

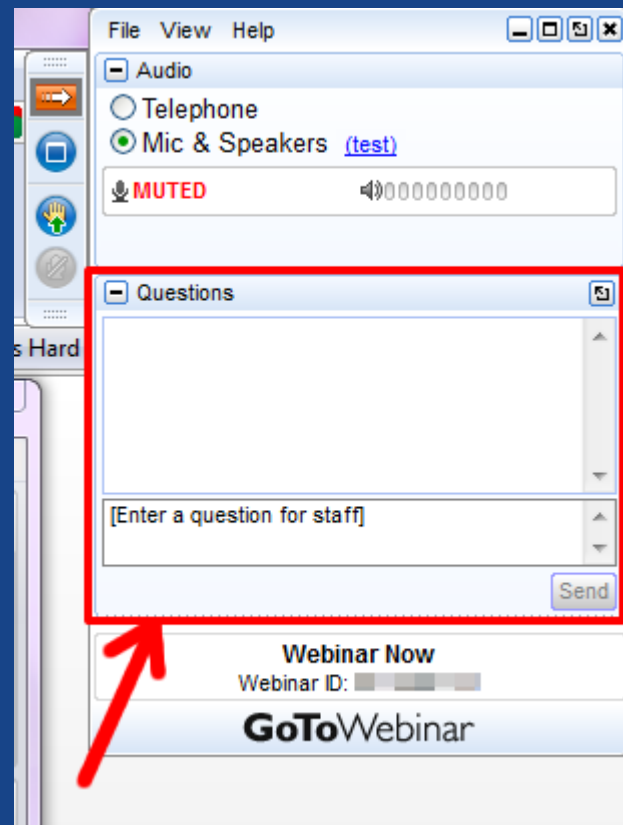
CHRONIC DISEASE PREVENTION & HEALTH PROMOTION

WEBINAR SERIES

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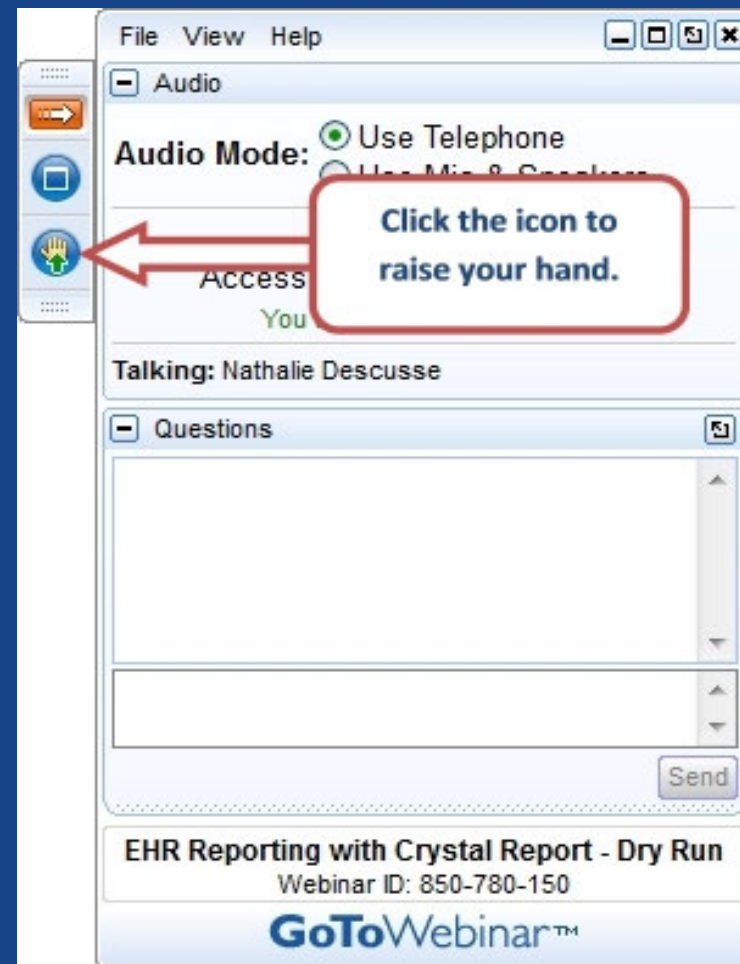
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Marijuana is legal in Alaska – There are some things we all should know

