
CALIFORNIA UPDATE

WSMS

November 3, 2021

**Joe Eberstein, CCPS Program Manager for Center for
Community Research, San Diego County Marijuana Prevention
Initiative**

SAMSHA Region 9 PTTC Advisory Board Member

Marijuana Prevention Initiative



CCR Center for Community Research

The San Diego County Marijuana Prevention Initiative (MPI) works to reduce **youth** access to marijuana by **increasing public awareness** about the adverse effects resulting from youth marijuana use.



Learn more about MPI at
ccrconsulting.org/mpi

Current landscape

- Covid/lockdown has changed the retail landscape regarding alcohol and marijuana.
- Big industries are using economic fears to push increases in access and availability promising more tax revenue.
- Public health and prevention are taking a back seat in favor of profits.
- Recent policy decisions,

*Pot consumption lounges, **pot declared an essential business during a respiratory pandemic**, increased alcohol delivery and expanded hours of operations.*



Current Drug Trends

- 51% increase in all accidental illicit/Rx/alcohol OD deaths.
- 45% increase in deaths due to methamphetamine toxicity.
- 205% increase in Fentanyl over-dose deaths than same period in 2019.

We had 970 over-dose deaths in 2020, As of August 2021, deaths are already outpacing numbers for last year.

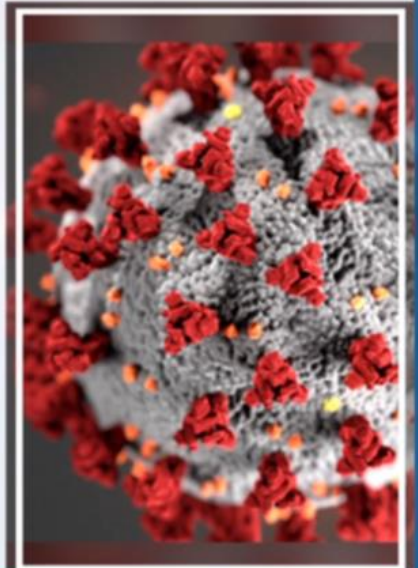


Declaring Pot Essential

> ESSENTIAL BUSINESSES

» ACCORDING TO STATE

- > GROCERY STORES
- > PHARMACIES
- > GAS STATIONS



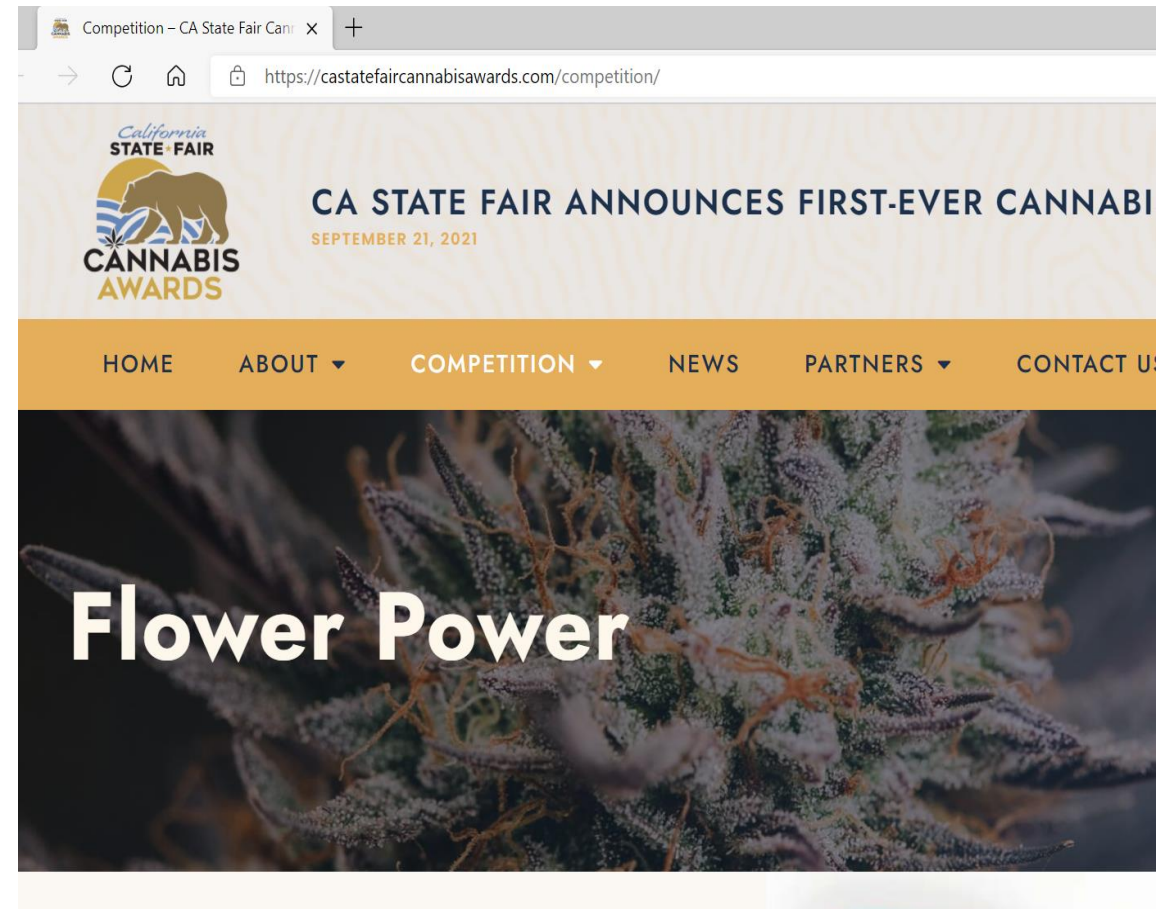
Irresponsible public health decisions

The CA State Fair a State sponsored event is providing a prize for the marijuana highest in THC!

Awards will recognize flower in 5 categories with the highest concentrations of two cannabinoid CBD and THC and 5 terpenes.

It is also giving out a prize for the product richest in the terpenes typically used to promote flavored products that attract youth.

Where are the concerns for youth?



Record DUI Deaths 2021

We are averaging one fatal crash a week in 2021.

