

# **Drug Policy...and My Journey Into The Arena**

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# In The Arena

- “It is not the critic who counts, not the one who points out how the strong man stumbled or how the doer of deeds might have done them better. The credit belongs to the man who is actually in the arena, whose face is marred with sweat and dust and blood; who strives valiantly; who errs and comes short again and again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, if he wins, knows the triumph of high achievement; and who, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.”

-- President T. Roosevelt

# Format

- Milestones in my life and how that relates to being “in the arena”
- Lessons learned
- I ask you to think about how this might matter in your life
- Marijuana issues
- Questions

# My Story – I had it all planned out

- Student body president
- Ivy-League School or Professional Tennis player
- Law School
- District Attorney
- Judge

**It didn't turn out that  
way**

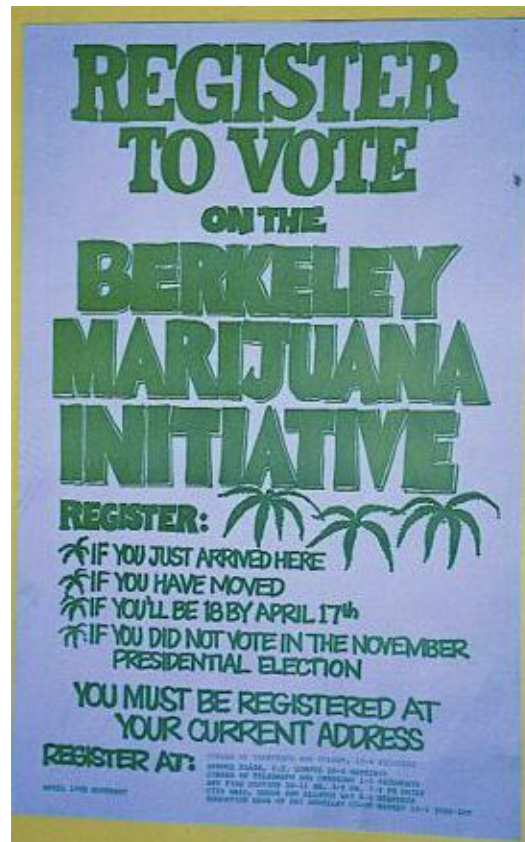
# Because I Played In Traffic



# Finding My Passion

- **Tragedy – turned it into opportunity**
  - For myself
  - For the community
- **Drug policy and prevention**
  - Organized awareness activities in high school
  - Tried to fill in the gaps and provide something “extra”
  - Lots of people didn’t like it, but I persevered

- Citizens for a Drug-Free Berkeley





# My Story

- Faced criticism, but found allies in my community
- Picked up the phone, called top US officials





# Lessons Learned

- Trip “in the arena” has taken unexpected turns, and has had its share of bumps
- What have I learned so far?
  - Follow your passions (and if you don’t have them yet, don’t worry)
  - Carve out your own space to shine; opportunities are DYNAMIC, not static
  - Find like-minded people to help you along
  - Don’t be afraid to “cold-call” the “man”
  - See the world
  - Get advice, get informed

**Where does marijuana fit into all of this?**

*"The most thoughtful, rigorous, and accessible discussion of marijuana to date. Sabet eschews silver bullets for smart, evidence-based solutions rooted in public health." – Dr. Robert L. DuPont founding Director, National Institute on Drug Abuse, National Institutes of Health*

# REEFER SANITY

SEVEN GREAT MYTHS  
ABOUT MARIJUANA

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KEVIN A. SABET, Ph.D.

FOREWORD BY PATRICK J. KENNEDY, FORMER CONGRESSMAN

# The false dichotomy: “Legalization OR incarceration?”



**VS**



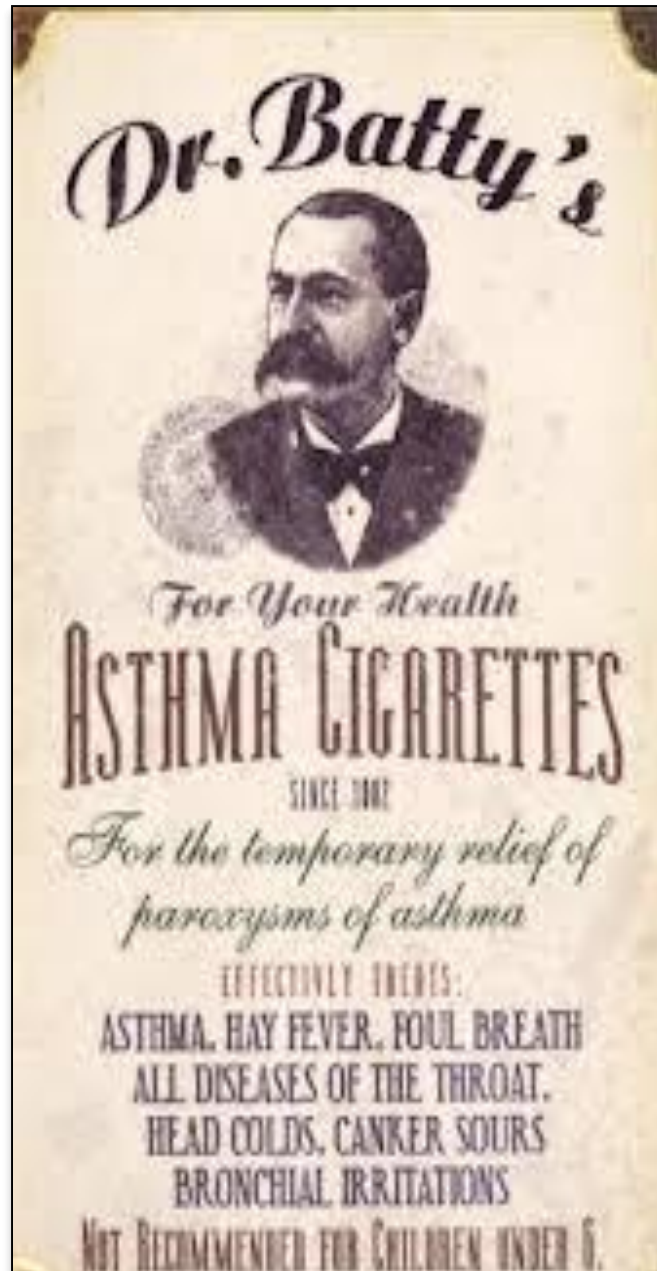




# What it's all about...

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# The “old days” return





According to repeated nationwide surveys,

# More Doctors Smoke **CAMELS** than any other cigarette!

Doctors in every  
branch of medicine  
were asked, "What  
cigarette do you smoke?"  
The brand named most  
was Camels!

Yes! Because of Camels' fine, smooth, consistent  
taste, doctors prefer them. Camels have  
rich, mild, golden, pure, strong taste and  
a flavor unsurpassed by any other cigarette.  
Mild and smooth and Camels are  
Camels! No other cigarette has such a smooth  
taste and such a rich, mild, pure taste.  
That's why doctors smoke Camels. And so  
do those who prefer a cigarette that has!

THE DOCTORS' CHOICE IS AMERICA'S CHOICE!



**DR. JOHN H. JOHNSON**, Editor, *Time*  
magazine, New York City, and  
author of many books.



**DR. ROBERT H. JOHNSON**, Editor,  
*Christianity Today*, New York City,  
and author of many books.



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For 30 days, test Camels in your "V-Lane" (V for Vision, V for Throat, V for Taste).



