



- **Power Session 3** -

**Creating Relevant Media Focused on Youth  
Marijuana Use**

August 14, 2024

1:30 PM – 2:45 PM

It is great to be here!



**Joe Eberstein, CPS**

*Director of Community Engagement, Center for Community Research  
San Diego County Cannabis Public Health Initiative  
SAMSHA PTTC Region 9*



## CENTER FOR COMMUNITY RESEARCH

THIS YEAR WE ARE CELEBRATING  
15 YEARS SERVING THE SAN  
DIEGO REGION.



# CCR EVENTS

- CO HOST THE WESTERN STATE MARIJUANA AND STIMULANT SUMMITS BI-ANNUALLY WITH HIDTA
- CO HOST DEA RED RIBBON LUNCHEON AND AWARD CEREMONY
- HOST SAN DIEGO OVER-DOSE AWARENESS DAY EVENT AND COORDINATE MEDIA

## MEMBER AFFILIATIONS:

UCSD ABCD STUDY, SAMSHA PTTC 9, IASIC, ABHPC AND DHCS CA PROP 64 ADVISORY GROUP



PTTC

Prevention Technology Transfer Center Network  
Funded by Substance Abuse and Mental Health Services Administration

## COUNTYWIDE INITIATIVES & SERVICES (CONT'D)

County Office of Education  
Live (High School Youth)  
Middle School Youth  
1515 La Jolla Village Rd., San Diego, CA 92111  
619-451-3137  
oed@scdco.net  
scdco.net

Available on school sites only

**Evaluation Project**  
Community Research  
1117 Diego Dr. Ste. 111, San Diego, CA 92108  
619-5108-90027  
rand@ccrconsulting.org  
in@donovan-ccrconsulting.org

**Intensive Facilitation (MPI)**  
Community Research  
1117 Diego Dr. Ste. 111, San Diego, CA 92108  
619-5108-90027  
in@donovan-joseph-ebenstein-ccrconsulting.org  
mris@mpisdcountry.net

**Hospitality Coalition**  
Public Strategies  
1117 Diego Dr. Ste. 111, San Diego, CA 92108  
619-5108-2217  
jao@publicstrategies.com  
in@novak-publicstrategies.com

**Media Advocacy Project**  
Community Research  
1117 Diego Dr. Ste. 111, San Diego, CA 92108  
619-5108-90027  
in@salven-ccrconsulting.org  
/www.ccrconsulting.org/community

## TREATMENT SERVICE DETAILS

In keeping with Federal and State standards, the following groups have priority admission to treatment programs: pregnant or parenting injection drug users (IDU), pregnant or parenting substance users, all other IDU, and those with a County of San Diego Health and Human Services referral.

### ADDITIONAL PROGRAMS

For more information on substance use disorder treatment services, please visit the County of San Diego Behavioral Health Services website:  
[https://www.sandiegocounty.gov/content/sdc/hhsa/programs/bhs/alcohol\\_drug\\_services/dmc\\_ods\\_consumer.html](https://www.sandiegocounty.gov/content/sdc/hhsa/programs/bhs/alcohol_drug_services/dmc_ods_consumer.html)

### CONTACT INFORMATION

**San Diego Access & Crisis Line**  
1-888-724-7240  
Immediate support and resources from an experienced counselor  
Free assistance 7 days / 24 hours  
Assistance available in 150 languages  
TDD/TTY Dial 711

### 2-1-1 San Diego

Community, health, social, and disaster services  
Free assistance 7 days / 24 hours  
Assistance available in 200 languages  
<https://211sandiego.org/>

### Behavioral Health Services (BHS)

3255 Camino Del Rio South  
San Diego, CA 92108  
BHS can be reached Monday to Friday, excluding holidays, 8am - 5pm at (619) 563-2700  
<https://www.sandiegocounty.gov/hhsa/programs/bhs/>  
(No services provided at this location)



## SUBSTANCE USE DISORDER PREVENTION PROGRAMS

County of San Diego Health and Human Services Agency  
Behavioral Health Services

# SAN DIEGO COUNTY PREVENTION SYSTEM

- 6 REGIONAL PROVIDERS
- 3 SUBSTANCE USE INITIATIVES (OPIOIDS/METH, CANNABIS AND ALCOHOL)
- COUNTYWIDE MEDIA
- EVALUATION
- FNL





PROJECTS CCR  
MANAGE

**OUR SAN DIEGO COUNTYWIDE PROJECTS:**

- SUOPT – SUBSTANCE USE AND OVERDOSE PREVENTION TASK FORCE
- CPHI – CANNABIS PUBLIC HEALTH INITIATIVE
- CWMA – COUNTYWIDE MEDIA ADVOCACY
- EVALUATION



# AGENDA

- HOW DATA DRIVES THE NEWS!
- DISCUSS MEDIA TOOLS
- CANNABIS MESSAGING AND THEMES
- PIO'S
- ABC 10 SERIES - CANNABIS PUBLIC HEALTH
- SOCIAL MEDIA TOOLS AND RESOURCES



## BIG ADVOCATE OF PREVENTION

- PRIMARY PREVENTION – RAISING AWARENESS AMONG YOUTH, TEACHING HEALTHY HABITS AND COPING SKILLS AND TALKING EARLY AND OFTEN.
- PREVENTION SAVES DOLLAR\$
- PREVENTION WORKS! LET'S NOT DISMANTLE THE GREAT WORK TOBACCO PREVENTION HAS DONE.
- SMOKE IS SMOKE!





# **INTRODUCTIONS**

WHAT DO YOU HOPE  
TO TAKE AWAY FROM  
TODAY?



“Take your phones out”

Everyone Google Marijuana Phoenix



In 2023 the Cannabis Industry generated 1 Billion dollars in tax revenue for the State of California!





# MEDIA AND CANNABIS

MEDIA IS OFTEN HESITANT TO ADDRESS THE ISSUE OF MARIJUANA/CANNABIS USE FOR MANY REASONS.

- OTHER DRUGS OVER-SHADOW THE ISSUE
- POLITICAL
- LEGAL ISSUES FROM THE INDUSTRY

# RECENT CHALLENGES WITHIN THE MEDIA LANDSCAPE

- COVID DOMINATED THE NEWS FOR THE LAST 3 YEARS!
- NEWSROOMS ARE SMALLER WITH LESS STAFF. THAT REMAINING STAFF ARE DOING MORE!
- DIGITAL MEDIA
- POLITICS, POLITICS, POLITICS
- AI

SOME MEDIA OUTLETS ARE “WAKING UP” TO CANNABIS AND PUBLIC HEALTH - LA TIMES EDITORIAL BOARD, CNN





cnn marijuana



All News Videos Images Forums Shopping Maps More Tools

Reclassification Pregnancy Vomiting syndrome Daily Brain Sleep

Top stories

CNN Prenatal marijuana use linked to serious risks for mother during pregnancy, study finds 4 hours ago

CNN FDA, FTC issue warnings to companies selling copycat snacks with delta-8 THC 5 days ago

CNN Opinion: Here's why marijuana should not be reclassified as a lower-risk drug 3 weeks ago

More news

CNN Any use of marijuana linked to higher risk of heart attack ... Feb 28, 2024

All News Shopping Images Videos Forums Web More Tools

Los Angeles Times https://www.latimes.com topic cannabis

Cannabis

Read up on the latest cannabis, pot, marijuana, weed, and dispensary news in LA, California, and around the world.

Los Angeles Times https://www.latimes.com california story the-dirty...

The dirty secret of California's legal weed

Jun 14, 2024 - An L.A. Times/WeedWeek investigation finds alarming levels of pesticides in cannabis products at dispensaries across the state.

Los Angeles Times https://www.latimes.com california story the-dirty...

Full Coverage: California's problem with contaminated weed

Jun 29, 2024 - An L.A. Times/WeedWeek investigation finds alarming levels of pesticides in cannabis products at dispensaries across the state. June 14, 2024.

Los Angeles Times https://www.latimes.com lifestyle story inside-the...

A look inside the new state fair cannabis consumption lounge

4 days ago - Also, the hours for on-site cannabis sales are 11 a.m. to 9 p.m. daily (except for July 19), and the consumption area is open from 11 a.m. to 10 ...

Los Angeles Times https://www.latimes.com california newsletter can...

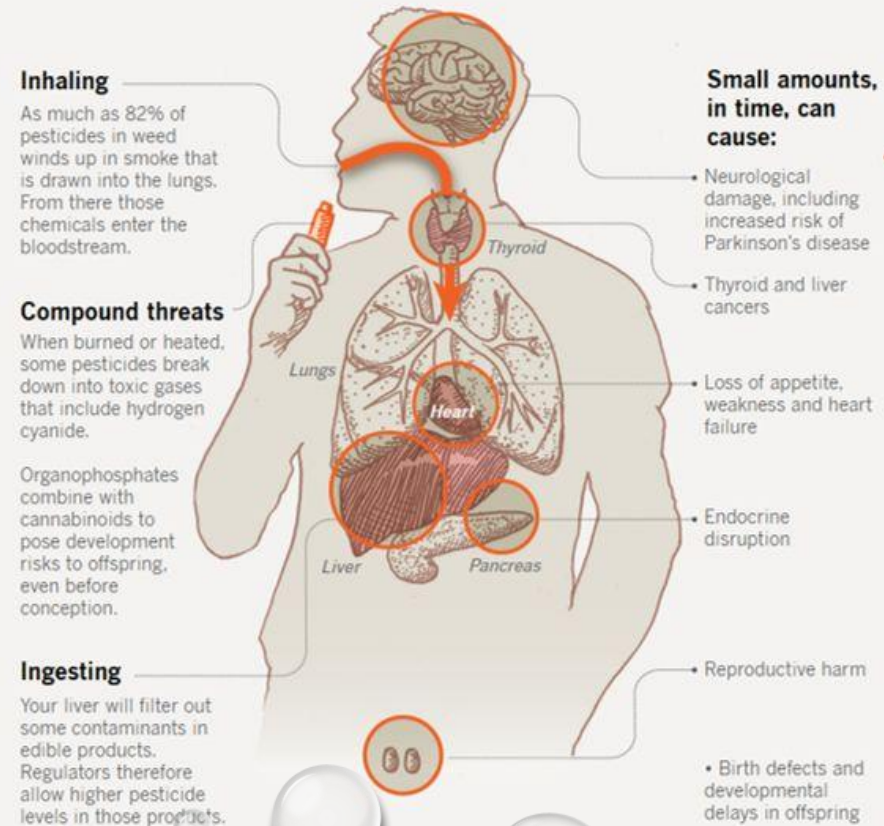
How dirty is your weed? Joint investigation finds toxic ...

Jun 17, 2024 - The Times teamed up with WeedWeek to test dozens of over-the-counter cannabis products. More than half had unsafe levels of pesticides.

# COOL INFO GRAPHIC

- HOW TOXIC ELEMENTS IN CANNABIS MAKE THEIR WAY INTO THE BODY.
- LA TIMES 2024

A [Los Angeles Times investigation](#) shows how the toxic elements make their way first into the plant, then the products and finally the users. Cannabis' accelerated growth and respiration rate cause it to act like an unnatural sponge. It takes up and concentrates heavy metals and pesticides in the soil and air — even trace amounts that drift on the wind from nearby farms or seep out of treated wood and old drywall. The process of making vape oils can concentrate these chemicals tenfold. Consuming weed that is contaminated with dangerous chemicals can have severe impacts on health including neurological damage, endocrine disruption, reproductive harm, loss of appetite, weakness and heart failure.





SAN DIEGO

CWMA

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Countywide Media Advocacy





Media Tools

# CWMA Activities

- Regional Media Advocate Coordination and Support
- Message development
- Editing
- Trainings and Technical Assistance
- Social Media Support

Meet the Media

## Constructing an Effective Op-Ed

### Speakers:

Chris Jennewein  
Editor & Publisher at Times of San Diego



### Training Topics:

- **Master the Structure of Op-Eds:** Learn the essential elements of op-eds, including how to craft a compelling argument supported by evidence.
- **Engage and Persuade Your Audience:** Develop skills to write persuasively for specific audiences, utilizing emotional appeals and strong headlines.
- **Ethics and Submission Tactics:** Understand ethical considerations in opinion writing and learn strategies for successfully submitting op-eds to media outlets.



**Registration Required**  
[Click here to register](#)



Thursday, June 27, 2024  
10:00AM - 11:00AM



**Questions?**  
[cwma@ccrconsulting.org](mailto:cwma@ccrconsulting.org)

# Tracking Report - July 2023 - June 2024

## SUD Prevention Media Advocacy Services and Support Program Monthly Media Advocacy Tracking Report: July 2023 through June 2024

This report documents media deliverables published by the County of San Diego SUD Prevention System Initiatives and regional service providers. This report reflects media that occurred from July 2023 through June 2024. Previous fiscal year reports can be found [here](#). **Note:** Published media documented throughout this report only reflects media that were reported/submitted by regional providers and initiatives through [the SurveyMonkey reporting link](#). If a submission was not completed following earned media, that information is not captured in this report.



July 2023				
Region/Initiative	Publication	Date	Topic/Title of Media Piece	Links/Live News Segments
N. Coastal	Best of Oceanside Magazine	7.7.23	Safe Disposal and Naloxone: Key to Combating Opioid Crisis	<a href="#">Link</a>
East	East County Magazine	7.14.23	Advancing Healthy Communities: Restoring Civility in Lemon Grove	<a href="#">Link</a>
MPI	Fox 5 San Diego	7.18.23	Dangerous trend of cannabis poisoning amongst toddlers mounts in San Diego	<a href="#">Link</a>
August 2023				
Region/Initiative	Publication	Date	Topic/Title of Media Piece	Links/Live News Segments
East	East County Magazine	8.5.23	Advancing Healthy Communities: Drug Enforcement Administration Warns of Emerging Drug Threat: Xylazine Zombies	<a href="#">Link</a>
South	The Star News	8.19.23	Summer festival promotes year-round health, wellness	<a href="#">Link</a>
N. Coastal	Encinitas Advocates	8.25.23	Local teens honored for community work	<a href="#">Link</a>

# Media Campaign Themes

Draft Media Campaign Themes		
CWMA SUD Prevention		
Theme 1: Prevention		
<b>Goals/Objectives:</b> Increase parent/caregiver awareness of: <ul style="list-style-type: none"> <li>• Prevalence and risks of youth substance use</li> <li>• Positive social norms (e.g., most youth don't use substances)</li> <li>• Skills and tools to increase confidence to prevent (harms) of youth substance use</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Target Population(s):</b> Parents/caregivers of youth aged 12-25</li> <li>• <b>Social Media Outlets:</b> Facebook, Instagram</li> </ul>
Campaign Content Creation		
Theme/Sub-Theme	Post Copy	Link
SUOPT – Safe Disposal	Select from pre-developed messages from the DEA <a href="#">TakeBack Day</a> campaign kit.	<a href="#">Link</a>
Fentanyl Facts – May 10 – Fentanyl Awareness Day	<b>Post messaging developed in support of event. Samples from previous years include:</b> Today is National Fentanyl Awareness Day. Talk to your children about their mental health and the risks of encountering illegally made fentanyl. Learn more at <a href="#">fentanylawarenessday.org</a>	<a href="#">Link</a>
Parent Communication Substance Use	<b>Graphic Text:</b> It's never too early to have a conversation with your child about alcohol and other drugs. Talk early, talk often. <b>Post Caption:</b> The sooner you talk about substance use with your child, the greater chance you have of influencing your child's decisions about using alcohol and other substances. For tips on how – and when – to begin the conversation, visit <a href="#">www.underagedrinking.samhsa.gov</a>	
Spring Break Parent Communication Substance Use	Young people are more likely to listen when they know you're on their side. Explain why you don't want your child to drink or use other substances. "Because I said so" is not good enough. Tell your child it's because you want him/her to be happy and safe. For tips on how—and when—to begin the conversation, visit <a href="#">XXXX</a>	
Parent Communication	It's not always easy to have honest, caring conversations with kids about drug use, but it's always worth it. For tips on how—and when—to begin the conversation, visit <a href="#">XXXX</a>	
Safe Storage Marijuana/Cannabis	Out of reach, out of sight, labeled right and sealed up tight. Securing marijuana keeps small children and teens safe from accidental ingestion.	
Drugged Driving – Marijuana	<b>Slide 1:</b> It's never okay to drive impaired. If you've used marijuana, don't drive. Marijuana can slow down your reaction time and increase your chance of a crash. <b>Slide 2:</b> Did you know? Driving under the influence of marijuana is considered impaired driving and comes with the same consequences as driving while impaired by alcohol.	
Drugged Driving – Marijuana <i>Myths about marijuana and driving</i>	<b>Myth:</b> Marijuana doesn't affect my ability to drive <ul style="list-style-type: none"> <li>• <b>Facts.</b> Driving under the influence of marijuana affects your ability to drive safely and you're at greater risk of getting into an accident.</li> </ul> <b>Myth:</b> I'm not going far so it's okay. <ul style="list-style-type: none"> <li>• <b>Facts.</b> 45% of accidents happen near the home. Driving in a familiar setting makes drivers less attentive, and marijuana has been shown to reduce a driver's concentration.</li> </ul>	

