



Jo McGuire

Chairman and Executive Director
National Drug and Alcohol Screening Association

Saturday, August 10, 2019

(Plenary)

11:40 - 12:00 Medical Marijuana: a Marketing Ploy for Legalisation



Medical Marijuana: A Marketing Ploy for Legalisation



It's Not Just "a Little Pot"

1969



THC: 1-3%

2019



stonerdays.com

THC: 16-99%

First documented cases of Cannabis Dependence Disorder (addiction) at 5% THC

It's Not Just a "Little Pot"

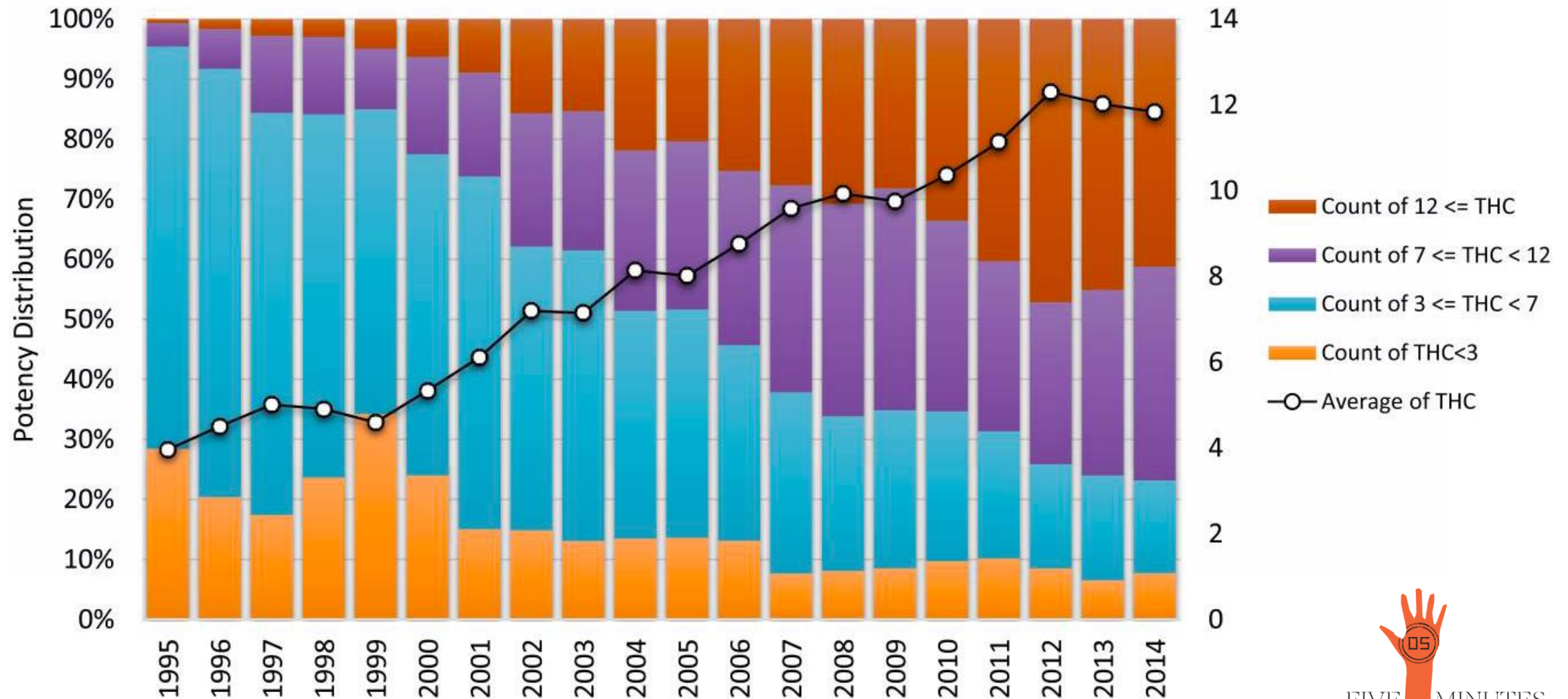


Cannabis plants – Circa 1970's



Today: 1 plant can produce 1 lb of pot per harvest (3-4 harvests per year)

THC Potency



“But it’s just a plant...”

