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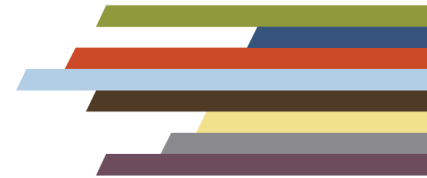
# Training the Prevention Workforce in the Era of Commercial Cannabis

Presented by Scott M. Gagnon, MPP, PS-C

Associate Executive Director, AdCare Educational Institute of Maine, Inc.

Director, New England Prevention Technology Transfer Center

NPN Conference - August 25<sup>th</sup>, 2021



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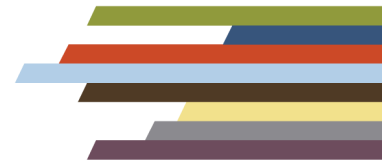
The views and opinions represented in the webinar are not necessarily the views and opinions of the U.S. Department of Health and Human Services, SAMHSA or the New England PTTC



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# Land Acknowledgement

We acknowledge that we are all on the traditional lands of different peoples. Where I sit, I am situated on the ancestral lands of the Abenaki People. We have a responsibility to acknowledge our Indigenous connections and the histories of Indigenous land dispossession.

To identify the stewards of your land, type your location into <https://native-land.ca/>

Feel free to acknowledge in the chat if you desire.



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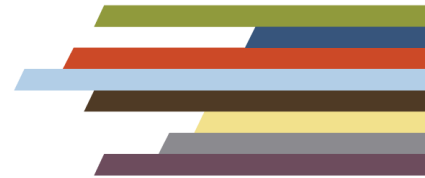
The use of affirming language inspires hope.

LANGUAGE MATTERS.

**Words have power.**

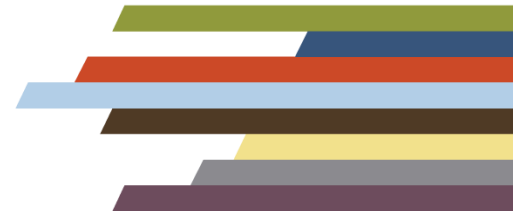
PEOPLE FIRST.

The PTTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



# New England Prevention Technology Transfer Center

- The New England PTTC translates prevention science into trainings and technical assistance products to guide the prevention workforce in adopting and implementing prevention science in their communities.
- Products include in-person, distance-learning, and online trainings as well as prevention tools and resources.
- The Prevention Technology Transfer Center Network is funded by the Substance Abuse and Mental Health Services Administration.
- Find us online: <https://pttcnetwork.org/newengland>

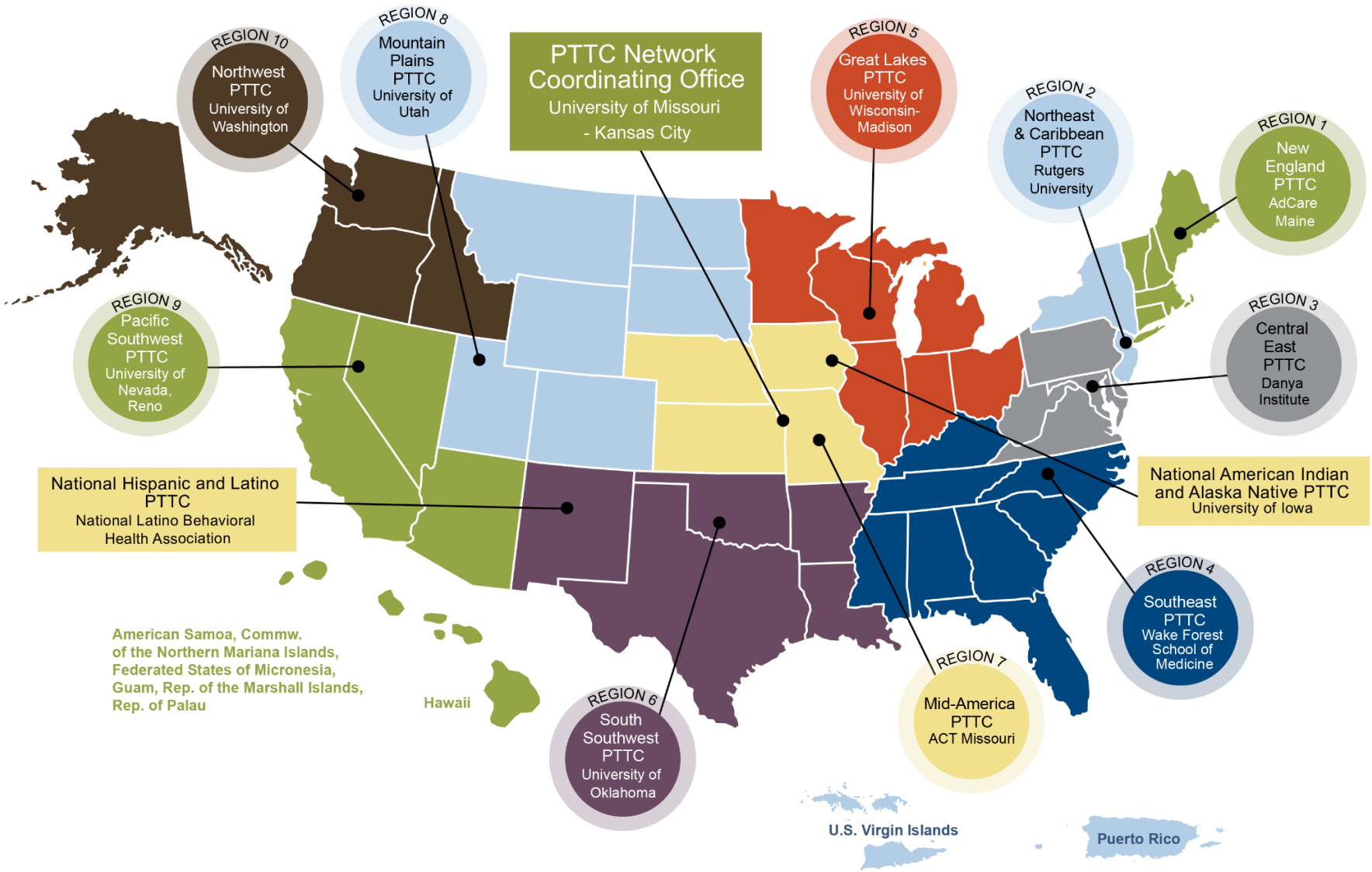




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## PTTC Network



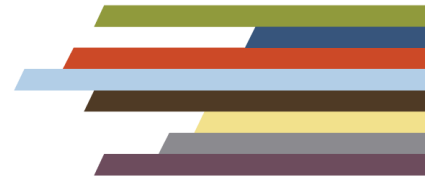
# Agenda

- Discuss the rapidly changing cannabis policy landscape and context for cannabis prevention in our country, states, and communities.
- Discuss the challenges, barriers, and training needs as expressed by the prevention workforce
- Discuss the importance of developing cannabis policy literacy as a critical skill amongst the prevention workforce
- Discuss the New England PTTC and PTTC Network Cannabis Prevention Workgroup cannabis training programs and products



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# Terminology & Disclaimer

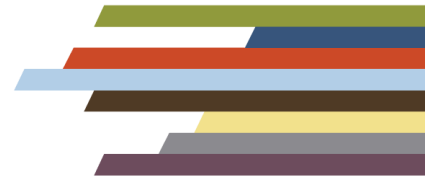
- In this presentation I will use the term cannabis vs marijuana, though some included resources may use the term marijuana
- In this presentation I will use the term “Adult-Use Cannabis” to refer to what is commonly referred to as “Recreational Cannabis”
- In the opinion of this presenter, “Recreational” is a normalizing term.



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# Let's share with each other!

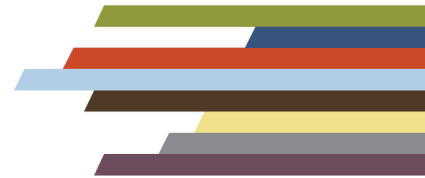
- Prompts throughout this presentation for you to share your wins, successes, challenges, and other thoughts.
- Please share! We are all in this together!



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- Master's Degree, Public Policy
- Certified Prevention Specialist
- Associate Executive Director, AdCare Educational Institute of Maine, Inc
- Director, New England Prevention Technology Transfer Center
- Chair, PTTC Network Cannabis Risk Work Group
- Maine Marijuana Advisory Commission



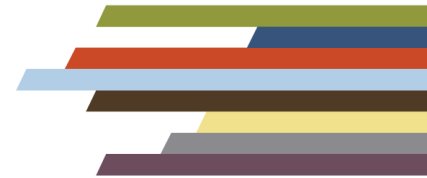
- Former Chair, Smart Approaches to Marijuana, Maine
- Former Chair, Mainers Protecting Our Youth and Communities
- Cannabis policy & prevention – New England & nationally
- Former Drug policy blogger – Bangor Daily News

