
2021 SAN DIEGO COUNTY MARIJUANA PREVENTION INITIATIVE REPORT

NCPC Update
February 10, 2022

Marijuana Prevention Initiative



CCR Center for Community Research

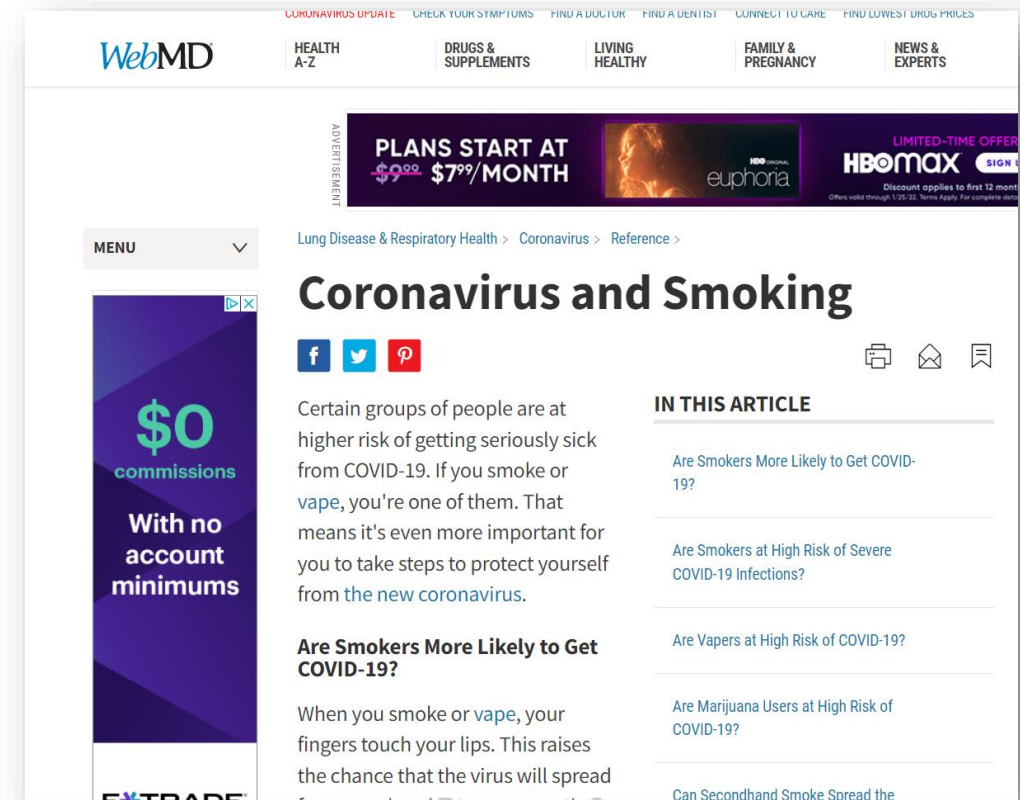
The San Diego County Marijuana Prevention Initiative (MPI) works to reduce **youth** access to marijuana by **increasing public awareness** about the adverse effects resulting from youth marijuana use.



Learn more about MPI at
ccrconsulting.org/mpi

Current environment

- COVID-19 and the lockdown have changed the environment around marijuana access. On March 17, 2020 California declared marijuana an essential business early in the pandemic which, coupled with isolation and anxiety, created a financial windfall for the marijuana industry.
- At the same time, **schools and other youth activities were cancelled or limited, leaving a tremendous gap in supervision and support for families of all ages.**
- We are set to have the highest over-dose deaths in the counties history. (about 35% increase in fentanyl deaths 2021)



Surgeon General Advisory Youth Mental Health Crisis

times.com/california/story/2021-12-01/surgeon-general-advisory-youth-mental-health-crisis-looms

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Surgeon general warns of emerging youth mental health crisis in rare public advisory



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- In early 2021, emergency department visits in the United States for suspected suicide attempts were **51%** higher for **adolescent girls** and 4% higher for adolescent boys compared to the same time period in early 2019, according to research cited in the advisory.



Congressman to JUUL® co-founder: ***“You’re nothing but a marketer of poison and your target has been young people.”***

Congress unleashed its anger at JUUL® for its alleged **deceptive marketing to underage teens** recently, as JUUL®’s co-founder was called to testify before congress.

Members of congress took turns ripping into JUUL®’s executive team about all the sneaky tactics they had employed to allegedly get underage kids hooked on JUUL® products.