- 2021 - 35 people were killed in DUI crashes topping the county's worst year in 2020, when 33 people died.
- More than half of DUI drivers this year have had a combination of alcohol and another substance in their system.
Among those cases, 30 percent involved cannabis.

San Diego County DUI Deaths Break Record in 2021

35 people have died in DUI crashes this year, already eclipsing last year's total

By City News Service • Published October 13, 2021 • Updated on October 13, 2021 at 7:55 am



DUI-related fatality crashes are spiking across San Diego County at a record-setting pace, officials said Tuesday, with this year's total marking the most fatal DUIs in two decades.

Local prosecutors and law enforcement officials said 35 people have died in DUI crashes this year, already eclipsing last year's total. In 2020, 33 people were killed, which was the worst such year in San Diego County going back more than two decades, despite fewer drivers on local roadways due to the COVID-19 pandemic. The county typically averages around 15 to 20 DUI fatalities annually.

Though non-fatal DUIs have decreased this year, officials say motorists are increasingly driving

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HALLOWEEN KILLS

Taking advantage of the times

Declaring marijuana and essential business during a pandemic/lockdown.

The white paper shows a two-week spike in cannabis sales in March, around the time the United States started to react to COVID-19 and stay at home orders started to go into place. A good bit of that sales spike is likely due to panic buying by customers who were unsure when they would be able to access the dispensary going forward.

Forbes

Covid-19 Is Helping Make 2020 A Record Year For Cannabis Sales



Emily Price Contributor @

Vices

I cover alcohol, cannabis, and intoxicating travel and adventures.

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Forbes

U.S. Cannabis Sales Hit Record \$17.5 Billion As Americans Consume More Marijuana Than Ever Before



Will Yakowicz Forbes Staff
Vices

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Record Sales!

