



# Rural Philanthropy Days

Elevating Capacity, Community & Collaboration

September 28-30, 2016 | Copper Mountain

# CORE Network

Cannabis OutReach & Education Network

# Non profit - 501c3

Inspiring people

Providing education





# Social Research

What??

Mean

Green

Gross

Loud

Irritating

Scary



# Social Research

What??

Case Studies

Media Reports

Stories



## Descriptive

“Is that a real thing??”



# Descriptive

“Is that a real thing??”

~~Mean~~

Ears

Green Skin





# Descriptive

“Is that a real thing??”

 Cinnamon Rolls

Cure Cancer

Cause Cancer



# Interventional

“Why and How – and can we change it??”



# Interventional

“Why and How – and can we change it??”





## Colorado Studies and CORE's educational collaborators

Dr. Jost Klawitter – iC42 Integrated Solutions in Clinical Research & Development – How cannabinoids are metabolized

Dr. Maureen Leehey – University of Colorado Denver – Tremor

Dr. Lori Walker – University of Colorado School of Medicine – Cardiovascular disease

Dr. Marcel Bonn-Miller – University of Pennsylvania – PTSD

Dr. Emily Bowler – National Jewish Health – Lungs

Dr. Greg Kinney – Colorado School of Public Health – Sleep and Cannabis

Dr. Marty Otanez – University of Colorado Denver – Bioethics in Cannabis Research

**THANK YOU**



Protecting Our Children's Future  
September 29, 2016

**SMART CO**  
PROTECTING COLORADO'S YOUTH

# About Smart Colorado

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- Citizen lead non-profit organization that formed after the passage of Amendment 64 when protecting kids ranked last in policy making process.
- Sole focus is protecting kids by minimizing unintended consequences.
- Supporters include those who voted for and against marijuana legalization.
- Our nonpartisan efforts have been endorsed by Colorado's four living ex-Governors.

# 2013 Successes

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## **2013: Initial Protections**

- Enacting testing, labeling, warnings
- Passing child-proof packaging
- Placing restrictions on advertising
- Initial limits on allowable THC in packages of edibles
- Data collection and reporting requirements
- Supporting governor and attorney general in establishing DUID impairment level



# 2014 Successes

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## **2014: Edibles and Concentrates**

- Marking edibles so easily recognized
- Defining individual serving size
- Requiring THC potency study
- Securing education funding
- Public Awareness campaign around dangers of today's edibles

# Smart Colorado's Education Campaign



# 2015 Successes

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## • **2015: Protecting Gains**

- Defeating edibles-marking repeal effort
- Banning store bought candies from being infused & resold
- Preserving statewide youth survey
- Improving data collection in schools
- Funding for youth prevention programs
- Required marking determined with Universal Symbol



# 2016 Successes

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## 2016:

- Funding for education, prevention, and research
- Limits on advertising for medical marijuana
- First few limits on marijuana candy
- Protections for kids on homegrown pot
- Interim Committee - cost/benefit analysis
- Information source for policymakers, media, key stakeholders, and youth serving organization on highlighting danger's of today's high THC pot

# Advocating for Standardization & Education



# What We've Learned

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BIG DIFFERENCES BETWEEN  
**Decriminalization/Legalization**  
VS  
Full-blown profit-driven  
**Commercialization**



# The Reality: A New Colorado

Many state resources spent on complex licensing & oversight structures:



**2,845** State Licensed Marijuana Businesses  
(including manufacturing and cultivation facilities)

# The Reality...Economic Cost

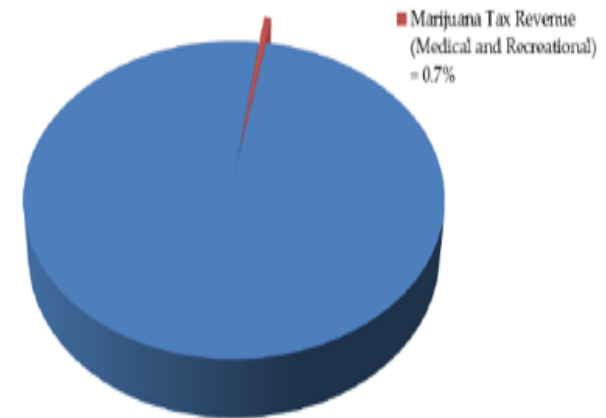
**The economic cost to society far outweigh the revenue generated.**

- \$135 million in tax revenue for 2015
- Represents 1% - 1.3% of total taxes
- Drop in the bucket compared to the \$10-13 billion tax revenues state brings in

*The tax dollars brought in largely go toward the 'cost of legalization'... You do not legalize for taxation. It is a myth... The big red herring is the whole thing that the tax revenue will solve a bunch of crises. But it won't."*

Andrew Freedman, Colorado Governor's Office of Marijuana Coordination

Colorado's Total General Fund Revenue, FY 2015\*





# Tax Revenue for Colorado Schools



*Dedicated to Excellence*  
Cherry Creek Schools



*Direct from the Superintendent*

AUGUST 23, 2016

There's no easy fix for the shortcomings in Colorado's school financing system.

Since 2009, the state Legislature has taken liberties with the school funding formula mandated by the voter-approved Amendment 23, using the so-called "negative factor" to cut funding every year. The Legislature has relied on circuitous reasoning and intricate formulas to withhold crucial money from school districts across the state.

*“So far, the only thing that the legalization of marijuana has brought to our schools has been marijuana.”*

- Dr. Harry Bull  
Cherry Creek Schools Superintendent

# Principals & Educators on Marijuana



*“Drugs are the number 1 problem at our school.... No, we don’t have a bullying problem here, we have a drug problem.”*

- Andy Mendelsberg, Principal of East High School



*“Marijuana has compromised the success of schools at every grade level. The legalization of marijuana has had a direct impact on the work we do. Students no longer see marijuana as harmful due to its legalization, and it is destroying their chances for success. It is ironic we have linked the sale of marijuana to the funding of public schools. We will need the extra money to combat the effects this drug has on so many of our students, especially those that are historically underserved.”*

- Scott Lessard, Principal of George Washington High School

# Weed in Schools

## Colorado educators concerned about pot in public schools

A summit by the Colorado School Safety Resource Center in Thornton fears marijuana legalization and its effect in schools

By Elizabeth Hernandez  
The Denver Post

POSTED: 10/14/2015 05:41:20 PM MDT | UPDATE



## EDITORIAL: Pot officially a crisis in school

By: The Gazette editorial  
Updated: October 18, 2015 at 11:32 am

Comments: 22

“...pot.. identified by Colorado educators last week as the No. 1 issue they face.”

