Marijuana Prevention and Policy Work

Opportunities for Stakeholder Engagement

Regional Prevention Partnership Training

January 7, 2019

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OBJECTIVE: Participants will leave with an increased comfort level with talking to community stakeholders about Marijuana. Accomplished by:

• Brief overview of current state, regional, and local data related to “Adult Only” and/or Marijuana policy … finding opportunities for messaging
• Sharing examples from MAPP and the Green Peak Alliance
• Engaged group discussion around how data, risk/protective factors, and messaging can be used to engage towns, businesses, and other stakeholder groups
Data Review
Making a case for support
2017 Local Opinion Leader Survey – VT

Vermont Local Opinion Leaders Survey
Opinions on Non-Medical Marijuana Prevention and Control Policies

46% of local opinion leaders feel non-medical marijuana use is an important or very important health issue to address in their community.

LEVEL OF SUPPORT FOR NON-MEDICAL MARIJUANA POLICIES*

- 61% of local opinion leaders support restricting advertising for non-medical marijuana and related paraphernalia, should marijuana be legalized in Vermont.
  - A small group of local opinion leaders were opposed to restrictions on advertising of marijuana products, stating that if it were a legal product sold through retail markets then businesses ought to be able to sell and therefore promote it.
  - 41% strongly support, 20% somewhat support

Table 10: Opinions Regarding Restricting Advertising for Non-Medical Marijuana and Paraphernalia

<table>
<thead>
<tr>
<th>Policy</th>
<th>Strongly Favor (95% CI)</th>
<th>Somewhat Favor</th>
<th>Neither For or Against</th>
<th>Some-what Against</th>
<th>Strongly Against</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restrict advertising for non-medical marijuana and related paraphernalia</td>
<td>41.1% (35.3% - 47.0%)</td>
<td>19.7%</td>
<td>13.7%</td>
<td>8.8%</td>
<td>16.8%</td>
</tr>
</tbody>
</table>
Opportunities for Messaging

• While most leaders felt they had some degree of influence in their local community, the vast majority felt they had no influence with their state legislators. Through this survey, they provided support for public health, offered varied perspectives, and raised practical questions. Considering ways to bridge this communications gap could prove worthwhile for policy making.

• Planners showed more support for outlet density / location policies while municipal leaders showed more support for restricting advertising.

• Municipal leaders are attempting to balance:
• Vast majority support foundational health language in their town plans.
Opportunities for Messaging
Stakeholders?
Messages?
Outcomes?
2018 Mt. Ascutney Hospital Community Health Needs Assessment

“Would you support town policies that protect youth from substance misuse related to “adult only” products?

81%

* 1,071 survey responses; represents 3% of total adult population of the service area.
Opportunities for Messaging
Stakeholders? Messages? Outcomes?
2018 Green Peak Alliance Community Survey
re: MJ & Act 86

- 602 respondents
- 88% over age 35
- Almost ½, 47%, were over age 55
- 22% were recreational MJ users
- 20% were parents of children under age 18

Broad themes that emerged:
- Youth exposure*
- Further education needed
- Retail Sales *
- Working under the influence
- Driving under the influence
2018 Green Peak Alliance Community Survey

Youth exposure

22% of the 602 respondents were concerned about youth exposure to marijuana.

Parents were significantly more concerned about youth exposure, while recreational marijuana users were significantly less concerned.

% concerned about youth exposure

<table>
<thead>
<tr>
<th></th>
<th>All respondents</th>
<th>Parent of child under 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>All respondents</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Parent of child</td>
<td>22%</td>
<td>11%</td>
</tr>
</tbody>
</table>

Among parents, recreational marijuana users were significantly less concerned about youth exposure to marijuana.

% of parents concerned about youth exposure

<table>
<thead>
<tr>
<th></th>
<th>All parents</th>
<th>Parents who are recreational marijuana users</th>
</tr>
</thead>
<tbody>
<tr>
<td>29%</td>
<td>13%</td>
<td></td>
</tr>
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</table>

Parents were more likely to be recreational marijuana users than the general population in the same age range, although this difference was not statistically significant.