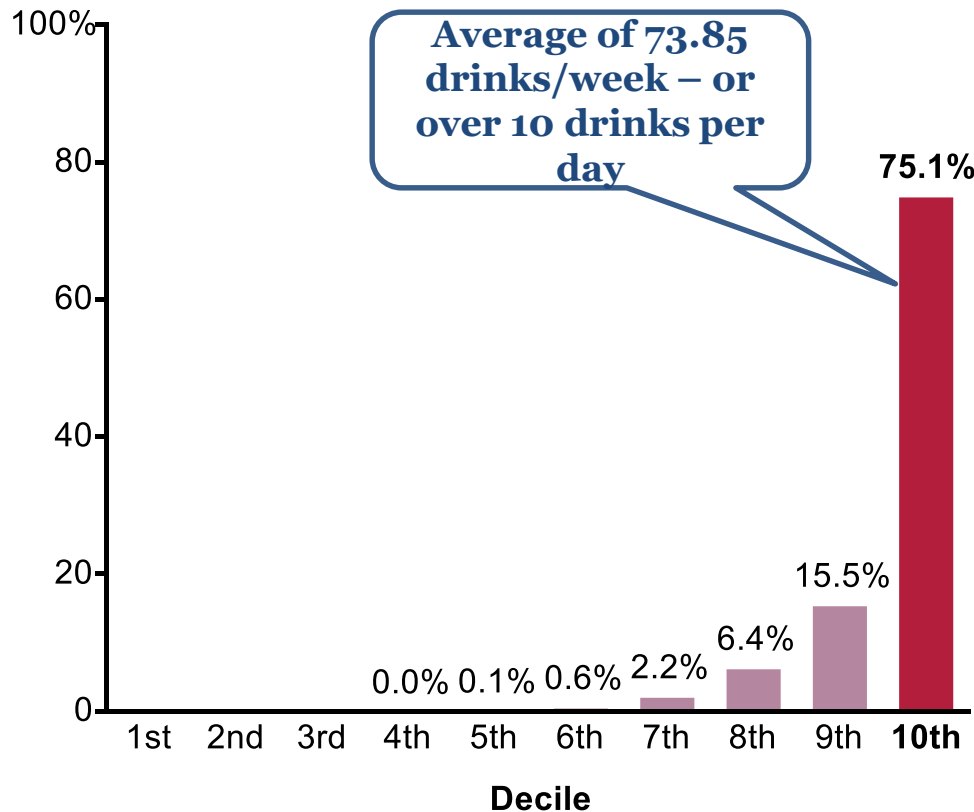




# Alcohol companies depend on heavy drinkers to make money

**The top 10% of the population make up 75% of the alcohol industry's U.S. sales**

% of total U.S. alcohol consumed



- Belies the slogan “Enjoy Responsibly”
- Would the marijuana industry be any different?

# Three separate issues that often get conflated

1

**Penalizing drug users/  
"decriminalization"**



2

**Medicinal use of  
compounds  
derived from  
marijuana/other  
drugs**



3

**Legalization  
of marijuana  
or other  
drugs for  
"non-  
medical" use**



# Is marijuana medicine? It depends on how you look at the question



**NO**

Smoked or ingested raw marijuana is **not medicine**



**YES**

There are **marijuana-based pills available to treat illness**, and other such medications coming soon



**MAYBE**

**Additional research is ongoing** into the medical properties of marijuana-derived compounds



## “Big Marijuana”

- Can we trust companies and Big Corporations not to target youth and the vulnerable?

# Privateer Holdings

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- The first private equity company dedicated to the marijuana industry