Assistant state's Attorney General Michael Song told school faculty of the shifting attitudes young people have in favor of marijuana. The risk-reward ratio favors risk more than it did before passage of Amendment 64, which legalized pot for adults.

# Confusing & False Messages

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**Colorado youth have been bombarded with messages that glorify, celebrate and normalize marijuana use.**

- Marijuana is an all-natural wellness product; an herb that is not harmful to youth **FALSE**
- Marijuana is a cure-all for any discomfort **FALSE**
- Getting high is an acceptable recreational activity for youth **FALSE**
- All Colorado's pot is now "safe", "tightly regulated" and can be used "responsibly" **FALSE**

# Confusion from Medical Marijuana Commercialization

**No Hidden Fees**

Having your **Purple Medical Card** will save you **Money**.

**CannaQual**

**Our services are designed to improve the quality of life of our clients.**

**Paperwork Guaranteed**

Please use all medicines appropriately and safely

**MMJ EVALUATIONS**

Over 25 years, Medical Records **Strongly Encouraged**  
Under 25 years, Medical Records **Are Required**

**Call Today!**  
**303-690-4882**

**WWW.CANNAQUAL.COM**  
**6795 E. Tennessee Avenue Ste. #175**

WESTPHAL/OM | THE CHRONICLE OCTOBER 2015 | 13

**MEDICAL MARIJUANA DOCTORS**

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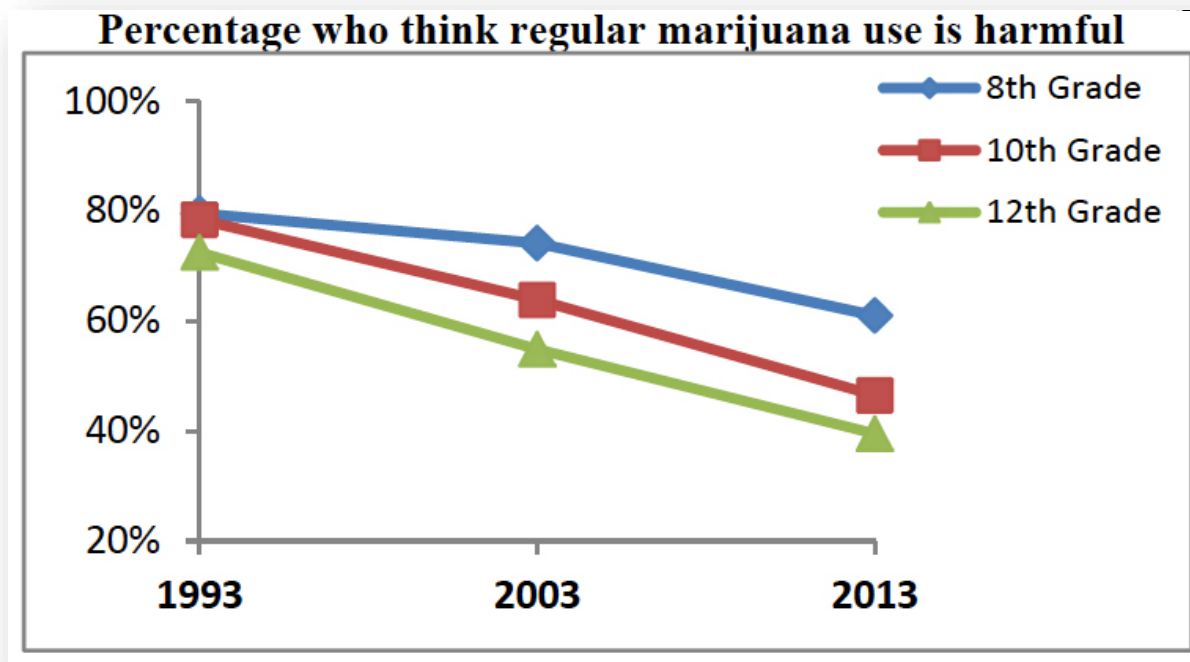
**OPEN LATE**  
**OPEN 10-6 MON-FRI AND 9-3 SAT**  
WALK-INS ACCEPTED UP TIL HALF HOUR BEFORE CLOSING FOR MEDICAL MARIJUANA PATIENTS

WESTPHAL/OM | THE CHRONICLE OCTOBER 2015 | 43

# Let's not repeat hard lessons learned!



# Youth Perception of Risk Declining



*Denver Office of Drug Strategy, Proceedings of Denver Epidemiology Work Group 3/1/11*