(80 to 90% THC) Concentrates



“Ear Wax”



“Green Crack”
Wax



Butane Hash Oil
(BHO)



Hash Oil
Capsules



“Budder”



“Shatter”



the
Cannabist



Almost 60 percent of new marijuana users
each year are under age 18



9 percent of 8th graders have vaped in the past 30 days

U.S. NSDUH 2014 Survey Results



24
↓
Finally hacked my juul for cannabis oil - rips better than any other vape pen on the market, including PAX Era lol



nextdoor.com

legal activities at Ken Jordan Park - jojomcg32@gmail...NextdoorRMHIDTA Traininghttps://rmhida.org/files/D2DF/FINAL-%20V

Search Nextdoor

Home

Indigo Ranch StetsonRidge

Map

Neighborhood

Recommendations

For Sale & Free

Events

Real Estate

Crime & Safety

Lost & Found

Documents

General

Interests

All Interests New

Baking

Books

Post a message, event, poll or urgent alert

J

Jeannine Roberts, Indigo Ranch StetsonRidge

1

Illegal activities at Ken Jordan Park

Found this while walking my dog through Ken Jordan park. It is the second one I find this month. Be vigilant and report suspicious activities.

New

35m ago · Indigo Ranch StetsonRidge in Crime & Safety

Thank

Reply

Indigo Ranch StetsonRidge

1,477 neighbors

60% of 1,836 households

9,261 neighbors in 31 nearby neighborhoods

Invite

More posts from your neighbors

FIVE MINUTES

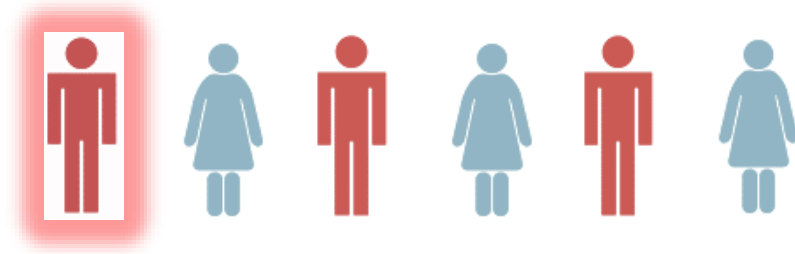
of courage

marijuana facts

1 in 6 Teens Become Addicted

Keeping in mind that this is based on THC content <12%:

1 in 10 adults and **1 in 6 adolescents**
who try marijuana will become
addicted



The adolescent brain is especially
susceptible to marijuana use

When kids use, they have a
greater chance of developing
addiction

Wagner, F.A. & Anthony, J.C. , 2002; Giedd. J. N., 2004
<http://www.drugabuse.gov/publications/research-reports/marijuana/marijuana-addictive>



Opioid Deaths and Legalized Marijuana

Contrary to information that has been published, opioid/opiate deaths in Colorado have increased 33% since legalization of marijuana in 2013. Prescription opioid deaths decreased slightly in 2015 and 2016 but increased to 357 in 2017. Heroin deaths increased 93% from 2013 to 2016 but decreased 7% in 2017.

- Colorado Department of Public Health and Environment, Vital Statistics, 2018.

