

WWW.LEARNABOUTSAM.ORG  
WWW.GOODDRUGPOLICY.ORG

# Marijuana: What You Need to Know

Kevin A. Sabet, Ph.D.

 Foundation for  
Drug Policy  
Solutions

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

**SAM promotes  
an evidence-  
based  
approach to  
marijuana  
policy that  
prioritizes  
public health**

**NON-PARTISAN BUT HIGH-PROFILE**

founded by former Democratic Congressman Patrick Kennedy and leading Republican pundit David Frum

**SCIENTIFIC ADVISORY BOARD**

composed of more than 12 leading researchers, professors, and public health/legal experts

**HUNDREDS OF THOUSANDS OF PRESS MENTIONS**

including major media outlets such as *The New York Times*, NBC News, Slate, BBC News, and FoxNews

# Collaboration

SAM has collaborated  
with credentialed and  
reputable groups  
across the country



American Medical  
Association



American Academy  
of Pediatrics



**National  
Business  
Group on  
Health**<sup>®</sup>

National Business  
Group on Health

**AMERICAN ACADEMY OF  
CHILD & ADOLESCENT  
PSYCHIATRY**

WWW.AACAP.ORG

American Academy of  
Child and Adolescent  
Psychiatry

Other leading public health authorities

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

# The False Dichotomy



Legalization

OR

Incarceration?





**Three  
separate  
issues that  
often get  
conflated**

**1**

**Penalizing drug users/  
"decriminalization"**

**2**

**Medicinal use of  
compounds derived  
from marijuana**

**3**

**Use, sales, production,  
and distribution**





# Ultra Potent Marijuana



Not this...



...but this

## Marijuana Plant Potency

From an average of 3% to an average of nearly 20% THC

8.9%  
2008

18-23%  
2021

95-99%  
2021

## Concentrate Potency

4.7%  
2008

55.7%  
2017

Marijuana Has Become Significantly More Potent Since the 1960s, 70s, 80s, and 90s



"Green Crack" Wax



"Ear Wax"



Butane Hash Oil (BHO)



Hash Oil Capsules



"Shatter"



"Budder"

Marijuana is not "just a plant" anymore

Derivatives contain up to 99% THC

Former U.S. Surgeon General Jerome Adams warns against marijuana use by pregnant women, teens:

**“This isn’t your mother’s marijuana; the marijuana of today is significantly more potent.”**



**“A dangerous drug”**

**“Public policy is outpacing science when it comes to marijuana.**

**“What we know is that marijuana is in fact addictive... this may come as a surprise to some people... We don't at this point have high-quality evidence that tells us that in fact, marijuana is both safe and effective for use for medical purposes.”**

U.S. Surgeon General Vivek Murthy  
July 27, 2017

**“[M]arijuana is, in fact, addictive”**

**“When it comes to youth, I worry that there is a perception that marijuana is completely harmless in children. Our data tells us otherwise.”**

**Our data tells that in fact a portion, a substantial minority, of people who use marijuana will actually develop an addiction to marijuana. That number is significantly higher among youth.**

**When kids also have underlying mental health conditions, the impact of marijuana use can also be more significant.**

**And, so, I worry Senator about the messages we may send that say this is ‘utterly harmless’ and ‘there’s no problem here’. We need to be responsible in how we teach our kids about marijuana. I think how we talk to families about marijuana use and I think health care providers also need to be empowered to have these conversations early on as well as teachers.”**

U.S. Surgeon General Vivek Murthy  
February 2022

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

900,000 versus 15 million



 = 100,000

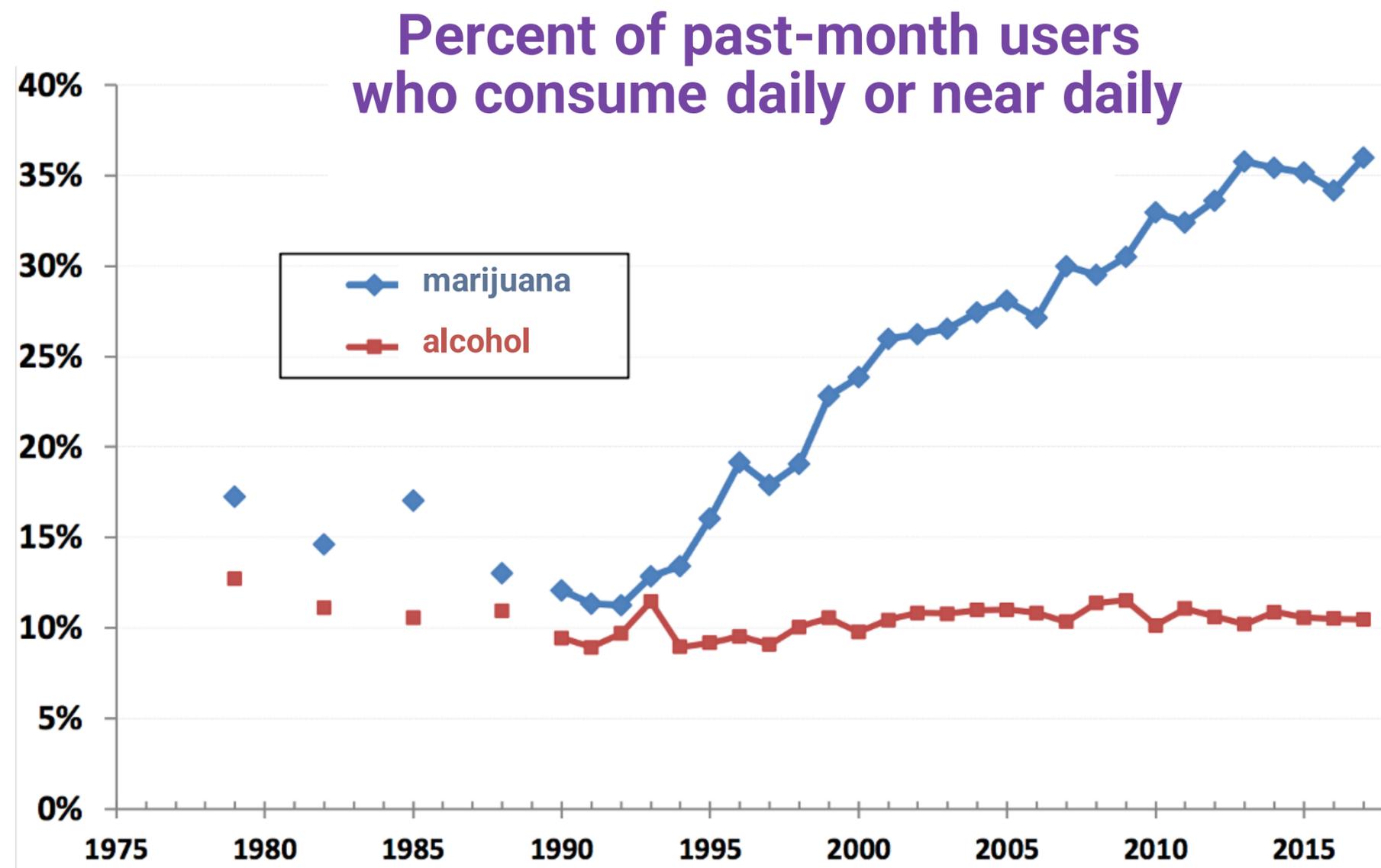
10

Times as many daily users now vs 1992 (12 years old +)

NSDUH

# Why this matters

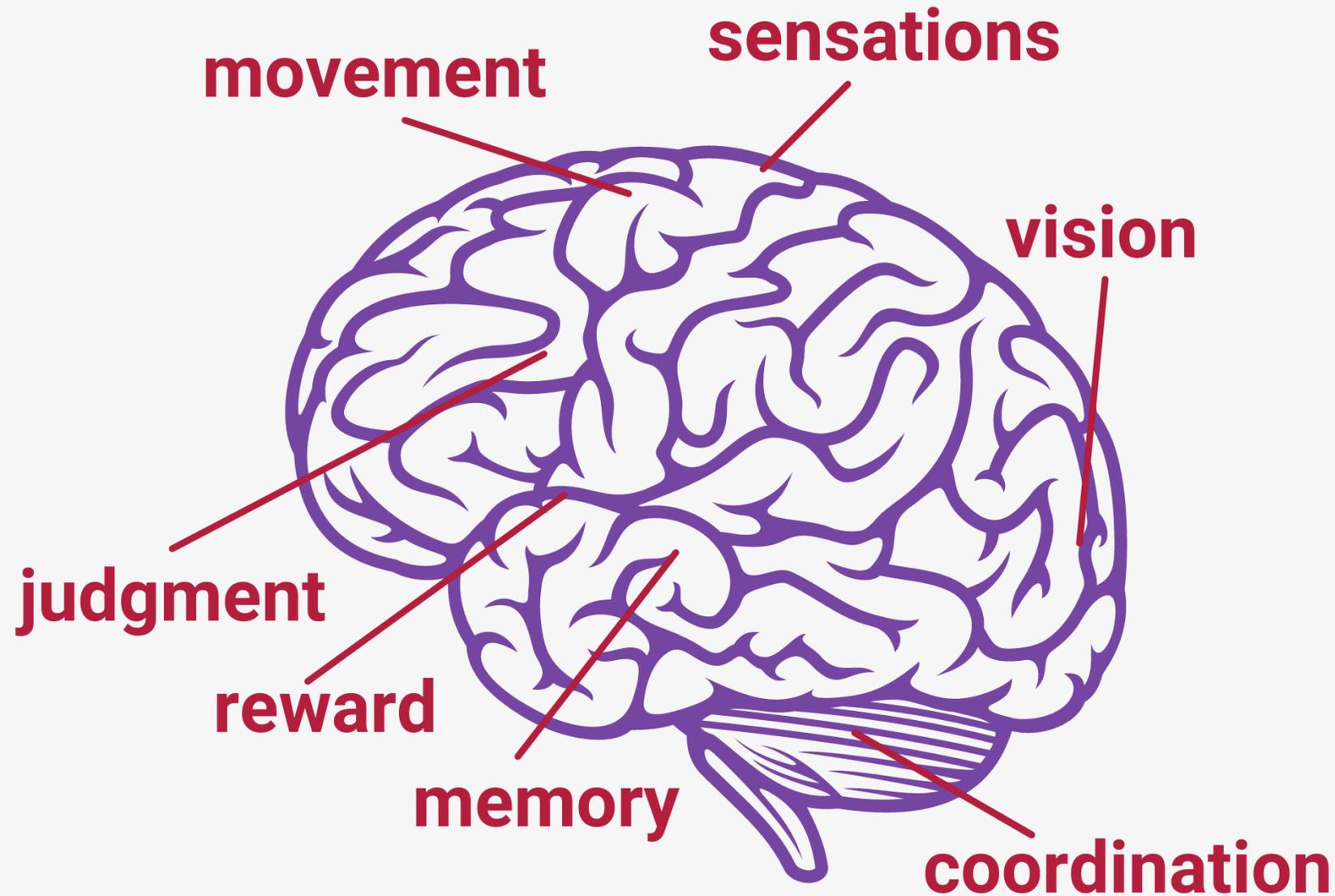
Daily and Near-Daily (DND) Use is much more common



Source: Caulkins based on NSDUH

**A new kind of  
consumer:  
Drinking 33  
cappuccinos  
to get 65x  
caffeine in one  
20 oz Cola**



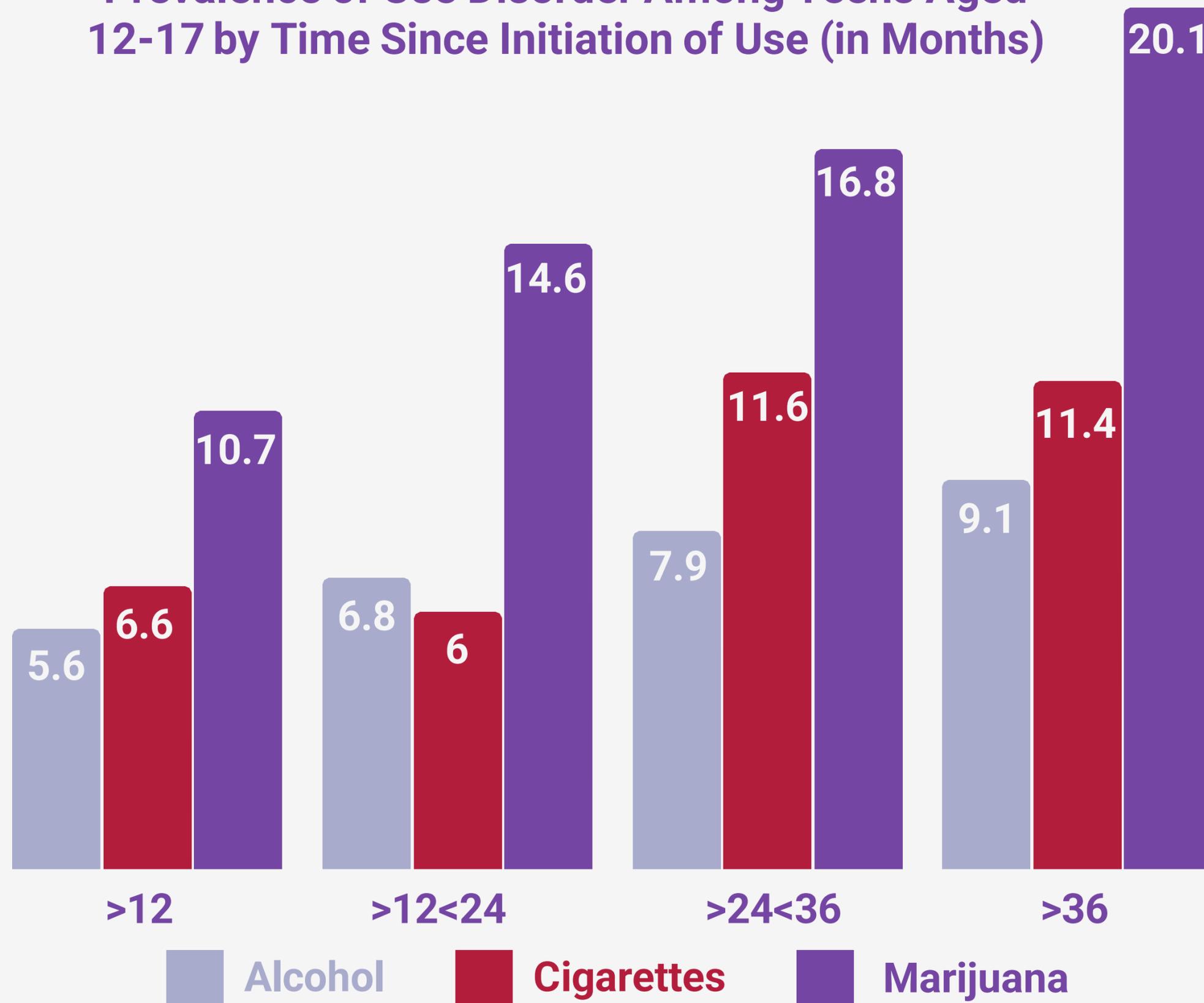


**Cannabinoid Receptors Are Located Throughout the Brain and Regulate a Host of Brain Activity**

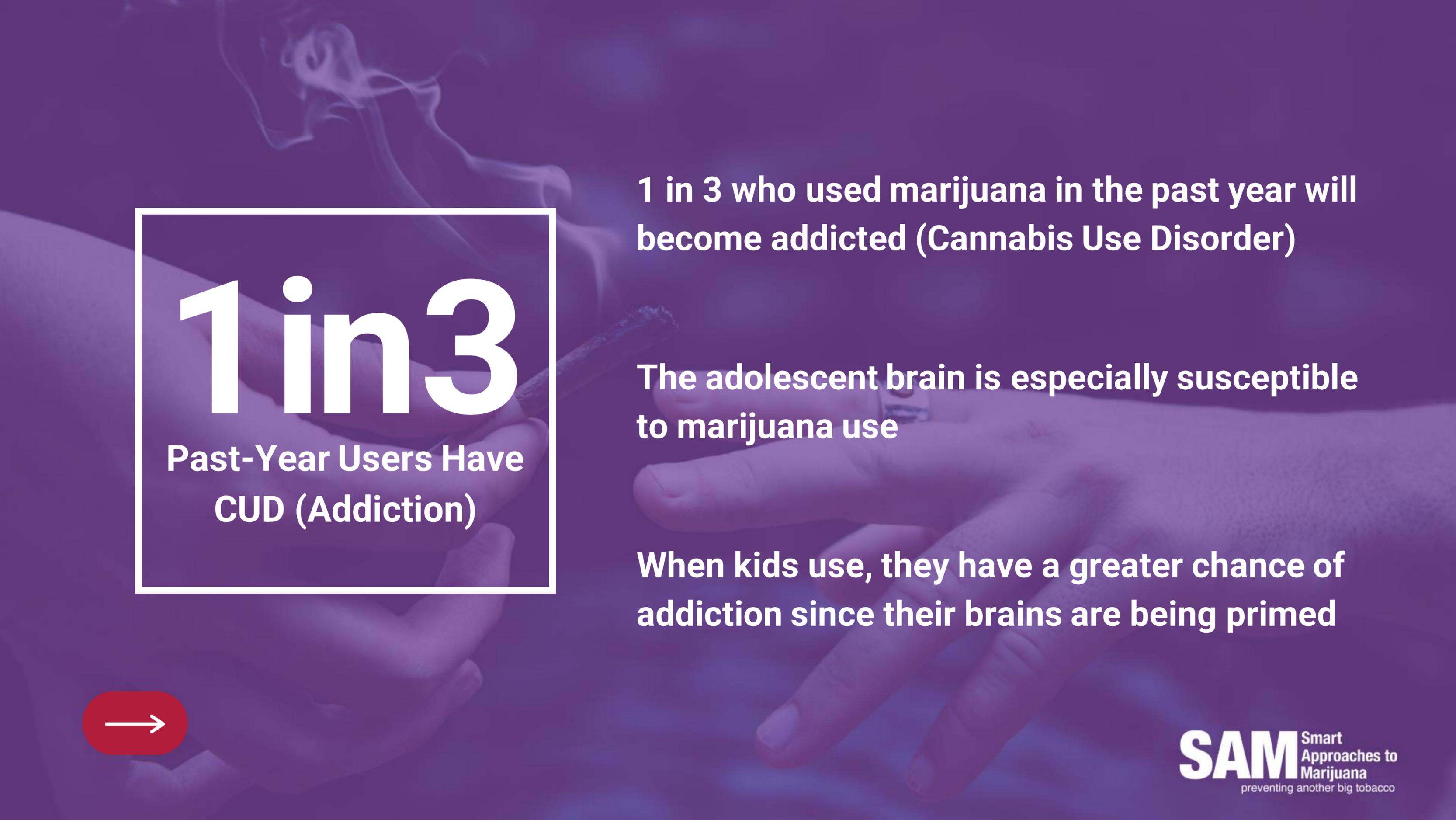
**Brain Development  
Memory & Cognition  
Motivation & Reward  
Appetite**

**Immunological Function  
Reproduction  
Movement Coordination  
Pain Regulation & Analgesia**

## Prevalence of Use Disorder Among Teens Aged 12-17 by Time Since Initiation of Use (in Months)



Youth Marijuana Addiction Prevalence Double That of Alcohol & Other Substance Use Disorders



**1 in 3**

**Past-Year Users Have  
CUD (Addiction)**

**1 in 3 who used marijuana in the past year will  
become addicted (Cannabis Use Disorder)**

**The adolescent brain is especially susceptible  
to marijuana use**

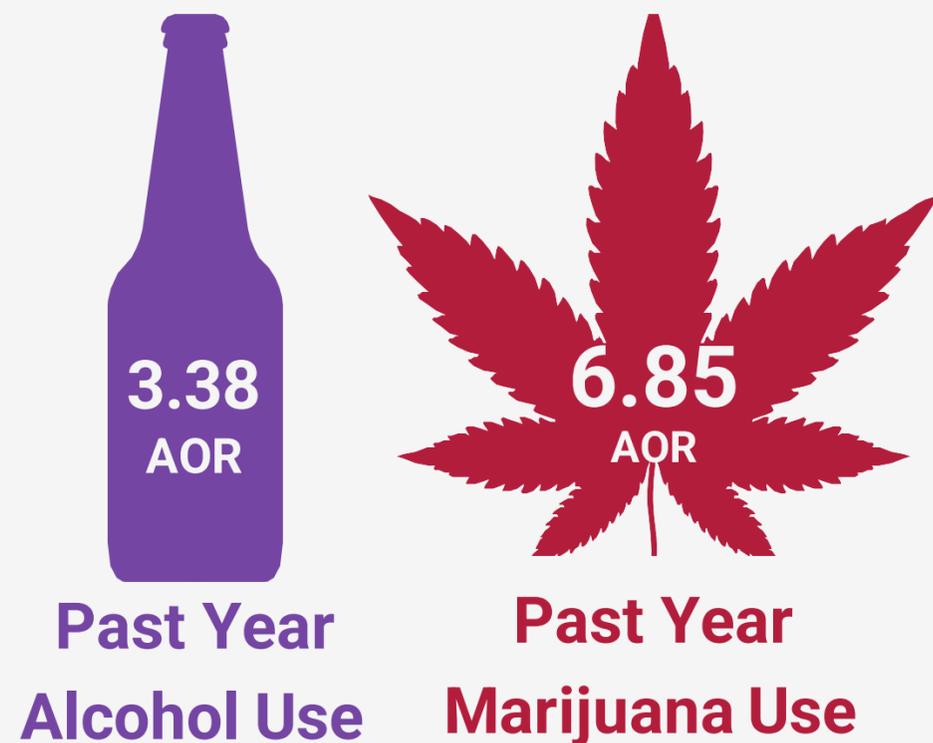
**When kids use, they have a greater chance of  
addiction since their brains are being primed**



**Non-Medical Marijuana Legalization (NML) is associated with an increased likelihood of youth marijuana and alcohol use.**

**Researchers accounted for an overall downward trend in youth substance use across the nation to more closely scrutinize use in NML states, a factor that previous studies may have missed.**

**The adjusted odds ratios of youth use of marijuana and alcohol in states with NML were 6.85 and 3.38, respectively.**



**“Among teens, NML may be working against hard-won, population-level decreases in the prevalence of marijuana and alcohol use.”**

Bailey et al., 2020

# Legalization reversing downward trend in youth use

**STUDY: Living Near Marijuana Dispensaries Increases Likelihood of Youth Use, Favorable Opinions**



A study published in the journal *Addiction* in 2019 found that living near a marijuana dispensary increases the likelihood of marijuana use and frequency of use among young people aged 18-22



84% of the nearly 2,000 participants had 10+ pot shops within 4 miles of their homes

**Led to increased marijuana use and normalization of the drug**



**25%**

Past-Year Users Have  
CUD (Addiction)

Cerda, et al., 2020

The prevalence of  
Marijuana Use Disorder in  
children 12-17 increased  
**25% after recreational  
legalization.**



# Lancet 2019 Population-Level Study Conclusions

**5X**

**more likely to  
develop psychosis**

**Compared to 3 times  
more likely for regular  
users of lower potency  
marijuana of the past.**

Di Forti et al [https://doi.org/10.1016/S2215-0366\(19\)30048-3](https://doi.org/10.1016/S2215-0366(19)30048-3)



Study of 1,087 twenty-four-year-olds who reported recent marijuana use, found that users of high potency marijuana were:

# Association of High-Potency Cannabis Use With Mental Health and Substance Use in Adolescence

**4x**

more likely to abuse marijuana

**2x**

as likely to develop anxiety disorders

JAMA Psychiatry (2020)



Study of 1,087 twenty-four-year-olds who reported recent marijuana use, found that users of high potency marijuana were:

**Association of High-Potency Cannabis Use With Mental Health and Substance Use in Adolescence (May 2020)**



**2x**  
as likely to have used other substances in the past year

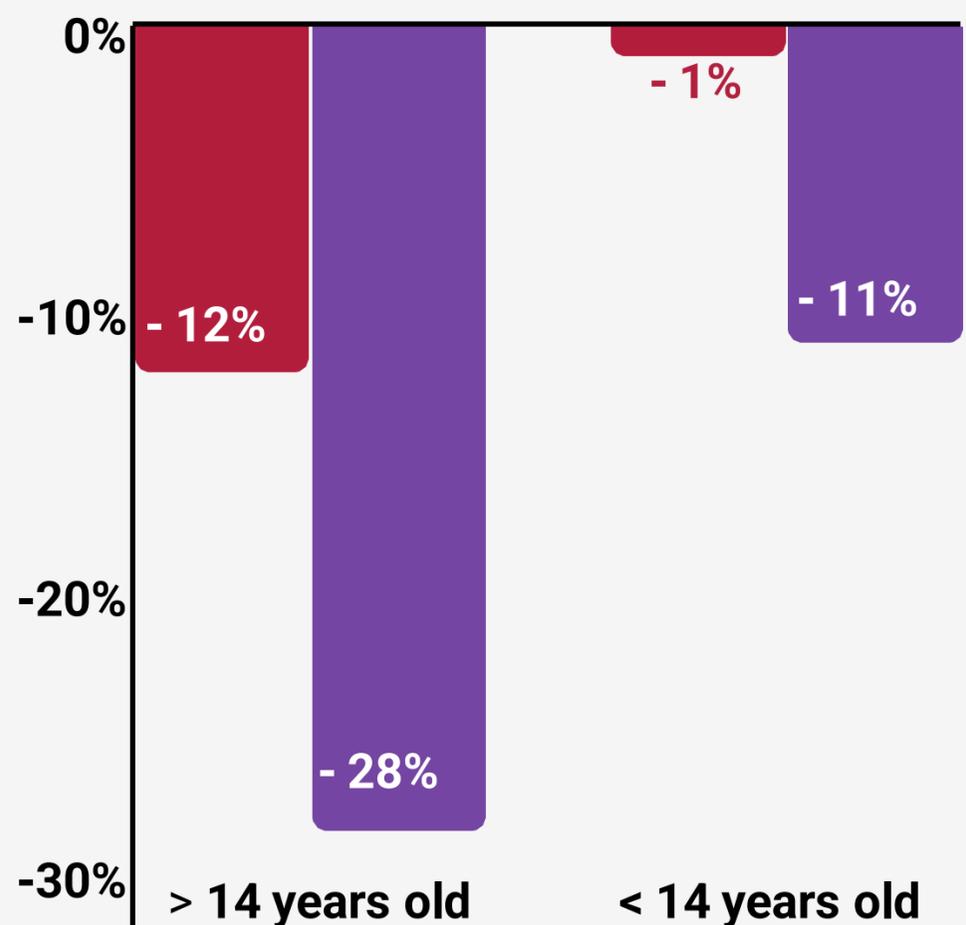
**3x**  
as likely to be tobacco users

JAMA Psychiatry (2020)



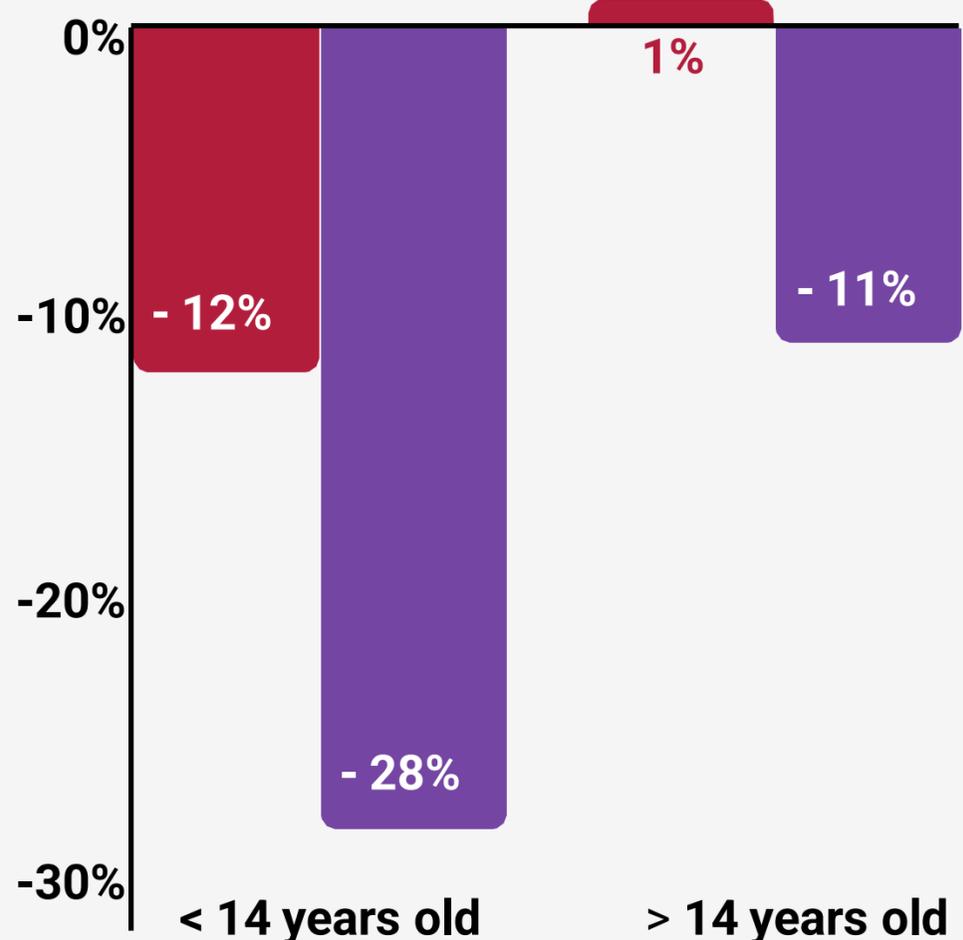
## High School Completion

Marijuana users show much higher high school dropout rates than non-users



## University Entrance Score

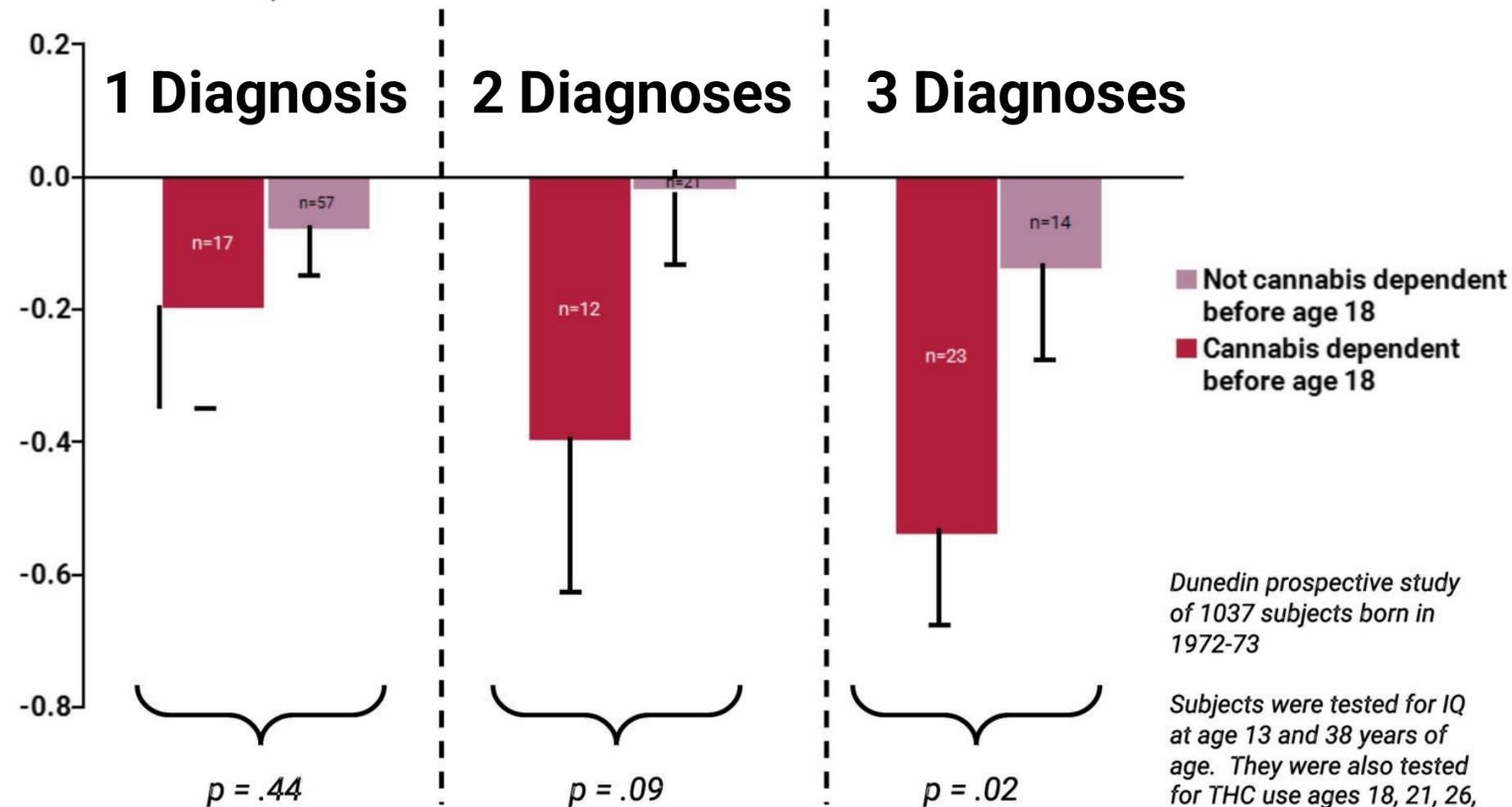
Marijuana users that complete high school still do poorly on university entrance tests



■ Low-intensity use  
■ Medium/high-intensity use

Early Marijuana Use and Intensity of Use are Associated with Lower Educational Attainment

Change in full-scale IQ  
(standard deviation units)



Dunedin prospective study  
of 1037 subjects born in  
1972-73

Subjects were tested for IQ  
at age 13 and 38 years of  
age. They were also tested  
for THC use ages 18, 21, 26,  
32 and 38 years of age.

# Marijuana use is also associated with lower IQ among adolescents



**Marijuana use among veterans was associated with negative outcomes such as:**

**Other Substance Abuse**

**Developing of/Worsening of Psychiatric Disorders**

**Self-Harm and/or Suicidality**

**Authors of study stated that:**

**“very few studies have examined the therapeutic efficacy of medical cannabis in veterans and those that have are of low quality methodologically.”**



Source: Turna, J., & MacKillop, J. (2021). Cannabis use among military veterans: A great deal to gain or lose? *Clinical Psychology Review*. doi:<https://doi.org/10.1016/j.cpr.2021.101958>

**Massive  
Review of  
Over 500  
Studies on  
Veterans and  
Marijuana  
Use**

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

**According to a study in JAMA Pediatrics, among youths with mood disorders, Cannabis Use Disorder is a common comorbidity and risk marker for:**

**Self harm**

**All-cause mortality**

**Death by unintentional overdose**

**Homicide**



Fontanella CA, Steelesmith DL, Brock G, Bridge JA, Campo JV, Fristad MA. Association of Cannabis Use With Self-harm and Mortality Risk Among Youths With Mood Disorders. JAMA Pediatr. Published online January 19, 2021. doi:10.1001/jamapediatrics.2020.5494

**Youth  
Marijuana  
Abuse  
Linked to  
Suicide  
Attempts &  
Self Harm**

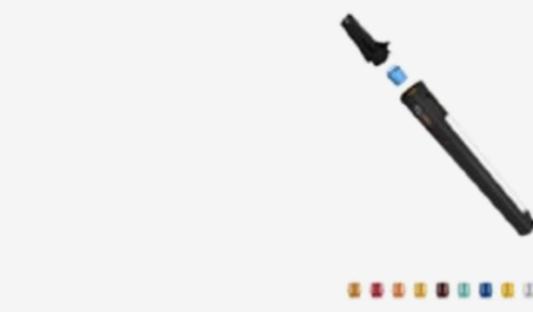


# Public Health & Industry Capture

Yale

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

# The Vape and Marijuana Industries are Inextricably Linked



**2007**

James Monsees and Adam Bowen secure funding from angel investors, including Nicholas Pritzker and officially launch their company



**2010**

Newly established Ploom releases their first product based on Monsees & Bowen's original e-cig design using flavored, loose-leaf tobacco pods and a battery-operated heating coil.



**2012**

Using the same heating technology, the company releases the first loose-leaf vaporizer. While not yet explicitly marketed as a marijuana vaporizer, this was its primary draw.



**2015**

Japan Tobacco acquires Ploom's Model Two and the associated intellectual property with the device and flavored pods.



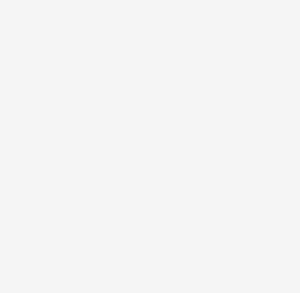
**2015**

Pax Labs releases their new e-cig, Juul, shortly after announcing \$46.7 million in Series C funding from investors.



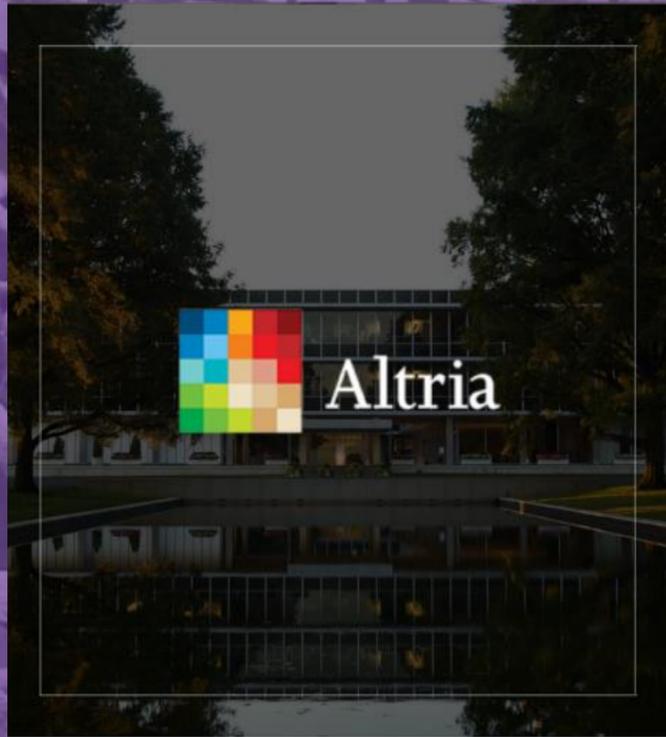
**2016**

In the fall of 2016, Pax Labs unveils the Pax Era, an electronic marijuana vaporizer that uses similar proprietary technology of pre-filled THC pods.

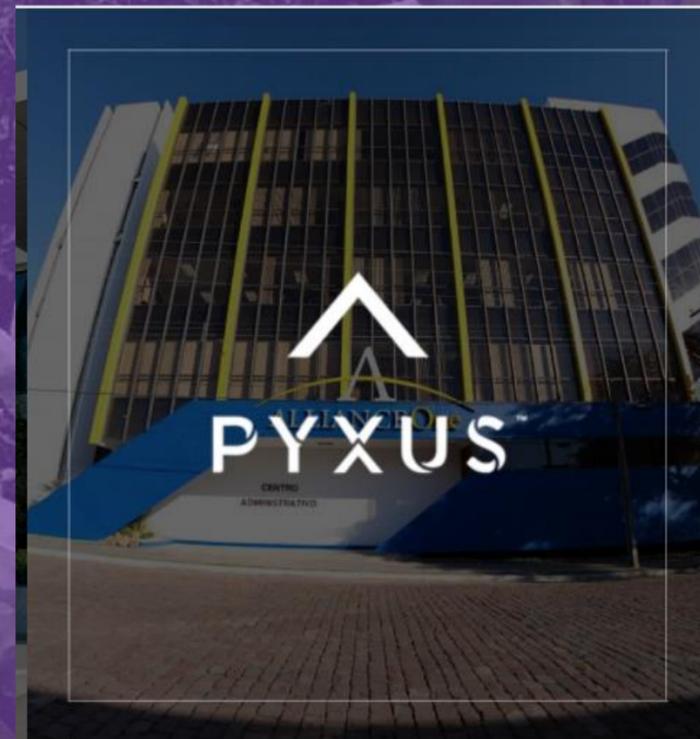


**2017**

Juul splits off From Pax Labs and becomes its own entity. In the spring of 2018, the FDA launched an investigation into predatory marketing to underage children.

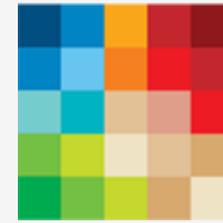


[www.learnaboutsam.org/industry-profiles](http://www.learnaboutsam.org/industry-profiles)



**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

# Altria Makes \$1.8 Billion Investment in Big Marijuana



Altria

Majority shareholder



Cronos Group holds 100% ownership of the only two Canadian companies licensed to cultivate and sell medical marijuana



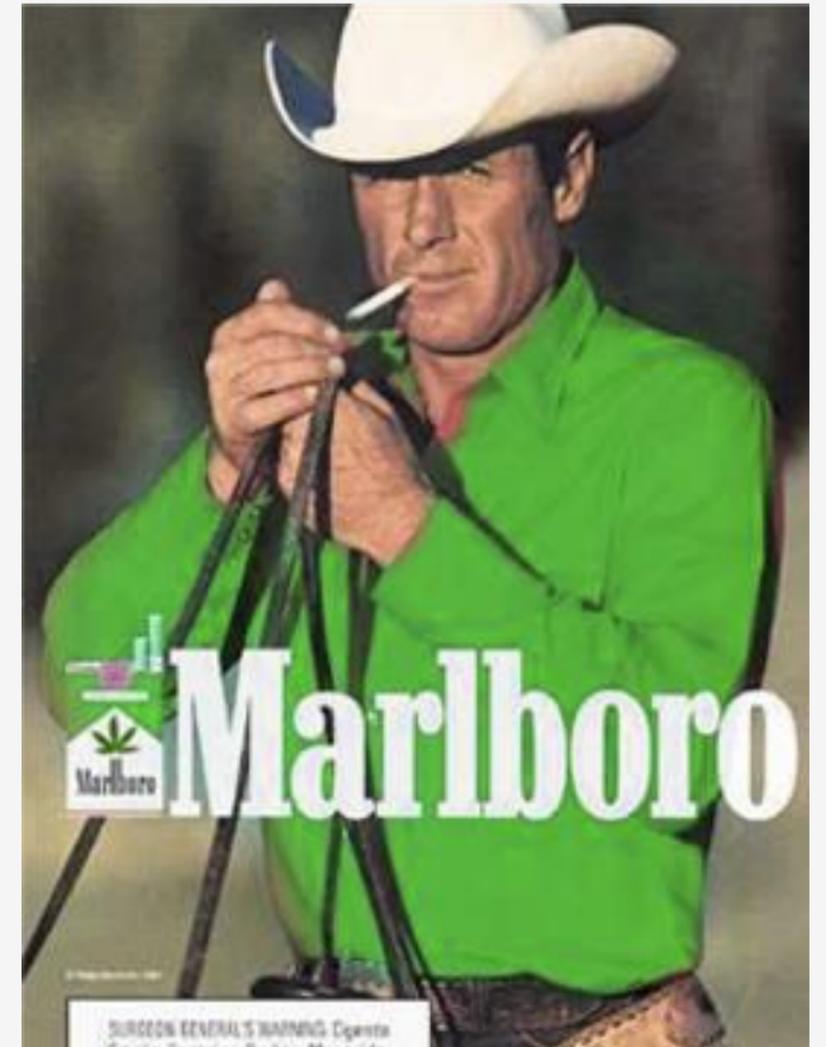
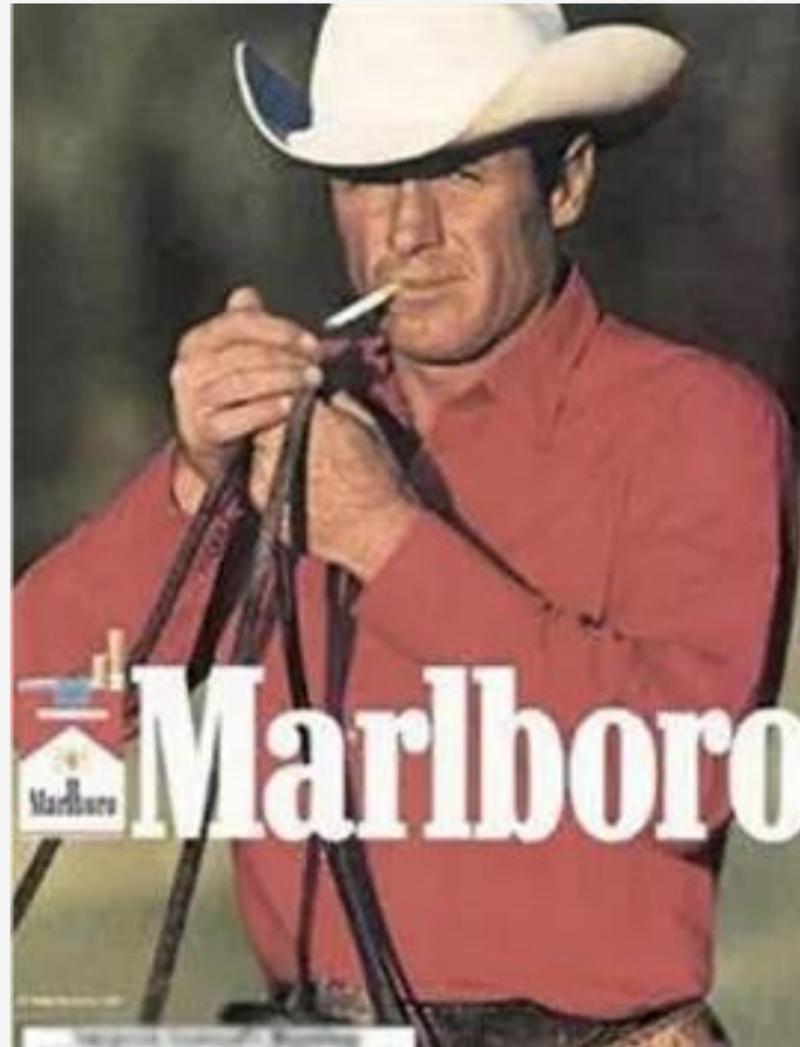
PEACENATURALS  
MEDICINAL CANNABIS



**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

# Big Tobacco is Big Marijuana

same players, slightly  
different marketing



# Forbes

Dec 4, 2018, 09:40am EST

## Potential Big Tobacco Acquisition Causes Cannabis Company's Stock to Soar



**Sara Brittany Somerset** Former Contributor 

Vices

*I cover marijuana, global affairs and the intersection of the two.*

Smart Approaches to Marijuana (SAM)'s legalization opponent [Kevin Sabet](#) may be right: like it or not Big Tobacco is invading cannabis. Altria, the company that invited unwitting consumers for decades to come to where the [cancer](#) is –Marlboro Country– may be looking to shore up stagnant cigarette sales by purchasing Canadian cannabis company Cronos Group.