# Youth Perception of Risk Declining

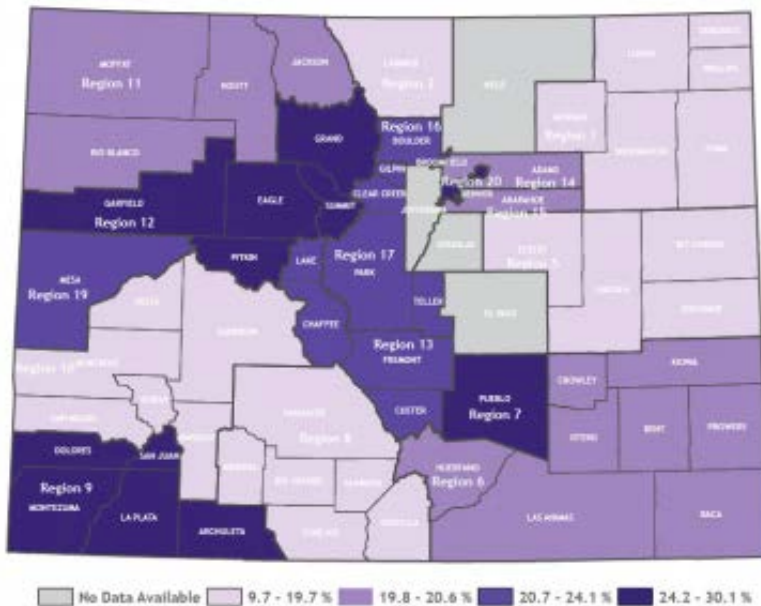




# Regular Youth Use Varies in State

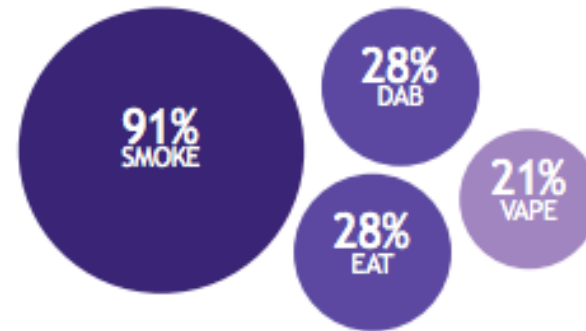
## REGIONAL BREAKDOWN

*Of youth who currently use marijuana*



## HOW YOUTH USE MARIJUANA

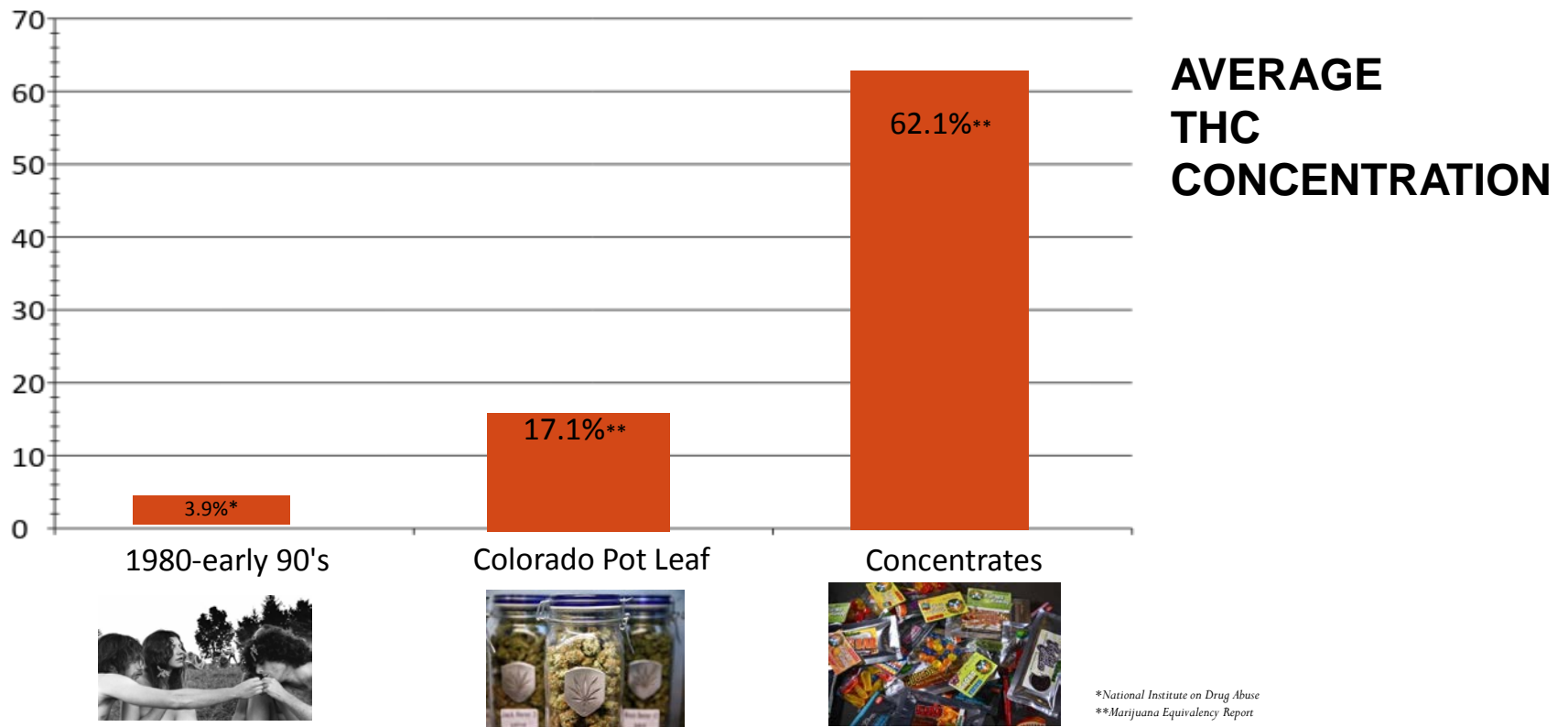
Among high school students who have used marijuana in the last 30 days



**Marijuana Use Among Youth in Colorado**

 **HEALTHY KIDS 2015**  
COLORADO SURVEY

# CO's high-tech pot is a harder drug.

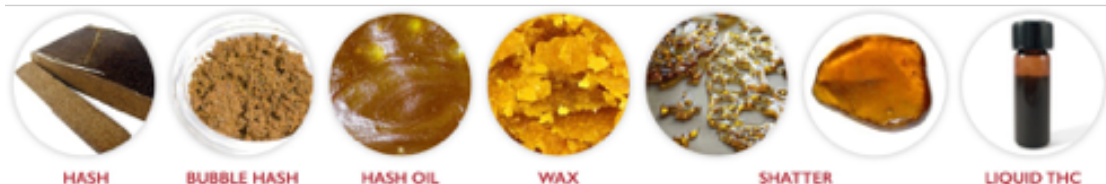


# Many Forms of CO Marijuana

## 300+ Types of Edibles



## Marijuana Hash & Concentrates



HASH

BUBBLE HASH

HASH OIL

WAX

SHATTER

LIQUID THC

## Creative Intake Methods for Discrete Marijuana Use



# Potent Marijuana



# THC Potency

Serving size of 10 milligrams with up to 100% THC potency legally permitted




Required marking **THC!** as of October 1, 2016, but there are exemptions




# Hash Oil, Wax, and Shatter, etc

- Average potency for concentrates is 62.1%.
- Potency rates of 95% have been reported by state.
- 1oz of concentrate equal to about 2,800 serving
- No current limits on purchasing multiple ounces at different stores


Suggested Page

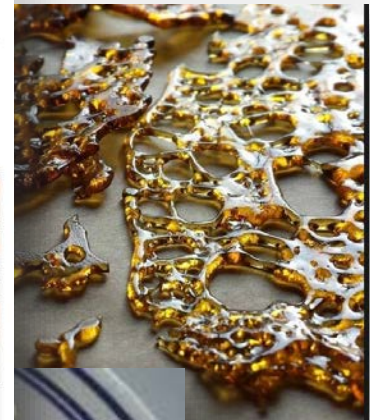
 Smart Colorado  
Sponsored

Enough marijuana oil to get an entire Colorado high school high. Say NO to high-potency pot.



