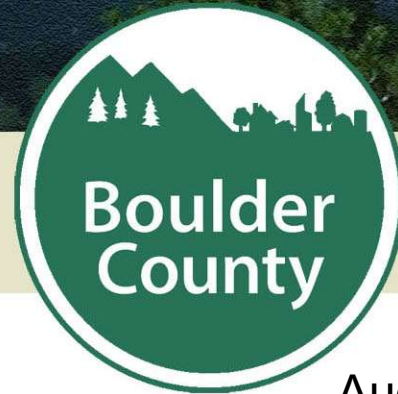


# SO, MARIJUANA IS LEGAL, NOW WHAT?

Using surveillance data to identify community impacts from recreational marijuana legalization in Colorado



McKenzie LeTendre,  
MSW, MPH, CPSII  
Program Manager  
Boulder County Healthy  
Youth Alliance

Audrey Schroer, MPH, CPSII  
Community Substance Abuse  
Prevention Program Planner  
Boulder County Public Health

# TAKE-AWAYS/OBJECTIVES

1. Colorado lessons learned 101
2. Learn to use surveillance data to identify emerging issues
3. Learn strategies to build capacity to educate decision-makers about prevention policies
4. Best practices and lessons learned from coalition leaders
5. Practice using data to craft messages to decision-makers

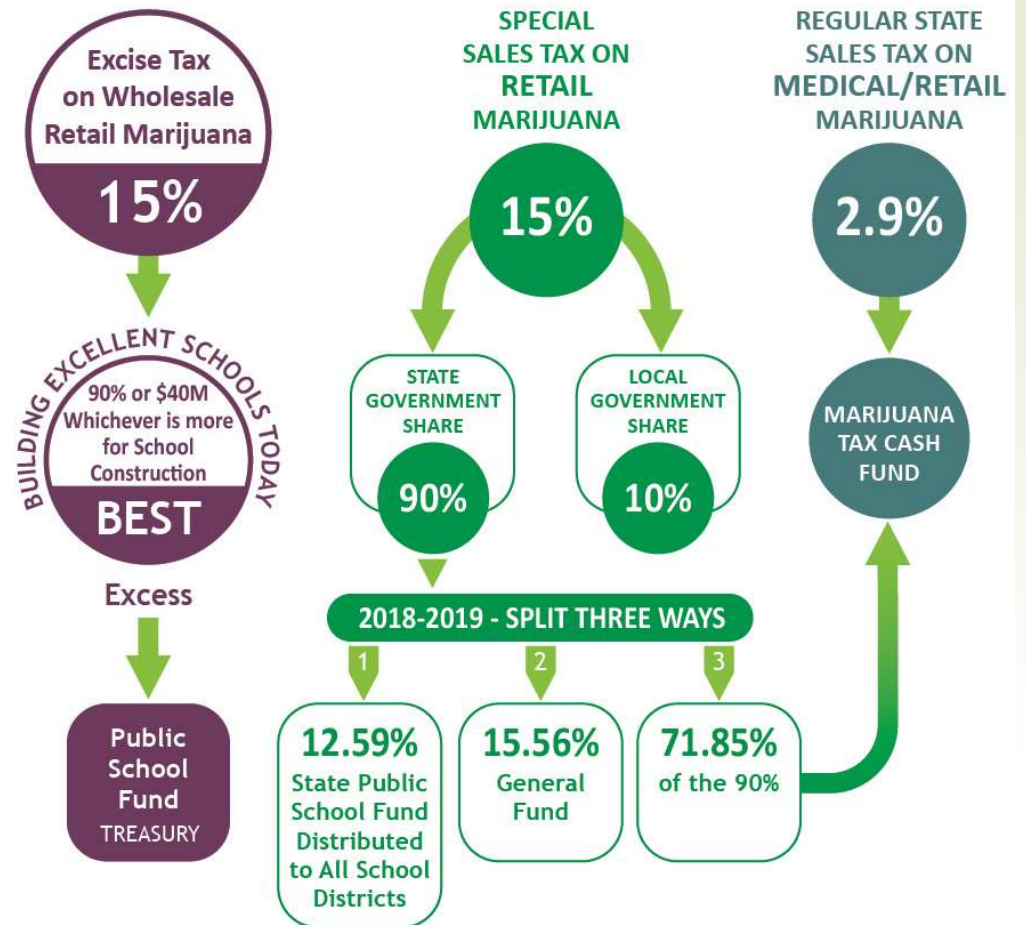


# HISTORY OF LEGALIZATION IN COLORADO

- Legality of substances has been fluid through U.S. history
- Anti-marijuana laws in the Midwest and Southwest in the early 1910s and 20s directed at Mexican migrant workers
- Amendment 64 passed in 2012, state-licensed retail sales in January 2014
- In Colorado, even after marijuana legalization, people of color are disproportionately arrested and convicted for marijuana charges