# Marketing to YOU: can you tell the difference between the tobacco and pot products here?



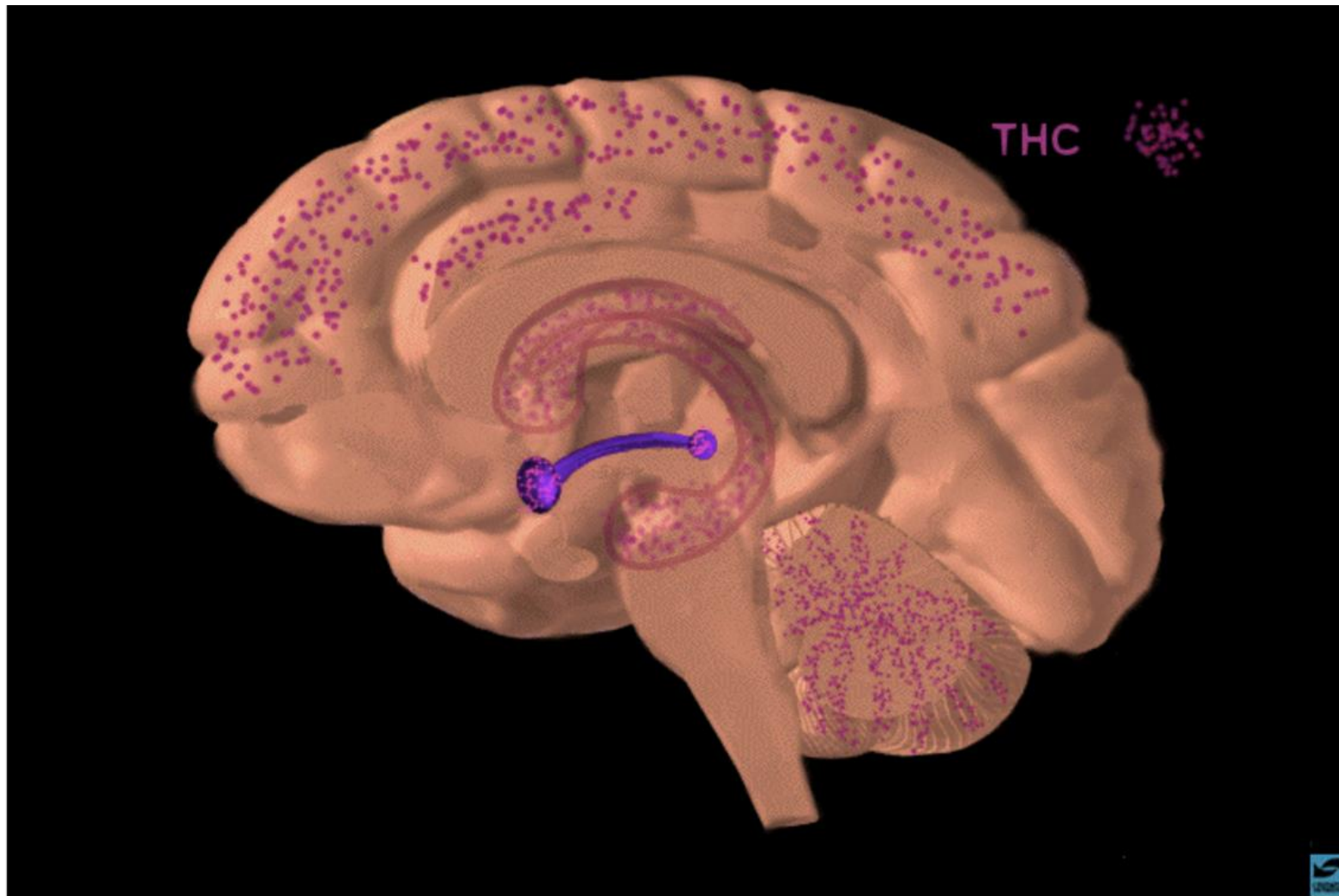


# Marijuana edible displays



# **Myth 1:**

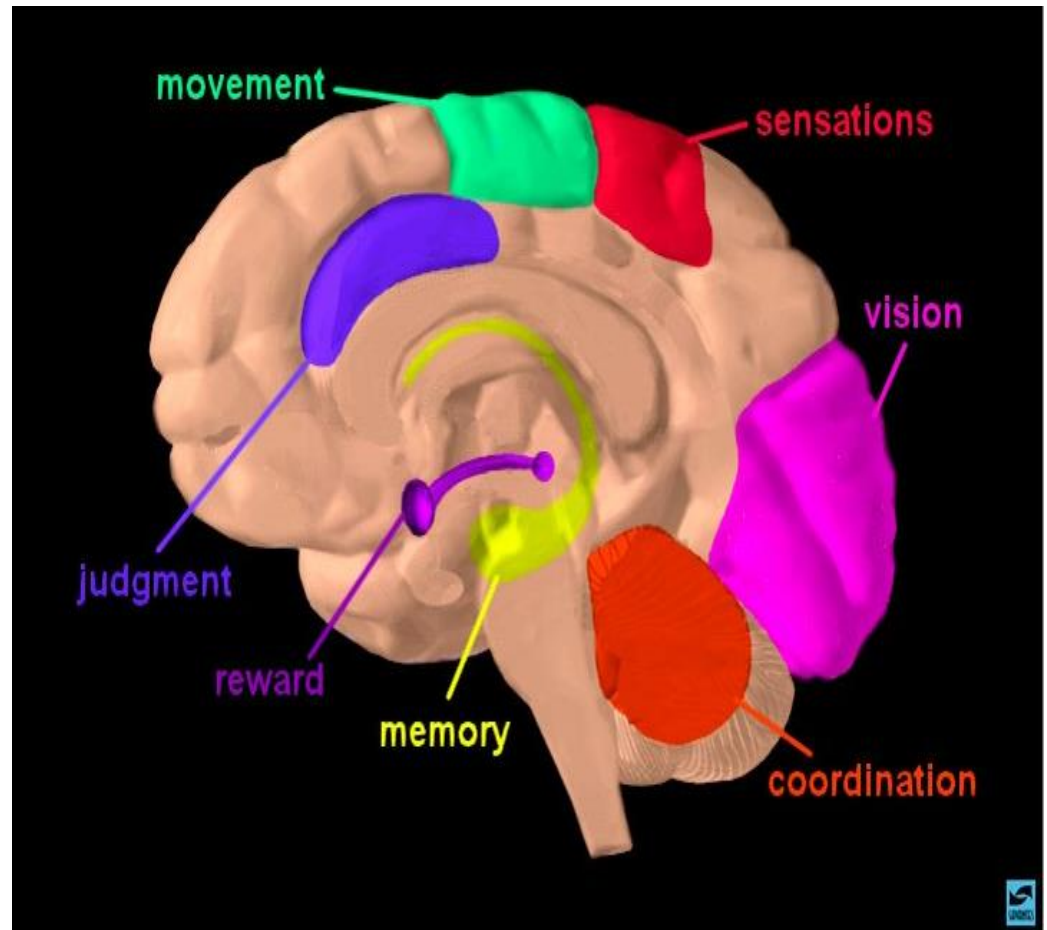
## **Marijuana Is Harmless and Non-addictive**

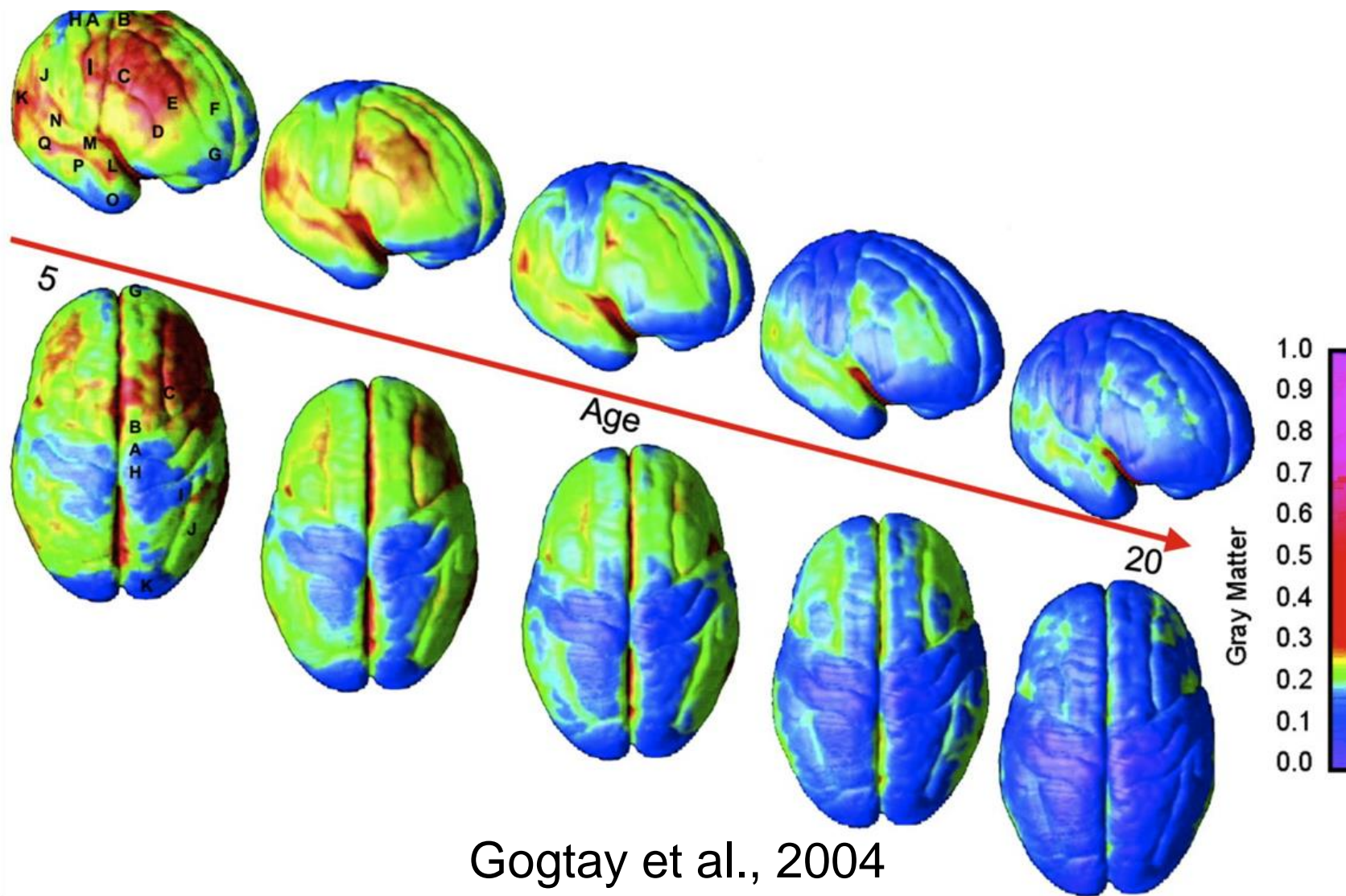




# Cannabinoid Receptors Are Located Throughout the Brain and Regulate a Host of Brain Activity

- Brain Development
- Memory & Cognition
- Motivational Systems & Reward
- Appetite
- Immunological Function
- Reproduction
- Movement Coordination
- Pain Regulation & Analgesia