Smart Colorado  
Non-Profit Organization  
823 people like this.

 Like Page



# Hidden Pot, Discrete Consumption



# Dabbing: A growing and disturbing trend

*“Marijuana dabbing is exploding onto the drug-use scene.”* – Live Science June 15, 2015

Reported side effects include; rapid heartbeat, loss of consciousness, paranoia and hallucinations





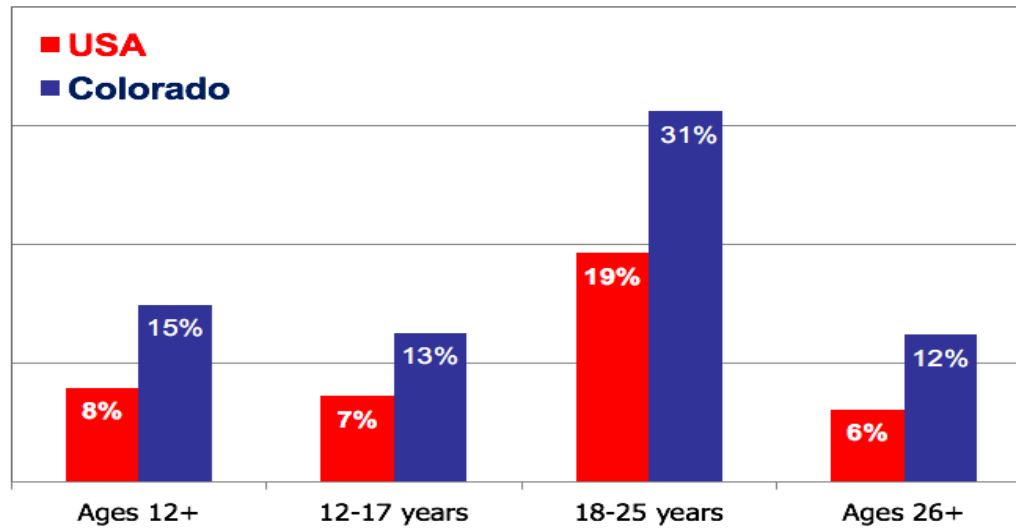
# CO Ranks #1 for Youth (12+) Marijuana Use In Nation

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Chart Area

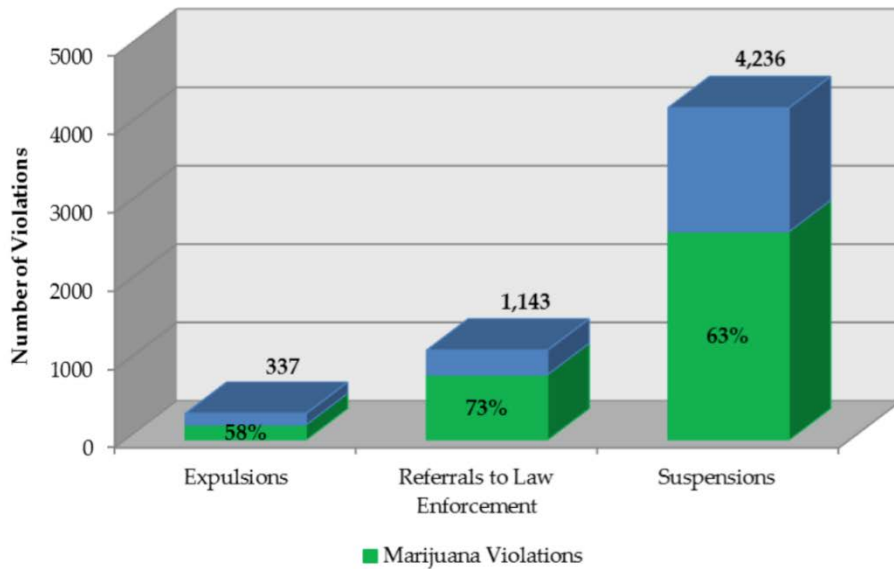
## 2013-2014 Data

National Survey on Drug Use and Health Survey



# Youth Impacts Include

**All Drug Violations,  
2015-2016 School Year**



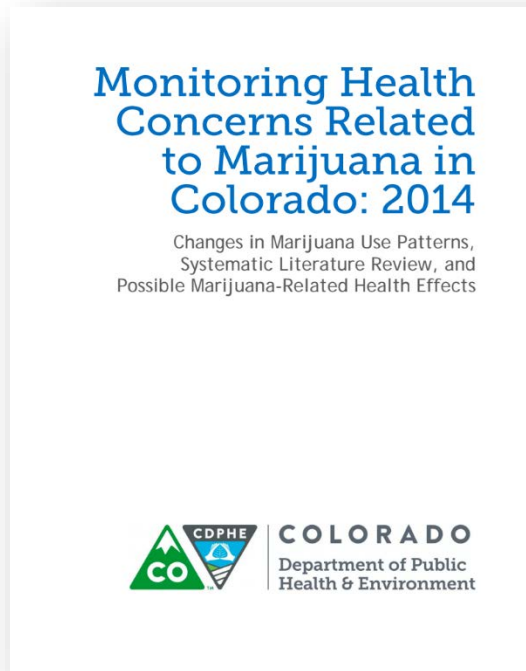
- In school year 2015/2016, **62%** of all drug expulsions and suspensions were for marijuana violations.
- In school year 2015/2016, **73%** of all referrals to law enforcement were for marijuana violations.

Rocky Mountain High Intensity Drug Trafficking Area,  
The Legalization of Marijuana in Colorado The Impact - Volume 4 , September 2016

# Why It Matters

---

Studies on lower potency pot conclude:



- Substantial evidence for associations between adolescent and young adult use and future addiction to illicit drugs in adulthood;
- Substantial evidence that adolescents who regularly use marijuana are less likely than adolescent non-users to graduate from high school;
- An increased likelihood of developing psychotic symptoms and possibly psychotic disorders in adulthood among adolescent and young adult users.
- Conclusions made by Public Health Officials & Medical experts after evaluating over 168 studies on smoked marijuana at primarily 2-8 % THC potencies.