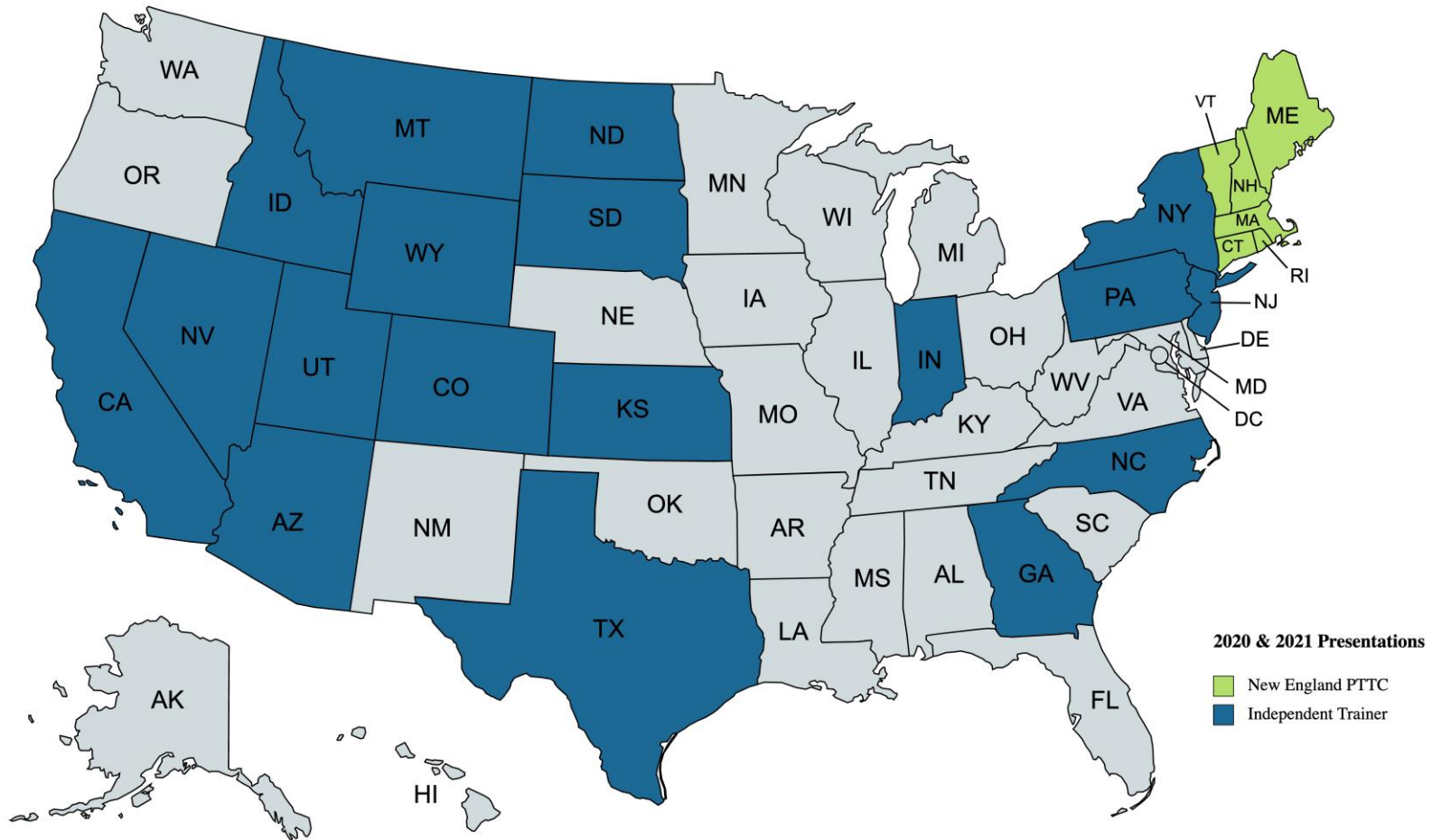


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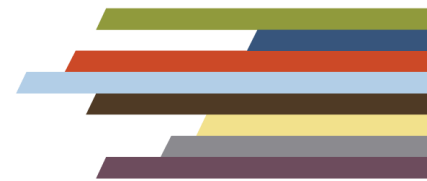
Created with mapchart.net



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Let me begin with...

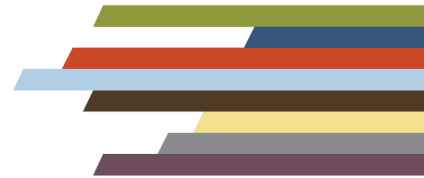
# A MODEST PROPOSAL...OUR UNIQUE OPPORTUNITY



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# Challenges from the field

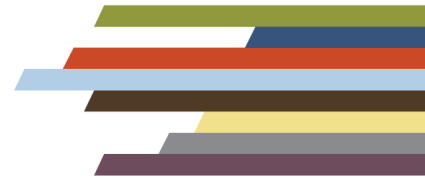
- Low perception of harm
- Changing community norms
- Parental attitudes
- Ease of access
- Confusion of CBD vs THC
- Parent use of cannabis
- Not viewed as serious issue compared to...(opioids, COVID, etc.)



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# What is the workforce saying it needs?

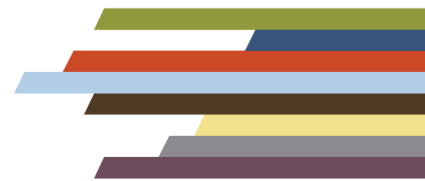
- Evidence-based policies, practices, and programs geared towards youth
- Training and information on cannabis pharmacology (CBD, THC, delta-8, etc.)
- Information on how to deal with misconceptions about CBD
- Strategies for social media campaigns
- Materials, trainings, and resources available in Spanish and other languages
- Learning from other states and communities on how they are approaching cannabis prevention after legalization



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**What are the  
cannabis  
training  
needs for  
you in your  
state?**

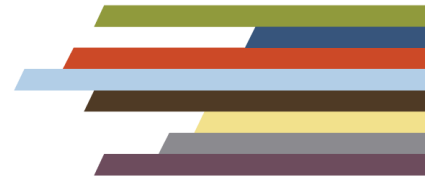
Put it in the chat



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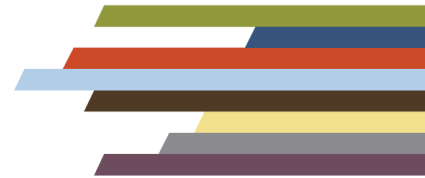
# THE LANDSCAPE (AS I SEE IT, SHARE YOUR PERSPECTIVES IN THE CHAT!)



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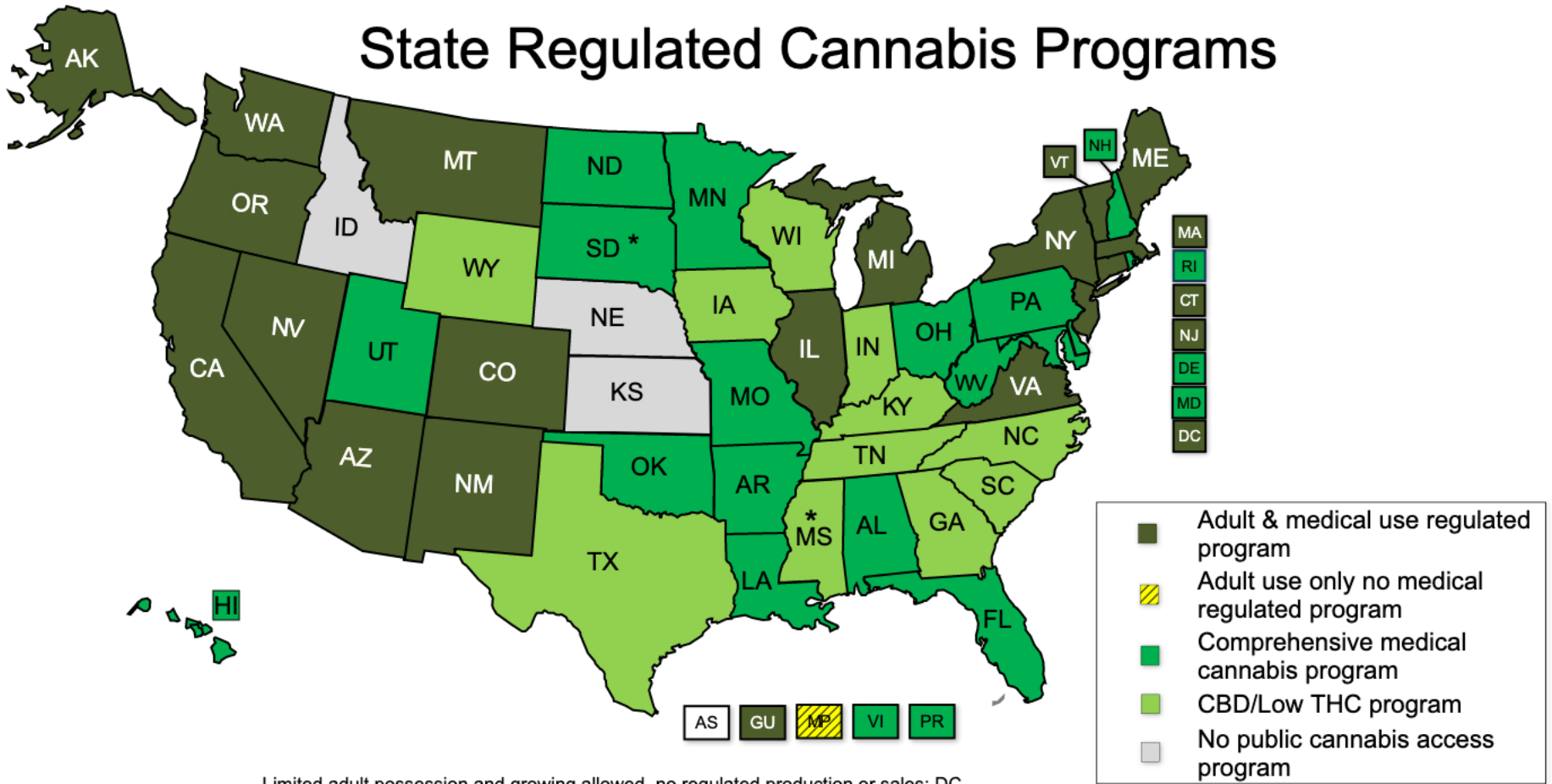
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# State Regulated Cannabis Programs



Limited adult possession and growing allowed, no regulated production or sales: DC

June 2021

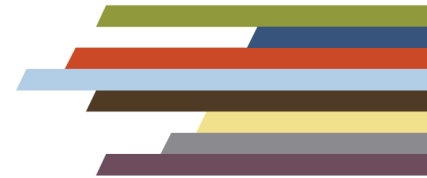
Source: <https://www.ncsl.org/research/health/state-medical-marijuana-laws.aspx>



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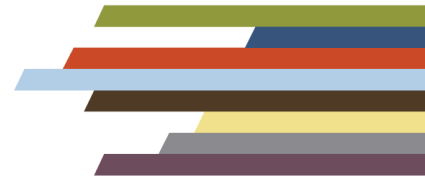
# STRUCTURAL CHALLENGES



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# Challenge #1

Legislatures often defer to, or take outsized influence, from the cannabis industry or pro-legalization advocates vs public health and the prevention community

## Why?

More urgency to get the commercial cannabis market up and running.

