

A close-up photograph of cannabis plant leaves, showing their serrated edges and intricate vein patterns. The leaves are green and appear to be part of a flowering plant.

Protecting Public Health and Social Equity with Legal Cannabis

Presentation to NASEM

Kevin A. Sabet, PhD,
President & CEO

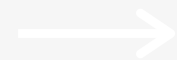
What is SAM?

A 501(c)(3) non-profit, educational organization funded by volunteers and private organizations

Our Mission:

EDUCATE CITIZENS on the science of marijuana

Promote HEALTH-FIRST, SMART POLICIES and attitudes that decrease marijuana use and its consequences

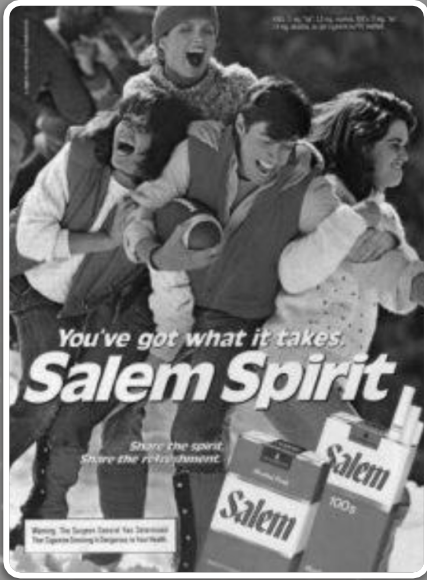


Tobacco Playbook

1 It's medicine



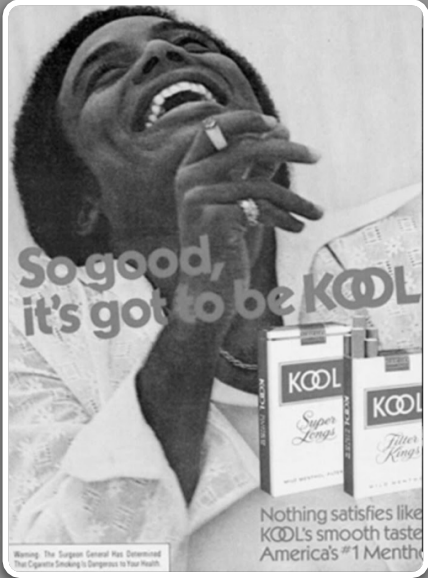
3 Utilize child like messaging



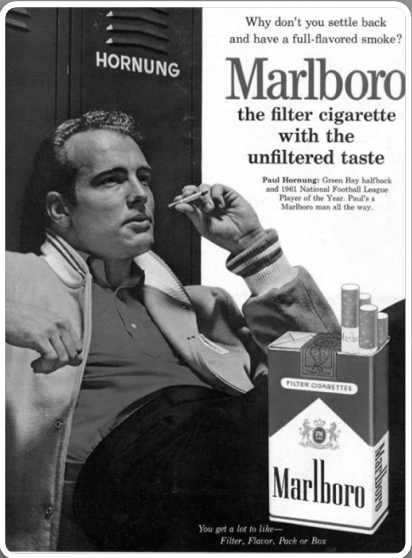
5 Free giveaways



7 Target People of Color



2 Celebrity Endorsement



4 Fun/Cool

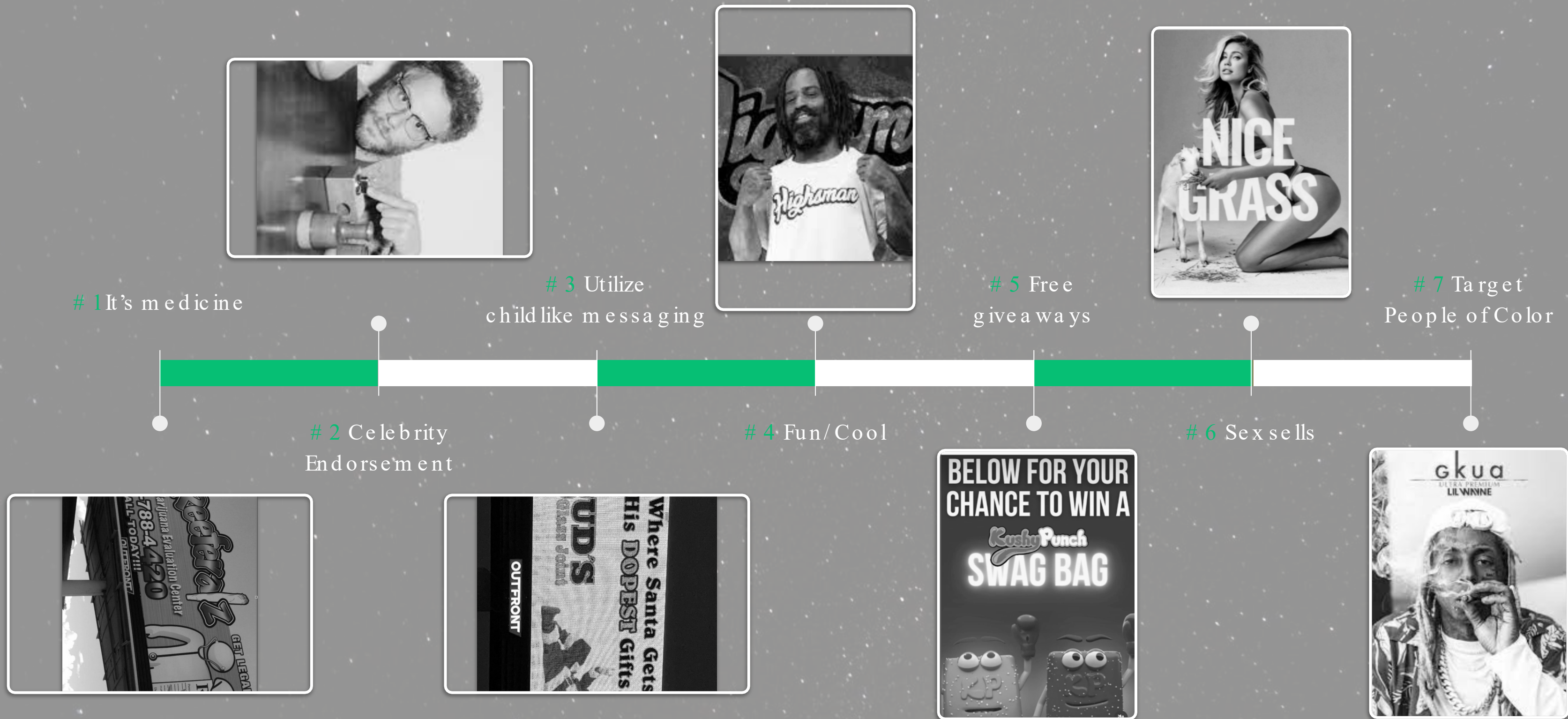


6 Sex sells



Same playbook, different substance

Marijuana Playbook



Altria Makes \$1.8 Billion Investment in Big Marijuana



Altria

Majority shareholder



Cronos Group holds 100% ownership of the only two Canadian companies licensed to cultivate and sell medical marijuana

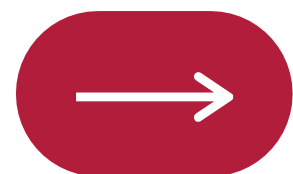


PEACENATURALS
MEDICINAL CANNABIS



SAM Smart
Approaches to
Marijuana
preventing another big tobacco

Lessons learned?



