

# A Conversation on Lessons Learned from Marijuana Legalization in three States: Alaska, Oregon, and Washington

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**Moderator:** Renee Faber, DHHS – Behavioral Health, Nebraska

**Panelists:**

Tony Piper  
Alaska  
Department of Social and Health Services

Karen Girard  
Oregon  
Health Authority

Sarah Mariani  
Washington  
Department of Social and Health Services

Mary Segawa  
Washington  
Liquor and Cannabis Board

# Overview of the Laws and Timelines

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# 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)
- Medical integration - July 2016

	Total sales* (shelf price)	Total tax obligation
FY 2015	\$259,785,729	\$ 64,946,432
FY 2016	\$972,729,675	\$185,786,493
FY 2017 (8/31/2016)	\$246,274,506	\$ 47,101,325
Average daily sales WTD	\$4,271,067	

# Oregon marijuana milestones

**1998**

Measure 67 establishes Oregon Medical Marijuana Act

**2014**

Measure 91 legalizes marijuana for recreational use

**October 1, 2015**

Limited retail sales of marijuana through dispensaries

**October 2016**

Begin retail marijuana store licensing

**2013**

HB 3460 allows medical marijuana dispensaries and establishes registry

**August 2015**

HB 3400 allows local control of marijuana sales  
SB 460 allows early sales of non-medical marijuana through dispensaries

**June 2016**

Limited retail sales plus (included edibles)

**December 31, 2016**

Retail marijuana sales in medical marijuana dispensaries ends



# Alaska Department of Health and Social Services

## The Path to Legalization of Commercial Marijuana in Alaska

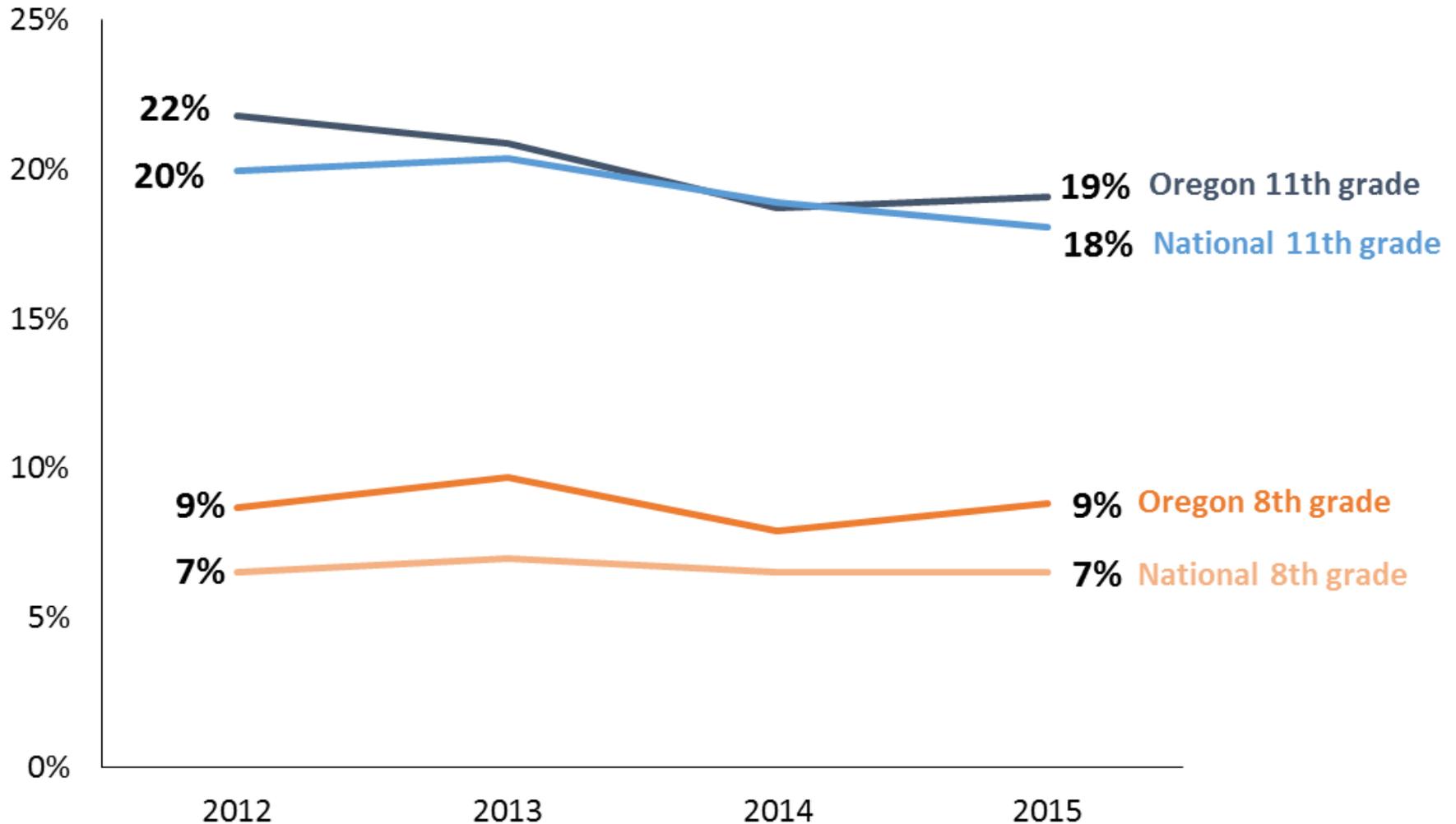
- 2000 Citizen's Initiative failed with 40.9%
- 2004 Initiative again failed but this time with 44%
- 2014 Initiative passed with 52%
- 2015 Marijuana Control Board established and regulations began development
- 2016 First Licenses approved and the first sale is expected by late fall.

# Collecting and Interpreting Data

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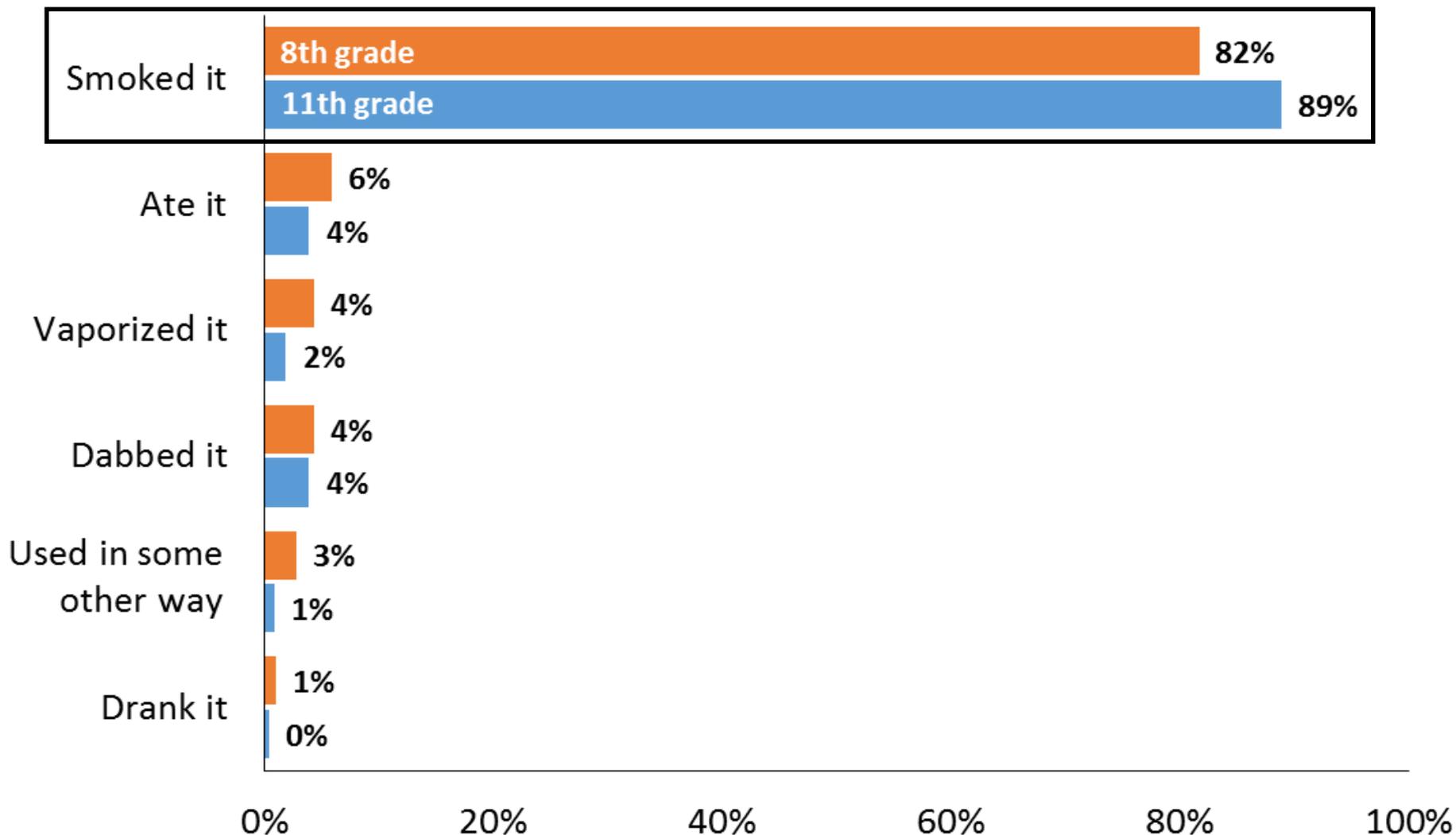
# Oregon - Current marijuana use among youth over time, 2012-2015

