Addressing the Public Health Impact of Nonmedical Marijuana

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WCHD's Response To Date

- **Data**
  - Identified available data and data needs
- **Secondhand marijuana smoke education**
- **Disparate populations**
  - Included messaging to pregnant and breastfeeding women enrolled in Tobacco Free Baby and Me
- **Community partners**
  - Working with community partners and local marijuana dispensaries to develop messaging to address responsible marijuana use

Secondhand Marijuana Exposure

Mind your secondhand marijuana smoke.
OTHERS MIGHT.

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SMOKE FREE LIVING
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Good to Know Campaign

Priority Uses of a Marijuana Excise Tax

- **Data collection and surveillance**
  - Usage, perceptions, beliefs, attitudes, *etc.*
  - Programmatic evaluation
- **Maintain clean air objectives**
- **Youth prevention**
  - Advocacy
  - Social marketing campaign
- **Mass media adult campaign**
- **Disparate populations**

Data Needs

- **To identify how nonmedical marijuana is impacting our community, particularly disparate populations**
  - Baseline is needed to determine priorities and measure success
  - Currently much of what we know about the public health impacts is anecdotal. For example:
    - Pregnant women reporting to WIC office that they use marijuana to ease morning sickness
    - Complaints about secondhand marijuana exposure in multi-unit housing and public space

Clean Air Objectives

- **Develop and implement policies, systems, and environmental changes that protect the community with a focus in the following areas:**
  - Indoor public spaces
  - Multi-unit housing
  - Outdoor spaces frequented by families
  - Outdoor events

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Youth

- **Youth outreach campaign**
  - Develop and implement branded social marketing campaign promoting youth prevention

- **Youth advocacy**
  - Train youth advocates on nonmedical marijuana issues to disseminate information in their community and through social media

- **Parent outreach campaign**
  - New products and emerging trends

Marijuana Users

- **Promotion of responsible use**
  - Driving
  - Safe storage
  - Health impacts
  - Reaction based on product potency
  - Secondhand smoke
  - Safe storage
  - Buy from a licensed retailer
  - Tourists

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Disparate Populations

- **Identify based on local data collected**
- **Potential populations reached may include:**
  - Pregnant and nursing women
  - Veterans
  - College and trade school students
  - Individuals with behavioral health needs
  - Unemployed

Coordinate with Partners

- **Air Quality Management**
  - Assess health impacts at the cultivation and processing locations
- **Poison control**
  - Monitor risks and trends to effectively develop public education to respond to emerging community needs
- **Social services, campuses, law enforcement and emergency response agencies**
  - Collaborate in resolving issues and identifying needs

Coordinate with Partners

- **Human resources and risk management**
  - Assess and address possible increase in nonmedical marijuana use among the workforce
- **Health care providers**
  - Assess clinical experiences related to patient nonmedical marijuana use
  - Promote brief intervention and referrals when appropriate
- **Substance abuse treatment providers**
  - Assess clinical experiences related to patient nonmedical marijuana

Proposed Funding Structure

- **Local Lead Agency**
  - Coordinates identification of regional needs and assure that these needs are met in accordance with:
    - Regional strategic plans
    - Best practices
    - Local competitive purchasing practices
  - Promotes collaboration
  - Emphasis on transparent and regional decision making
  - Maintain statewide collaboration and consistent messaging

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