An Alaska public education campaign – 2015/2016

The Alaska Department of Health and Social Services

Division of Public Health

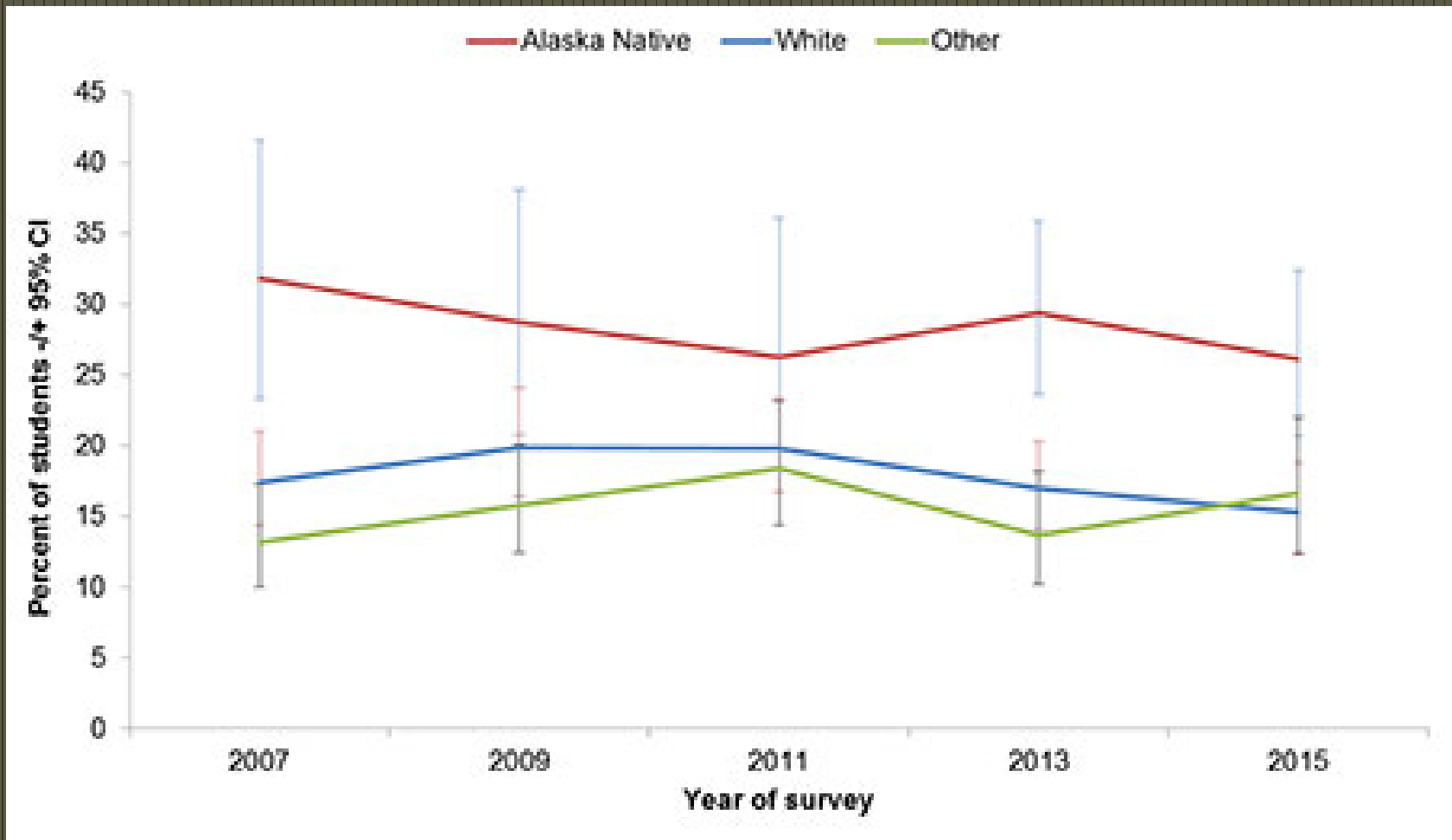


Youth marijuana use in Alaska

High school youth ¹						
	2007	2009	2011	2013	2015	Significant linear trend, 2007-2015?
Current use (past 30 days)	21%	23%	21%	20%	19%	No
Ever use	45%	45%	41%	39%	39%	Yes
Seen as cool	-	-	29%	31%	27%	No
Parents feel it is wrong	-	-	-	79%	75%	