% recreational marijuana users among those aged 26-55 years (91% of parents)

<table>
<thead>
<tr>
<th></th>
<th>All respondents</th>
<th>Parent of child under 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>(n=298)</td>
<td>(n=111)</td>
<td></td>
</tr>
</tbody>
</table>
2018 Green Peak Alliance Community Survey

Retail Sales

27% of the 602 respondents expressed interest in retail sales of marijuana or the subsequent tax revenue.

Recreational marijuana users and those under 45 years were significantly more interested in retail sales; there were no significant differences in interest among parents or business owners.

% interested in retail sales or tax revenue

- 27% for all respondents (n=602)
- 52% for marijuana users (n=132)
- 27% for all respondents (n=602)
- 39% for 45 years and under (n=169)

Interest in Retail Sales was defined as:

- Including “No retail sales or tax revenue” as a disadvantage of the new law, or
- Including “What are the plans for retail sales of marijuana?” as a question about the new law, or
- Including “Information about plans for retail sales of marijuana” as information needed for self or for the community
Other GPA Survey findings:

• Act 86 is unclear as to what is or is not allowed. How will it be regulated / enforced? (who provides the clarity?)
• Driving under the influence is of concern – as it is statewide and nationally (no surprise)
• Concerns differ depending on whether a person is a recreational user or not
• Respondents *appreciated the neutral approach* of the survey
Opportunities for Messaging
Stakeholders?
Messages?
Outcomes?
Examples to share
Generating Ideas....
Other work GPA / MAPP has done:

• Worked with Regional Planning to:
  – Establish town plan revision schedule
  – Identify which towns may be ready to address policy
  – Created town plan health chapter template
  – Co-facilitate community *visioning process*

• Shared policy guides / prevention primers as resources

• Integrated prevention policy work into Community Benefit process at local hospital

• GPA partners drafted CBD article from a community retailer and CBD vendor perspective (*highlighting industry advice that CBD is not for kids)*
"The Visioning Process"

**Vision**
- What is our shared community vision? Is health a component?
- Does our town culture invite people to be healthy?
- What key conditions/issues are impacting us now? May impact us in the future? (Who are potential partners with access to data?)

**Language**
- What language is in town plan elements that support the shared vision?
- How can current elements be enhanced with health language to support the vision? Do we want a stand alone health element?

**Implement**
- What planning tools or municipal mechanisms are available as a means to implement policy?
- What are health related goals/objectives? What are health targets and metrics?
Opportunities for Municipalities

- Oct 4, 2018 Presentation by Gwynn Zakov at VLCT gzakov@vlct.org (CHL can post the presentation as a resource on website)
- EXCELLENT RESOURCE for:
  - Rules that govern laws in VT (Dillon vs. Home Rule, etc.)
  - Municipal Considerations (i.e. – opt in/out, prohibitions re: no zoning, land use, licensing/permitting, ordinances, code & other enforcement, public health)
  - Taxation & Regulation (“user”/ “industry” should pay for costs to enforce)
- Advocacy: CONTACT YOUR STATE REPRESENTATIVES AND SENATORS AND ADVOCATE FOR YOUR COMMUNITIES. IF YOU DON’T, NO ONE WILL.
Coalitions can facilitate visioning discussions

- Do we want Retail Marijuana in our town?
  - Sure
    - How Much? (Density)
    - Where? (Location)
    - ~ Hours of operation?
    - ~ THC amount limitations*
    - ~Advertising
  - No
    - Do we have any policies in place that would prevent a business from registering here?

- How will it impact existing businesses?
- How will it impact youth/vulnerable populations?
Group Activity:
2:30-2:40pm ~ 10 min break, review charts
2:40 – 3:00pm ~ Gather at tables by RPP region & plan outreach opportunities
3:00 – 3:10pm ~ report out ideas, volunteers