Marijuana use has remained fairly stable over time in Oregon and nationally



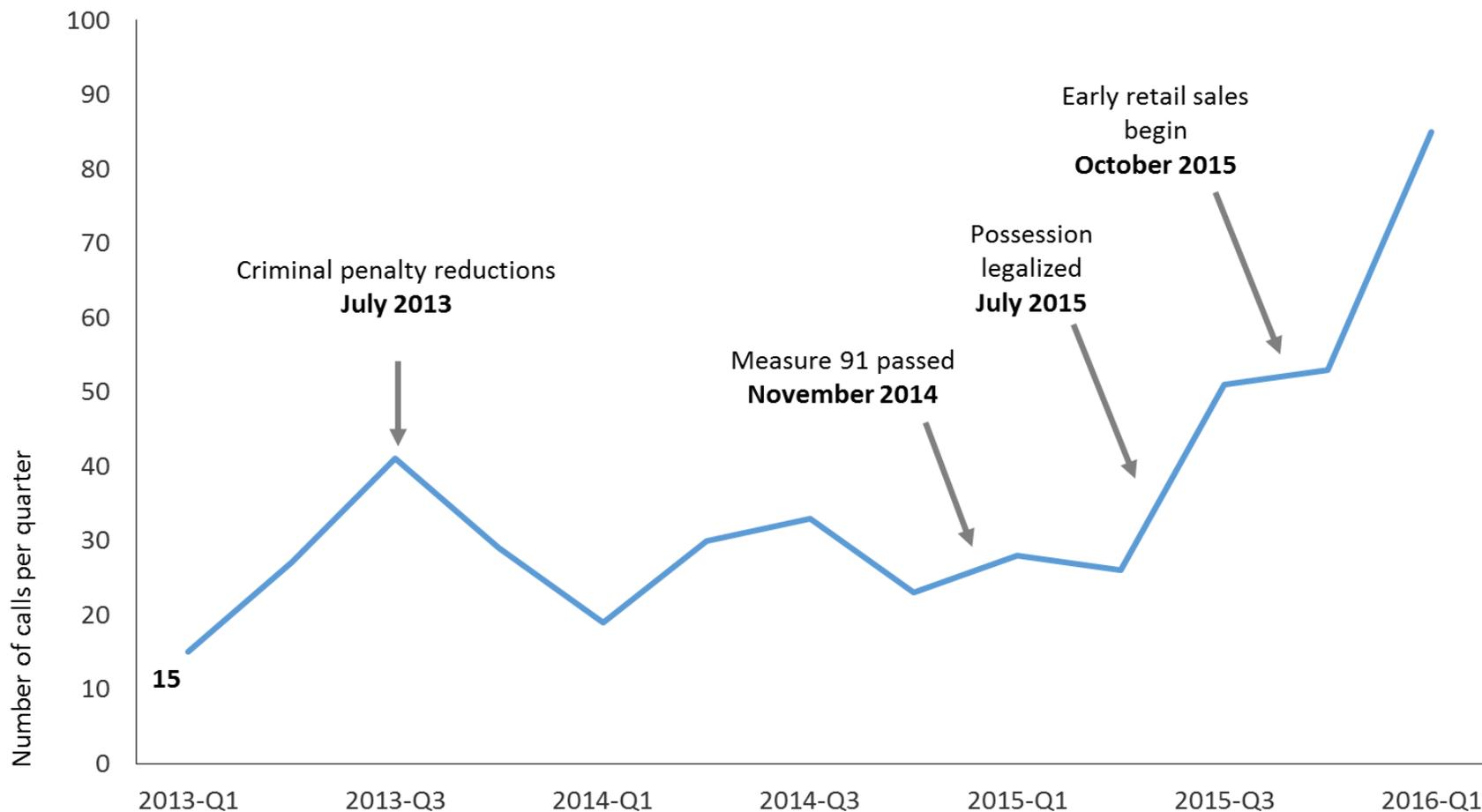
# Usual method of marijuana use among youth current users, 2015

The vast majority of youth reported smoking as their usual method of use

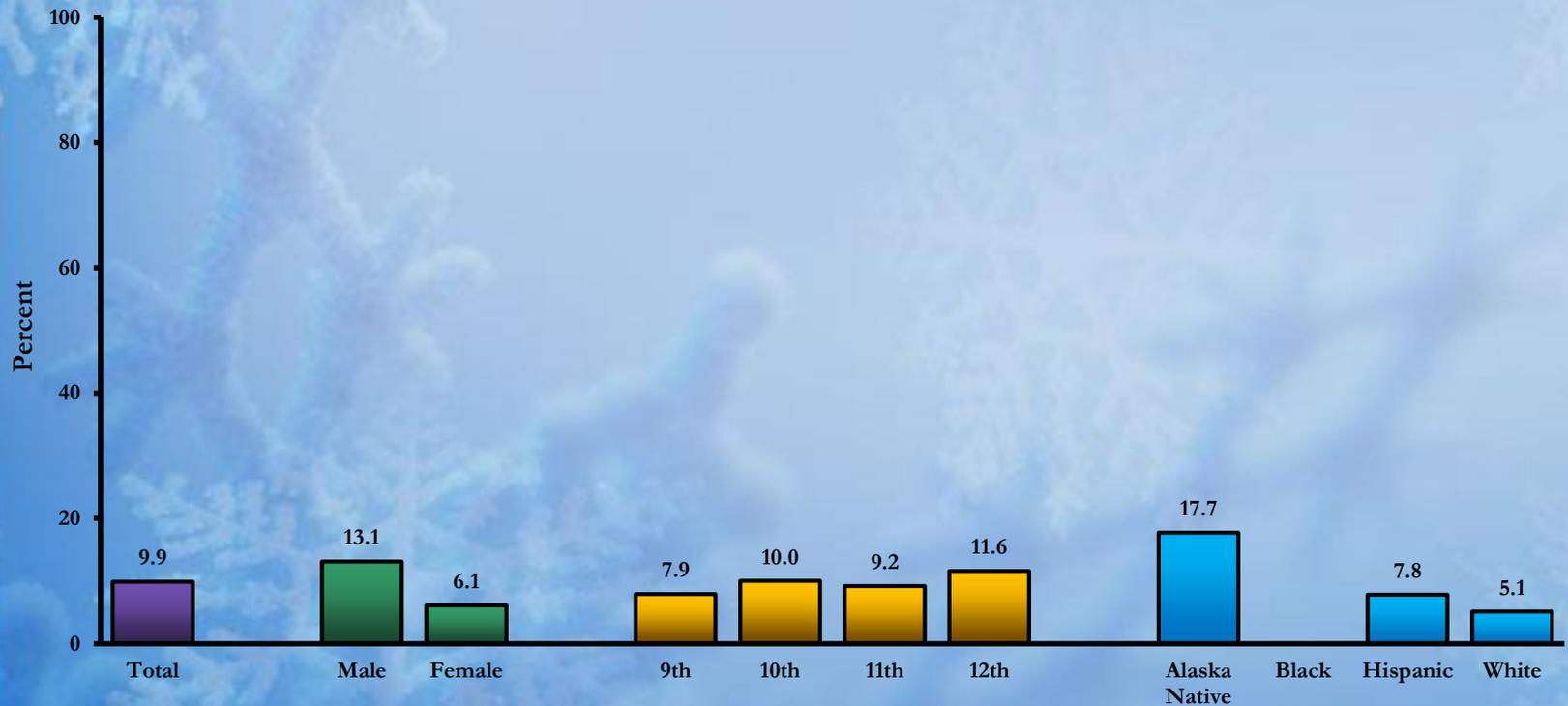


# Marijuana-related calls to the Oregon Poison Center by quarter, 2013-2016

Marijuana-related calls have increased yearly since 2013; there were 158 calls in 2016