# Why It Matters

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Studies on lower potency pot conclude:



- Marijuana is the No. 1 reason why adolescents seek substance-abuse treatment.
- Studies showing associations with depression, anxiety and suicidal thoughts and tendencies.
- Adolescents have a 1 in 6 chance of becoming addicted.
- New Zealand Study: Early and persistent marijuana users showed a significant drop in IQ, up to 8 points from adolescence to midlife.

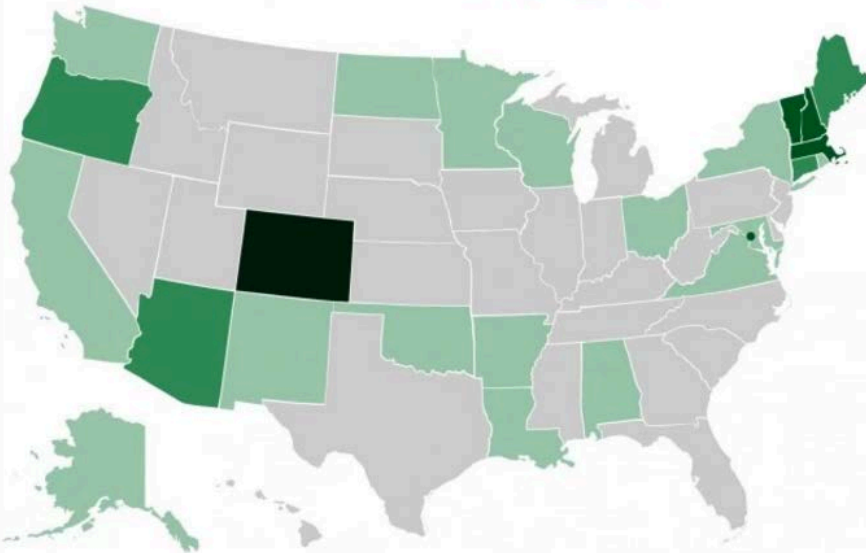
# Governor Warns About Permanent Impacts



# Disturbing Trends

## Heavy drug use, state by state

Number of substances (marijuana, cocaine, non-medical opioids, alcohol) for which the state's population is a heavy consumer: 0 1 2 3 4



WAPO.ST/WONKBLOG

Source: National Survey on Drug Use and Health

NEWS > HEALTH

THE DENVER POST

## Survey: Colorado stands out for consuming drugs, alcohol

High levels of pot consumption expected, but Colorado stands out for other inebriants, too

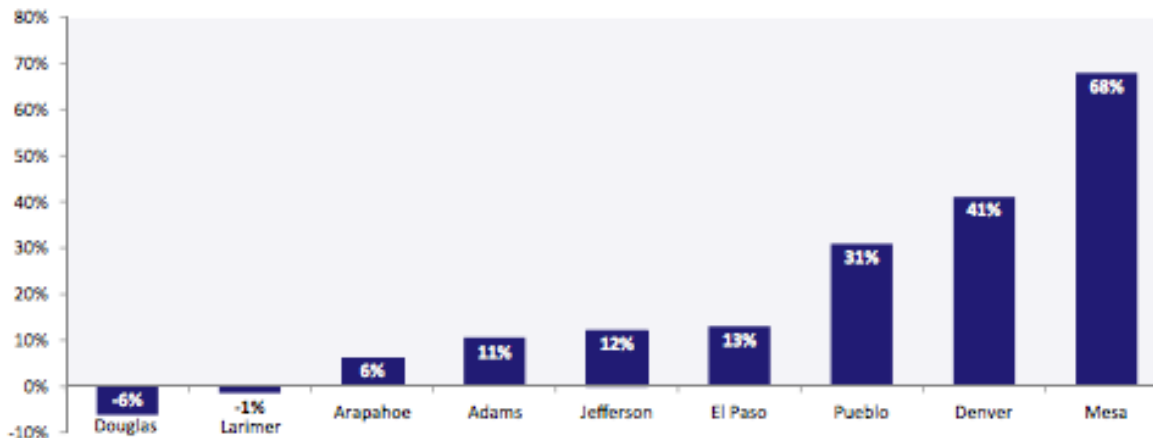
By THE WASHINGTON POST

PUBLISHED: May 23, 2016 at 5:42 pm | UPDATED: June 9, 2016 at 12:39 pm

Colorado stands out as the only state which is a top consumer of all four substances. . . . Marijuana, cocaine, non-medical opioids, and alcohol.

# Dramatic Increases in Youth Homelessness

**Figure 61** Percent Change in the Number of Homeless Students among Large Counties, 2013-2014 to 2014-2015



\*Boulder and Weld counties reported substantial numbers of homeless students in the 2013-2014 school year due to the devastating floods that affected these communities in September 2013 and displaced thousands of children and families from their homes. Due to this anomaly, these counties were excluded from this year-over-year analysis. In 2014-2015, the number of homeless students in these counties was on par with pre-flood levels.

**Statewide number of homeless students doubles from 2007-2008 high levels**

2013/14 to 2014/15 school year:

- 41% increase in Denver County an unprecedented jump
- 68% increase in Mesa County
- Adams, Pueblo & Jefferson counties experienced large jumps as well

# Denver & Pueblo: Pot Epicenters



## With commercialization, has come:

- Over saturation of marijuana businesses
- Most vulnerable neighborhoods most negatively impacted
- Challenges from: crime, homelessness, odor issues, public complaints & nuisances, open and public consumption, impaired driving, energy utilization & environmental land use issues, mental health challenges, increased concerns around suicide and suspicious deaths and injuries