# MARIJUANA SALES TAX FOR PREVENTION





# ACTUAL DOLLARS FROM MARIJUANA SALES TAX

## Colorado Department of Revenue released Monthly Marijuana Sales and Tax and Fee Revenue Figures

DENVER, Colo. - August 10, 2021 - The Colorado Department of Revenue (CDOR) released June 2021 monthly marijuana sales figures and July 2021 marijuana tax and fee revenue figures.

Date	Marijuana Tax and Fee Revenue
July 2021	\$34,950,923
January - July 2021 Calendar Year Total	\$251,987,039
To Date Total (since February 2014)	\$1,847,433,992

Date	Marijuana Sales
June 2021	\$187,254,106
January - June 2021 Calendar Year Total	\$1,149,325,246
To Date Total (since January 2014)	\$11,128,119,318



# POST-LEGALIZATION CONSIDERATIONS

- Opt In or Opt Out of allowing retail sales in the community
- Zoning, Retail and Social Access
- Local licensing fees
- Terminology ("Recreational Use" vs. "Adult Use")
- Retail and Social Access
- Pricing and Promotion
- Community Norms



# JURISDICTIONS HAVE THE OPPORTUNITY TO OPT OUT



(Alfonsi, 2019; Colorado Department of Revenue, 2019; Walsh, 2019; Oregon Liquor Control Commission, 2019)

# COLORADO LESSONS LEARNED

- Understand 'rulemaking' process, which sets the course for how policy will be implemented.
- Advertising, labeling, packaging, age limits, plant limits, local control options
- Seek out partners with legal expertise.





# COLORADO LESSONS LEARNED

- Require collection and monitoring of public health data
- Training for dispensaries – ‘bud tenders’
- Using revenues to fund prevention & education



# PACKAGING/LABELING AND MEDIA PERCEPTIONS

[Kim's convenience clip](#) (10:20 – 12:05)



# PACKAGING AND LABELING CHANGES

## Advertising, Packaging and Labeling

- As of January 1, 2019, the Colorado Department of Revenue required all marijuana products use the universal symbol below on packaging and directly on edible products to signify that the product contains marijuana.



# SURVEILLANCE DATA HASN'T...CREATED A PUBLIC CONSENSUS

BLOG

Behind the Numbers:  
Colorado Ranks #1 in  
Youth Use of  
Marijuana

HEALTHCARE & PHARMA JUNE 20, 2016 / 7:00 PM / UPDATED 5 YEARS AGO

Teen marijuana use in Colorado found lower than national average

By Keith Coffinan

3 MIN READ



POLITICS

Colorado Youth Marijuana Use 'Has Not Significantly Changed' Since Legalization, State Data Shows



Published 11 months ago on August 5, 2020  
By Kyle Jaeger

BREAKING: New Colorado Data Show Youth Marijuana Use Increasing Since 2017

By Colton Grace | August 3, 2020 | Uncategorized

NEWS > LOCAL NEWS



Survey: Marijuana use among Colorado kids has not significantly changed since legalization



# WHAT'S THE *BEST* OR *WORST* HEADLINE IN YOUR STATE?

Take a few minutes to do a quick google search and see what comes up

- What catches your eye?
- Were surprised you


Share your answers  
in the Google Slides.





## WORDS OF WISDOM, COURTESY OF MEG

Say hello to Meg, Colorado's trusted budtender. She's here to educate adults 21+ on marijuana laws, its effects, and how to use it responsibly. Make sure you play by these rules each and every time you use.

 [Watch the Video](#)



# THIS IS WHERE EVERY MOMENT COUNTS.

There are many important moments in life that can shape your future. Moments where you find what you're passionate about, make new friends who care about the same things as you and even earn the trust and freedom that come along with growing up. The decisions you make can help you get closer to the moments that matter most to you. That's why it's important to understand how using marijuana before you're 21 can get in the way.