"like it or not Big Tobacco is invading cannabis."



# 4th Largest Tobacco Company on Earth Invests in Big Marijuana

 **CBCNEWS**

July 25, 2019

## Auxly Cannabis signs \$123M deal with tobacco giant Imperial Brands

<https://www.cbc.ca/news/business/auxly-cannabis-deal-with-tobacco-giant-imperial-brands-1.5224955>



**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

# Lessons learned?

## Coming Soon From Molson Coors: Marijuana Beer



US News, Aug. 3, 2018



**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

# Molson Coors reveals Truss' cannabis-infused beverage line-up

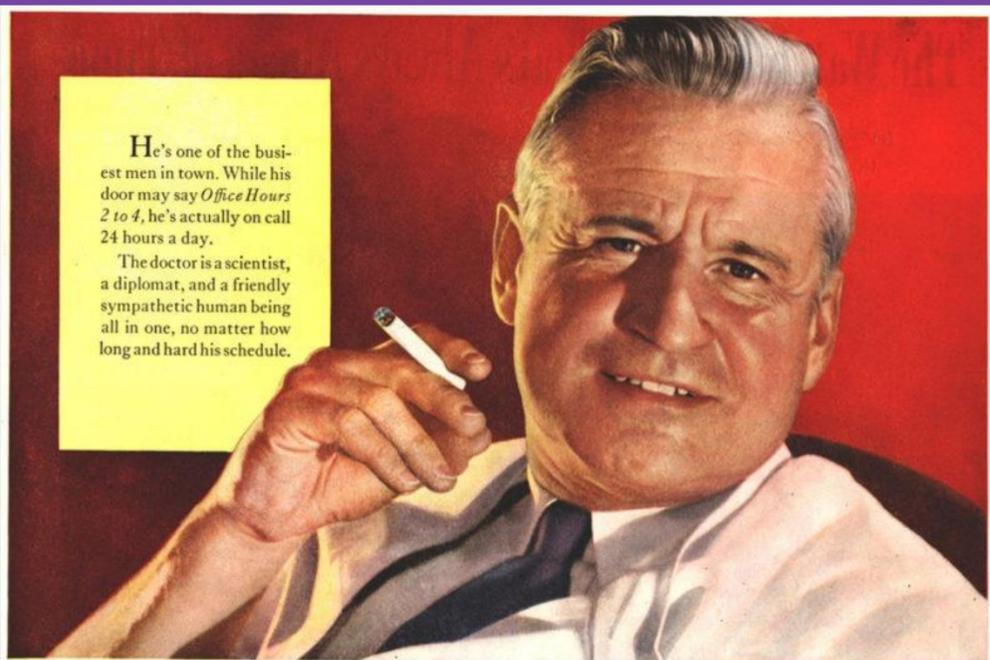
Beverage daily.com BeverageDaily.com, April 15, 2021



# Lessons learned?



# Tobacco Playbook: #1 It's medicine



He's one of the busiest men in town. While his door may say *Office Hours 2 to 4*, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

## MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

**T for Taste ...  
T for Throat ...**  
that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

H. J. Brewster, Tobacco Company, Winston-Salem, N. C.

**CAMELS** Costlier Tobaccos

# Viceroy's FILTER the Smoke!

As your Dentist, I would recommend **VICEROYS**

Noted throat specialists report on 30-day test of Camel smokers ...

## NOT ONE SINGLE CASE OF THROAT IRRITATION due to Smoking CAMELS!

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

THE TEST WAS REALLY FUN! EVERY CAMEL TASTED SO GOOD! AND I DIDN'T NEED MY DOCTOR'S REPORT TO KNOW CAMELS ARE MILD!

ELANA O'BRIAN, real estate broker, one of the hundreds of people from coast to coast who made the 30-Day Test of Camel Mildness under the observation of noted throat specialists.

... AND THOUSANDS MORE AGREE!

Start your own 30-Day Camel MILDNESS Test Today!

It's fun—it's enlightening! All you do is smoke Camels, and only Camels, for 30 days. Compare them in your "T-Zone" (T for taste, T for throat). See if that rich, full Camel flavor and that cool, cool Camel mildness doesn't win you to Camels for keeps.

H. J. Brewster Tobacco Co., Winston-Salem, N. C.

**"CAMELS AGREE** with my throat—and they sure taste great!" says Ed Paxson, chemical engineer, who made the Camel 30-day test under a throat specialist.

**EDITORIAL ASSISTANT** Virginia Wilcox: "I didn't believe any cigarette could smoke so mild. But Camels are the one—they certainly agree with my throat!"

**"I'M A VETERAN** when it comes to smoking Camels. They give me the kind of smoke I like—lots of flavor and plenty mild!" Michael Douglas, singer.

**MUSLIEF TELLER**, secretary: "I'm delighted that I made the 30-day mildness test. It introduced me to the cigarette that really agrees with my throat—Camels!"

**"THE 30-DAY TEST** was a real education. It taught me that there's no cigarette quite like a Camel!" Tod Crane, air travel agency owner.

**SPORTSWOMAN** Jean French: "I like to make my own tests. I smoked Camels for 30 days. They tasted so good. I've changed to Camels for keeps!"



Why Physicians  
Call Our New Brand

## “A HEALTH CIGAR”

“I recommend Thompson’s MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness.”

“I am convinced that irritants, such as nictines, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson’s MELL-O-WELL cigars.”

“Many former patients, friends and others who have consulted me, and who, ordinarily, would be obliged to greatly curtail smoking, are now enjoying their usual allotment of cigars in Thompson’s MELL-O-WELLS—with no loss of satisfaction or good health.”

(Signed) G. Edward Roehrig, M. D.

715 South Bonnie Brae,  
Los Angeles, Calif.

Chesterfield is MY cigarette, I smoke them because they're MILD!

*Billings*

Produced by JACK OWENS JONES

PROMINENT TOBACCO GROWERS SMOKE CHESTERFIELD

I've been smoking Chesterfields and know they're worth smoking. I like their taste and mildness. They put the price for the best cigarette brand.

**ALWAYS BUY 'EM BY THE CIGARETTE** SAVE THAT MONEY!

**CHESTERFIELD**

MAKE YOURS THE MILD CIGARETTE... *May Stryker*

Smoke for Pleasure *today*

No Cigarette Hangover *tomorrow!*

**Remember:** PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette... tasty mildness, rich flavor, pleasant aroma... a clean, refreshing smoke... and NO CIGARETTE HANGOVER!

Try PHILIP MORRIS yourself. Your throat will note the difference!

Call for **PHILIP MORRIS**

You'll be glad tomorrow... you smoked PHILIP MORRIS today!

"I LOVE LUCY" starring Lucille Ball and Desi Arnaz is America's most popular TV show. Back early in Sept. over CBS.

I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have... Chesterfield mildness plus no unpleasant after-taste

*Ronald Reagan*

**CHESTERFIELD** Buy the beautiful Christmas-card carton



**"HAMMERIN' HANK" AARON...**

two-time National League batting champion... is again adding to his reputation as one of the greatest outfielders in baseball. Hank has already joined the all-time top ten in every batting department of the Milwaukee Braves!

You just know this young man is a Camel smoker. "Can't beat 'em for flavor," says Hank. "And Camels sure smoke mild!"

**If you're smoking more now but enjoying it less...  
CHANGE TO CAMELS**

Quantity will never be a substitute for *quality*. And the Camel blend of costly tobaccos has never been equalled. So if you're smoking more these days, but enjoying it less—change to Camels. Today as always, *the best tobacco makes the best smoke.*

**Have a real cigarette — have a CAMEL**



Why don't you settle back and have a full-flavored smoke?

**Marlboro**  
the filter cigarette with the unfiltered taste

Paul Hornung: Green Bay halfback and 1961 National Football League Player of the Year. Paul's a Marlboro man all the way.

*You get a lot to like—  
Filter, Flavor, Pack or Box*



**Get Lucky**  
the taste to start with... the taste to stay with

FRANK GIFFORD IN ACTION IN 1957. The young N.Y. Giant halfback was already a top star—and a Lucky Strike smoker.

FRANK GIFFORD TODAY. Now one of pro football's all-time greats, Frank's still a satisfied Lucky smoker.

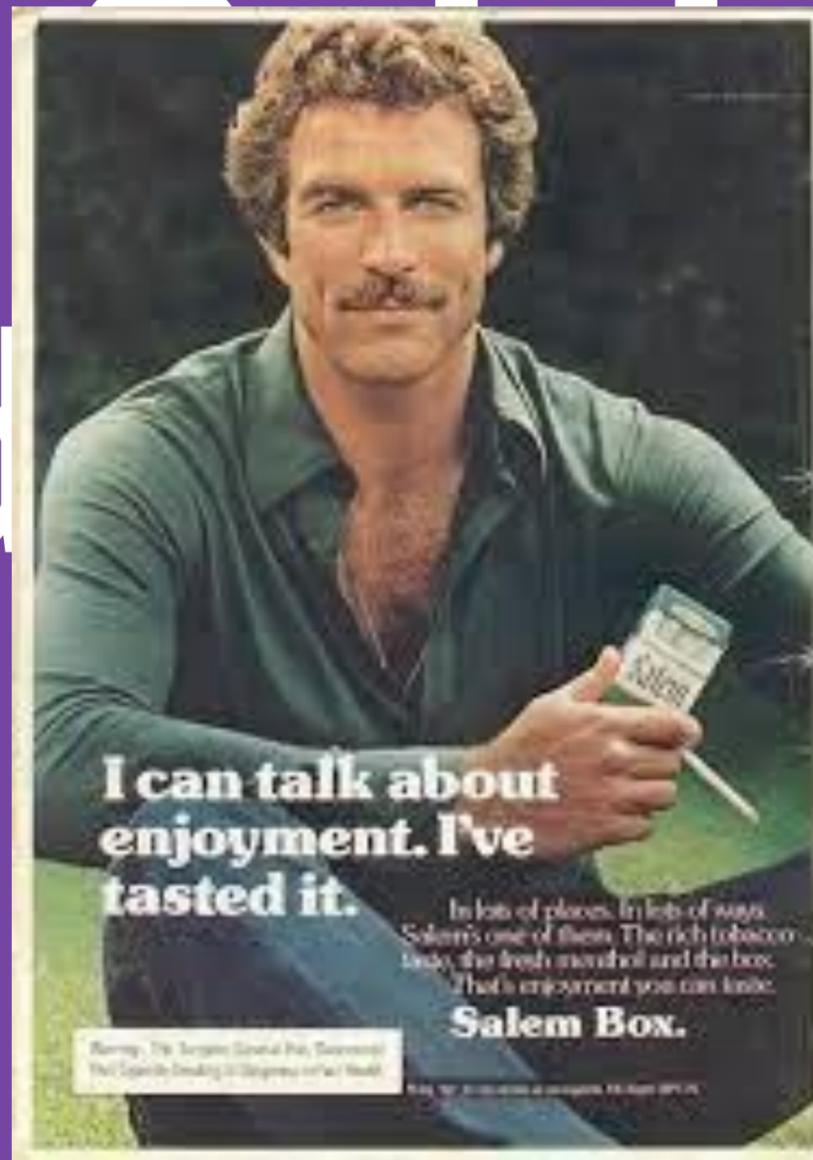
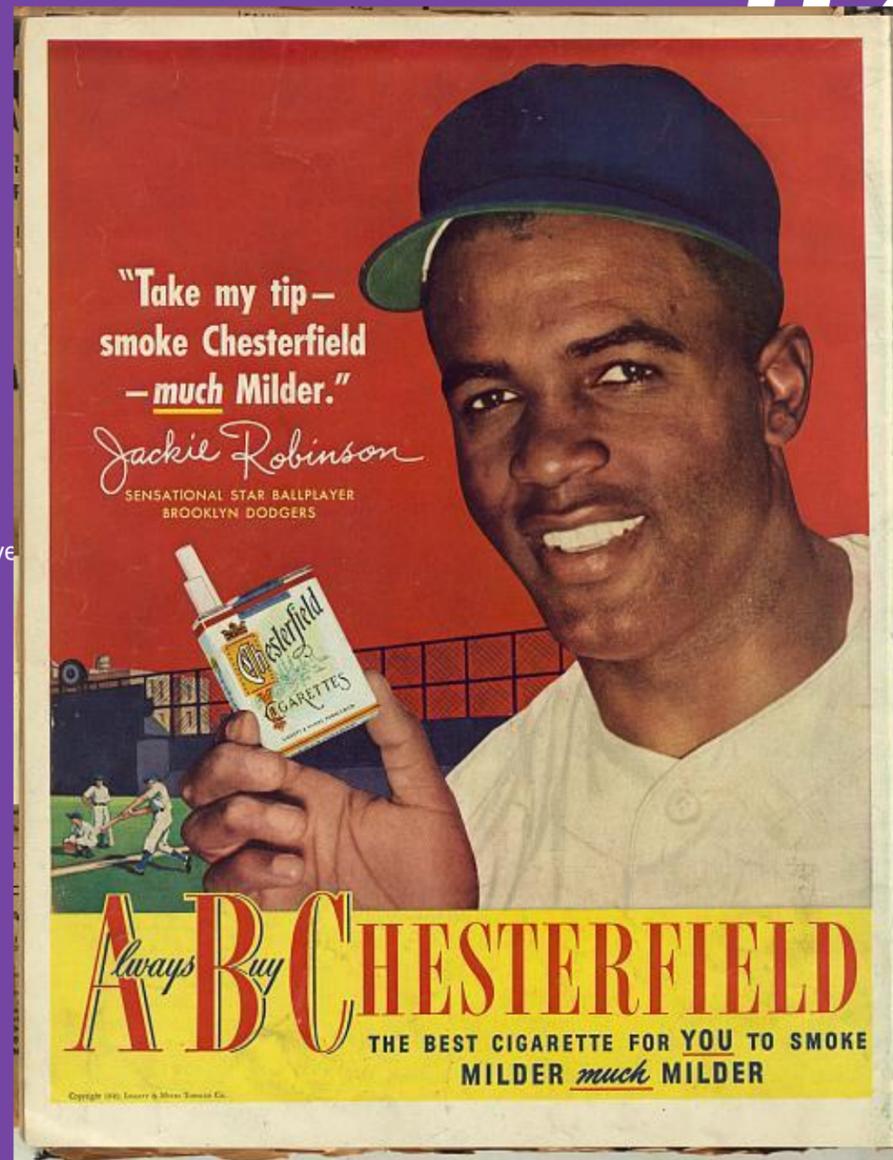
The taste of a Lucky spoils you for other cigarettes. "Taste is the reason I started smoking Luckies," says Frank, "and taste is the reason I'm still a Lucky man." How about you? Get the taste you'll stay with. Get the fine-tobacco taste of Lucky Strike.

Product of The American Tobacco Company — Tobacco is our middle name™

Crypto: invest

# Tobacco playbook:

# "20th Century and 21st Century Marketing and Advertising in the Tobacco Industry"



Crypto: inve



LADIES HOME JOURNAL April 1946

Happy Birthday Dad  
We Know Your  
**ABC's**

**A** ALWAYS Milder  
**B** BETTER TASTING  
**C** COOLER SMOKING  
*All the Benefits of Smoking Pleasure*

THE RIGHT COMBINATION OF THE  
WORLD'S BEST TOBACCOS *Properly Cured*

**ALWAYS BUY CHESTERFIELD**

Gee, Mommy  
you sure enjoy your  
**Marlboro**

Yes, you need  
never feel  
**over-smoked**  
... that's the  
Miracle of  
Marlboro!

**MARLBORO**  
CIGARETTES  
THE MESSIAH OF  
CIGARETTES  
PHILIP MORRIS & CO. INC.

YOUR CHOICE OF IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

THE SATURDAY EVENING POST

**YES SIR! HERE'S YOUR BABY!**

**KOOL**

15

SAVE 5¢ W. COUPONS FOR HANDSOME NEW PREMIUMS (offer good in U.S.A. only)

When a cigarette means a lot...

**get Lots More from L&M**

- more body in the blend
- more flavor in the smoke
- more taste through the filter

It's the rich-taste leaf that does it. L&M has more rich-taste leaf than any other mild-taste cigarette. And L&M's filter is the modern filter - all white - tooth and enamel - so only pure white touches your lips.

L&M's the filter cigarette for people who really like to smoke.

# CHOICE OF YOUNG AMERICA

Don't you want to try a cigarette with a record like this?  
*Produce of America... America's Favorite Brand*

**Chesterfield**  
REGULAR & KING-SIZE

- 1** Chesterfield Quality Milder. Seven chemical analyses give an index of good quality for the average's 10,000 mg. average brand.
- 2** No adverse effects to nose, throat and sinuses from smoking Chesterfield. Thousands upon thousands of smokers who have been giving a group of Chesterfield's resident regular smokers every six months for well over a year.
- 3** Knew with precision quality in both regular and King-size. Most smokers with an exceptionally good nose—and for your pocketbook, Chesterfield is a smoker's best cigarette buy.

**CHESTERFIELD**  
BEST FOR YOU

AND WITH THE FANS AT THE HOME GROUNDS OF THE RED SOX AND THE BRAVES CHESTERFIELD IS BY FAR THE LARGEST SELLING CIGARETTE

JIM BRITT—FAMOUS FOR HIS PLAY-BY-PLAY RADIO REPORTS OF THE BOSTON RED SOX AND BRAVES' GAMES

**A** ALWAYS Milder  
**B** BETTER TASTING  
**C** COOLER SMOKING  
All the Benefits of Smoking Pleasure

**ALWAYS BUY CHESTERFIELD**  
RIGHT COMBINATION WORLD'S BEST TOBACCOS - PROPERLY AGED

When he offers you a low tar cigarette, tell him you've got one of your own.

**VIRGINIA SLIMS**  
*Lights*

Only 9 mg tar

# Tobacco Playbook:

*Smith Girl Leads the Cheers (for Viceroy)...*

From *Smith Girl*, "The Girl of the Year"...

**VICEROY NOW BRINGS YOU**  
**Double the Filtering Action**  
 TO DOUBLE YOUR SMOKING PLEASURE

*New King-Size Filter Tip*  
**VICEROY**

**1. Double the Tip of Filter Action**  
 2. The King-Size Length

**ONLY A PENNY OR TWO MORE THAN CIGARETTES WITHOUT FILTERS**

**"My Throat Had to 'Take It' More Than My Chin"**

*"But Even After the Fight Scene in *'Bank of Oxford'*," says ROBERT TAYLOR, "I Still Found Laskies Easy On My Throat!"*

**WITH MEN WHO KNOW TOBACCO BEST**  
*It's Laskies 2-1!*

**Have You Heard The Chant of The Tobacco Auctioneer?**

*You've got what it takes.*  
**Salem Spirit**

*Share the spirit. Share the refreshment.*

**Salem Spirit 100's**

**Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.**



# Tobacco Industry Playbook: #4 Free giveaways



**CAMEL CASH**

**It Pays To Be Smooth**

If you're smooth enough to collect Camel Cash C-Notes, they'll pay off in Camel mugs, lighters, jackets, t-shirts and other stuff in our Limited Edition Catalog. Get C-Notes on all filtered packs. Get catalogs where you buy Camels. But get 'em now, 'cause this stuff is too smooth to last forever. C-Notes run out April, 1992.

Offer good while supplies last. Supplies are limited, so act quickly.

ULTRA LIGHTS HARD PACK: 6 mg. "tar", 0.5 mg. nicotine, ULTRA LIGHTS, ULTRA LIGHTS 100'S HARD PACK: 6 mg. "tar", 0.6 mg. nicotine, LIGHTS HARD PACK: 9 mg. "tar", 0.6 mg. nicotine, LIGHTS 100'S: 10 mg. "tar", 0.8 mg. nicotine, LIGHTS: 11 mg. "tar", 0.8 mg. nicotine, FILTERS: 14 mg. "tar", 1.0 mg. nicotine, FILTERS 100'S: 16 mg. "tar", 1.0 mg. nicotine, FILTERS HARD PACK: 17 mg. "tar", 1.2 mg. nicotine, REGULAR: 22 mg. "tar", 1.4 mg. nicotine, av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

© 1991 R.J. REYNOLDS TOBACCO CO.



## HAVE YOU SEEN THIS CAMEL?

No one knows where Joe Camel will show up next. Have you seen him lately? Lots of people have. But this smooth character doesn't stay in one place for too long. So we've created some souvenirs to commemorate these famous sightings.