Share in chat:

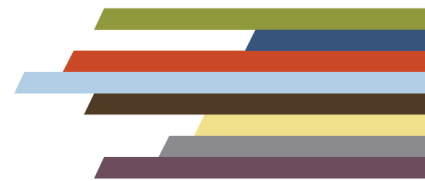
- **Are there wins in your state where public health and prevention have had a significant role at the table crafting state cannabis rules and regulations?**



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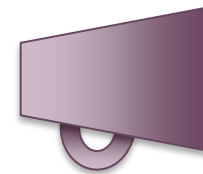
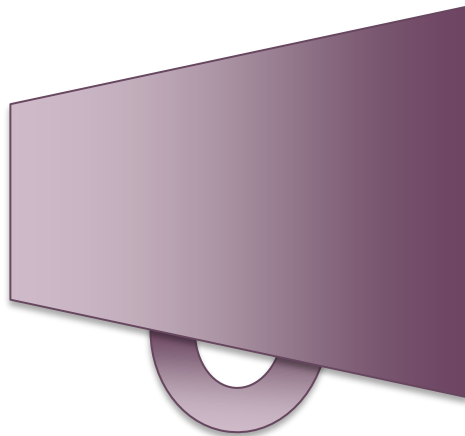
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# Challenge #2

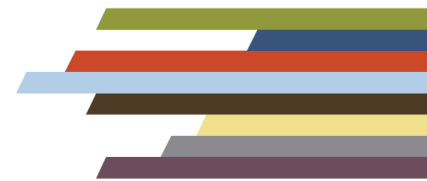
The commercial cannabis industry has much larger budgets to promote and advertise vs. prevention coalitions to educate



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# And who is getting into the commercial cannabis industry?



Altria

“Altria spent \$1.8 billion in December 2018 for a 45 percent stake in Cronos Group, one of the first major multinational cannabis firms based in Canada.

Source: <https://www.forbes.com/sites/chrisroberts/2021/02/09/tobacco-giant-altria-is-pushing-marijuana-reform-on-congress-and-state-lawmakers/?sh=5e798ddf6041>



JUUL



Constellation  
Brands

## Canopy leveraging Constellation relationship to bring CBD-infused drink to U.S. stores

“You’ll see us try to really tap into that more and more over time with our Quatreau CBD drinks, and ultimately our THC-branded drinks when we can get them into the U.S.,” Klein said of its partnership with Constellation, which has a nearly 40% stake in the company.

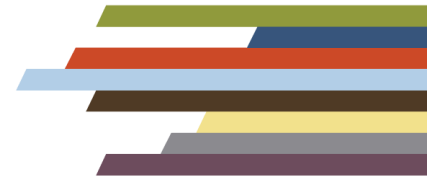
Source: <https://www.cnn.com/2021/03/02/canopy-says-constellation-helping-bring-cbd-infused-drink-to-us-stores.html>



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# Challenge #3

National, state, and local media *largely* not covering the public health side of the cannabis commercialization story



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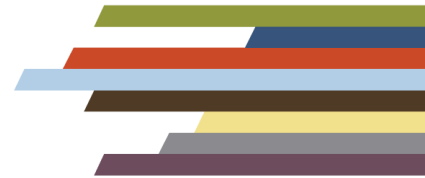
- **Successes you've had with media in your state covering the public health and addiction aspects of commercialized cannabis**



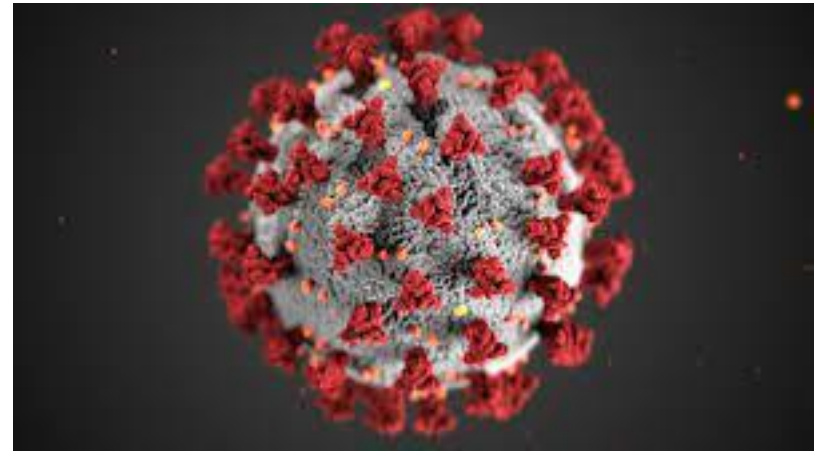
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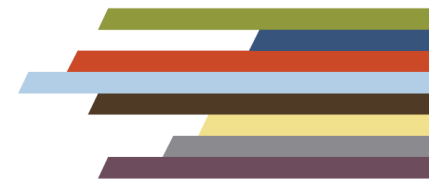


# Challenge #4



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# What does this mean for prevention?

## It means....

- It's not enough for us to understand the science of cannabis, and youth, and addiction
- It's not enough for us to be able to explain the science of cannabis, and youth, and addiction

## It means....

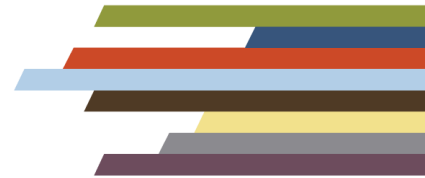
- We need to know how to get our knowledge where it will have impact.
- We need to know to WHOM to get our knowledge where it will have impact.



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# Our Charge as a Field

What are we going to do with our cannabis science knowledge, how are we going to wield it, ***in this crucial moment***, to set up our states, communities, and local institutions on a path where the health of our kids and our communities has priority over the health of the cannabis industry?

AND

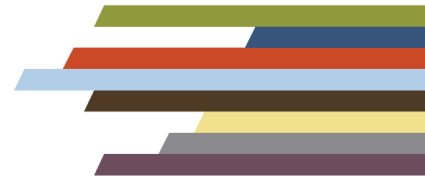
Who are we going to partner with to help us achieve this goal? Because we can't do it alone.



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# Cannabis Policy Literacy

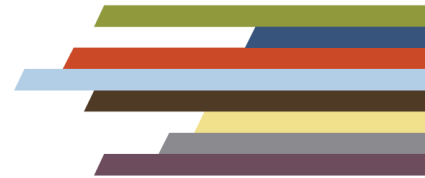
**A vital skill to develop in the prevention field**



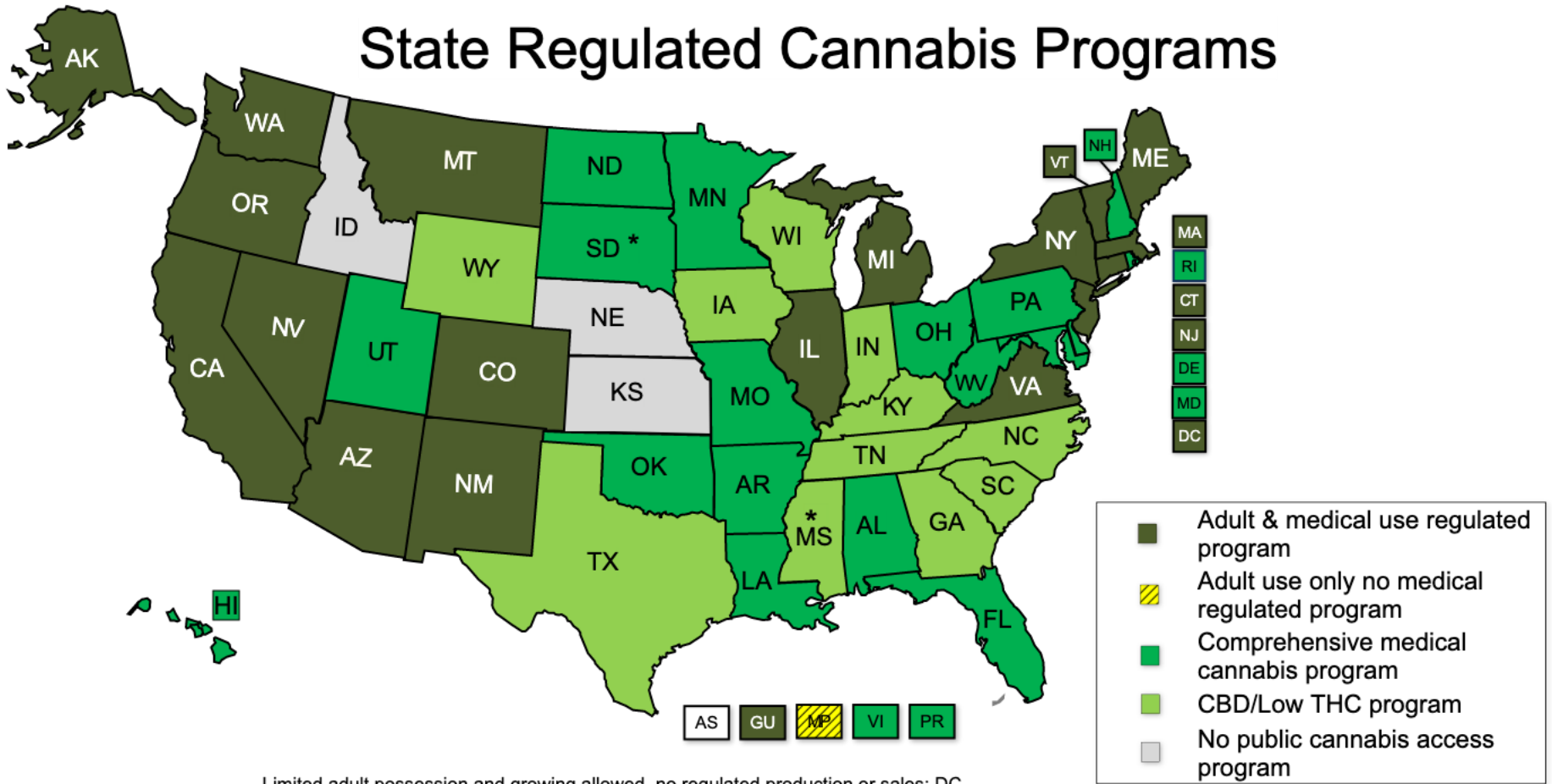
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# State Regulated Cannabis Programs