Molson Coors reveals Truss' cannabis-infused beverage line-up

Beverage
daily.com

Beveragedaily.com, April 15, 2021



SAM Smart
Approaches to
Marijuana
preventing another big tobacco

<https://www.beveragedaily.com/Article/2020/08/27/Molson-Coors-reveals-cannabis-infused-beverage-line-up>

Secondhand Smoke

67%

of residents report
smelling marijuana
smoke in their homes

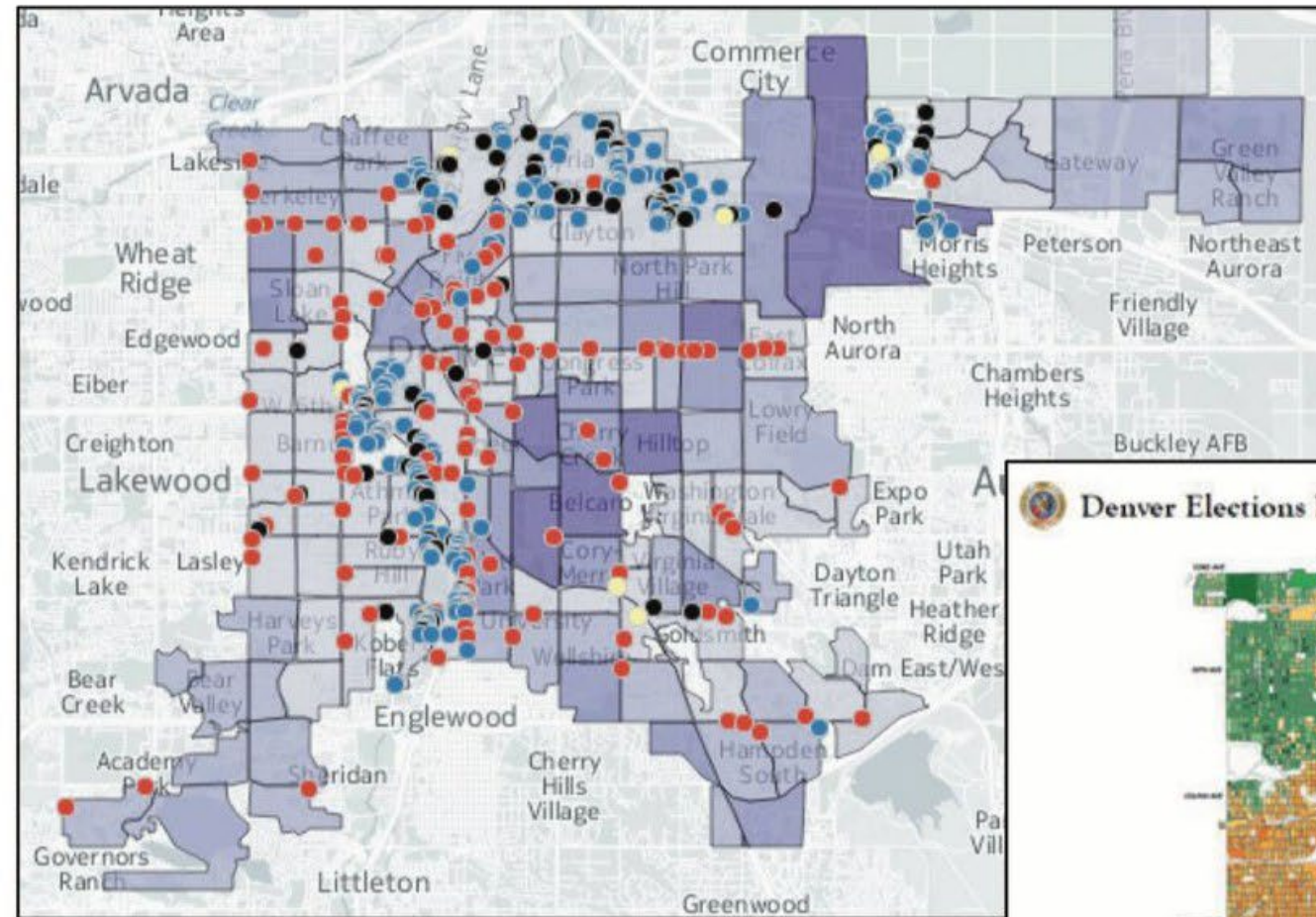
60%

of residents report
smelling cigarette
smoke in their homes

<https://nyuscholars.nyu.edu/en/publications/self-reported-secondhand-marijuana-smoke-shms-exposure-in-two-new>