*Another Joe Camel sighting reported in Los Angeles, CA, among other places.*

**09. POOL PLAYER CAP**  
"After a game of 8-ball with Joe, I realized he was a shark, not a camel." Ned L.  
Embroidered graphics. Solid twill. Adult size, fully adjustable. **35 C-NOTES**

**10. JOE POP-ART T-SHIRT**  
"I didn't know Joe was an artist. What subject could be smooth enough for him to paint?" Mary A.  
Camel logo on front pocket. Adult XL. **30 C-NOTES**

**11. JOE CAMEL WHITE TUX ZIPPO®**  
"My car lighter breaks down. Joe rides up. Gives me a light. Too smooth." John C.  
Genuine Zippo. Refillable. Limited edition full-color finish. **70 C-NOTES**

**12. POOL PLAYER WALL CLOCK**  
"Time flies when you hang out with Joe Camel." Bob Z.  
Quartz analog clock with unique, molded-plastic face and 3-dimensional balls, 10 1/2" diameter. 2-yr. limited warranty. One AA battery included. **200 C-NOTES**

**13. POOL PLAYER "ELBOW" MUG**  
"One night Joe & I got some black coffee—then shirk pool 'til 6 a.m." David S.  
Joe's elbow is also the handle of this unique mug. 14 oz. Heavy duty plastic. **35 C-NOTES**

**14. JOE CAMEL WHITE TUX WATCH**  
"Joe asked me if I had the time. I said no. He gave me his watch. What a guy!" Liz W.  
This quality timepiece features quartz analog display, double-stitched leather band and 3-yr. limited warranty. **100 C-NOTES**

**15. HOT TUB NOTEPAD**  
"Joe looked so smooth I had to take notes." Nick K.  
390 sheets of full-color printed paper on tear-off pad. 4" x 4" x 2". **15 C-NOTES**

**16. JOE CAMEL KEY CHAIN**  
"I was walking past valet parking when Joe pulled up. I pretended to work there just so I could park his bike." Tom N.  
Pewter cast medallion on leather strap. **15 C-NOTES**

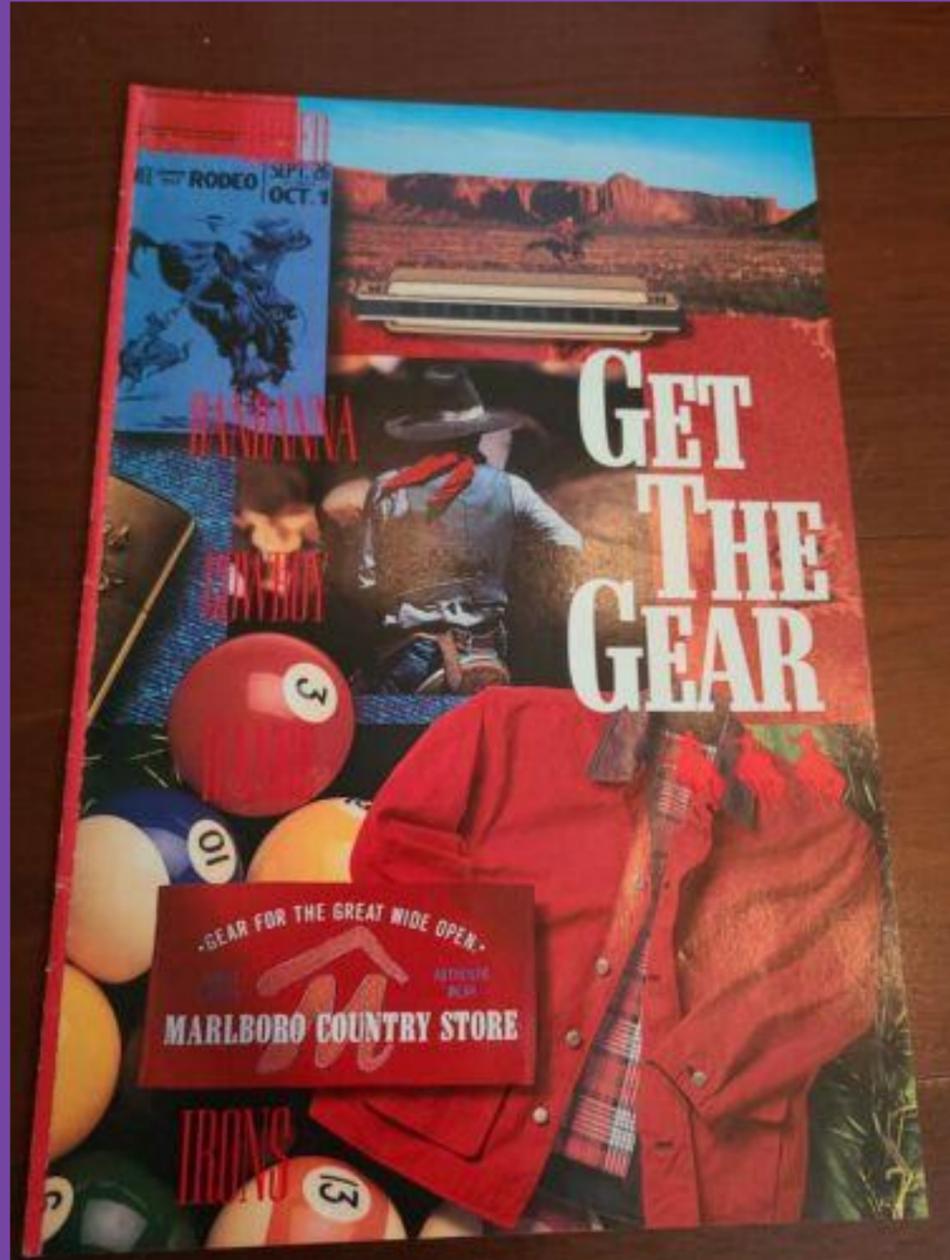
**17. POOL PLAYER ZIPPO® & TIN SET**  
"Joe lit my Camel once. I've been dreaming about it ever since." Rose E.  
Genuine Zippo. Comes in special collector's tin. Refillable. Limited edition full-color finish. Tin is 5 1/4" x 3 5/8" x 1 3/4". **90 C-NOTES**

**18. COLOSSAL CAMEL MATCHES**  
"I don't know how he did it. The place was packed but Joe lit everyone's cigarette." Ed J.  
15"-long matchbook. Truly one of a kind. Contains 240 matches. Perfect for when you're with a lot of smooth characters. **15 C-NOTES**

**SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.**

**Check it out! Smooth Stuff Inside.**

# Tobacco Industry Playbook: #4 Free giveaways



## GET THE GEAR

<p>THE COWBOY by Stearns® 1.5M MILES</p>	<p>CANVAS COAT 1.5M MILES</p>	<p>WESTERN RIM T-SHIRT 600 MILES</p>	<p>WOODEN BLOCK ASHTRAY 200 MILES</p>	<p>NEW MOON KEY RING FLASHLIGHT by Coleman® 100 MILES</p>	<p>TIME TRACKER by Swiss Army® 1.5M MILES</p>
<p>KICKIN' BACK DARTBOARD 2.4M MILES</p>	<p>TRAIL RIDER'S POUCH 200 MILES</p>	<p>HELL COUNTRY DAY PACK 500 MILES</p>	<p>TRAIL COOK'S IRON SKILLET by Lodge® 400 MILES</p>	<p>BUNKHOUSE BBQ TOOLS 600 MILES</p>	<p>BIG ROUNDUP SHIRT 400 MILES</p>
<p>TRAIL'S END TUB 700 MILES</p>	<p>CARGO POCKET SHORTS 400 MILES</p>	<p>FIRE STOKER TOOLS 500 MILES</p>	<p>FIRE STOKER LOG RACK 600 MILES</p>	<p>BLUES HARP by Hobart® 200 MILES</p>	<p>OUTPOST LANTERN by Dietz® 400 MILES</p>
<p>DELUXE OUTDOORSMAN TENT by Coleman® 1.5M MILES + 100</p>	<p>OUTFITTER'S CAMP TABLE 1.5M MILES + 100</p>	<p>OUTFITTER'S CAMP BENCH 800 MILES</p>	<p>WOMEN'S SUEDE SHIRT 1.5M MILES</p>	<p>MEN'S SUEDE SHIRT 1.5M MILES</p>	

15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.  
The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.







Crypto: invest





Crypt



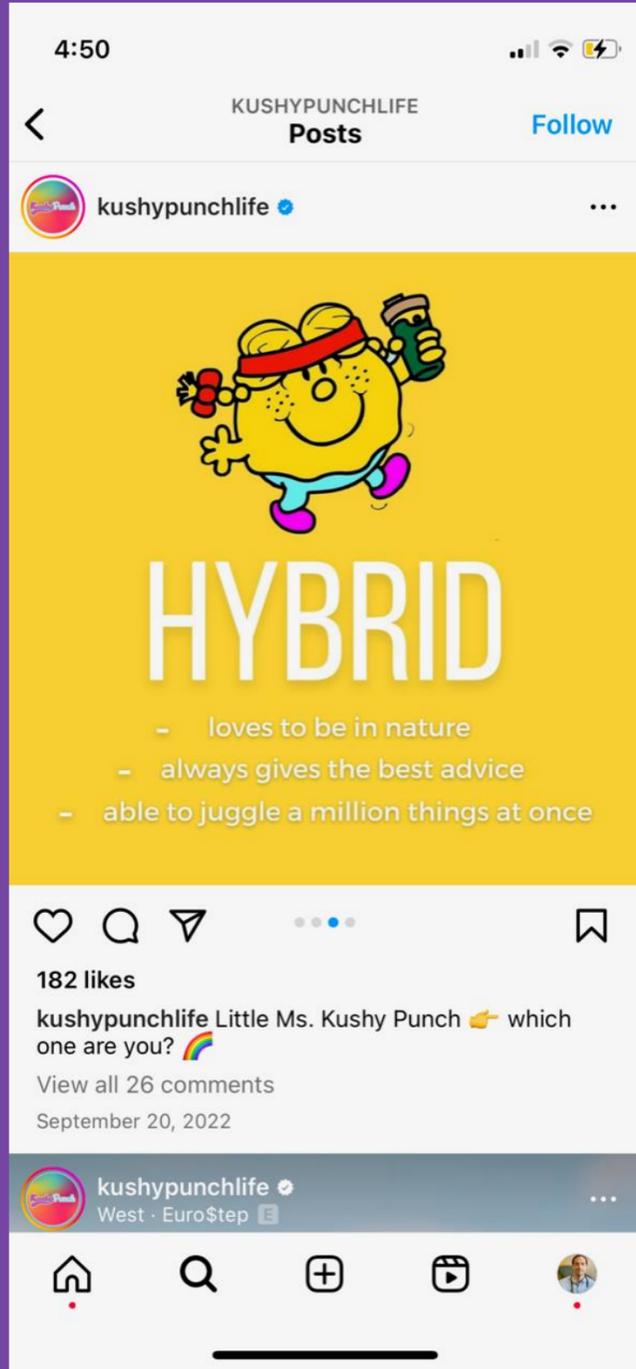
Crypto: investin

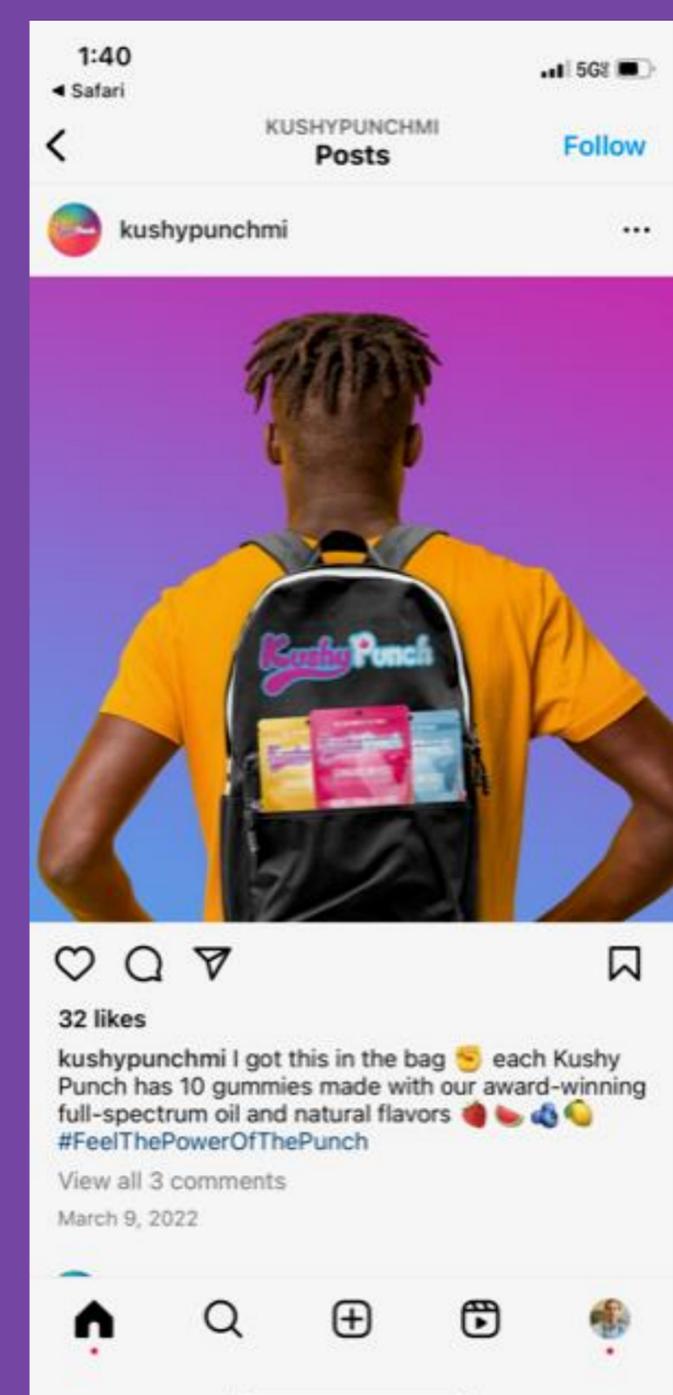
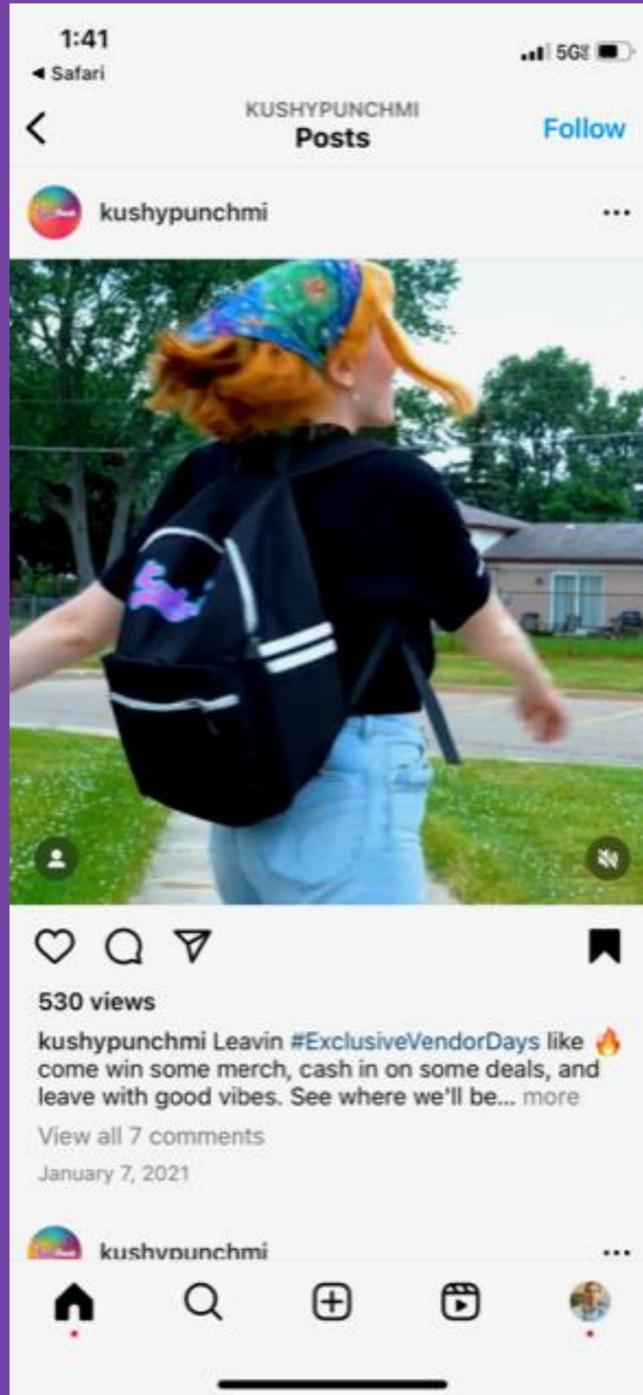


Snoop: "He's got a blossoming cannabis line called Khalifa Kush, which I use personally."

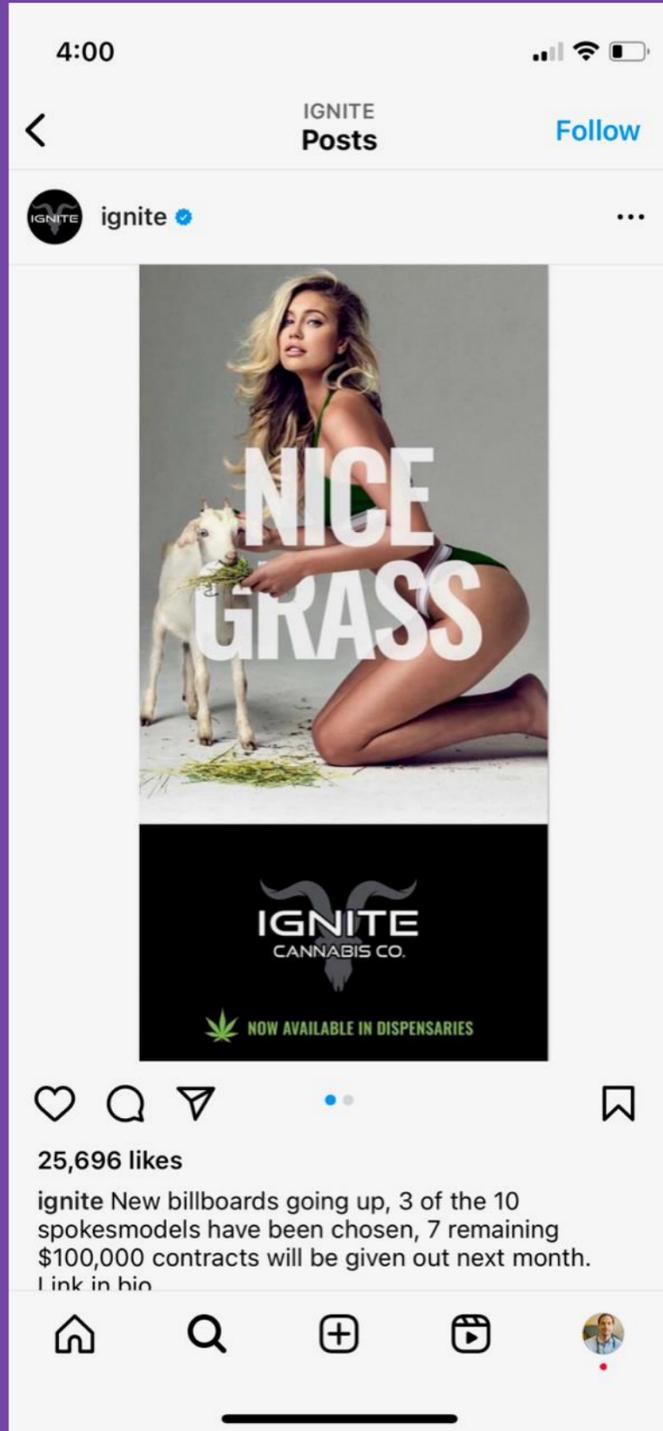




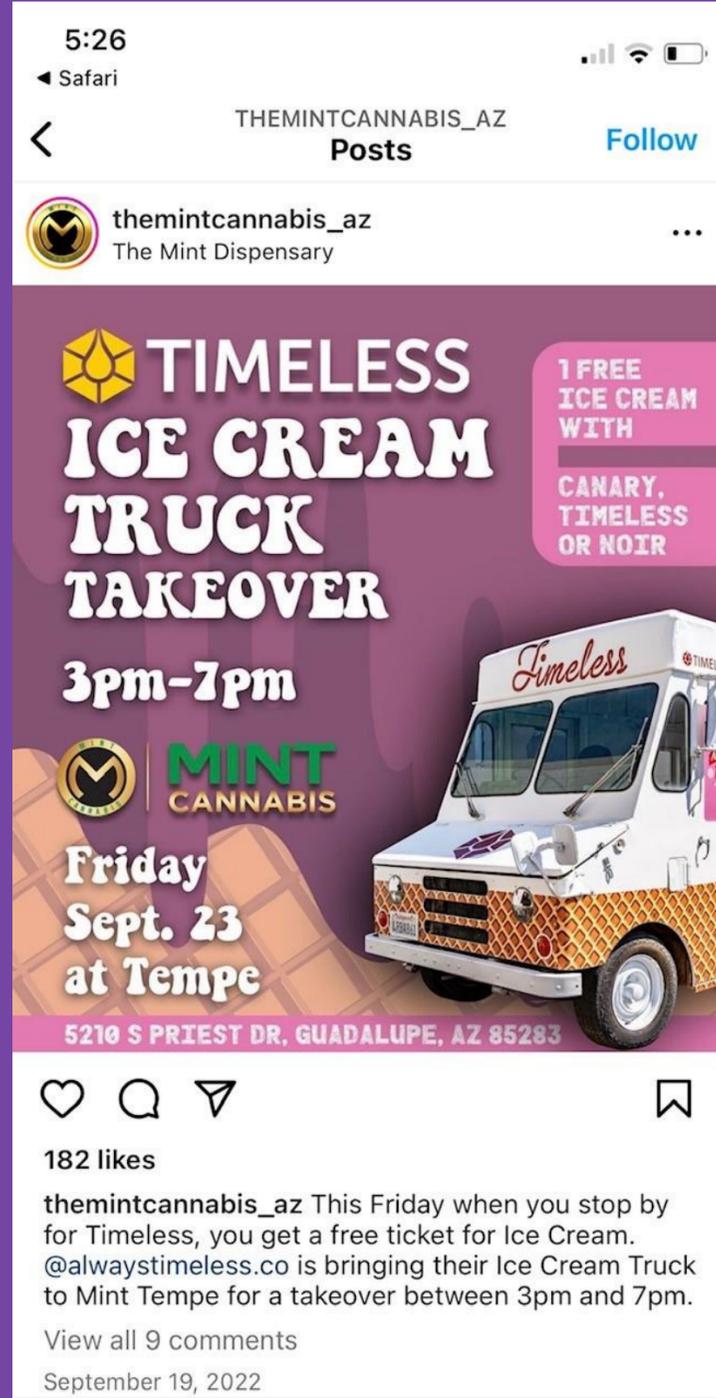








# Cannabis Playbook: #4 free Giveaways

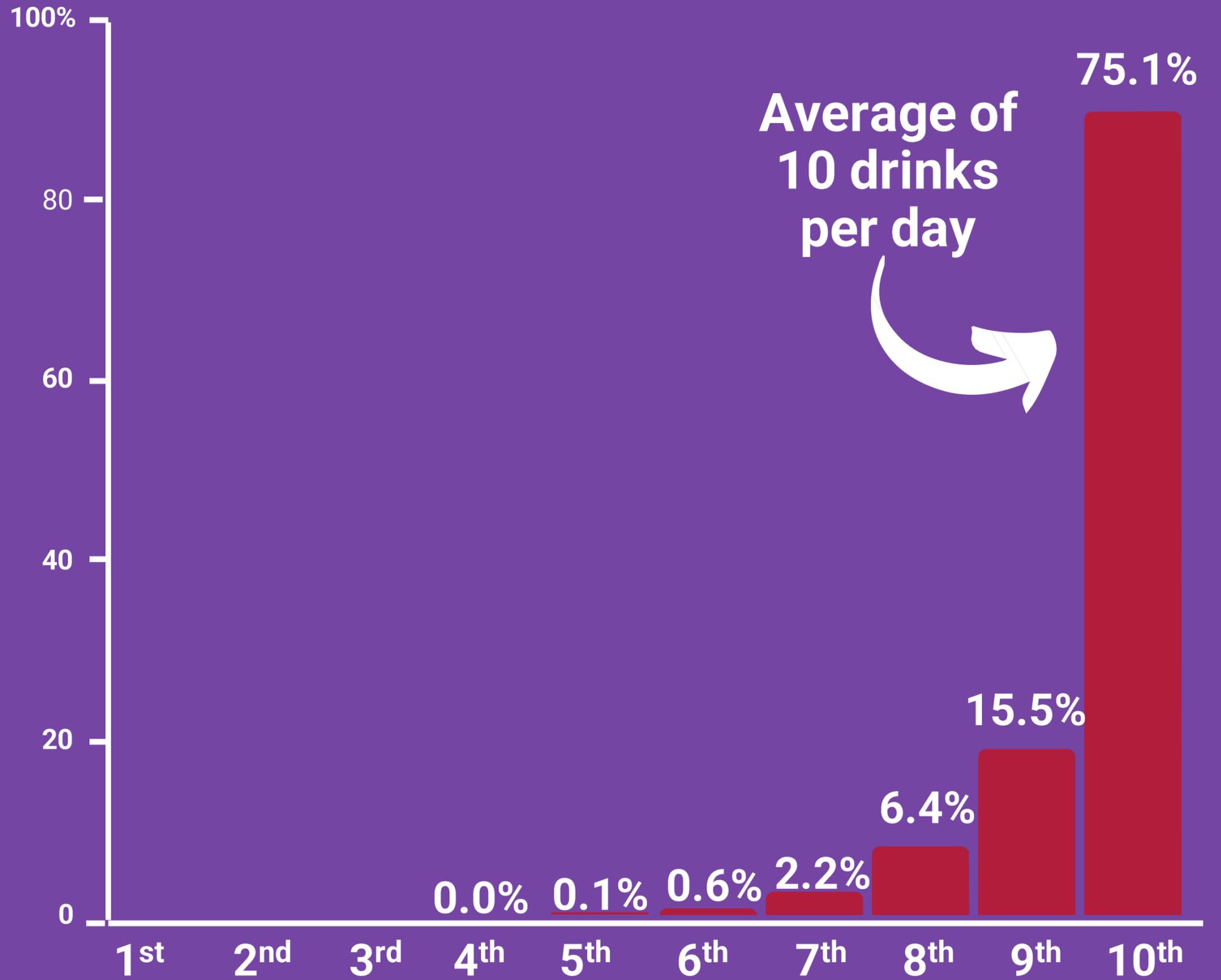


Crypto:

# Cannabis Playbook: #4 free Give aways

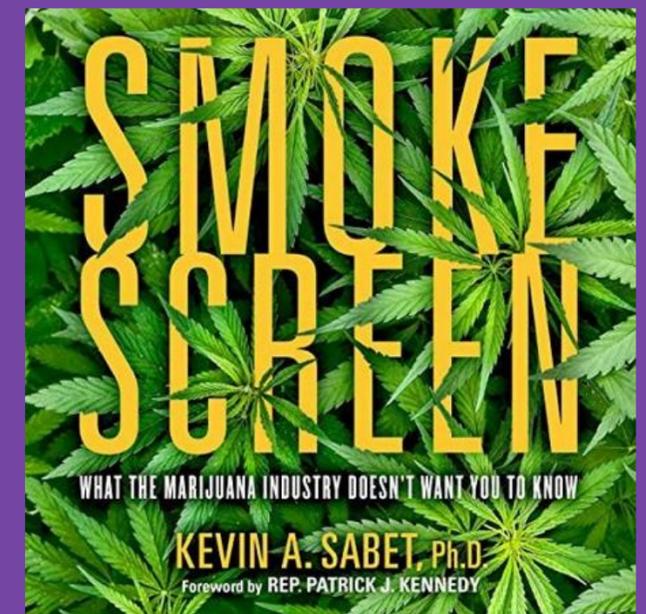


Top 10% of the population make up 75% of the Alcohol Industry's U.S. Sales



# Perpetuating Social Injustice

## Chapter 9



**67%**

of residents report  
smelling marijuana  
smoke in their homes

**60%**

of residents report  
smelling cigarette  
smoke in their homes

<https://nyuscholars.nyu.edu/en/publications/self-reported-secondhand-marijuana-smoke-shms-exposure-in-two-new>



**Pot arrest rates  
are still  
disproportionately  
biased against  
people of color**



**The racial disparity in marijuana-related arrests still exists in every state that has legalized or decriminalized marijuana.**

**Hispanic and Asian arrest rates have also increased within the same period.**

**Legalization  
has not  
addressed  
social  
injustices**

**4x**

**A Black person is almost 4x  
as likely to be arrested for  
marijuana possession than a  
white person**

**2x**

**In Colorado, the Black  
marijuana possession  
arrest rate is twice the  
white arrest rate**

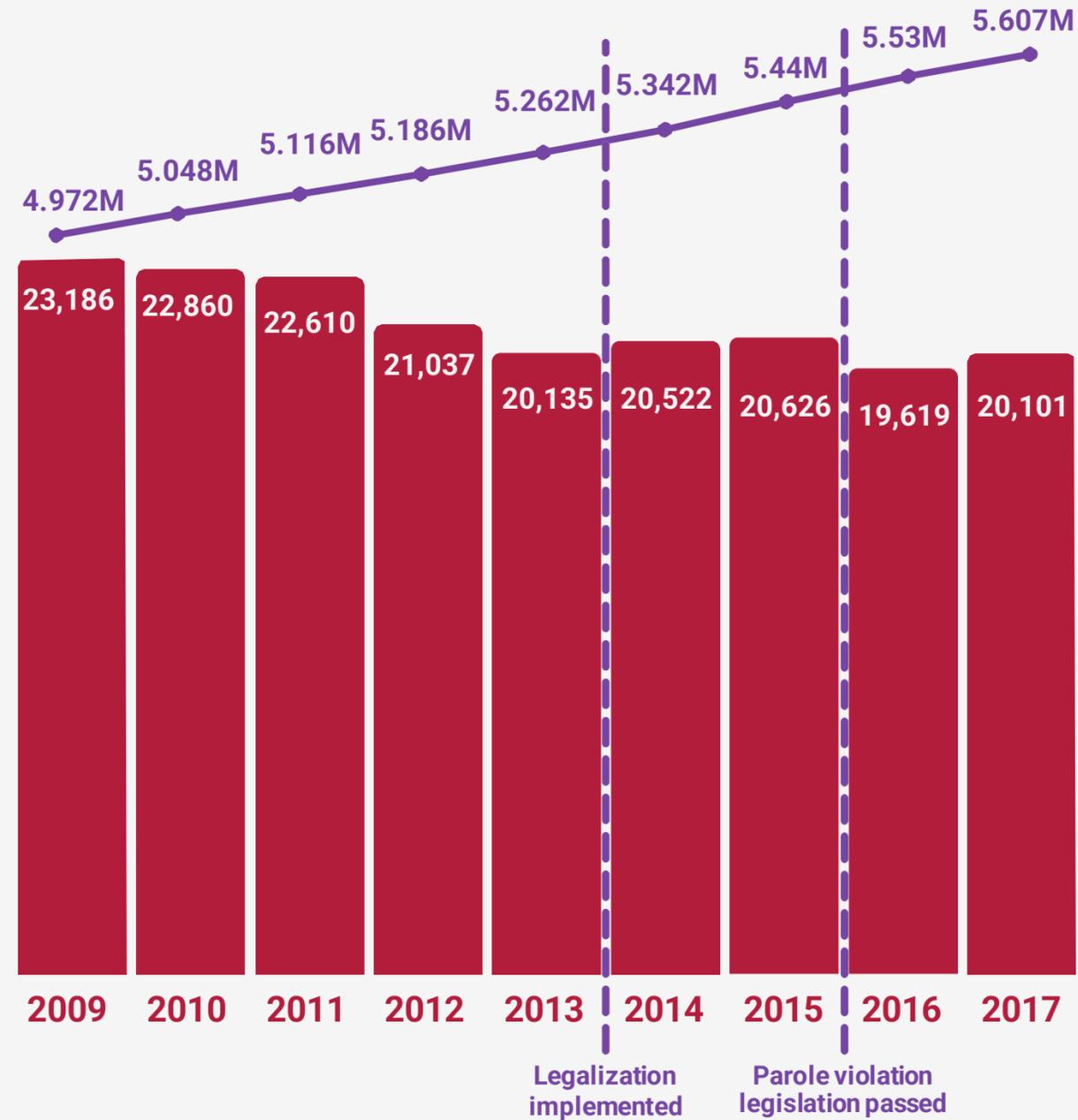
American Civil Liberties Union. (2020, April 20). A Tale of Two Countries: Racially Targeted Arrests in the Era of Marijuana Reform (Rep.). Retrieved April 9, 2021, from <https://www.aclu.org/report/tale-two-countries-racially-targeted-arrests-era-marijuana-reform>



Legalization  
has not  
reduced  
the prison  
population

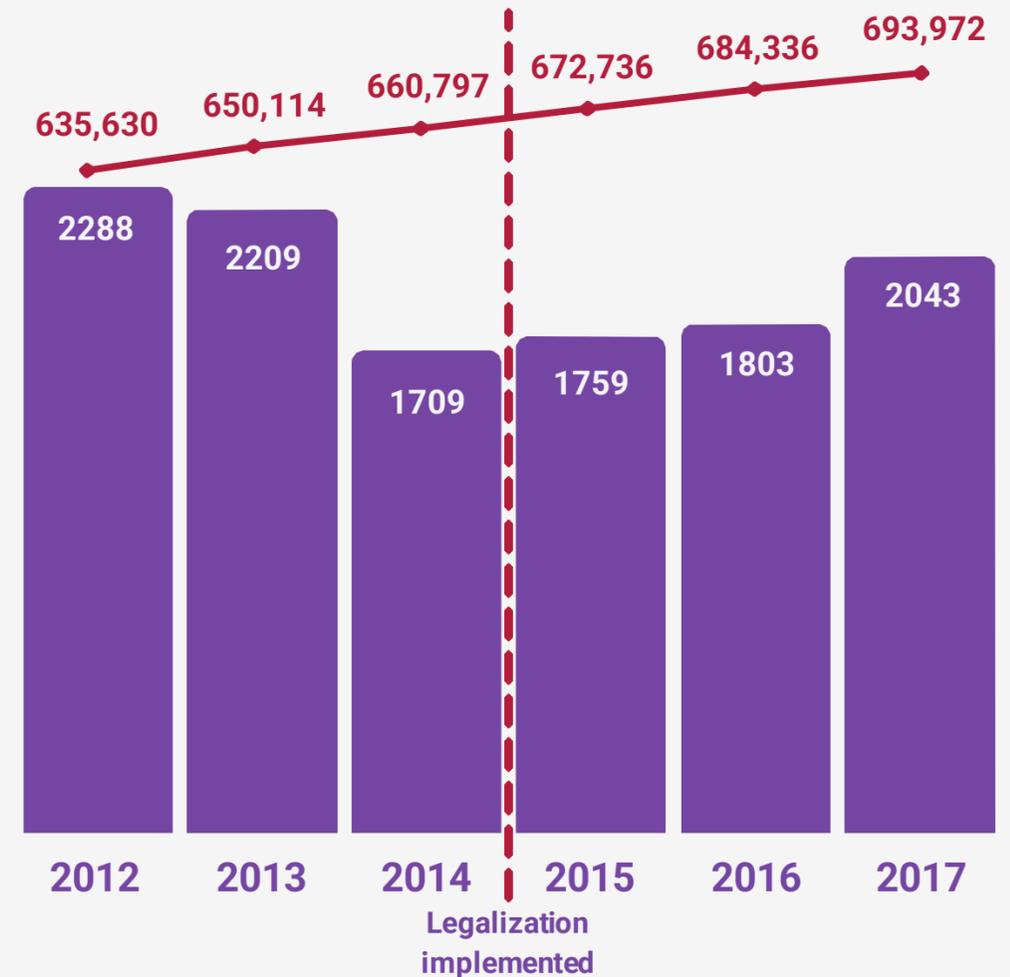


# Colorado



● State population  
■ Prison population

# District of Columbia



● District population  
■ Prison population

In Colorado, African-Americans were disproportionately arrested without a warrant or previous incident report in 2017.



26% ↑



Black on-view arrests were **21% more likely** than white on-view arrests in 2017



# OBSERVER

February 10, 2020

**Why Isn't Marijuana Legalization Doing Any Good for People of Color?**

# The Boston Globe

February 14, 2020

**A law said pot taxes should help communities harmed by the war on drugs. That hasn't happened**



June 8, 2020

**By the numbers: How legalized cannabis fails Black America**



January 30, 2020

**White Weed Entrepreneurs Are Gaming Programs Meant to Help People of Color**

# Black-Owned Pot Businesses Remain Rare Despite Diversity Efforts

[pewtrusts.org](https://pewtrusts.org)

January 15, 2021



**“We don’t have one  
successful social  
equity licensing  
program yet.”**

Bonita Money, founder and executive  
director of the National Diversity &  
Inclusion Cannabis Alliance

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco



Despite inclusion efforts, marijuana dispensary owners in Colorado are still predominately white and predominately male

2.9%

Black owned

7.7%

Latino/a owned

3.9%

Asian owned

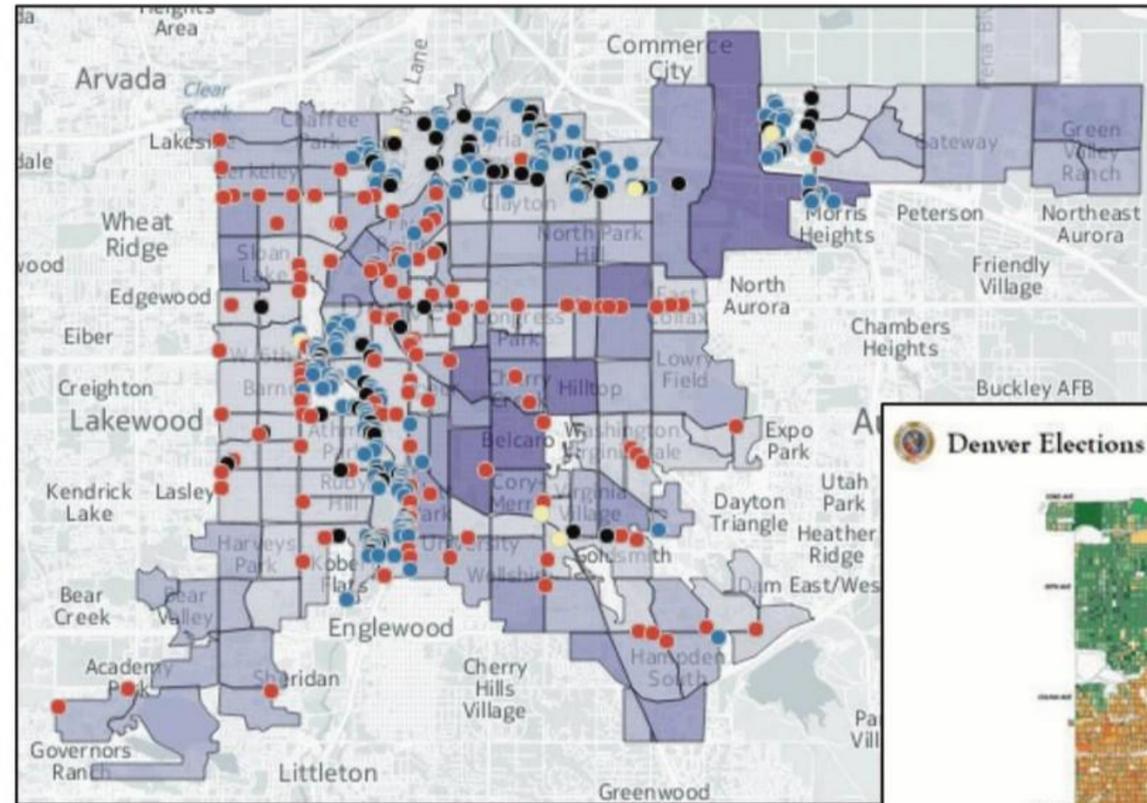
19%

Female owned

Colorado Marijuana Enforcement Division 2021 Licensee Demographic Study

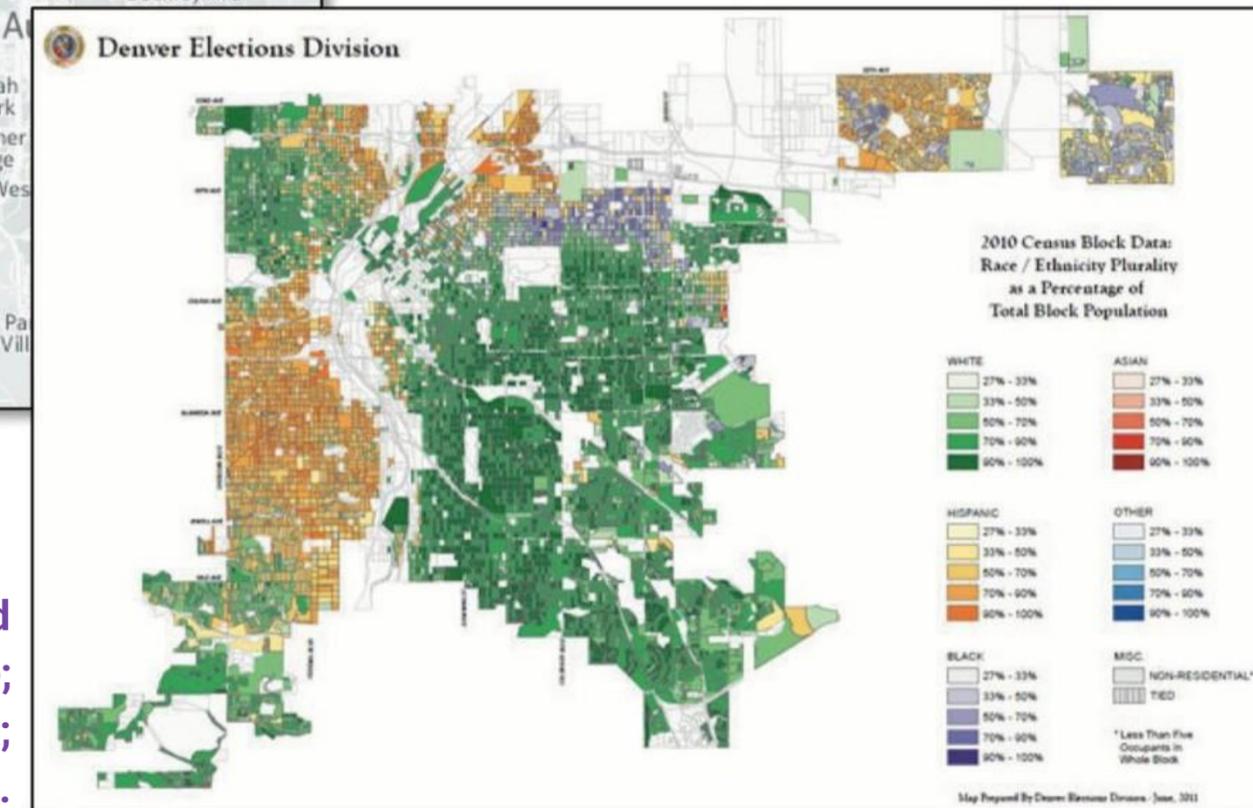


# Marijuana businesses in Denver are concentrated in communities of color



Locations of pot businesses. Dots represent businesses; neighborhoods shaded by income, lighter = lower-income.

Denver neighborhoods colored by race/ethnicity; green = White; orange = Latino; purple = Black; red = Asian; blue = Other.



**Illegally  
grown  
marijuana is  
often grown  
on public and  
tribal lands**

**30-40%**

**of trespass grows  
go undetected**

<https://www.cropproject.org/resources>

S

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco



**90%**

**of trespass grows in  
California are controlled  
by drug trafficking  
organizations**

**1 in 5**

**plants grown on  
trespass grows are  
eradicated**

<https://www.cropproject.org/resources>

S

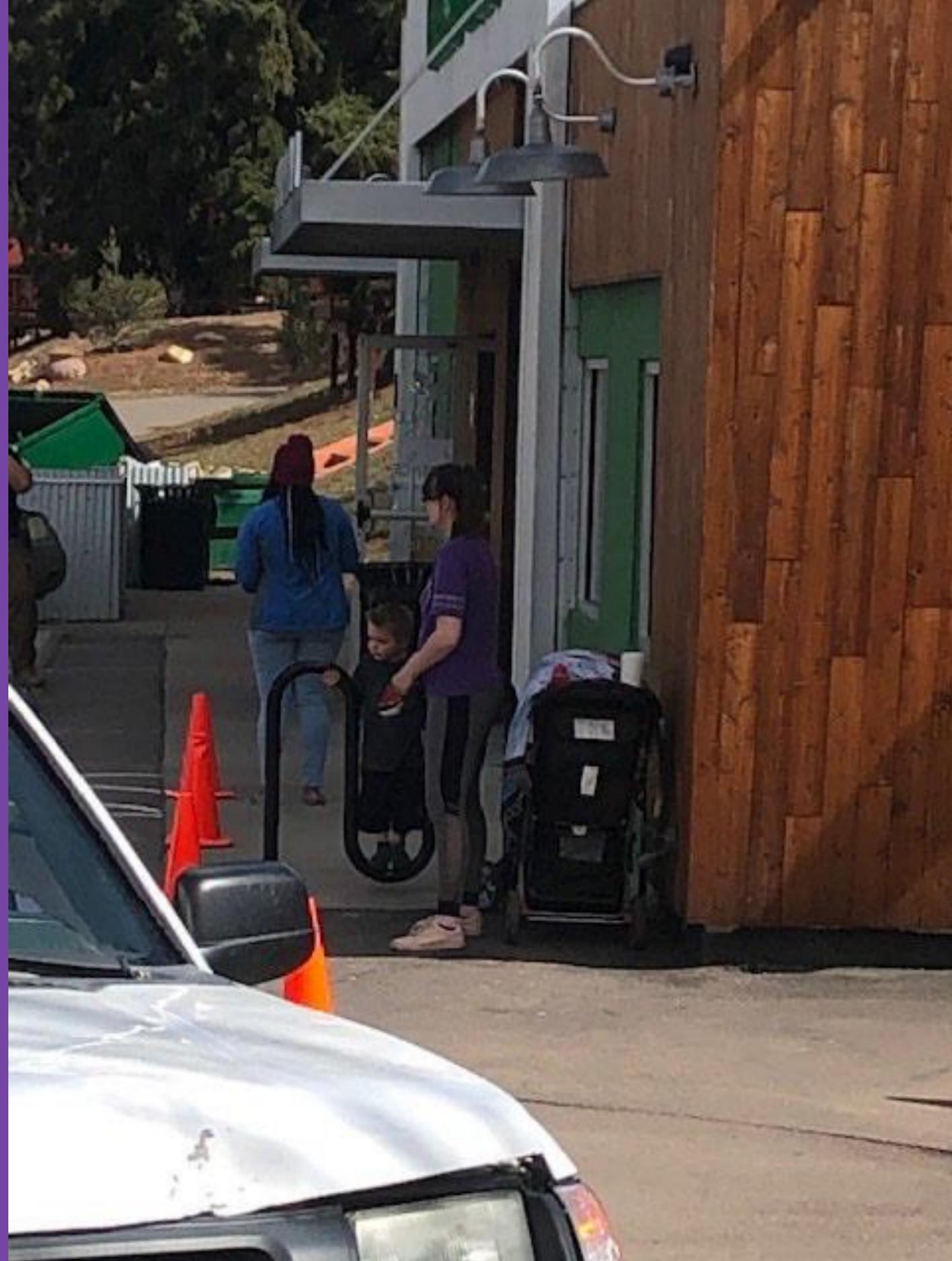
**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

WWW.LEARNABOUTSAM.ORG

# Lessons Learned in Colorado

Luke Niforatos  
Executive Vice President, SAM

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco







# 2021 & 2019 Colorado Health Department Reports

14.8% increase in youth under age 15 using marijuana over the past 2 years

23,009 homes with children are not storing marijuana products safely.

400% increase in marijuana poisonings of children 0-9 years of age

Marijuana vaping and dabbing up 40+% among youth

32,800 homes where children 1-14 years of age are exposed to second-hand marijuana smoke.