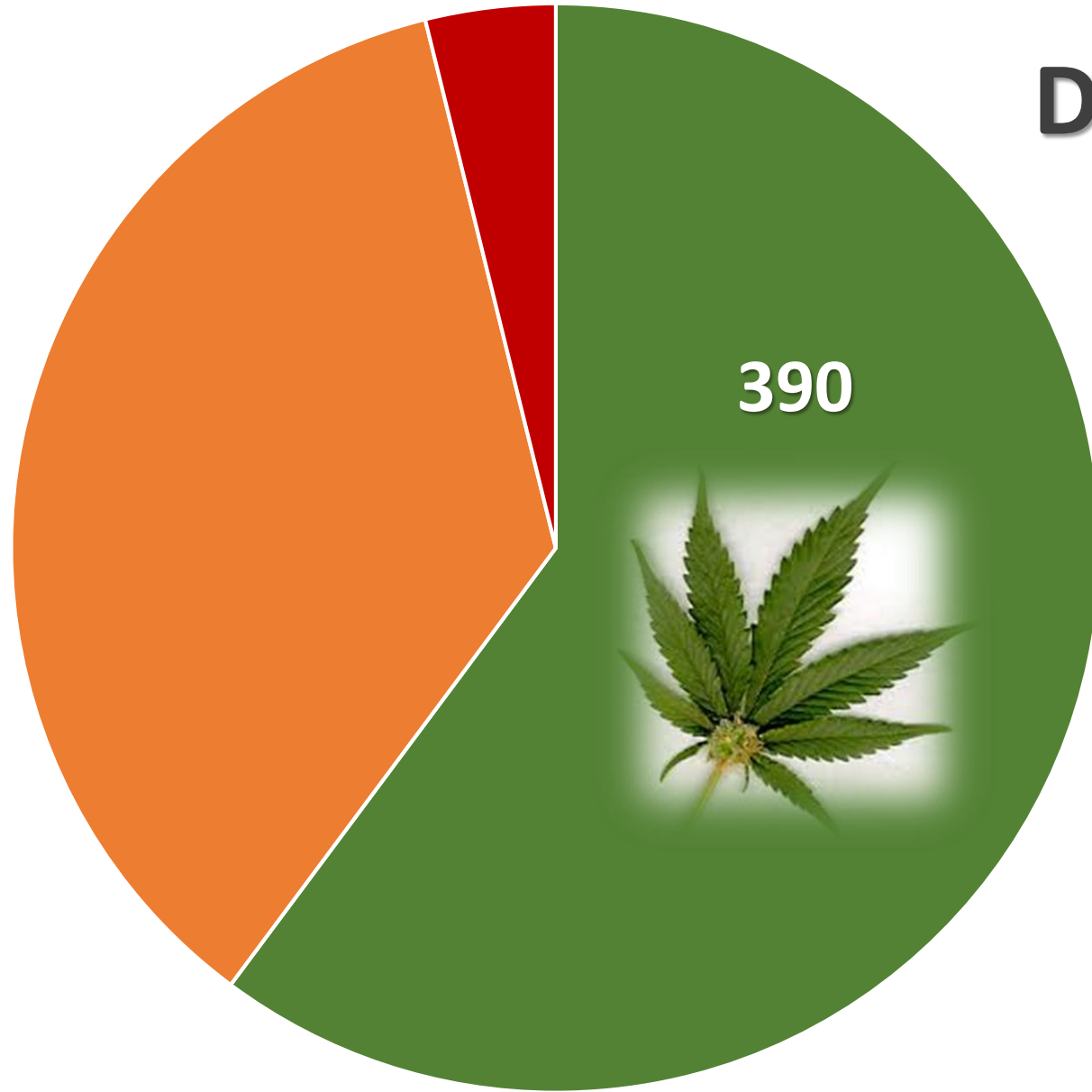
Denver, CO



25



233



■ Marijuana Businesses

■ Starbucks

■ McDonalds

the Cannabist

MENU

STICKY
BUDS

TRUST US,
YOU'LL FEEL BETTER...

10% OFF A PURCHASE OF \$50
OR MORE WHEN YOU BRING IN YOUR
FRIENDS AND FAMILY



STOP BY ON YOUR WAY UP
THE MOUNTAIN FOR ALL YOUR
RECREATIONAL NEEDS!

SHOW YOUR SKI PASS AND RECEIVE
A **\$1.00 JOINT**
WITH PURCHASE!

NEW STORE NOW OPEN HAMPTON & WADSWORTH

Freakys

Mon - Thurs 10am - 9pm
Fri & Sat 10am - 10pm
Sunday Noon - 6pm

YEA-BA
DAB-A
DO!!!