# Percentage of High School Students Who Tried Marijuana Before Age 13 Years,\* by Sex,† Grade, and Race/Ethnicity,† 2015



\*For the first time

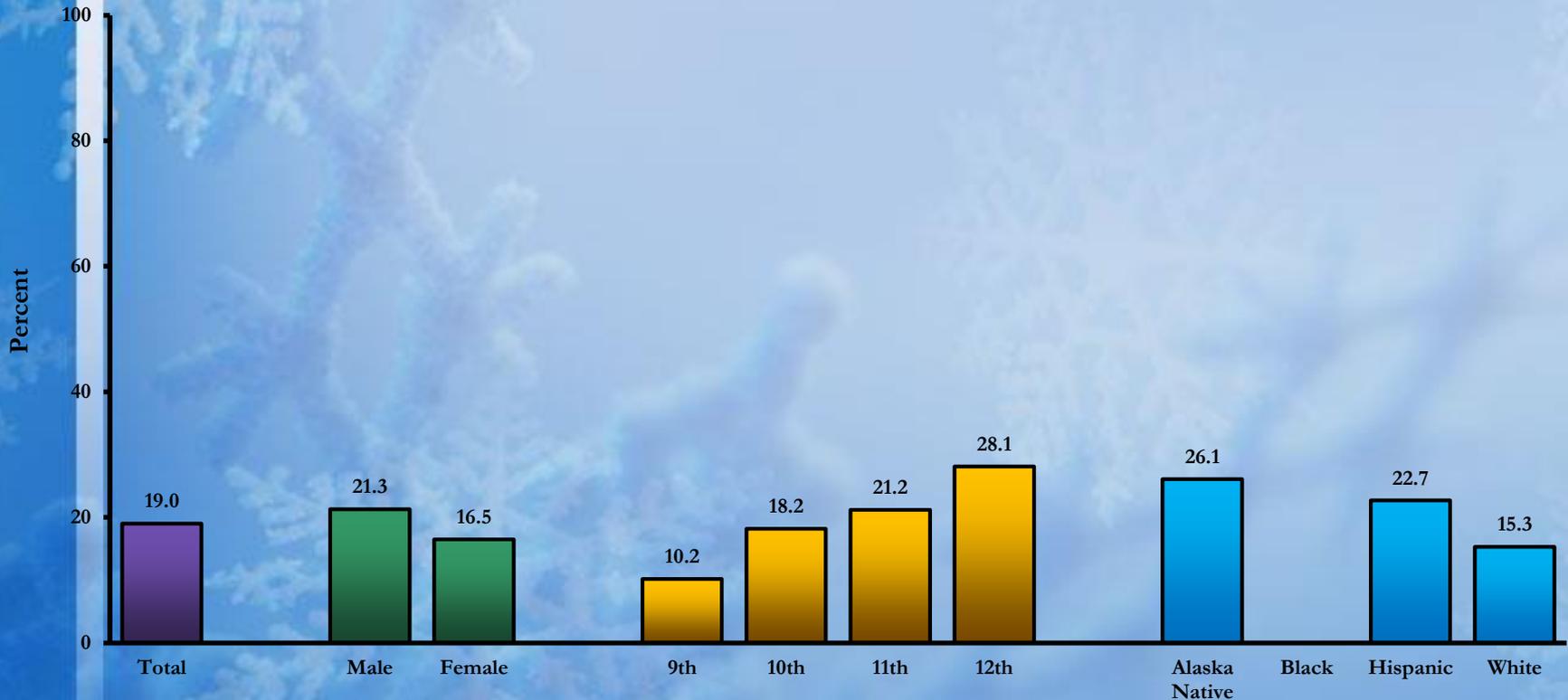
†M > F; A > H, A > W (Based on t-test analysis,  $p < 0.05$ .)

All Hispanic students are included in the Hispanic category. All other races are non-Hispanic.

Missing bar indicates fewer than 100 students in this subgroup.

Note: This graph contains weighted results.

# Percentage of High School Students Who Currently Used Marijuana,\* by Sex, Grade,† and Race/Ethnicity,† 2015



\*One or more times during the 30 days before the survey

†10th > 9th, 11th > 9th, 12th > 9th, 12th > 10th; A > W (Based on t-test analysis,  $p < 0.05$ .)

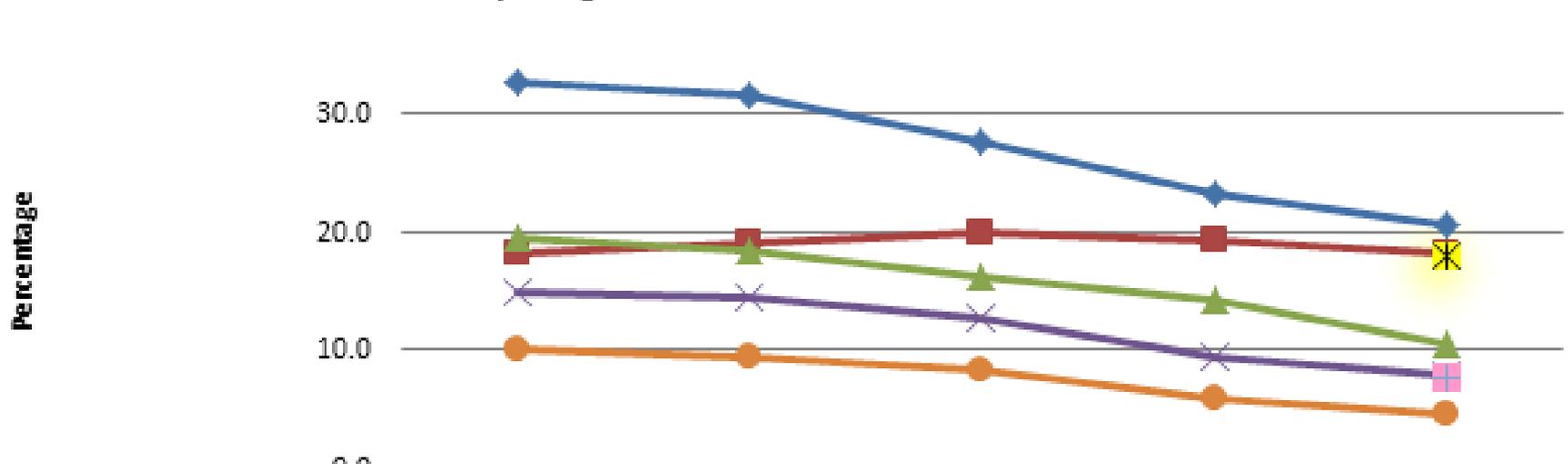
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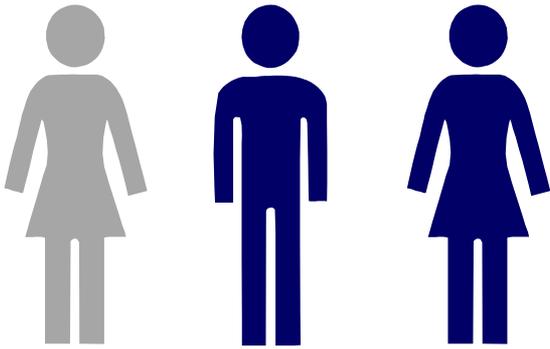
# Drug Use Trends – Healthy Youth Survey

