



Welcome Back!

July 15, 2024

LCB Partner Discussion: **High THC – Part Four**

Agenda

- Drop name & organization into chat
- Revisit meeting purpose & deliverables
- Brief recap from Listening Sessions
- Talk through current activities
 - Factsheet
 - Strategy matrix
 - Hybrid call



Purpose & Deliverables

Purpose:

Collect and prioritize strategies to mitigate potential harm associated with high THC consumption.

Desirable deliverables:

1. Identify ways various partners seek to improve public health and safety goals related to high THC
2. Prioritize recommendations for future program modifications, public health education campaigns, rulemaking, and/or legislation
3. Support DOH in implementing 2320 wherever/however relevant



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- 2320 session
- Informal conversations with partners
- Explored what other states are doing

Meet with
industry
partners

Meet with
public health
and prevention
partners

Hybrid meeting
between
industry +
public health
and prevention

Share compiled
considerations
with key
leadership
across industry,
state agencies,
and public
health system

Safer and
healthier
outcomes
for cannabis
consumers.





Refresher

Round 1

- 1 Public education
- 2 Budtender education
- 3 Packaging and/or labeling changes

Round 2

- 4 Increased research
- 5 Tiered tax structure
- 6 Age-gating
- 7 Advertising restrictions

Round 3

- 8 THC % cap
- 9 Structural changes in retail stores
- 10 Develop new licensing structure

1. What data, evidence, or expertise do you have to support the potential for this strategy? Back up your idea.
2. What would make this strategy most effective? If a bill/rule passed, what should be in it?
3. What concerns do you have with this strategy? Where are the flaws in this idea?

E.g. Public Education



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Takeaways from PH&P

1. How we frame the issue matters—contextualize and rely on strong science.
2. More education is needed and wanted!
3. Endless research ideas!
4. Helpful tips for the roll out of the 2320 signage.
5. Insights on harmful industry tactics.
6. Insights on potential regulation.
7. Interest in more opportunities like this.



Safer and
healthier
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Takeaways from “Industry”

1. How we frame the issue matters—contextualize and rely on strong science.
2. More education is needed and wanted!
3. Endless research ideas!
4. Helpful tips for the roll out of the 2320 signage.
5. Insights on harmful terminology (e.g. predatory, “industry”)
6. Interest in more opportunities like this.



Beyond High THC

1. Preventing youth access generally
2. Eliminating the online access points from illicit market
3. Curbing advertising that promotes medical authorization
4. Broad public and consumer education
5. Keep kids out of criminal system—promote treatment
6. Support cannabis consumers who need treatment for CUD



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THC Factsheet

1. Status update
2. Accompanying slide deck
3. Harrison screen share!



Orienting to the matrix (not that matrix)

Public Health and Prevention Readiness High, medium, low	Industry Readiness High, medium, low	Body of proof Literature supports, examples elsewhere, etc.	Limitations & Considerations Forseeable challenges or concerns	Mixed Methods If paired with something else on this list, is this a stronger strategy?	Sponsorship Does this item have the potential for a legislator to sponsor it? Yes, no, unknown	Resources Required Funding, personnel, technology, partnerships, etc.	Status Update What stage is this strategy currently? What is needed in addition?
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My gauge based on our discussions.

Fill in any missing information.

If it is marked "no" or "unknown" and you know otherwise, please let me know.

Fill in missing information.

If you are directly working on or plan to work on these activities, let me know.

Support to integrate into any effort.
Rulemaking solutions available.
Legislative action required + larger systemic changes