20% OFF

PIPES

1ST PIERCING \$25
2ND PIERCING \$20
BRING A FRIEND FOR THE 2ND

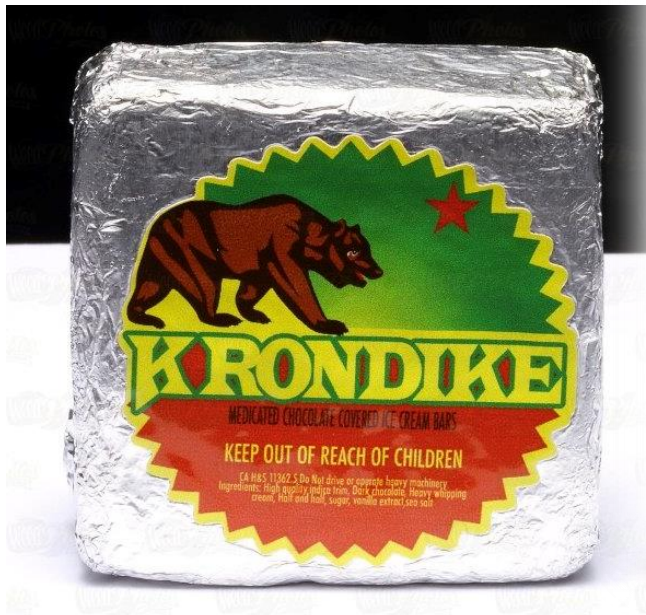
BIRTHDAY of a LEGEND SALE

30% OFF GLASS
20% OFF EVERYTHING
w/ MED CARD
or STUDENT I.D.
Excludes some items

mile high glass with class!
pipe and tobacco

— 1144 Pearl St. 303-443-PIPE
— 3001 W. 74th Ave. 303-426-6343

Highlands Ranch — 7130 E. County Line Rd. 303
Denver — 2046 Arapahoe in LoDo 303



FREE Marijuana
 1/8th or edible of choice
 with Service Call on any appliance
 No Red Card needed. Must be 21 with valid CO ID.
 Cash only.

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877-263-9592
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FREE 1/8
 BUY ONE 1/8 & GET AN 1/8 FREE
\$5 Grams & More

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 WELLNESS CENTER
 at HAMPDEN & YOSEMITE

Click Now



EVERGREEN
APOTHECARY
 DENVER'S SOURCE FOR QUALITY

ST. PATTY'S SPECIAL:
\$17 1/8TH!

LIMIT ONE PER PERSON.
 MUST PRESENT COUPON.
 EXPIRES MARCH 31, 2019

OPEN VAPE SOLD HERE




4 ITEMS
FOR 420
= \$100
 VALID 4/18-4/21

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Aggressive DUI and Criminal Defense.
 Free Consultation. Reasonable Rates. Call Heideman Poor at 303-975-6363
www.hwplaw.com

Red Card Dispensation

FIVE MINUTES of courage



FREE DAB!

*NO PURCHASE
NECESSARY*

BOGO PIPES

12K MASTERCASE 280

Go Blow's Glass

11505 W. COLFAX AVE IN LAKEWOOD

LAMAR



FIVE MINUTES
of **courage**
marijuana facts



LOOK LIKE
BARBIE
SMOKE LIKE
MARLEY



for sale

- ☒ general 1
☒ jewelry 1
[+ show 40 more](#)
[+ deselect all](#)

☒ owner ☐ dealer

- ☐ search titles only
☐ has image
☐ posted today

price
 min max

[reset](#) [search](#)

- safety tips
- prohibited items
- product recalls
- avoiding scams

<< marijuana delivery

★ Apr 13 make big money with your own marijuana delivery biz start today earn\$\$ \$75 (co) general - by owner

★ Mar 24 CannaCouture :) jewelry - by owner

Few LOCAL results found. Here are some from NEARBY areas

\$10



★ Apr 17 medical quality marijuana-delivery \$10 (Left/Brmfid/Lousu/Superior/Erie) health and beauty - by dealer

\$10



★ Apr 17 medical marijuana for retail w/delivery \$10 (Blid/Lngmnt/Erie/Lefyt/Brmfid/Lousu) health and beauty - by dealer

KING WEEDY CANNABIS COLLECTIVE

★ Apr 17 KINGWEEDY (PROFESSIONAL MARIJUANA DELIVERY) health and beauty - by owner

\$75



★ Apr 16 got a bike and love to smoke marijuana than start a marij delivery com! \$75 (denver) general - by owner