Theme 2: Addiction as a Disease, Anti-Stigma		
<b>Goals/Objectives:</b> Provide education on stigma-free language choices.		
<b>Target Population(s):</b> General community		<b>Social Media Outlets:</b> Facebook, Instagram

# Dates to Make News!

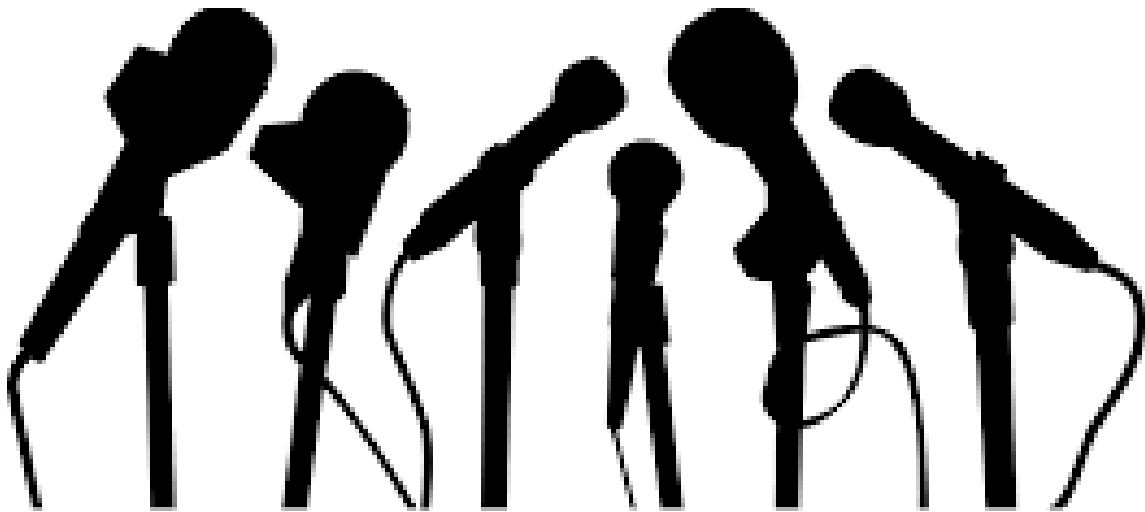
## Dates to make news on alcohol and other drugs

(a work in progress—to be further checked, refined, and expanded—please send additions & corrections to mgibson@publicstrategies.org)

	Meth	MJ	RX Drugs	Alcohol	Poly- drug
<b>January</b>					
SD alcohol beach ban trial, Jan. 2008 (approved November)				X	
Dry January				X	
<b>February</b>					
Super Bowl				X	
Mardi Gras				X	
National Eating Disorders Awareness Week (drunkorexia)				X	
<b>March</b>					
St. Patrick's Day		X		X	X
Spring break		X		X	X
National Drug and Alcohol Facts Week	X	X	X	X	X
<b>April</b>					
RX take back day			X		
Alcohol Awareness Month				X	
Spring Break		X		X	X
Earth Day			X		
420		X			
<b>May</b>					
Cinco de Mayo				X	
Graduation		X		X	X
Mental Health Month	X	X	X	X	X
National Women's Health Week		X	X	X	X
<b>June</b>					
International Men's Health Week		X	X	X	X
PTSD Awareness Month		X	X	X	X
<b>July</b>					
US recommends minimum drinking age of 21 and penalizes states which don't follow that standard The National Minimum Drinking Age Act of 1984 ( <a href="#">23 U.S.C. § 158</a> ) was passed on July 17, 1984 by the <a href="#">United States Congress</a> .				X	
National Minority Mental Health Awareness Month		X	X	X	X
4 <sup>th</sup> of July				X	
<b>August</b>					

International Beer Day				X	
International Overdose Awareness Day			X		
<b>September</b>					
Suicide Prevention Month	X	X	X	X	X
<b>October</b>					
AB 1078 Meth Cleanup Act (Oct. 2005)	X				
Federal .08 BAC law deadline (Oct. 1, 2003) (also opportunity to talk about drugged driving)	X	X	X	X	X
RX take back day			X		
No alcohol in self-checkout line (passed October 2011)				X	
Prescription Drug Abuse Awareness Month			X		
Breast Cancer Awareness Month				X	
Domestic Violence Prevention Month	X	X	X	X	X
Crime Prevention Month	X				
Children's Health Day		X	X	X	X
Red Ribbon Week	X	X	X	X	X
Bullying Prevention Month		X		X	X
Octoberfest				X	
World Mental Health Day	X	X	X	X	X
<b>November</b>					
SD alcohol beach ban trial, Jan. 2008 (approved November)				X	
<u>Drunksgiving</u>				X	
International Survivors of Suicide Loss Day	X	X	X	X	X
National Meth Awareness Day	X				
<b>December</b>					
Formation of the MSF, hotline	X				
Seasonal Depression Awareness Month	X	X	X	X	X
New Year's Eve		X		X	X

# We offer spokesperson training!



**SPOKESPERSON**  
**MEDIA TRAINING**

- ▶ It can be scary to speak on camera.
- ▶ Prepare!
- ▶ **Speak in your adult voice!**
- ▶ Make it short and sweet.
- ▶ Stick to the script.
- ▶ If you don't know, say "I don't know."

A young boy with a large blue and black backpack is sitting on a concrete ledge. He is wearing a grey and white striped long-sleeve shirt, blue jeans, and black sneakers. He has his head bowed and his hands covering his face, suggesting he is sad or disappointed. The background is a blurred outdoor setting with a paved ground.

## Youth can be disappointed!

If the media does not show, we have our phones to memorialize the event on social media.

Talk to kids about the possibility media does not show.

# CWMA YouTube Training Library

► <https://www.youtube.com/channel/UCOHH0UczuzJ5q7mceD8T83A>



The image shows a screenshot of the CWMA YouTube channel page. At the top, there is a search bar and navigation icons. The channel banner features the CWMA logo, which consists of a stylized antenna icon and the letters 'CWMA' in green. Below the banner, the channel name 'San Diego - Countywide Media Advocacy Project' is displayed, along with the handle '@CWMA2023', 3 subscribers, and 10 videos. A description reads: 'Thank you for visiting the Countywide Media Advocacy (CWMA) YouTube page. ...more' and the website 'cwrconsulting.org' is listed. A 'Subscribed' button is visible. The main content area is titled 'For You' and displays three video thumbnails. The first video is 'CWMA Constructing an Effective OpEd with Chris Jennewein' (45:53) with 9 views from 5 days ago. The second is 'Communicating Health Information in Media Advocacy with Carlos F. Delgado' (1:05:48) with 17 views from 3 months ago. The third is 'Meet the Media: Engaging Diverse Media Sources' (1:09:15) with 21 views from 4 months ago. The video thumbnails show various scenes: a meeting, two people speaking, and a presentation slide titled 'Engaging Diverse Media Sources'.



# For our News Events - We write the script!

## Press Conference Script

Suicide Awareness Month - High Potency Marijuana Products and the Impact on Youth Mental Health  
September 22, 2022  
10 am  
Family Health Centers

### Dr. Sepulveda - Welcome

Good morning, I want to welcome you to this morning's news conference. My name is Dr. Joe Sepulveda, Chief of Psychiatry and Medical Director for Substance Use Disorder Services with Family Health Centers of San Diego.

Family health centers has been servicing the community since 1970, delivering high quality care focusing on low income and medically underserved persons.

Today's news conference will highlight the complex issue surrounding youth marijuana use, mental health and call upon the marijuana industry to partner with public health.

I am happy to introduce Dr. Roneet Lev with Scripps Mercy Hospital to give some background regarding this event.

### Dr. Roneet Lev - Front-Line Cases

- Good morning and welcome to this news conference. My name is Dr. Roneet Lev, and I am an emergency and addiction physician practicing at Scripps Mercy Hospital in San Diego.
- We are here to alert parents and youth on the risk of high potency THC on mental health.
- People have a choice about what to put in their body and what not to put in their body.
- We want to make sure parents and youth are making informed decisions and understand the risks.
- Every day I treat patients in the emergency department with marijuana poisoning. They have cannabis-induced psychosis, vomiting or cannabis hyperemesis syndrome, or lung and heart complications.
- In San Diego County each day we treat 37 patients with a cannabis-related diagnosis.
- At Scripps, I treated a 17-year-old young man who came to the hospital with his sister. He was hearing voices, mumbling and in psychosis. His sister was scared because, when this happened in the past, he grabbed knife and police were called. He also took marijuana gummies. I explained to her that people who have mental health challenges should not be using high potency THC products because it can make their psychosis worse. She started

crying and stated she had never heard that. She felt guilty because she took her brother to the dispensary to buy gummies thinking it would help his anxiety.

- The FDA has a warning on prescription strength THC, Marinol, that states "Avoid use in patients with a psychiatric history".<sup>1</sup> Patients with schizophrenia, psychosis, bipolar disorder should not be using THC because it can make their condition worse.
- I treated a young woman who was diagnosed with cannabis use disorder and spent a week in a behavioral health unit in Los Angeles because she was suicidal. After a week without cannabis and with psychiatric medications, her condition improved. She was placed on a bus to San Diego to be with her mother. On the way, she used marijuana and once again started hearing voices that told her to jump into traffic. She never made it to her mother's home. An ambulance was called, and she became my patient.
- According to the SD County Medical Examiner, 39% of completed suicides under the age of 25 tested positive for THC in 2020 or about one in three.<sup>2</sup> THC was the number one drug found in completed suicides, more than alcohol, in age under 25.
- Large studies have shown that a Cannabis Use Disorder and Daily Cannabis Use was associated with a high risk of past year suicide attempt in young adults 18-34 with and without underlying major depression.<sup>3</sup>
- Sadly, I treat patients daily who overdose on fentanyl or are seeking treatment for fentanyl. I ask each patient what was the very first drug they used all say they started with marijuana, and often at a very young age.
- I will now pass back to Dr. Sepulveda

### Dr. Joe Sepulveda - Psychosis Risk

- Thank you. Again, my name is Dr. Joe Sepulveda, Chief of Psychiatry and Medical Director for Substance Use Disorder Services with Family Health Centers of San Diego.
- There is much overlap in people who suffer from addiction and have mental health challenges. That is why FHCS is proud to offer coordinated treatment that addresses the total aspects of health. We are also proud to train doctors in addiction medicine so that we can expand these critical services in our community.
- Every day I treat patients who suffer for cannabis use disorder and have psychosis. Patients and family often ask why this happened. While I cannot tell them exactly, I can share some data.
- A study of 4,674 twins found that psychotic experiences were common in twins exposed to cannabis compared to twins who were not exposed.<sup>4</sup> That tells us that cannabis is a risk factor for psychosis even without a genetic risk.

<sup>1</sup> FDA Label for Marinol. AccessData.fda.gov. [https://www.accessdata.fda.gov/drugsatfda\\_docs/label/2017/018651s029lbl.pdf](https://www.accessdata.fda.gov/drugsatfda_docs/label/2017/018651s029lbl.pdf)

<sup>2</sup> San Diego Medical Examiner Data 2020.

<sup>3</sup> Han et al. Prevalence past-year suicide attempt in young adults (18-34) with or without Cannabis Use Disorder (CUD) and Cannabis Use with or without major depression episode (MDE). NIDA slide presented April 2022.

# We write and send out the Media Advisory



SAN DIEGO COUNTY  
Cannabis  
Public Health  
Initiative



**A new report that outlines emerging marijuana related public health issues, including youth exposure cases from edible products.**

Link to New 2022 CA Marijuana Impact Report

<https://www.dropbox.com/s/c7feufemwiwkawm/California%20Marijuana%20Impact%20Report%202022%20FINAL.pdf?dl=0>

Our data shows increase in exposure cases both Nationally and Locally.

- Between 2016 to 2021 we have seen a greater than 2,000 percent increase nationally in marijuana edible exposure calls to Poison Control for children under the age of 12.
- California poison control reports the highest number of marijuana exposure calls are for children under the age of 5.
- Locally, Rady's Children's Hospital has been tracking the increase poisoning with detailed reporting. Pointing out that colorful gummy candies are the most common type of exposure for children at home.

**When** - February 23, 2023 at 10am

**Where** - Rady's Children's Hospital in front of the ER - 3020 Children's Way, San Diego, CA 92123

#### **Who**

- Dave King, Director, San Diego – Imperial High Intensity Drug Trafficking Area (HIDTA)
- Dr. Natalie Laub, Child Abuse Pediatrician Director of Clinical Research Chadwick Center for Children and Families Rady Children's Hospital San Diego Assistant Clinical Professor of Pediatrics Program Director - Child Abuse Pediatrics Fellowship
- Joe Eberstein – Senior Program Manager, Marijuana Prevention Initiative

#### **Media Contacts:**

Bernard Gonzales, (619) 723-0477 (mobile or text), [media@ccrconsulting.org](mailto:media@ccrconsulting.org)  
For any questions after Friday September 16<sup>th</sup> contact Joe Eberstein, (619) 886-0247 (mobile or text), [Jeberstein@ccrconsulting.org](mailto:Jeberstein@ccrconsulting.org)

**Resources** - The San Diego Access and Crisis Line is available seven days a week, twenty-four hours a day at (888) 724-7240

Dr. Octavio Rodriguez Ferreira - Principal Criminal Justice Researcher San Diego Association of Governments (SANDAG)

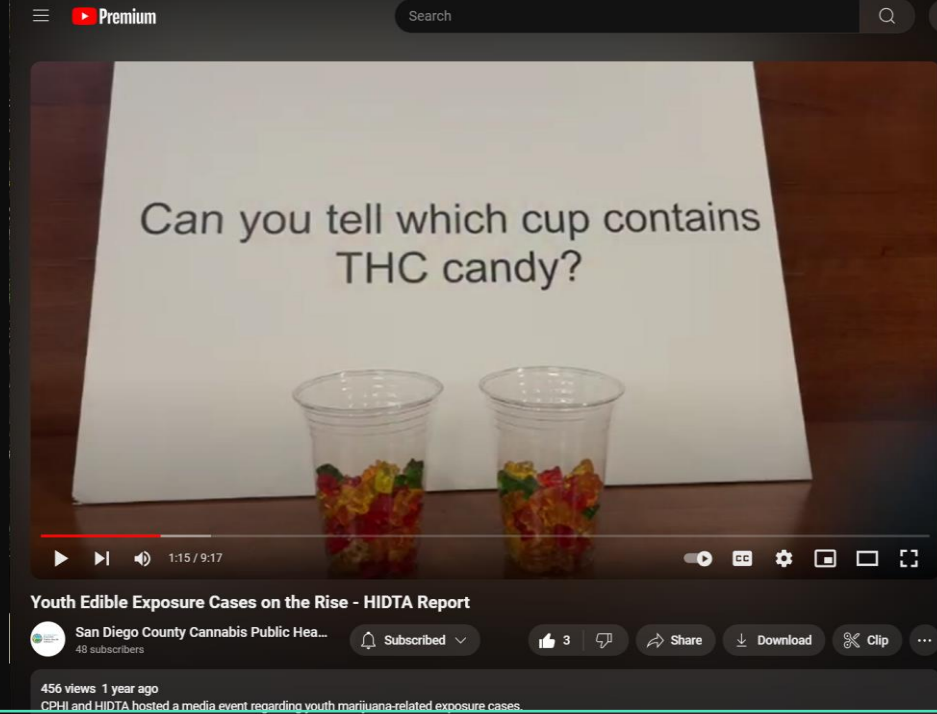
# Behind the Scenes

- The event itself is the easiest part.
- The preparation is time consuming.