The coronavirus was good for some industries and ruinous for others. For cannabis, 2020 was a breakout year. Legal sales across the U.S.—14 states allow adult use, 36 allow for medical sales—hit a record of \$17.5 billion, a 46% increase from 2019, according to a new report.



 Board of Supervisors

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 MENU

eComment on Board of Supervisors Agenda Items

The County of San Diego provides the opportunity to voice your opinion online of upcoming Board agenda items through a service called eComment.

eComments can be submitted when the agenda is released (typically on Wednesday of the week prior to the meeting). Comments will be accepted until the start of the meeting. Due to the COVID-19 public health emergency, eComments can now be submitted during the meeting as well. For other ways to communicate with your County Supervisor, please [click here](#).

To view supporting documentation for an upcoming Board meeting, please visit the [Board's agenda information page](#) and select a meeting date from the online calendar.

Upcoming Board of Supervisors Meetings

County of San Diego

To submit comments online for upcoming Board of Supervisors items, click on the "eComment" link below. If "eComment" is not displayed below, then the comment period has closed or is not available for the upcoming meeting.


Name

Date

Currently there are no upcoming events.

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No in person
advocacy

We were limited to submitting e-comments and calling-in.

Nothing natural
about today's
products.



Low potency pot is not a popular purchase item

- At our local marijuana storefront, 86% THC is the most popular item.
- Most common reason for using is pain.
- Average consumer 35year old white male self diagnosed pain.



What is the difference in THC-P and Delta 9-THC?

The main difference in THC-P and Delta 9-THC is federal and state legality. THC-P is fully federally legal and legal in most states, while Delta 9-THC is federally illegal and illegal in most states. Both THC-P and Delta 9-THC produce euphoric psychoactive effects



**THE 2018
FARM BILL IS SIGNED!**

THC P, Delta 8 and hemp



Emergency Preparedness and Response

[Resources for Emergency Health Professionals](#) > [Health Alert Network \(HAN\)](#) > [HAN Archive](#) > 2021



Health Alert Network (HAN)

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Increases in Availability of Cannabis Products Containing Delta-8 THC and Reported Cases of Adverse Events



Distributed via the CDC Health Alert Network
September 14, 2021, 10:00 AM ET
CDCHAN-00451

Summary

The purpose of this Health Alert Network (HAN) Health Advisory is to alert public health departments, healthcare professionals, first responders, poison control centers, laboratories, and the public to the increased availability of cannabis products containing delta-8 tetrahydrocannabinol (THC) and the potential for adverse events due to insufficient labeling of products containing THC and cannabidiol (CBD).

Background

Marijuana, which can also be called weed, pot, or dope, refers to all parts of the plant *Cannabis sativa* L., including flower,

We have the data!