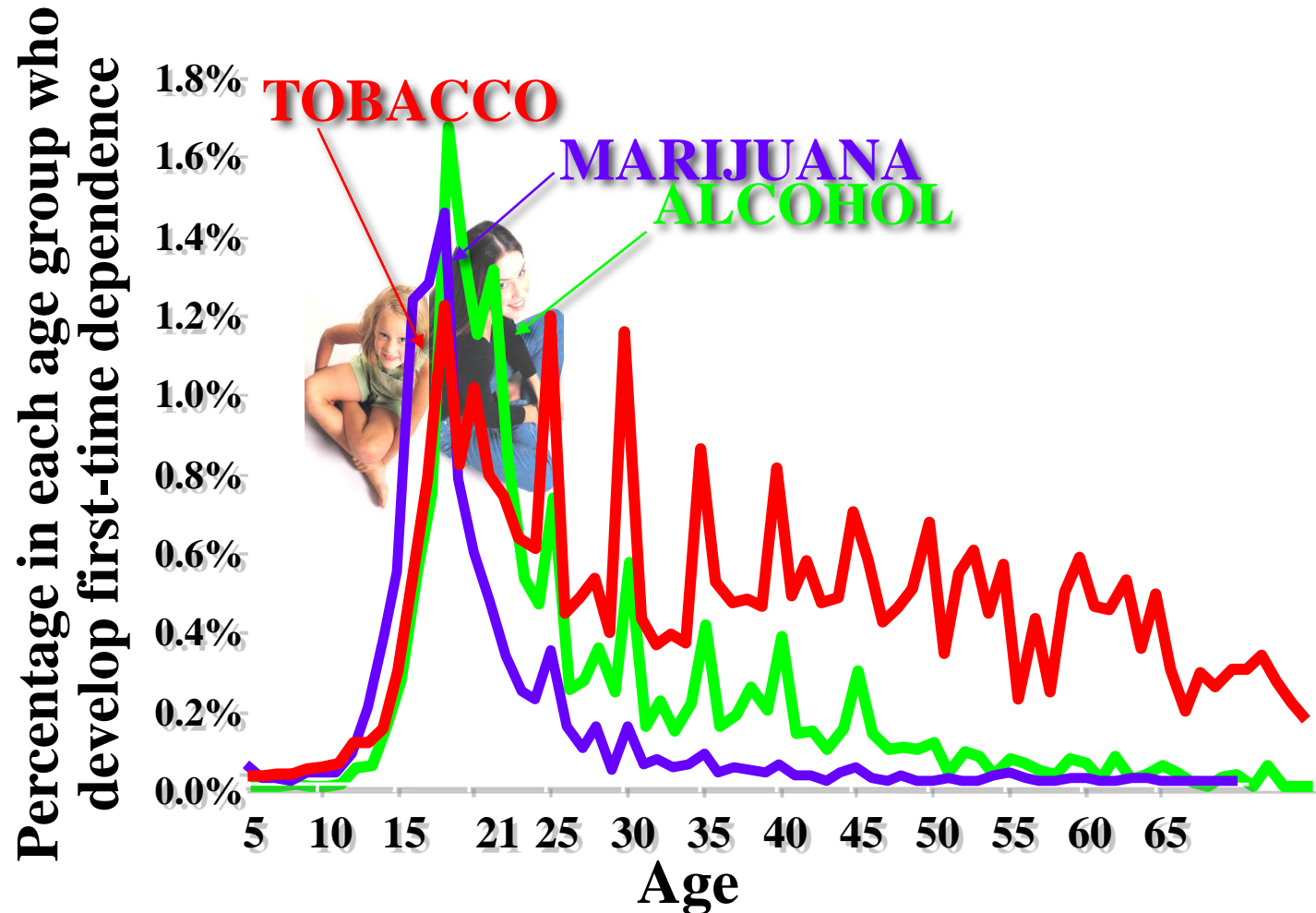




Gogtay et al., 2004

# ADDICTION IS A DEVELOPMENTAL DISEASE

## it starts in adolescence and childhood

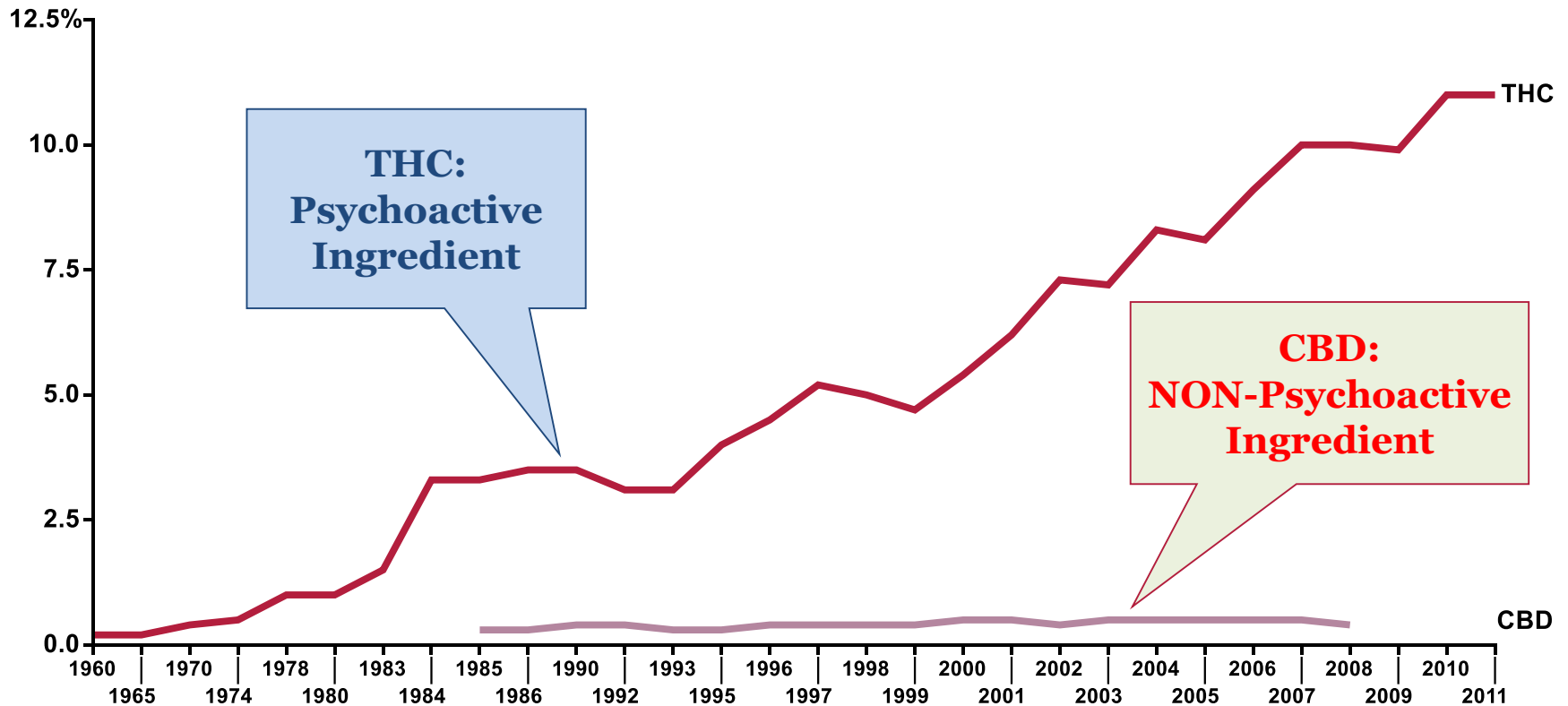


Age at **tobacco**, at **alcohol** and at **marijuana** use dependence as per DSM IV

NIAAA National Epidemiologic Survey on Alcohol and Related Conditions, 2003.

# Marijuana has become significantly more potent since the 1960s

Average THC and CBD levels  
in the United States



|     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |      |      |     |      |      |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|------|------|
| CBD |     |     |     |     |     |     |     |     |     | 0.3 | 0.3 | 0.4 | 0.4 | 0.3 | 0.3 | 0.4 | 0.4 | 0.4 | 0.4 | 0.5 | 0.5 | 0.4 | 0.5 | 0.5 | 0.5 | 0.5  | 0.5  | 0.5 | 0.4  |      |
| THC | 0.2 | 0.2 | 0.4 | 0.5 | 1.0 | 1.0 | 1.5 | 3.3 | 3.3 | 3.5 | 3.5 | 3.1 | 3.1 | 4.0 | 4.5 | 5.2 | 5.0 | 4.7 | 5.4 | 6.2 | 7.3 | 7.2 | 8.3 | 8.1 | 9.1 | 10.0 | 10.0 | 9.9 | 11.0 | 11.0 |

- Source: Mehmedic et al., 2010



# Marijuana is not “just a plant” anymore – derivatives contain up to 98% THC



*“Green Crack”*  
wax



*“Ear Wax”*



Butane Hash Oil  
(BHO)