30-Day Drug Use, Grade 10

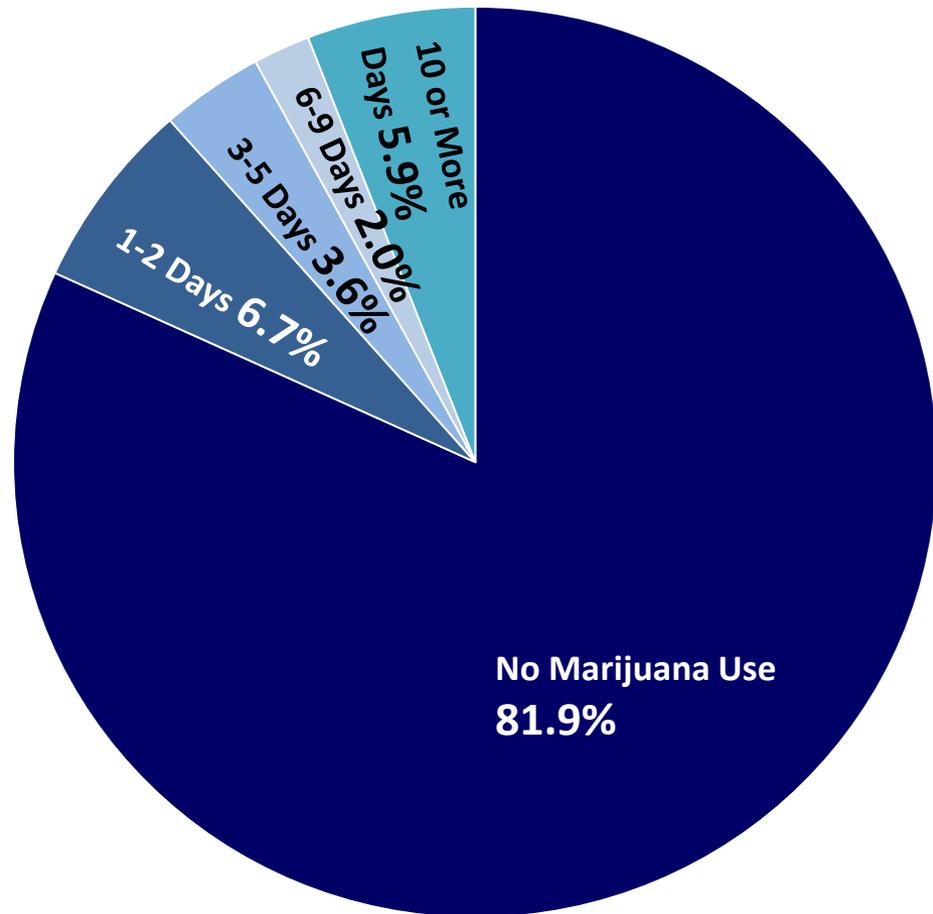


	2006	2008	2010	2012	2014
Alcohol	32.8	31.7	27.7	23.3	20.6
Marijuana	18.3	19.1	20	19.3	18.1
E-Cigarettes					18.0
Binge Drinking	19.6	18.4	16.2	14.3	10.6
Cigarettes	14.9	14.4	12.7	9.5	7.9
Prescription Drug Misuse					7.6
Pain Killer	10.1	9.5	8.3	6.0	4.6

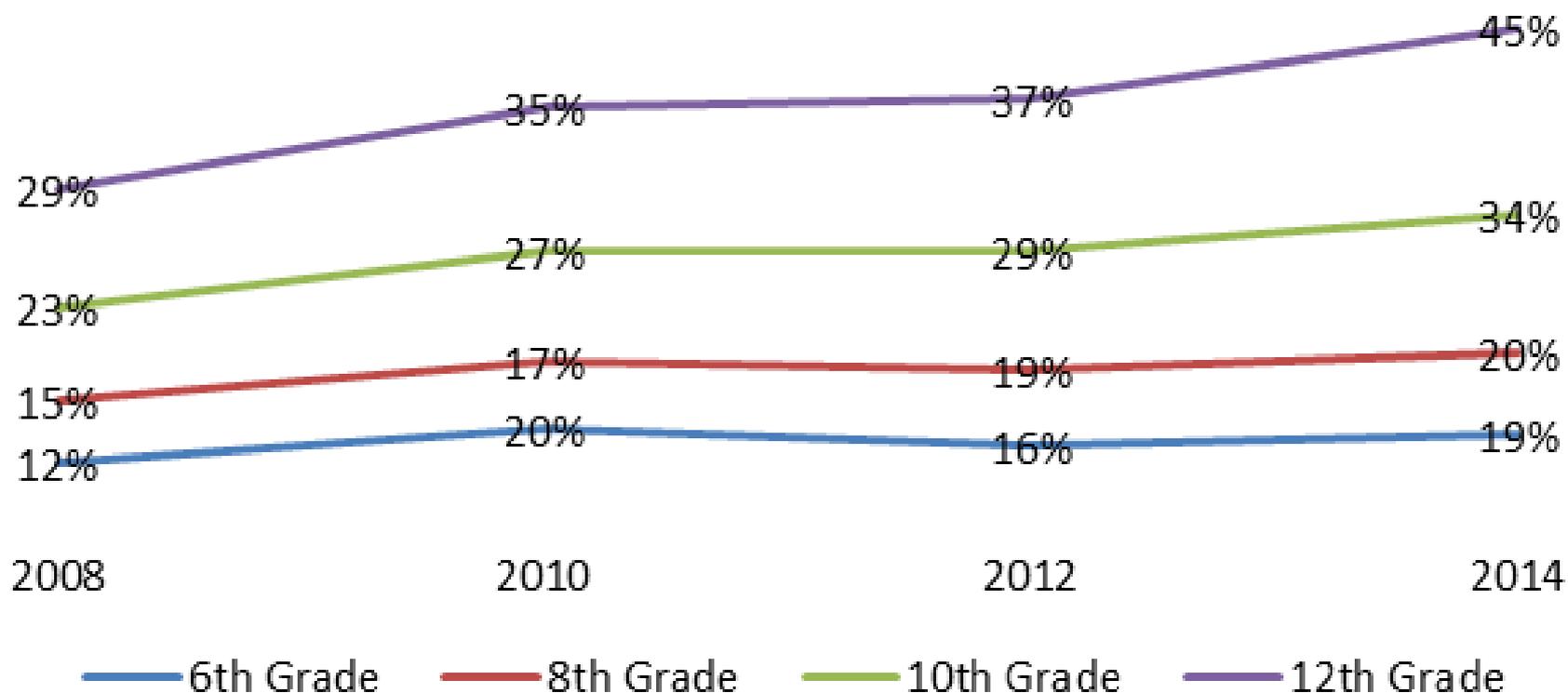
# 10<sup>th</sup> Grade Level of Marijuana Use