\$1



★ Apr 18 SALE ON STH'S TOP SHELF MEDICAL MARIJUANA WAX SHATTER FREE DELIVERY!! \$1 (BOULDER) health

\$1



★ Apr 18 SALE ON STH'S TOP SHELF MEDICAL MARIJUANA WAX SHATTER FREE DELIVERY!! \$1 (BOULDER) health

★ Apr 11 Marijuana with Delivery 21 and over only (delivery) health and beauty - by owner

\$1



★ Apr 16 Free marijuana with donation 24-7 delivery Free \$1 (denver metro area) health and beauty - by owner

\$100



★ Apr 16 free marijuana ounce delivery \$100 (Denver) health and beauty - by owner

\$1



★ Apr 7 Free marijuana with donation 24-7 delivery \$1 (denver metro area) health and beauty - by dealer

\$30



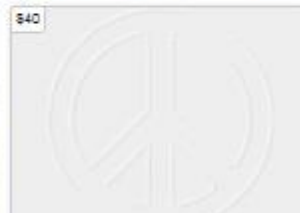
★ Apr 18 Donate 30 = Free Eighth of Top Shelf Marijuana \$30 (Art District) health and beauty - by dealer

\$30



★ Apr 18 FREE MARIJUANA!!! \$30 (Denver / Surrounding) health and beauty - by owner

\$40



★ Apr 18 Home Gardener Has A Little Extra Produce, Delivery Available \$40 (NW Metro) health and beauty - by owner

★ Apr 17 Best Marijuana health and beauty - by dealer

\$30



★ Apr 17 Donate 30 = Free Eighth of Top Shelf Marijuana \$30 (Art District) health and beauty - by dealer

\$30



★ Apr 17 Donate 30 = Free Eighth of Top Shelf Marijuana \$30 (Art District) health and beauty - by dealer

\$40



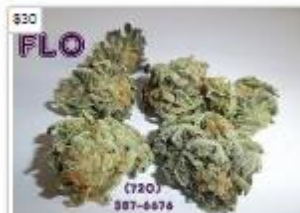
★ Apr 17 Home Gardener Has A Little Extra Produce, Delivery Available \$40 (NW Metro) health and beauty - by owner

\$30



★ Apr 18 Donate 30 = Free Eighth of Top Shelf Marijuana \$30 (Art District) health and beauty - by dealer

\$30



★ Apr 18 Donate 30 = Free Eighth of Top Shelf Marijuana \$30 (Art District) health and beauty - by dealer