Poison
control

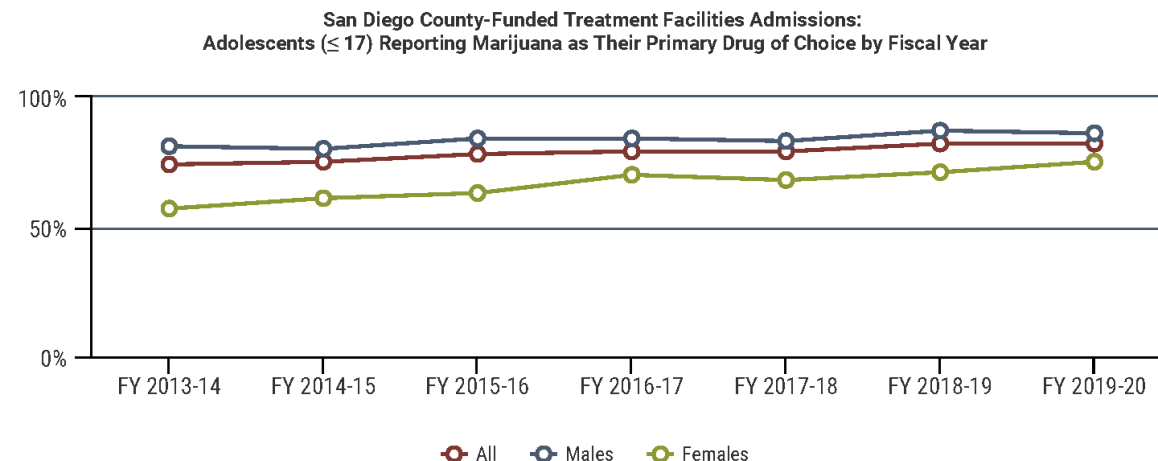
Treatment

ER Visits

Storefronts

Medical
Examiner

In San Diego County, Marijuana is the primary drug of choice for youth ages 12 -17 in County funded drug treatment programs.



	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20
All	74%	75%	78%	79%	79%	82%	82%
Males	81%	80%	84%	84%	83%	87%	86%
Females	57%	61%	63%	70%	68%	71%	75%

Treatment admits an important data source

Source - SD County San WITS reporting system

MPI Report Document - 2021



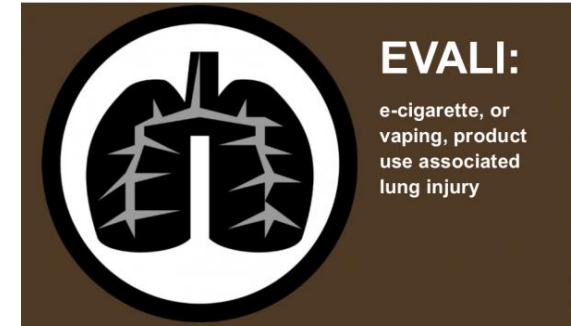
242%

Increase in marijuana
poison control cases in SD
County since 2011



39

ER visits a day in San Diego
County related to marijuana.



62

Local cases of EVALI lung
injury.

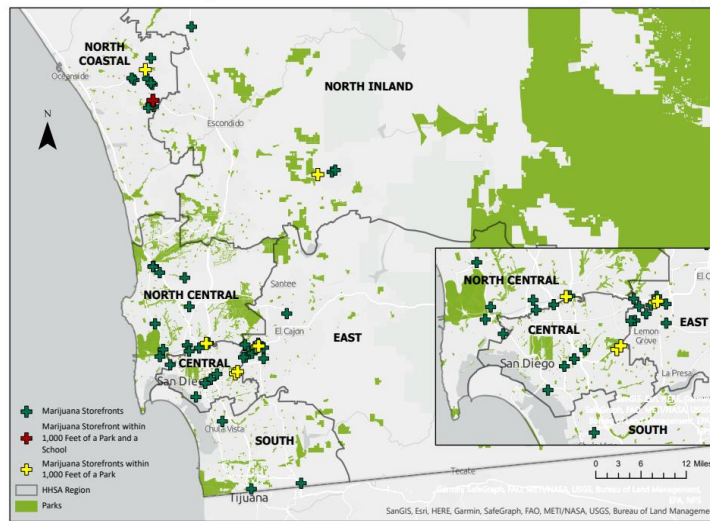


SANDAG

11

Is the average age of first use for justice involved youth.

Licensed Marijuana Storefronts in San Diego County



Footnote: Data pulled on 8/6/2021 from the California Department of Cannabis Control. Data only include licensed marijuana outlets with storefront locations (Type 10 and Type 12 licenses). The map does not account for delivery services (Type 9 licenses) or unlicensed marijuana storefronts available throughout the County. Of the existing 51 marijuana storefronts with a known address, 16% are within 1,000 feet of a school and/or park. One storefront is within 1,000 feet of both a park and a school.

CCR Center for Community Research

16%

Of the existing 51 marijuana storefronts with a known address, 16% are within 1,000 feet of a school and/or park.



50%

According to the SD County Medical Examiner in 2020 over 50% of suicides were positive for THC alone.



30%

In 2021, San Diego set a record for DUI deaths with 30% involving just marijuana.