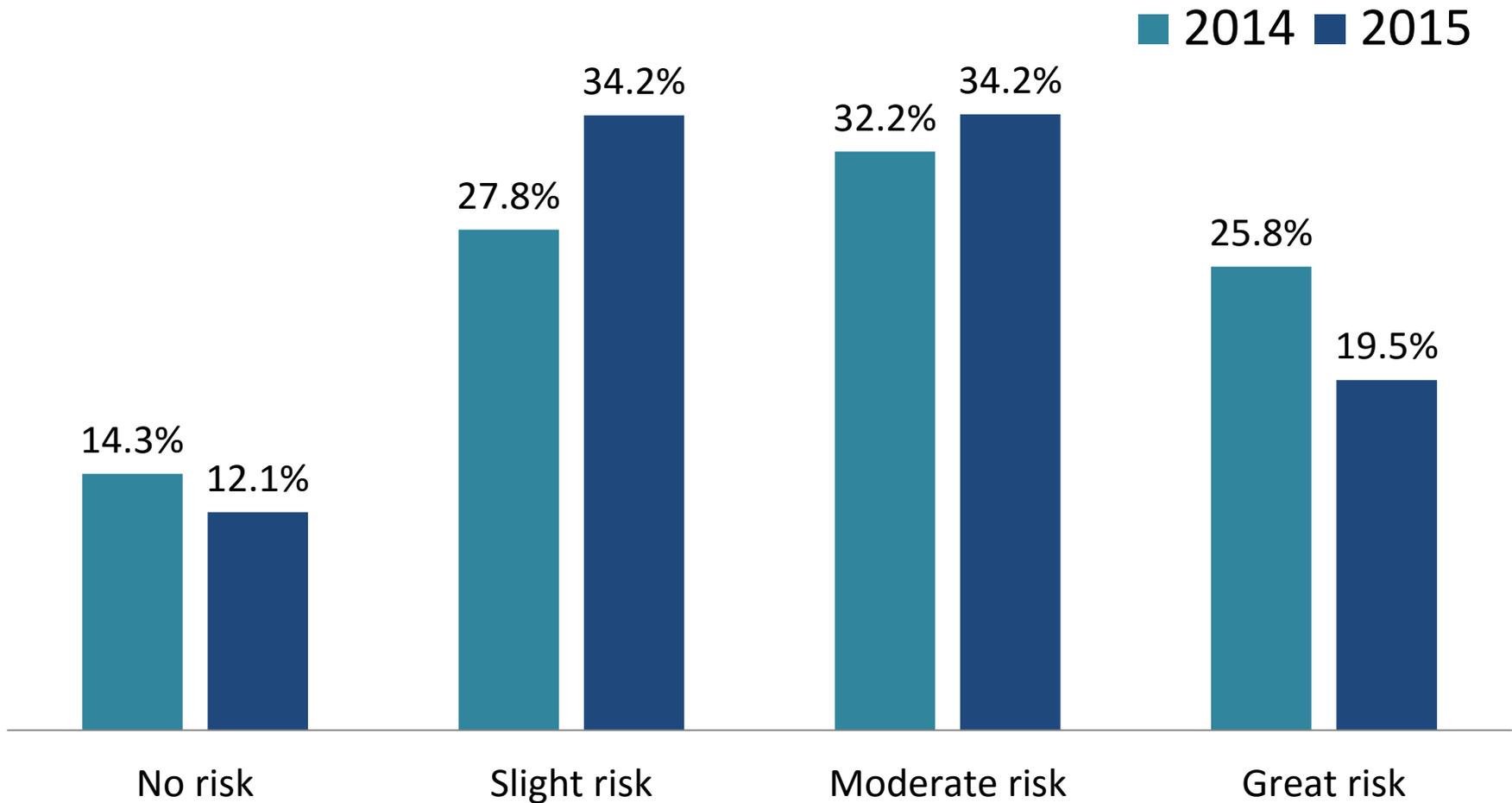
Among 10<sup>th</sup> graders who used marijuana in the past 30 days, almost 1 in 3 used for 10 or more days



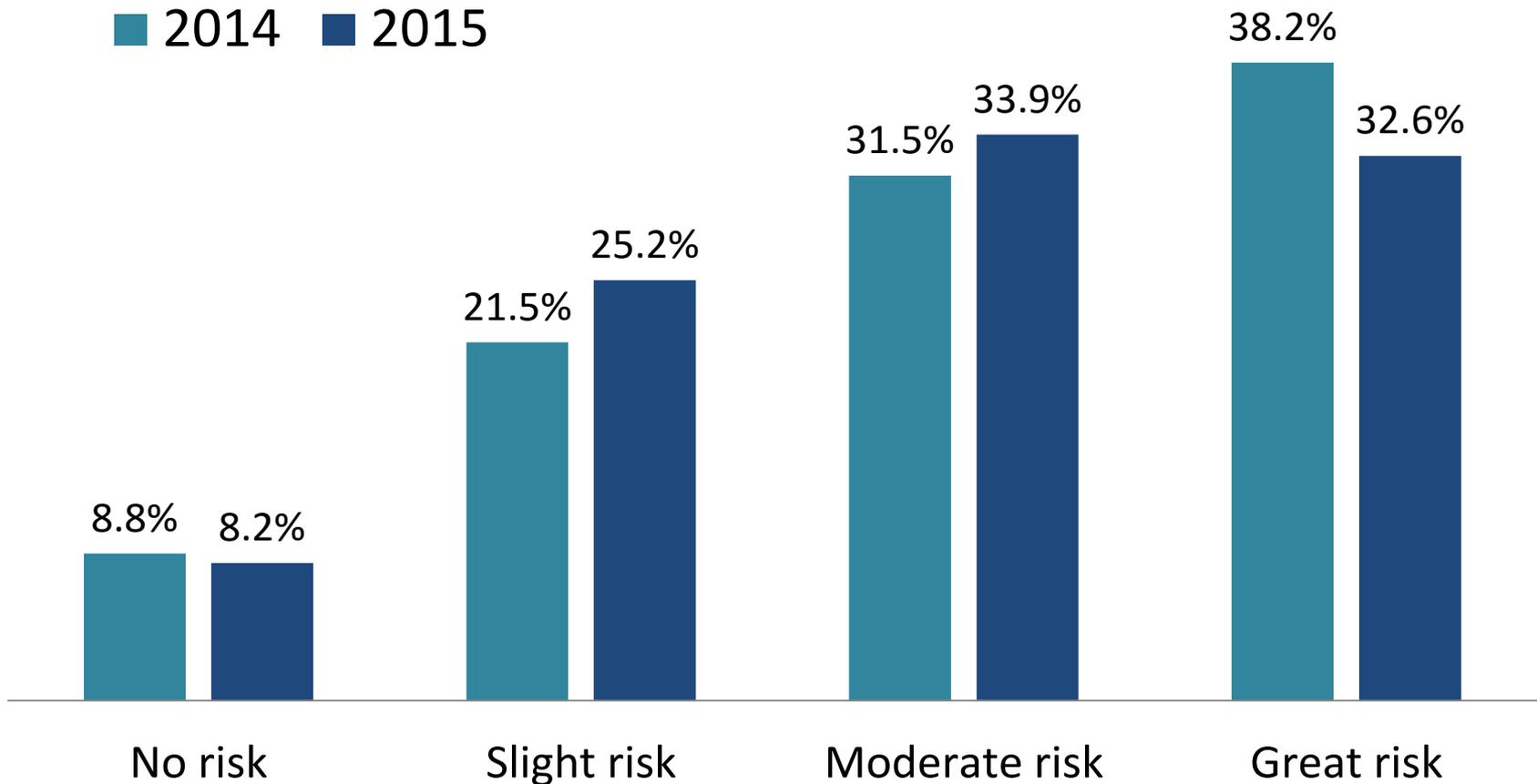
## Percent who thought there was little or no risk of using marijuana regularly