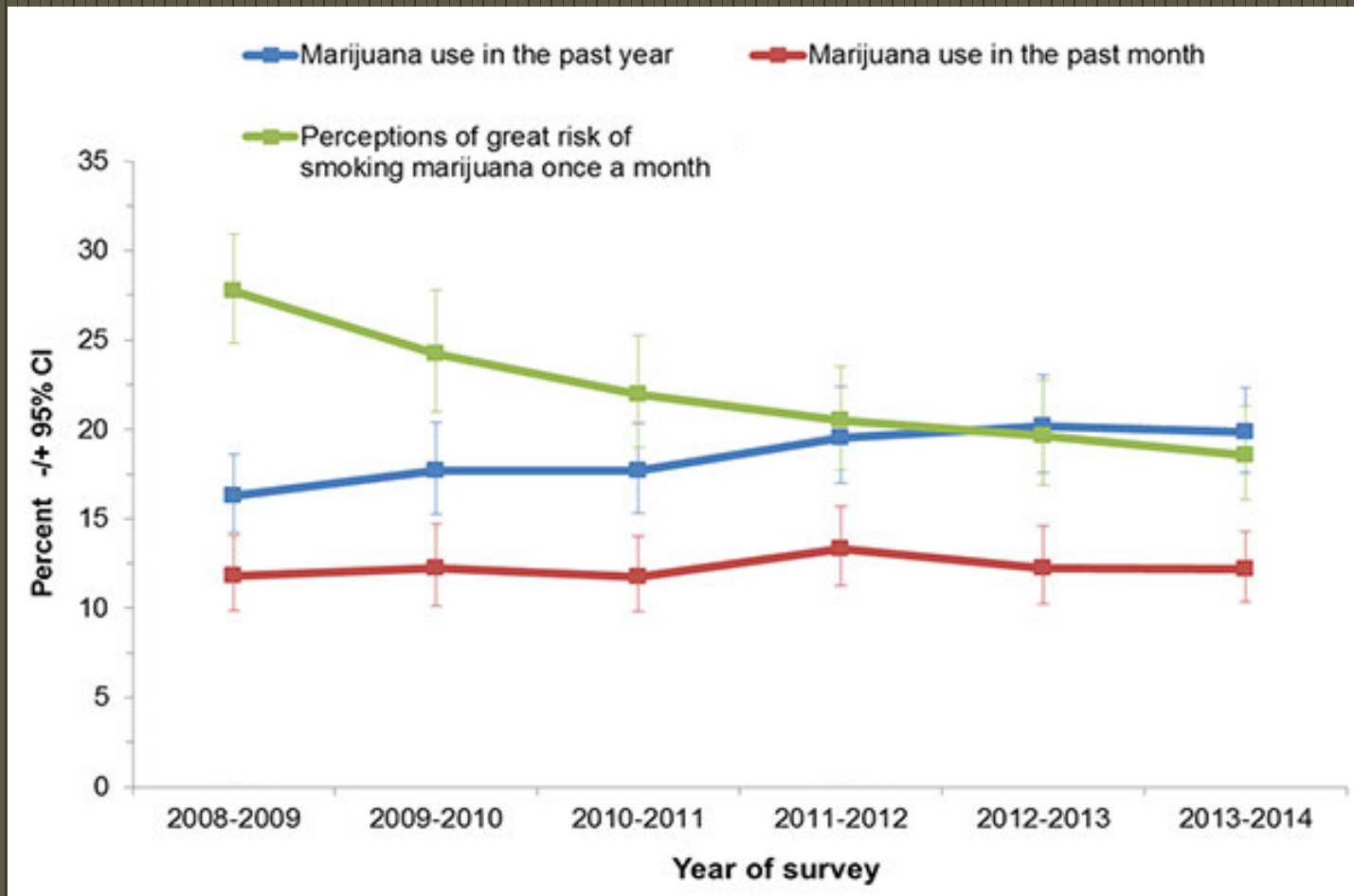
¹Alaska Youth Risk Behavior Survey (YRBS), 2007-2015

Youth marijuana use in Alaska by race¹



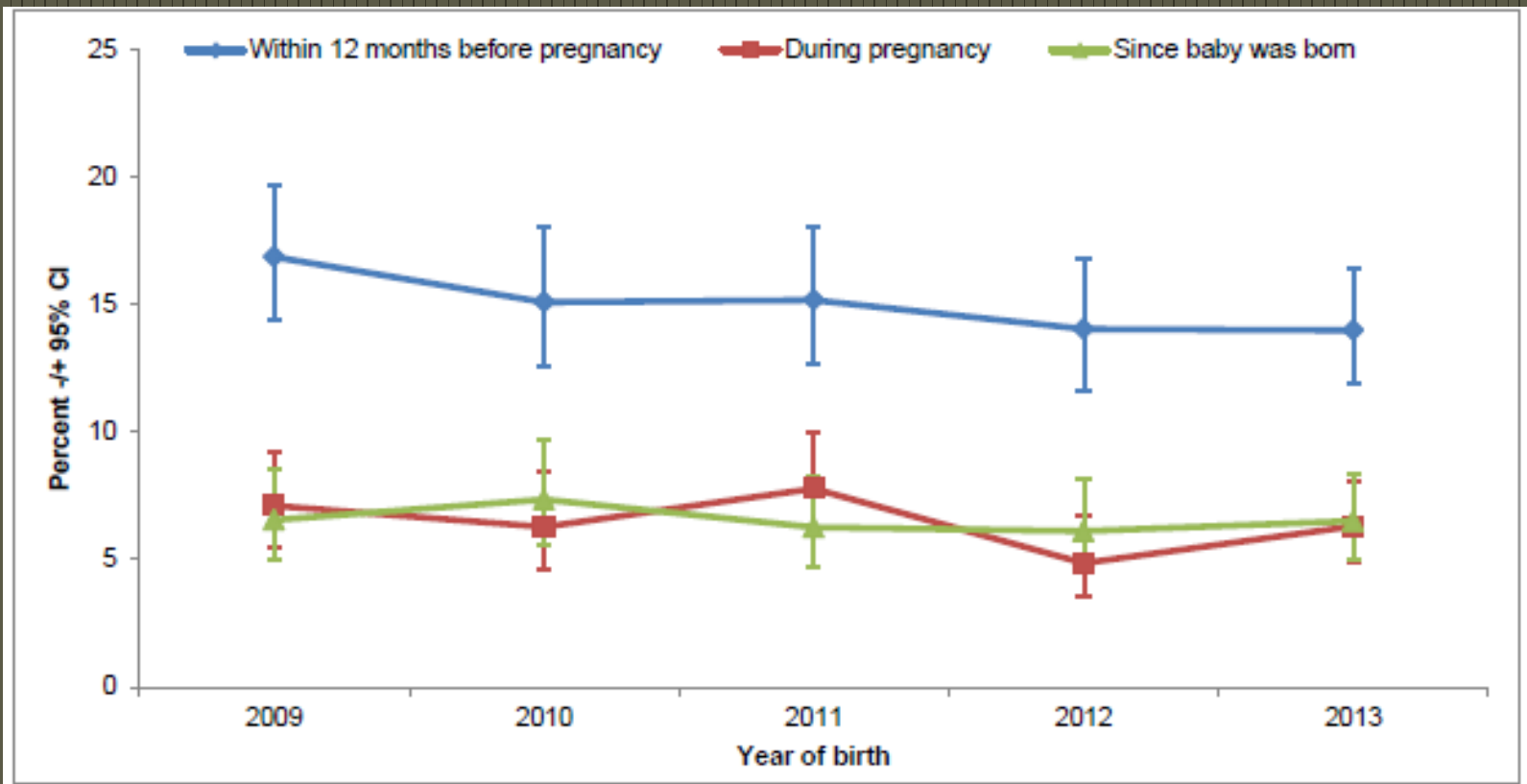
¹Alaska Youth Risk Behavior Survey (YRBS), 2007-2015