# Additional Commercialization Impacts



## **With commercialization, has come:**

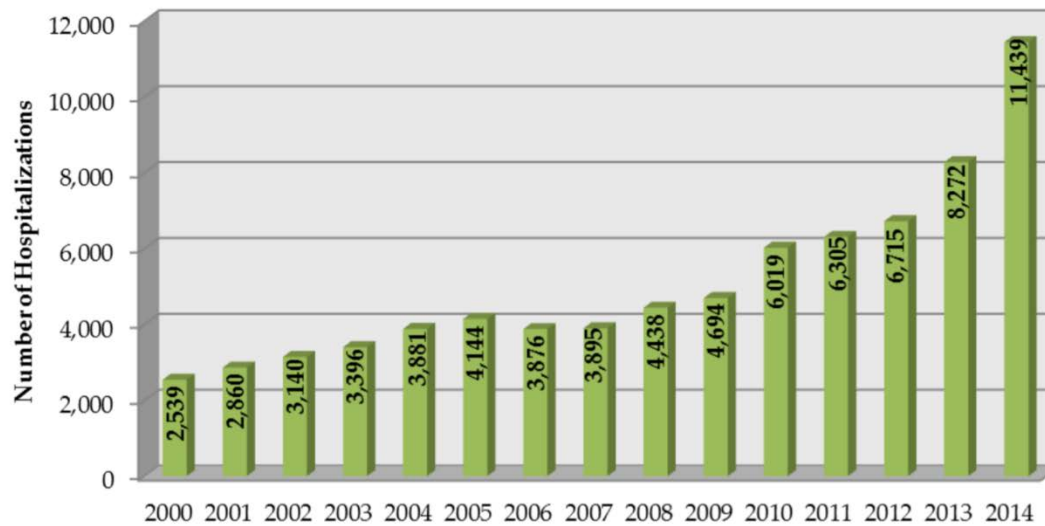
- Lack of infrastructure/resources to meet demands/needs
- Costly legal challenges and threats of legal action
- Concerns/needs of kids, schools, communities and citizens often dismissed, ignored, or overpowered by commercial marijuana financial interests

# High THC Potency Coincides With

- 70% increase in teen admissions at Colorado's largest substance treatment and detox facility.
- *"Meanwhile, substance use disorders are Colorado's most prevalent, complex, costly and untreated public health challenge."*  
- Aleah Horstman, PhD, CEO, Arapahoe House
- More severe side effects reported by doctors, including: unrelenting vomiting, dangerous hallucinations, extended psychotic behavior, panic attacks, seizures, difficulty breathing
- Increases in deaths and injuries associated with marijuana.

# Increase in Hospitalizations

## Hospitalizations Related to Marijuana

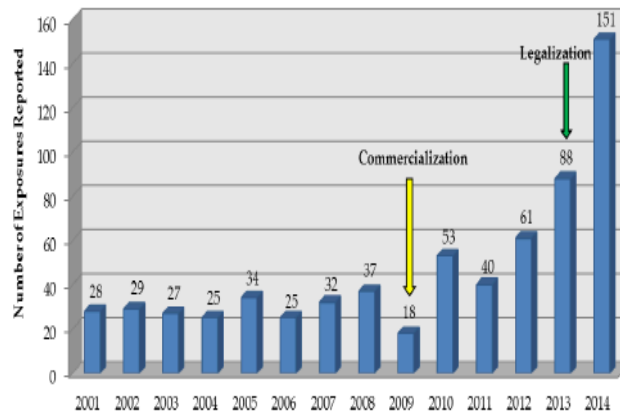


SOURCE: Colorado Hospital Association, Hospital Discharge Dataset. Statistics prepared by the Health Statistics and Evaluation Branch, Colorado Department of Public Health and Environment

# Commercialization Coincides With

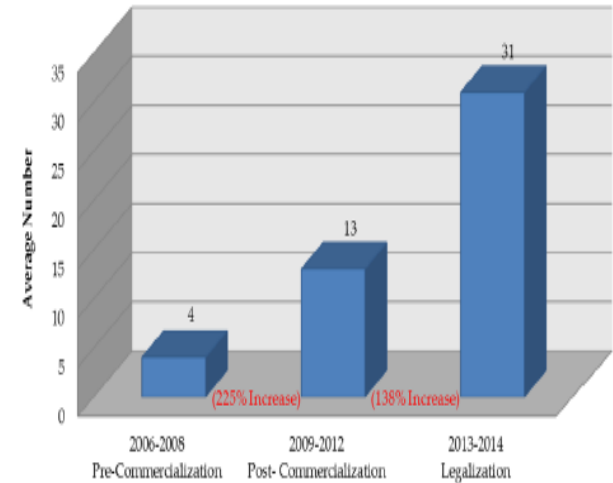
- Spikes in calls to poison control
- Spikes in accidental child ingestions and marijuana related exposures

Number of Exposures Reported for Marijuana Only



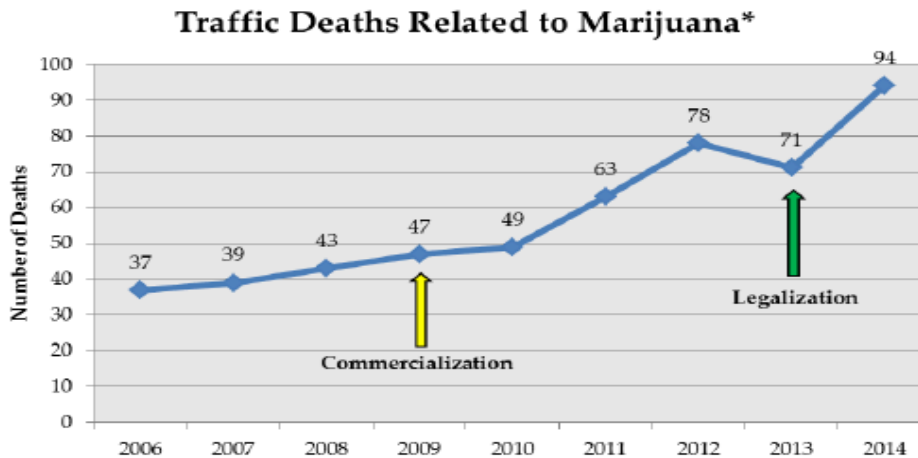
SOURCE: Colorado Department of Public Health and Environment, *Monitoring Health Concerns Related Marijuana in Colorado: 2014* via Rocky Mountain Poison and Drug Center

Children Ages 0 to 5 Years Old,  
Average Number of Marijuana-Related Exposures



SOURCE: Rocky Mountain Poison and Drug Center

# Drugged Driving Fatalities



\*Number of Fatalities Involving Operators Testing Positive for Marijuana

SOURCE: National Highway Transportation Safety Administration, Fatality Analysis Reporting System (FARS), 2006-2013 and CDOT/RMHIDTA 2014

- 32% increase in marijuana-related traffic deaths 2013-14
- MJ traffic deaths went up 92% from 2010-2014
- DUID's involving marijuana increased 100% from 2013-2014 in Denver

\* NHTSA (FARS) 2006-13 and CDOT 2014, Denver Police Department

# Existing Enforcement Changes

Conflicting and inconsistent laws and regulations make enforcement difficult. According to recent state report, Colorado's illegal markets have grown significantly to include new and dangerous criminal activities and organized drug cartel involvement.