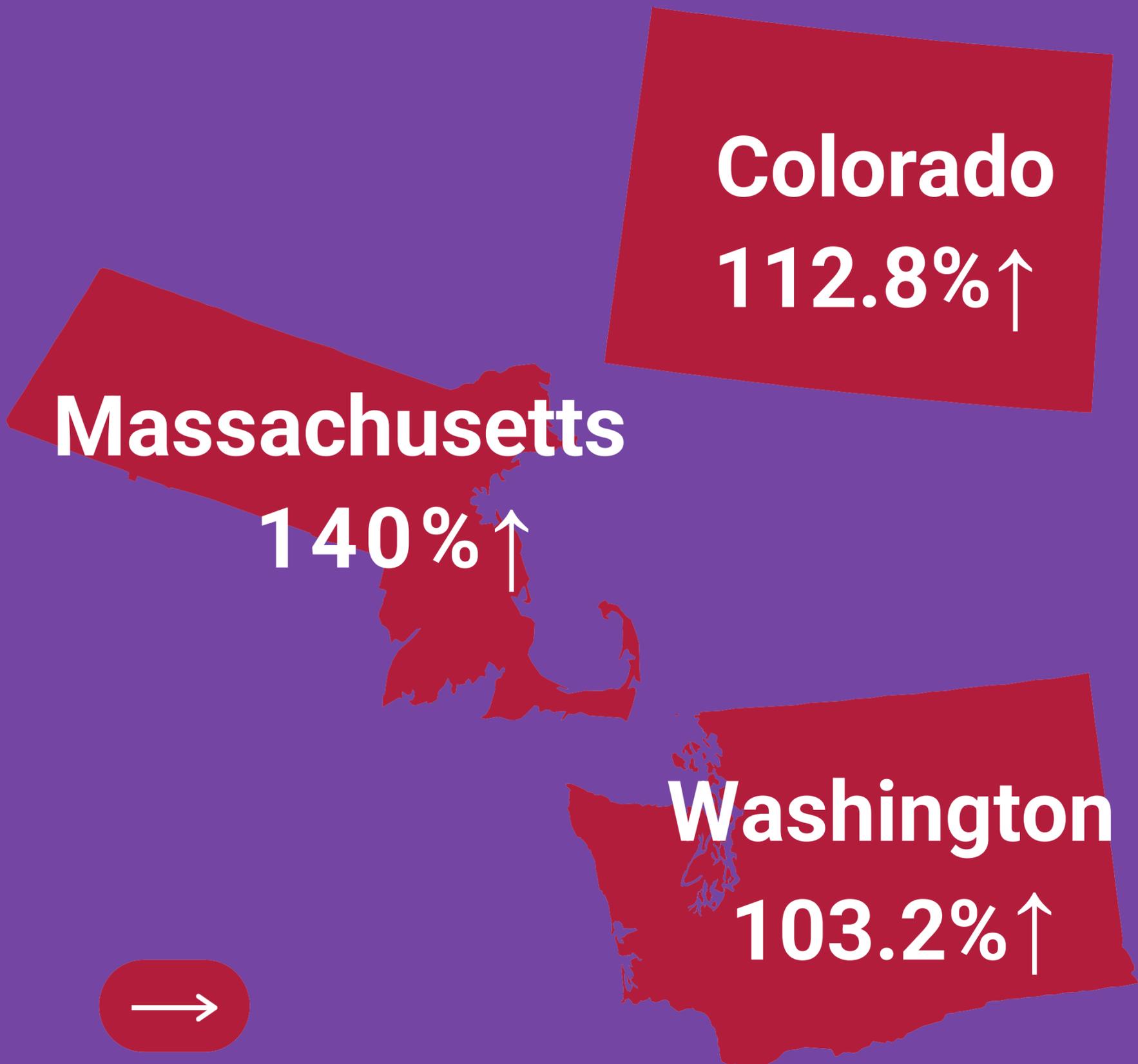
**Marijuana  
related  
hospitalizations  
have increased  
since  
legalization**

**Colorado**

**101%**

**Alaska**

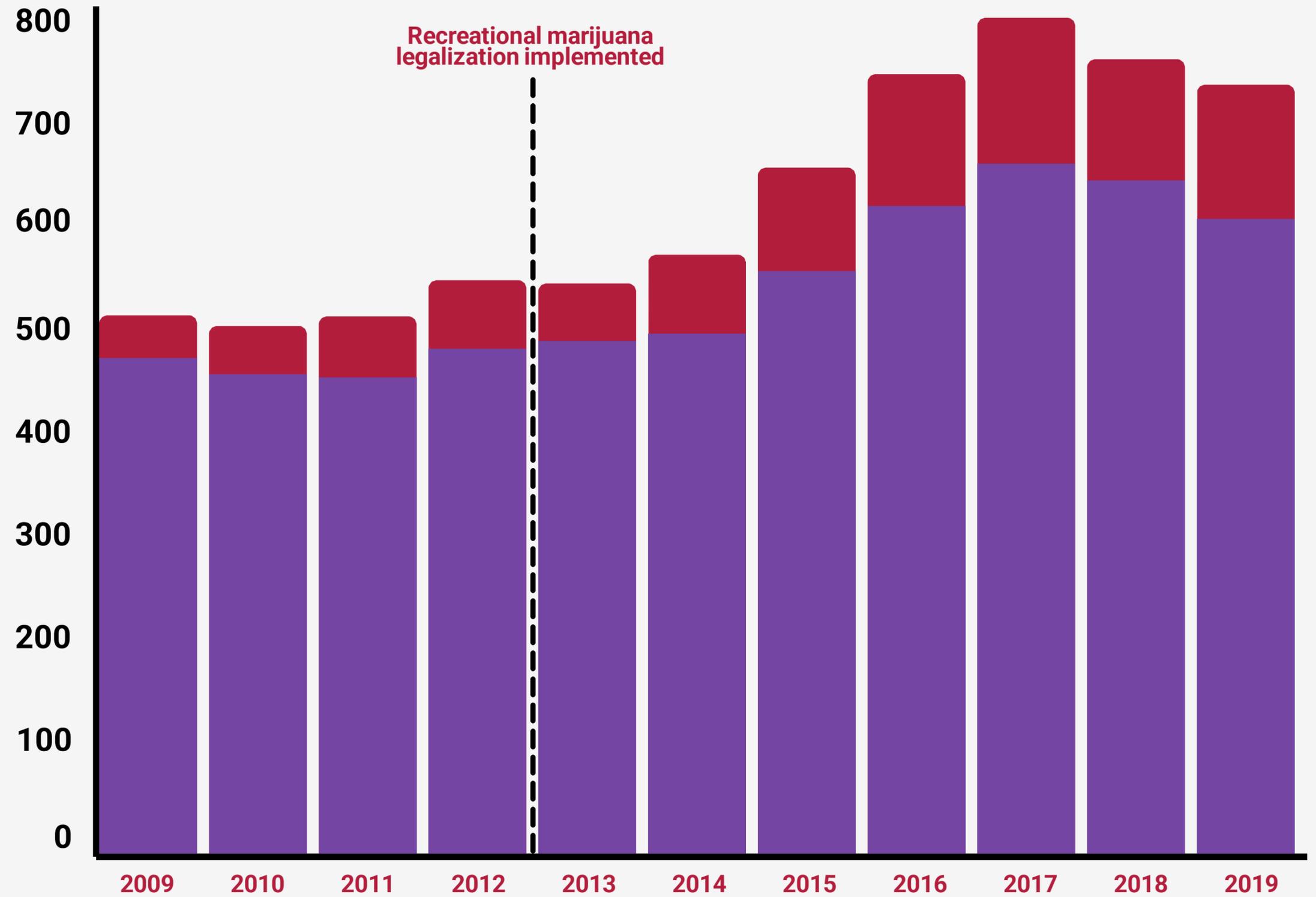
**45%**



**Calls to poison control for marijuana exposures in Colorado, Massachusetts, and Washington more than doubled after legalization.**

Rocky Mountain HIDTA, 2019; Whitehill et. al., 2019; Washington Poison Center, 2018

# Colorado Traffic Fatalities where the Driver Tested Positive for Marijuana



■ Traffic Fatalities  
■ Traffic Fatalities, Driver Tested Positive for Marijuana

Colorado Department of Transportation, 2020

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

# Marijuana Workplace Positivity

**Massachusetts**  
113% ↑ since  
2016

**Oregon**  
136% ↑  
since 2014

**Michigan**  
44% ↑  
since 2017

**California**  
45% ↑  
since  
2016

**Nevada**  
142% ↑  
since  
2016

**Washington**  
86.3% ↑  
since 2014

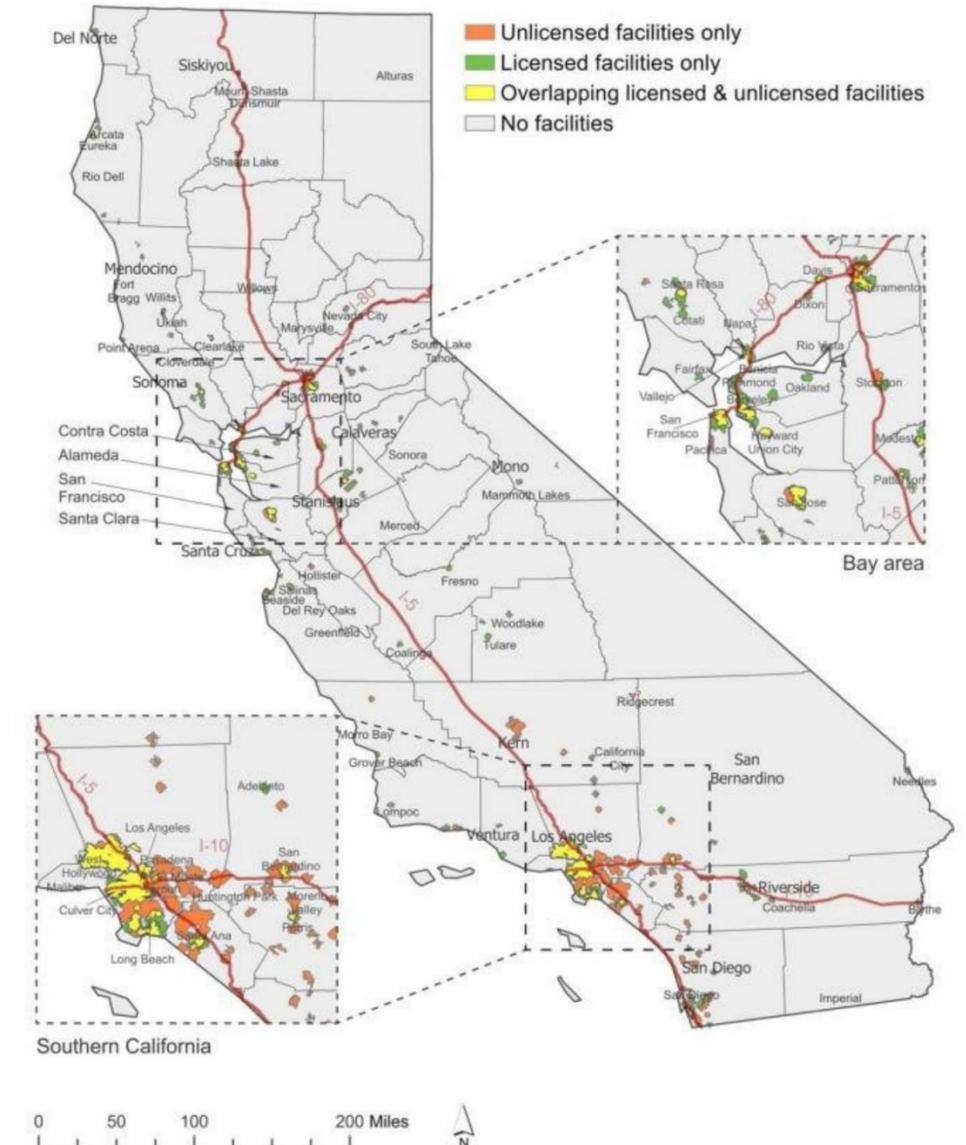
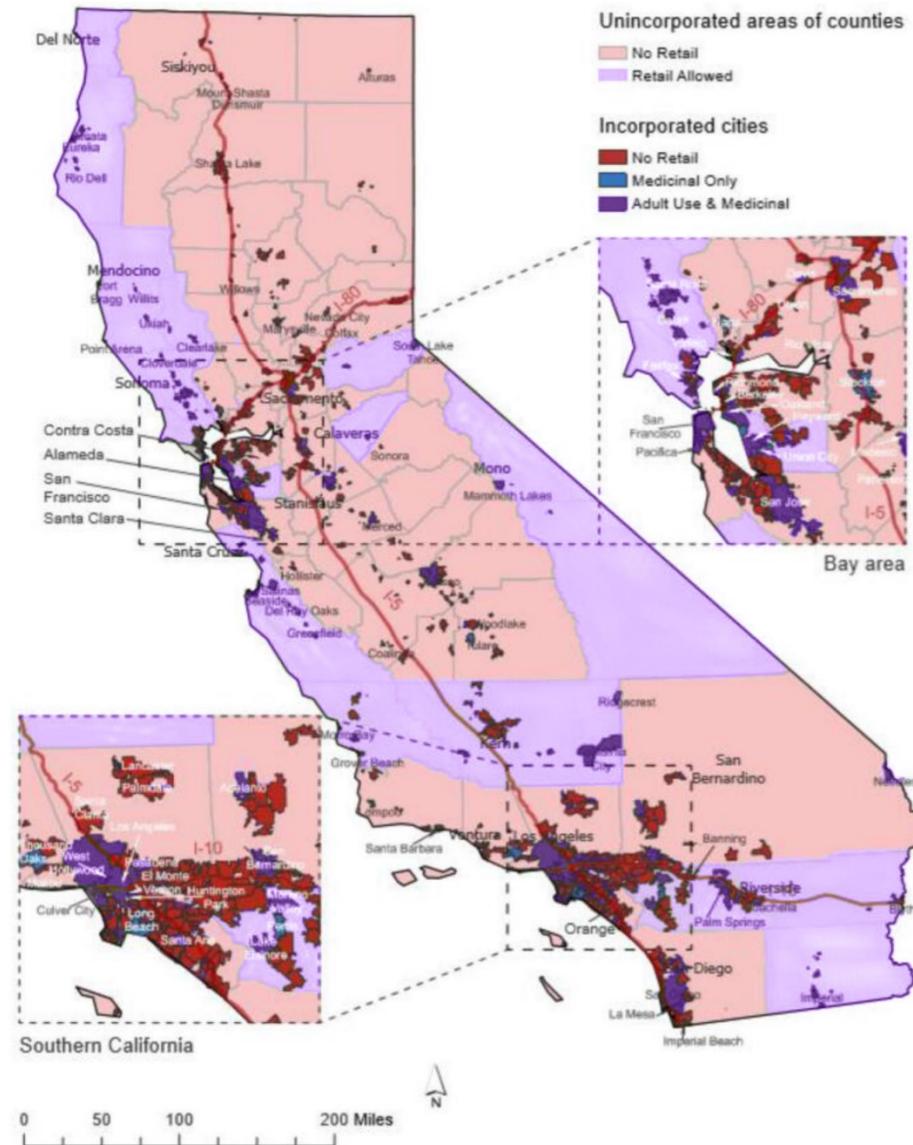
**Colorado**  
63% ↑  
since 2013



# Density of marijuana stores in areas of low income and communities of color in California



Minority populations in California are disproportionately exposed to both **licensed** and **unlicensed** marijuana stores



<https://pubmed.ncbi.nlm.nih.gov/32714779/>

Despite  
legalization,  
the illicit  
THC  
market has  
grown



The New York Times

April 27, 2019

"Getting worse,  
not better"

Illegal Pot Market Booming in  
California Despite Legalization

Photo: NBC News

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

# Cartels are diversified businesses

“Drug cartels” are diversified enterprises that include mining and pirated goods

Marijuana accounts for only 15-25% of revenues of drug trafficking groups

More money is found in other businesses, including legal ones, than in selling marijuana

Estimates indicate up to 50% of Zeta activities related to cigarette smuggling

In 2014, iron mining was the #1 source of revenue for the former Knights Templar cartel

# Legalization is Unlikely to Diminish the Power of Drug Cartels and the Illicit Market



Source: Kilmer, B., et al., 2010; USA Today (Mar. 17, 2014; Zinsmeister, J., 2015; Center for Public Integrity, 2009

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco



minimum production

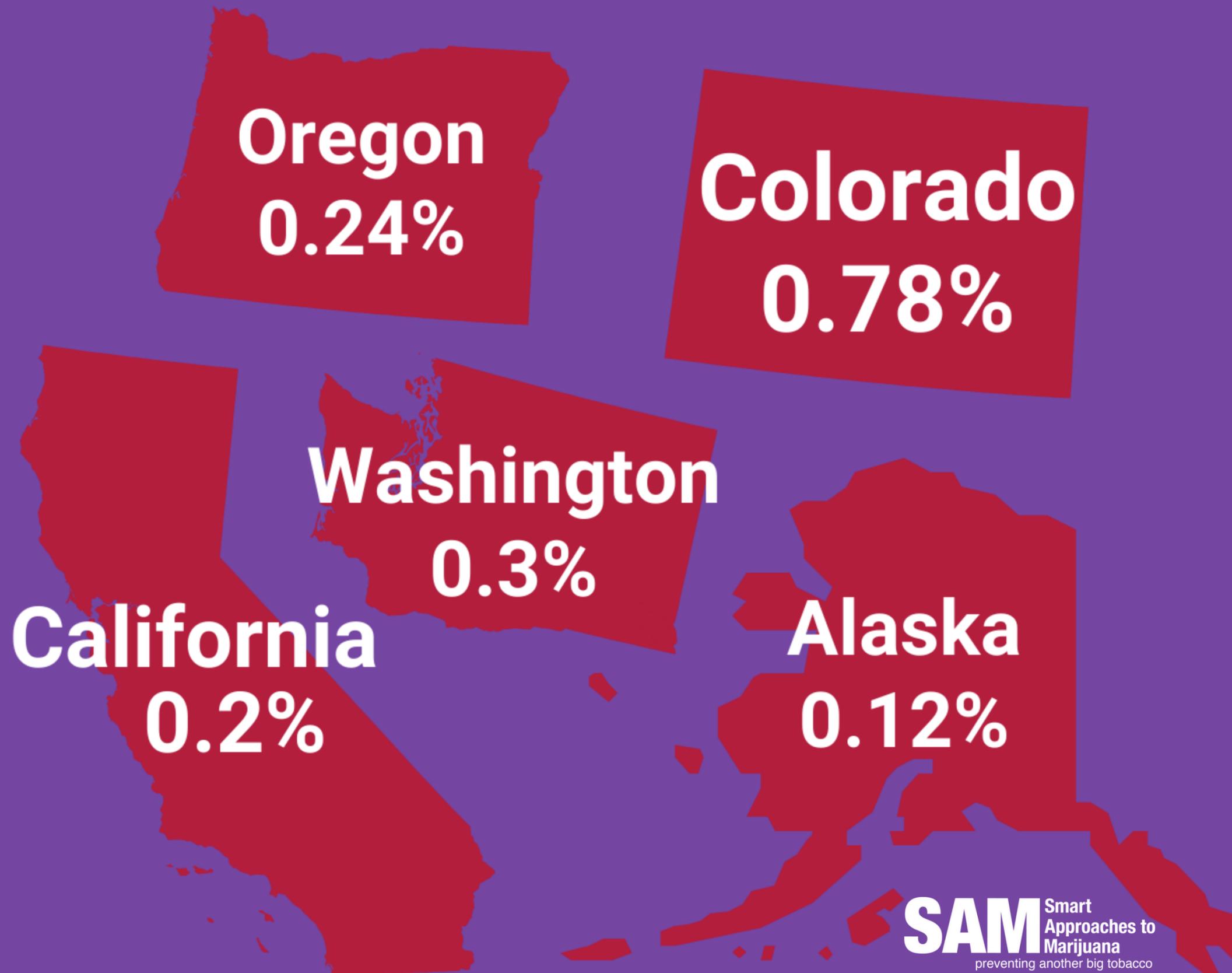
maximum production

 = 10,000 kg

Source: Oregon State Police

**Just 18 to 30  
Percent of  
Oregon's  
Marijuana is  
Sold Legally**

# Marijuana Taxes as a Percent of State Budgets



## **"Marijuana Tourism and Emergency Department Visits in Colorado"** **New England Journal of Medicine, 2016**

- Rate of ED visits possibly related to cannabis use among out-of-state residents doubled from 85 per 10,000 visits in 2013 to 168 per 10,000 visits in 2014, which was the first year of retail marijuana sales

- ED visits related to cannabis use appear to be increasing more rapidly among out-of-state residents than among Colorado residents

<https://www.nejm.org/doi/10.1056/NEJMc1515009>

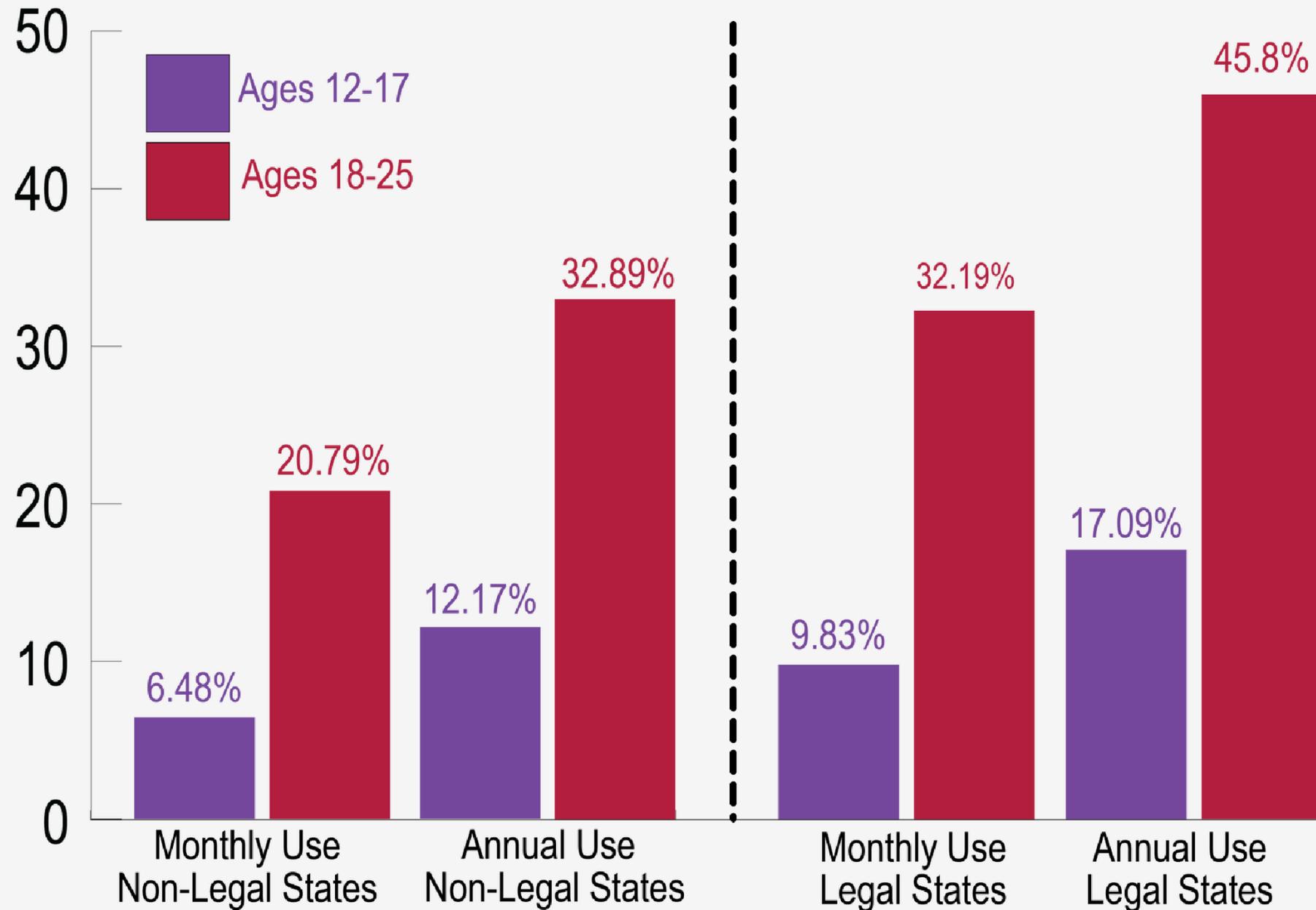
**"Cannabis Tourism  
and the Community:  
Resident Attitudes  
in Humboldt  
County, California"  
Humboldt State  
University Survey**