# We provide

- Visuals/Data
- Podcaster filming
- Film editing
- Back drop
- Podium



# In Person and Zoom News Events

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- Introducing International Academy on the Science and Impact of Cannabis (IASIC1.org).
  - Invited the media and the public.
  - Hosted four speakers from four States and had a Q/A.
- 



The image shows a YouTube video player interface. At the top, there is a navigation bar with a menu icon, a 'Premium' badge, and a search bar. The video content shows a man in a dark suit and tie speaking in a room with framed pictures on the wall. Below the video, the title 'Introducing IASIC – International Academy on the Science and Impact of Cannabis' is displayed. The channel name is 'San Diego County Cannabis Publi...' with 48 subscribers. The video has 17 likes and is marked as 'Subscribed'. There are icons for share, download, and a more options menu.

Introducing IASIC – International Academy on the Science and Impact of Cannabis

San Diego County Cannabis Publi...  
48 subscribers

Subscribed

17 | Share | Download



**SAN DIEGO COUNTY**  
**Cannabis**  
**Public Health**  
**Initiative**

## KEY LEADERSHIP TEAM

The CPHI focuses on providing resources and implementing recommendations identified by the Cannabis Initiative Key Leadership Team, a multi-sector leadership team working to advance innovative solutions to reduce youth access to cannabis throughout San Diego County.

- **Joe Eberstein, CPS**, Program Director for the San Diego County Cannabis Public Health Initiative. Advisory Board Member for SAMSHA PTTC Region 9
- **Jim Crittenden**, San Diego County Office of Education
- **Patrick Foley, CATC**, Community Outreach Director, McAlister Institute
- **Salvador Garcia**, Youth Development Assistant, San Diego County Office of Education Friday Night Live/Club Live Programs
- **Jennifer Harmon**, Crime Laboratory Director, San Diego Sheriff Department
- **Dr. Joanna Jacobus**, Assistant Professor in the UCSD Department of Psychiatry
- **Jana Jahns, MEd**, Education Specialist, **Lesley Phillips, MPH**, Marketing & Training Specialist Training Research and Education for Driving Safety (TREDS), UC San Diego
- **Natalie Laub MD, MSHP**, Director of Clinical Research, Division of Child Abuse Pediatrics; Assistant Professor of Pediatrics, University of California San Diego; Program Director, Child Abuse Pediatrics
- **Roneet Lev, MD FACEP**, Former Chief Medical Officer at the White House Office of National Drug Control Policy (ONDCP) and current Chief of the Emergency Department at Scripps Mercy Hospital, High Truths Podcast Host
- **Jeni Mendel**, Behavioral Health Advisory Board Member, District 2
- **Nathan A. Painter, Pharm.D., CDCES, FADCES, FCPH, FCCP**, Clinical Professor of Pharmacy, UC San Diego Skaggs School of Pharmacy and Pharmaceutical Science
- San Diego Law Enforcement Coordinating Center, LECC



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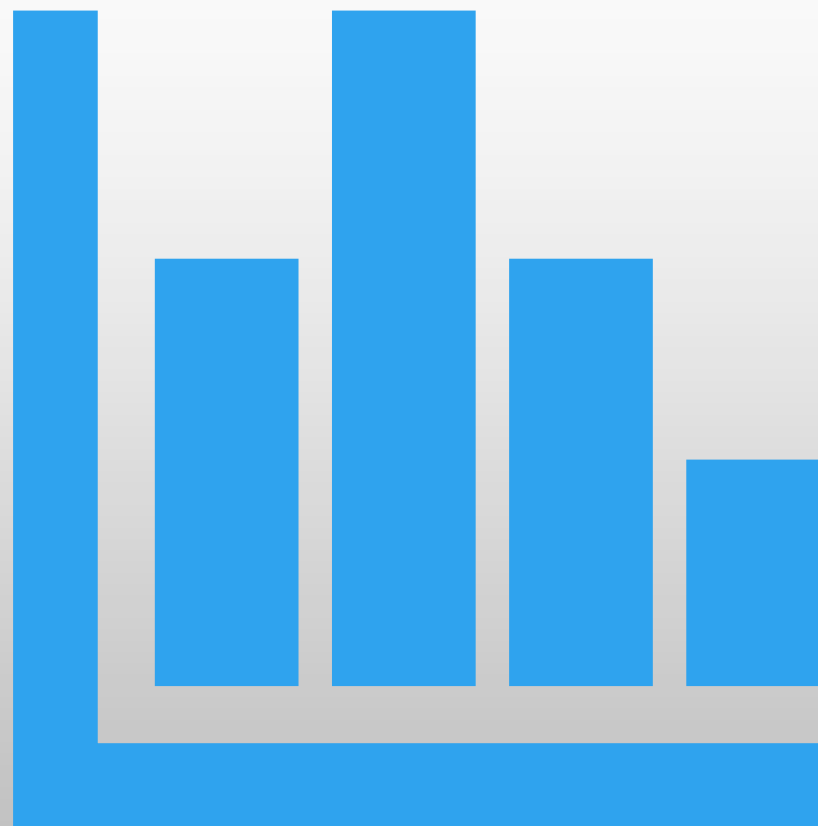
## Experts in the field help make the News!

- We didn't always have this many experts, the list was developed over years.
- When dealing with marijuana/cannabis issues, experts are needed due to mis-information.
- Google is not always our friend!
- Data and Doctors are hard to argue with.





**DATA DRIVES OUR  
NEWS**



# CPHI Data Snapshot 2024



SAN DIEGO COUNTY  
Cannabis  
Public Health  
Initiative



SAN DIEGO COUNTY  
Cannabis  
Public Health  
Initiative  
San Diego County  
Cannabis Public Health Initiative (CPHI)  
Data Snapshot

## Number of Emergency Department Discharges for Cannabis-Related Diagnoses in San Diego County, 2015-2021



In 2021, the rate of cannabis-related discharges surpassed **36 per day**, marking a steady increase over the past four years.

Source: CDPH, HCAI, ED Data, and Patient Discharge Data, 2019-2021

## Lifetime Vaping of Cannabis

Reported lifetime use of cannabis vaping has decreased across all grade levels (7th, 9th, 11th, Non-Traditional).

## Current Vaping of Cannabis - 22/23\*

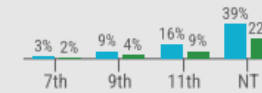


Source: CHKS, 2018-2022

\*Survey question was added during the 2022/2023 administration

## Past 30-Day Use

Reported use of cannabis in the past 30 days has decreased among all grade levels (7th, 9th, 11th, and Non-Traditional).



Source: CHKS, 2015-2022

## Number of Marijuana Human Exposure Cases for San Diego County, 2016-2022

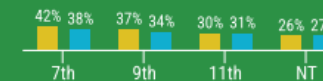


There has been a **145% increase in marijuana exposure cases** handled by the California Poison Control Center since the implementation of Prop 64 in 2016.

Source: California Poison Control System

## Perception of Harm

The occurrence of students reporting 'great' harm from occasional marijuana use has decreased or remained stable across all grade levels (7th, 9th, 11th, Non-Traditional).



Source: CHKS, 2015-2022

For more details, resources, and data, please visit the CPHI website at <https://www.ccrconsulting.org/initiatives/cannabis-public-health>.

# Trends in Cannabis 2024

Child  
poisonings

Mental  
Health

Synthetic  
chemicals



# Child Poisonings



# Number of young children who accidentally ate cannabis edibles jumped 1,375% in five years, study finds

By Jen Christensen and Sandee LaMotte, CNN  
Published 12:02 AM EST, Tue January 3, 2023



Video Ad Feedback

More people use weed than tobacco in the US, new poll reveals

03:29 - Source: CNN

**(CNN)** — In just five years, the number of small children in the US exposed to cannabis after accidentally eating an edible rose 1,375%, a new study says.

There were more than 7,040 exposures to edible cannabis in kids under 6 between 2017 and 2021, according to an analysis of records from the [National Poison Data System](#), a central repository for data from America's Poison Centers.

JAMA Network

JAMA Pediatrics

Search All

Enter Search Term

This Issue Views 2,194 | Altmetric 37

## Viewpoint

October 10, 2022

# The Continued Rise of Unintentional Ingestion of Edible Cannabis in Toddlers—A Growing Public Health Concern

Alexandra Van Oyen, DO<sup>1,2</sup>; Elise Perlman, MD<sup>3</sup>; Mark K. Su, MD, MPH<sup>2,4</sup>

» Author Affiliations

*JAMA Pediatr.* 2022;176(11):1068-1069. doi:10.1001/jamapediatrics.2022.3530



A 2-year-old boy presents to the pediatric emergency department (ED) for altered mental status. Prior to arrival, he was with his babysitter in a normal state of health. After questioning, the babysitter mentions rewarding him with a gummy candy for good behavior. The parents admit they have edible cannabis stored in the cupboard that looks exactly like his favorite treats, gummy bears.

Almost a decade after the first states legalized the use of recreational marijuana and cannabis, health care professionals have treated countless cases of children who unintentionally ingested edible cannabis products that were not stored safely. Cannabis is the third most commonly used psychoactive substance worldwide, with use continuously rising in the US adult population.<sup>1</sup> In 2019, 18% of individuals in the US reported having used cannabis products at least once.<sup>1</sup> As use of cannabis continues to be decriminalized and legalized across the US for adults aged 21 years and older, there has been a concurrent increase in unintentional ingestion of cannabis edibles among children, which raises a significant public health concern.<sup>1</sup> The increase in these unintentional in-



## Youth Exposure Cases

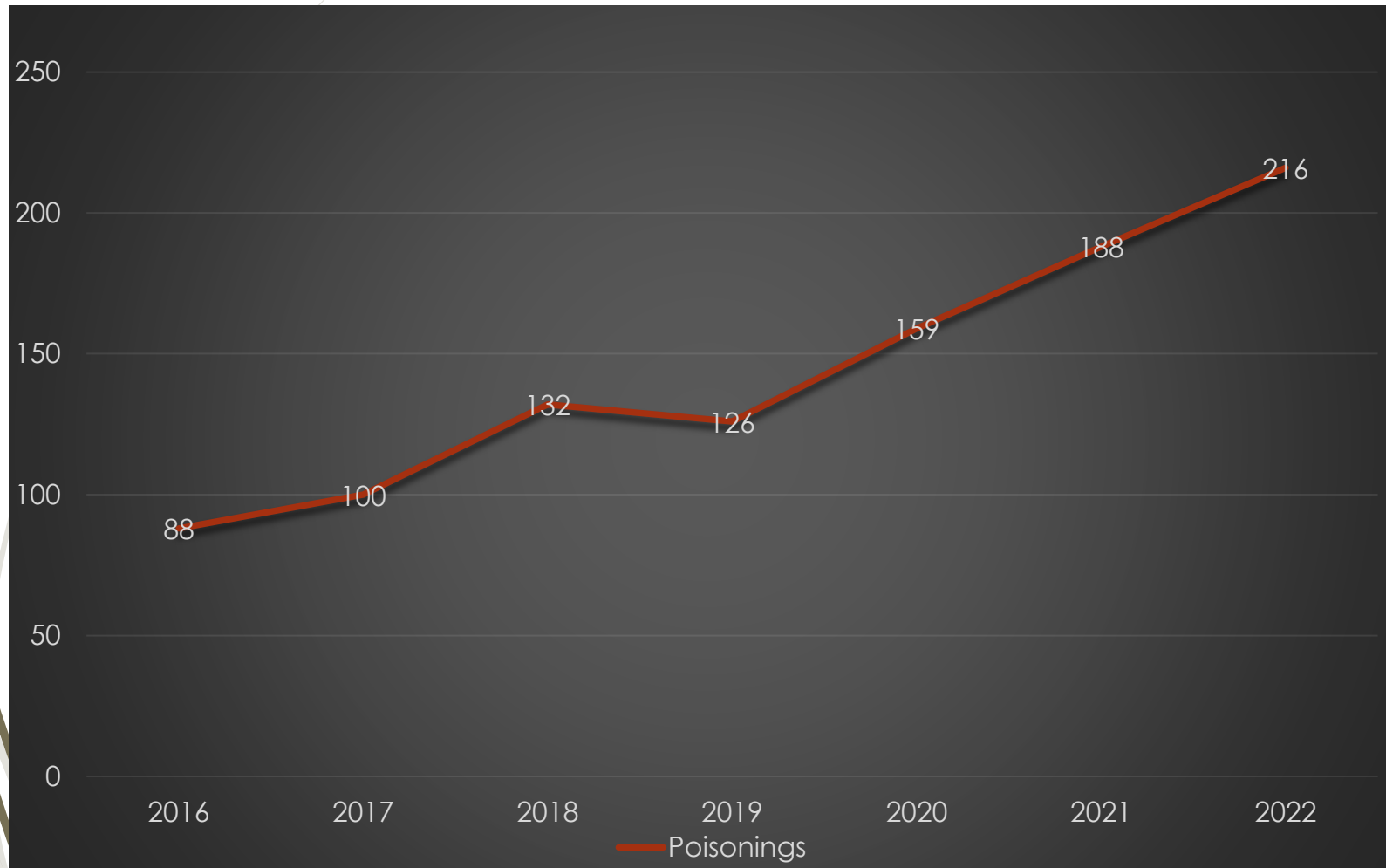
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- Nationally, between 2016 to 2021 there has been a greater than 2,000 percent increase in marijuana edible exposure calls to Poison Control for children under the age of 12.
- California poison control reports the highest number of marijuana exposure calls are for children under the age of 5.
- Mostly due to edibles/candy



# San Diego County Poison Control Data

## 145% increase since 2016



### San Diego County Poison Control Data<sup>6</sup>

The below graph displays the number of unduplicated cases handled by the California Poison Control Center for calls related to marijuana exposure from persons living in San Diego County. Each year displayed includes all persons of any age and dispositions/outcomes for the cases, including cases "resolved on-site" (i.e., from the location of the call), "treated/released from health care facility," and "admitted to health care facility."

## EDIBLE POISONINGS IN THE NEWS

- WE HAD A BUSY YEAR OF MEDIA REGARDING EXPOSURE TO EDIBLES AMONG YOUTH STARTING IN MARCH 2023 TO JANUARY 2024.
- A STORY A WEEK REGARDING AB 1207, EDIBLE POISONINGS, PACKAGING

**Youth Marijuana Exposure Cases 2022 HIDTA Report**

**Youth Edible Exposure Cases on the Rise - HIDTA Report**

San Diego County Cannabis Public Health  
46 subscribers

Subscribed

3 likes

Share Download Clip

431 views 1 year ago

CPHI and HIDTA hosted a media event regarding youth marijuana-related exposure cases.