# What do we do?



## Smart Colorado's Priorities

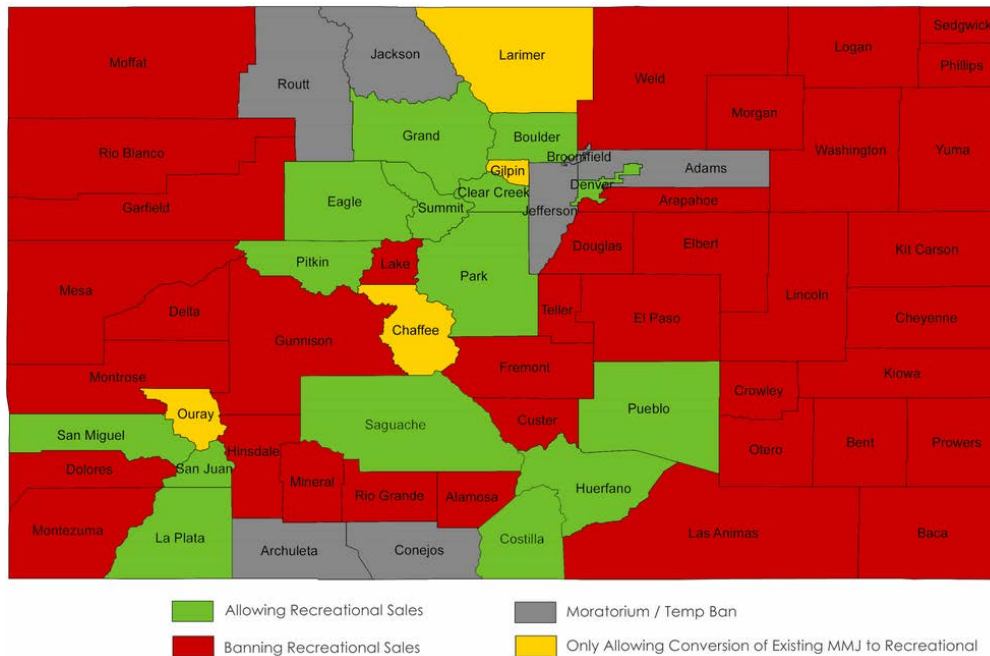
1. Limit Commercialization
2. Limit Potency
3. Limit Harms

# Action Steps: Limit Commercialization

- Empower citizens to protect their communities and kids by urging cities and counties to opt out of marijuana commercialization, or strictly limit it
- Prohibit public on-site social use of marijuana
- Transition medical market toward prescription drug model
- Hold marijuana industry accountable for its marketing, advertising, and claims

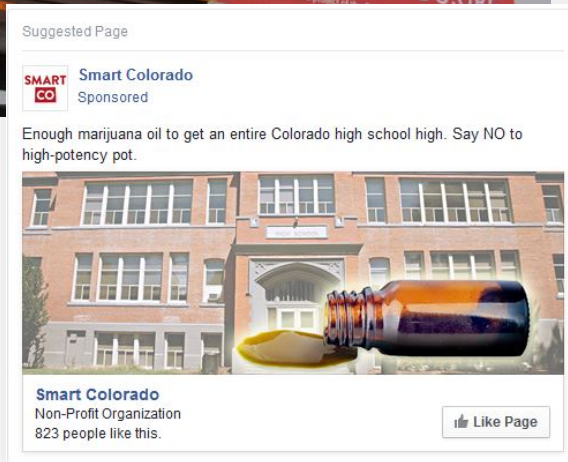


# Approximately 70% of Colorado Municipalities have Opted out of Marijuana Commercialization



Source: [MintPressNews.com](http://MintPressNews.com)

# Action Steps: Limit Potency



- Establish potency limits on all forms of marijuana
- Limiting THC potency a pragmatic way to minimize unacceptable risks until uncertainties can be adequately researched.
- Potencies of THC, the psychoactive ingredient linked to harms to the brain, have reached unprecedented heights, with averages exceeding 15% potency Dutch experts concluded should be considered a hard drug.

# Action Steps: Limit Harms

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Urge State Policy Makers and Public Health Experts to determine:

What products @ what potencies & intake methods  
constitutes “safe” “legal” “responsible use.”

Consumers, the public, and youth can be better protected.

# Action Steps: Limit Harms

---

**Ensure comprehensive data on impacts are collected and shared with public, including:**

- Address challenges around enforcing drugged driving and public intoxication
- Suspicious deaths and injuries including youth suicides
- child endangerment and neglect
- violations & citizen complaints



# Action Steps: Limit Harms

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- Ensure the public has access to truthful information including what we know and don't know about today's marijuana.
- Fund education and prevention efforts to counteract marijuana industry marketing.
- Fund research to better understand risks associated with highly potent THC concentrates.
- Enforce laws when it comes to protecting the public and Colorado youth.



# Courage & Collective Action

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**Public health and safety and protecting our kids and communities should be #1 priority.**





What You  
Can Do

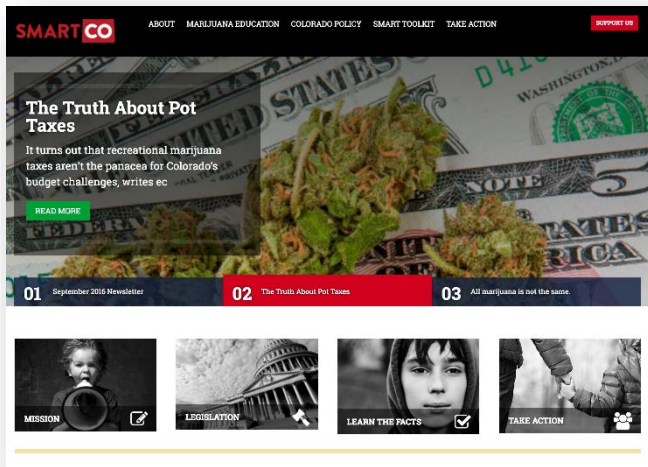
# Take Action & Have An Impact

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- Talk with your elected officials and voice your concerns.  
Your participation makes a difference.
- Encourage local policy makers to opt out of marijuana commercialization or strictly limit it.
- Encourage state policy makers to do more to protect kids and Colorado citizens.
- Share what you know about today's marijuana with others and better support kids in your community.