35

35 people have died in DUI crashes this year setting a record in the county. Highest number in 20 years.



There were 14,388 ED discharges in 2019 for Marijuana. Both primary and secondary diagnoses.

Wrongful Death Suit Filed In California Over Woman Who Died After Ingesting THC-Infused Edibles

🕒 November 18, 2020

The cannabis edible brand Kushy Punch is now embroiled in a **wrongful death lawsuit** filed by the family of a 28-year-old woman who allegedly died hours after consuming the brand's THC-infused gummies.

The lawsuit was filed in San Diego Superior Court on behalf of the parents of Le'Sharia Bre'Aun Steele, a 28-year old woman from Alabama who died in San Diego, CA after reportedly consuming a Kushy Punch Tropical Hybrid gummy. The suit was filed against the companies involved in the design, manufacture, distribution and sale of the product, including Kushy Punch and other related enterprises, with multiple counts of negligence and product liability claims. The suit calls for **punitive damages** and a jury trial.

As reported by **Weed Week**, Steele was a health-conscious woman who rarely drank alcohol and had only tried marijuana a small number of times. She was working as a flight attendant when she tried the Kushy Punch gummies, the suit says, due to them being misleadingly advertised as a safe, healthy product.

According to **Insurance Journal**, the family's attorney Robert J. Francavilla said the woman experienced severe psychological and physiological symptoms after consuming a gummy, including trouble breathing, uncontrollable movements, increased heart rate, uncharacteristic behavior, and panic attacks. She died hours after ingestion on Oct. 2018.

"These companies disguise and market their products as safe, fun and healthy, going so far as to represent to consumers that the products 'deliver(ed) the wellbeing and relief to all those that seek it.' What they do not tell consumers is that the use of their products carry extreme risk of serious injury or even death," Francavilla **reportedly** said.

Francavilla further noted that though the defendants disclose to the public that their gummies, with apparently the same dosage as others, "hit heavier," with more potency than competitors, but they never include important warnings related to these statements on their packaging and disregard and misrepresent the increased risks of injury and death attributed to ingesting a highly potent product known for powerful and dramatic bodily effects.

Where are the
consumer
protections?

Where are the consumer protections?

For THC/CBD we need -

- Driver warnings
- Mental health
- Drug Interactions
- Dependence and addiction
- Respiratory issues
- Must be over 25

Warnings for Aspirin

- Reye's syndrome: Children and teenagers who have or are recovering from chicken pox or flu-like symptoms should not use this product. When using this product, if changes in behavior with nausea and vomiting occur, consult a doctor because these symptoms could be an early sign of Reye's syndrome, a rare but serious illness.
- Allergy alert: Aspirin may cause a severe allergic reaction which may include:
 - hives
 - facial swelling
 - asthma (wheezing)
 - shock