[▶ Watch the Video](#)



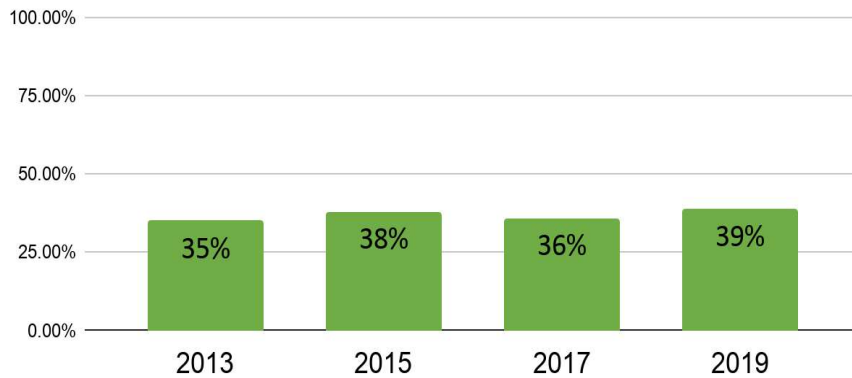
# WHAT YOU PUT IN YOUR BODY CAN PASS TO YOUR BABY

While there are still a lot of unknowns about marijuana's effects, we do know that there is no safe amount of marijuana to use while pregnant or breastfeeding. Read on to learn more about how to make the healthiest, most responsible decisions for you and your baby.

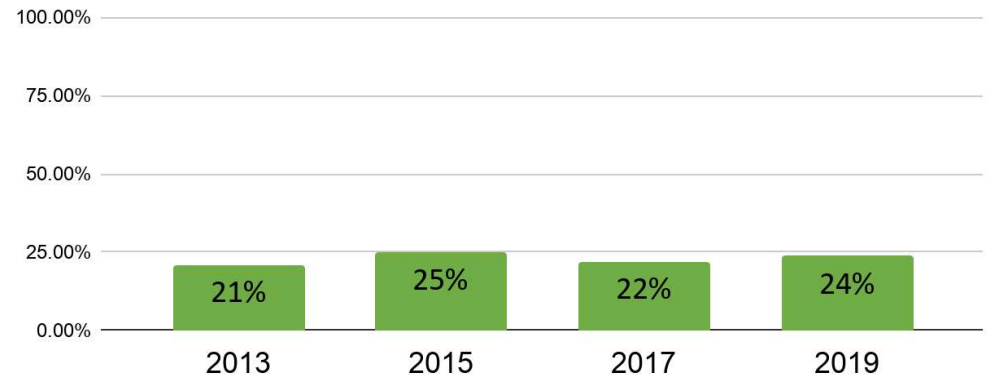


# MONITORING: NO CHANGE IN STUDENTS TRYING OR REGULARLY USING MARIJUANA SINCE RECREATIONAL LEGALIZATION

**Marijuana Ever Use**  
BVSD High Schools, HKCS 2013-2019



**Marijuana Current Use (last 30 days)**  
BVSD High Schools, HKCS 2013-2019





# BALANCE OF HOPE AND CONCERN:



## In Boulder County:

- Youth who have an adult that they can go to with a problem are less likely to use substances.
- Hispanic youth are less likely to report having an adult that they can go to with a problem than their non-Hispanic peers.



# IDENTIFYING DISPARITIES:

## Decreases in Marijuana Possession Arrests by Race or Ethnicity between 2012 – 2019 in CO

Race or Ethnicity	% Decrease in adult arrests	% Decrease in youth arrests
White	72%	47%
Hispanic	55%	26%
Black	63%	41%



What groups of people are seeing the biggest criminal justice benefit to recreational marijuana legalization?