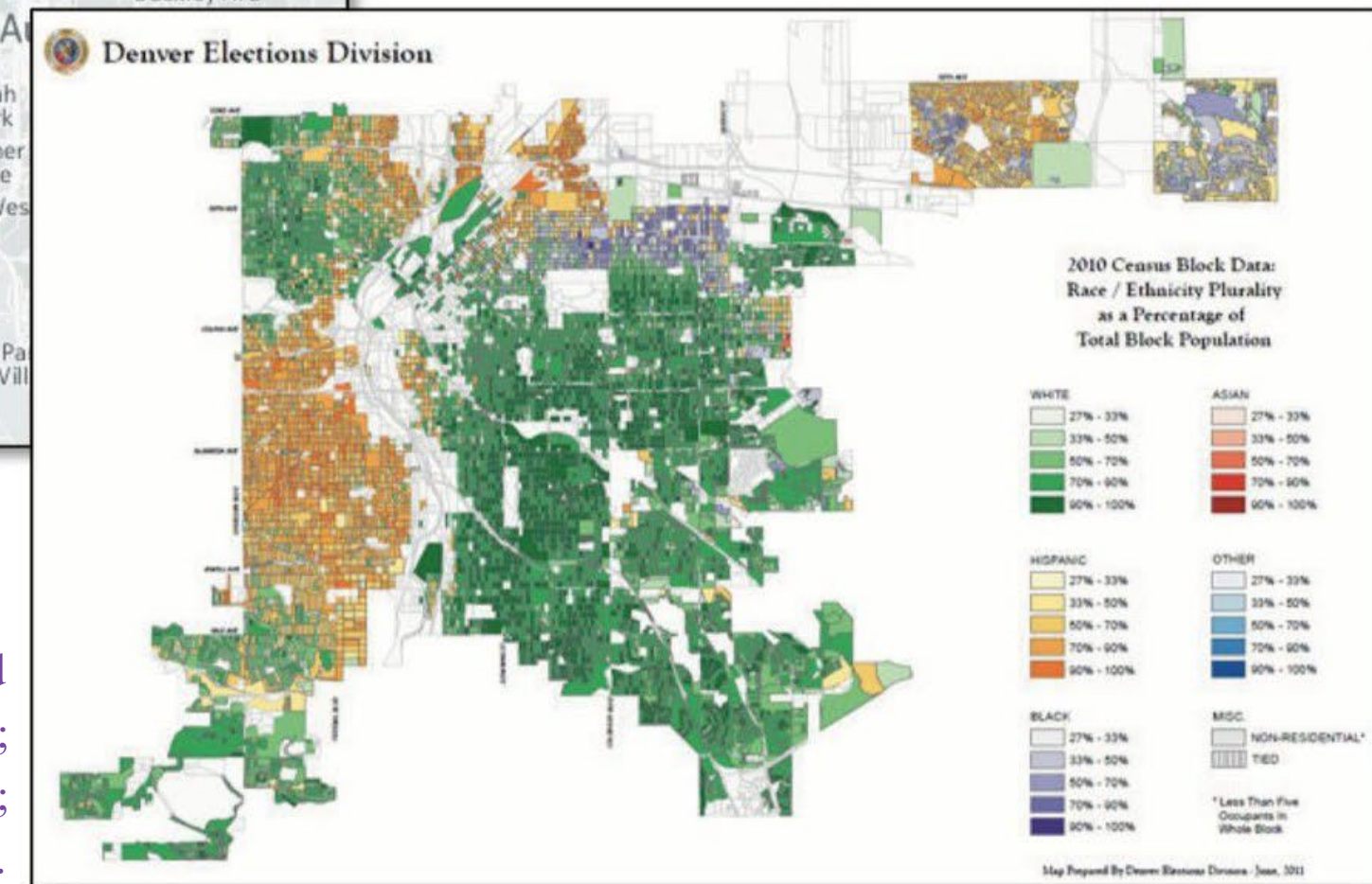


Marijuana businesses in Denver are concentrated in communities of color



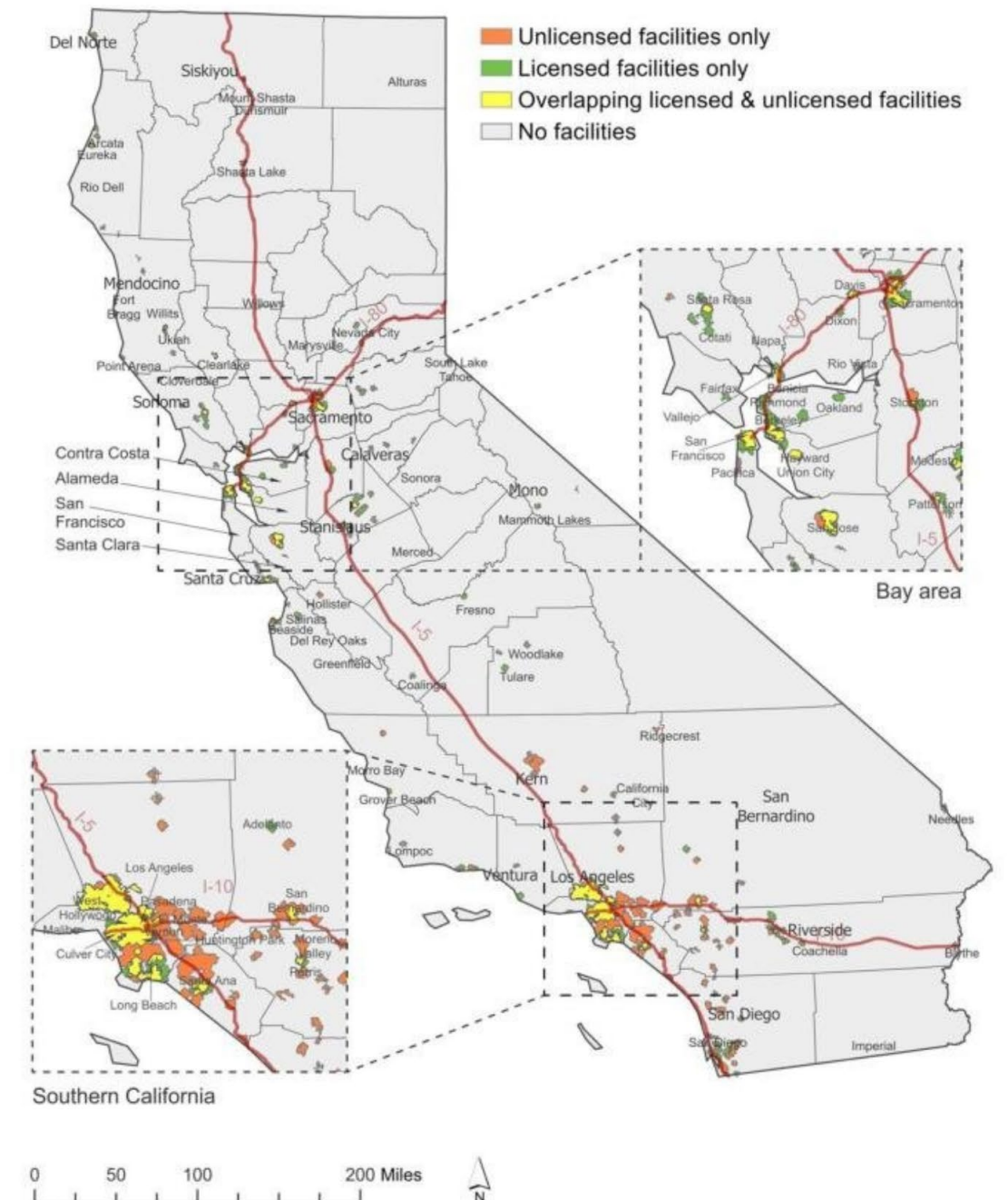
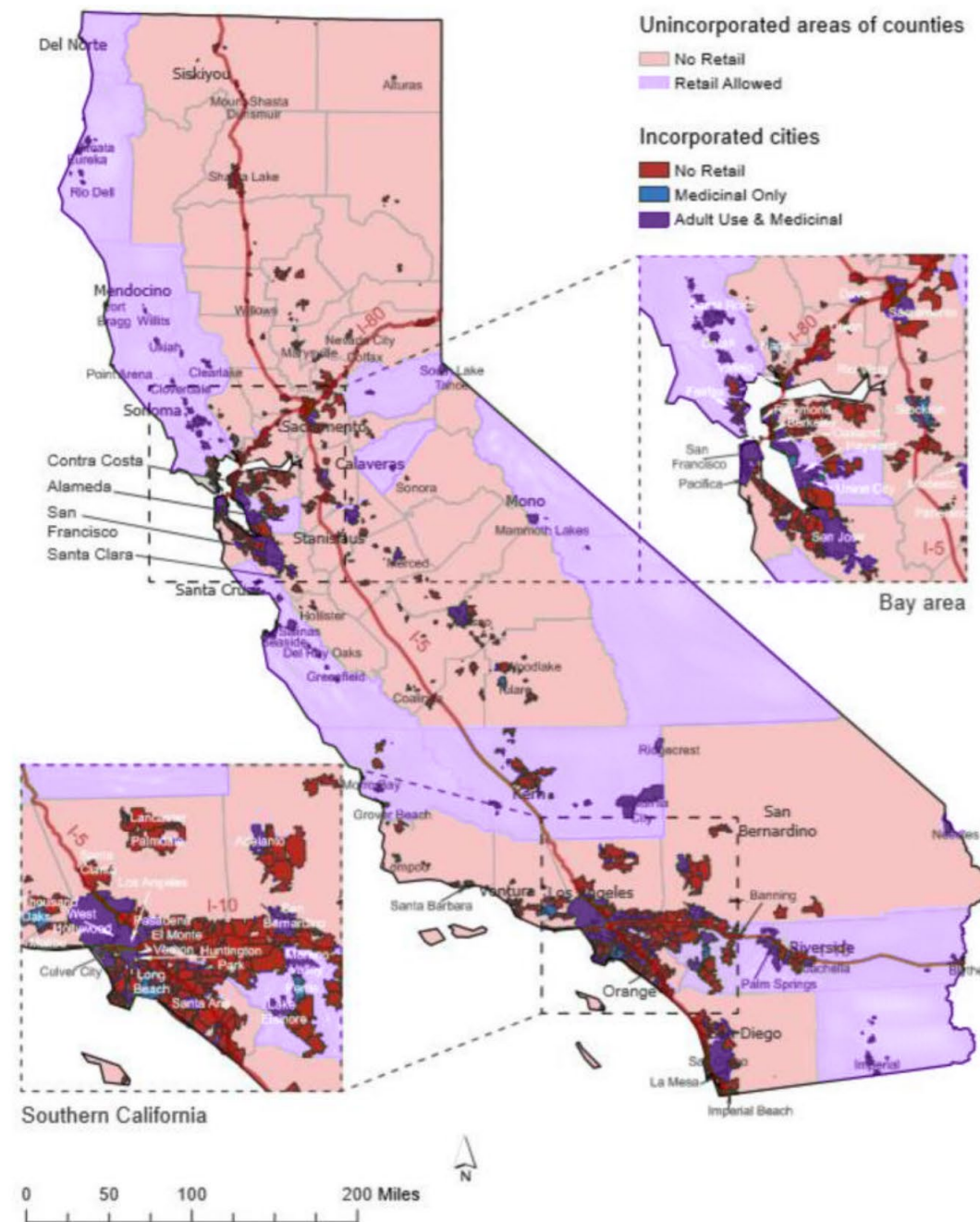
Locations of pot businesses.
Dots represent businesses;
neighborhoods shaded by
income, lighter = lower-income.