# Take Action & Have An Impact



- Support our efforts so collectively we can have stronger impact in statewide policy making and education efforts.
- Sign up to receive timely action alerts and newsletters at [www.smartcolorado.org](http://www.smartcolorado.org).
- Follow us on Facebook and Twitter (@smartcolorado). Share important developments with others.
- Make tax-exempt donation to Smart Colorado to further our education and public awareness efforts.

# Why? Because we all matter.



We're all interconnected.

Everyone should have the chance to reach their potential and to live in thriving, healthy, safe and supportive communities and environments.

# Helpful Resources

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<http://www.SmartColorado.org> - Sign up for notices and opportunities to influence policy issues

Contact: [gina@smartcolorado.org](mailto:gina@smartcolorado.org)

<http://www.cde.state.co.us/dropoutprevention/resources>

“Understanding the Big Deal: How Marijuana Harms Youth”,  
“Marijuana Facts for Teens”,  
“Laws and Penalties for Marijuana Under 21

<http://www.goodtoknowcolorado.com/resources/Talk-Infographics-Legal.pdf>

Legal Consequences of Underage Retail Marijuana Use

[https://www.colorado.gov/pacific/sites/default/files/MJ\\_RMEP\\_Factsheet-Youth-and-MJ.pdf](https://www.colorado.gov/pacific/sites/default/files/MJ_RMEP_Factsheet-Youth-and-MJ.pdf)

CDPHE – Youth and Marijuana

<https://teens.drugabuse.gov/drug-facts/marijuana>

*The Teenage Brain: A Neuroscientist's Survival Guide to Raising Adolescents and Young Adults* by Frances Jensen, MD



[smartcolorado.org](http://smartcolorado.org)

**SMART CO**  
PROTECTING COLORADO'S YOUTH

# Creative and Innovative Local Strategies for Marijuana

**Shannon Haynes**  
Assistant Town Manager  
Town of Breckenridge  
**September 29, 2016**

# Reality of MJ Funds

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- Town of Breckenridge
  - 5% Local Excise Tax – into Marijuana Fund
  - Local Sales tax and State sales tax reimbursements – into General Fund
- What does 5% (4 operating businesses) look like?
  - 2014 - \$417,328; 2015 - \$389,573; Trending up 2016
  - Enforcement, **Detox, Prevention**, Legal fees, Audits... Child care
- Other income
  - Local sales tax and state special sales tax
  - Where does this go? General Fund

# Policy Development

## Look closely at the issues

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- Each jurisdiction may have any number of concerns and issues related to marijuana – What's important to your community?
- Odor? Traffic? Public Use? Security?
- Impact on youth?

# Policy Development

## Recreational History in Breckenridge

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- TOB decided not to issue licenses for a Retail MJ testing facility or a cooperative association.
- Until **January 1, 2015** only licensees who currently hold a valid TOB and State MMJ business license may submit an application for a retail license. **After January 2015 – No new licenses.**
- Transfer of ownership during this time period will be allowed.
- Investigation of applications will be handled in the same fashion as they were handled for MMJ (background review, etc)
- Any changes (ownership, location, modification to a premise) must be approved by both the TOB and the State.



# Policy Development

## Restrictions

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- Co-location: Town code will allow the co-location of a retail establishment and a MMJ business with the same entrance & sale points only if the business is selling MMJ to over 21.
- Hours of Operation: 8 A.M. to 10 P.M. (change from MMJ closing time of 7 P.M.)
- Display of MJ: No MJ shall be displayed within a licensed premise so as to be visible through a glass, a window, or a door by a person of normal visual acuity standing at the outside perimeter of the licensed premise.

# Policy Development

## Public Use

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- Open and Public has been defined as:
  - Any land or area owned or controlled by the Town, such as public ways, streets, sidewalks, alleys, parking lots, or playgrounds
  - Public grounds or other outdoor areas owned and operated by any governmental entity other than the Town
  - The common areas of buildings usually open to the general public
  - Any other outdoor area open to the general public
- What isn't Open and Public: Private balconies, porches, your front yard, your back yard...

# Policy Development

## Breckenridge Ordinances

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- We continue to update our ordinances
  - Landscape of MJ continues to change
  - Retail v. Residential
  - Caregivers
- We are will to share what has gone right, what has gone wrong

# Unintended issues

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- Fake Identification
- Increase in Transients, Travelers, Homeless in last 2 years
  - Spending \$65,506/yr for new “Downtown Officer Position”
- Unwitting edible consumption

# What are we doing with the funds?

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- Created an additional law enforcement position
  - Compliance – Inspections
  - Enforcement – Code Revisions, Summons, Partnerships with Marijuana Enforcement Division and Postal Inspectors
  - Education & Prevention – Healthy Futures Initiative, MJ work group
  - Funding for enforcement officer - **\$89,381**
  - Funding for audits (**\$1,200**) and legal fees (**\$10,000**)
- Use these funds to support local Detox Facility
  - Previously **\$40,000**, 2017 will be about **\$59,000**

# What are we doing with the funds?

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- Substance Abuse Prevention
  - Healthy Futures Initiative
  - All four towns (Breckenridge, Frisco, Dillon & Silverthorne) & Summit County Government. TOB committed up to **\$25,000/yr for up to 5 yrs**
- 2017 begin possible contribution towards **Suicide Prevention**

# Many, many issues

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There are other marijuana issues facing Breckenridge...

- Edibles
- Public Consumption
- Pedestrian safety (walking to shops, sidewalks, lighting)

**This is a process and we are learning every day...**

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Shannon Haynes  
Assistant Town Manager  
Town of Breckenridge

970-547-3133

[shannonh@townofbreckenridge.com](mailto:shannonh@townofbreckenridge.com)