Of particular note and what many considered highly-deceptive, were the “teen vaping prevention” talks held at schools that received payment from JUUL®, where **JUUL salespeople taught students about JUUL and vaping products**, and their risks -- *which many feel is like a candy manufacturer showing up at school showing off all their wonderful candy but explaining how it must be eaten responsibly.*

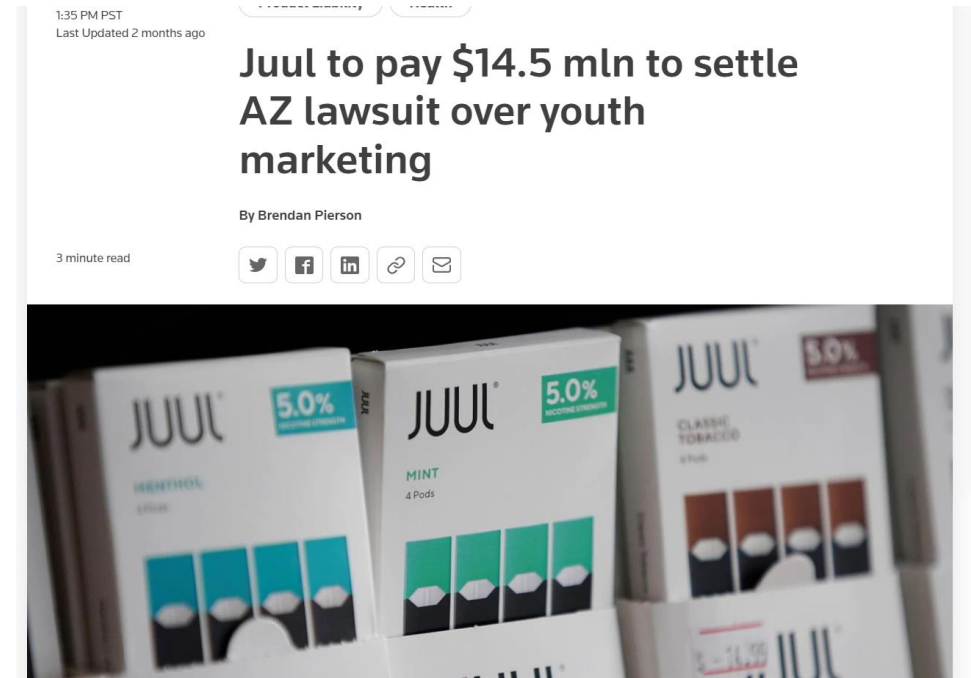
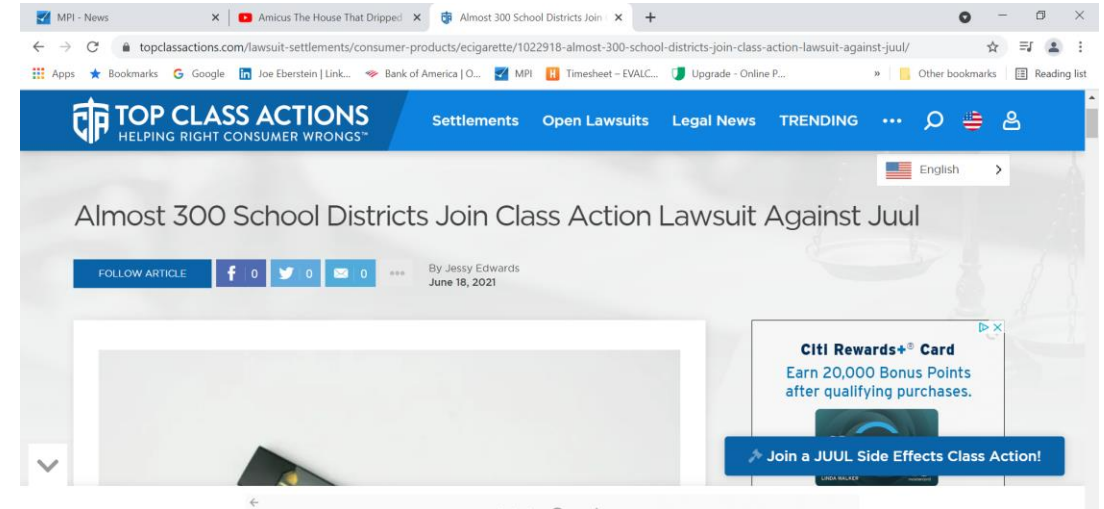
Congress also was angered over JUUL®’s **marketing of candy-like, fruity pods to youth** -- *knowing that traditional menthol and tobacco flavors are difficult to sell amongst youth.*

Yet another sneaky marketing tactic JUUL® employed, that angered congress, was **JUUL’s use of “social influencers” on instagram** -- *a platform where you only have to be 13 years old to have an account.*

Continue reading... ↓ ↓ ↓

Juul lawsuit **money** for schools

- Due to their marketing tactics aimed at youth, Juul Labs has agreed to pay North Carolina \$40 million. 300 other school districts have filed lawsuits including San Diego.