Denver neighborhoods colored
by race/ethnicity; green = White;
orange = Latino; purple = Black;
red = Asian; blue = Other.



Density of marijuana stores in areas of low income and communities of color in California

Minority populations in California are disproportionately exposed to both **licensed** and **unlicensed** marijuana stores



<https://pubmed.ncbi.nlm.nih.gov/32714779/>



Substance Use and Misuse

Marijuana Use: "41.3% of sexual minority adults vs. 18.7% of the general population"

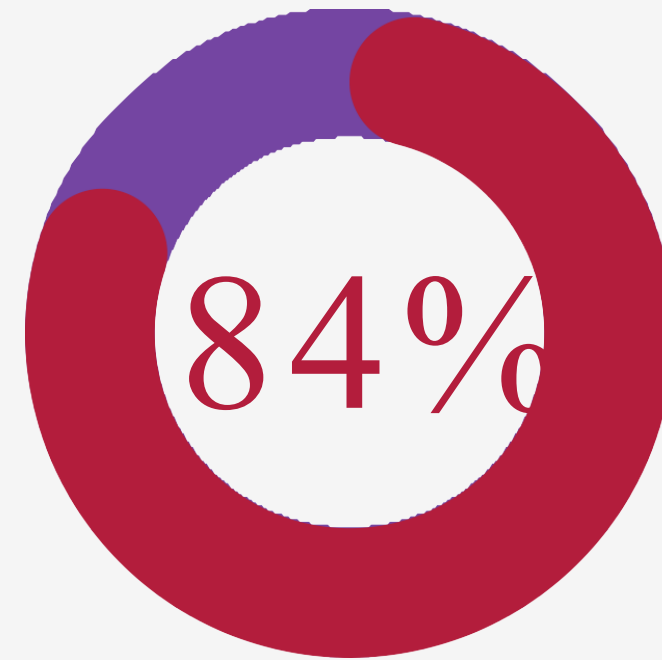
Alcohol Use Disorder: "21.8% of sexual minority adults vs. 11.0% in the overall population"

Opioid Misuse: "6.7% of sexual minority adults vs. 3.6% of the general population"

STUDY: Living
Near Marijuana
Dispensaries
Increases
Likelihood of
Youth Use,
Favorable
Opinions



A study published in the journal Addiction in 2019 found that living near a marijuana dispensary increases the likelihood of marijuana use and frequency of use among young people aged 18-22



84% of the nearly 2,000 participants had 10+ pot shops within 4 miles of their homes

Led to increased marijuana use and normalization of the drug



Statistics and Findings

Marijuana: Most used illicit drug among U.S. teens.