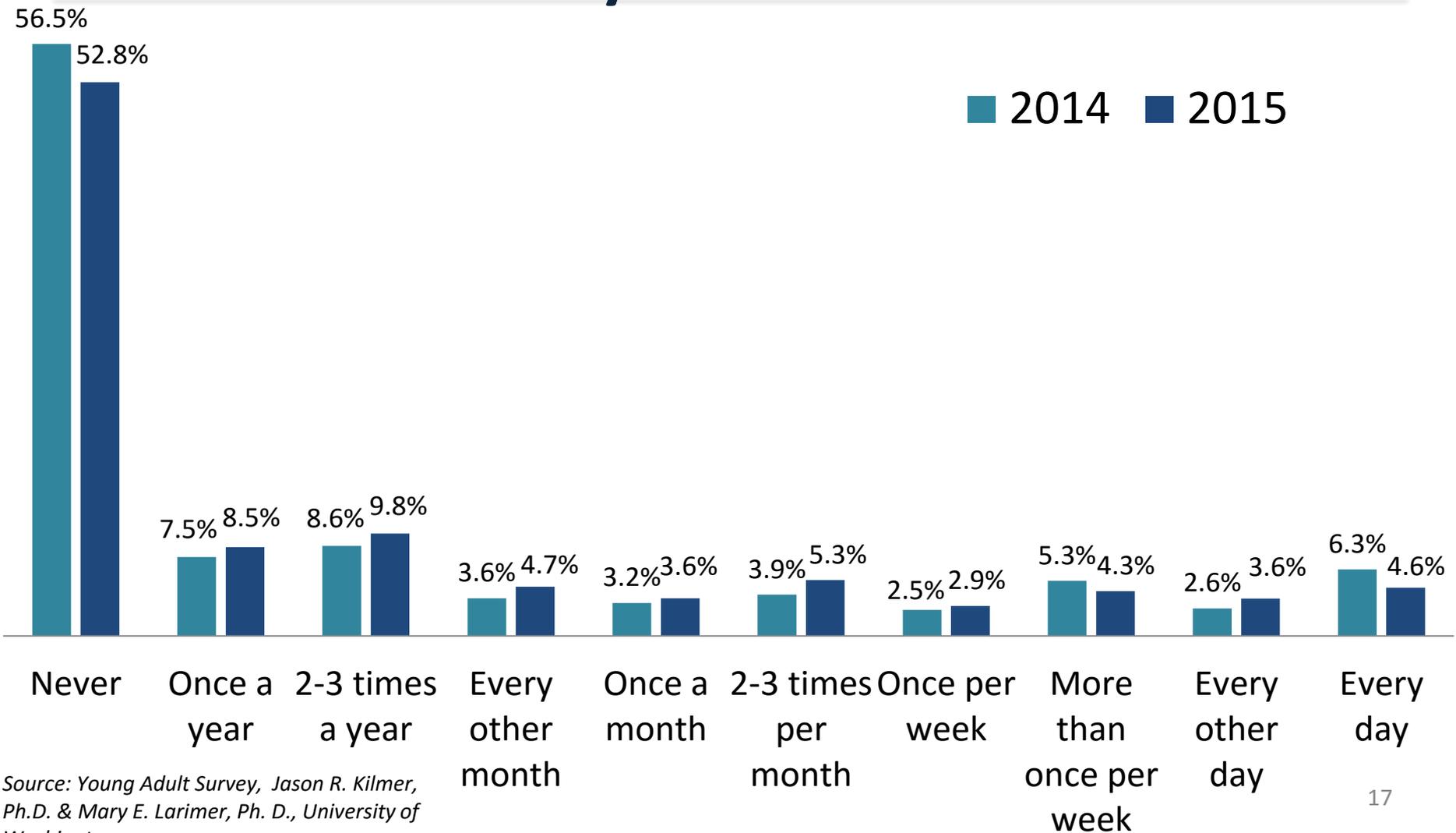
# Perceived physical risk of regular marijuana use in 18-25 year olds



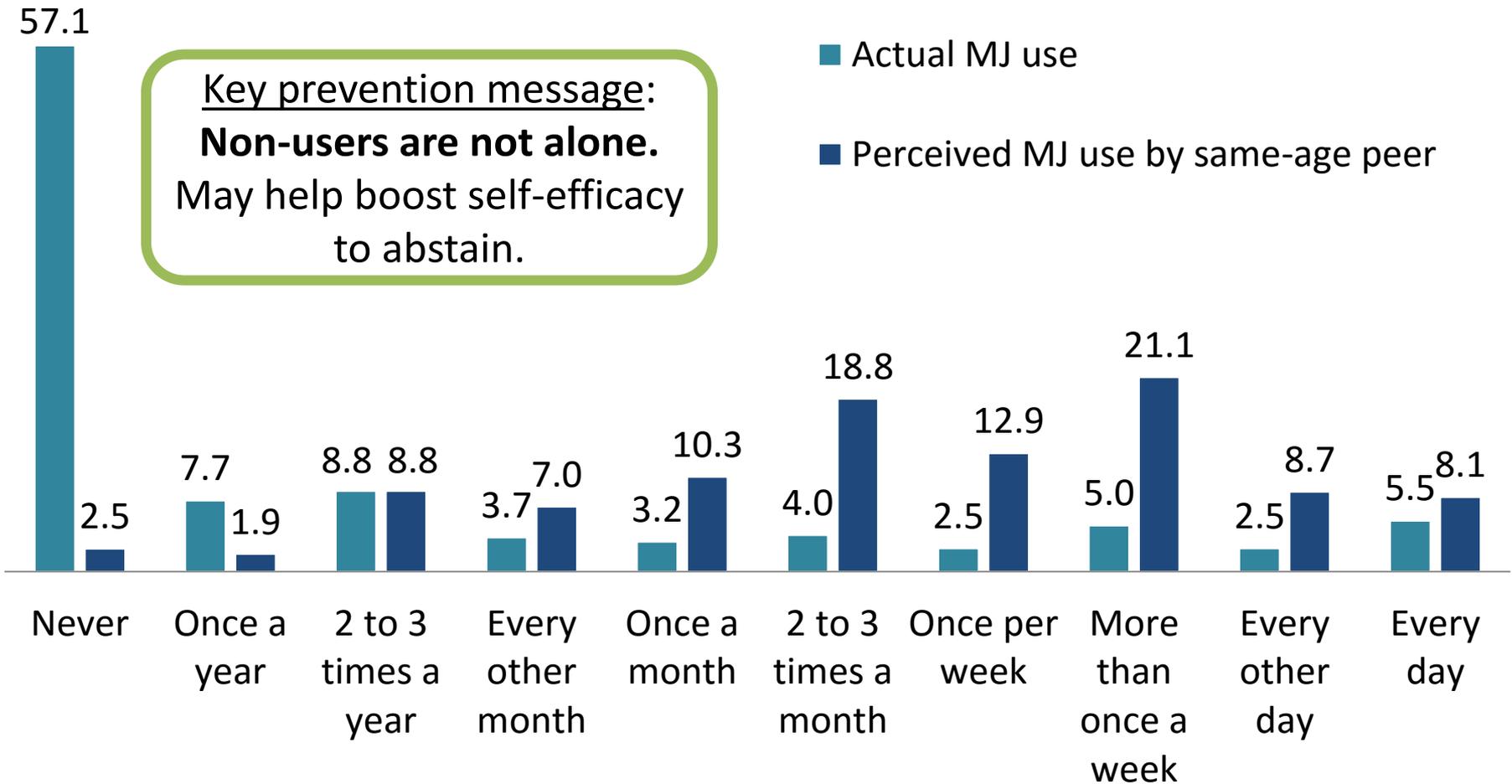
# Perceived psychological/emotional/cognitive risk of regular marijuana use in 18-25 year olds



# Past year recreational marijuana use in 18-25 year olds



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



# Revenue

...

# Products and Edibiles

...

# Edibles



Washington's Universal symbol

Oregon's Universal symbol



# Marketing

...

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

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ganjabuds@noveltreestore.com  
www.novel-tree.com

Monday - Saturday, 10am - 8pm  
Sunday, 11am - 6pm  
Free Parking / Open Daily 7 21+  
No Medical Card Required