# EMERGING ISSUES IN COLORADO



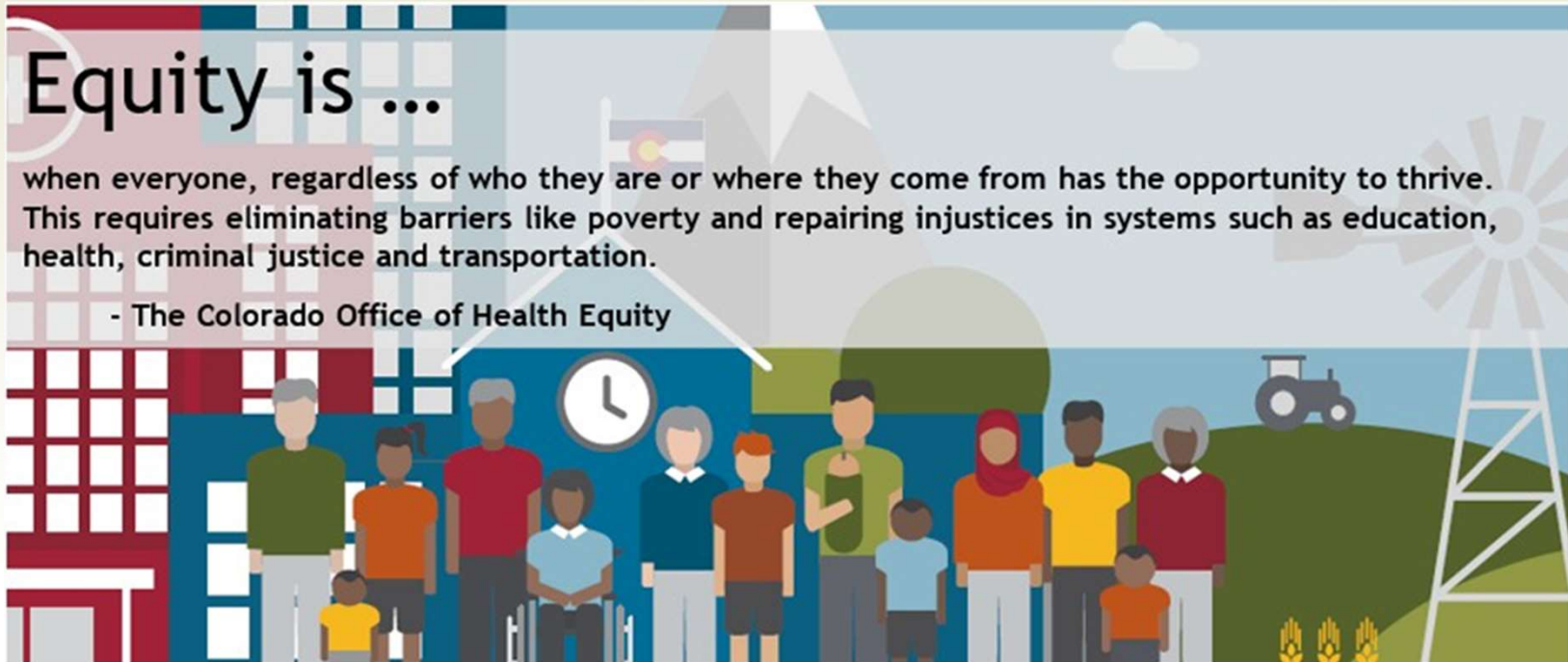


# INEQUITIES AMONG YOUNG PEOPLE

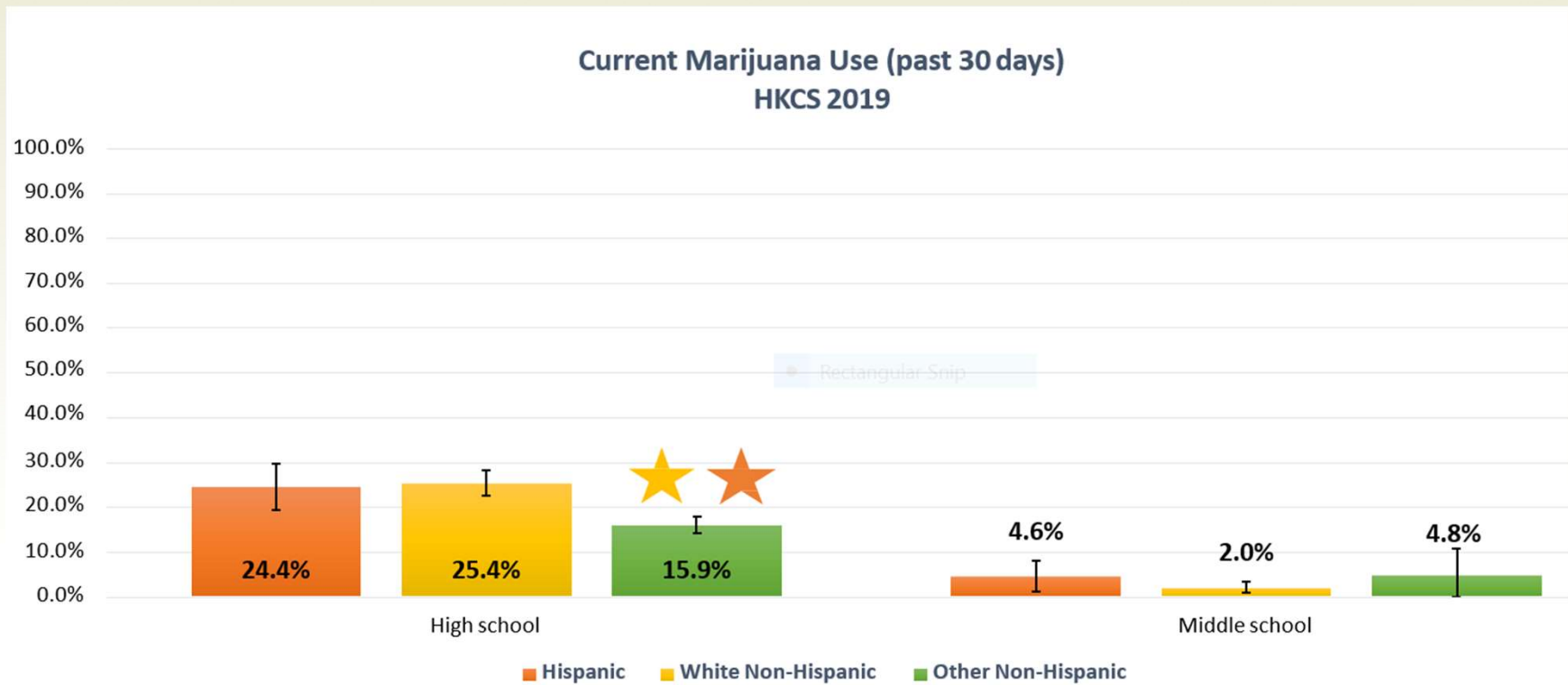
## Equity is ...