KING WEEDY CANNABIS COLLECTIVE

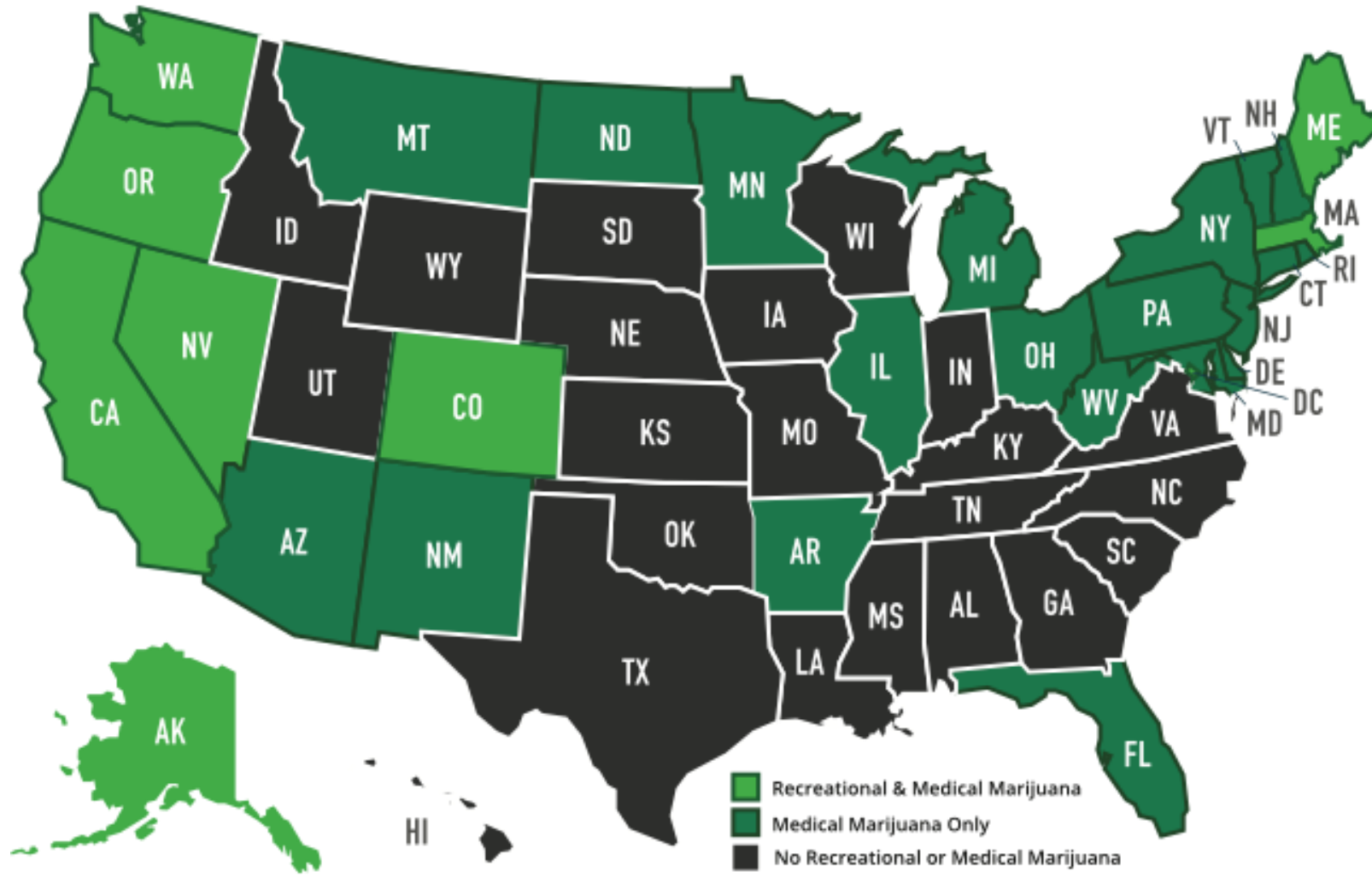
★ Apr 18 KING WEEDY (PROFESSIONAL DELIVERY SERVICE) health and beauty - by owner

★ Mar 30 Marijuana Delivery 21 and over only (delivery) health and beauty - by dealer





From MC to REC as FAST as POSSIBLE!



\$\$ This is About COMMERCIALIZATION for PROFIT! \$\$

- Get legalization passed by voter activism or paid politicians
- Use the sympathy card for Medical (children and senior citizens)
- Once Medical is legal ... enact QUICKLY
 - 30 – 90-day roll-out
 - All regulatory governance must be complete within 6 months to 1 year
- Recreational Marijuana is soon to follow
 - Length of time depends upon ease of passage/sympathy
- Full COMMERCIALIZATION is nearly unfettered due to sheer bulk

Tobacco Industry Cloaked as Healthy

Same Strategy



- Deflect or deny anything related to product harms
- Deflect or deny anything related to dependency or addiction
- Deflect or deny anything related to targeting of youth
- Hire lobbyists, professionals, attorneys to cloud the science for as long as possible
- Use money to buy silence or support
- Use and promotion is about freedom and rights
- Create positive view

F.D.A. Accuses Juul and Altria of Backing Off Plan to Stop Youth Vaping

Altria's deal to purchase 35 percent of Juul Labs gives the fast-growing e-cigarette start-up access to the tobacco giant's shelf space in 230,000 retailers. Scott McIntyre for The New York Times

By **Sheila Kaplan**

Jan. 4, 2019



WASHINGTON — The Food and Drug Administration is accusing Juul and Altria of reneging on promises they made to the government to keep e-cigarettes away from minors.

Dr. Scott Gottlieb, the agency's commissioner, is drafting letters to both companies that will criticize them for publicly pledging to remove nicotine flavor pods from store shelves, while secretly negotiating a financial partnership that seems to do the opposite. He plans to summon top executives of the companies to F.D.A. headquarters to explain how they will stick to their agreements given their new arrangement.