Limited adult possession and growing allowed, no regulated production or sales: DC

June 2021

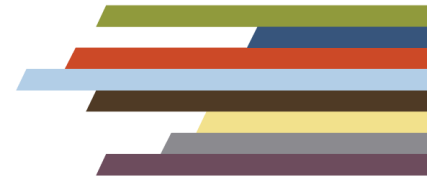
Source: <https://www.ncsl.org/research/health/state-medical-marijuana-laws.aspx>



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# New England cannabis policy at-a-glance

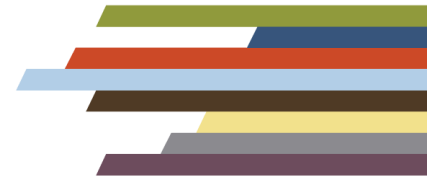
	Medical Cannabis?	Legalized and allowing retail sales	Decriminalized
<b>Maine</b>	Yes	Yes	
<b>New Hampshire</b>	Yes	No	Up to ¾ ozs decriminalized
<b>Vermont</b>	Yes	Yes	
<b>Massachusetts</b>	Yes	Yes	
<b>Connecticut</b>	Yes	Yes	
<b>Rhode Island</b>	Yes	No	Up to 1 oz decriminalized



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# Why is cannabis policy literacy important for prevention professionals?

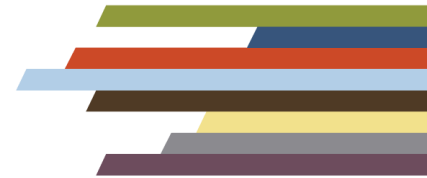


- Important context for our needs assessments
- Enhancing the capacity of our coalitions
- Important context for selecting programs and strategies
- Provisions in policy that may help, or hinder, implementation
- Important context for the evaluation of our state and local cannabis prevention initiatives



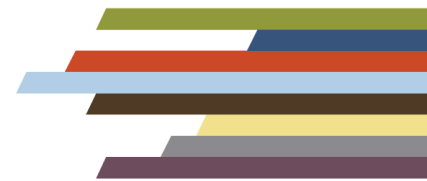
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# What's happening in our communities?

- Is cannabis consumption changing in our states and communities? How?
- Has this changed since cannabis has been legalized/commercialized?
- How?
- Who is consuming cannabis?
- Why? When? Where?
- Are risk factors being impacted by commercial cannabis?
- Has parental use of cannabis changed?
- Impacts of adult use on affected others? Children?
- How is the pandemic shaping cannabis consumption?
- How is the pandemic shaping cannabis policy?
- What other questions would you want to answer in your assessment?



# Capacity: Strengthening Our Coalitions



Prevention System Transformation



From PTTC Network resource: The Six Elements of Effective Coalitions:

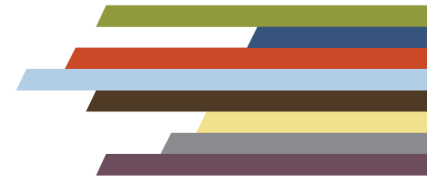
<https://pttcnetwork.org/centers/global-pttc/community-coalitions-and-collaborators-priority-area>



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# Fundamental policy literacy skills for prevention professionals

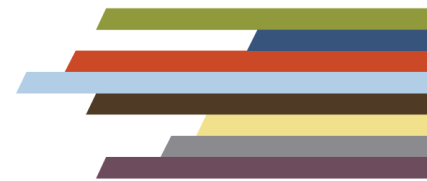
- Where do I find my state's cannabis laws, rules, and regulations?
- What committee handles cannabis legislation in my state legislature? How can I attend hearings?
- (If I am in a legalized state) Who oversees regulating the adult-use and/or medical industry in my state? How can I connect to them?
- Where do I find the local laws and ordinances for cannabis in my community?
- How do I identify provisions that impact risk and protective factors?
- How should my knowledge of cannabis policy inform my SPF process?



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# Why is cannabis policy literacy important for prevention professionals?

Because it impacts risk factors!

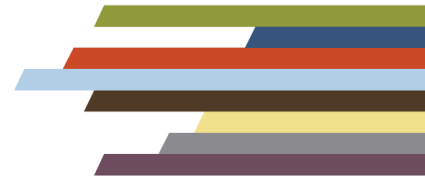
<b>Low Perception of Risk/Harm</b>	Labeling & Packaging Advertising
<b>Retail Access</b>	Buffer zones Dispensary Caps Density Caps Hours of operation License types allowed
<b>Social Access</b>	Social host laws Regulations on home grows
<b>Pricing &amp; Promotion</b>	Advertising Cultivation
<b>Policies &amp; Enforcement</b>	Provisions/funding for training law enforcement Structure of state regulation
<b>Norms favorable to youth substance use</b>	Labeling & Packaging Advertising



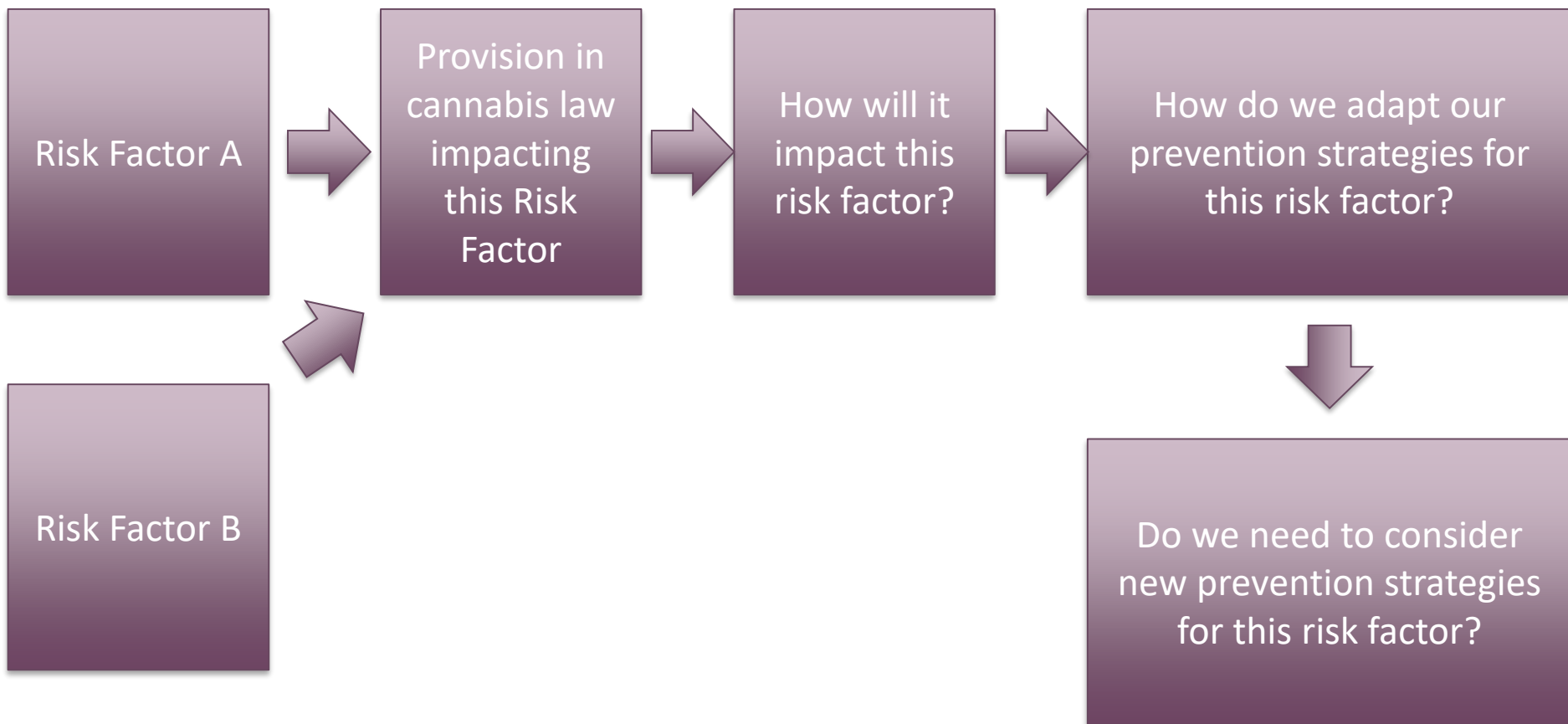
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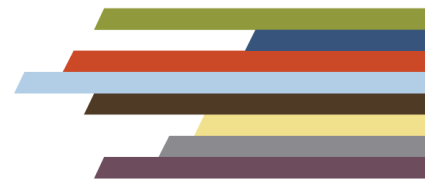
# Conducting Risk & Protective Factor Inventory of Cannabis laws & policies