When asked whether "Some family-oriented travelers will not visit due to cannabis tourism," 50.0% of residents agreed or strongly agreed, compared to 26.7% that disagreed or strongly disagreed

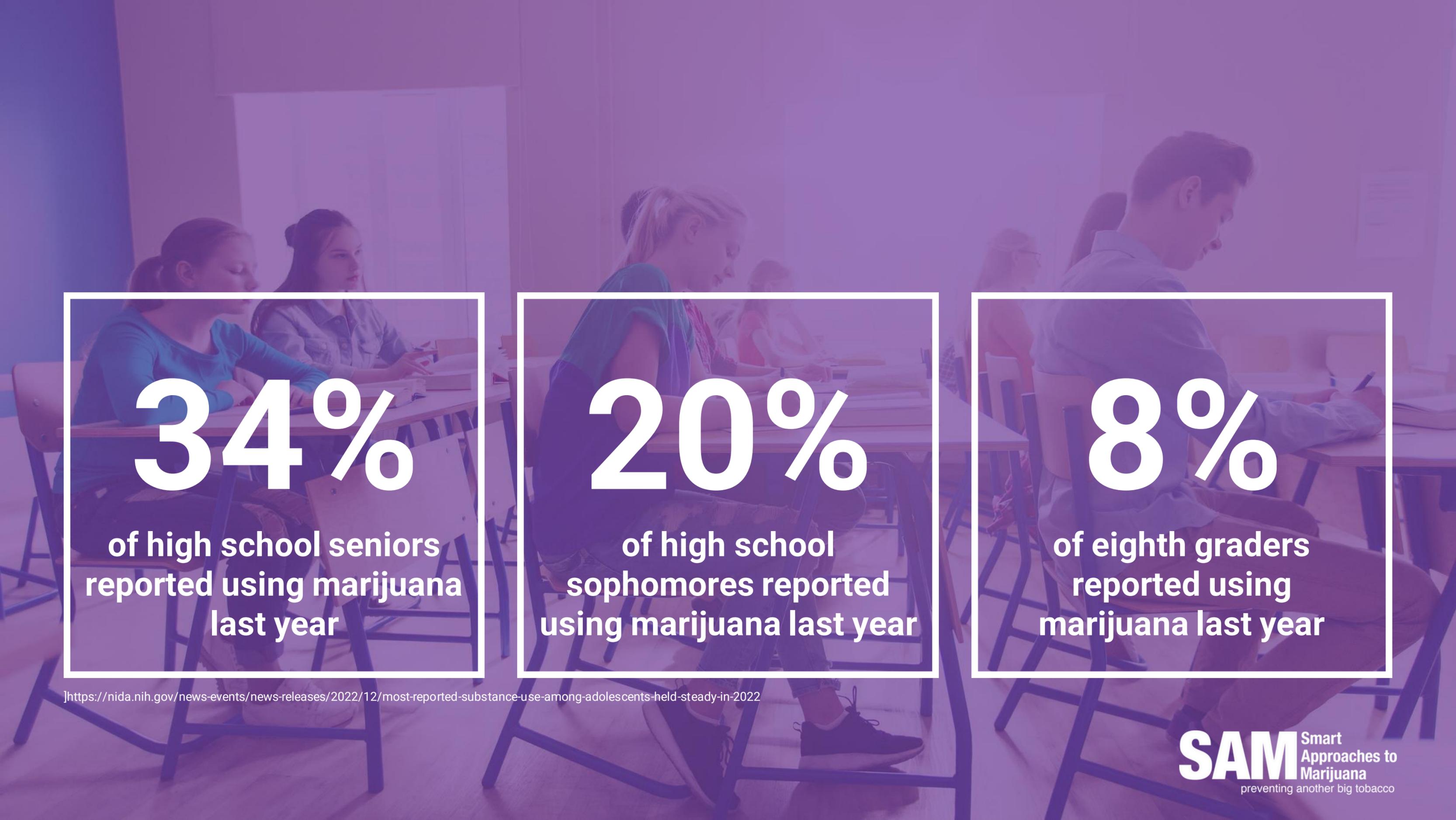
Only 29.9% of residents agreed or strongly agreed that "The image of my community will be positively affected by cannabis tourism"

<https://digitalcommons.humboldt.edu/cgi/viewcontent.cgi?article=1097&context=ideafest>

# NSDUH State Estimates, 2020



Past-Month and Past-Year Youth Use in “Legal” States Outpaces Such Use in Non-Legal States



**34%**

of high school seniors  
reported using marijuana  
last year

**20%**

of high school  
sophomores reported  
using marijuana last year

**8%**

of eighth graders  
reported using  
marijuana last year

[\]https://nida.nih.gov/news-events/news-releases/2022/12/most-reported-substance-use-among-adolescents-held-steady-in-2022](https://nida.nih.gov/news-events/news-releases/2022/12/most-reported-substance-use-among-adolescents-held-steady-in-2022)

**30%**

of marijuana users have some form of marijuana use disorder

**7X**

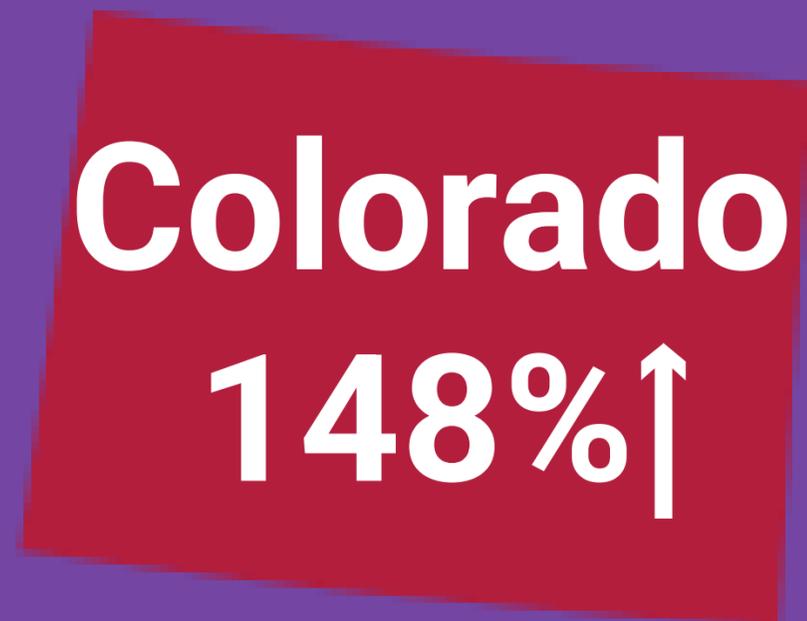
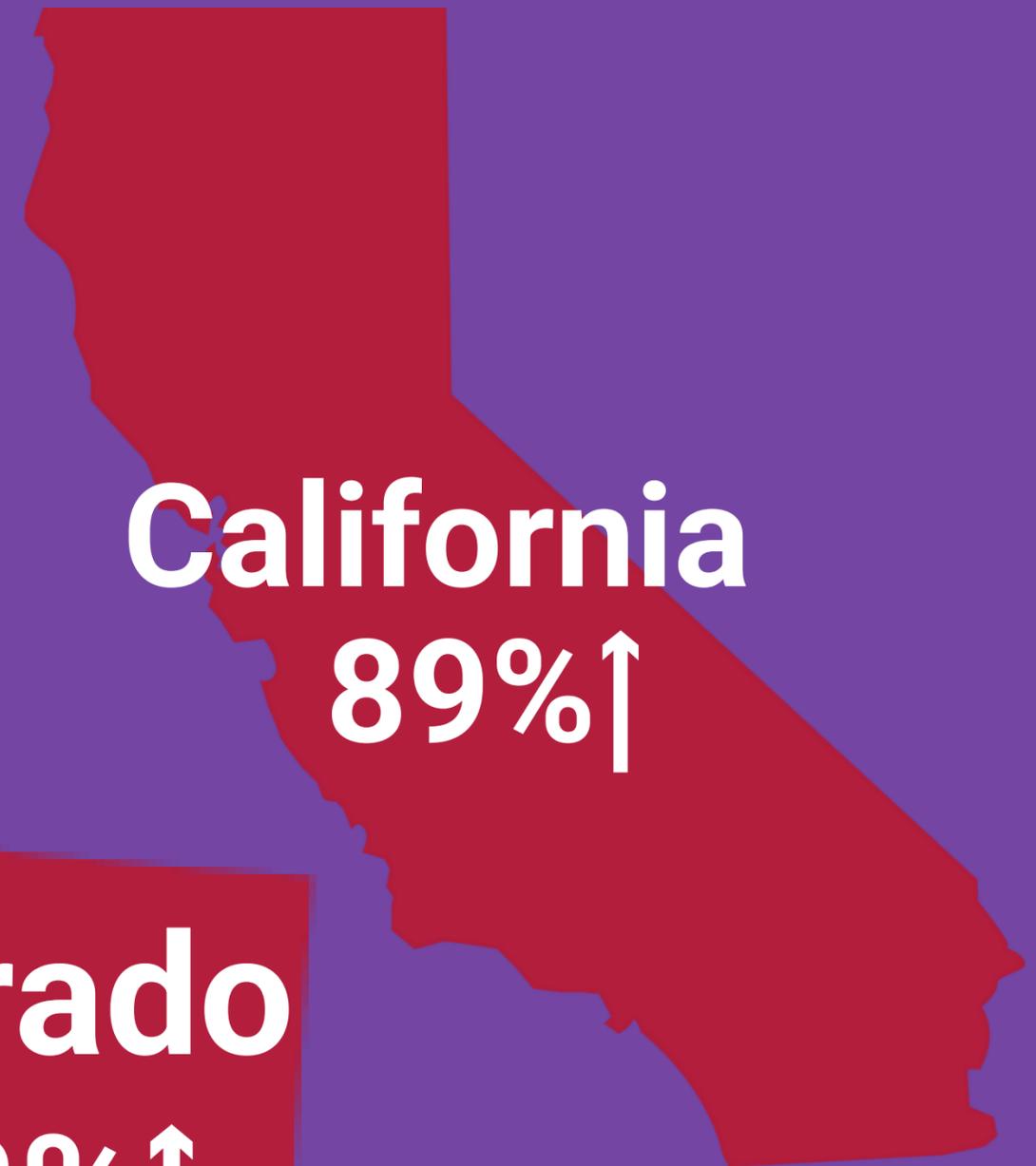
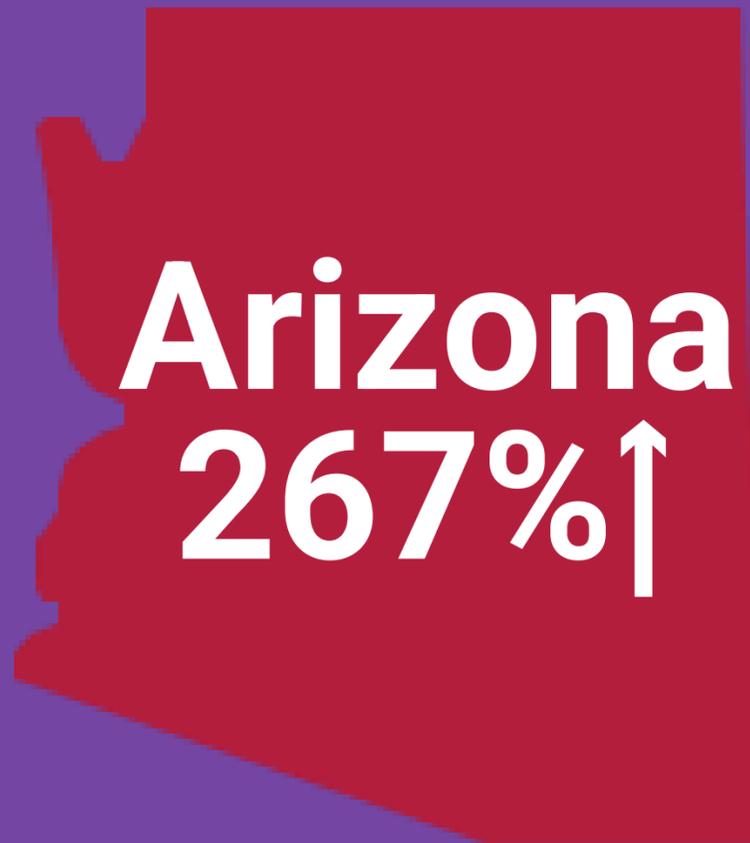
use before the age of 18 increases the likelihood of CUD seven times

**25%**

legalization is associated with a 25% increase in cannabis use disorder among 12-17 year olds

National Institute on Drug Abuse, 2021

**Marijuana  
related  
hospitalizations  
and ER visits  
have increased  
since  
legalization**

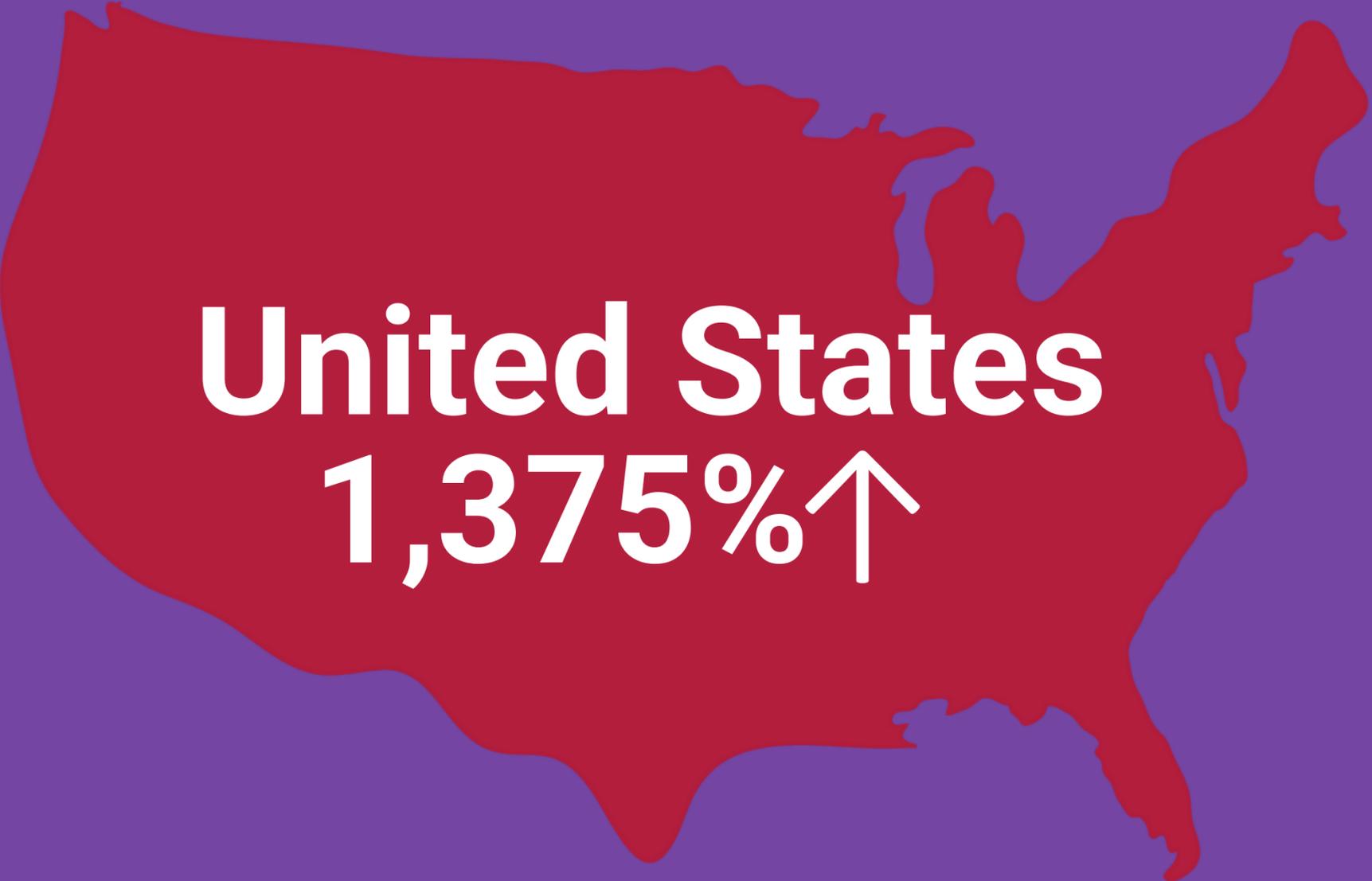


**Marijuana  
users are**

**25%**

**more likely to need  
emergency care and  
hospitalization**

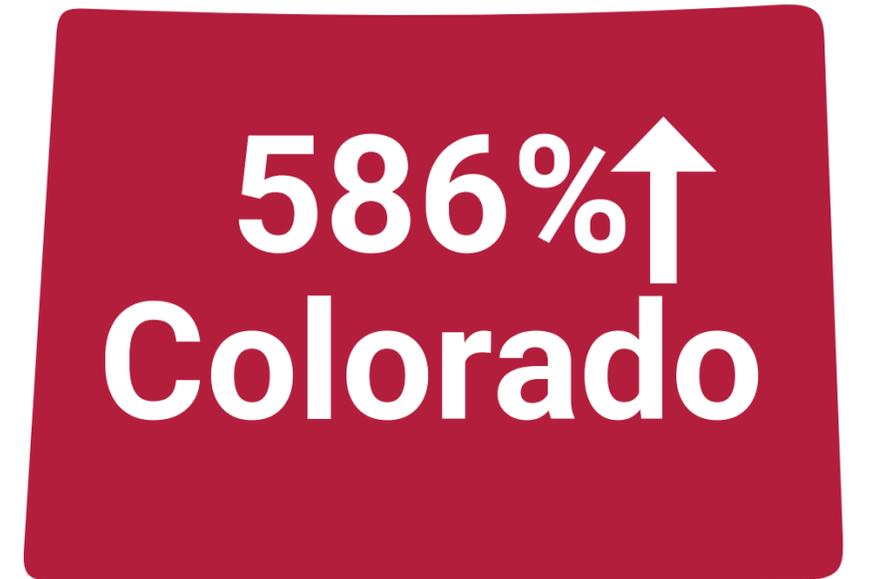
Vozoris et al., 2022



**United States**  
**1,375%↑**

**Calls to poison control for edible marijuana exposures in children under 6 rose 1,375% from 2017-2021**

**Calls to poison control for edible marijuana exposures in legal states continues to rise**



A photograph of a car crash at night. The scene is illuminated by blue and red emergency lights. A dark-colored car is heavily damaged, with its front end crumpled and debris scattered on the road. In the background, other vehicles and streetlights are visible, creating a blurred city street scene.

**1 in 4**

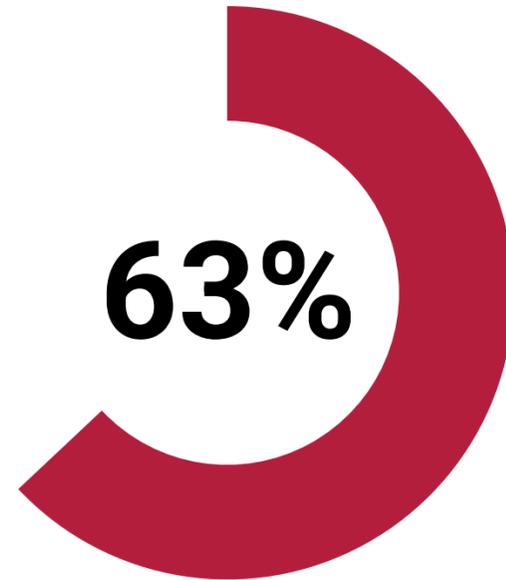
**road deaths in  
Colorado involve  
marijuana**

Colorado Division of Criminal Justice, 2020.

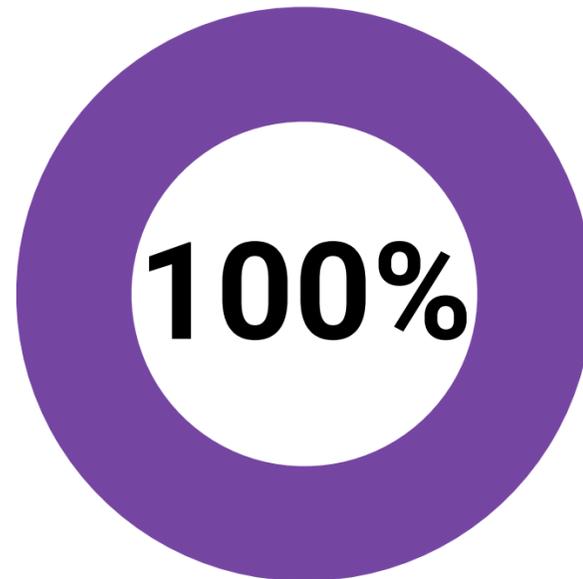
**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

# Drivers 19-24

Perception of the dangers of driving while high is misaligned with reality and misaligned with perceptions on drinking and driving



**believed that driving under the influence of marijuana was extremely or very dangerous**



**believed that driving under the influence of alcohol was extremely or very dangerous**



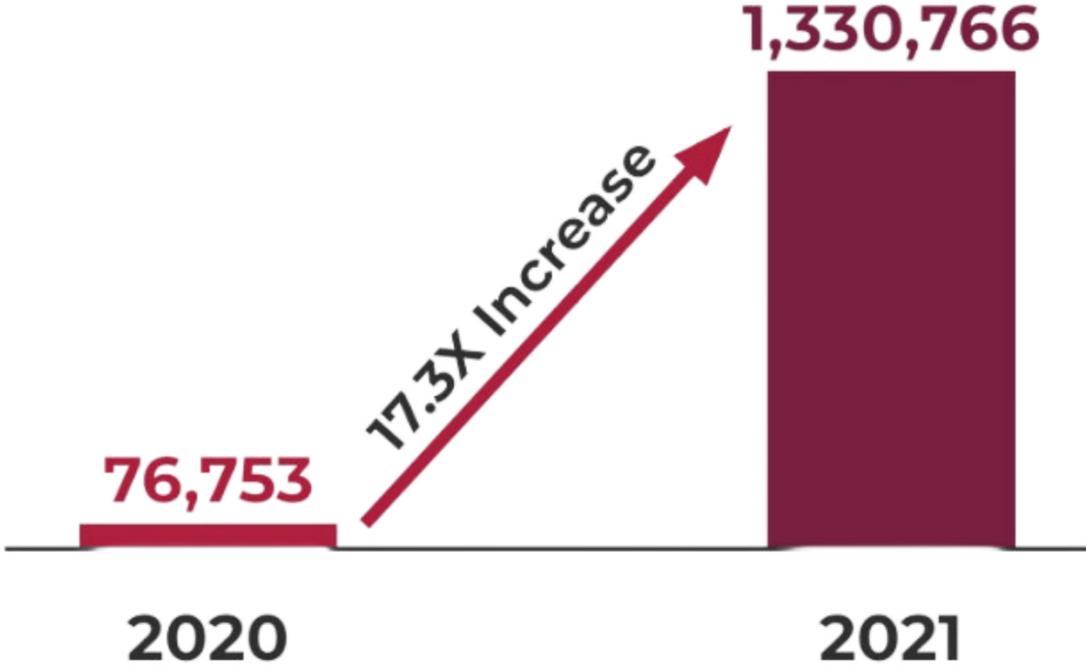
**49%**

**of teen drivers who  
use marijuana report  
driving under the  
influence**

ColoradoLi et al., 2020 Division of Criminal Justice,  
2020.