when everyone, regardless of who they are or where they come from has the opportunity to thrive. This requires eliminating barriers like poverty and repairing injustices in systems such as education, health, criminal justice and transportation.

- The Colorado Office of Health Equity



# CURRENT MARIJUANA (PAST 30-DAY USE) BY RACE OR ETHNICITY



# YOUTH ARRESTS RATES DO NOT REFLECT YOUTH USE RATES

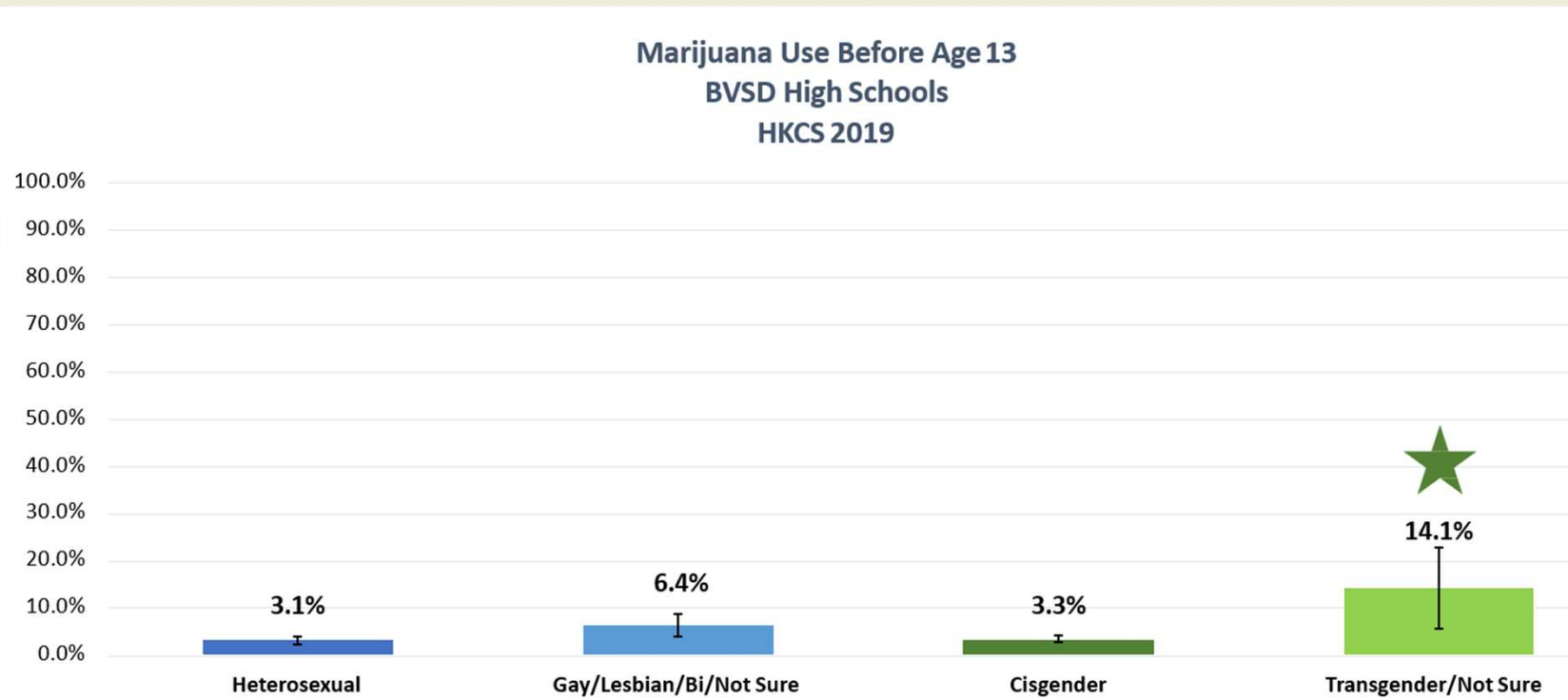
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# MARIJUANA USE BEFORE AGE 13 BY SEXUAL ORIENTATION AND GENDER IDENTITY