Data Overview

Monitoring the future

CHKS

SANDAG

Community Survey

Treatment

Public Health, ER, Poison control, medical examiner

<https://www.ccrconsulting.org/mpi-resources/mpi-toolkit>

2021



San Diego County Marijuana Prevention Initiative Report



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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Profits

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.

Monitoring the Future

Data note for MTF

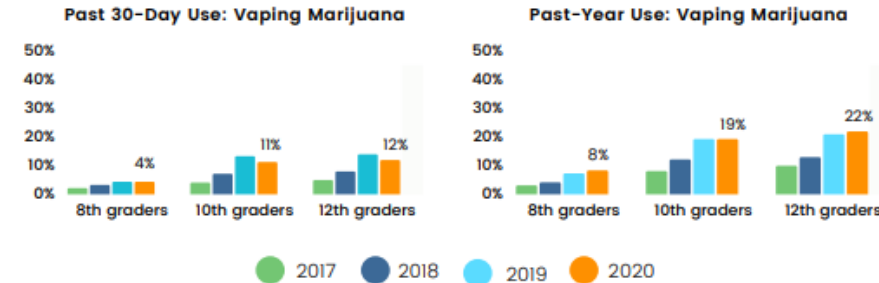
*Data collection stopped prematurely due to the COVID-19 pandemic. Completed surveys represent about 25% of the size of a typical year's data collection. However, results were gathered from a broad geographic range and were statistically weighted to be nationally representative.

- The use of marijuana (in all forms, including smoking and vaping) did not significantly change in any of the three grades for lifetime use, past 12-month use, past 30-day use, and daily use from 2019-2020

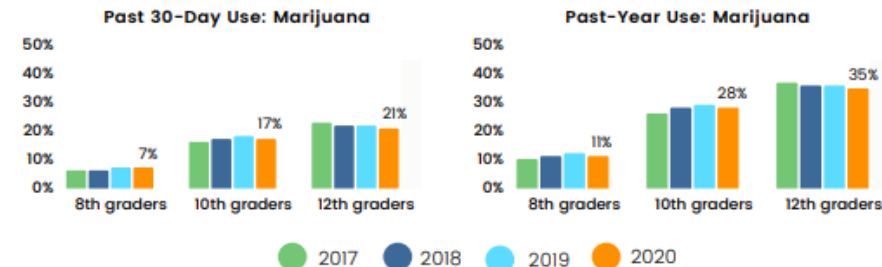
Monitoring the Future (MTF) Survey¹

MTF is an ongoing national study of the behaviors, attitudes, and values of U.S. secondary school students, college students, and young adults on drug and alcohol use and related attitudes.

Past-Month and Past-Year Marijuana Vaping



Past-Month and Past-Year Marijuana Use



The use of marijuana (in all forms, including smoking and vaping) did not significantly change in any of the three grades for lifetime use, past 12-month use, past 30-day use, and daily use from 2019-2020.

Journal of Addiction Research & Therapy

ISSN: 2155-6105

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Research Article Open Access
Real-Time Characterization of E-Cigarettes Use: The 1 Million Puffs Study

Bertrand Dautzenberg^{1,2*} and Damien Bricard³

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Relevant Topics

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Frequency of vape use

The median number of puffs per day was 132

CHKS 2020-21

Data note for CHKS

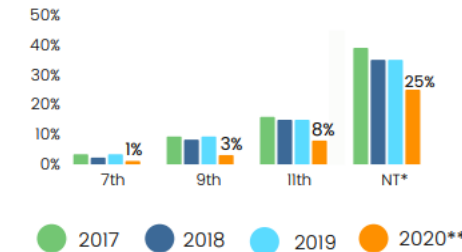
*When considering 2020-21 CHKS data, please note that survey methodologies were revised to allow for online or hybrid data collection due to COVID-19. These changes, coupled with lower response rates and impacts of COVID-19 may affect the data presented and limit comparability of findings to previous years.