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



# 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](http://EmeraldAmerica.com/edu) for  
details & reservations.

No consumption on tour. 21+. Nov. Weekends

## Summertime is Cinder Time



CINDER

Spokane  
7011 N. Division

Spokane Valley  
1421 N. Muller Road

SPOKANE'S PREMIER RECREATIONAL MARIJUANA RETAILER

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

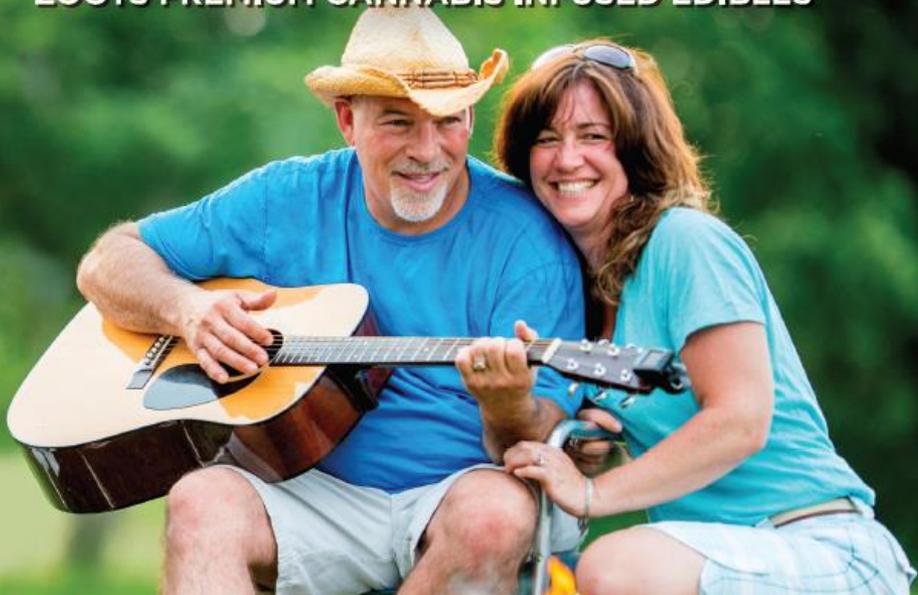
TOBACCO CAMAR



An advertisement for Herban Legends. At the top left, the text reads 'HERBAN LEGENDS' with a marijuana leaf icon, followed by 'Legal Weed'. To the right, it says 'DOWNTOWN SEATTLE' and 'LOCATED ON THE CORNER OF BELL ST AND ELLIOTT AVE'. Below this, the address '55 BELL ST' is prominently displayed, with 'OPEN 8AM TO 11:45 PM EVERYDAY!' underneath. In the center, a character made of marijuana is shown, holding a sign that says '\$6 GRAMS AT HERBAN LEGENDS'. At the bottom, the phone number '206-849-5596' and website 'WWW.HERBANLEGENDS.COM' are listed. A small number '24' is in the bottom right corner.

# How do you Zoot?

ZOOTS PREMIUM CANNABIS INFUSED EDIBLES



GET IT TODAY! **\$599**

**City Liquidators**  
FURNITURE WAREHOUSE

503.230.7716  
823 SE 3rd Ave  
Portland, OR  
Open Daily 9-6  
cityliquidators.com

FEATURING COFFEE FROM MISTERS ROASTERS AND  
TEA FROM THE JASMINE PEARL TEA CO.

Sail the high seas  
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**JUNE 2ND!**  
EDIBLES  
+ CO2 VAPE PENS  
AVAILABLE FOR RECREATIONAL!

**Doctor's Orders**

3424 NE 82ND AVE. | 971.254.4731

**420 BLOWOUT SALE**  
THE 4TH AND 20TH EVERY MONTH

**SATURDAY, JUNE 4TH**

CHOOSE FROM ANY OF THESE SPECIALS:

OMMP	REC (21+)
\$130 OZ s*	\$42 1/4THS*
\$35 1/4THS*	2 FOR 1 GRAMS*
2 FOR 1 GRAMS*	\$9 G s ANY STRAIN
\$200 TOP SHELF OZ s	\$63 TOP SHELF 1/4THS

**Recreational Daily Specials**

MON	SELECT 1/8THS - \$20
TUE	SELECT OUNCES - \$140
WED	1/4TH-\$40   GRAMS - 2 FOR \$12
THU	SELECT 1/8THS - \$25
FRI	1/4TH TOP SHELF - \$60
SAT	1/4TH-\$40   GRAMS - 2 FOR \$12
SUN	TOP SHELF GRAMS - \$8

**Medical Daily Specials**

MON	SELECT 1/8THS - \$20
TUE	SELECT OUNCES - \$140
WED	1/4TH-\$40   GRAMS - 2 FOR \$12
THU	SELECT 1/8THS - \$25
FRI	1/4TH TOP SHELF - \$60
SAT	1/4TH-\$40   GRAMS - 2 FOR \$12
SUN	TOP SHELF GRAMS - \$8

OPEN EVERYDAY 9AM - 8PM

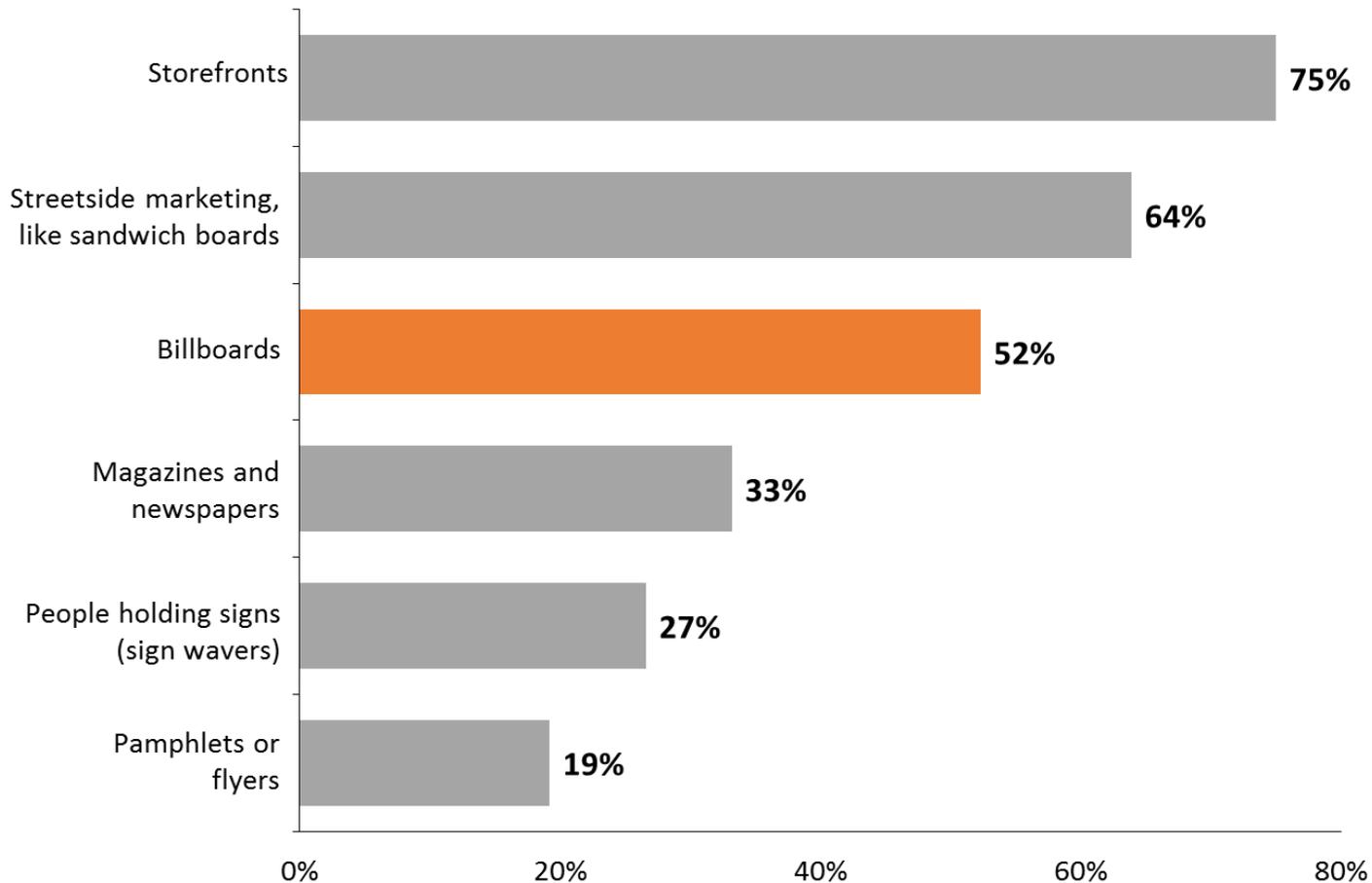
ALL PRICES INCLUDE TAX!