Big Tobacco Playbook

PROJECT:

Youth Cigarette - New concepts

PROJECT:

Youth Cigarette - New concepts

MARKETING INNOVATIONS' SUGGESTIONS:

APPLE FLAVOR

Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.

SWEET FLAVOR CIGARETTE

We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

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Direct Marketing to Youth



Direct Marketing to Youth



Direct Marketing to Youth



RJR CONFIDENTIAL

DRAFT

I. THE IMPORTANCE OF YOUNGER ADULTS

Within five years, younger adults (18-24) will drop from 18% to 15% of the total adult population (18+). They will continue to decline in numbers until at least 1995, as the crest of the Baby Bubble pushes farther past age 25.

This shift in the population will cause smokers aged 18-24 to fall from 16% to 14% of all smokers by 1988. Even 13% would not be surprising, since smoking incidence has been declining more rapidly among younger adults than any other age group in recent years (see Appendix A).

Why, then, are younger adult smokers important to RJR?

Why, then, are younger adult smokers important to RJR?

1. VOLUME

Younger adults are the only source of replacement smokers. Repeated government studies (Appendix B) have shown that:

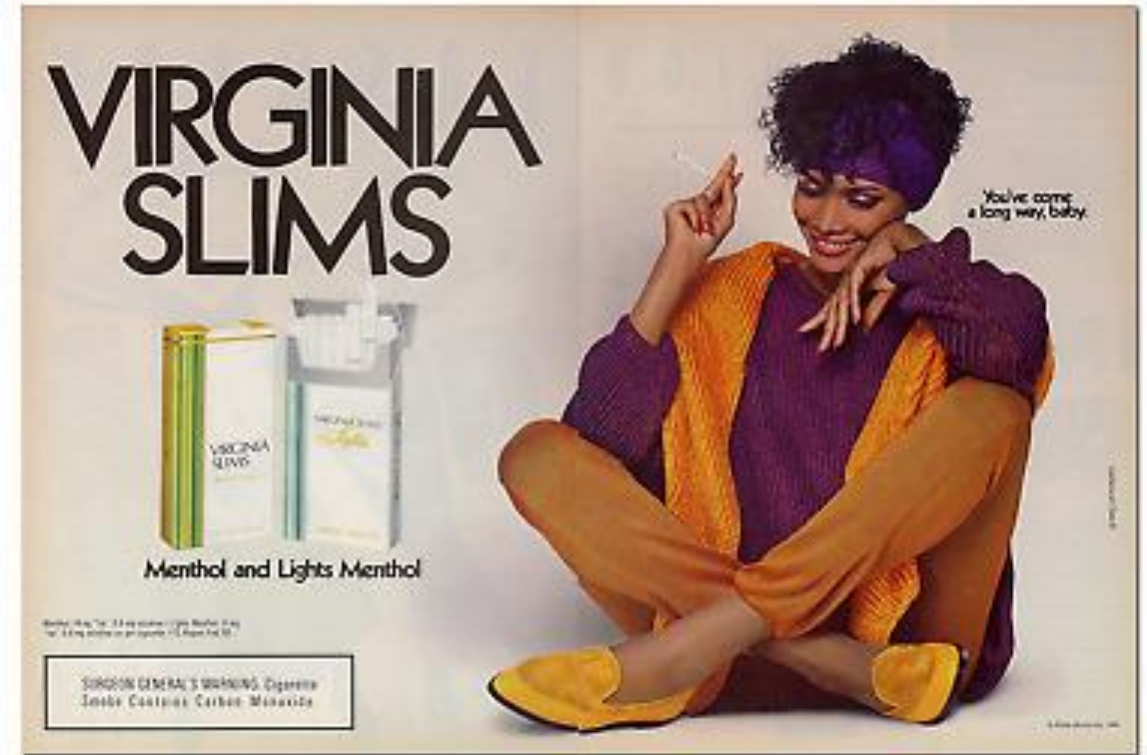
- Less than one-third of smokers (31%) start after age 18.
- Only 5% of smokers start after age 24.

introduction, with no cannibalization and no development/introductory costs.