California Healthy Kids Survey (CHKS)²

The CHKS is administered in most San Diego County school districts. It surveys middle and high school youth attending both traditional/mainstream and nontraditional/alternative schools (e.g., continuation schools).

Marijuana Use Across Grade Levels

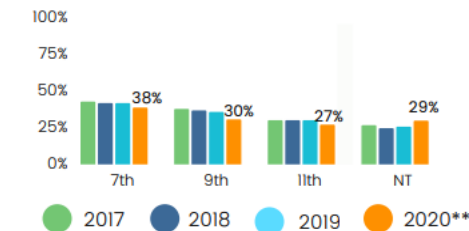
Past 30-Day Use of Marijuana



One in ten (10%) students attending non-traditional schools reported **daily** marijuana use in 2020

Perception of Harm & Ease of Access

Perception of Harm: Students Reporting 'Great' Harm from Occasional Marijuana Use



Students Reporting That Marijuana is Very Easy or Fairly Easy to Obtain[^]

12% of 7th graders

35% of 9th graders

53% of 11th graders

49% of NT* students

[^]2020-21 data

*Students attending non-traditional schools

**When considering 2020-21 CHKS data, please note that survey methodologies were revised to allow for online or hybrid data collection due to COVID-19. These changes, coupled with lower response rates and impacts of COVID-19 may affect the data presented and limit comparability of findings to previous years.

SANDAG



11

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

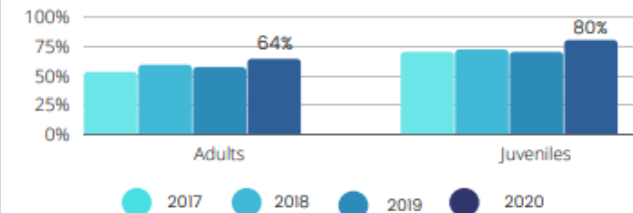
SANDAG Substance Abuse Monitoring (SAM) Survey³

The purpose of the SAM survey is to identify drug use trends among the adult and juvenile offender populations to develop appropriate strategies for the prevention of drug misuse. Biannually, SANDAG staff conduct interviews with a sample of adults and juveniles arrested and booked into the San Diego County detention facilities.

8 in 10 youth say they have ever dabbled THC



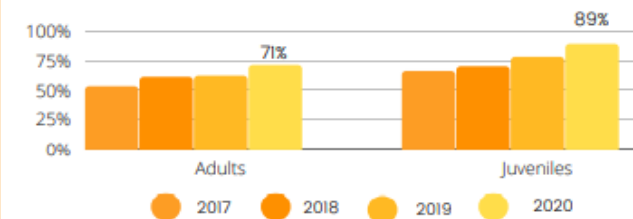
Ever Dabbled THC



Almost 9 in 10 youth say they have ever vaped THC



Ever Vaped THC



Ease of Access

100%

report marijuana is easy to obtain

Marijuana Remains Drug of Choice

56%

positive for marijuana at time of interview

Low Perception of Harm

1 in 5 (20%)

youth feel marijuana would be harmful to users

SD Community Survey

77% support law requiring pharmacies to label medications that have drug interactions.

57% ban marijuana sales to those under 21.

San Diego County Community Survey ⁴

The San Diego County Community Survey was developed to systematically collect and assess alcohol- and other drug-related (AOD) perceptions and opinions. The findings from the Community Surveys have allowed the Prevention System to monitor trends and track changes in community perceptions and opinions over time and to identify emerging issues of concern. Below are key findings from the 2021 administration of the Community Survey. To view more in-depth findings please [click here](#).

Perception of Harm

Underage Marijuana Use

About 7 in 10 (67%)

respondents believe marijuana use **under 21** is harmful to health.



Frequent Marijuana Use

About 6 in 10 (64%)

respondents believe using marijuana **everyday or every week** at any age is harmful to health.



Edible Marijuana Food Products

About 5 in 10 (47%)

respondents believe using **edible marijuana food products** at any age is harmful to health.



Policy Support

Marijuana Drug Interaction Warning

77%

support a law that requires pharmacies to label medications that have drug interactions with marijuana products.

Ban Marijuana Sales to Those Under 21

57%

support a law that would prohibit any type of marijuana product, medicinal or recreational, to those under age 21.

Marijuana Outlet Regulations

56%

support a local law regulating marijuana businesses.