2019 Usage: 22% of high school students.

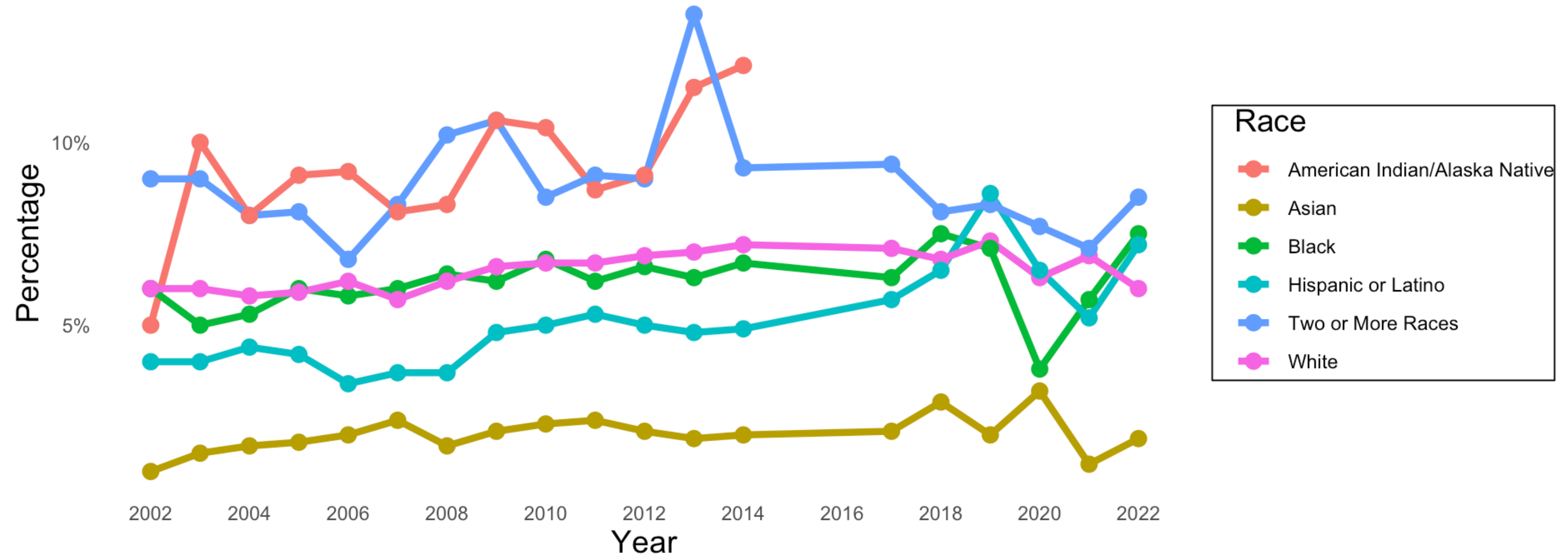
Sexual Orientation Disparity: 31% of LGB teens, 21% of heterosexual teens.

Higher Prevalence: Black, bisexual, cisgender females, and transgender adolescents.

Impact: Early and frequent use correlates with lower cognitive function and academic performance.

