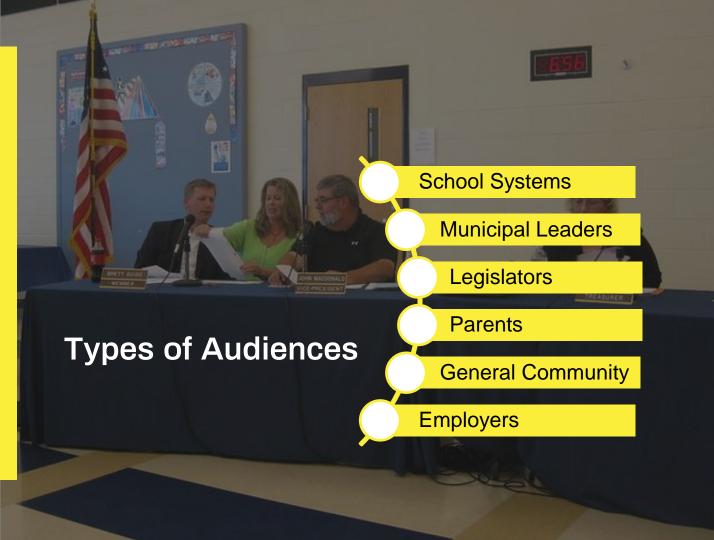


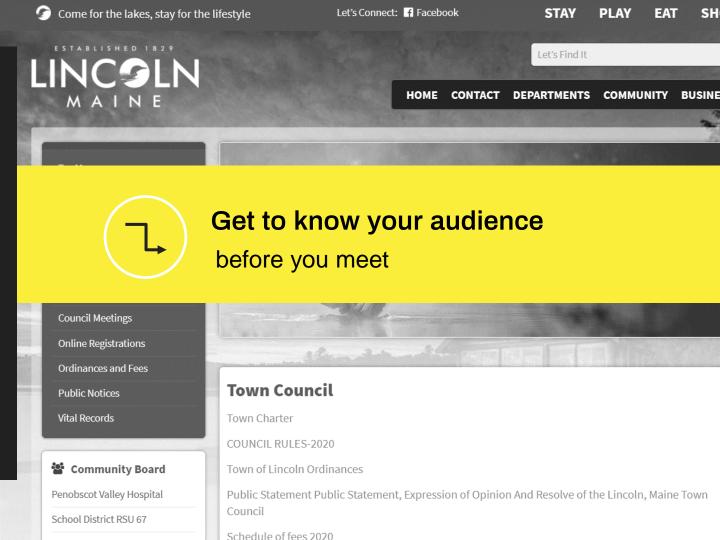
# **Marijuana Prevention**

New Conversations for Changing Times



INFO INSPIRED







# **Building Audience Avatars**







**Parents** 

Legislators

**School Staff** 

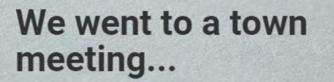


#### BUILDING YOUR AUDIENCE AVATAR

Answering these questions will help you understand your audience and give you the foundation you need to build an amazing presentation for them.
$1. \ How \ much \ does \ your \ audience \ know \ about \ the \ topic \ (novice, proficient, expert)?$
2. Does your audience have misconceptions about your topic that you need to clear up?
$3. \ What is the age range of your audience, and are there other relevant demographics? Special needs? \\ Literacy barriers?$
4. What might they be interested in?
5. What's in it for them?
6. Why are they here (extrinsic or intrinsically motivated)?
7. Is there a problem I can help them solve?
8. What might they do with this information?
9. What's the best way to reach this audience?

### DETERMINE THE GAP(S)

Knowledge Gap - Not having the information
Skills Gap - May have the information but need to develop skills (like driving a car)
Motivation or Attitude Gap - May have the information or skills but struggle with the motivation or can't understand why the change is needed or important
Environment Gap - Does the environment support the person in being able to succeed or are there barriers that in the process or environment? Do they have enough time and support to make the change?
Communication Gap - Vague or conflicting directions





and it didn't go very well.