Treatment

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

Adolescent Marijuana-Related Treatment Admissions⁵

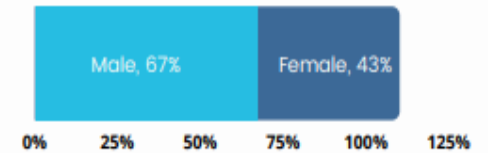
Marijuana Remains Drug of Choice for Adolescents Entering Treatment

Primary Marijuana Treatment Admissions for Adolescents, by Gender

About 8 in 10 (82%)

adolescents (<17) entering a San Diego County Funded Treatment Facility reported marijuana as their primary drug of choice in FY 19-20.

n=1,238



Youth Treatment Admits

Source - SD County San WITS reporting system

Poison Control



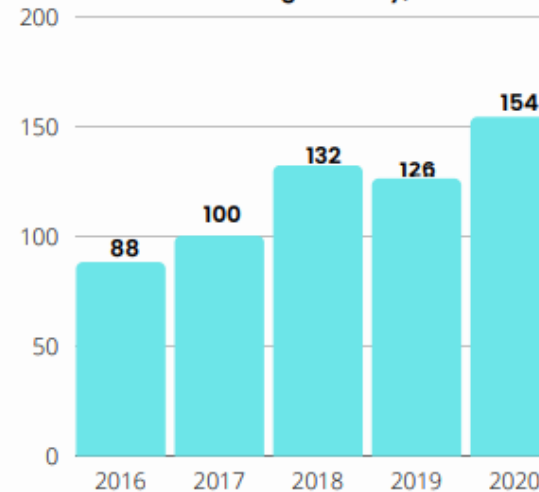
242%

Increase in marijuana poison control cases in SD County since 2011.

San Diego County Poison Control Data⁶

The below graph displays the number of unduplicated cases handled by the California Poison Control Center for calls related to marijuana exposure from persons living in San Diego County. Each year displayed includes all persons of any age and dispositions/outcomes for the cases, including cases "resolved on-site" (i.e., from the location of the call), "treated/released from health care facility," and "admitted to health care facility."

Number of Marijuana Human Exposure Cases for San Diego County, 2016-2020



75% increase

in marijuana exposure cases in San Diego County handled by the California Poison Control Center since 2016.

Kushy Punch Profited from Unsafe, Potentially Deadly THC Edibles

- Kushy Punch is under investigation for illegally producing gummies in the state and selling them through legitimate sources so that customers would have no tell-tale sign that they were consuming a dangerous product

<https://www.weedweek.net/wp-content/uploads/2020/11/Complaint-1.pdf>

Edibles are regulated for safety

The Manufactured Cannabis Safety Branch of the California Department of Public Health (CDPH) oversees regulating the safe manufacture and packaging of commercial cannabis. While it is very difficult to overdose on THC alone, **using an improper production process can leave dangerous ingredients behind** in unsafe levels. Kushy Punch produced its gummies in an unlicensed manufacturing facility using an ethanol extraction process, which was also found in the product.

Kushy Punch is under investigation for illegally producing gummies in the state and selling them through legitimate sources so that customers would have no tell-tale sign that they were consuming a **dangerous product**. The company made approximately \$64 million from this activity and offers an outlet to purchase their products in Washington, D.C. through a company called **Exotic Blooms**, potentially placing our unsuspecting citizens at risk.

Some of the ingredients detected in the gummies were acetonitrile, butane, and other solvents, however the packaging also:

- Failed to provide any or sufficient warnings as to the consumption of edibles
- Gave false dosage limits
- Neglected to indicate potential side effects or health risks
- Used colorful kid-friendly and accessible packaging
- Came in candy fruity flavors constituting an attractive nuisance
- Omitted information on individual consumer variability and delay or onset of effects

The cost of eating THC gummies was tragedy

There's a health risk associated with THC edibles when they are improperly manufactured and marketed as safe. Kushy Punch's inadequate packaging left users no way of knowing how much THC was being consumed in a single gummy, much less what else might have been hidden within the ingredients through processing. Le'Sharia Bre'aun Steele died in October 2018 after ingesting Kushy Punch gummies. Steele became a victim of improper advertising of an unsafely produced THC edible that is believed to have caused her death.