NEW TONIGHT

# SPIKE IN KIDS WITH CANNABIS POISONING

60	FOX 5	DU 50	
DAYS	HRS	MIN	SEC
2	1	52	58

**FOX 5**

10:07 | 69°

AFTER STRUCK IN HILLCREST ALLEY

**FOX 5**

MOUNTAIN BIKER DIES WHILE

HEADLINES

# Rady's Reports

- Mostly driven by gummies/candy.
- Average age of 2.
- Who's marijuana gummies – Mom & Dad
- Unnecessary testing of infants happening to rule out meningitis and other illnesses.
- CPS reports generated.

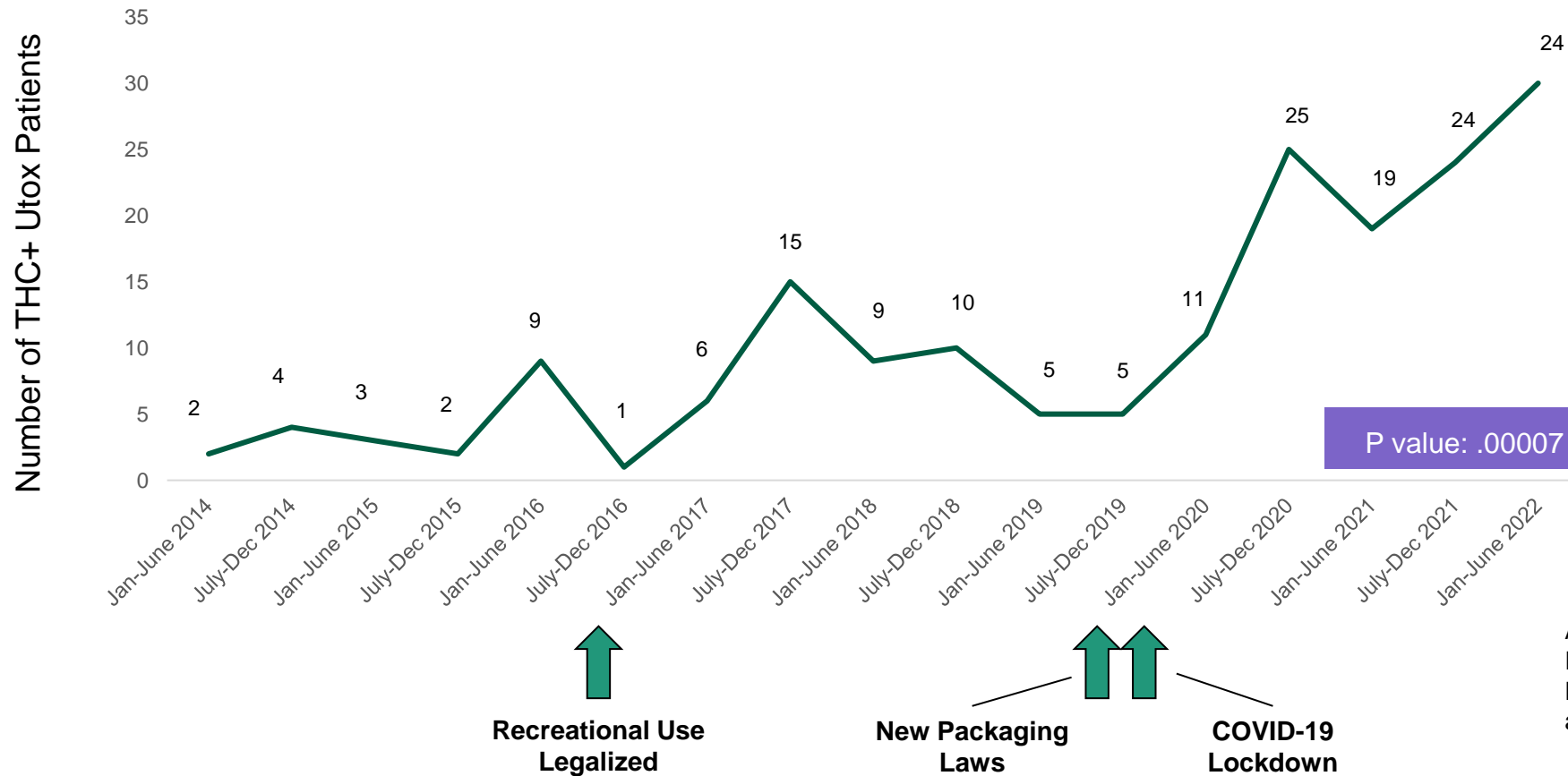
**Contact Dr. Natalie Laub**

***NLaub@rchsd.org***



# THC Positive Urine Toxicology Encounters at Rady Children's from Jan 2014- June 2022

## Incidence of THC+ Utox Patients at RCHSD (2014 – 2022)



Analysis of THC Positive Urine at RCHSD from 2014-2022 Preliminary Data and Trends Alexandra Dubinin and Dr. Natalie Laub

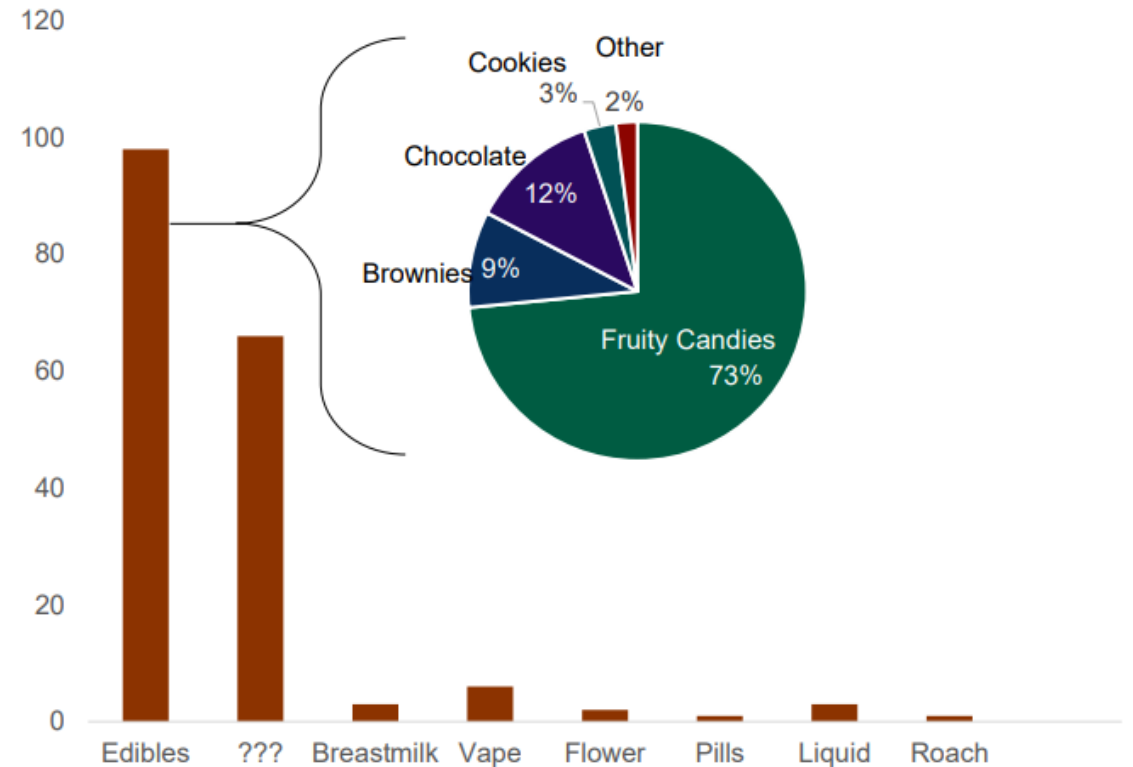
# What products are being ingested?

- Fruit candies
- Chocolates
- Vape/juice



Analysis of THC Positive Urine at RCHSD from 2014-2022  
Preliminary Data and Trends Alexandra Dubinin and Dr. Natalie Laub

Reported THC Formulation Among THC+ Utox Patients at RCHSD  
(2014 – 2022)



ESCONDIDO

# Four 3rd graders hospitalized after eating edibles: Escondido Union School District

Escondido Union School district is issuing a warning to students and parents about cannabis edibles

By **Dave Summers** • Published October 12, 2023 • Updated on October 12, 2023 at 11:06 pm



Four third-grade students at North Broadway Elementary School in Escondido got sick Wednesday

### Trending Stories



**HALLOWEEN**

'Horrible parents': Mom and dad get shamed after sharing their Halloween candy tradition



**SAN DIEGO**

San Diego couple sues Hyatt after toddler's 9-story fall at Mexico resort



**ECLIPSE**

A solar eclipse will cross San Diego this weekend. Here's how to see the 'Ring of Fire'



**ECLIPSE**

Where to get free glasses for the partial annular eclipse in San Diego



**SPONSORED**

This Desktop App Helps You Write More Effectively



# SD BHS Facebook Posts - Edibles



Help us spread the word

- Safe storage!
- Be honest with medical staff.

SDCountyHHSA  
September 13 at 11:03 AM ·

Great edibles like alcohol and other medicines. Follow these tips: Store all edibles out of reach of children. Store in child resistant containers. Use c... See more

SDCountyHHSA  
August 9 ·

Can you tell the difference between brownies and cannabis edibles? Edibles look like brownies, cookies, candy, gummies or soda to a child. Store all edi... See more



# Safety tips

Do not

- Do not use in front of children

Store

- Store in a place that children can not get to.

Lock

- Lock box

Honest

- Be honest with health care providers.

Call

- Call 911 and Poison control





## **Mental Health and Cannabis**



## Number of Emergency Department Discharges for Cannabis-Related Diagnoses in San Diego County, 2015-2021



In 2021, the rate of cannabis-related discharges surpassed **36 per day**, marking a steady increase over the past four years.

Source: CDPH, HCAI, ED Data, and Patient Discharge Data, 2019-2021

### Trends in ER visits:

**Primary Assessment** – Determines if patient has any life-threatening conditions.

**History Taking/Secondary Assessment** – Provides more information about the patient through interviewing, monitoring vital signs and conducting a physical exam.

Suicide  
Awareness  
Month

A live news broadcast featuring reporter Alani Letang. She is standing in front of the City Heights Family Health Center, which has a sign that reads "CITY HEIGHTS FAMILY HEALTH CENTER". A "LIVE" indicator is in the top left corner. The bottom of the screen shows a blue banner with her name "ALANI LETANG" and "CITY HEIGHTS". To the right is the "FOX 5" logo and the time "3:05 | 78°". The video player interface at the bottom includes a play button, a volume icon, and a progress bar showing "0:18 / 3:14".

# Cannabis Induced Psychosis

- Hearing voices
- People plotting against you
- Having super-powers
- Feelings of isolation
- Paranoia
- Delusions

Factors to consider, frequency of use, age of use, potency

Psychiatric Times

TOPICS ▾ MEDIA ▾ PUBLICATIONS ▾ JOB BOARD CME/CE PARTNERS RESOURCES ▾ SUBSCRIBE ▾

**LYBALVI**  
lurasidone and citalopram  
improving symptoms  
of depression

LEARN MORE

Please see Important Safety Information, including **BOXED WARNING**, and full Prescribing Information.

Sponsored by Allergan

**INDICATIONS AND IMPORTANT SAFETY INFORMATION**  
contraindicated in patients who are using opioids or are undergoing acute opioid withdrawal. If LYBALVI is administered with lithium or valproate, refer to the lithium or valproate Prescribing Information for this.

## ☰ Cannabis-Induced Psychosis: A Review

July 14, 2017  
Ruby S. Grewal, MD, Tony P. George, MD, FRCPC  
**Psychiatric Times**, Vol 34 No 7, Volume 34, Issue 7

[f](#) [t](#) [in](#) [p](#) [e](#)

*Numerous lines of evidence suggest a correlation between cannabis consumption and a variety of psychiatric conditions, including cannabis-induced psychosis.*

Cannabis is the most widely used illicit drug in the United States, and trends show increasing use in the general population. As cannabis consumption rises, there has been significant emerging evidence for cannabis-related risks to health.<sup>1</sup>

Numerous lines of evidence suggest a correlation between cannabis consumption and a variety of psychiatric conditions, including cannabis-induced psychosis (CIP). While it can be difficult to differentiate CIP from other psychoses, CIP holds distinguishing characteristics, which may aid in its diagnosis. Given the increasing push toward cannabis legalization, assessing CIP and employing timely treatments is critical.

Specifically in youth, there is a direct relationship between cannabis use and its risks. The lack of knowledge surrounding its detrimental effects, combined with misunderstandings related to its therapeutic effects, has potential for catastrophic results.



© Elisa Manzati/shutterstock.com

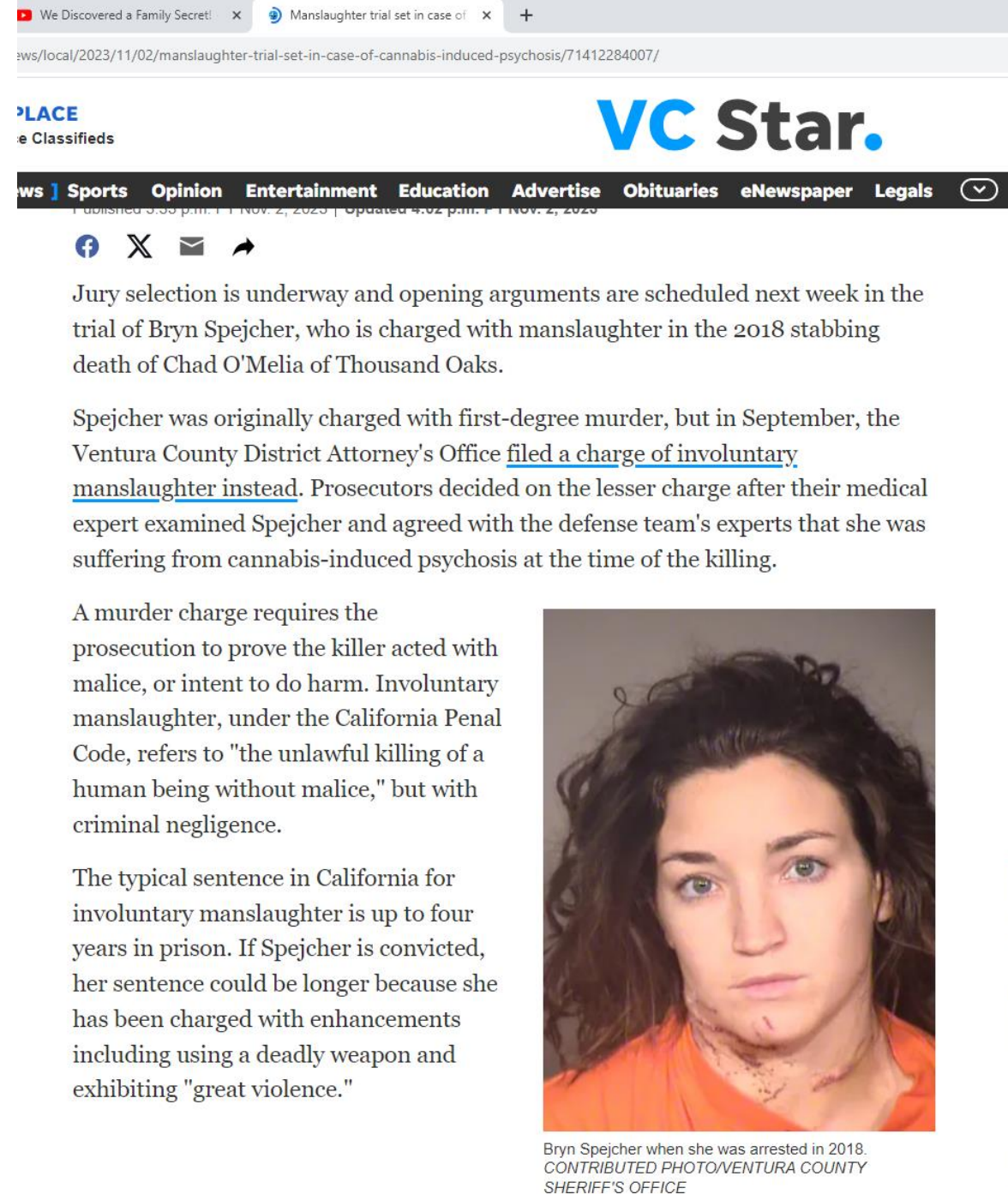
**TABLE 1. A comparison of the clinical features of bipolarity versus cannabis-induced psychosis**

Primary presentation (eg, bipolarity)	Primary presentation (eg, cannabis-induced psychosis)
Cannabis use history, sometimes positive	Positive cannabis use history
Months reported cannabis use (20% prevalence of positive cannabis use history in schizophrenia)	Heavy cannabis use within past month
Symptoms appear before heavy substance use	Symptoms appear only during periods of heavy substance use (eg, weekend substance use)

# Cannabis induced psychosis defense.

Prosecutors decided on the lesser charge after their medical experts examined the defendant and agreed with the defense team's experts that she was suffering from cannabis-induced psychosis at the time of the killing.