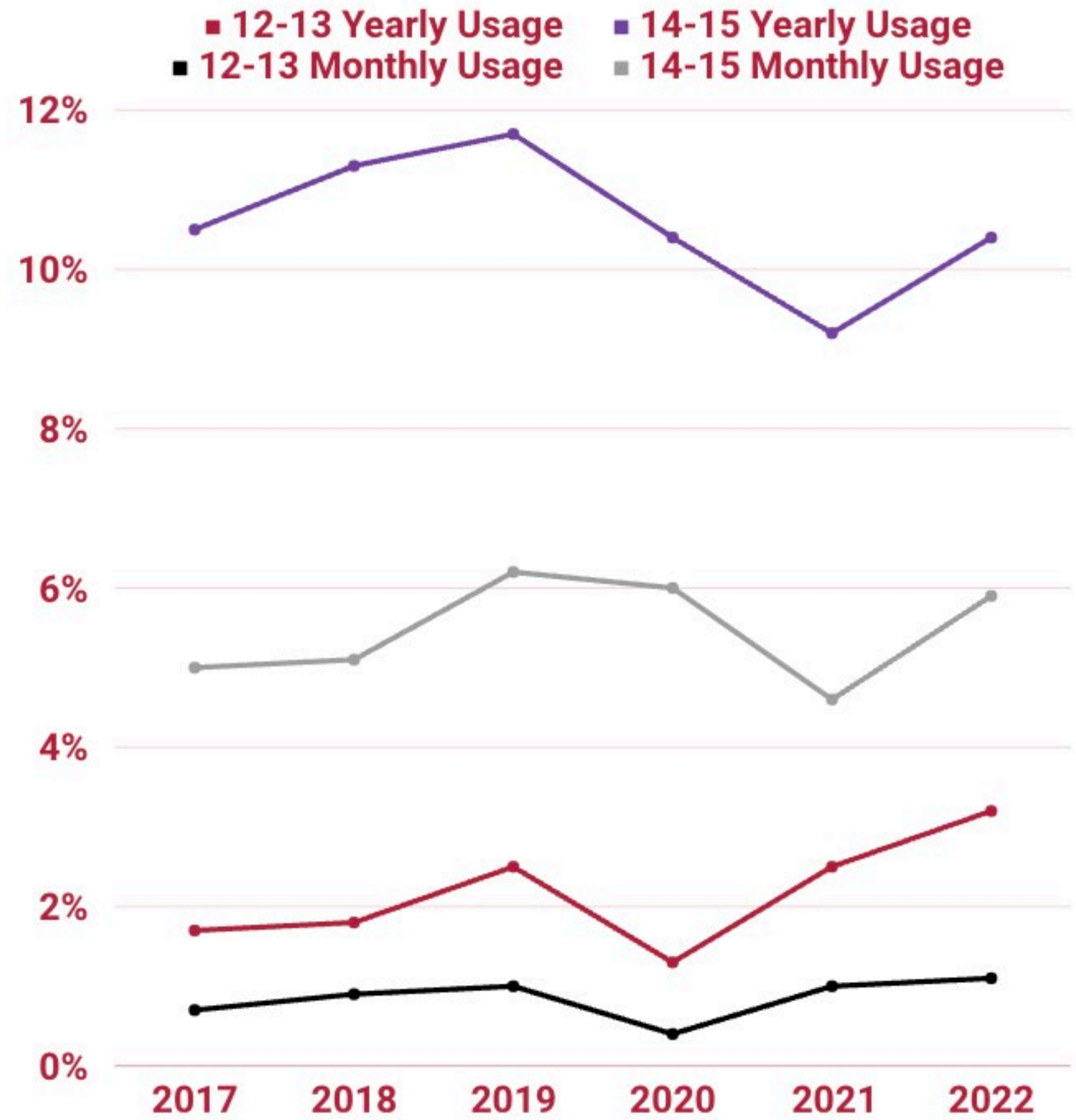
Marijuana Use in Past Month by Race

Age Range Between 12-17

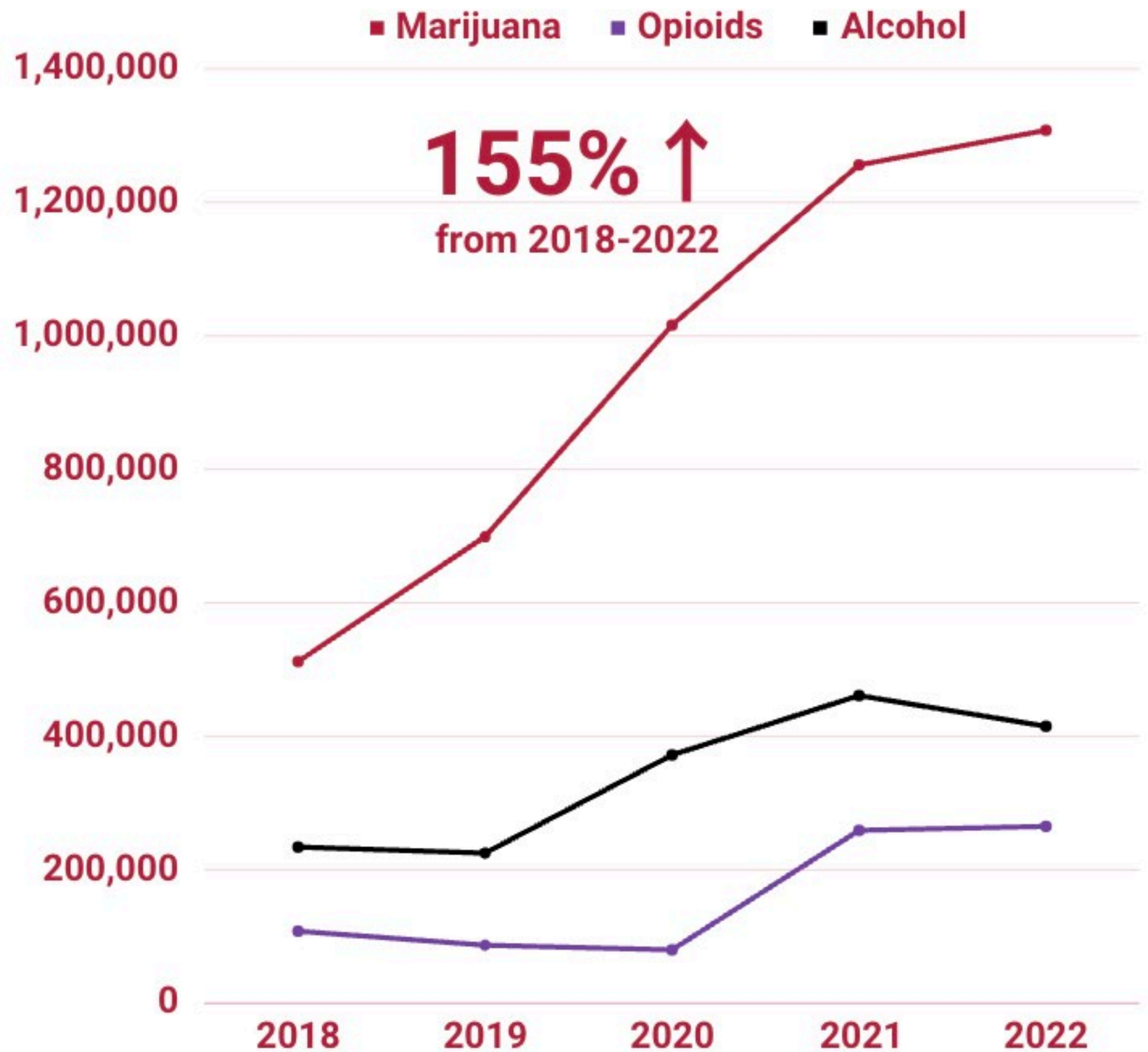


- Racial Disparities: Different racial groups have varying usage rates; some consistently higher or lower.
- Overall Trend: General trend in marijuana use among 12-17-year-olds, indicating potential increases.