Steele, who was otherwise very healthy, experienced the following issues before her death

- Cardiovascular complications
- Respiratory complications
- Psychiatric complications
- Dysphoria
- Uncontrollable movements
- Terrifying heart racing

ER Visits

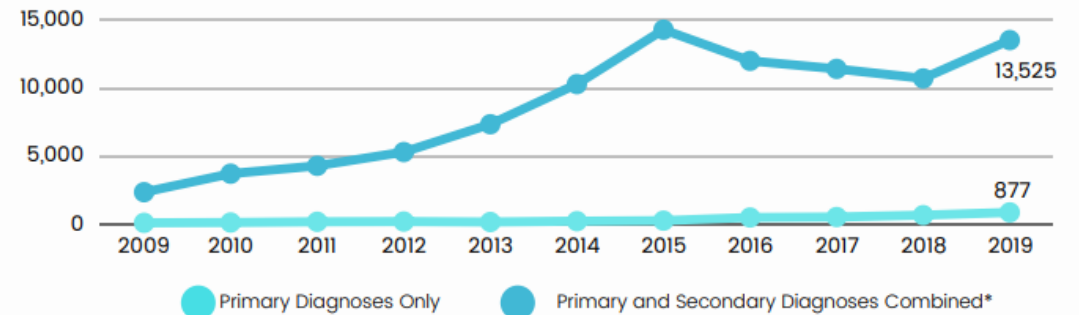


37

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

Marijuana-Related Emergency Department Discharges⁷

Number of Emergency Department (ED) Discharges for
Marijuana-Related Diagnoses in San Diego County, 2009-2019



690% increase

in ED discharges
with marijuana listed
as a **primary
diagnosis**, from 111
in 2009 to 877 in
2019.



473% increase

in ED discharges with
**marijuana as a
primary or secondary
diagnosis combined**,
from 2,362 in 2009 to
13,525 in 2019.

*Indicates cases where either the primary or secondary diagnosis upon discharge was marijuana-related. For most secondary cases, individuals came into the ER for something else (e.g., broken arm, injury, flu, etc.) and cannabis use was added as a secondary diagnosis. In these cases, the drug use may or may not have contributed to the reason for the ER visit

The Cancer study

The study published in the Journal of Cancer by researchers at Virginia Commonwealth University Massey Cancer Center, analyzed data from nearly 20,000 people over a span of four years and found that reports of marijuana use peaked at 9% for cancer patients, compared to 14% among people with no cancer history.

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Science News from research organizations

Cancer patients use less marijuana than general public, study finds

Date: August 13, 2021
Source: Virginia Commonwealth University
Summary: A new study shows that between 2013 and 2018, as many U.S. states were legalizing recreational marijuana, cancer patients continued to abstain in large numbers.

Share: f t p in e

RELATED TOPICS

Health & Medicine

- > Breast Cancer
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- > Lung Cancer

Mind & Brain

- > Marijuana
- > Illegal Drugs
- > Addiction

FULL STORY

Last month, three states -- Virginia, South Dakota and Connecticut -- joined the ranks of more than a dozen others that have legalized marijuana -- also known as cannabis -- for recreational use. Yet, despite these changing laws and growing social acceptance of the drug, a new study finds that use is still lower among cancer patients.

The study, published today in the journal *Cancer* by researchers at Virginia Commonwealth University Massey Cancer Center, ana-

Medical Examiner



39%

According to the SD County Medical Examiner, 39% of completed suicides under the age of 25 tested positive for THC in 2020. **Or about one in three.**

THC Presence in Youth & Young Adult Suicides

A study conducted by researchers at the National Institute on Drug Abuse (NIDA) found that marijuana use was associated with increased risks of thoughts of suicide (suicidal ideation), suicide plan, and suicide attempt among young adults ages 18-35 .

The results of the study indicated that even people who used cannabis nondaily (<300 days/year) were more likely to have suicidal ideation and to plan or attempt suicide than those who did not use the drug at all. These associations remained regardless of whether someone was also experiencing depression.⁸