Found guilty and no jail time!



The screenshot shows a web browser with two tabs: "We Discovered a Family Secret!" and "Manslaughter trial set in case of...". The address bar shows a URL: "https://www.vcstar.com/news/local/2023/11/02/manslaughter-trial-set-in-case-of-cannabis-induced-psychosis/71412284007/". The page header includes the "VC Star." logo and a navigation menu with links for "Sports", "Opinion", "Entertainment", "Education", "Advertise", "Obituaries", "eNewspaper", and "Legals". The article text reads: "Jury selection is underway and opening arguments are scheduled next week in the trial of Bryn Spejcher, who is charged with manslaughter in the 2018 stabbing death of Chad O'Melia of Thousand Oaks. Spejcher was originally charged with first-degree murder, but in September, the Ventura County District Attorney's Office filed a charge of involuntary manslaughter instead. Prosecutors decided on the lesser charge after their medical expert examined Spejcher and agreed with the defense team's experts that she was suffering from cannabis-induced psychosis at the time of the killing. A murder charge requires the prosecution to prove the killer acted with malice, or intent to do harm. Involuntary manslaughter, under the California Penal Code, refers to 'the unlawful killing of a human being without malice,' but with criminal negligence. The typical sentence in California for involuntary manslaughter is up to four years in prison. If Spejcher is convicted, her sentence could be longer because she has been charged with enhancements including using a deadly weapon and exhibiting 'great violence.'" An inset photo shows Bryn Spejcher, a woman with dark curly hair, wearing an orange shirt, with visible scars on her neck. The caption below the photo reads: "Bryn Spejcher when she was arrested in 2018. CONTRIBUTED PHOTO/VENTURA COUNTY SHERIFF'S OFFICE".

# More about the case...

- ▶ The defense of ‘cannabis-induced psychosis’ was based primarily on the testimony of both renowned psychiatrist Dr. William Wirshing and prosecution expert Dr. Kris Mohandie.
- ▶ The specific strain contained a 31.8% THC level and a warning label that said, "Caution, for High Tolerance Users Only."
- ▶ According to the Yale School of Medicine, the average THC content in cannabis (bud) seized by the DEA was 4% in 1995 and had risen to 17% in 2017.

## WHAT IS PSYCHOSIS?

**PSYCHOSIS DISTORTS A PERSON'S PERCEPTIONS AND THOUGHTS THROUGH HALLUCINATIONS AND DELUSIONS**



# Marijuana and Fentanyl?

(Article dated May 2023)

No marijuana laced with fentanyl has been found here in San Diego County that officials know of so far.

“We have not witnessed that here in San Diego, it’s not something we’ve seen. But again, it’s something we’re ever vigilant for“

Reports of fentanyl laced marijuana have been published in Alabama, Illinois, South Carolina, Oklahoma, Louisiana and New York.



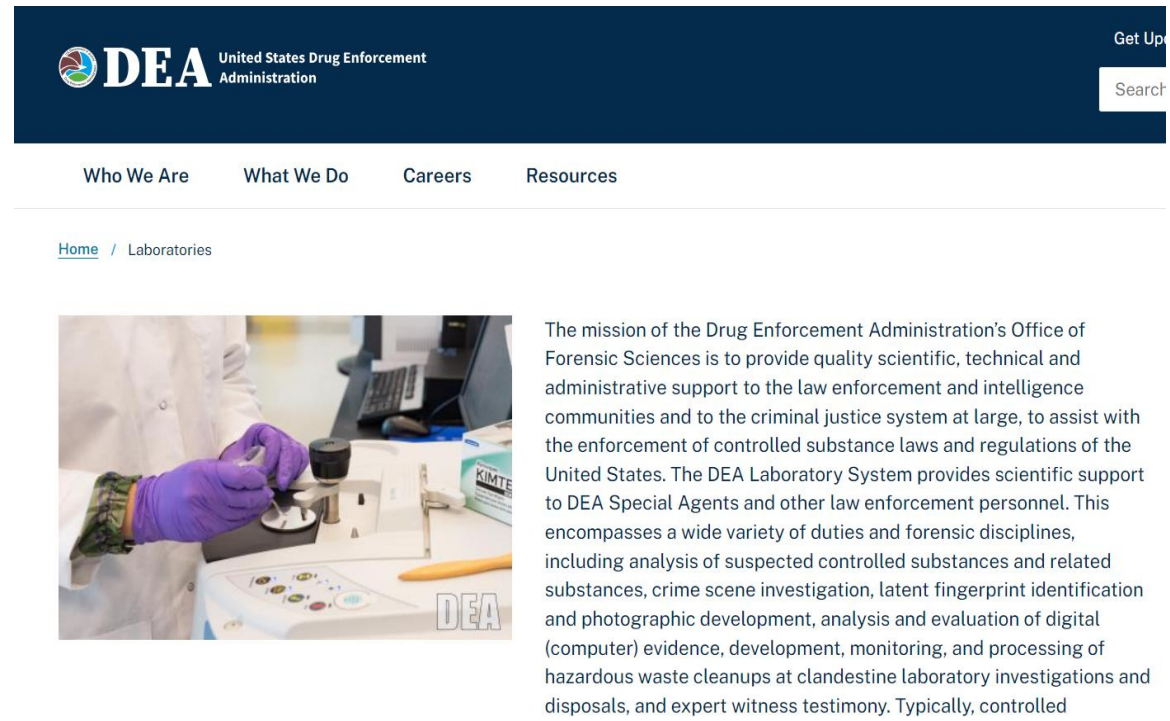
The image is a screenshot of a news website. At the top, there is a navigation bar with links for News, Weather, Sports, VERIFY, and CBS8+. Below this is a secondary navigation bar with links for ADVERTISE, HELP BUTTON, WORKING FOR YOU, SUPER BOWL 58, and COMMUNITY. The main headline reads "Law enforcement agencies across the US seeing more fentanyl laced marijuana". Below the headline is a sub-headline: "The Yuma County Sheriff's Office says that more street drugs are being laced with fentanyl because of its low cost and extreme potency." At the bottom of the screenshot is a video player showing a close-up of a marijuana plant with a play button overlay.

# Fact Checking the News!

I checked with the DEA to get a statement for this presentation on the prevalence of fentanyl laced marijuana.

DEA response –

**“None of the local labs are reporting that marijuana is being laced with fentanyl”.**



The screenshot shows the top portion of the DEA website. The header is dark blue with the DEA logo and the text "United States Drug Enforcement Administration" on the left. On the right, there are links for "Get Upd" and a "Search" button. Below the header is a navigation menu with links for "Who We Are", "What We Do", "Careers", and "Resources". The main content area has a breadcrumb trail: "Home / Laboratories". On the left is a photograph of a person in a white lab coat and purple gloves working in a laboratory. On the right is a text block describing the mission of the DEA Laboratory System.

**DEA** United States Drug Enforcement Administration

Get Upd  
Search

[Who We Are](#) [What We Do](#) [Careers](#) [Resources](#)

[Home](#) / [Laboratories](#)

The mission of the Drug Enforcement Administration's Office of Forensic Sciences is to provide quality scientific, technical and administrative support to the law enforcement and intelligence communities and to the criminal justice system at large, to assist with the enforcement of controlled substance laws and regulations of the United States. The DEA Laboratory System provides scientific support to DEA Special Agents and other law enforcement personnel. This encompasses a wide variety of duties and forensic disciplines, including analysis of suspected controlled substances and related substances, crime scene investigation, latent fingerprint identification and photographic development, analysis and evaluation of digital (computer) evidence, development, monitoring, and processing of hazardous waste cleanups at clandestine laboratory investigations and disposals, and expert witness testimony. Typically, controlled

SD had on case of  
fentanyl in vape pen in  
2019.



DEA  
BULLETIN



San Diego  
Field  
Division



UNCLASSIFIED

## Fentanyl Used in Vape Pens

(U) This DEA Bulletin is based on preliminary reporting and may be subject to updating as additional information becomes available.

DEA-SAN-BUL-155-20  
SEPTEMBER 2020

### Event

In September 2019, the Drug Enforcement Administration (DEA) San Diego Division was contacted by local authorities in regards to a suspected fentanyl overdose death. The roommate of the deceased, who admitted to vaping fentanyl on a regular basis, told agents there was fentanyl and possibly carfentanil located in their shared residence, as well as fentanyl-laced "vape" tanks.

### Significance

While the presence of fentanyl powder (lethal in doses as small as two milligrams) poses a public safety threat, the ingestion of fentanyl via vaping poses a threat of unknown consequences to the user and those nearby.

### Details

In September 2019, DEA San Diego was contacted by local authorities in regards to a suspected overdose death due to fentanyl. DEA agents searched the residence and seized approximately five pounds of narcotic substances, to include fentanyl powder and multiple fentanyl related substances. Agents also seized vape pens, syringes, a pill press (which tested presumptively positive for fentanyl), and methamphetamine.

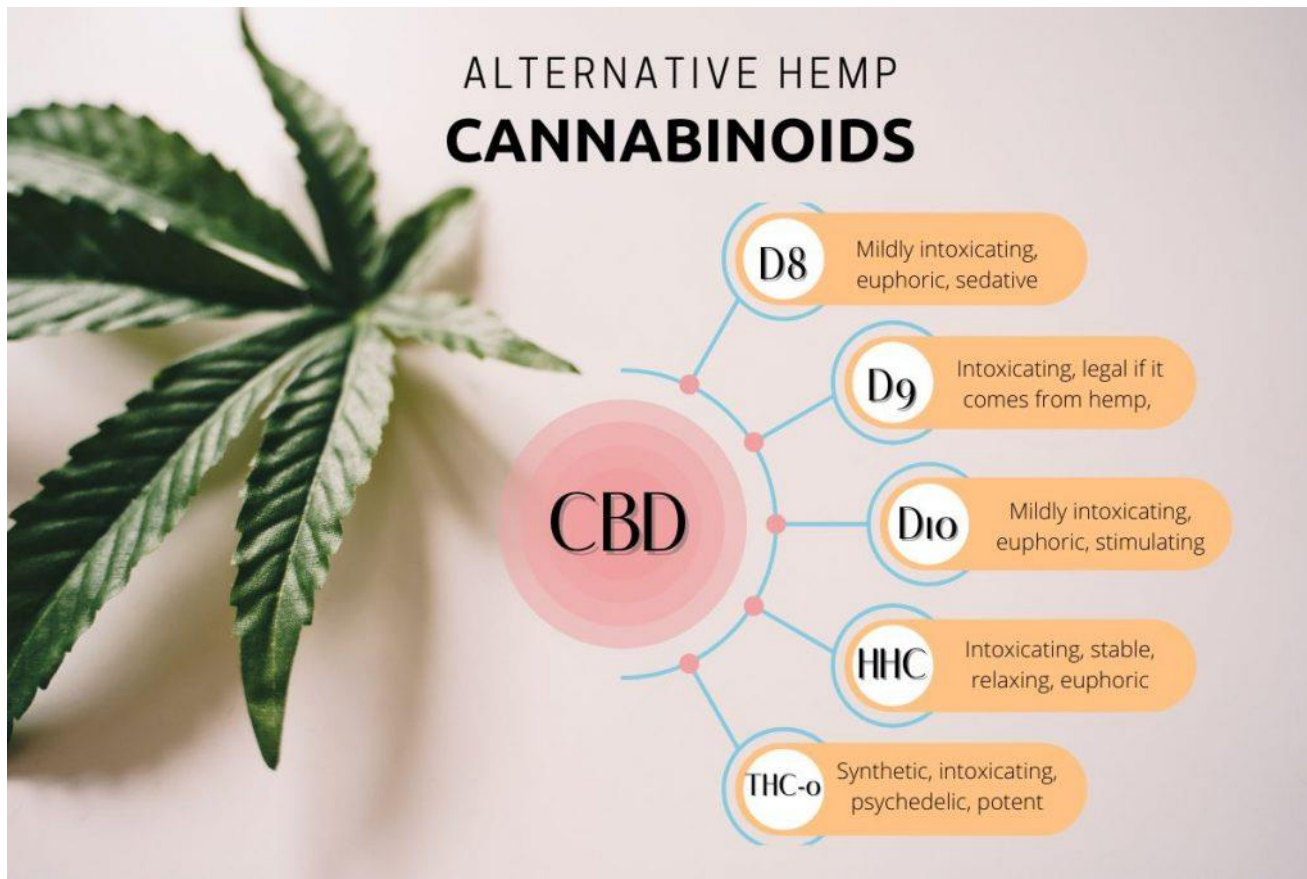
The San Diego County Medical Examiner (SDCME) reports this is was first case in which they had found fentanyl in vape pens. The SDCME confirmed the following substances were found in a vape pen seized in this case: carfentanil, furanyl fentanyl, cyclopropyl fentanyl, fentanyl, etizolam, and XLR-11 (a synthetic cannabinoid).

(U) This product was prepared by the DEA Intelligence Program – San Diego Field Division. Comments and questions may be addressed to the DEA Indicator Programs Section at: [DEA.IntelligenceProducts@usdoj.gov](mailto:DEA.IntelligenceProducts@usdoj.gov).

UNCLASSIFIED

DEA PRB 09-01-20-20





## Hemp derived chemicals in the news.

- Delta 10
- HHC ( supposedly doesn't show up on drug test)
- THC P

THC P is a recently discovered cannabinoid that's found at very low levels in some strains of marijuana and can be produced in a laboratory by altering legal hemp-derived CBD. It was found accidentally by Italian researchers in 2019 during analysis of a particular marijuana strain.

The Italian researchers who discovered THC P found in experiments on cultured human cells that THC P binds 33 times more effectively with the CB1 receptor than delta 9 THC— substantially increasing the psycho activity.

DATE: December 1, 2023  
TO: All Businesses that Retail Intoxicating Hemp-Derived CBD Products  
FROM: City of San Diego Cannabis Business Division and San Diego Police Department  
SUBJECT: Sale of Intoxicating Hemp

To Whom it May Concern:

The State of California allows for the sale of cannabis and cannabis-derived products only in compliance with specific regulatory and licensing requirements. In addition, City of San Diego regulations require businesses that sell cannabis or cannabis-derived products to have a specific cannabis retailer license allowing such sales.