ximo

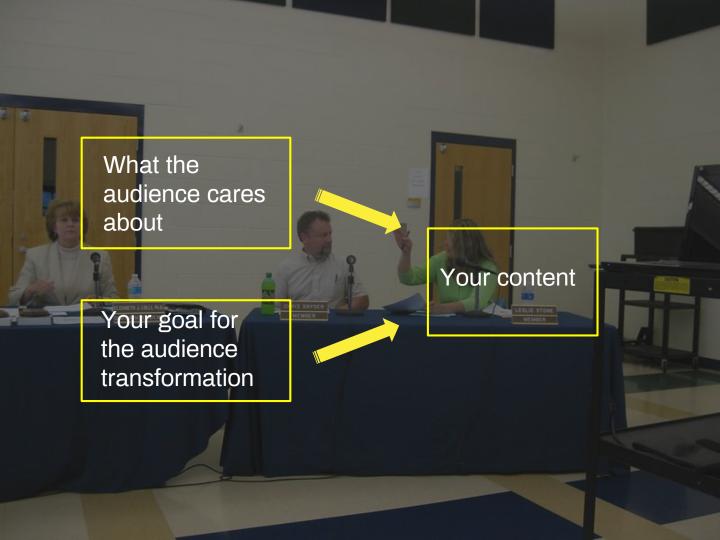


# **Examples of the transformation**

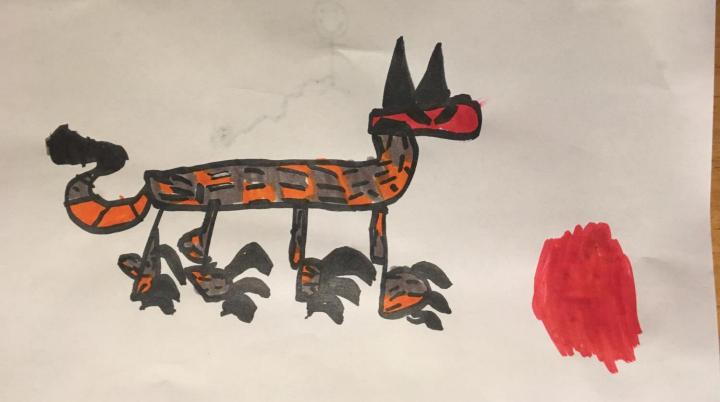


Adopt New Practices

Address a Problem



# Varice wolves





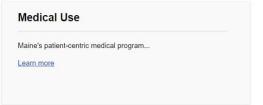


#### **Open Data**

One of the guiding principles of the Office of Marijuana Policy is to strive to be transparent and clearly communicate with the public and stakeholders. To support that principle, we have launched an Open Data portal that will provide access to information that is frequently requested by interested individuals. We expect that this portal will grow in the coming months and years as Maine's adult use and medical marijuana programs continue to mature.

Accordingly, for the ease of review, this information has been divided into two sections reflecting these two distinct programs.











#### Cannabis Control Commission

In part, the mission of the Cannabis Control Commission (Commission) is to honor the will of the voters of Massachus implementing and administering the laws enabling access to medical and adult-use marijuana in the Commonweal principles to conduct all our processes openly and transparently, engage in regular two-way communication with all measure our performance to effectuate a world-class agency.

### Open Data Platform

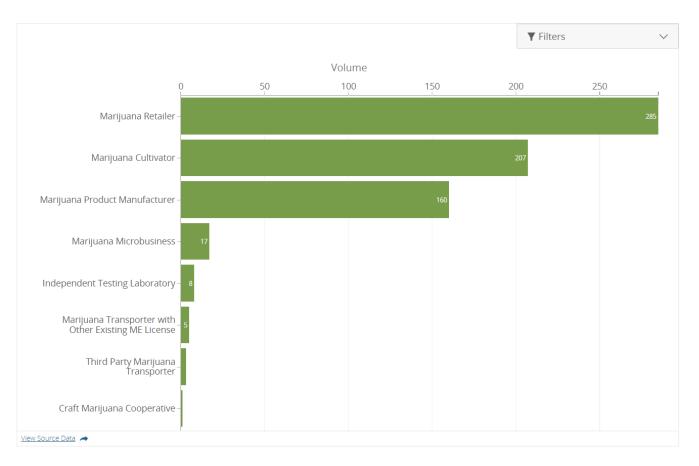
Our Open Data Platform will support our mission and operating principles by allowing the Commission to measure is use industry and Medical Use of Marijuana Program, ensuring public health and safety, implementing our equity proby small and large businesses.