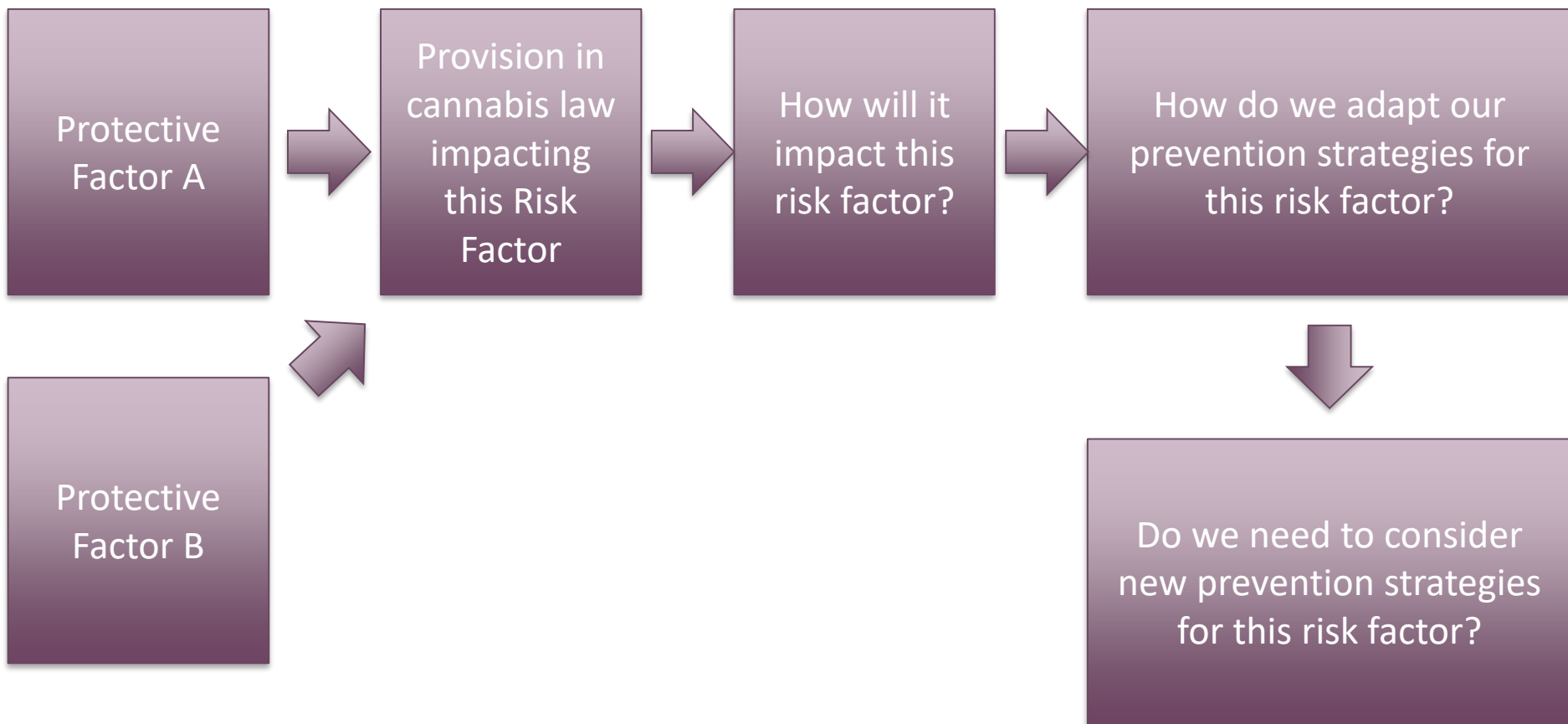
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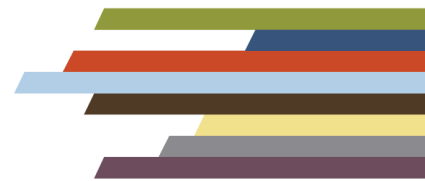
# Conducting Risk & Protective Factor Inventory of Cannabis laws & policies



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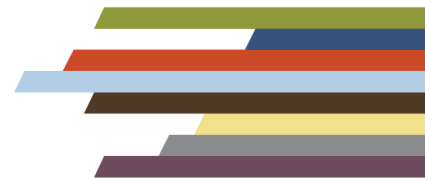
# UNDERSTANDING THE POLICY PROCESS



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# The Three Stages of Legalization

Stage 1: Campaigns

Stage 2: Implementation

Stage 3: Post-Implementation Changes (aka The Neverending Story...)

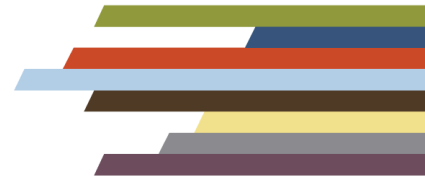
This applies to both medical cannabis legalization and adult-use legalization initiatives



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# STAGE 1 - CAMPAIGNS

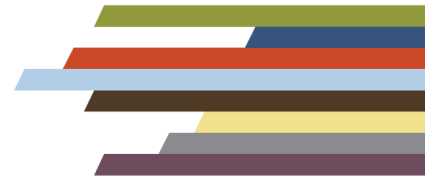
THE COMMERCIALS FOR CANNABIS LEGALIZATION



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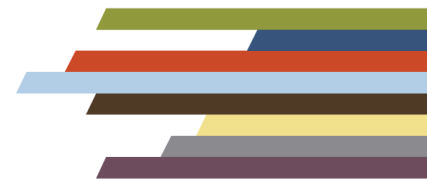
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# Common narratives from cannabis legalization proponents



These narratives ARE significant shapers of legalization initiatives, laws, and regulations

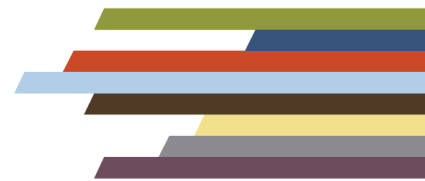


# What generally goes missing, or understated, in the public conversation about cannabis legalization policy...

- Addiction
- Impact on health
- Impact on Community and Kids
- Social Costs
- Impairment
- Impact of commercialized cannabis on social justice

This is where prevention comes in!

We need to tell this story!





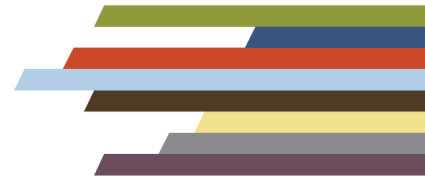
# CAMPAIGNING, THE INDUSTRY, AND NORMALIZATION



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**Beer**



**Whiskey**



**Safer**



# Regulate Mass.com/Safer

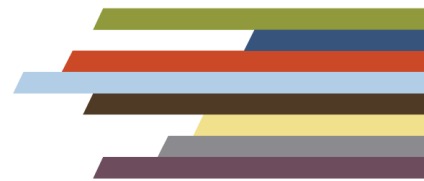
*Paid for by the Campaign to Regulate Marijuana Like Alcohol, sponsored by the Marijuana Policy Project.*



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# Marijuana giveaway in Monument Square gets crowd stoked

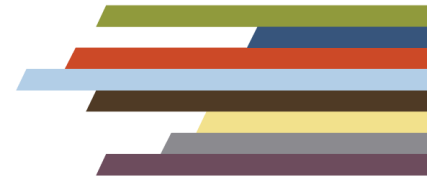
Longtime legal-weed advocate Crash Berry honors '420,' a sort-of marijuana holiday, by handing out one-gram packets for free starting around high noon.



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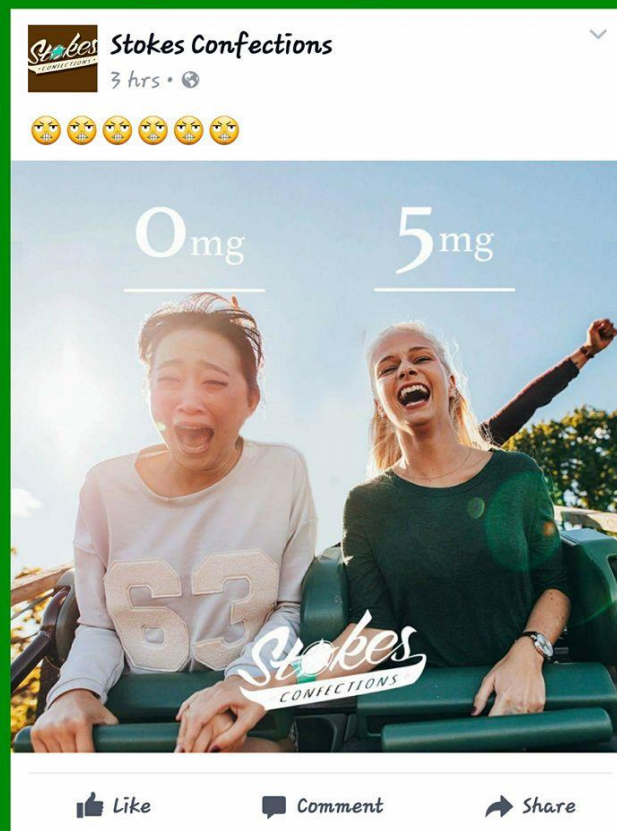




# Big Tobacco



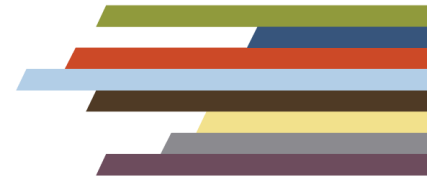
# Big Marijuana



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# Got your vaccine? You get free cannabis!



# JOINTS FOR JABS



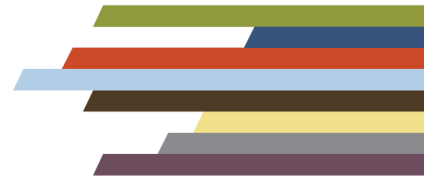
**DCMJ.ORG**



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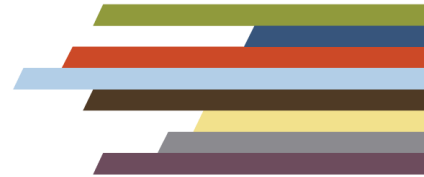




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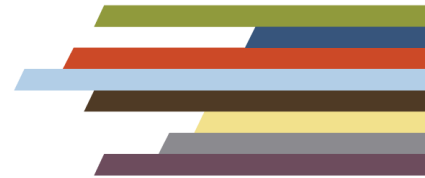
# STAGE 2 – IMPLEMENTATION



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# Stage 2: Implementation

Typically, two steps:

- Implementation legislation to enact legalization and set the direction for rules and regulations
- Rule-making by the governmental department or office that will oversee cannabis commercialization and licensing

Think of implementation legislation as the outline of what legalization implementation will look like.

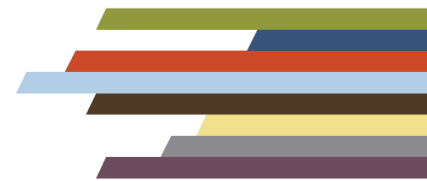
The rules are the finer details and specifics of how it will be managed by the state.