It has come to the attention of the City of San Diego that your business (and others) may be unlawfully selling intoxicating hemp products which are subject to state and local cannabis regulations or are prohibited as unlawful hemp products. Products which purport to be "Delta-8 THC" or "Delta-10 THC" and other similar synthetically derived "hemp-based" products, as well as those hemp products which may be inhaled, are either prohibited under state law or are considered cannabis pursuant to state law and cannot be sold without the proper state and local licenses. Unlawful cannabis sales or unlawful hemp product sales may be prosecuted under state and local law and may be subject to additional civil penalties.

National poison control centers have received numerous cases of synthetically derived "hemp-based" product exposures causing hospitalizations and deaths. Additionally, under no circumstances may cannabis or cannabis products be sold to minors. The City has reason to believe that businesses are selling such products to minors as young as 16-17 years of age. Selling cannabis to a minor is a felony offense pursuant to Health and Safety Code section 11361(b).

The City requests that you dispose of any cannabis products or unlawful hemp products or surrender them to the San Diego Police Department for disposal within the next 30 days. Enforcement action may be taken, as appropriate, 30 days after this notice.

Please contact the City of San Diego Cannabis Business Division at [DSDCannabis@sandiego.gov](mailto:DSDCannabis@sandiego.gov) with questions or concerns.

Sincerely,

*Lara Gates*

Lara Gates  
Deputy Director, Cannabis Business Division

# Delta 8 Legal Action

- The City of San Diego sent an [open letter](#) to non-cannabis businesses classified as tobacco shops that sell intoxicating hemp-derived products.
- The letter was sent on Dec. 1, alerting the retailers to dispose of or surrender unlawful and dangerous products that may be on their shelves within 30 days



# Action on Vapes

- FDA and DOJ team up!

FDA NEWS RELEASE

## Justice Department and FDA Announce Federal Multi-Agency Task Force to Curb the Distribution and Sale of Illegal E-Cigarettes

[Share](#) [Post](#) [LinkedIn](#) [Email](#) [Print](#)

[More Press Announcements](#)

**For Immediate Release:** June 10, 2024

[Español](#)

The U.S. Department of Justice (DOJ) and the U.S. Food and Drug Administration (FDA) today announced the creation of a federal multi-agency task force to combat the illegal distribution and sale of e-cigarettes.

Along with the FDA and the Justice Department, the task force will bring together multiple law enforcement partners, including the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF); the U.S. Marshals Service (USMS); the U.S. Postal Inspection Service (USPIS); and the Federal Trade Commission (FTC), to coordinate and streamline efforts to bring all available criminal and civil tools to bear against the illegal distribution and sale of e-cigarettes responsible for nicotine addiction among American youth. Additional agencies may join the task force in the coming weeks and months.

**“Unauthorized e-cigarettes and vaping products continue to jeopardize the health of Americans – particularly children and adolescents – across the country,”** said Acting Associate Attorney General Benjamin C. Mizer. **“This interagency Task Force is dedicated to protecting Americans by combatting the distribution and sale of illegal e-cigarettes. And the establishment of**

A stack of several books is shown on a wooden surface. The books are slightly out of focus, with the top book having a white cover and the others having darker covers. A teal horizontal bar is located in the top left corner of the image. The text 'PIO's - Public Information Officers' is overlaid on the left side of the image.

# PIO's - Public Information Officers



# What is a PIO?

A Public Information Officer (PIO) is a staff member who acts as a liaison between an organization and the public, media, and other agencies. They are responsible for communicating accurate, timely, and relevant information, and their responsibilities can include crisis communication, media relations, and community outreach.

- **Conducting public awareness campaigns.**
- Gathering key information/details of the event.
- Prioritizing and issuing notices, alerts, and warnings.
- Taking action to maintain control of rumors.
- Coordinating inquiries from the public, the media, and elected officials.

Who has PIO's -Law Enforcement, Health Care Institutions, Large Corporations, Municipalities, etc.

# PIO priorities

- Protecting the hospital or agencies reputation.
- Send event details and script of the talking points.
- Assure them it is not political event. We are not taking a position on anything.
- Ask for feedback and edits.
- Promote their resources

These agencies may have a newsletter and digital media sites.





## PIO's at Hospitals and Healthcare Networks

- Rady Children's Hospital
- Scripps
- Family Health Centers of San Diego
- UCSD
- Sharp HealthCare



# Getting connected

---

How to find a PIO?

- Invite to conduct a training.
- If you know a Doctor or a nurse.
- Online Directories
- Data Providers
- Professional Networks/Associations



# National Information Officers Association

<https://www.nioa.org/site/about-2/>

The screenshot shows the top navigation bar of the NIOA website in a dark blue color. It includes the email address [info@nioa.org](mailto:info@nioa.org), social media icons for Facebook, X, and RSS, and a list of menu items: About NIOA, President's Welcome, Annual Conference, Membership, Board Roster, and Contact. Below the navigation bar is the NIOA logo, which features the letters 'NIOA' in a large, bold, blue font with a microphone icon integrated into the letter 'I'. Underneath the logo is the text 'National Information Officers Association'. To the right of the logo is a search bar and a list of links: Jobs, W-9 Form, and Recent Posts. The main content area contains two paragraphs of text. The first paragraph discusses the role of a Public Information Officer (PIO) and the importance of staying current in the communications industry. The second paragraph describes the NIOA as a network of PIOs from across North America. Below the text are three images: a man speaking at a podium with an NIOA banner behind him, a group of people in uniform on a street, and a large audience seated in a conference room.

info@nioa.org f X RSS

About NIOA ▾ President's Welcome Annual Conference ▾ Membership ▾ Board Roster ▾ Contact ▾

**NIOA**  
National Information Officers Association

Jobs W-9 Form Recent Posts 🔍

As a Public Information Officer (PIO), you understand the critical importance of developing and maintaining relationships with the media, the need to stay abreast of the latest trends in the rapidly changing communications industry, and the necessity of continuing training and education.

Now you can be part of a network of hundreds of PIOs from across North America who share your concerns and work together to help improve the standards of the profession – the National Information Officers Association (NIOA). The NIOA was founded in 1989 as the only national organization devoted exclusively to representing and meeting the needs of emergency services and public safety information officers.



# ABC 10 Investigative Report



**SAN DIEGO COUNTY**  
**Cannabis**  
**Public Health**  
**Initiative**

# BEHIND THE SCENES

WE WERE APPROACHED BY JIM AVILA TO DISCUSS THE SERIES.

- WE HAD THE DATA.
- WE KNEW THE PARENTS AND EXPERTS.
- WE HAD PLANNING MEETINGS.
- WE GOT CONSENT!



## San Diego County Marijuana Prevention Initiative



@marijuanapreventioninitiat1422 · 40 subscribers · 24 videos  
Welcome to the San Diego County Marijuana Prevention Initiative (MPI) YouTube page. The... >  
[ccrconsulting.org/mpi](http://ccrconsulting.org/mpi) and 2 more links

Subscribe

Home Videos Playlists Community Channels About



Marijuana Impact Report 2022 - Youth Edible Exposure Cases...

324 views · 7 months ago

MPI and HIDTA hosted a media event regarding marijuana-related exposure cases. Cases are on the rise according to findings published in the 2022 CA Marijuana Impact Report and local data from cases in the Emergency Department at Rady Childrens. There are health risks associated with the use of marijuana especially for children. If you do use marijuana edibles this event will focus o...  
[READ MORE](#)



September Suicide Awareness Month - Marijuana and Mental Health

San Diego County Marijuana Prevention Initiati...

# CPHI AND ABC10 3-PART INVESTIGATIVE NEWS SERIES ON MARIJUANA AND PUBLIC HEALTH

- POISONINGS/EDIBLES – JANUARY 15
- MENTAL HEALTH – JANUARY 24
- PACKAGING – FEBRUARY 15

# FIRST PART OF THE SERIES

## **DANGERS OF MARIJUANA FOR CHILDREN**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=IBGEZMOHGJG](https://www.youtube.com/watch?v=IBGEZMOHGJG)

# SECOND PART

**DANGERS OF MARIJUANA: HOW HIGH-POTENCY WEED & OIL CAN DAMAGE THE TEENAGE  
BRAIN**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=BIYMC7T9EB4](https://www.youtube.com/watch?v=BIYMC7T9EB4)



# LEGAL ISSUES AND DRAMA

- CONSENT FORMS FROM PARENTS AND ADULT CHILDREN
- ORIGINALLY A 4-PART SERIES
- “MOST DIFFICULT MEDIA IN 50 YEARS OF WORK”
- LEGAL DEPARTMENT AND THREAT OF LEGAL ACTION.
- GOVERNOR DID NOT RESPOND.

# LAST PART OF THE SERIES

**DOCTORS & PARENTS PUSH FOR LEGISLATION TO REGULATE MARIJUANA  
MARKETING & ADS**

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=3GSGU5STTVW](https://www.youtube.com/watch?v=3GSGU5STTVW)





## ABC 10 INVESTIGATIVE REPORT 3-PART SERIES

VISIT - [HTTPS://WWW.YOUTUBE.COM/@MARIJUANAPREVENTIONINITIAT1422/COMMUNITY](https://www.youtube.com/@MARIJUANAPREVENTIONINITIAT1422/COMMUNITY)

# PACKAGE DEAL

- OFFER THE MEDIA A COMPLETE PACKAGE.
- PERSONAL STORIES BRING THE NEWS ALIVE.
- BE PATIENT AND WILLING TO COMPROMISE.
- PREPARE FOR THE FINAL VERSION TO LOOK A BIT DIFFERENT.





# SOCIAL MEDIA AND PREVENTION



# Our use of social media

- Provide Data
- Invite to Events
- Direct to Resources

Know why you are using it.



# Thrive Internet Marketing Collaboration

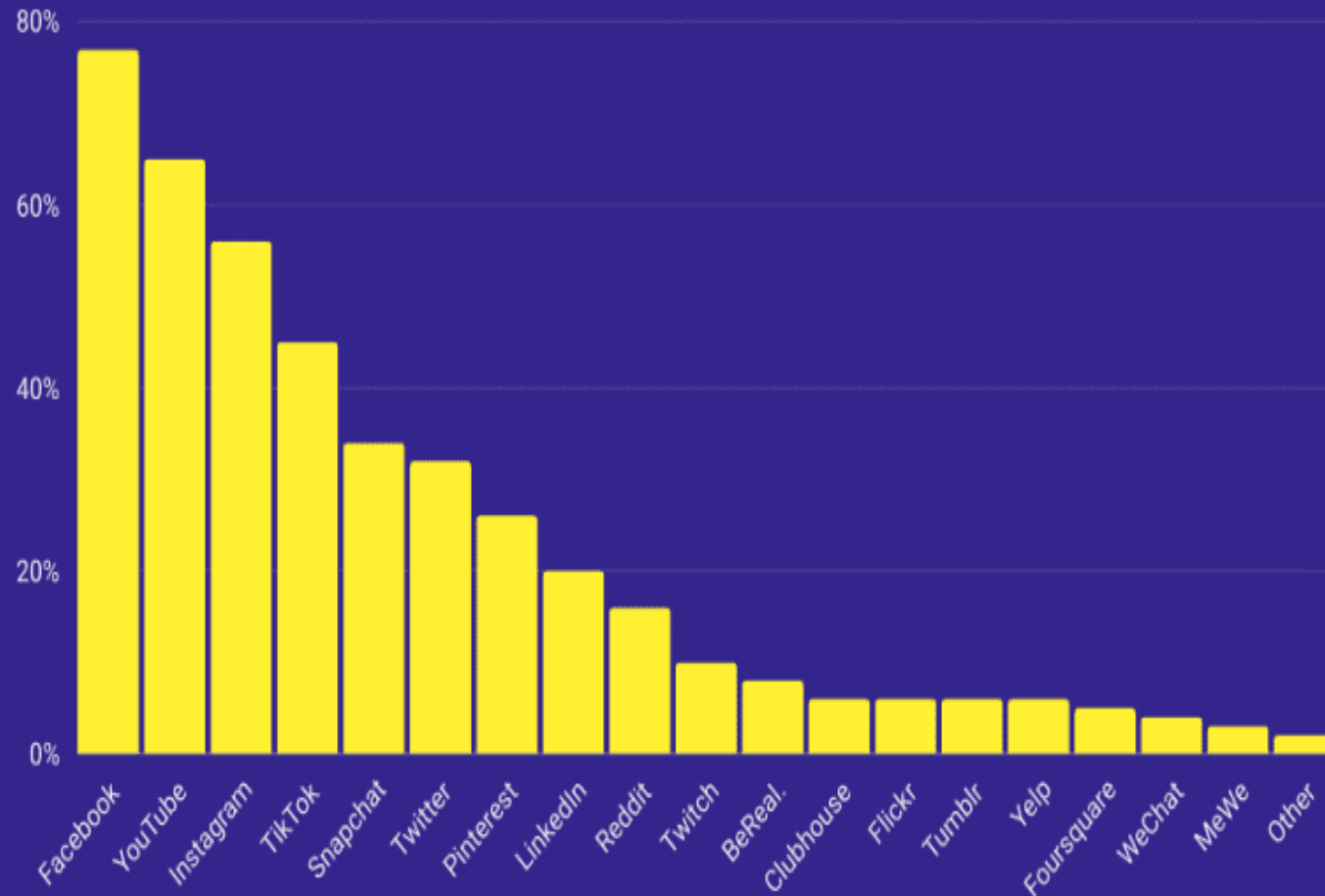


Our Clients **Get Results**

- Hire a social media person or a firm.
- We were the first County Media Initiative to have social media requirements.
- We wanted to do it correctly.
- What is the product – prevention, health and safety.
- We are selling the idea of primary prevention and/or harm reduction.

# Social Media is not a Magic Bullet!

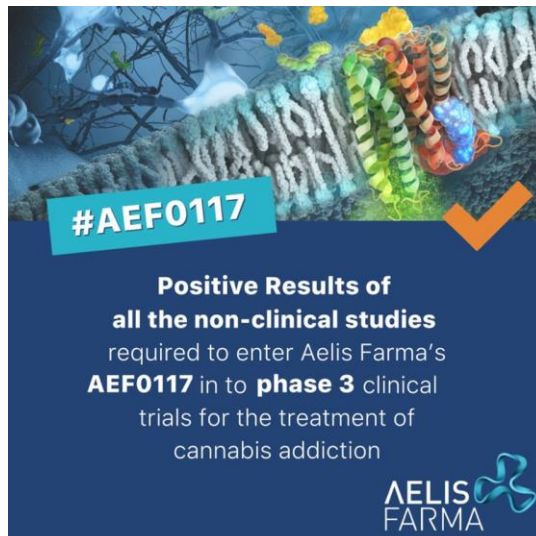
## MOST USED SOCIAL MEDIA PLATFORMS IN THE US



# Social Media Tools

- Holiday/Event cluster calendar
- Pics and Videos
- AI Tools

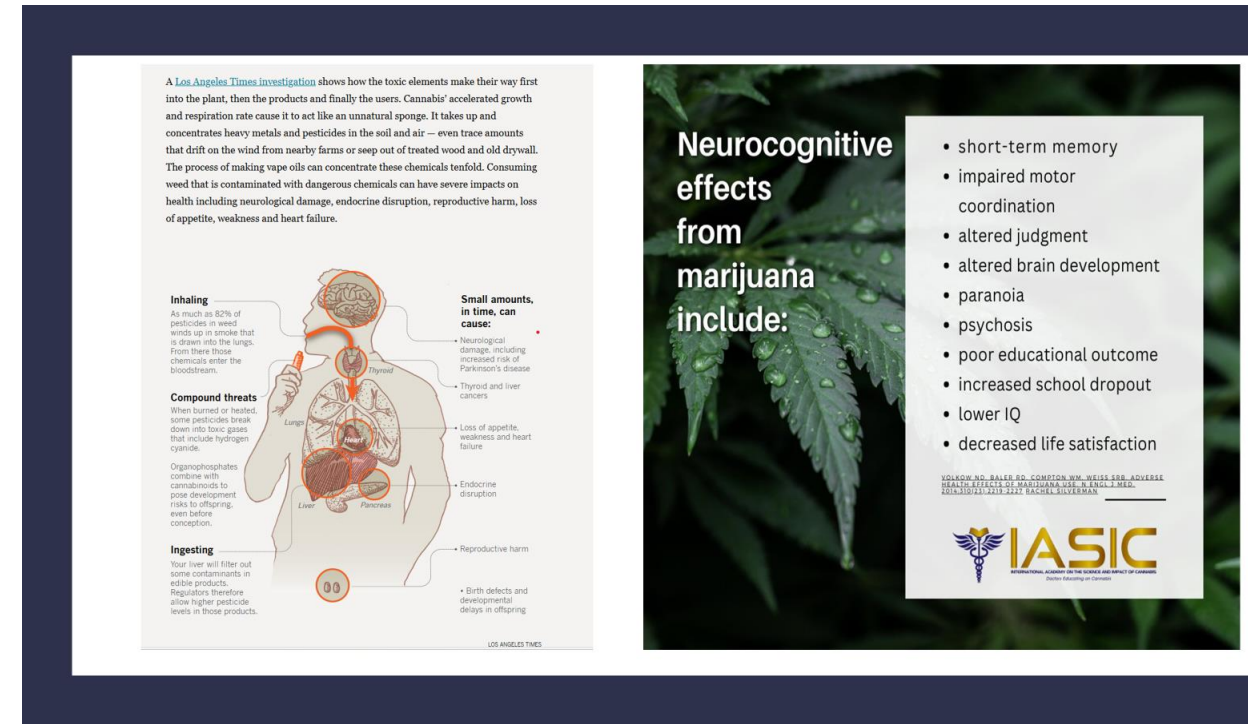
Always take pics at events.