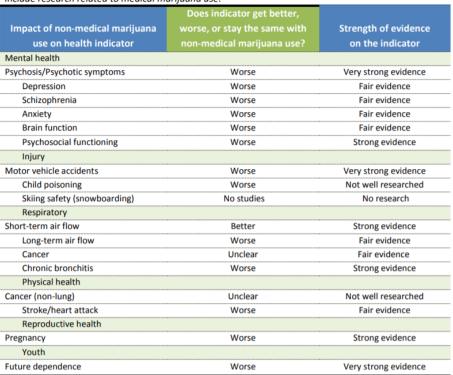


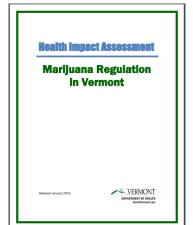
#### **Licenses Awarded by Type**



#### Health Indicators associated with Marijuana Use

NOTE: This section of the literature review is related to use, but not specifically legalized use – it does not include research related to medical marijuana use.







YOUR PTTC - EDUCATION - RESOURCES - PROJECTS - COMMUNICATION -



NEW ENGLAND PTTC NAVIGATION (Select to expand / collapse menu)



ABOUT ~

# Marijuana Prevention Training & Technical Assistance Services

New England has seen rapid and numerous changes in marijuana policy. All six states have medical marijuana laws. Maine, Vermont, and Massachusetts have passed laws legalizing adult-use marijuana while New Hampshire, Connecticut, and Rhode Island see many policy proposals to join them. This ever evolving policy landscape can create challenges for prevention professionals. How do we create and implement effective prevention strategies in this policy climate?

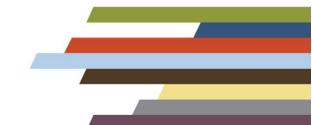
The New England PTTC has a full array of training and technical assistance services and products in this area of marijuana science, policy, and prevention. This includes live and recorded webinars, technical assistance tools, and expert trainers available for face-to-face trainings in your community. Here is what we have available to bring to your state, organization, or community:



# Cannabis and the Adolescent Brain

Key Information for Prevention Practitioners to Share with Key Stakeholders and Communities







# The Varied Forms, Potency, and Health Effects of Today's Cannabis

Key Information for Prevention Practitioners to Share with Key Stakeholders and Communities





# Marijuana: What Does the Data Say?

Elinore F. McCance-Katz, MD, PhD
Assistant Secretary for Mental Health and Substance Use
Substance Abuse and Mental Health Services Administration
U.S. Department of Health and Human Services







# Marijuana Education Toolkit

Preventing Underage and High Risk Use



Maine Center for Disease Control & Prevention Department of Health and Human Services

### Tips for Parents Who Consume Cannabis

Keeping your children safe >> All marijuana products must use the universal symbol on packaging and edible products. Be sure to teach your kids not to eat or drink anything with this symbol. If your child ingests marijuana, call the free poison control hotline at (800) 222-1222. If the reaction seems serious, call 9-1-1 or go to the emergency room. О How can I store marijuana safely? Q. How can I keep my children safe if I plan to use marijuana? How do I tell my child not to use cannabis if I do now?





### The Cannabis/Marijuana Awareness & Prevention Toolkit

Theory-based and evidence-informed resources created by educators, parents, and researchers aimed at preventing middle and high school students' use of









# Organizing and Message Development to Push Back Against Medi-pot

Sue Thau
CADCA
Public Policy Consultant







ABOUT US FACTS & RESOURCES

EWS IIS

TAKE ACTION NOW











#### Marijuana Revenues vs. Reality

VIEW HERE



#### Marijuana Revenues Won't Solve Budget Shortfalls

DOWNLOAD HERE



SAM One-Pager on Marijuana's Costs to Society

DOWNLOAD HERE



SAM One-Pager on Marijuana's Cost to the Workplace

DOWNLOAD HERE



SAM One-Pager on Marijuana Effects on the Environment



SAM One-Pager: Illegal Diversion of Marijuana: A Growing Problem

# IS IT SAFE TO USE CANNABIS WHILE YOU ARE PREGNANT OR BREASTFEEDING?

The short answer: **No**, using cannabis while you are pregnant or breastfeeding may harm your baby. Please choose not to use.



#### THC IS PASSED TO THE BABY

THC, the chemical in cannabis that gives a user the "high" effect, can be passed to your bab if you use cannabis in any form (smoked, edibles, vapes, etc.) during pregnancy or while breastfeeding. Studies have found that THC can stay in breastmilk for up to six days after cannabis was consumed.



#### NEGATIVE EFFECTS ON THE BABY

A baby that is exposed to cannabis before they are born may have problems with brain development, lower birth weight, may be born prematurely, and could develop other behavioral or learning problems, especially as they grow older. This could make it harder for a child to to do well in school.



#### NOT PROVEN TO BE SAFE

To date, no research shows a safe amount of cannabis use while pregnant or breastfeeding. Although cannabis is natural, that does not make it safe. Not all natural substances or plants are safe; tobacco and poisonous berries are other examples.