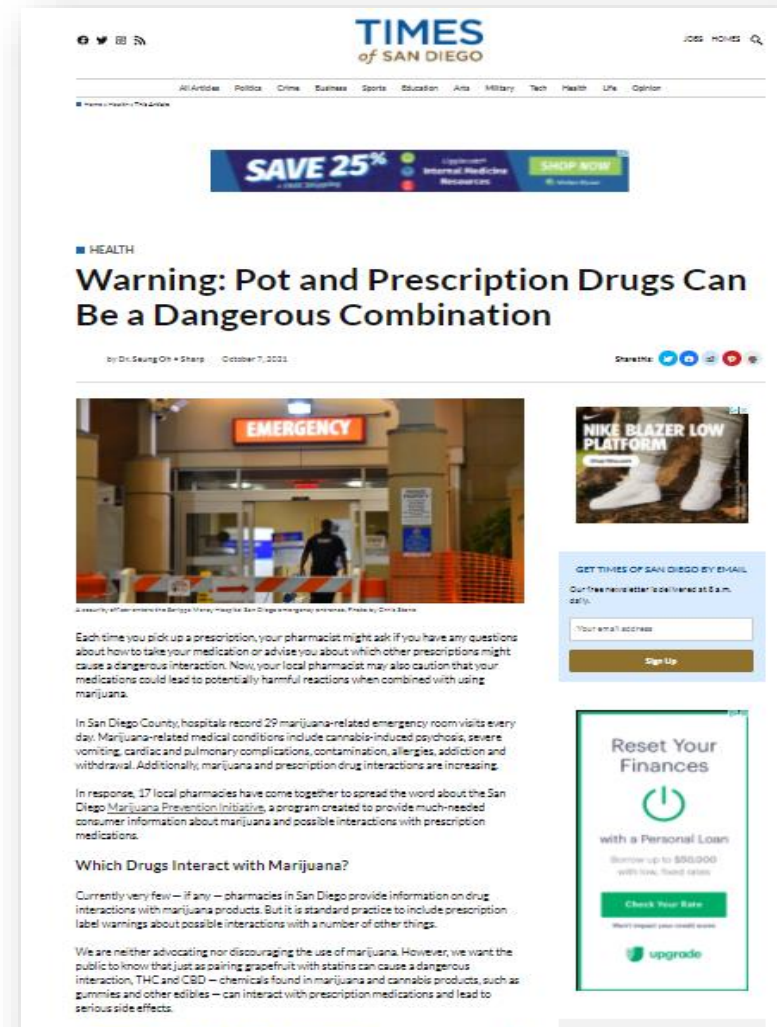


Stomach bleeding warning: This product contains an NSAID, which may cause severe stomach bleeding. The chance is higher if you:

- are age 60 or older
- have had stomach ulcers or bleeding problems
- take a blood thinning (anticoagulant) or steroid drug
- take other drugs containing prescription or nonprescription NSAIDs (aspirin, ibuprofen, naproxen, or others)
- have 3 or more alcoholic drinks every day while using this product
- take more or for a longer time than directed

Marijuana Drug Interactions Project

News Event - September 9, 2021



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:

<https://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





Drug Enforcement Administration

DEA Headquarters
@DEAHQ

October 07, 2020

Contact: National Media Affairs Office

Phone Number: (202) 307-7977

FOR IMMEDIATE RELEASE

DEA and Discovery Education launch expansion of Operation Prevention

WASHINGTON – The Drug Enforcement Administration and Discovery Education have expanded Operation Prevention, a joint effort to curb drug use among students by educating them about the dangers of abuse. In response to growing demand, new modules launched last night build on the original student curriculum, which is geared toward elementary and middle schools students. These new lessons educate young people about the effects of a wider range of drugs and pharmaceuticals on the human body.

Operation Prevention will host a webinar for educators on October 14 to review the existing curriculum, and showcase the new multi-drug curriculum with a video topic series and activities for grades 3-8, and tips for