#AEF0117

Positive Results of all the non-clinical studies required to enter Aelis Farma's AEF0117 in to phase 3 clinical trials for the treatment of cannabis addiction

AELIS FARMA



A Los Angeles Times investigation shows how the toxic elements make their way first into the plant, then the products and finally the users. Cannabis' accelerated growth and respiration rate cause it to act like an unnatural sponge. It takes up and concentrates heavy metals and pesticides in the soil and air — even trace amounts that drift on the wind from nearby farms or seep out of treated wood and old drywall. The process of making vape oils can concentrate these chemicals tenfold. Consuming weed that is contaminated with dangerous chemicals can have severe impacts on health including neurological damage, endocrine disruption, reproductive harm, loss of appetite, weakness and heart failure.

**Neurocognitive effects from marijuana include:**

- short-term memory
- impaired motor coordination
- altered judgment
- altered brain development
- paranoia
- psychosis
- poor educational outcome
- increased school dropout
- lower IQ
- decreased life satisfaction

**Inhaling**  
As much as 82% of pesticides in weed winds up in smoke that is drawn into the lungs. From there those chemicals enter the bloodstream.

**Compound threats**  
When burned or heated, some pesticides break down into toxic gases that include hydrogen cyanide.  
Organophosphates combine with cannabinoids to pose development risks to offspring, even before conception.

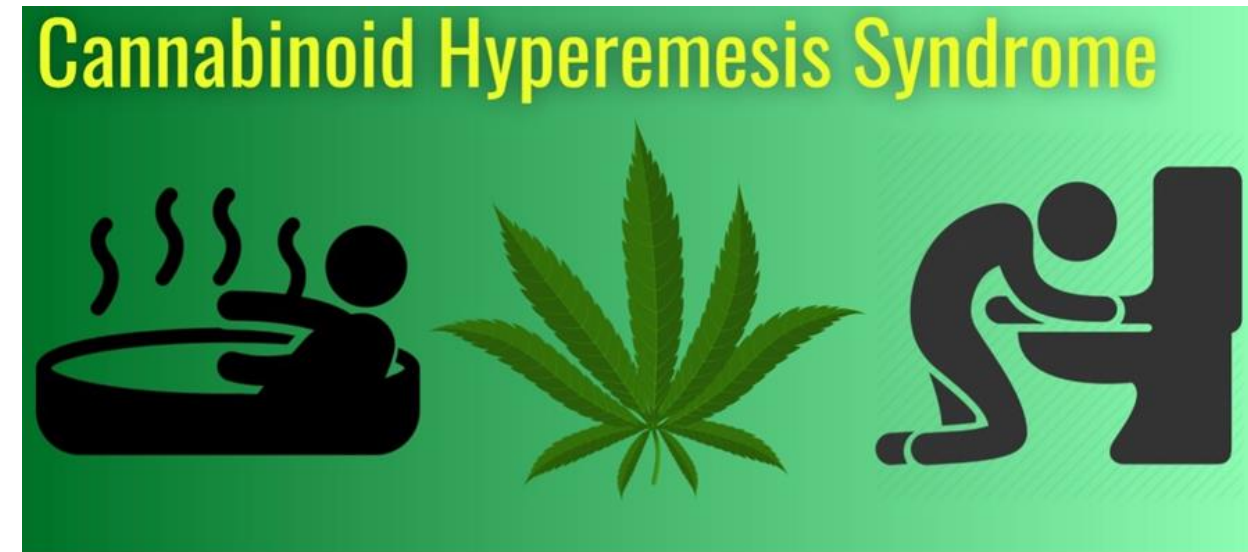
**Ingesting**  
Your liver will filter out some contaminants in edible products. Regulators therefore allow higher pesticide levels in those products.

**Small amounts, in time, can cause:**

- Neurological damage, including increased risk of Parkinson's disease
- Thyroid and liver cancers
- Loss of appetite, weakness and heart failure
- Endocrine disruption
- Reproductive harm
- Birth defects and developmental delays in offspring.

LOS ANGELES TIMES

**IASIC**  
INTERNATIONAL ACADEMY FOR THE SCIENCE AND MEDICINE OF CANNABIS  
ADVISING EDUCATION OF CONSUMERS



## Cannabinoid Hyperemesis Syndrome

Illustration showing a person smoking, a cannabis leaf, and a person vomiting, representing the symptoms of Cannabinoid Hyperemesis Syndrome.

# AI Tools for Social Media

## The Best AI Social Media Post Generators to Save Time

crafted with ❤️  
from gifographics.co

shane.online



- Create and publish personalized social media posts.
- Get AI-powered assistance for engaging social media posts and images.
- Monitor and report social media engagement across platforms.
- Streamline social media management to save time and resources.

Social Bee, Radaar.io, Semrush etc.



# What I have learned with social media.

- You need to interact, like, follow, share.
- You do not need to have debates.
- Short videos of people and events get the most attention.
- LinkedIn is a great site. (PDF)





# CWMA Social Media #CPHI

- YouTube - <https://www.youtube.com/@CWMA2023>
- Facebook - <https://www.facebook.com/profile.php?id=100090106781699>
- Instagram - [https://www.instagram.com/cwma\\_sandiego/](https://www.instagram.com/cwma_sandiego/)
- X - [https://twitter.com/ccr\\_consulting](https://twitter.com/ccr_consulting)
- CCR website - <https://www.ccrconsulting.org/>

**We offer social media support!**

# International Over-Dose Awareness Day Event

- County Building Lawn August 29<sup>th</sup> at 7am for resource tables
- News Event at 9am
- **Take pictures at the event to post on social media!**



## Campaign Resources

### International Overdose Awareness Day 2024 theme: "Together we can"

No one should stand alone in our fight to end overdose.

While every individual action matters greatly, coming together as an international community creates a powerful collective action. One that moves us with greater speed toward our shared goal of preventing, and ultimately, ending all overdoses.

Through our 2024 theme, "Together we can" we're highlighting the strength of coming together and standing in support of those connected to the tragedy of overdose.

For people who use drugs and those who don't. For heartbroken friends and family members of lost loved ones. For activists who fight for sorely needed policy reform. For healthcare and harm reduction workers. For tireless advocates. Overdose can affect anyone, and we encourage you to remember the tenacity of our community. Lean into the power that we can have when we work together.

This August 31, reach out and connect with others in your local community and join the global IOAD movement. Our collective voices are stronger, louder, and the most impactful when brought together.

Let's remember, together, we can end overdose.

#TogetherWeCan #EndOverdose #IOAD2024



### 2024 Campaign Kit

This kit provides you with everything you need for event and campaign promotion.

- Social media tiles and banners
- Posters
- Zoom or Desktop backgrounds
- Email signatures
- T-shirt designs

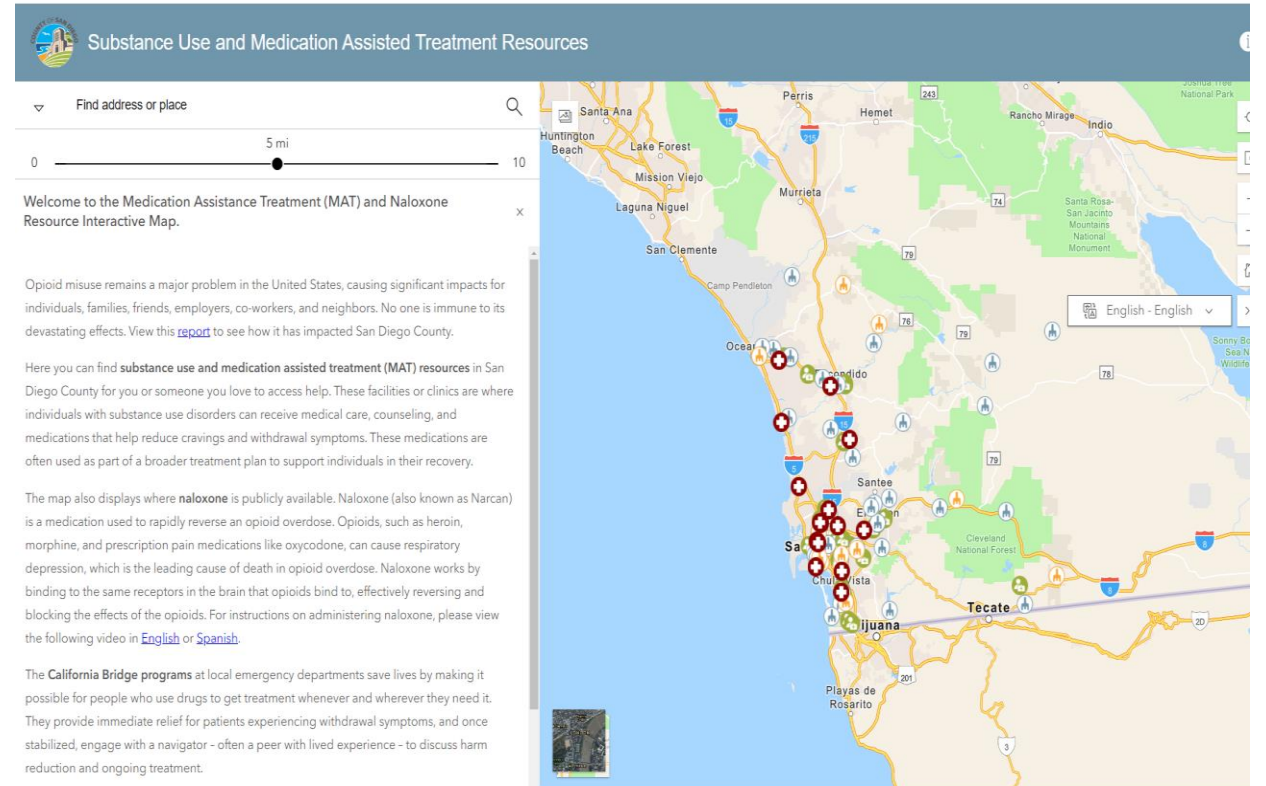
[Download 2024 Campaign Kit](#)

# Resource Map – 5mile radius

- RX Drop Off Locations
- Medication Assisted Treatment (MAT) and Bridge Programs.
- Naloxone Resources and vending machine locations.

Map Link -

<https://sdcounty.maps.arcgis.com/apps/instant/nearby/index.html?appid=0b11a45b5d3b45d78f98a241794dcbed>



The screenshot shows a web-based map interface titled "Substance Use and Medication Assisted Treatment Resources". At the top, there is a search bar with the placeholder text "Find address or place" and a search icon. Below the search bar is a scale bar indicating a 5-mile radius. The map itself is a satellite-style map of San Diego County, California, with various icons representing resources. A text box on the left side of the map provides information about Medication Assisted Treatment (MAT) and Naloxone resources. The text includes a welcome message, a description of the problem of opioid misuse, and instructions on how to use the map to find resources. It also mentions that the map displays where naloxone is publicly available and provides a link to a video for instructions on administering naloxone. The map shows a concentration of red and white icons in the San Diego area, with other icons scattered throughout the county. The interface includes a language dropdown menu set to "English - English" and a small inset map in the bottom left corner.

Substance Use and Medication Assisted Treatment Resources

Find address or place

0 5 mi 10

Welcome to the Medication Assistance Treatment (MAT) and Naloxone Resource Interactive Map.

Opioid misuse remains a major problem in the United States, causing significant impacts for individuals, families, friends, employers, co-workers, and neighbors. No one is immune to its devastating effects. View this [report](#) to see how it has impacted San Diego County.

Here you can find **substance use and medication assisted treatment (MAT) resources** in San Diego County for you or someone you love to access help. These facilities or clinics are where individuals with substance use disorders can receive medical care, counseling, and medications that help reduce cravings and withdrawal symptoms. These medications are often used as part of a broader treatment plan to support individuals in their recovery.

The map also displays where **naloxone** is publicly available. Naloxone (also known as Narcan) is a medication used to rapidly reverse an opioid overdose. Opioids, such as heroin, morphine, and prescription pain medications like oxycodone, can cause respiratory depression, which is the leading cause of death in opioid overdose. Naloxone works by binding to the same receptors in the brain that opioids bind to, effectively reversing and blocking the effects of the opioids. For instructions on administering naloxone, please view the following video in [English](#) or [Spanish](#).

The **California Bridge programs** at local emergency departments save lives by making it possible for people who use drugs to get treatment whenever and wherever they need it. They provide immediate relief for patients experiencing withdrawal symptoms, and once stabilized, engage with a navigator - often a peer with lived experience - to discuss harm reduction and ongoing treatment.



Events & Resources



# INTERNATIONAL ACADEMY ON THE SCIENCE AND IMPACT OF CANNABIS

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## DOCTORS EDUCATING ON MARIJUANA

IASIC is an organization of international experts on cannabis who are guided by medicine and science to provide accurate and honest information that guides decision-making. We recognize that the use of cannabis is potentially harmful, and that policies or practices which enhance or increase the use of cannabis risk serious medical and social consequences.