In San Diego County

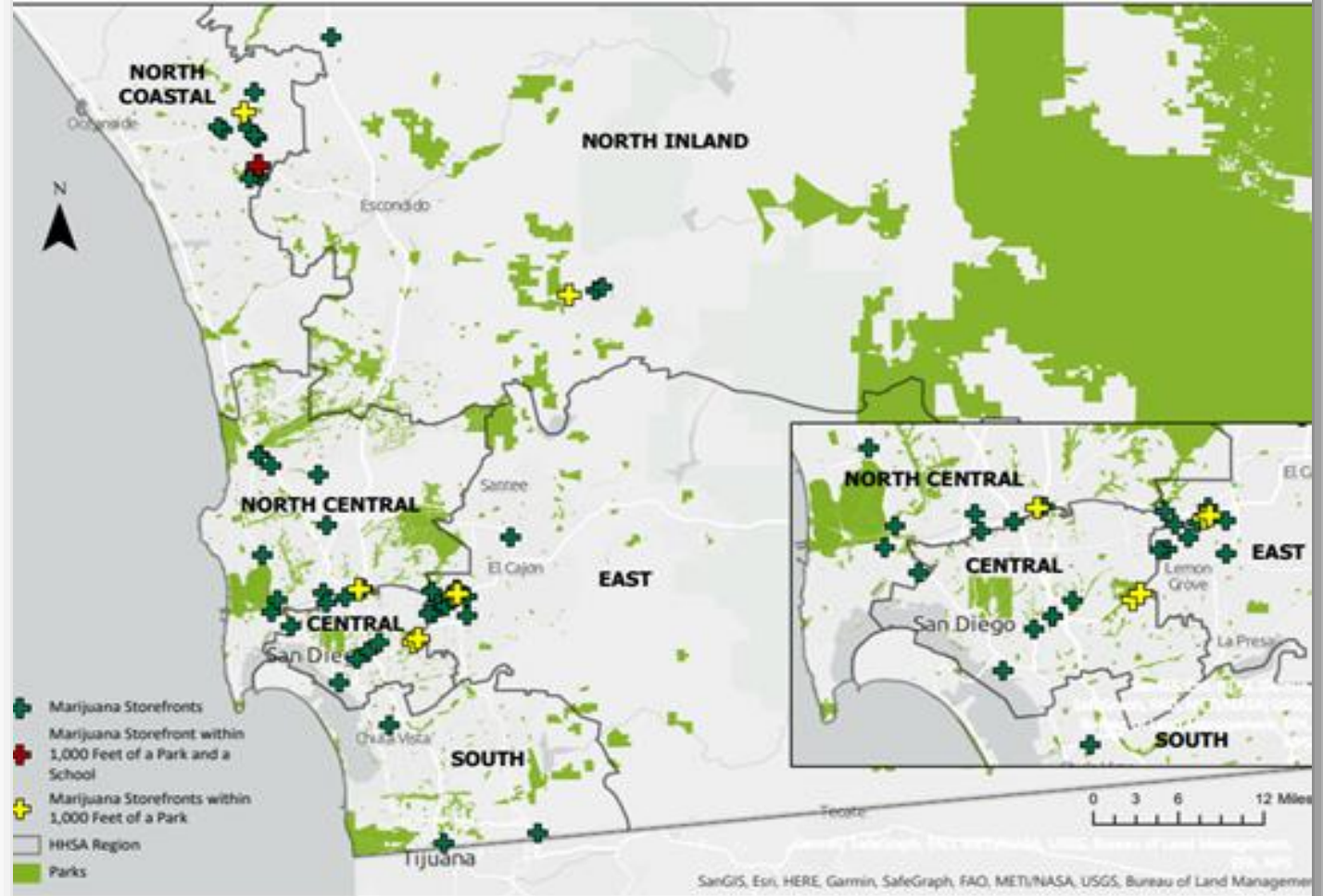
39% of completed suicides under the age of 25 tested positive for THC in 2020.⁹

GIS Mapping

16%

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

Licensed Marijuana Storefronts in San Diego County



Note: Data pulled on 8/6/2021 from the California Department of Cannabis Control. This map only includes licensed marijuana outlets with storefront locations (Type 10 and Type 12 licenses). This 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.

Local DUI Data

- Traffic fatalities jumped 15% statewide, comparing the most recent statistics for October 2021 to a year ago.
- 37 deaths to date in San Diego County - December 23, 2021 — about double its historical average.



Who are Vision Zero?

Sweden initiated the first Vision Zero program in 1994.

Adopted in San Diego in 2012, Vision Zero continues to work on improving streets and sidewalks, so you can walk, bike and drive safely. In over 40 communities nationwide.

Focus primarily on pedestrian safety, bicycle safety, by eliminating traffic fatalities and serious injuries through safer street design, speed management, and other proven strategies.

How we fit in -

- The county initiatives/regionals will be adding the DUI campaign component to Vision Zero in San Diego.
- We can use their logo and develop our own DUI materials.



[Home](#) [Strategic Plan](#) [Safety Initiatives](#) [Resource Center](#) [Videos](#)

Zero Traffic Related Fatalities and Severe Injuries by 2025

Making our streets and sidewalks safer as we live, work and play



Drug Interactions Project Update

17 participating pharmacies

Over 10, 000 info cards
disseminated to date.