Adult marijuana use in Alaska²



²National Survey on Drug Use and Health (NSDUH), 2008-2014

Marijuana use among pregnant mothers in Alaska³



³Pregnancy Risk Assessment Monitoring System (PRAMS), 2009-2013

Sharing information quickly

Alaskans voted to make the recreational use of marijuana legal in Nov. 2014. We knew the regulatory process would take time and test the patience of industry, residents and regulators, but we needed to get information out quickly.



Get the Facts About Marijuana

**It's not yet legal to
buy or sell marijuana
in Alaska.**

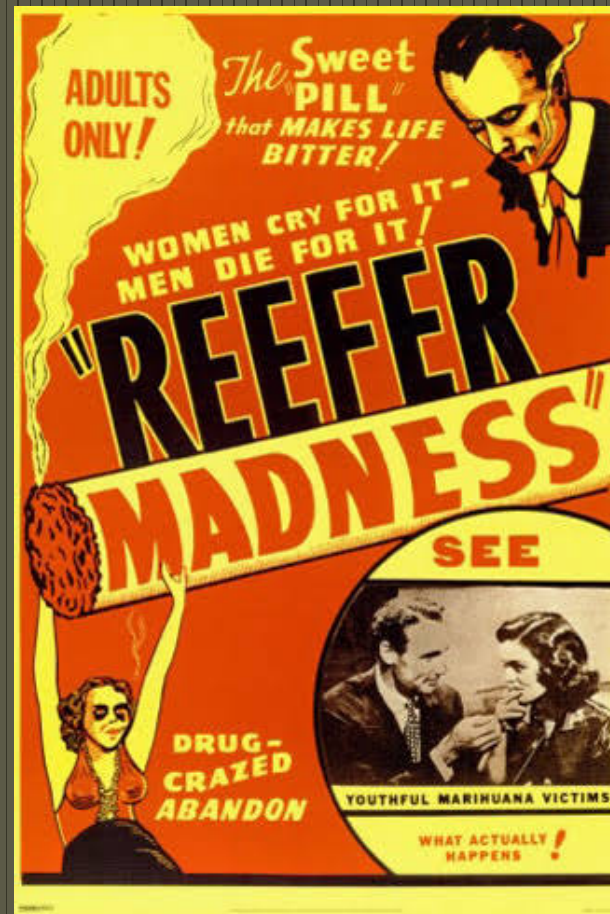
To learn more visit www.marijuana.dhss.alaska.gov

And cautiously – today's messaging can become tomorrow's satire

We wanted to focus on facts and avoid the pitfalls of former messaging on marijuana:

The 1936-1939 propaganda film, *Tell your Children*, depicted what it claimed would be the inevitable outcomes of high school kids smoking pot – hit and run accidents, manslaughter, suicide, rape, & madness. A private interest group made the film as a morality tale.

Cannabis advocates later rediscovered it as *Reefer Madness* and toured it as satire across the country in the 1970s.



To meet DHSS goals

- Make DHSS the trusted place to go for marijuana-related health information in Alaska.
- Share health and legal information with Alaskans.
- Start a conversation.
- Stay balanced in tone, factual in content.
- Share new information regularly.
- Employ humor to connect with the audience.
- Drive people to the website as a source of reliable information, marijuana.dhss.alaska.gov.