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# There's what's in the law and then what's NOT in the law

## LOOPHOLES

Example:

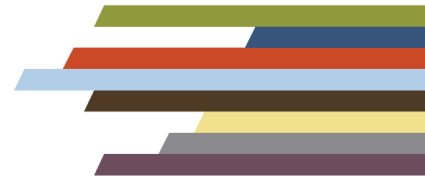
- Cannabis gifting loophole



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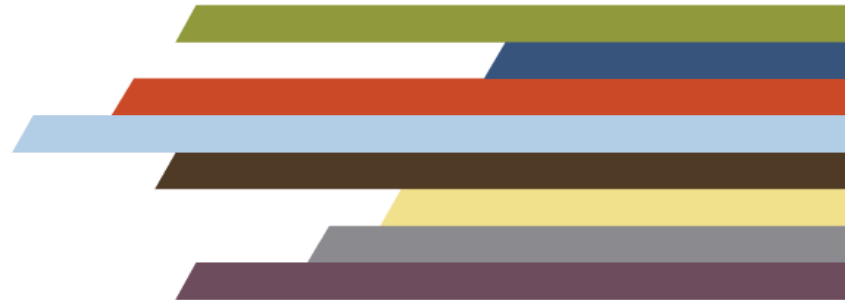
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# Rules & Regulation Watch-Out

There may be provisions in the implementation legislation that look good on paper, in terms of public health.

However, the finer details in the rules and regulations may make those ineffective.



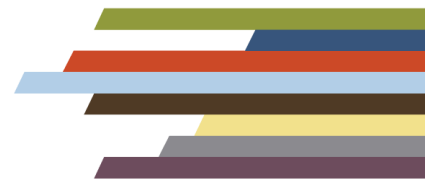
Can you read this? Maine legalization implementation requires health warnings, but the minimum font is 6 pt, is this effective?



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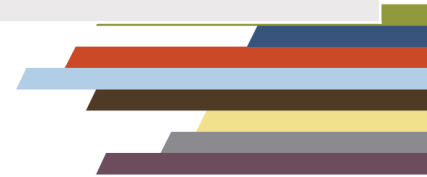
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# Examples of cannabis policy provisions that impact intervening variables

<b>Low Perception of Risk/Harm</b>	Labeling & Packaging Advertising
<b>Retail Access</b>	Buffer zones Dispensary Caps Density Caps Hours of operation License types allowed
<b>Social Access</b>	Social host laws Regulations on home grows
<b>Pricing &amp; Promotion</b>	Advertising Cultivation
<b>Policies &amp; Enforcement</b>	Provisions/funding for training law enforcement Structure of state regulation
<b>Norms favorable to youth substance use</b>	Labeling & Packaging Advertising



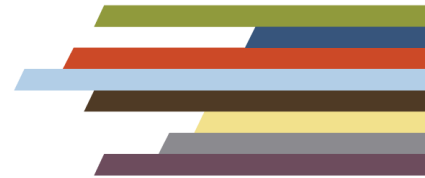
# STAGE 3: POST- IMPLEMENTATION CHANGES



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# Legalization isn't the end of the story...

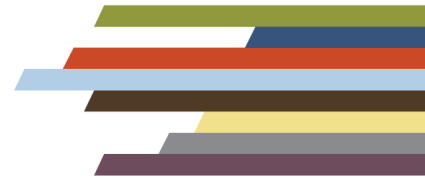
- Changes to cannabis legalization laws may be introduced in the very next session after the implementation law is passed.
- With cannabis commercialization comes lobbyists - industry will constantly be looking for changes that will increase their profitability
- This can often come at the cost of public health.
- Additionally, down the road state regulators will propose changes via rulemaking



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# Items that can get changed in post-implementation legislation

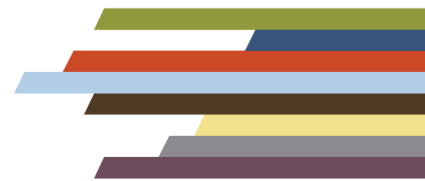
- Buffer zones between cannabis licensees and schools
- Caps or limits on number of dispensaries allowed statewide
- Nature of sales (delivery, vending, drive-thrus)
- Regulation of advertising
- Co-mingling of medical and adult-use sales
- License types (e.g. social clubs)
- Many more...



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# Cannabis Policy Literacy is Critical

Critical for prevention professionals to read and understand the cannabis laws and rules proposed and passed in their states.

Legalization  
Initiatives

Implementation  
Laws

Proposed Rules

Ongoing Bills

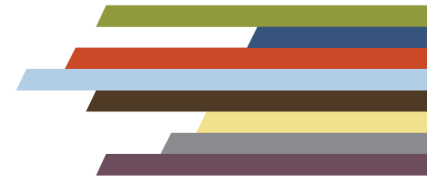
Local Ordinances



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# Education & Advocacy Can Have an Impact

Changes made to the Maine Marijuana Legalization Act during the legislative phase of implementation:

Social clubs were eliminated.

Concern – Impaired Driving

Strengthening of regulations for labeling, packaging, and advertising.

Concern – Appeal to youth

Complete prohibition of <21 entering any portion of a licensed retail marijuana operation.

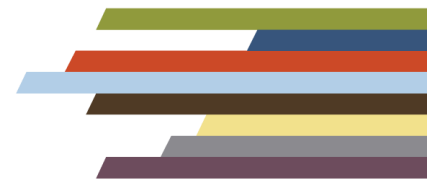
Concern – Youth access to retail marijuana



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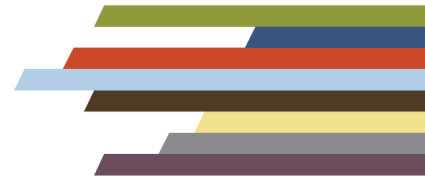
# Multiple layers of policy

**Federal**

**Municipal/local**

**State**

**Organizational**





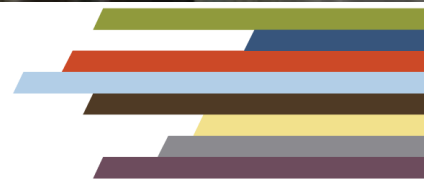
# Municipal policy



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# Municipal policy

After legalization municipalities have many issues to consider:

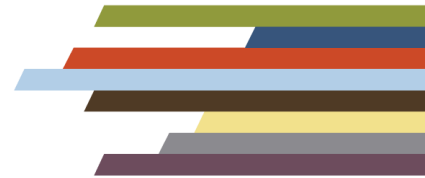
- Opt In or Opt Out of allowing retail sales in the community
- Zoning
- Limits on number of dispensaries
- Density limits
- Local enforcement
- Buffer zones around schools
- Smell/nuisance ordinances (these are challenging)
- Parcel limits for home grows
- Local licensing fees
- Local-level funding for cannabis prevention & education
- Additional local rules and guidelines



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Opt - In

Vs.

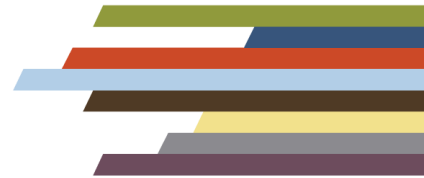
Opt - Out



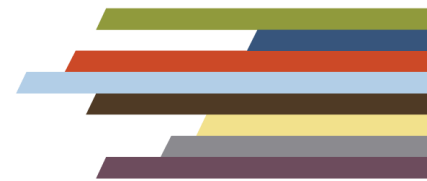
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# Organizational policy



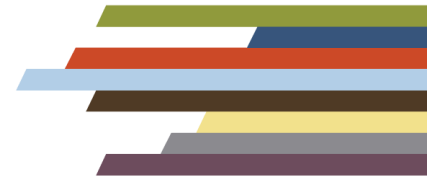
# A Socio-Ecological Model



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# What types of organizations and institutions need to consider cannabis policies after a state legalizes?

Housing

Education  
K-12

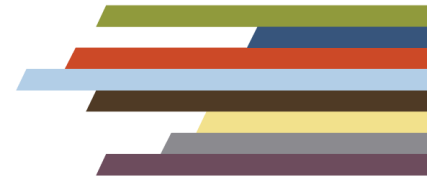
Colleges &  
Universities

Employers

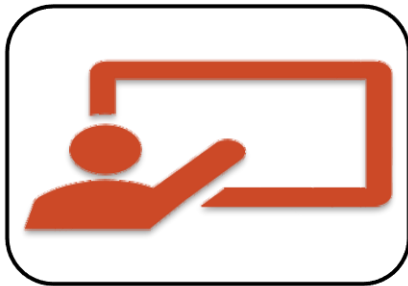
Healthcare

Transportation

Others?



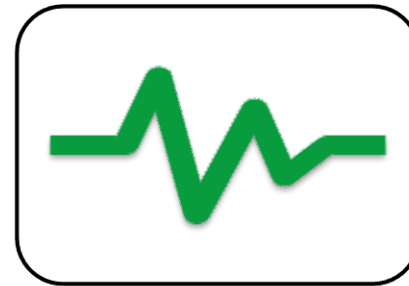
# Important elements if policy change is to be successful and have desired impacts



Training



Communication Strategies



Monitoring & Evaluation



Strategy for periodic review/revision of policies.

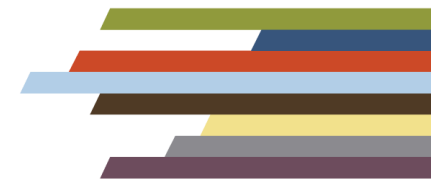
As an environmental approach, Prevention professionals and prevention coalitions can support their local organizations and institutions in developing these.