LEADERSHIP >

# **International Academy on the Science and Impact of Cannabis – IASIC**

Extensive medical library on cannabis harms.  
[IASIC1.org](http://IASIC1.org)



**SAN DIEGO COUNTY**  
Cannabis  
Public Health  
Initiative

**September 17, 2024**  
**at 11am**  
**Invite Community Members!**



**SAN DIEGO COUNTY**  
Cannabis  
Public Health  
Initiative

**Youth Access Workgroup (YAW)**  
**Special Presentations**

**Save The Date: September 17, 2024**

**Topic:** Hear from medical experts about front line cannabis cases in the ER and trends in teen use.

**Speakers:**



**Dr. Roneet Lev, Scripps Mercy Physician, Chief Medical Officer of CCR and former Chief Medical Officer at the White House Office of National Drug Control Policy (ONDCP)**



**Dr. Natalie Laub, Director of Pediatric Residency, Rady Children's Hospital**

Date: September 17, 2024

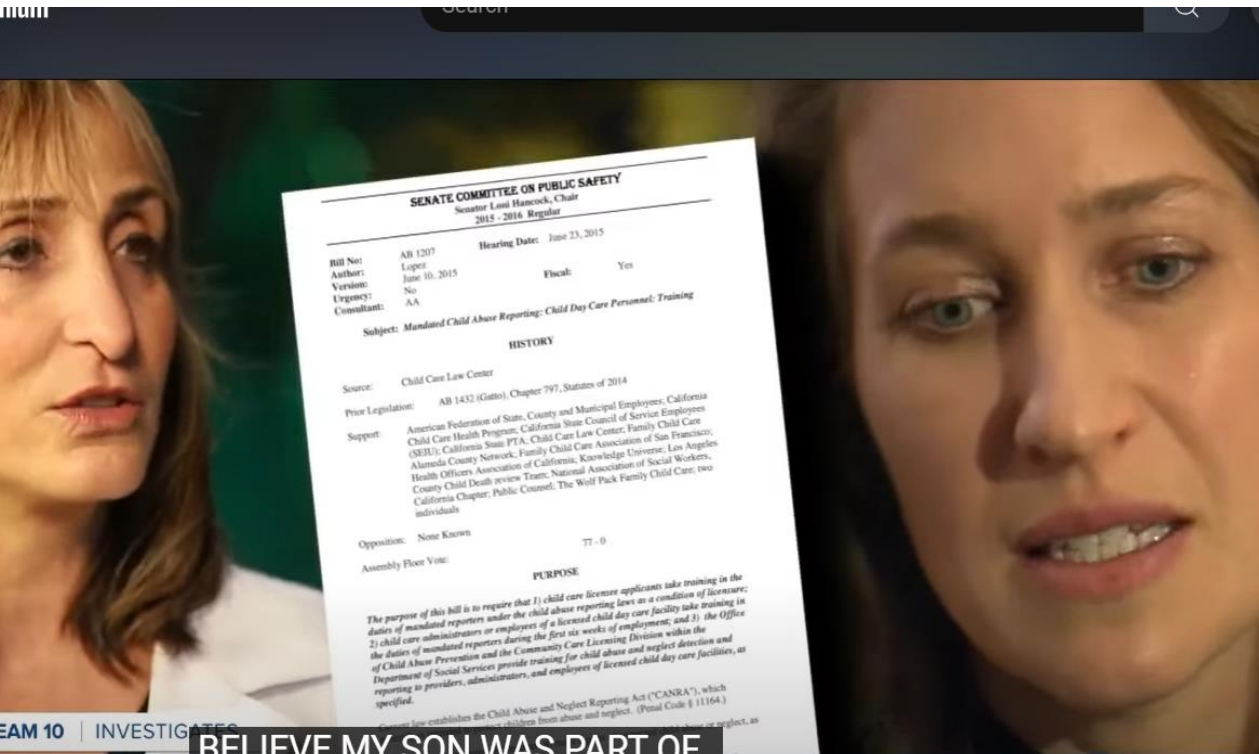
Time: 11AM - 1PM

Zoom Link - Join Zoom Meeting

<https://us02web.zoom.us/j/82270181565?pwd=Zzxutlls76uQbayMqjq2zlaaXqYw4H.1>

Meeting ID: 822 7018 1565

Passcode: 192829



TEAM 10 | INVESTIGATES BELIEVE MY SON WAS PART OF.

DANGERS OF MARIJUANA FOOD PRODUCT MARKETING 6:02 64° abc 1010



# SDCOE Guidelines for Vapes



## E-Cigarette Recommended Guidelines

### Confiscation and Handling

- Students caught with vaping devices should be referred to designated staff (Administrator, Nurse, or SRO) to confiscate. Once confiscation is complete, the student should be referred to an intervention program for violating the tobacco free policy. ([see](#) tiered intervention recommendations.)
- Gloves and plastic bags should be available at the [location](#) the device is confiscated, as liquid nicotine is acute hazardous waste and can be absorbed through skin.
- Gloves should be worn anytime a vaping device is being handled.
- The device should be put into a plastic bag and sealed.

### Handling & Storage

- Devices should be stored in individual, sealed plastic bags then put in a closed, non-reactive container. Recommended containers include plastic or lined metal containers.
- Devices can be stored together in a container if they are individually bagged.
- One central location for individually bagged devices to be kept (Security office, AP office, etc.)
- Devices with removeable batteries or cartridges should be separated. Batteries and [device](#) should be bagged separately.
- Devices not meant to come apart (disposables) should not be taken apart.

### For Disposal

- District registers as a hazardous waste receiver with County HazMat or contract with local agencies such as [Clean Harbors](#) to collect waste.
- County HazMat is \$504/year + \$81/item/year for permit. Clean Harbor and other agencies charge on a case-by-case basis depending on volume, waste stream, and frequency of pick-ups.
- District office facilitates hazardous waste pick up from schools.
- [District](#) should either empty school container into larger container for transport or swap out full container with an empty container at the school site.
- Store all waste at the district office until it is necessary to take to County HazMat or picked up by contracted agency.
- An alternative would be to notify parents to pick up the individually sealed devices. If parents pick up devices, they should be given information on the hazardous waste implications of vaping devices, as well as information on the addictive nature and potential harm associated with vaping devices.

# Proper handling and disposal of E-cigarettes and other vaping devices

## Step 1

Always wear new nitrile gloves when handling e-cigarettes and vaping devices



## Step 2

Place all confiscated parts into a sealed container or bag for storage. This includes:

- Devices and batteries
- E-liquids and bottles
- Tanks, cartridges, and pods



## Step 3

Transport to a hazardous waste disposal site.

To find the nearest location, visit:  
[www.calrecycle.ca.gov/HomeHazWaste/Directory/](http://www.calrecycle.ca.gov/HomeHazWaste/Directory/)



## Don't



Handle e-cigarettes with bare hands

Rinse or throw e-liquids in the sink or toilet

Throw any component in the trash or recycling bin



# ABCD Study

[\\*Click here to read our COVID-19 update\\*](#)

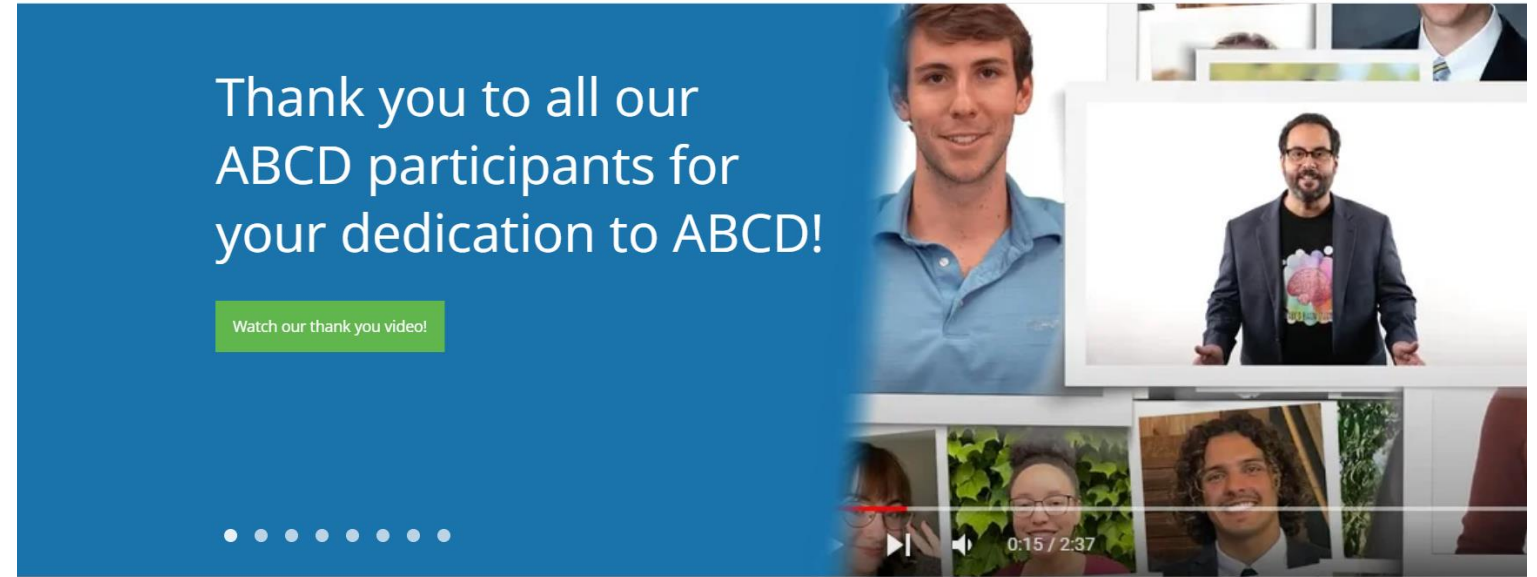
[CONTACT](#) [ENGLISH](#) ▾



[ABOUT](#) [VALUES](#) [EDUCATORS](#) [FAMILIES](#) [SCIENTISTS](#) [STUDY SITES](#) [NEWS](#) [Q](#)

Thank you to all our ABCD participants for your dedication to ABCD!

[Watch our thank you video!](#)



Adolescent **B**rain **C**ognitive **D**evelopment

The ABCD Study® is the largest long-term study of brain development and child health in the United States.

# DRUG INTERACTIONS SURVEY RESULTS

WE HAVE 76 SURVEYS, OVERALL HIGHLIGHTS BELOW:

- **36.8%** USE MARIJUANA/CANNABIS PRODUCTS (N=75)
- **48.7%** WERE AWARE OF POTENTIAL SIDE EFFECTS OR INTERACTIONS BETWEEN CANNABIS/MARIJUANA AND OTHER MEDICATIONS (N=76)
- **93.4%** BELIEVE PATIENTS SHOULD BE NOTIFIED OF POTENTIALLY SERIOUS DRUG INTERACTIONS WITH MARIJUANA/CANNABIS PRODUCTS (N=76)

FOR MORE INFORMATION CONTACT - PHARMACY PROFESSOR, UC SKAGGS SCHOOL OF PHARMACY

**NATHAN PAINTER -**  
**NPAINTE@HEALTH.UCSD.EDU**

**Be in the know!**  
Marijuana may cause drug interactions with your medications

Chemicals found in marijuana such as THC and CBD may interact with medications, with potential serious side effects.

Common drugs that have interactions include:

- Sedatives
- Anti-Anxiety medications
- Anti-Depressant medications
- Pain medications
- Seizure medications
- Blood Thinners

It is always recommended to inform your Doctor or health care provider of any substances you may be taking to avoid harmful drug interactions.

• **542 known drugs may interact negatively with CBD (cannabidiol)**

• **380 known drugs that may interact negatively with THC (tetrahydrocannabinol), the main chemical in marijuana**

You can use websites such as Drugs.com to find a detailed list of prescription medications that may interact with marijuana.

**Your feedback is important.**

Answer a short confidential survey for a chance to win a \$100 Amazon gift card.

[www.surveymonkey.com/r/2D278NJ](http://www.surveymonkey.com/r/2D278NJ)

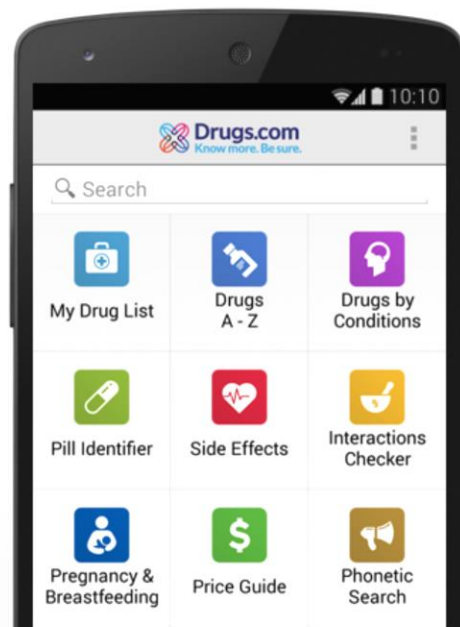
**mpi** Marijuana Prevention Initiative  
SAN DIEGO COUNTY

For more information visit [www.ccrconsulting.org/mpi](http://www.ccrconsulting.org/mpi)

Funded by San Diego Health & Human Services Agency.



Accurate drug information  
at your fingertips.



# DRUG INTERACTIONS CHECKER

# Training, Research and Education for Driving Safety

[LEARN MORE](#)

## TRAINING, RESEARCH AND EDUCATION FOR DRIVING SAFETY

TREDS delivers education and training programs to improve roadway safety and conducts research to inform public policy. Training is available for health care providers, law enforcement and other professionals, as well as education classes for the public. Topics include aging road users, distracted driving, pedestrian safety, and driving

# TREDS ONLINE SAFE DRIVING COURSE

- 40 MINUTES SELF PACED
- ALCOHOL AND CANNABIS
- DUI LAWS
- **WATCH PREVIEW** –  
[HTTPS://YOUTU.BE/5U2F98BDACK](https://youtu.be/5U2F98BDACK)
- **ACCESS COURSE** –  
[HTTPS://TREDSLMS.UCSD.EDU/STEER-CLEAR](https://tredslms.ucsd.edu/steer-clear)

Free Education to Prevent Teen Impaired Driving




 **STEER CLEAR**  
decide to drive sober

**About the Online Class**

- 40-minutes
- Self-paced and interactive
- Enhance existing curriculum
- Certificate of Completion

**Topics Covered**


- Facts about alcohol and cannabis
- Risks of impaired driving
- California DUI laws
- Strategies to stay safe

**CLICK OR SCAN TO WATCH PREVIEW** 

**CLICK OR SCAN TO ACCESS COURSE** 

Developed by Training, Research and Education for Driving Safety (TREDS)

 858-534-8386  
 [tredslms.ucsd.edu](https://tredslms.ucsd.edu)  
 [treds@ucsd.edu](mailto:treds@ucsd.edu)

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration

**drug detected.**

### **IMPAIRING EFFECTS OF CANNABIS**

Impairment can vary based on the strength of THC, personal tolerance, and mode of use. Edibles affect people differently than inhaling. While both result in a 'high,' the effects of edibles are delayed. With edibles, users may consume more than intended before feeling any effects, possibly resulting in higher levels of impairment.

Signs of cannabis impairment in drivers may include:

- Slowed reaction time
- Lane weaving
- Trouble controlling speed
- Poor decision-making

### **WHEN CAN I DRIVE AFTER USING CANNABIS?**

- ✦ Inhaling cannabis: wait at least 4 hours to drive
- ✦ Edibles: wait at least 8-10 hours to drive

***INDIVIDUALS SHOULD NOT DRIVE UNTIL THE EFFECTS OF THE DRUG ARE NO LONGER FELT.***

# CANNABIS TIP CARDS

- ENGLISH AND SPANISH
- PENALTIES
- SAFE DRIVING WINDOWS

TREDS CONTACT:

**LESLEY COPELAND**

**LCOPELAND@HEALTH.UCSD.EDU**



# SAVE THE DATE

Drug Enforcement Administration's  
San Diego County

## *Red Ribbon Awards Ceremony & Luncheon*

In honor of  
**ENRIQUE 'KIKI' CAMARENA**

**WEDNESDAY, OCTOBER 9, 2024**

**Admiral Baker Club**

**11:30 am – 1:30 pm**

Formal invitations will be sent in August



*For questions, please email us at*  
[sd.community.outreach@dea.gov](mailto:sd.community.outreach@dea.gov)

# CCR New Website

## Resources:

- Cannabis Public Health Library
- News Media and Videos
- Voices of Hope Series
- Drugged Driving Course

## New CPHI Website:

<http://www.ccrconsulting.org/mpi>