Hash Oil Capsules



*“Budder”*

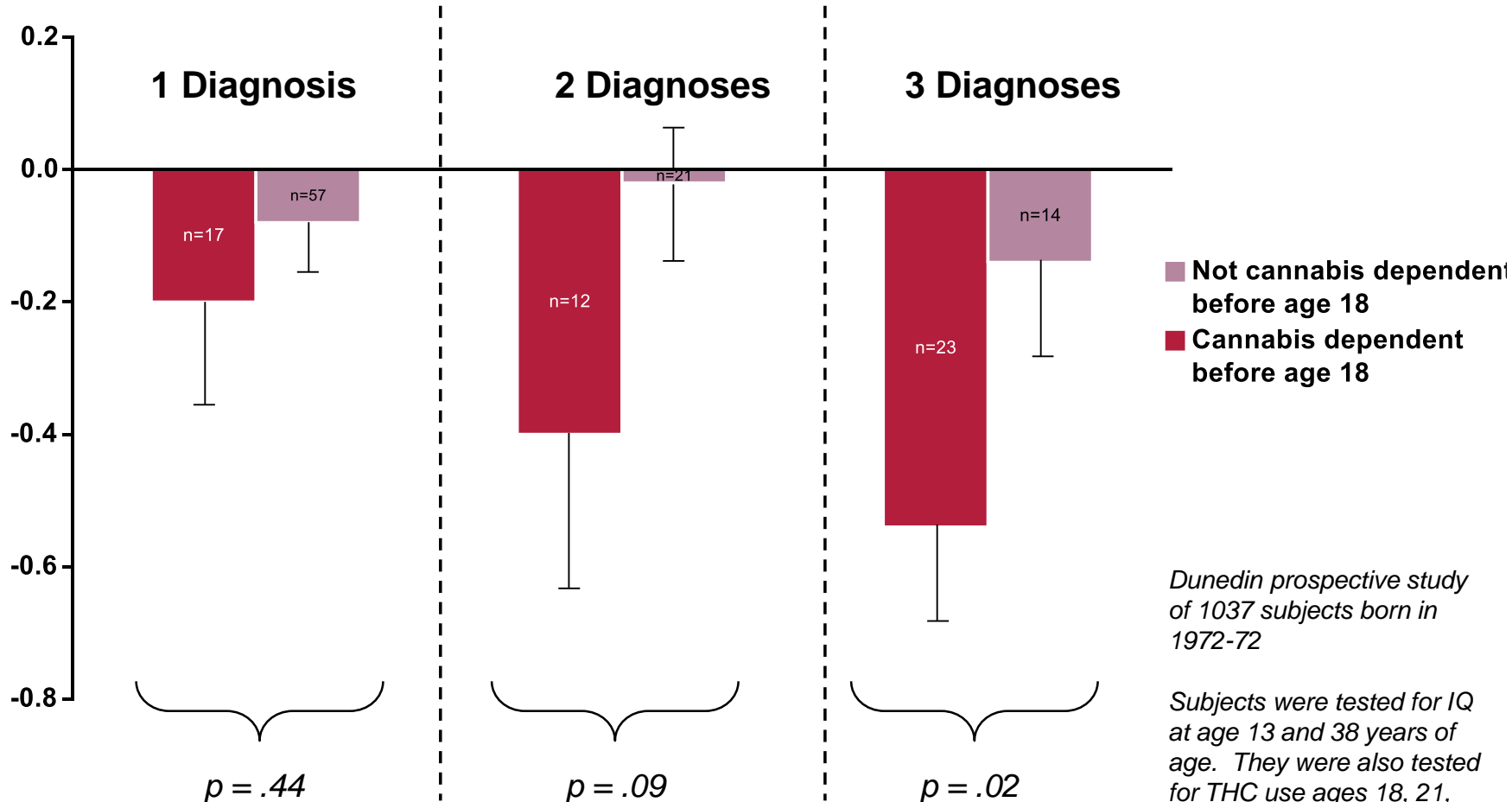
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*“Shatter”*

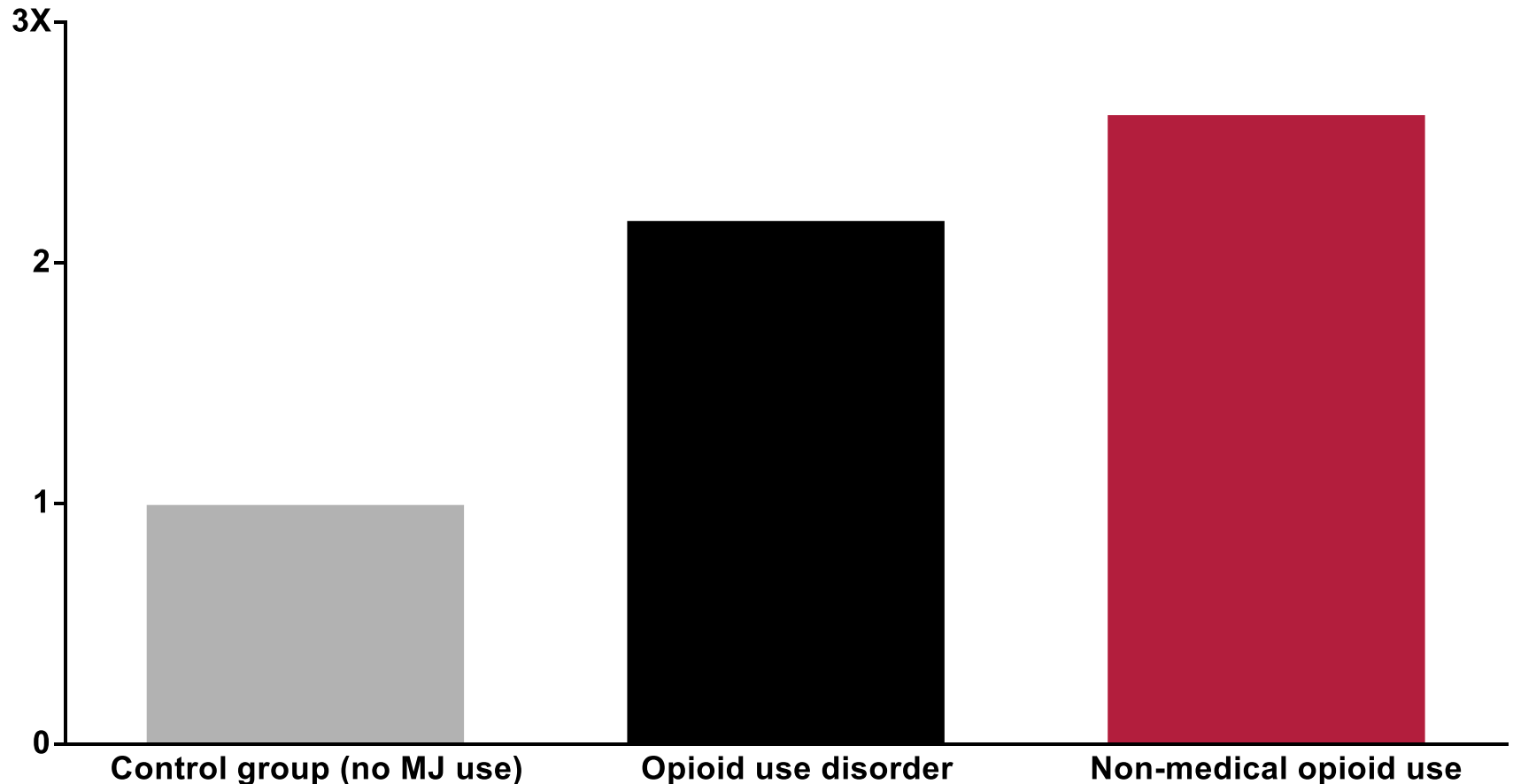
# Marijuana use is also associated with lower IQ among adolescents

Change in full-scale IQ  
(standard deviation units)