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# Policy Literacy is a Critical Skill

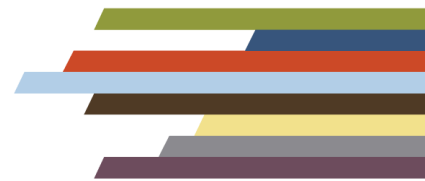
- Understanding the policy process
- Understanding how to identify where policy impacts risk and protective factors
- Understanding how policy should inform the SPF process for cannabis prevention
- Understanding the multiple layers of cannabis policy: federal, state, local, and organizational



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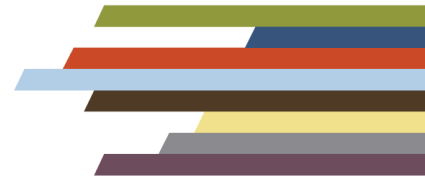
# CANNABIS PREVENTION TRAINING & TA FROM PTTC



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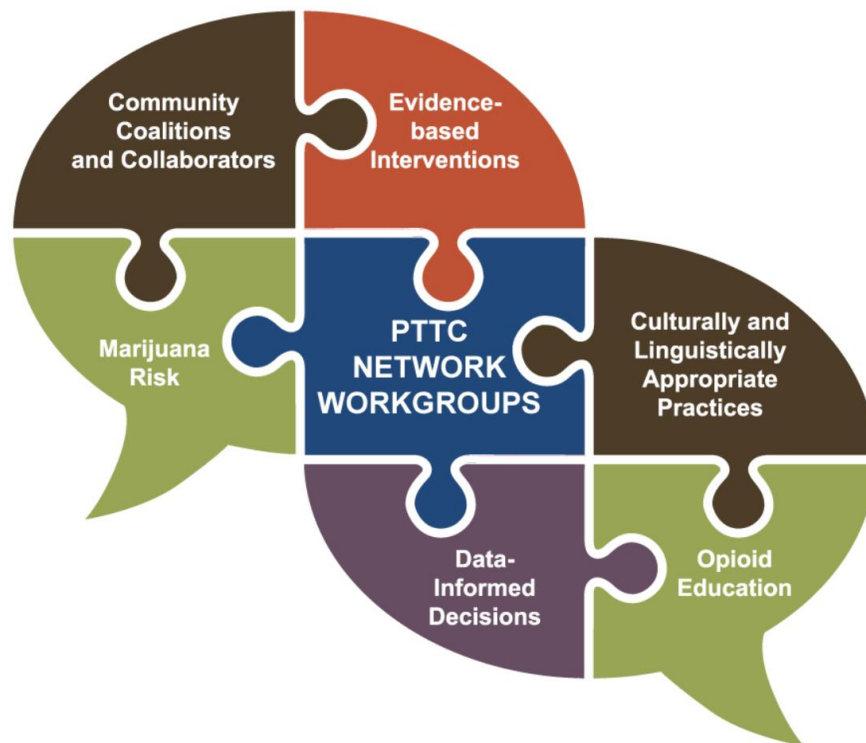


# National PTTC Work Groups

## PTTC Areas of Focus

The PTTC Network has identified six areas to focus the development of new resources and training for the prevention workforce across the country. The areas of focus are listed below in alphabetical order. New products and resources addressing these specific areas will be added to this website in the coming months.

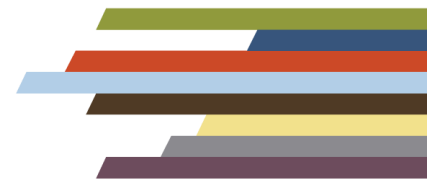
1. Community coalitions and collaborators
2. Culturally and linguistically appropriate practices
3. Data-informed decisions
4. Evidence-based interventions
5. Marijuana risk
6. Opioid education
7. Workforce Development



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# PTTC Cannabis Prevention Work Group

## Mission

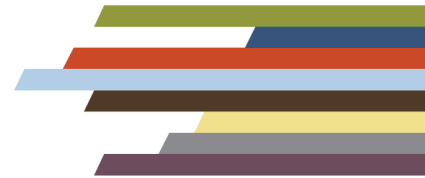
- The Cannabis Prevention Work Group (WG) exists to develop training and technical assistance tools, products, and service, related specifically to marijuana risk education and prevention, that can be deployed across the country.



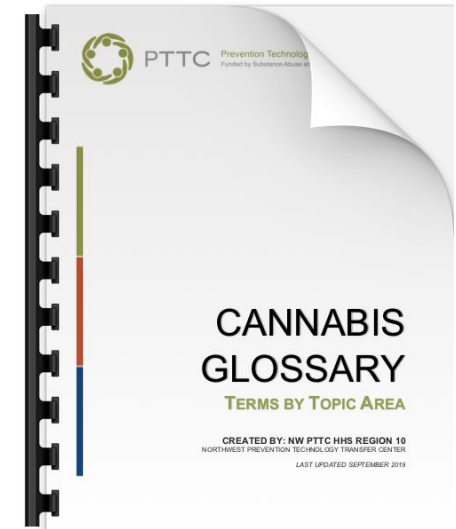
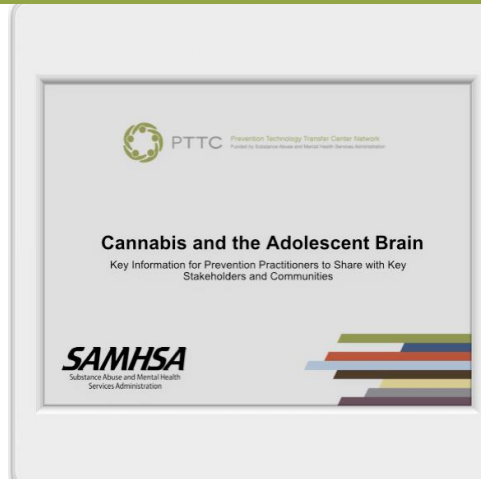
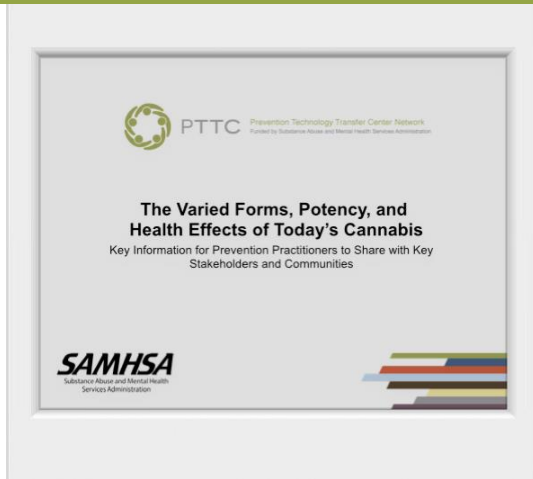
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# Cannabis Prevention Education Toolkit



Link to access and download:  
<https://pttcnetwork.org/centers/global-pttc/news/pttc-network-launches-new-marijuana-prevention-and-education-toolkit>

# Two New PTTC Courses on Cannabis, Coming soon...

## Cannabis Pharmacology. (ETA – Fall)

Presented by Dr. Hayden Center

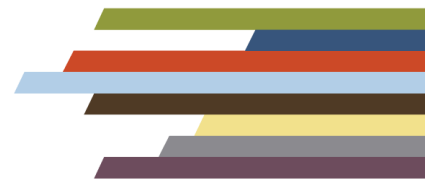
- Module 1: The Effects of Cannabis
- Module 2: Cannabis and the Adolescent Brain
- Module 3: Cannabis Pharmacology

## Effective Messaging to Parents and Youth to Impact Perception of Risk (ETA – Fall/Early Winter)



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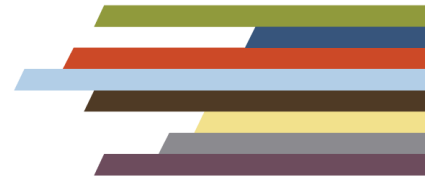
# FROM THE NEW ENGLAND PTTC



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# New England PTTC Project ECHO

*Application is Open!*

NEW ENGLAND PTTC  
Project ECHO®

Prevention in the Era of  
Commercial Cannabis (HHS Region 1)

Applications due by June 30, 2021

LEARN MORE <https://bit.ly/3aKH9Em>



Extension of Community Healthcare Outcomes

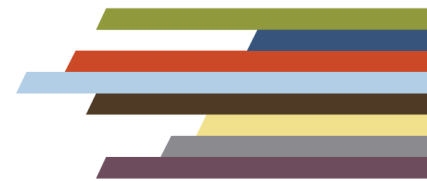
Not for profit movement to improve care by gathering a community of practice\* together for learning and support with the goal of improving decision-making by collaborative problem solving



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# Project ECHO Methodology

- Use Technology to leverage scarce resources
- Sharing “best practices” to reduce disparities
- Case-based learning to master complexity
- Tracking data to monitor outcomes



Arora S, Geppert CM, Kalishman S, et al: Acad Med. 2007 Feb;82(2): 154-60.