20 Willamette Week JUNE 1, 2018 www.wweek.com



# Type of marijuana advertising exposure among adults reporting seeing an ad in the past month, 2016

Three-in-four adults report seeing advertising on marijuana dispensary storefronts and about half of adults saw billboards for marijuana in the past month



**Note:** these data are preliminary

# Regulations

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# Prevention's Role

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# Education and Media Campaigns

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



A parent's guide to preventing underage marijuana use

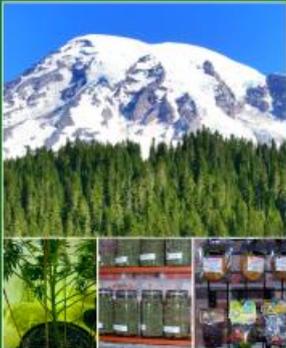


Social Development Research Group

Extra Patrols On Now



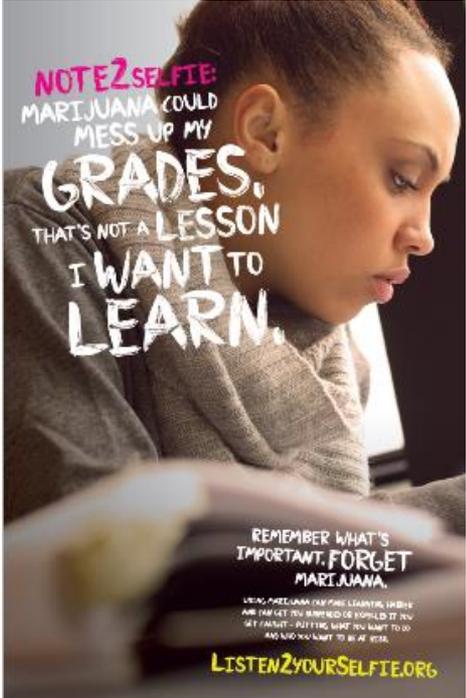
**DRIVE HIGH  
GET A DUI**



**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.

USING MARIJUANA CAN IMPAIR YOUR ABILITY TO LEARN AND REMEMBER. IT CAN ALSO MAKE YOU IMPAIRED OR EVEN LEAD TO ACCIDENTS. PUTTING WHAT YOU WANT TO DO AND HOW YOU WANT TO BE AT RISK.

[LISTEN2YOURSELFIE.ORG](http://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.

Washington State Liquor Control Board  
**Cần Sa**  
Biết Các Sự Việc

Washington State Liquor Control Board  
**Marihuana**  
Conozca los hechos

Washington State Liquor Control Board  
**大麻**  
了解事实

Washington State Liquor Control Board  
**Xashiis**  
Ognoww Xaxiisaha

Washington State Liquor Control Board  
**Марихуана**  
Марихуана - это не безвредно

Washington State Liquor Control Board  
**마리화나**  
마리화나 사용 사실

Washington State Liquor Control Board  
**හින්දා**  
හින්දා පිළිබඳව තොරතුරු



Alaska Department of  
Health and Social Services

## Get the Facts About Marijuana

Data & Statistics

Learn More

Using Too Much?

Know the Law

Parents & Adults

Get the facts for your family.

Learn more about the health effects of marijuana.





## Marijuana is legal in Alaska. Here are some things you need to know.

21

If you're under 21,  
it's illegal to use or  
possess marijuana.

### Who is allowed to use marijuana?

Anyone age 21 and older can legally possess or consume marijuana. It is illegal to give marijuana to anyone under the age of 21, unless they have a valid medical marijuana card.



Marijuana can affect  
people differently.

### Know your limits.

Marijuana affects everyone differently based on things like on body type and history of use.



Higher than you  
might think.

### Careful. It can sneak up on you.

These aren't your grandma's brownies — THC levels can be much, much higher in today's marijuana products. And the effects of marijuana can be significantly delayed, particularly with edibles.



You can't drive  
impaired. Driving  
high is a DUI.

### Don't consume and drive.

Driving while impaired is illegal. It doesn't matter what substance you are using. If you are not sure whether you are impaired, do not drive.



Do not use if you  
are pregnant or  
breastfeeding.

### Marijuana poses a potential risk to the baby.

Steer clear if you are pregnant or nursing. Marijuana may be harmful to developing brains. Smoking marijuana or consuming edible cannabis products can expose your baby to potentially harmful substances.



Stash it safely  
away from kids  
and pets.

### Lock it up.

If you have young children or teenagers at home, store your marijuana in a child-resistant container and make it inaccessible to them.

If children accidentally eat or drink marijuana, it can make them very sick. If you suspect your child has consumed marijuana call the poison control hotline at 1-800-222-1222. If someone has a severe reaction after consuming marijuana, call 911 or go to an emergency room right away.



To learn more visit [www.marijuana.dhss.alaska.gov](http://www.marijuana.dhss.alaska.gov)

# Youth marijuana prevention campaign

**STAY  
TRUE  
TO YOU**

HOME CONSEQUENCES HEALTH EFFECTS ASK

**BEING A TEENAGER IS  
HARD ENOUGH.**

I'M NOT SURE POT WOULD HELP.

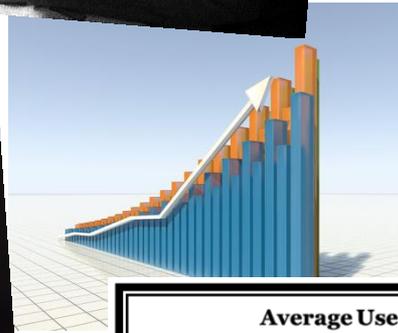
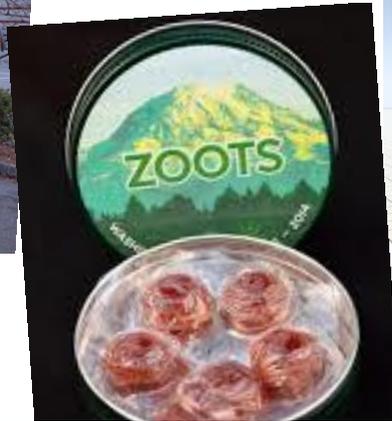
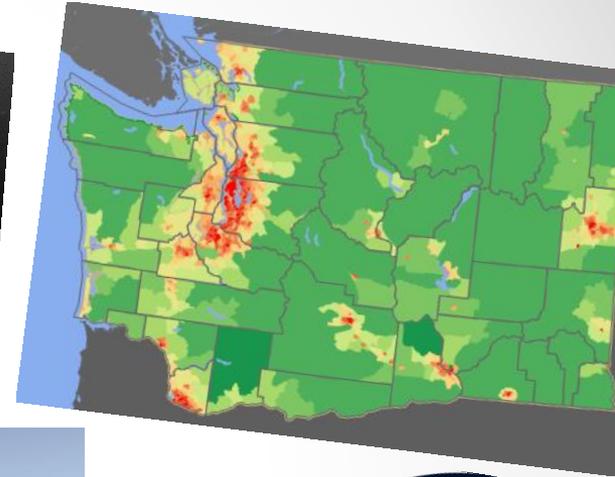
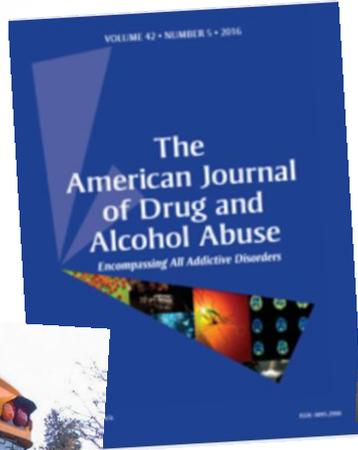


Whether you know it or not, people look up to you.

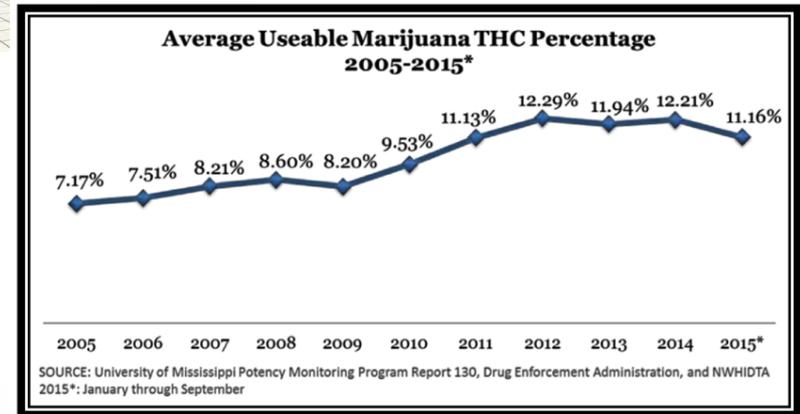


# Lessons Learned and Going Forward ...

# Lessons Learned



**PREVENTION!  
WORKS!**



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

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



# Thank You!

## Contact information

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