English and Spanish versions

Visit [drugs.com](https://www.drugs.com)

Be in the know!

**Marijuana may cause drug interactions
with your medications**

Chemicals found in marijuana such as Tetrahydrocannabinol (THC) and Cannabidiol (CBD) may interact with medications.

Common drugs that have interactions include:

- Sedatives
- Anti-Anxiety medications
- Anti-Depressant medications
- Pain medications
- Seizure medications
- Blood Thinners

It is always recommended to inform your Doctor or health care provider of any substances you may be taking to avoid harmful drug interactions.



Drug Interactions Survey Results

We have 76 surveys, overall highlights below:

- **36.8%** use marijuana/cannabis products (n=75)
- **48.7%** were aware of potential side effects or interactions between cannabis/marijuana and other medications (n=76)
- **93.4%** believe patients should be notified of potentially serious drug interactions with marijuana/cannabis products (n=76)

- **542 known drugs may interact negatively with CBD (cannabidiol)**
- **380 known drugs that may interact negatively with THC (tetrahydrocannabinol), the main chemical in marijuana**

You can use websites such as Drugs.com to find a detailed list of prescription medications that may interact with marijuana.

Your feedback is important.

Answer a short confidential survey for a chance to win a **\$100 Amazon gift card.**



www.surveymonkey.com/r/2D278NJ



mpi Marijuana
Prevention
Initiative
SAN DIEGO COUNTY

For more information visit www.ccrconsulting.org/mpi

Funded by San Diego Health & Human Services Agency.

IASIC

- Doctors advocating for public health in marijuana policy.
- Pushing back on the marijuana industry.

Join their email list
IASIC1.org

PAID ADVERTISEMENT *Doctors Warn*

Cannabis Can Cause Serious Health Hazards

IASIC, the International Academy on the Science and Impact of Cannabis, is a medical organization of doctors who educate on the impacts of cannabis, based on the scientific and medical literature. IASIC is a non-partisan and non-political group created to facilitate informed decisions when considering health and cannabis policy.

Thousands of peer-reviewed medical articles have been published on the harms of cannabis and marijuana: Emergency Department (ED) Visits, Psychosis, Suicide, Brain Development, Neonatal Exposure, Opioid Use, Traffic Fatalities, High Potency Use, Problematic Use and Cannabis Hyperemesis Syndrome.

While we support FDA-approved cannabis-based products that have met the rigor of scientific study, it is our conclusion, based on review of the scientific evidence, that the negative impacts of cannabis strain our health care and addiction treatment resources to an extent that far surpasses the perceived benefits.

Calling attention to the growing science on the risks of cannabis, we see an urgent need for smart public health policies that follow the science, prevent addiction, and decrease mental illness, including psychosis, depression, and suicide.

IASIC, The International Association on Science and Impact of Cannabis wants the public and our leaders to be informed decision makers.

Scan to read the full article with citations or visit www.iasic1.org/doctors-warn-cannabis-can-cause-serious-health-hazards/
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Know how to file a complaint - CA



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File a complaint

You can file an anonymous complaint against licensed or unlicensed cannabis businesses. Provide as much detail as you can.


[File a complaint](#)

ONE
PILL CAN
KILL

Department of Justice | Drug Enforcement Administration
Emoji Drug Code | Decoded

FAKE PRESCRIPTION PILLS • WIDELY AVAILABLE • INCREASINGLY LETHAL

The Drug Enforcement Administration is aware of drug trafficking organizations using emojis to buy and sell counterfeit pills and other illicit drugs on social media and through e-commerce. Emojis, on their own, should not be indicative of illegal activity, but coupled with a change in behavior, change in appearance, or significant loss/increase in income should be a reason to start an important conversation. We understand initiating those conversations can be difficult so we have resources available at [DEA.gov/onepill](https://www.dea.gov/onepill).



Other Emoji Drug Codes

Cocaine 	Meth 	
Heroin 	Marijuana 	
MDMA and Mollies 	Cough Syrup 	
Drug Dealer Advertising 	High Potency 	Mushrooms 

DEA
Emoji drug codes

- [Emoji Drug Code PDF Dec2021.pdf](#)

MPI Resources

MPI reducing underage use of marijuana.

Resources:

- Information and data for download.
- Info cards and toolkit
- IASIC link
- **NEW** - MPI 2021 Report

Visit our MPI website, YouTube or twitter:

<http://www.ccrconsulting.org/mpi>



Questions/Comments

My email is
jeberstein@ccrconsulting.org