# HB19-1230 MARIJUANA HOSPITALITY ESTABLISHMENTS



Refer to your  
Resource Guide for  
more information.



# SURVEILLANCE DATA FOR MARIJUANA HOSPITALITY

Youth Normalization



Youth Risk Behavior Survey

Adult poly-substance use



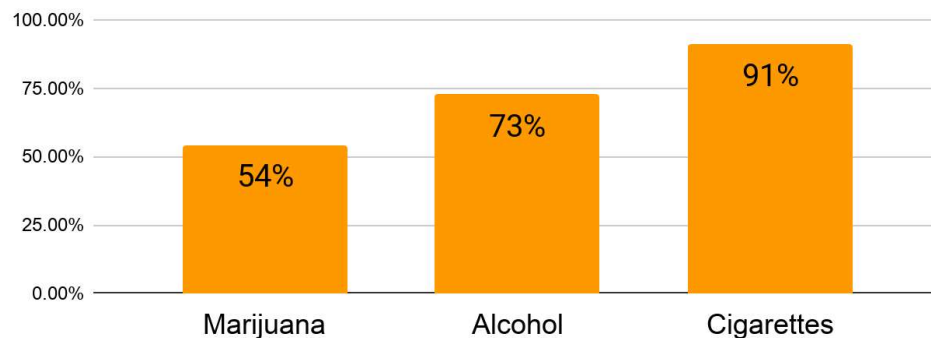
BRFSS & ED admissions

Marijuana-impaired driving



Dept. Of Transportation

Perception of Risk  
BVSD High Schools, 2019 HKCS



In 2018, **13.5%** of drivers involved in fatal crashes tested positive for cannabis. [CDOT](#)



# HB19-1234 MARIJUANA DELIVERY



Refer to your Resource Guide for more information.



# SURVEILLANCE DATA FOR RECREATIONAL DELIVERY

Delivery driver safety

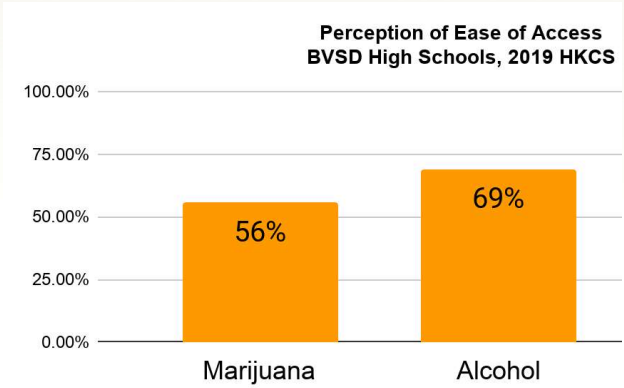


U.S. Bureau of Labor Statistics  
– Occupational Injuries,  
Illnesses, and Fatalities