Marijuana Use Among 12-13 and 14-15 Year-Olds: Past-Year and Past-Month Use

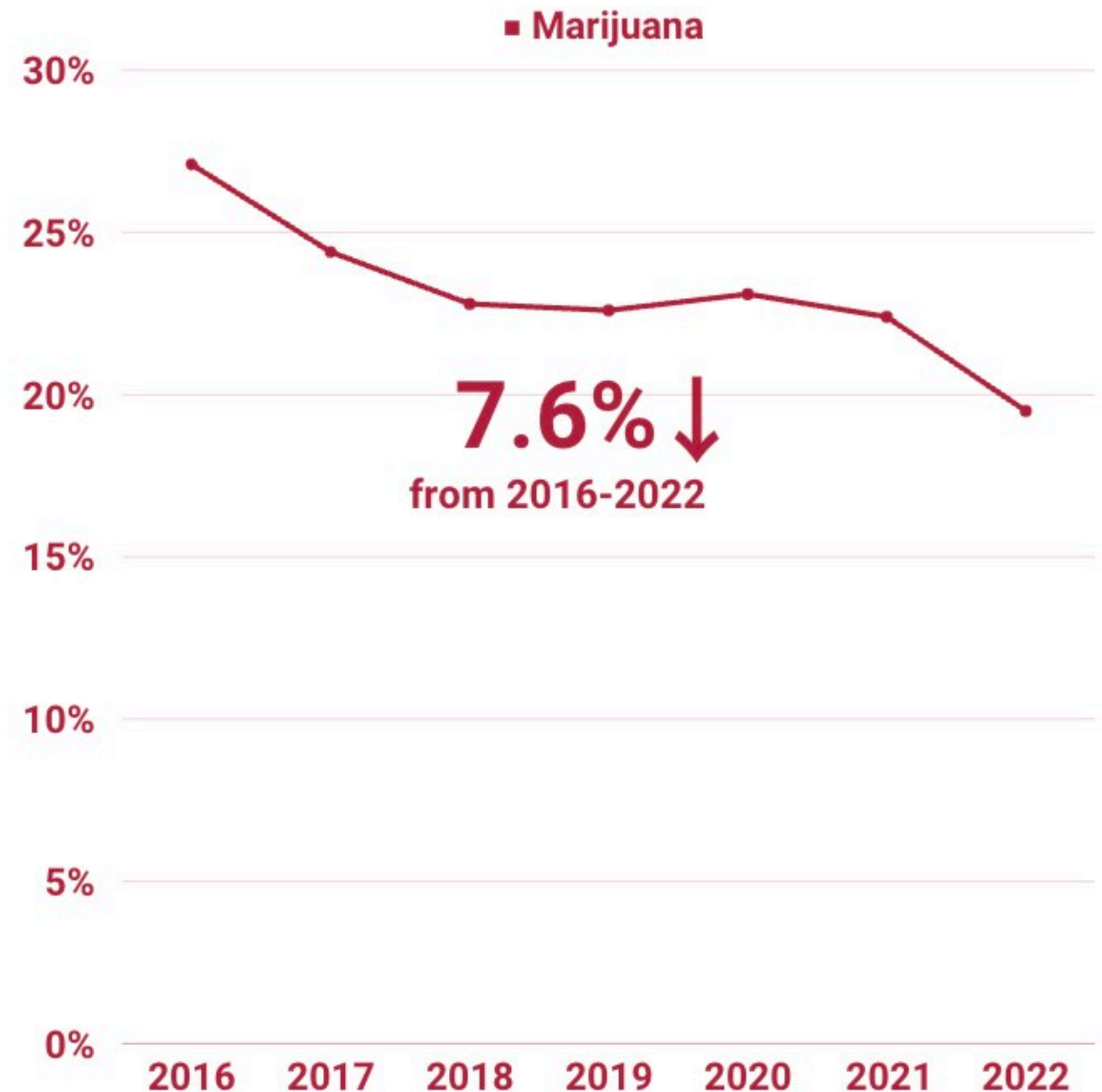


Large Rise in Cannabis Use Disorder Among 12-17 Year olds



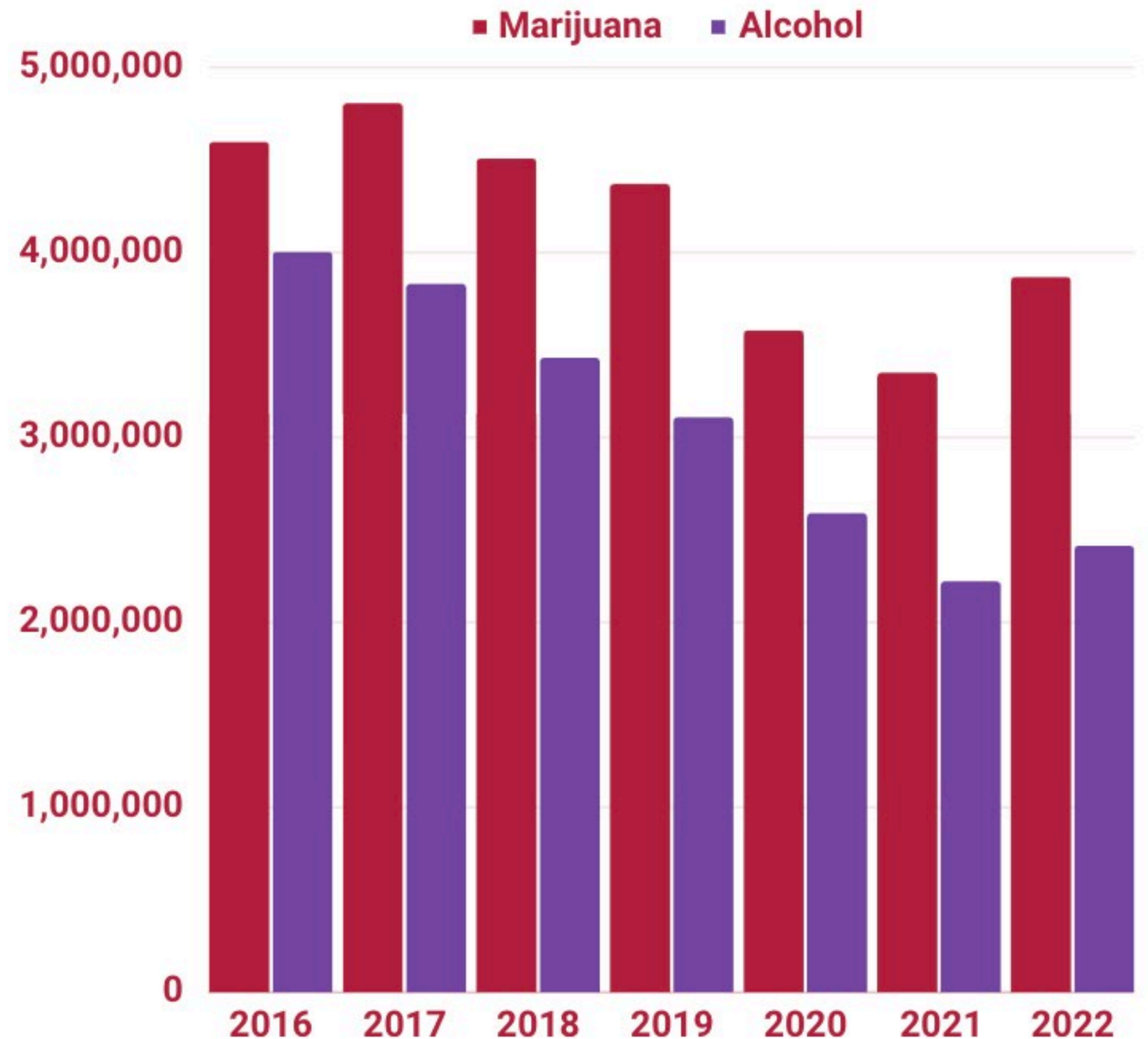
NSDUH 2022 table 5.1A; 2020 table 5.1A; 2019 table 5.1A

The Decline in Perception of Great Risk Among 12–17-Year-Olds Smoking Marijuana Once a Month