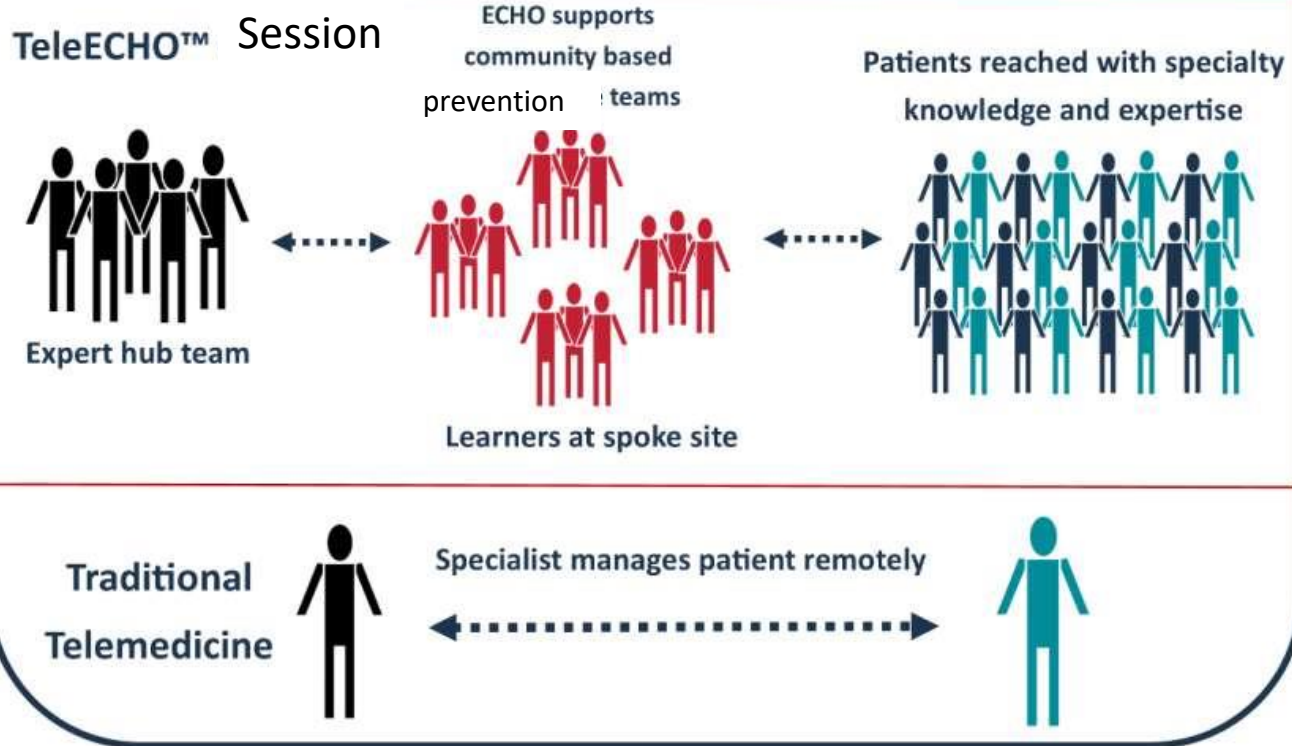
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# ECHO vs. Telemedicine



ECHO is a force multiplier

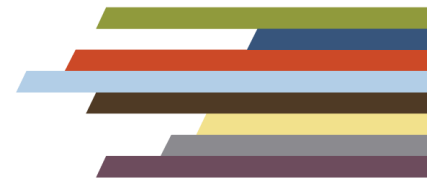
ECHO model is not “traditional telemedicine”  
“All Teach, All Learn”



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# Anatomy of a TeleECHO Session

1. Introductions
2. Announcements
3. Brief faculty-led Didactic (10-15 minutes)
4. Case Presentation
5. Facilitator summarizes and reiterates main question
6. Facilitator asks participants for Clarifying Questions (first prevention teams, then faculty hub)
7. Facilitator asks for Recommendations from participants (first prevention teams, then faculty hub)
8. Recommendations are summarized



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# New England PTTC Project ECHO

## TOPICS FOR SESSIONS:

- Epidemiology: Trends in Cannabis among youth and adults
- Neurobiology of Cannabis
- Cannabis Use and Mental Health
- Structural factors underlying racial differences in adverse experiences
- State and local cannabis policy
- Overview of cannabis policy in New England
- Effective communication strategies for addressing cannabis issues
- Evidence-based interventions for youth, young people, and adults
- Environmental and policy approaches to cannabis prevention

## Faculty:

**Renee Johnson, PhD** – Associate Professor, Johns Hopkins University School of Public Health;

**Ken Winters, PhD** - Senior Scientist at the Oregon Research Institute (MN location);

**Josh Esrick, MPP** – Senior Policy Analyst, Carnevale Associates

**Gisela Rots, MS, CPS** – Project Director, Center for Strategic Prevention Support

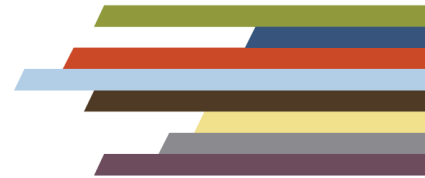
**Scott M. Gagnon, MPP, CPS** – Project Director, New England PTTC



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# The Evolution of Cannabis Policies and Where Prevention Fits In

**Presenter: Scott M. Gagnon, MPP, PS-C - Director, New England PTTC**

This training examines the multiple layers of policy with respect to cannabis: state, local, and organizational, and how the evolution of cannabis policies on all levels can impact the risk factors that influence substance use. Participants will learn the importance of cannabis policy literacy and how to use that knowledge in planning prevention approaches in an era of commercialized cannabis.

**Intended Audience:** The ideal audience for this training are state and community prevention organizations and the prevention professionals responsible for implementing prevention programs and strategies in their communities. This can include coalition members, sector representatives and partners, volunteer staff, and other key partners, stakeholders, and collaborators. This training can also be appropriate for the broader public, with interest in the role of marijuana policies in impacting and shaping conditions in their communities.

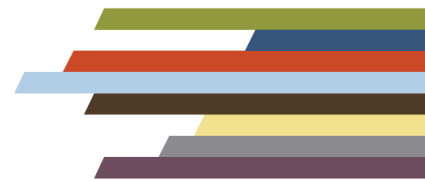
Recorded webinar available: <https://healthknowledge.org/course/index.php?categoryid=101>



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# Microlearning Series

## Microlearning Vaping Series

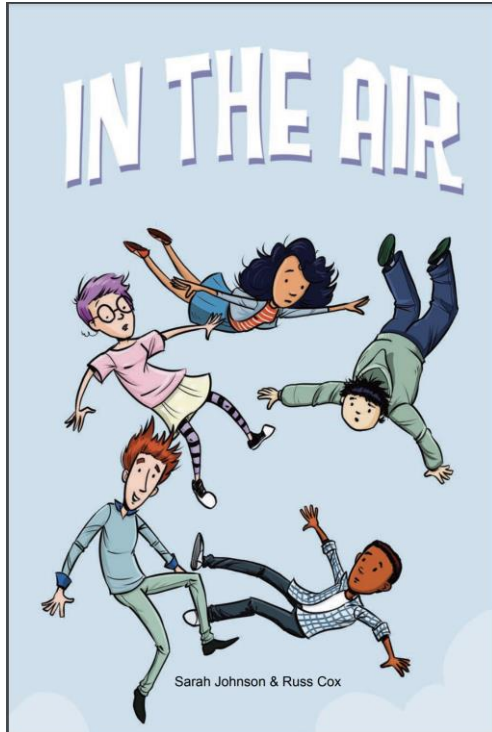
- Nicotine and the Adolescent Brain
- Neurobiology of Cannabis
- The Appeal of Vaping
- Public Health Concerns of Vaping

## Microlearning Cannabis Prevention Series (in development)

- Impairment
- Messaging & Communication
- THC, CBD, and Hemp
- Local and Organizational Policy



# “In The Air”



***In the Air*** is a graphic medicine toolkit built to foster conversations with and among young people around vaping, choices about substance use, and social factors. This graphic novel-styled story of five teens going through high school incorporates behavioral science of substance misuse prevention with the stories, interest, and ideas of members of the Tobacco Free Rhode Island Youth Ambassadors. The novel has questions to help guide the discussion, a strong research base, and roots in risk and protective factors. *Preview the first 15 pages.*

**Toolkit includes:** Graphic medicine novel, facilitators guide, discussion questions and worksheets, and evaluation materials. (available in Spanish and Portuguese)

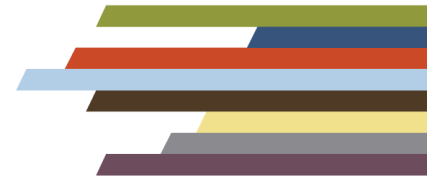
<https://pttcnetwork.org/centers/new-england-pttc/product/air-graphic-medicine-download-preview-request-full-version-paper>



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# Recorded Webinar

## Recorded Webinar: Today's Marijuana: Stronger, More Edibles, Confusing Information about Driving

Presenter: Dr. Karen Simone, Director Northern New England Poison Center

**Course Summary:** Dr. Karen Simone provides an overview of the science of today's marijuana products. They are stronger, often times contain no or less CBD in relationship to THC and are vastly available in edible and other forms. People using marijuana are confused regarding the safety of driving. CBD is promoted as a cure for everything and anything. Learn what is known and unknown.

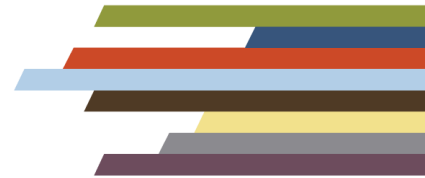
Link: <https://pttcnetwork.org/centers/new-england-pttc/marijuana-prevention-training-technical-assistance-services>



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# Data

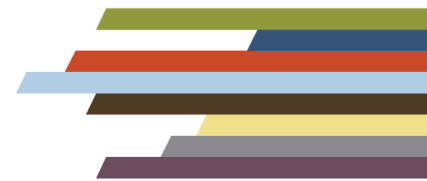
- Cannabis prevention training and technical assistance provided to 384 participants in Year Two
- Average GPRA Score for New England PTTC trainings 1.51
- 13,900 page views of the PTTC Cannabis Prevention Education Toolkit



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# Looking ahead...

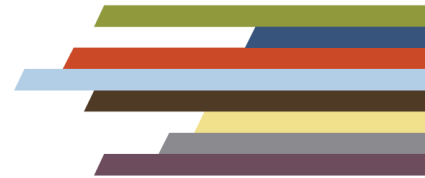
Key needs for the prevention field moving forward:

- Opportunities for networking, collaboration, and information sharing
- Dedicated resources at state and local levels to fund cannabis prevention, especially in legalized states
- Research and evaluation of cannabis prevention interventions and strategies specific to the context of commercial cannabis
- Cannabis policy literacy training



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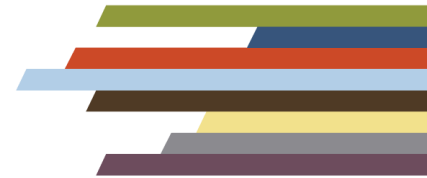


# Questions?



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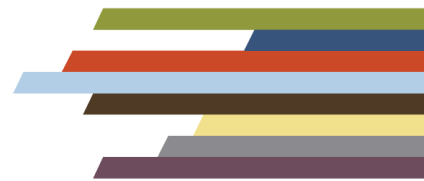
# Thank you!



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# Contact Information

If you have questions or comments, please don't  
hesitate to contact:

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