# Marijuana use goes hand-in-hand with increased prescription opioid abuse

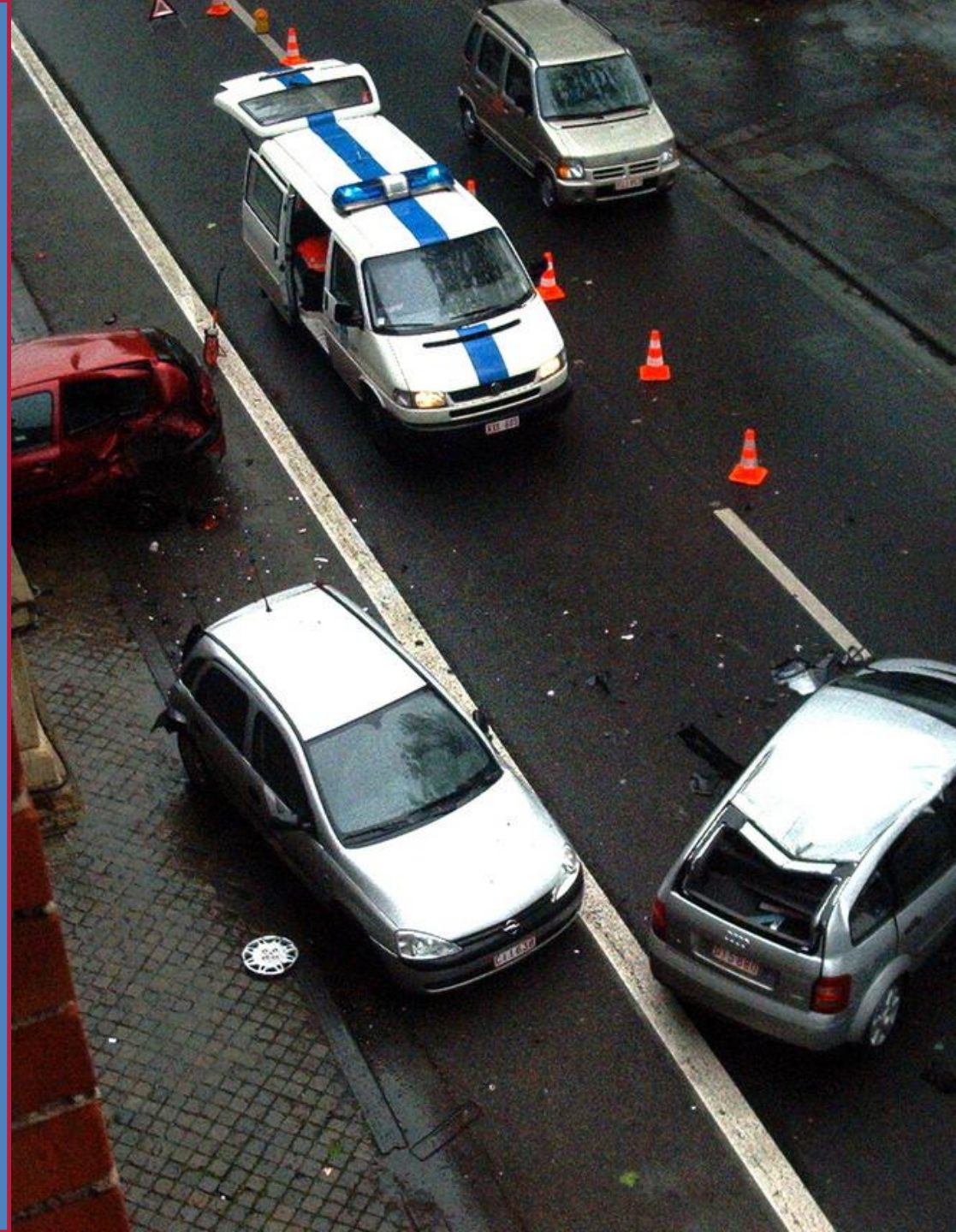
Chance of subsequent opioid abuse for marijuana users compared to control group



# Car Crashes

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“Drivers who test positive for marijuana or self-report using marijuana are more than **twice as likely** as other drivers to be involved in motor vehicle crashes.”

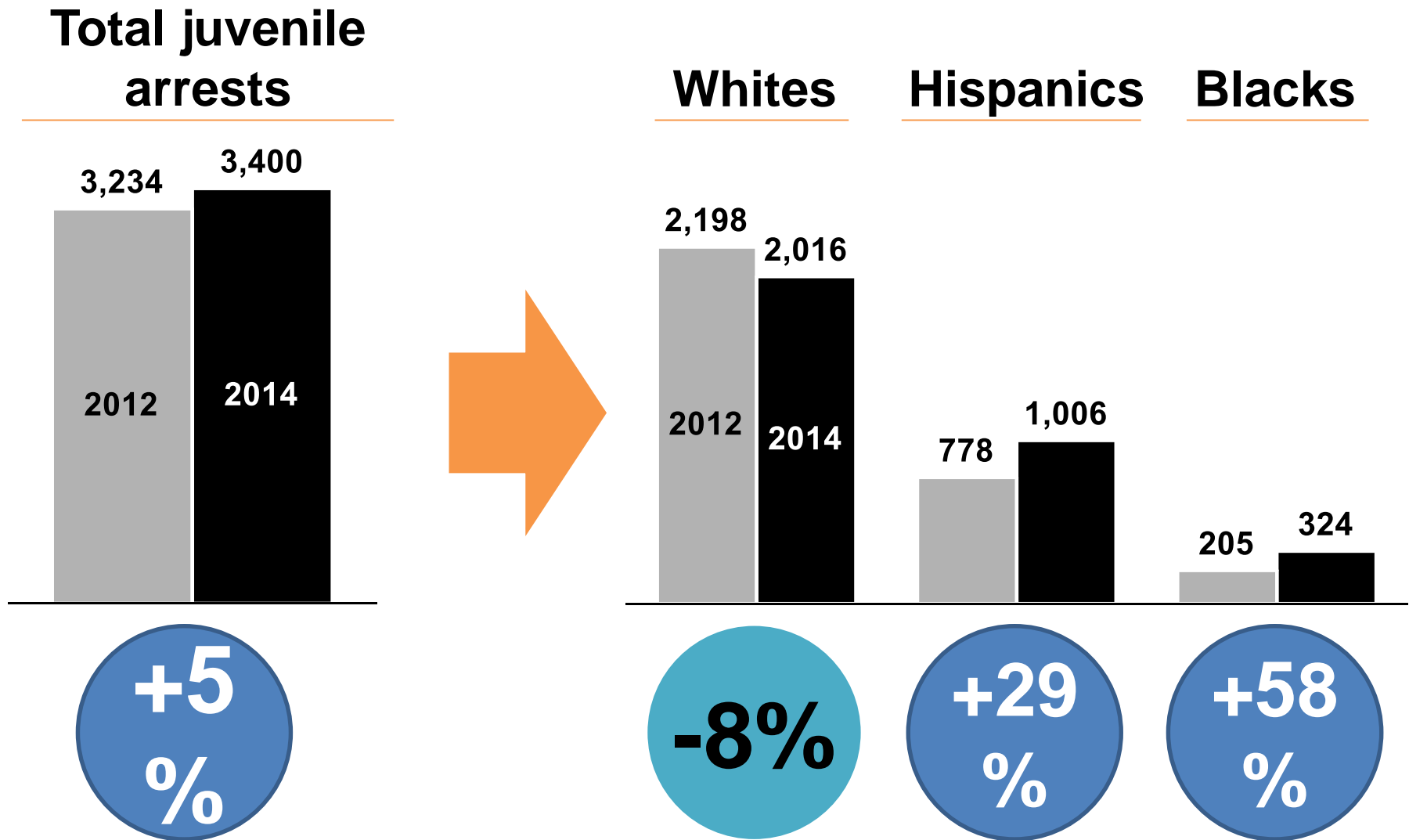







# Colorado and Washington

# More black and Hispanic youth are being arrested for pot in Colorado after legalization than before



• Source: Colorado Department of Public Safety (March 2016)



In Washington state,  
the percent of drivers in  
fatal crashes who  
recently used marijuana