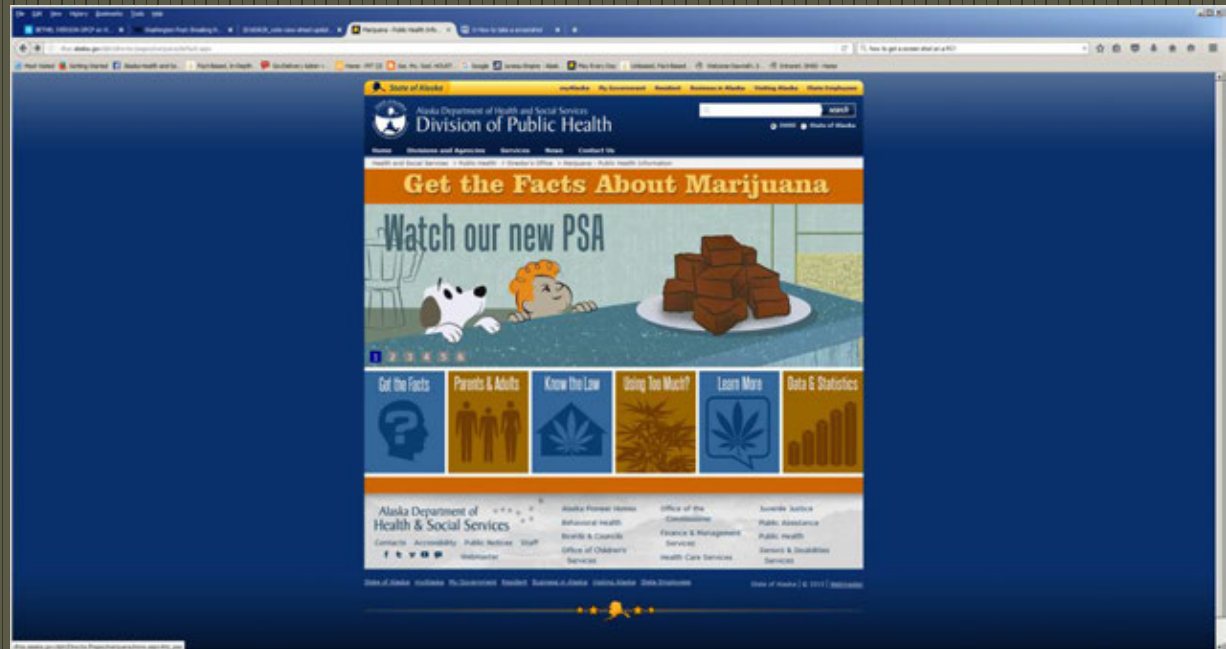
The 2015 PSA

Aired on TV and through social media in April and May 2015 with these core messages: Pot can't be bought or sold yet; the legal age is 21; it's not legal to use in public places; should be kept away from kids; driving high is a DUI; what's grown in Alaska stays in Alaska. <https://www.youtube.com/watch?v=D7yRlxxlLnk>

Supported by a “Get the Facts” website

DHSS worked with Colorado to integrate its materials, which had gone through a rigorous literature review.

Alaska’s chief medical officer and DHSS staff also reviewed and approved all DHSS content.



The State of Alaska acknowledges the State of Colorado and the Colorado Department of Public Health and Environment for sharing their content for the Alaska DHSS website.

Outreach to Alaskans and visitors

Sample messages:

Clarified law on use in public spaces.

Emphasized that what's grown in Alaska stays in Alaska.



Supporting materials



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

As of February 24, 2015, anyone age 21 and older can legally possess up to one ounce of marijuana and can grow up to six plants at home (with up to three being mature, flowering plants).



It's not yet legal to buy or sell marijuana in Alaska.

How much marijuana am I allowed to possess? Is it available commercially?
 Adults age 21 and older can possess up to one ounce of marijuana, dried as marijuana leaves, stems, or flowers (the "buds"), marijuana concentrates, such as oils, hashes, and waxes; and a wide variety of marijuana infused products, such as edibles, tinctures, and topicals. Until retail laws are in place, these products cannot be legally bought or sold in Alaska. However, adults may give up to one ounce of marijuana and up to six plants to another adult, as long as it does not require any form of compensation.



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

Who is allowed to use marijuana?
 Anyone age 21 and older is allowed to possess or consume marijuana. This includes state residents and adults visiting from other states. It is illegal to give marijuana to anyone under the age of 21.



It's illegal to use in public places, including city sidewalks, parks, campgrounds and federal lands.

Where am I allowed to use marijuana?
 It is illegal to consume marijuana in public places, such as on streets and sidewalks; in bus terminals, public parks or playgrounds; or on state or federal land. Violating public use laws could result in fines and other legal penalties. Local no-smoking laws and no-smoking rules established by private businesses also apply to both smoking and vaping marijuana. Check with your hotel, bed and breakfast, hotel or landlord before using marijuana in their business.



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

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



It's illegal to take it out of the state. What's grown here stays here.

Can I travel with marijuana?
 Federal laws make it illegal to transport marijuana on federally regulated ships, trains, and airplanes, or across state lines. What's grown in Alaska stays in Alaska.



Store it Safely. Keep it out of reach of children and teens.


Lock it up.
 If you have young children or teenagers at home, store your marijuana in a child-resistant container in a place where it is not accessible.
 If children accidentally eat or drink marijuana, it can make them very sick. If you suspect your child has consumed marijuana call the poison control hotline at 1-800-222-1222. If someone has a severe reaction after consuming marijuana, call 911 or go to an emergency room right away.



To learn more visit www.marijuana.dhss.alaska.gov

October 2015



Get the Facts About Marijuana



DRIVING HIGH IS A DUI

Driving impaired is illegal and unsafe.

marijuana.dhss.alaska.gov

More than 40 people die in motor vehicle crashes every year in Alaska; thousands more are hospitalized. A large percentage of these crashes involve impaired drivers. As part of our mission to promote and protect the health and well-being of Alaskans, the Alaska Department of Health and Social Services, in conjunction with the Alaska Department of Public Safety, presents these facts about marijuana use and driving.