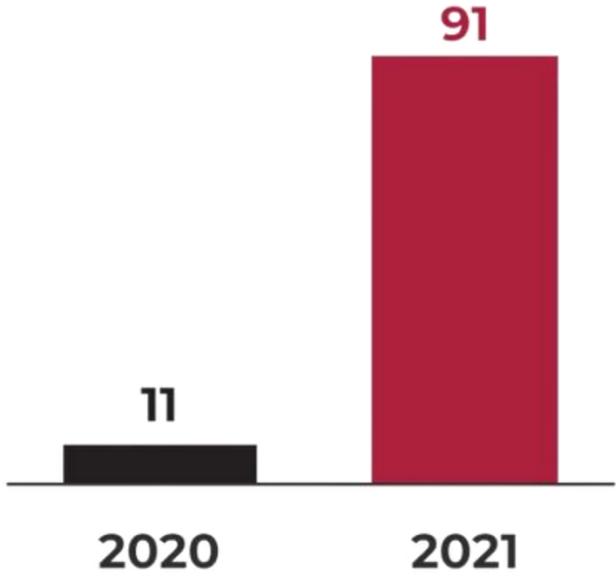
**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

# Legalization has far from eliminated the black market



**THE OREGON-IDAHO HIDTA SEIZED 1,330,766 ILLICIT MARIJUANA PLANTS IN 2021. THAT'S COMPARED TO 76,753 IN 2020 (17.3X INCREASE) AND 5,260 IN 2018 (253.0X INCREASE).**

OREGON-IDAHO HIGH INTENSITY DRUG TRAFFICKING AREA, 2022B, P. 17



**THE NUMBER OF CLANDESTINE LABORATORIES SEIZED IN THE HIDTA REGION INCREASED FROM 11 IN 2020 TO 91 IN 2021, WITH THE MAJORITY (90) RELATED TO CANNABIS EXTRACTION FOR THE PURPOSE OF PRODUCING 'BHO/HONEY OIL'.**

OREGON-IDAHO HIGH INTENSITY DRUG TRAFFICKING AREA, 2022A, P. 11

Legalization  
has far from  
eliminated  
the black  
market



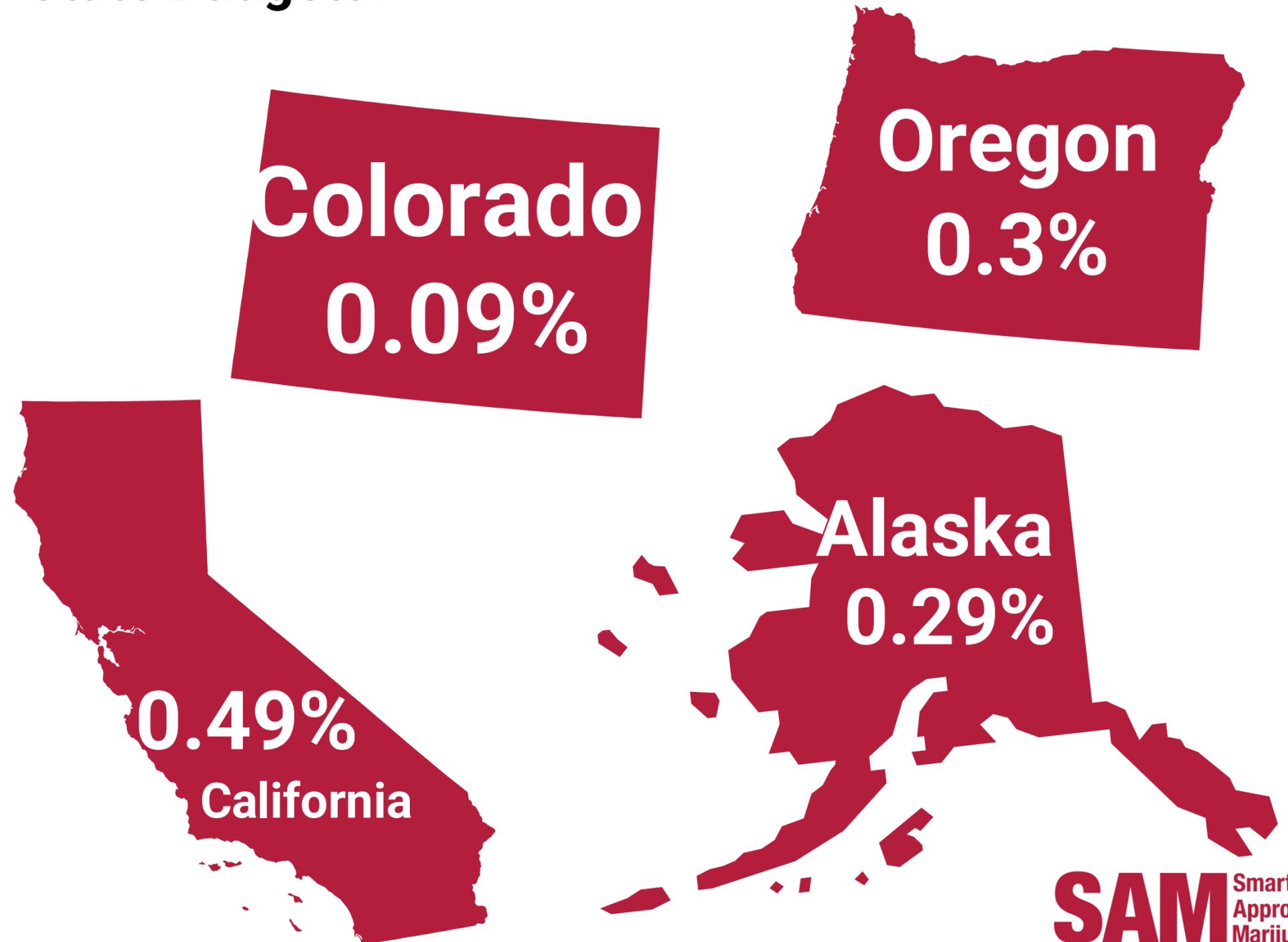
**70-**  
of marijuana sold in state-legal  
dispensaries in California was  
**80%** produced and grown illegally  
NBC News, 2022

**85-**  
of California-produced  
marijuana is exported  
**90%** Fuller,  
2019

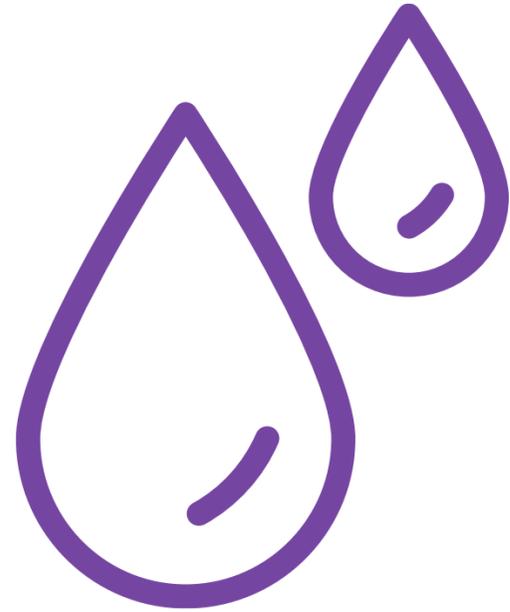


## Marijuana Taxes as a Percent of FY21-22 State Budgets:

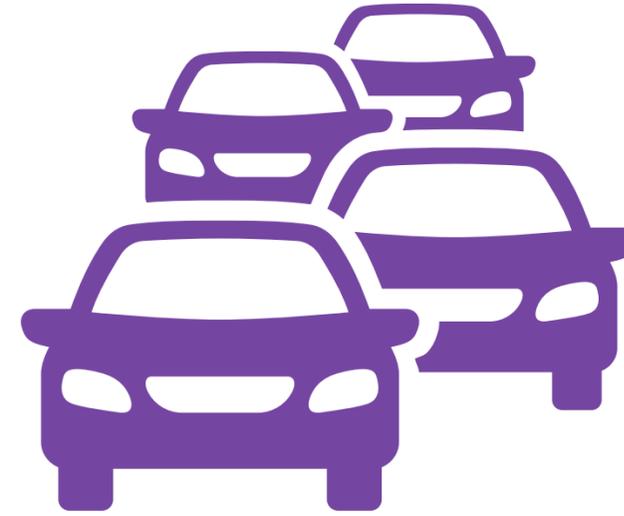
Marijuana tax  
revenue  
projections are  
still massively  
over-estimating  
net marijuana  
taxes



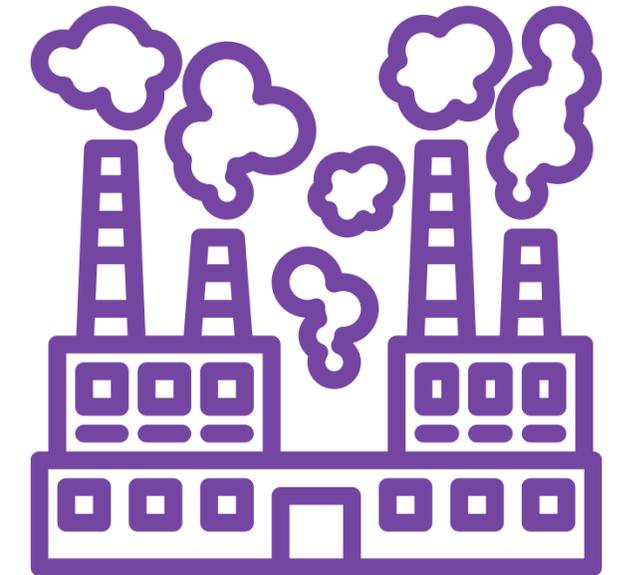
# Marijuana is also harmful for the environment



**Outdoor marijuana grow sites consume an estimated 29.4 million gallons of water per year in California**



**Indoor marijuana grows emit as much CO2 as 3.3 million cars**



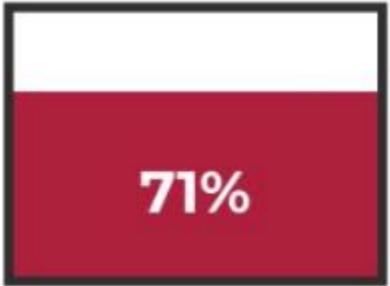
**Marijuana production is nearly four times more energy intensive than coal or oil production**

More and more localities are opting-out of legalization



**CALIFORNIA**

NIEVES, 2021



**COLORADO**

FUEGO, 2019



**NEW YORK**

ROCKEFELLER INSTITUTE OF GOVERNMENT, 2022



**NEW JERSEY**

MJBIZDAILY, 2021

Post-accident  
workforce drug  
positivity for  
marijuana  
reached a 25-  
year high in 2022



From 2012 to 2022, post-accidental marijuana positivity increased **204.2%**

Positivity for marijuana in the general U.S. workforce increased **10.3%**

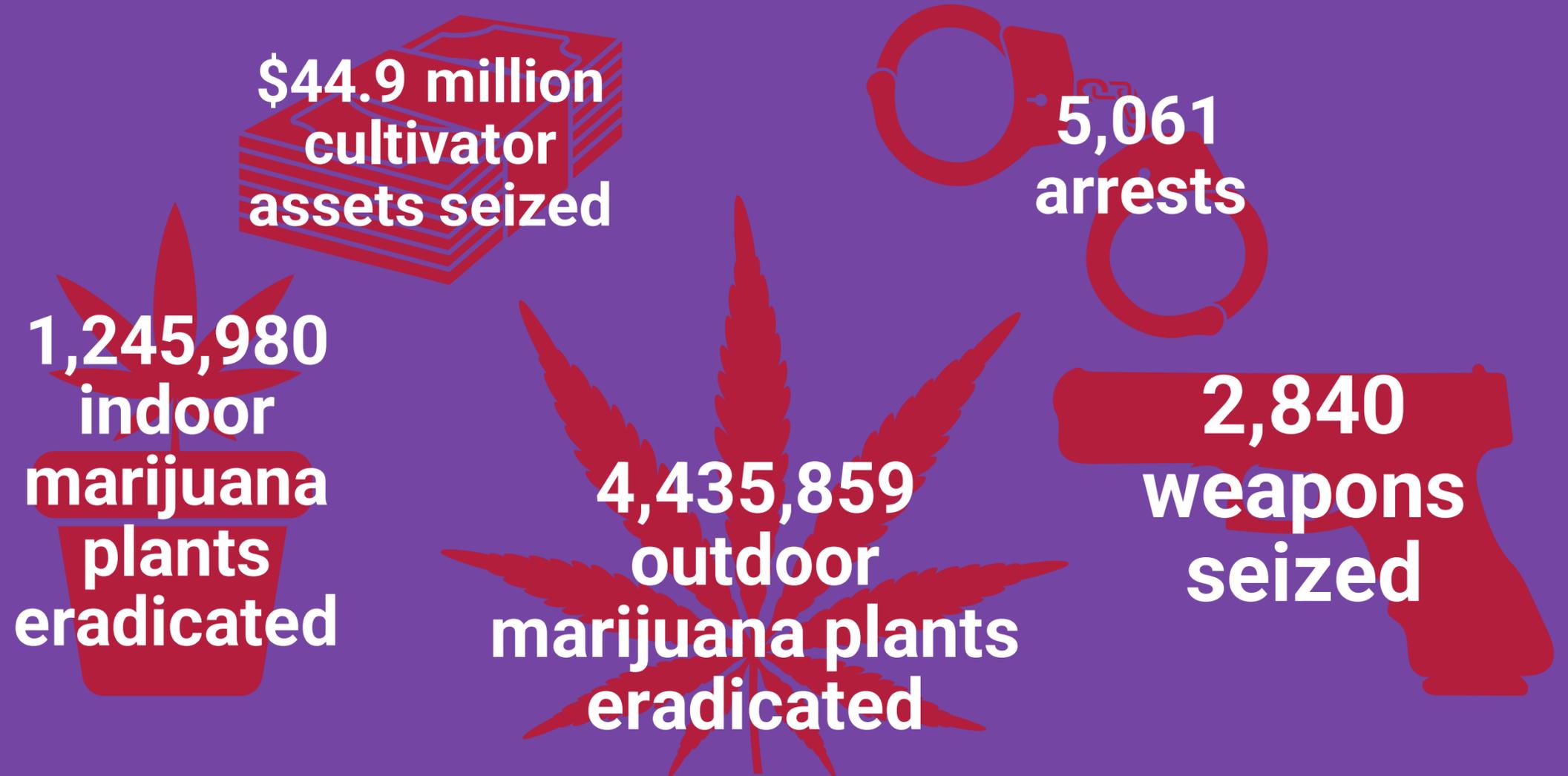
In the safety-sensitive workforce, marijuana positivity increased:



**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

In 2022, DEA provided resources to support the 115 state and local law enforcement agencies that actively participate in the program

# 2022 DEA Domestic Cannabis Eradication/Suppression Program



87% of marijuana seized was in California



# 30%

of cases of schizophrenia  
among men aged 21-30  
might have been  
prevented by averting  
cannabis use disorder

<https://www.cambridge.org/core/journals/psychological-medicine/article/association-between-cannabis-use-disorder-and-schizophrenia-stronger-in-young-males-than-in-females/E1F8F0E09C6541CB8529A326C3641A68>

**SAM** Smart  
Approaches to  
Marijuana  
preventing another big tobacco

**Although several states legalized medical marijuana as an "alternative" to opioids, research shows:**

**Marijuana is not a substitute for opioids**

**Marijuana users need more anesthesia during surgery and 58% more opioids following surgery**

**Legal medical marijuana sold through dispensaries is associated with higher opioid mortality**

<https://www.sciencedirect.com/science/article/pii/S016762962300005X?via=ihub#sec0013>

<https://www.asahq.org/about-asa/newsroom/news-releases/2020/10/cannabis-and-postoperative-pain>

**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

Compared with non-users, adolescents (12-17) who used marijuana but did not meet the criteria for Cannabis Use Disorder had:

**2-4X**

greater odds of adverse psychosocial events, including major depression, suicidal ideation, slower thoughts, difficulty concentrating, truancy, low grade point average, arrest, fighting, and aggression.

<https://jamanetwork.com/journals/jamanetworkopen/fullarticle/2804450?>



**SAM** Smart Approaches to Marijuana  
preventing another big tobacco

**An increased availability of legal marijuana was linked to:**

**Increased use**

**Worse health-related outcomes, including vomiting, psychosis, or cannabis-involved pregnancies**

**This was true regardless of the indicator employed to measure availability (proximity or density of dispensaries) among both adults and adolescents**

**More availability through dispensaries means higher rates of use and worse health outcomes for adults and teens**



# Legislation to Watch

SAFE Banking Act • Cannabis Administration  
and Opportunity Act

# SAFE Banking Act

Provides a “safe harbor” from banking regulators for banks who choose to accept federally illegal proceeds from production & sale of marijuana. However, banks would still be vulnerable to prosecution under CSA for talking illegal funds.



**Sets a dangerous precedent to allow banking access for a Schedule I drug, giving money laundering access to international drug cartels already using legalization as cover for illicit drug trafficking.**

**Access to banks would radically increase institutional investment into the industry, rapidly accelerating its transformation into the next Big Tobacco.**



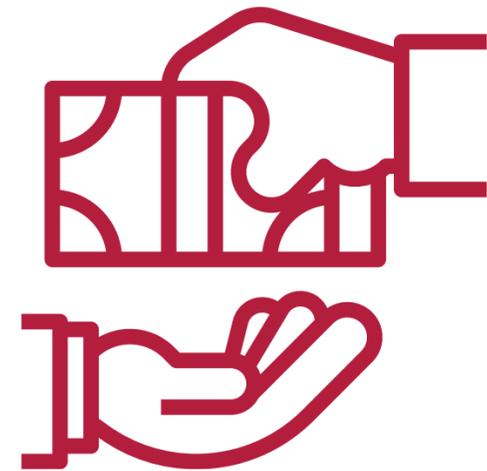
**Debate over legalization should come first, bill provides no guardrails for public health & safety.**



# Cannabis Administration and Opportunity Act (CAOA)

Fully legalizes marijuana products at the federal level by removing marijuana from the Controlled Substances Act.

Gives marijuana businesses and corporate holding companies full access to Institutional Investors and capital markets, including Altria (Phillip Morris).



Allows marijuana businesses to access loans from the Small Business Administration.

Contrary to the recommendations of public health experts, allows marijuana businesses to deduct the cost of advertising, by exempting them from 280E of the IRS Code (CBO has scored this as a revenue loss of \$5 billion over 10 years).

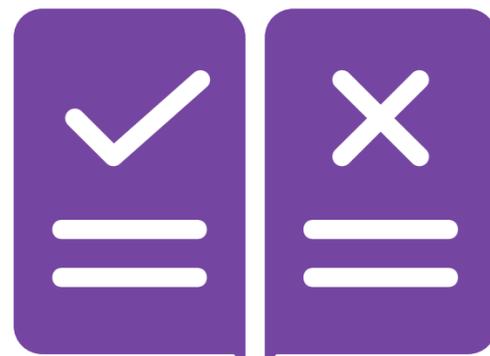


A close-up photograph of several cannabis leaves, showing their characteristic serrated edges and intricate vein patterns. The leaves are a vibrant green color and are set against a dark, almost black background, which makes the green stand out. The lighting is soft, highlighting the texture of the leaves.

# Policy Solutions

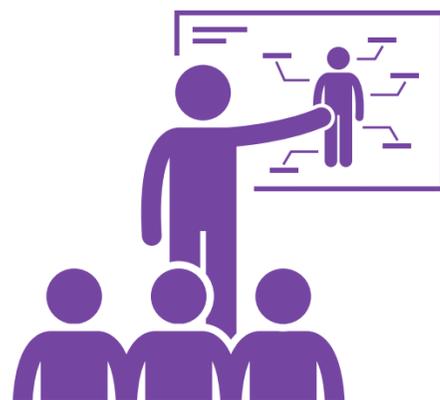
# In States That Have Legalized

**Edibles and high THC concentrates should be outlawed or severely restricted.**



**The marijuana industry should not serve on rule-making bodies to determine regulations.**

**Pot advertising and promotions should be prohibited.**



**A science-based public awareness campaign should be implemented across multiple media.**

**Drugged driving prevention should be a priority, with tough laws imposed on those who drive stoned.**

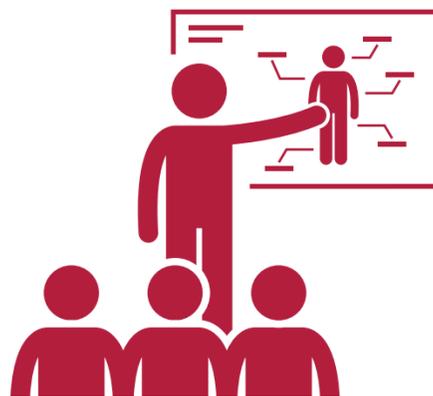


# In States That Have Not Legalized:



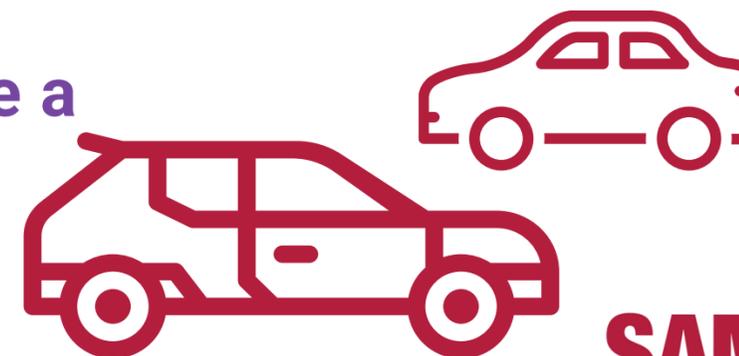
Remove criminal penalties and arrest records for personal possession of pot.

Pot use should be discouraged, and people caught repeatedly with marijuana should be directed to early interventions and/or treatment.



A science-based public awareness campaign should be implemented across multiple media.

Drugged driving prevention should be a priority, with tough laws imposed on those who drive stoned.





**Contact: [Brendan@LearnAboutSAM.org](mailto:Brendan@LearnAboutSAM.org)**

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

**Training Events**

**SAM State Affiliate Program**

**Donate**

**Volunteer Opportunities**



**Thank  
you for  
joining us  
today!**

**[learnaboutsam.org](http://learnaboutsam.org)**



**SAM** Smart  
Approaches to  
Marijuana

preventing another big tobacco

*Your Voice on Marijuana Issues  
in the United States*

”

**While laboratory animals are an expensive way of understanding the risks of cannabis use, North Americans come free.**

The Economist (2019)

“





Thank you for joining today!

[kevin@learnaboutsam.org](mailto:kevin@learnaboutsam.org)

[luke@learnaboutsam.org](mailto:luke@learnaboutsam.org)

[www.learnaboutsam.org](http://www.learnaboutsam.org)