- Modules and learning objectives
- Science and fact based

DEA Operation Prevention - Curriculum

New Advocacy Group - IASIC

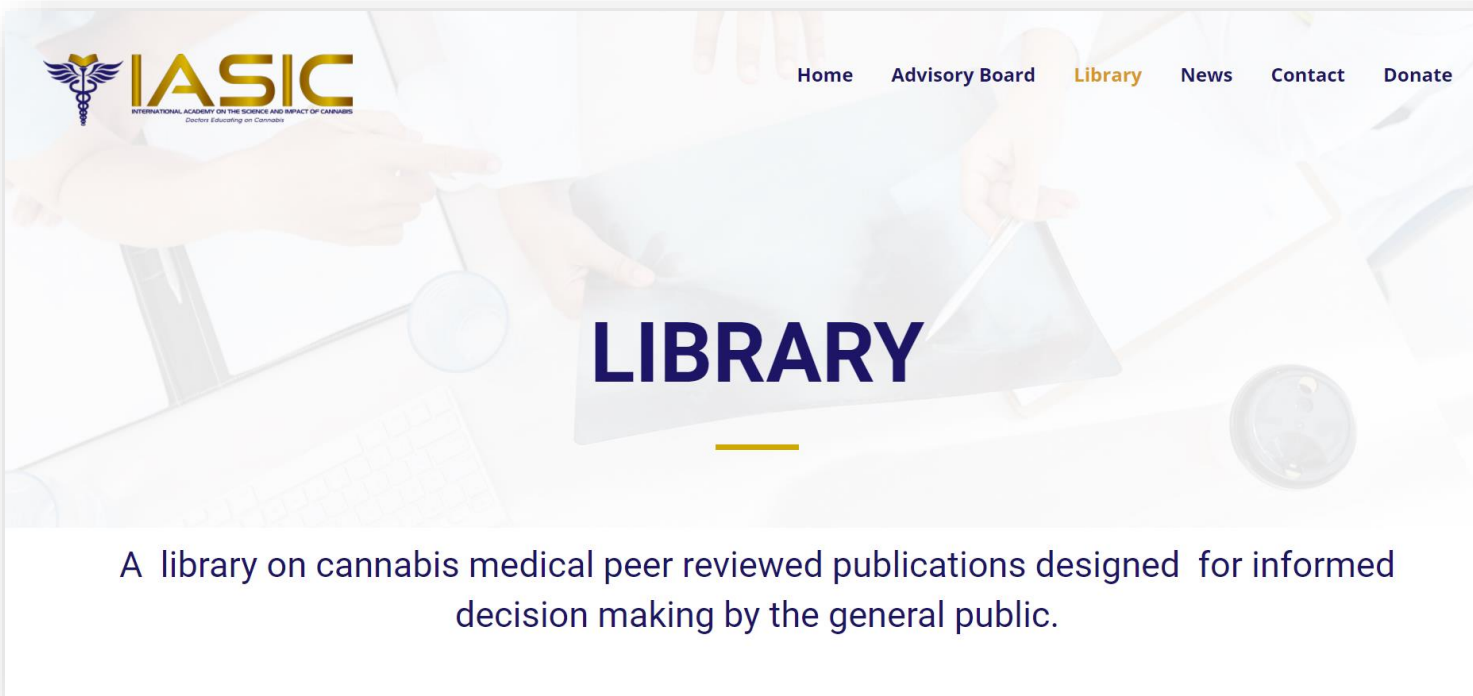
Doctors educating on cannabis

IASIC - the International Academy on the Science and Impact of Cannabis, are doctors who educate on marijuana.

This non-partisan and non-political group is developed, organized, and guided by doctors.

Join their email list!

IASIC1.org



Warning to other States

Local control at risk

One of the selling points of Prop. 64 and recreational use was that each community could decide how much access they wanted.

- California lawmakers forcing communities to allow marijuana.
- Deliveries allowed in jurisdictions banning retail sales.
- Public comment periods diminished.
- Local planning groups ignored.
- Federal advertising bans challenged



Consumption Lounges

The industry and lawmakers promised they wouldn't allow lounges or public consumption.

- The licenses specifically allow smoking and vaping, but not direct sales of cannabis-infused food or drinks.
- What about smoke free policies?
- Workers exposed to smoke?

Cannabis Consumption Lounges Are Coming to a City Near You

Cannabis operators say consumption lounges are the result of a maturing market and increased demand.

By [Andrew Ward](#) June 2, 2021

This story originally appeared on [Benzinga](#)

For years, cannabis consumption lounges have been kept at bay, though lately pro-lounge legislation is becoming more prevalent in the legal cannabis marketplace. The tides are already turning in several cities like Ann Arbor, National City and Las Vegas. New York included cannabis club licenses in its recently passed adult-use legalization bill.

While uncertainty remains regarding regulations and projected revenues, many seem to be optimistic.

RELATED: [Inside the Country's First-Ever Cannabis Café](#)

CA Marijuana Tax Revenue: Using Money for Prevention



Advocate for tax revenue from marijuana sales be directed back for prevention and education.

- 21.5 million first round - 2019
- 29.7 million second round - 2020

Questions?

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