Driving High is a DUI

Even though recreational marijuana use is now legal for adults in Alaska, driving while impaired is illegal and unsafe. Getting high before you drive could get you arrested for driving under the influence (DUI). This is true for driving a car or operating any motorized vehicle—including motorcycles, scooters, snowmachines, and ATVs; and any boats or planes, whether motorized or not. (AS 28.35.030)

How Does Marijuana Affect My Driving?

Marijuana use has been shown to impair:¹

- Reaction time
- Short-term memory
- Hand-eye coordination
- Concentration
- Perception of time and distance

Marijuana also affects your ability to judge your own level of impairment, so even though you may think you're capable of driving, you are probably more impaired than you realize. Any amount of marijuana consumption puts you at risk of driving impaired.

How Long Should I Wait to Drive After Using Marijuana?

Like alcohol and other drugs, marijuana affects people differently. Many factors come into play. Marijuana can impact your ability to drive and do other activities.² The effects can last longer than some users think. Here are a few simple rules of thumb:

- The more delta-9-tetrahydrocannabinol (THC), the active ingredient in marijuana, a person takes in, the greater the impairment will be.
- The effects of marijuana can take longer to develop and last longer when eating or consuming marijuana as opposed to smoking it.
- Although a person might feel safe to drive after two to three hours, impairment can last much longer.³ As with other drugs, judgment is impacted when you are high.
- Using alcohol and marijuana at the same time results in greater driving impairment than using either one alone.⁴
- If you are impaired and need to get somewhere, do not get behind the wheel; let someone who is sober drive. If you have no designated driver, take a bus, call a cab, or organize some other safe means of transportation.
- In the end, a law enforcement officer decides whether to arrest an individual for driving while impaired.
- Driving high is a DUI.

Teens and Driving High⁵

Vehicle crashes are the leading cause of death among young people from 16 to 19 years old. When a relative lack of driving experience combines with the use of marijuana or other substances to impair cognitive and motor abilities, the results can be tragic.

In 2011, 12 percent of high school seniors responding to the *Monitoring the Future*⁶ survey admitted to driving under the influence of marijuana in the two weeks prior to the survey.

Talk to your teen about not driving under the influence or getting in the car with someone who has been drinking or using drugs. Let them know that they can always call you for a ride.

Potential PH concerns

Get the Facts About Marijuana



marijuana.dhss.alaska.gov



Breastfeeding is the natural and preferred way to feed your baby. It provides benefits to mother and child and should be the optimal feeding choice for most infants. Breastmilk contains appropriate amounts of carbohydrates, proteins, fats, minerals, and vitamins. Moreover, breastfeeding helps bonding between mother and child. Marijuana exposure while breastfeeding is not recommended. When a breastfeeding mother uses marijuana, THC (the psychoactive ingredient in marijuana) passes through the breast milk to the baby, potentially affecting the baby!

Overview

- When used during pregnancy or while breastfeeding, marijuana may interfere with your baby's brain development because their brains are growing rapidly during this time.
- Some of the potential long-term health effects to babies who are exposed to marijuana during pregnancy or while breastfeeding include the following: decreased growth, decreased IQ scores, decreased mental function, decreased academic ability, and attention problems.¹
- Marijuana smoke contains more than 150 chemical compounds, many of the same chemicals as tobacco, some of which can cause cancer. Once in your blood, many of these chemicals can be passed to your unborn or breastfeeding baby.

Marijuana And Pregnancy

- No matter how you use marijuana while pregnant (e.g., smoking, vaping, eating), the drug enters your blood and then passes to your baby.
- It is not recommended that you use marijuana to treat morning sickness or nausea; your health care provider can give you medicines that are safe to take during pregnancy.

Marijuana And Breastfeeding

- According to a 1982 study², delta-9-tetrahydrocannabinol (THC), the active ingredient in marijuana, is excreted into human breast milk in moderate amounts. Based on their findings, 0.8% of the weight-adjusted maternal intake of one joint or comparable consumable would be ingested by an infant in one feeding after smoking or consuming marijuana.

- Since infants exposed to marijuana via breast milk may show signs of irritability, reduced muscular tone, and poor suckling, your baby may have trouble nursing if your breast milk has marijuana in it.³

What You Can Do

- Avoid using marijuana while you are pregnant, breastfeeding, or trying to become pregnant. If you are using marijuana, or other drugs, including alcohol, be sure to protect yourself from an unplanned pregnancy.
- Talk to your health care provider if you are pregnant or breastfeeding and need help quitting marijuana.
- Never allow anyone to smoke marijuana near your children.
- Never allow anyone who is under the influence of marijuana to take care of your children.
- If you have marijuana in your home, make sure it is stored in a locked area that is out of reach of children.
- If your baby accidentally ingests marijuana, call the poison control hot line right away (1-800-222-1222); the call is free and you will be helped quickly. If your baby seems very sick, call 911 or go to an emergency room.