Ease of access  
for youth



Youth Risk  
Behavior Survey





# HIGH THC PRODUCTS

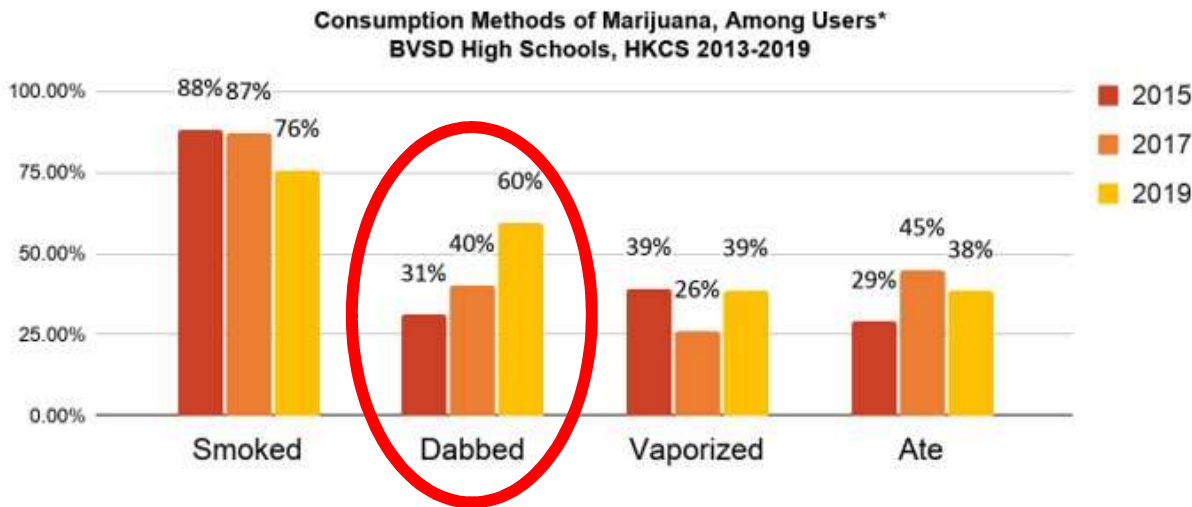
Since legalization, Colorado has seen an increase in the popularity of high THC marijuana products among adults and youth



# COMMUNITY NARRATIVE OUTPACED DATA COLLECTION

Students who dab marijuana are significantly more likely to report...

- Feeling sad or hopeless
- Considering suicide
- Making a plan to attempt suicide
- Attempting suicide



## BREAKOUT DISCUSSION:

What issues around marijuana legalization and/or use are you seeing in your community?

While discussing with your group, add any major themes to these [Google Slides](#).



# EDUCATING DECISION- MAKERS

Building community member capacity to use surveillance data to educate decision-makers about prevention policies



# SURVEILLANCE DATA HAS...

- Enhanced community story
  - Healthy Kids Colorado Survey (YRBS) data provides insight to the scale of anecdotal impacts of legalization
- Given a balance of hope and concern
- Built capacity for policy change among community members
- Given concerned adults tools (data) to communicate their message in a way that is more easily received by decision makers
- Identify disparities in substance use





# CREATIVE DATA SOURCES

- Some areas are "data deserts"
- Importance of story with youth/community voice
- School-level surveys (Ex: School Wellness, Culture, and Inclusivity Survey)
- Look for proxy for adult-use like increases in marijuana revenue or sales tax
- Photovoice or "windshield" assessment
- Products confiscated at schools – insight into what products are being used by youth
- Ex: Supported decision to ban flavored electronic smoking devices



# DATA SOURCES WE USE

[Rocky Mountain Poison Control Center](#)

Healthy Kids Colorado Survey ([HKCS](#)) /  
Youth Risk Behavior Survey

- State-wide
- Health Statistics Region
- County-level

[Rocky Mountain High Intensity Drug  
Trafficking Areas \(HIDTA\)](#)

Emergency Department Admissions

[Criminal Justice Data](#)



# BREAKOUT DISCUSSION

1. What data sources are you using for your prevention work?
2. What data sources are available in your community that you could use, but haven't yet?

Share your answers  
in the Google Slides.



# BUILDING TRUST IN DATA

- For community members to accurately use data, they need to first have confidence in the data
- Providing education on where data comes from and how it is collected
- Myth-busting – Ex: "Kids lie on that survey"
- Dig deeper into the data to address disconnects between findings and community experience
  - Ex: Youth marijuana use hasn't increased since legalization

