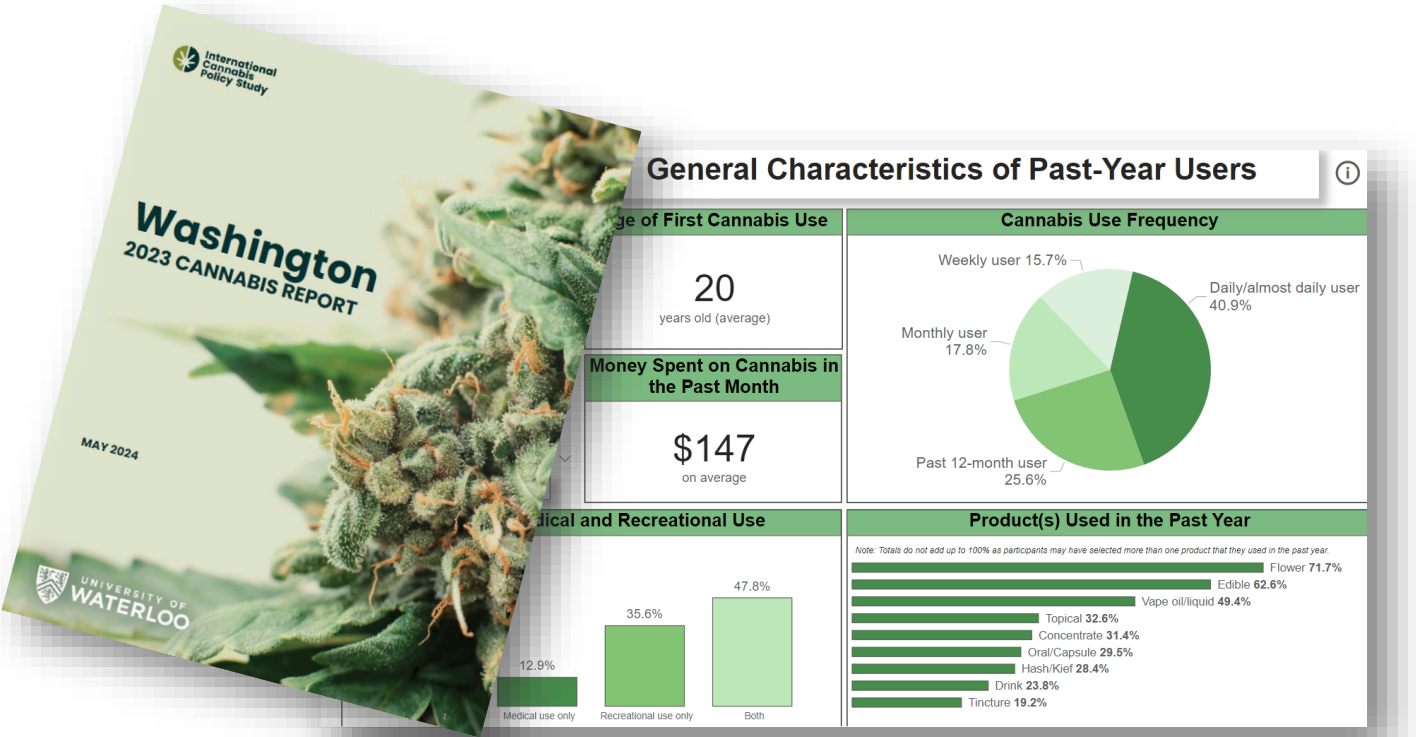
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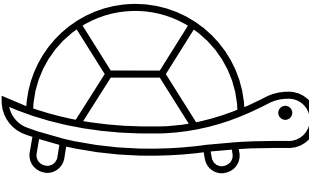


Dashboard Walkthrough!



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Challenge: Research moves slowly.  Government can be reactive and answers to questions are needed sooner rather than later

Mitigation Strategies:

- Set clear expectations
- Create balance between good quality design and faster turnaround
- Try to get a head start potential issues

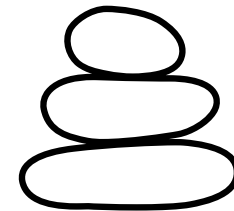


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LESSONS LEARNED

Challenge: Opinions across stakeholders can be strong. Staying balanced and independent needs constant emphasis



Mitigation Strategies:

- Clear strategies to remain grounded in research
- Emphasize nuance to build bridges
- Have conversations with people who have different perspectives
- Remain curious

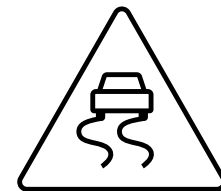


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LESSONS LEARNED

Challenge: Limited resources, small team, and siloed data sources create difficulty in providing value.



Mitigation Strategies:

- Go slow and steady
- Quality not quantity
- Showcase small wins to build support

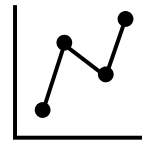


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What's next?

In one year, our goal is to:

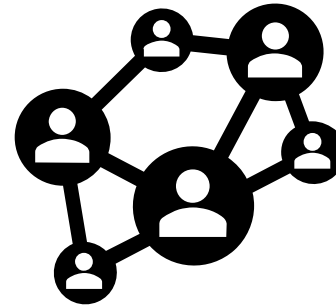
- Have a foundational public-facing dashboard
- Complete ten research briefs
- Start a quarterly research advisory roundtable
- Lead the research license application review
- Submit first peer-review manuscript
- Present at 3 conferences





Washington State Liquor and Cannabis Board

How to collaborate:



- Share ideas for research briefs
- Give us feedback on what data at LCB would advance your work
- Provide opportunities (like this one!) for us to share about our work and learn about yours
- If you are interested in participating in the research advisory roundtable, let us know!



Washington State Liquor and Cannabis Board

Thank you!

- **Contact us:**

- **Email** at LCBResearch@lcb.wa.gov
- **Website** at lcb.wa.gov/research/research_program