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)
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.
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
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.
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.
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.
Frequency of vape use

The median number of puffs per day was 132
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.
Is the average age of first use for justice involved youth.
77% support law requiring pharmacies to label medications that have drug interactions.

57% ban marijuana sales to those under 21.
In San Diego County, Marijuana is the primary drug of choice for youth ages 12 - 17 in County funded drug treatment programs.
Poison Control

242%

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

ER Visits

37

ER visits a day in San Diego County related to marijuana.
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.
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.
16%

Of the existing 51 marijuana storefronts with a known address, 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 Since 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.
Drug Interactions
Project Update

17 participating pharmacies

Over 10,000 info cards disseminated to date.

English and Spanish versions

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 healthcare provider of any substances you may be taking to avoid harmful drug interactions.

Visit drugs.com
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)
IASIC

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

Join their email list
IASIC1.org
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
Dea emoji drug codes

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

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