**more than  
doubled**

between 2013 and 2014

In 2014,

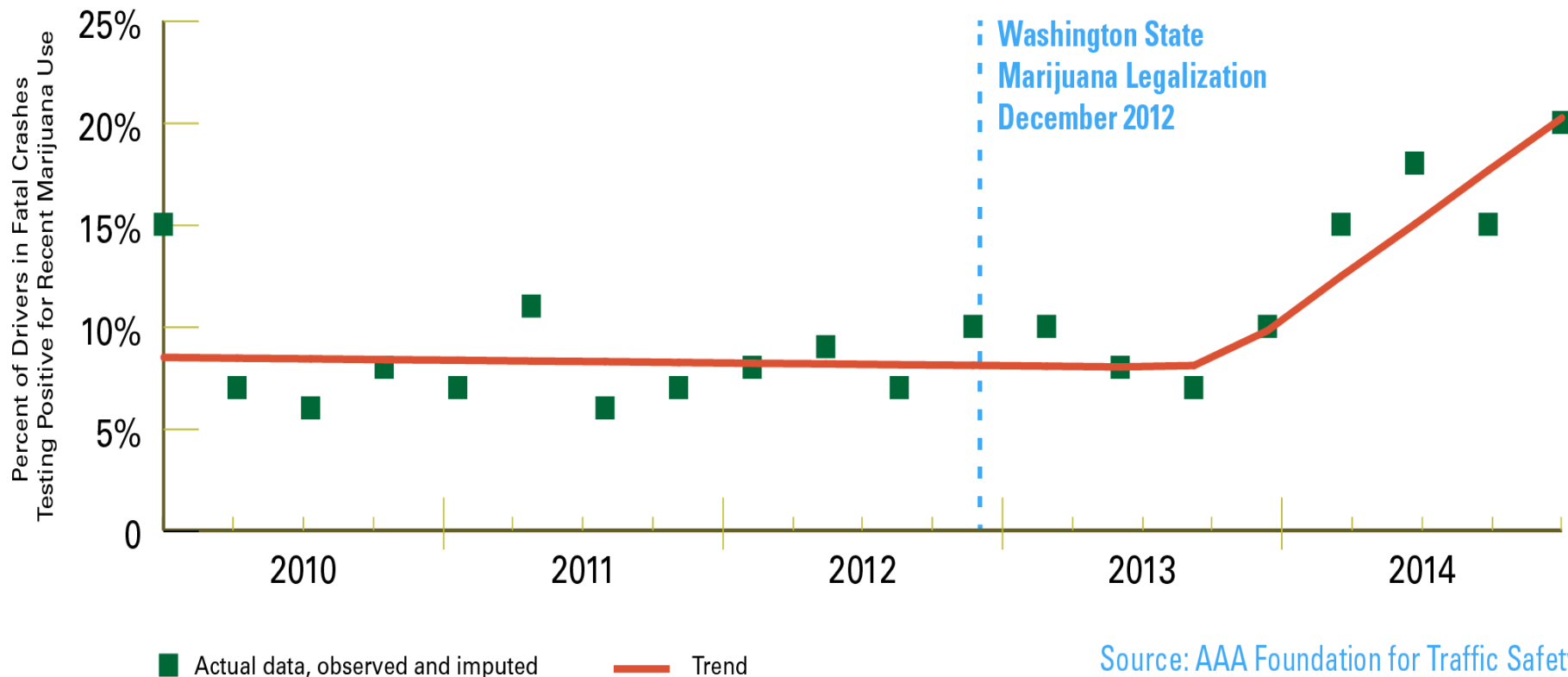
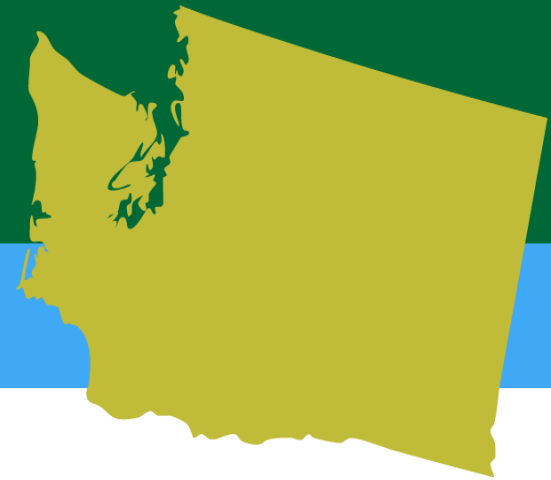
**1 in 6**

drivers involved in  
fatal crashes in the state had  
recently used marijuana



# Fatal Road Crashes Involving Marijuana Double After State Legalizes Drug

FATAL CRASHES INVOLVING DRIVERS WHO RECENTLY USED MARIJUANA DOUBLED IN WASHINGTON AFTER THE STATE LEGALIZED THE DRUG IN 2012.