Additional Resources And References

Broad Review

- "CO Department of Public Health and Environment. Monitoring Health Concerns Related to Marijuana in Colorado, 2014. (See page 7): http://dhs.colorado.gov/dhs/c/document_library/get_record?uuid=80893120-1000-4960-9000-000000000000&entry_id=10000

Pregnancy

- National Institute on Drug Abuse. Can Marijuana Use During Pregnancy Harm the Baby? 2014. <http://www.drugabuse.gov/publications/cocaine-reports/marijuana-use-during-pregnancy-harms-baby>

Breastfeeding

- Journal of Toxicology, Cannabis and Breastfeeding, 2008. <http://www.hindawi.com/lookup/2008/286101>
- Canadian Family Physician, 2005. Marijuana use and breastfeeding. <http://www.cfp.ca/content/51/3/319.full.pdf>
- Latona J. Breastfeeding and the use of recreational drugs—alcohol, caffeine, nicotine and marijuana. Breastfeed Rev 1999, 6: 27-30.



A Parent's Guide
to Talking with
Your Teens About
Marijuana Use



2015 Results – May/June

- TV and Radio PSA
 - 9 weeks of broadcast TV in Anchorage, Fairbanks and Juneau
 - 7 weeks of GCI Cable statewide
 - 9 weeks of radio in Fairbanks, Juneau and Anchorage
- Facebook ads
 - Website clicks campaign
 - 14,012 website clicks (*Clicks to our marijuana website*)
 - 144,386 people reached (*How many different people saw the content*)
 - 360,368 impressions (*How many times content got displayed*)
 - 9 Facebook boosted posts
 - 9,727 post engagements (*How many interactions people have had, such as likes, shares, comments, etc.*)
 - 238,831 people reached (*How many different people saw the content*)

2016 campaign: Less about the law ...

Driving high is a DUI



... more about public health

Focusing on health:

- Potency of today's marijuana
- Delay in feeling high when using edibles.
- Pregnancy and breastfeeding
- Accidental use by kids and animals



Partly based on data from other states

Other states where recreational use of marijuana has been legalized – Colorado, Oregon and Washington.

- Marijuana-related calls to poison centers increased after legalization:
 - Calls to the Oregon Poison Center increased in all age groups, including youth and kids under 6 (Oregon Health Authority).
 - Calls to Rocky Mountain Poison and Drug Center increased in 2010 and spiked with retail legalization in 2014 (Colorado Department of Public Health and Environment).
- Marijuana-related ER visits and hospitalizations:
 - Increased in Colorado after medical marijuana legalization and again after retail marijuana legalization. (Colorado Department of Public Health and Environment).

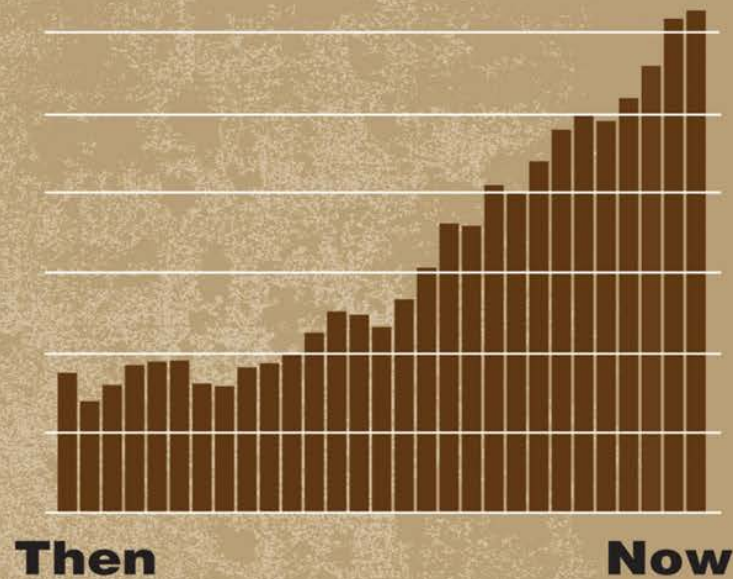
With the same look and feel



But working with a tinier budget

Ad run of May-June, 2016

- Cable and online ads:
 - KTUU/KTVA ads
 - GCI cable ads
- Facebook newsfeed and mobile ads
- YouTube ads



2016 PSA – Here’s what we all need to know

Legal age; pot affects people differently; it can take a while for full effects to kick in; these aren’t your grandma’s brownies; steer clear when pregnant and breastfeeding; cannabis edibles can look like treats and make kids sick.

<https://www.youtube.com/watch?v=le-DZ81W8Hk>

2016 Results

Campaign ran between May 1 and June 30, 2016

TV:

- Broadcast TV in Anchorage and GCI Cable statewide
- PSAs aired 229 times

YouTube: Over-performed at 105%, meaning more ads ran than were initially purchased