## Healthy Kids Colorado Survey Methodology



Schools are randomly selected



Classrooms are randomly selected



Data are aggregated to maintain anonymity



Data are suppressed if 0% or 100% of student responses are the same

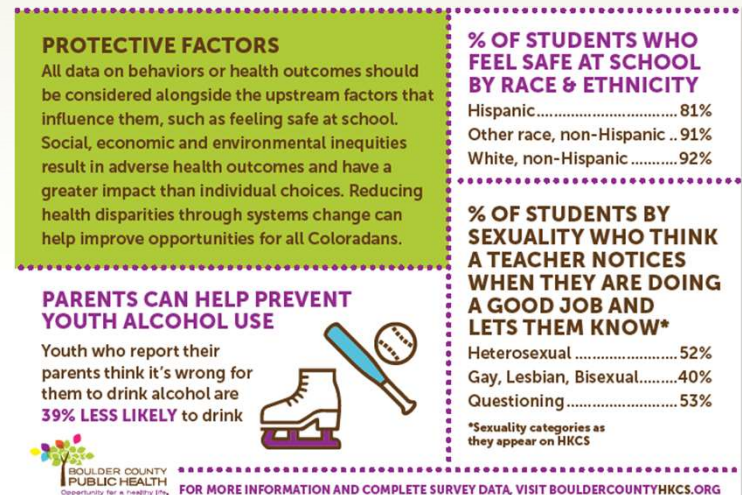
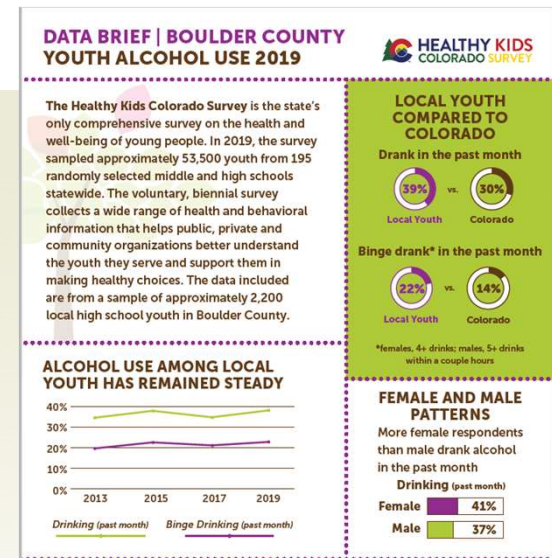


Results are weighted to represent student enrollment



# DISSEMINATING LOCAL DATA

- Building relationships with school districts to have trusted data dissemination
- Sharing HKCS data each biannual cycle
  - Factsheets
  - Community presentations (in-person and virtual), data "unveiling"
  - Looking more closely at crosstabs with local prevention coalitions and funders



Boulder County



# PROMOTING YOUTH VOICE

- Local vaping tax and flavor ban City Council hearing
- Youth-serving organizations preparing youth to speak at City Council hearing
- City Council members heavily weighed youth input
- Policy process can move very quickly!



# ENGAGING WITH COALITIONS

Best practices and lessons learned from  
coalition leaders



# HEALTHY FUTURES COALITION

- Healthy Futures Youth Coalition
- Began in 2015 in response to marijuana legalization and mental health community health assessment priority
- Members: youth, youth-serving organizations, parents, schools, healthcare, volunteer groups, local government, and faith-based organizations

## Recent projects:

- Youth-led resiliency campaign
- Parent education
- Policy education to local decision-makers
- Promoting Positive Youth Development and trusted adult practices



# MODIFYING POLICIES THROUGH COALITION WORK

- Youth Advisors identify priority concerns for upcoming marijuana policies
- Healthy Futures Coalition position statements
  - Marijuana hospitality
  - Recreational marijuana delivery
- Shared with municipalities discussing marijuana expansion policies
- Benefit of consistent language



# SHARED MEASUREMENT



- 2-3 common survey questions
- Coalition members add surveys
- Collect aggregate and de-identified data
- Identifies how coalition membership benefits clients of member organizations
- Increases accountability to creating community change



# BREAKOUT DISCUSSION

What community groups are in your area that you are currently engaging with or could engage with to support prevention?

Share your answers  
in the Google Slides.



# PRACTICE ACTIVITY

Using data to craft messages to decision-makers



# ROUND 1

- Issue: High THC youth marijuana use
- Selected data sources from Colorado
- What's the media message about this issue?
- What's the prevention message that you would like to share?
- How do you align the media message and the prevention message?
- Large group share-out/debrief
- [Data sources and notes slides](#) - begin on slide 17



## ROUND 2

- Workshop issues coming up in local communities
- Share what you would like to think through with the group once you are assigned to a breakout room
- Large group share-out/debrief
- [Troubleshooting topic sign-up and notes slides](#) - begin on slide 23



# THANK YOU!

**Do you have any questions for us?**

McKenzie LeTendre

[Mletendre@bouldercounty.org](mailto:Mletendre@bouldercounty.org)

Audrey Schroer

[Aschroer@bouldercounty.org](mailto:Aschroer@bouldercounty.org)