As a company, Philip Morris held more than 60% of these 18-year-olds in 1983 versus RJR's 15-20%, yielding PM a .5 point in-going SOM advantage due only to "new" smokers.

- * This assumes 18-year-olds are 10% of the 18-24 group rather than a "fair share" of 14% because of population decline and the fact that some smokers start after age 18.

Marketing Parallels



Marketing Parallels

Be Happy- Go Lucky!

*I dance and skip upon my toes,
I leap and pirouette -
Since I discovered Lucky Strike,
The happy cigarette!*

LUCKY STRIKE
CIGARETTES
L.S./M.F.T.

*St. Patrick's is a lucky day
For all us Irish folk,
But every day is lucky when
It's Lucky Strike you smoke!*

ENJOY YOUR CIGARETTE!...
If you're not happy with your present brand
(and a 38-city survey shows that millions
are not), smoke Luckies! You'll get the happy
blending of perfect mildness and rich taste
that fine tobacco—and only fine tobacco—can
give you. Remember, Lucky Strike means fine
tobacco. So get complete smoking enjoyment.
Be Happy—Go Lucky today!

**L.S./M.F.T.-
Lucky Strike
Means Fine Tobacco**

COPYRIGHT, THE AMERICAN TOBACCO COMPANY

*A feudin' with the neighbors used
To mean a heap of thrills,
But now we all smoke Lucky Strike -
There's peace in them thar hills!*



Marketing Parallels



Marketing Parallels



Direct Marketing to Youth





Teens who vape or use hookah are more likely to use marijuana later, study finds

Adolescents who use e-cigarettes (vaping) or hookah (water pipes for flavored tobacco) are 3.6 to 4 times more likely to begin or regularly use marijuana two years later compared to those who do not use these tobacco products. Moreover, vaping or using hookah in early adolescence more than doubles the odds that teens will regularly use both tobacco and marijuana by mid-adolescence.

Researchers surveyed adolescents in 10 Los Angeles high schools when they were age 14 and two years later. They found an association between those who never used marijuana at age 14 (2,668 freshmen) but who vape or used hookah and the initiation or regular use of marijuana by the time students reached age 16.

The study was published in the journal *Pediatrics*. Listen to a video abstract by the lead researcher and access the full text of the study [here](#).

Read CNN report of the study and see an interview with a teen who vapes [here](#).

Consumer Conversion



CHOOSE YOUR MOOD

ALL-NATURAL VAPE OIL | CBD & THC | 100 DOSES/PEN



ELEVATE



RELIEVE



RELAX



SNOOZE

Uplift your spirit, relieve pain, relax and sleep soundly! Effects of cannabis are delightfully predictable with our outcome-focused vape pens.

THC+CBD VAPE PENS

Choose from THC:CBD ratios ranging from 1:2 (meant to ease daytime stress) to 10:1 (best for sound sleep).



ELEVATE



RELIEVE



RELAX



SNOOZE



CBD 1:1


dr.delights™



“In working-class neighborhoods like Elyria-Swansea, Globeville and Northeast Park Hill there’s a growing sense among residents that they have been overrun by a new drug trade, legal but noxious all the same.”

In Elyria-Swansea alone, more than three dozen businesses are licensed to grow and sell marijuana and another dozen companies manufacture edible pot products.”



Getty Images

WHAT WORKS

The Marijuana Industry’s War on the Poor

Denver’s booming pot industry may be trendy, but it’s giving poorer neighborhoods a headache.

By JON MURRAY | May 19, 2016

Take a stroll past the gray stucco-clad building in northeast Denver and it’s not hard to figure out what’s going on behind the bright green doors. On a recent afternoon, outside Green Fields Cannabis Co., a sweetly pungent, slightly skunky odor filled the air before a light rain began to rinse it away. Just a block south on Brighton Boulevard, past a salvage yard and a Mexican grocery, the smell of what’s growing inside Starbuds is sometimes noticeable before you arrive in front of the medical and recreational marijuana chain’s original location. Even drivers whizzing by on Interstate 70 catch a heady whiff of Denver’s hottest new product as they zip across town.

But they don’t have to live here.



Medical Marijuana: A Marketing Ploy for Legalisation