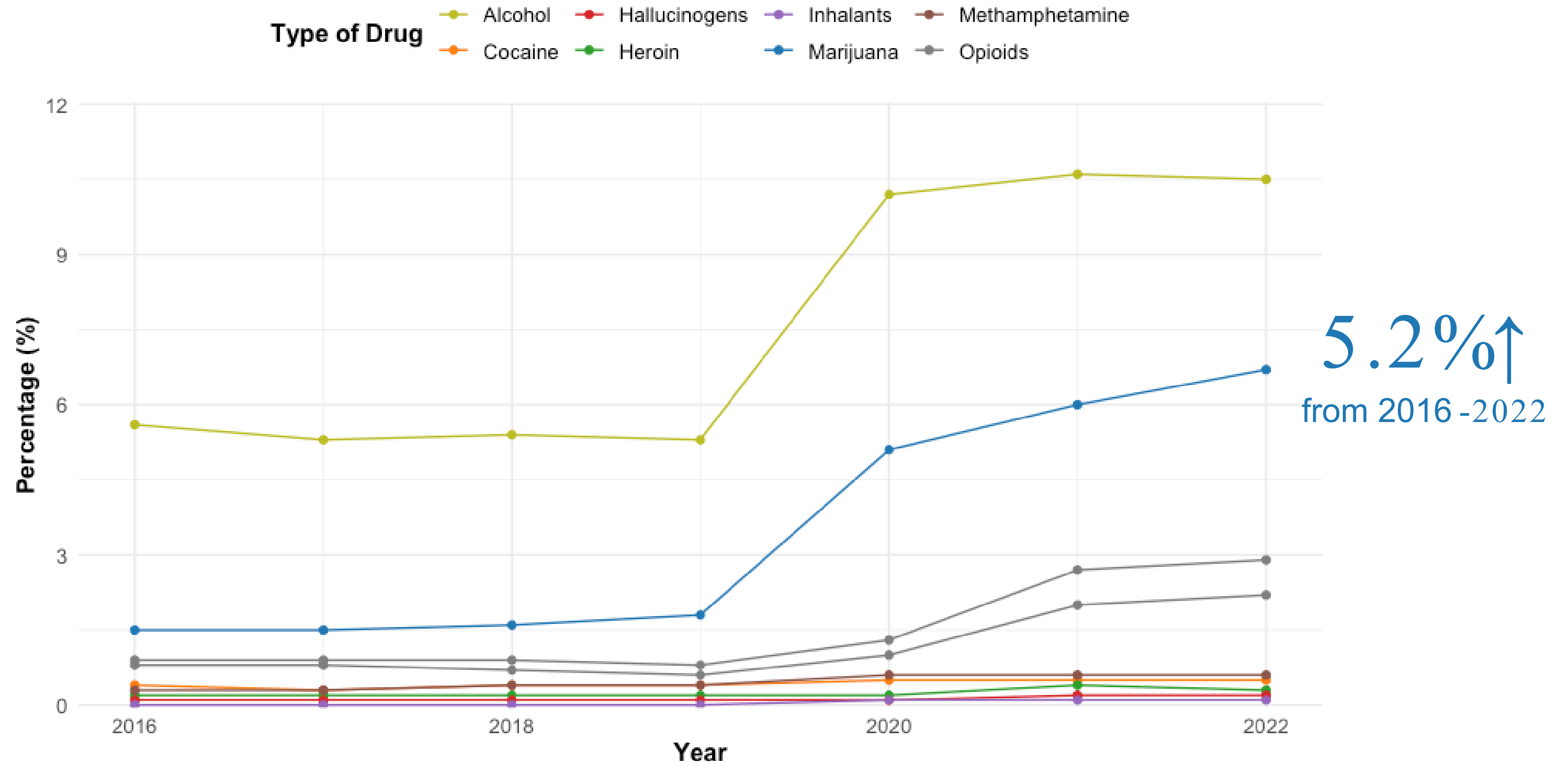
NSDUH 2022 table 3.1B; 2020 table 3.1B; 2019 table 3.1B, 2017 table 3.1B

The Number of
Marijuana DUI
Cases is
Consistently Higher
Than Alcohol DUI
Cases Among 16-
25 Year Olds



NSDUH 2022 table 8.35A; 2021 table 8.33A; 2020 table 6.28A; 2019 table 6.25A, 2017 table 6.84A

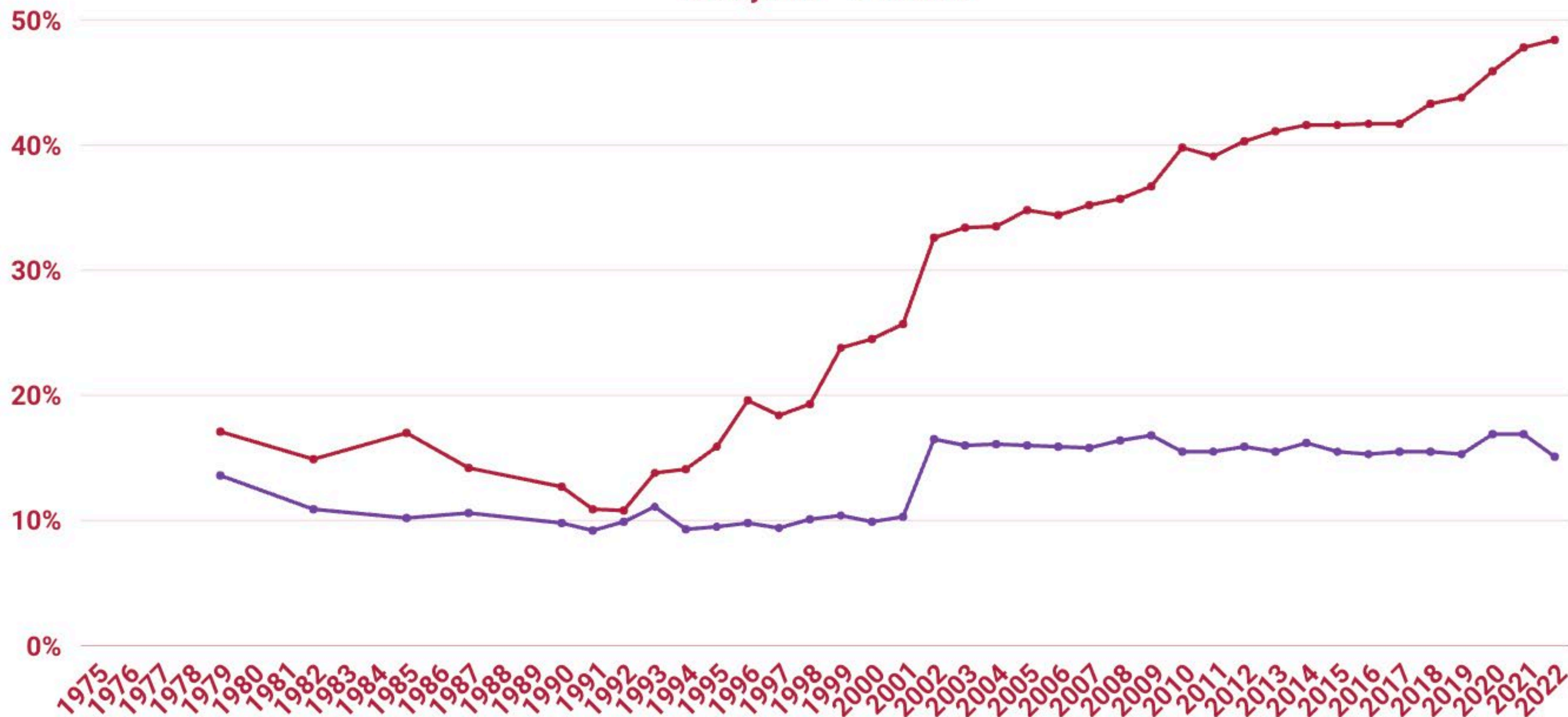
Substance Use Disorder for Specific Substances (Ages 12+)



The concerning trends in the graph include a significant increase in marijuana-related Substance Use Disorder, rising from 1.5% in 2016 to 6.7% in 2022. Additionally, alcohol-related Substance Use Disorder saw an increase from 5.6% in 2016 to 10.6% in 2021, with a slight decline in 2022. These shifts raise important public health concerns.

Percent of Past-Month Users who Consume Daily or Near Daily

■ Marijuana ■ Alcohol



NSDUH 2022 table 8.48B; 2020 table 7.26B; HHS 2018 Public Access



Thank you for joining today!

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