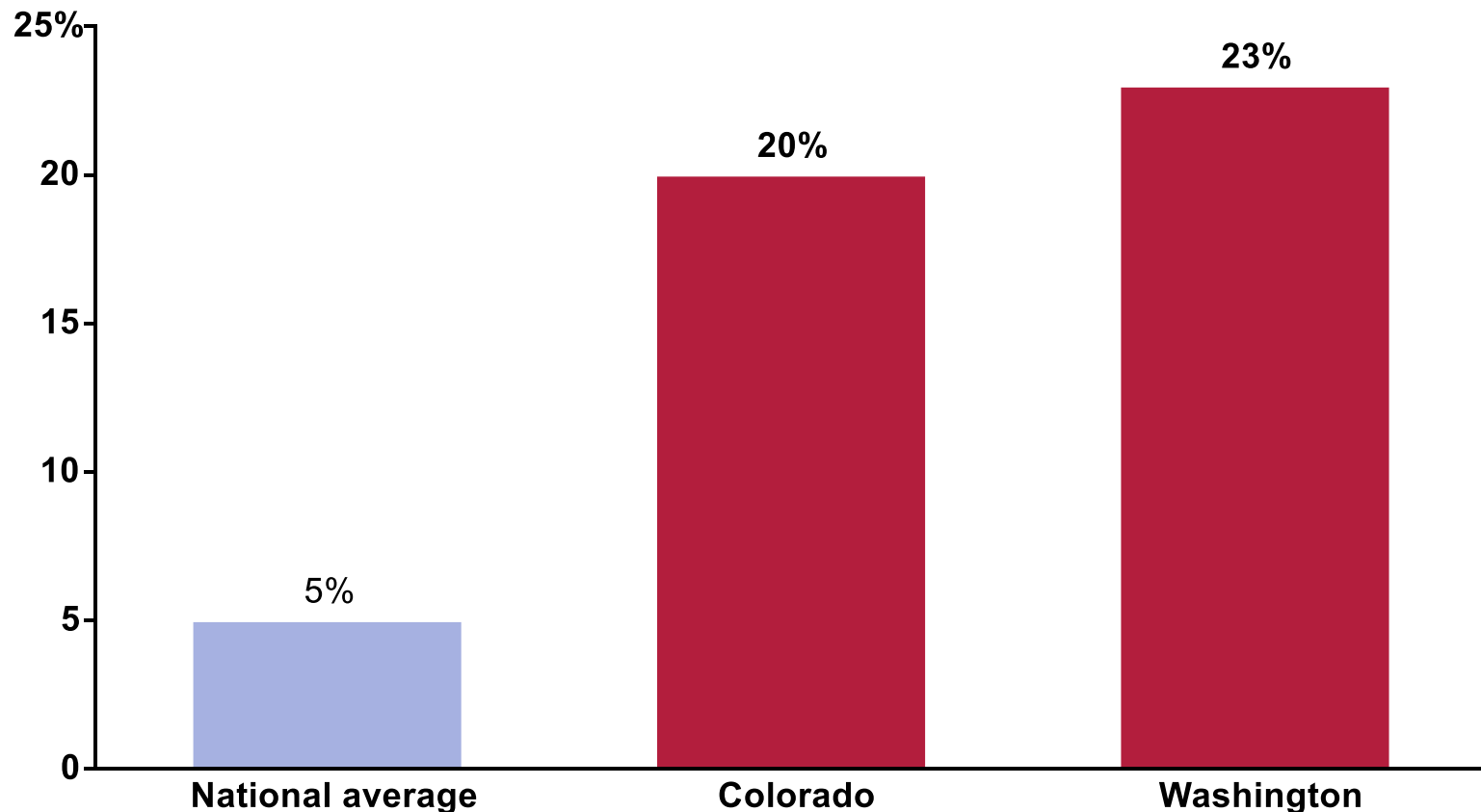


Source: AAA Foundation for Traffic Safety



# WA and CO also show increases in of on-the-job marijuana use well above the U.S. average

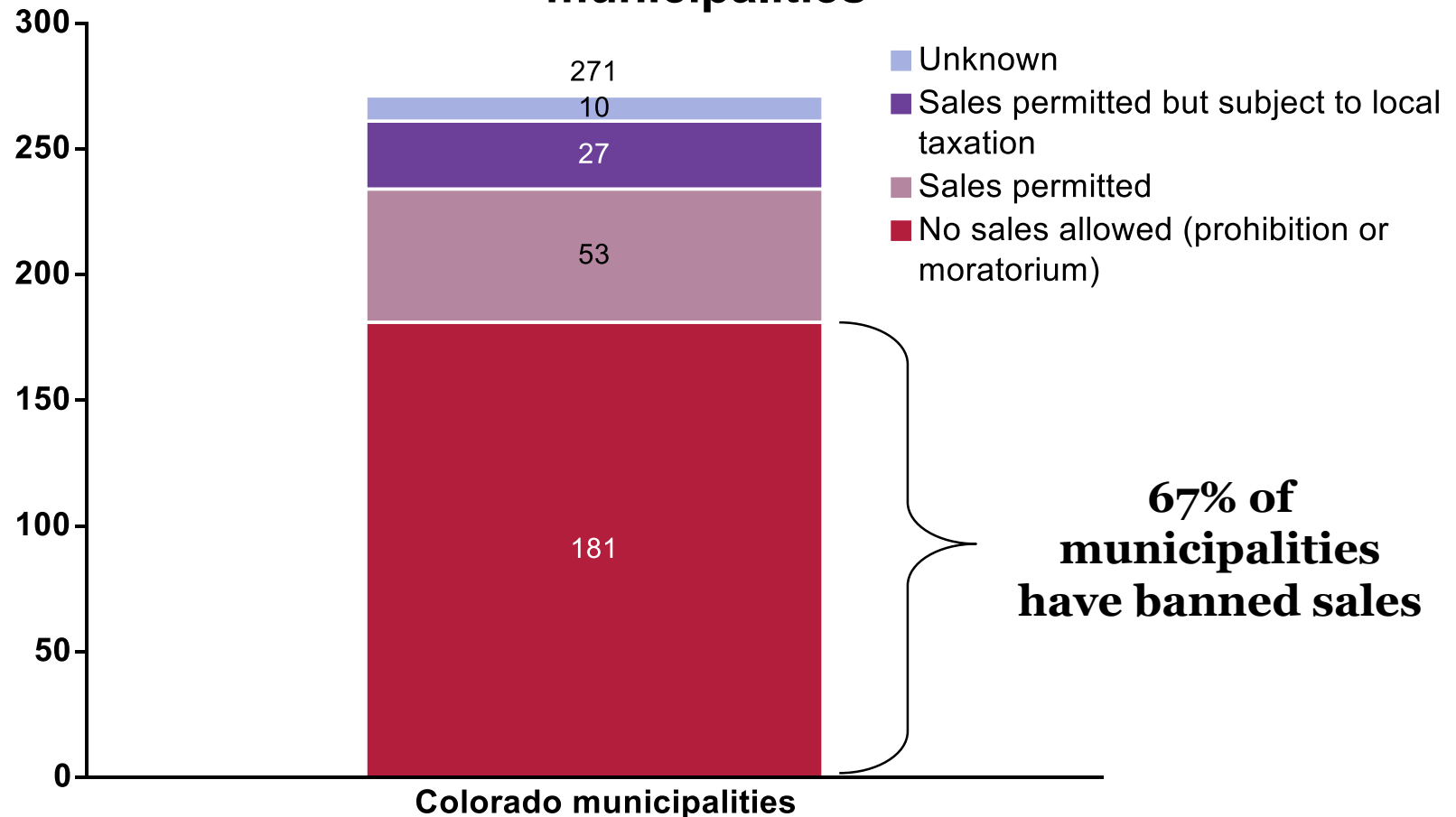
Increase in positive on-the-job marijuana test results  
(2012 to 2013)



- Source: Quest Diagnostics (<http://www.questdiagnostics.com/home/physicians/health-trends/drug-testing>)

# Well over half of Colorado municipalities have banned marijuana sales since legalization

## Legal status of retail marijuana sales in CO municipalities



# Revenue streams already disappoint

≡ SECTIONS



HOME



SEARCH

The New York Times

## TheUpshot

### REVENUE DISAPPOINTMENT

# Marijuana Taxes Won't Save State Budgets

APRIL 9, 2015



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Colorado's marijuana tax collections are not as high as expected.

In February 2014, Gov. John Hickenlooper's office projected Colorado would take in \$118 million in taxes on recreational marijuana in its first full year after legalization. With seven months of revenue data in, his office has cut that projection and believes it will collect just \$69 million through the end of the fiscal year in June, a miss of 42 percent.

That figure is consequential in two ways. First, it's a wide miss. Second, compared with Colorado's all-funds budget of \$27 billion, neither \$69 million nor \$118 million is a large number.

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## Why pot taxes can't solve Colorado's budget problem



By CHRIS STIFFLER

# Drug use is forcing CO employers to hire out-of-state employees instead of CO citizens



- “Jim Johnson [construction company GE Johnson’s CEO]...said his company has encountered **so many job candidates who have failed pre-employment drug tests** because of their THC use that **it is actively recruiting construction workers from other states.**”

- Source: The Gazette, March 24, 2015 (<http://gazette.com/drug-use-a-problem-for-employers/article/1548427>)



**DRAFT**I. THE IMPORTANCE OF YOUNGER ADULTS

Within five years, younger adults (18-24) will drop from 18% to 15% of the total adult population (18+). They will continue to decline in numbers until at least 1995, as the crest of the Baby Bubble pushes farther past age 25.

This shift in the population will cause smokers aged 18-24 to fall from 16% to 14% of all smokers by 1988. Even 13% would not be surprising, since smoking incidence has been declining more rapidly among younger adults than any other age group in recent years (see Appendix A).

Why, then, are younger adult smokers important to RJR?

Why, then, are younger adult smokers important to RJR?

1. VOLUME

Younger adults are the only source of replacement smokers. Repeated government studies (Appendix B) have shown that:

- Less than one-third of smokers (31%) start after age 18.
- Only 5% of smokers start after age 24.

introduction, with no cannibalization and no development/introductory costs.

As a company, Philip Morris held more than 60% of these 18-year-olds in 1983 versus RJR's 15-20%, yielding PM a .5 point in-going SOM advantage due only to "new" smokers.

\* This assumes 18-year-olds are 10% of the 18-24 group rather than a "fair share" of 14% because of population decline and the fact that some smokers start after age 18.

PROJECT:

Youth Cigarette - New concepts

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Youth Cigarette - New concepts

MARKETING INNOVATIONS' SUGGESTIONS:

APPLE FLAVOR

Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.

SWEET FLAVOR CIGARETTE

We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

SWEET FLAVOR CIGARETTE

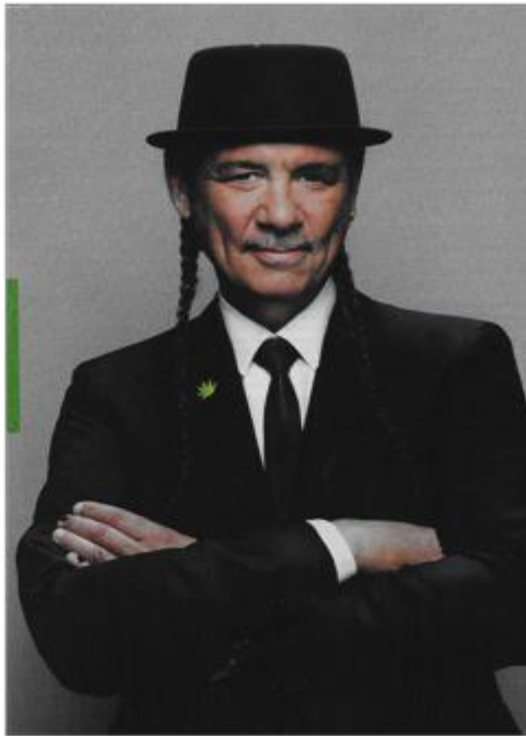
We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

# ‘Big marijuana’

“The use of marijuana ... has important implications for the tobacco industry in terms of an alternative product line. [We] have the land to grow it, the machines to roll it and package it, the distribution to market it. In fact, some firms have registered trademarks, which are taken directly from marijuana street jargon. These trade names are used currently on little-known legal products, but could be switched if and when marijuana is legalized. Estimates indicate that the market in legalized marijuana might be as high as \$10 billion annually.”

*From a report commissioned by cigarette manufacturer Brown and Williamson (now merged with R.J. Reynolds) in the 1970s.*


# The “Yale MBAs Are Here”



Steve DeAngelo



Troy Dayton



*"What do you want?"*

*-Rob Kampia, on  
soliciting money from  
the tobacco industry*

Source: Marijuana Business Daily, 4/28/17 Photo: ReasonTV





**Let's not be fooled by Big Tobacco Again**



# Conclusions

- The only way to make money in the marijuana business is to **cultivate and retain heavy users—via targeting minors**
- **“Good intentions” don’t matter**; the market dynamics inevitably lead the industry to this approach
- Left unchecked, **the pot industry will become another Big Tobacco**
- It will also attempt to **write the rules and regulations, capture state oversight bodies, and deny harms**
- **We can reform marijuana laws without legalization and commercialization!** There are more than two options.

# **What can you do?**

- **Be a source of truth for your peers**
- **Stand up to the Big Marijuana industry**
- **Educate your friends – and your parents' friends!**

# 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.**





**Thank you!**

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