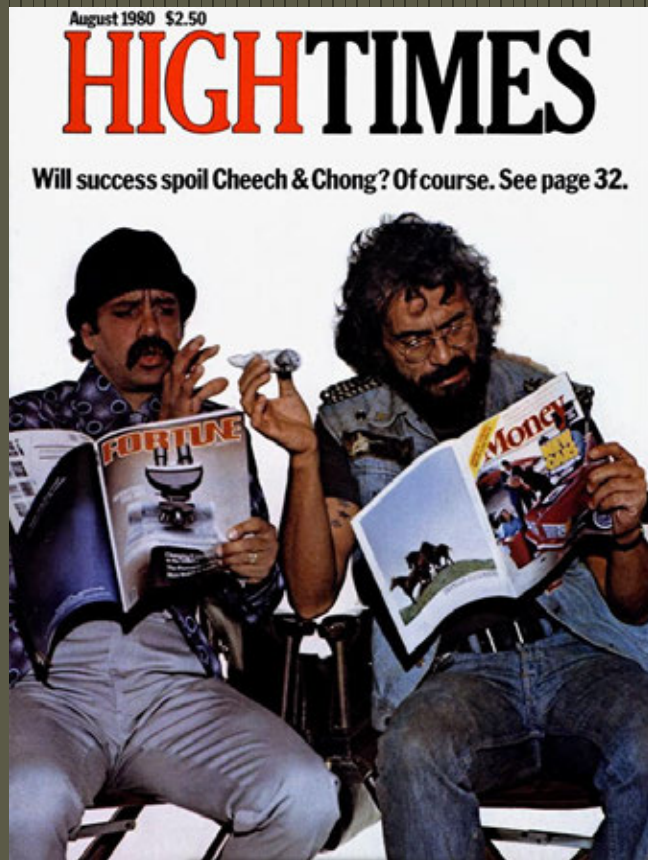
Facebook:

- 150,295 video views
- 183,171 people reached
- 863,713 impressions
- 4,640 website clicks

The social media battleground – 2016

- Facebook ads – positive comments about PSA
 - Cool, a non scare tactic PSA.
 - This is a very well done PSA. No scare tactics, just suggestions.
 - Well done. No unnecessary scare tactics or unfounded claims just good clean safe use info.
 - A good start on a polarized subject that offers a no win situation as evident by the comments.
- Facebook ads - negative comments about PSA
 - Most of those "facts" are not even true.
 - Some of the information you provide here is completely inaccurate and biased.
 - Whoever made this site is either anti-weed or allergic to proper research and facts.
 - I'm very sorry to hear that the federal government has you brainwashed...you should do some of your own research and stop watching reefer madness clips from the1940s.

As media reflects the evolution of marijuana culture



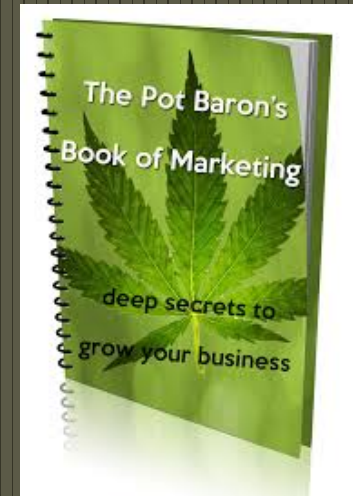
And the growing cannabis economy

“This is California's time to reemerge as the center of the cannabis economy and the center of cannabis culture, and that's what's so exciting.”

David Bienenstock – author of “How to Smoke Pot (Properly): A Highbrow Guide to Getting High,” and Vice’s “Weed Eater” column and “Bong Appetit” cooking show – in the L.A. Times, “California is poised to become the center of cannabis culture,” May 16, 2016.

"In terms of local communities being receptive to the industry, Houston (in Southcentral) is by far the top of the list ... and then I think Fairbanks is a very close second. "

Marijuana Control Board chair Bruce Schulte in the Fairbanks Daily News-Miner, “Fairbanks is shaping up to be the center of Alaska’s marijuana industry,” June 7, 2016.



PH adapts to the changes

Nov. 2014: Alaskans vote to make recreational pot use legal for adults 21 and older.

Feb. 2015: Possession and use legal for adults.

June 2016: First business licenses approved.

Fall 2016: Commercial sales expected.

Now and into the future –

Health impacts of legalization tracked through EPI surveillance.

Continued public health messaging in response to data trends around public health.

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

- 21** **If you're under 21, it's illegal to use or possess marijuana.** **Who is allowed to use marijuana?** Anyone age 21 and older can legally possess or consume marijuana. It is illegal to give marijuana to anyone under the age of 21, unless they have a valid medical marijuana card.
- Marijuana can affect people differently.** **Know your limits.** Marijuana affects everyone differently based on things like on body type and history of use.
- Higher than you might think.** **Careful. It can sneak up on you.** These aren't your grandma's brownies — THC levels can be much, much higher in today's marijuana products. And the effects of marijuana can be significantly delayed, particularly with edibles.
- You can't drive impaired. Driving high is a DUI.** **Don't consume and drive.** Driving while impaired is illegal. It doesn't matter what substance you are using. If you are not sure whether you are impaired, do not drive.
- Do not use if you are pregnant or breastfeeding.** **Marijuana poses a potential risk to the baby.** Steer clear if you are pregnant or nursing. Marijuana may be harmful to developing brains. Smoking marijuana or consuming edible cannabis products can expose your baby to potentially harmful substances.
- Stash it safely away from kids and pets.** **Lock it up.** If you have young children or teenagers at home, store your marijuana in a child-resistant container and make it inaccessible to them. If children accidentally eat or drink marijuana, it can make them very sick. If you suspect your child has consumed marijuana call the poison control hotline at 1-800-222-1222. If someone has a severe reaction after consuming marijuana, call 911 or go to an emergency room right away.

To learn more visit www.marijuana.dhss.alaska.gov

September 2016



To meet its objective: protecting and promoting the health of Alaskans.



Comments, questions, observations?

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Discussion

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