#### TALK TO HEALTHCARE PROFESSIONALS

Talk to your healthcare provider about cannabls use during pregnancy or while breastfeeding. There are still many unknowns, but healthcare providers can help you sort through the research.



Cannabis and tobacco smoke have many of the same toxic chemicals. Breathing any smoke is bad for you and your baby, so you should not allow anyone to smoke in your house or around your kids.



#### TRY OTHER OPTIONS

Using cannabis to help with morning sickness, backaches, and other health issues is not recommended during pregnancy or while breastfeeding. Talk to your healthcare provider about other options that are safer for your baby.



#### RESOURCES

Visit these websites for more information and research:

- GoodToKnowMaine.com
- US Centers for Disease Control & Prevention: cdc.gov/marijuana/factsheets /pregnancy.htm#11



Make the safest choice for your baby. Choose not to use cannabis while pregnant or breastfeeding.





# Invest in the world's most exciting emerging market!

Celebrating 10 years, Arcview is the first and largest group of high-net worth investors in this sector.

"Top marijuana investment and research firm." – Forbes

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MARKET RESEARCH





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# Interviews with the Leading Voices of the Cannabis Industry

























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47 episodes

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Alternative Health

\* \* \* \* \* 4.7 • 3 Ratings

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OCT 21, 2020

#### Tjalling Erkelens, Founder & CEO, Bedrocan

After a short working break we are back... and what a cracker this episode is! Tune in to hear insights from Tjalling Erkelens, the Founder & CEO of Bedrocan - one of the longest running cannabis companies out there and also amongst the most widely distributed cannabis products to the glo-

PLAY 41 min

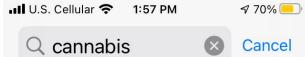
OCT 2, 2020

#### Dr. Markus Roggen, Founder, Complex Biotech Discovery Ventures

For this week's episode, the Professionally Cannabis hosts were joined by Dr. Markus Roggen, Founder of Complex Biotech Discovery Ventures. A straight-talking scientist who was somewhat of a pioneer in how extraction techniques have developed over the years, Markus gives us his two ce

PLAY 34 min

SEP 23, 2020





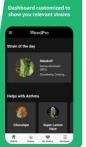
### WeedPro: C...

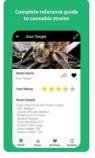
Be a cannabis...



In-App Purchases









### Leafly: Marijuana...

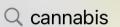
CBD, Strain Review,...



\*\*\*\* 211K







U.S. Cellular ?



Cancel

**GET** 

**1** 70% \_\_\_\_



### Weedmaps:...

Marijuana Cann...

2:01 PM

\*\*\*\* 174K











HiGrade: Ca...

%THC Testing...

\*\*\*\* 329



In-App Purchases









Today

Games

Apps Arcade

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## **NEWS**

Home | US Election | Coronavirus | Video | World | US & Canada | UK | Business | Tech | Science | Stories



### California wildfires destroy legal marijuana crops

The fires that burned across California's wine country also destroyed legal marijuana crops.











**FEATURE** 

# Cannabis Scientists Are Chasing the Perfect High

Chemists at some of the biggest legal-weed companies are after an elusive prize: a predictable, reliable product.

# **Vetting the Content**



I know who benefits (if anyone).



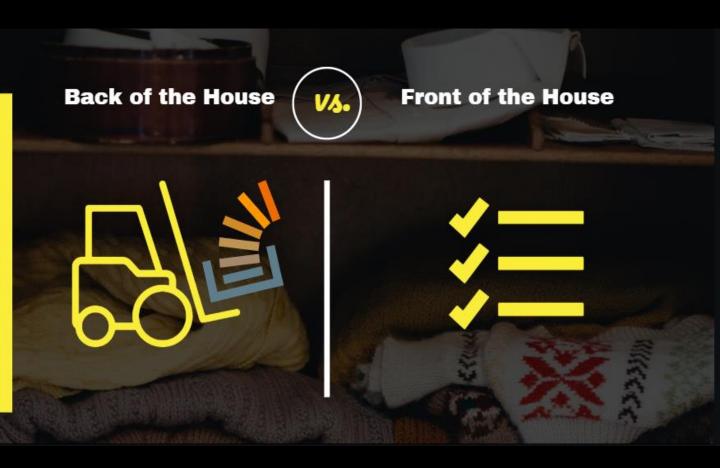
I can put this data in a context.



I know the source of this information.

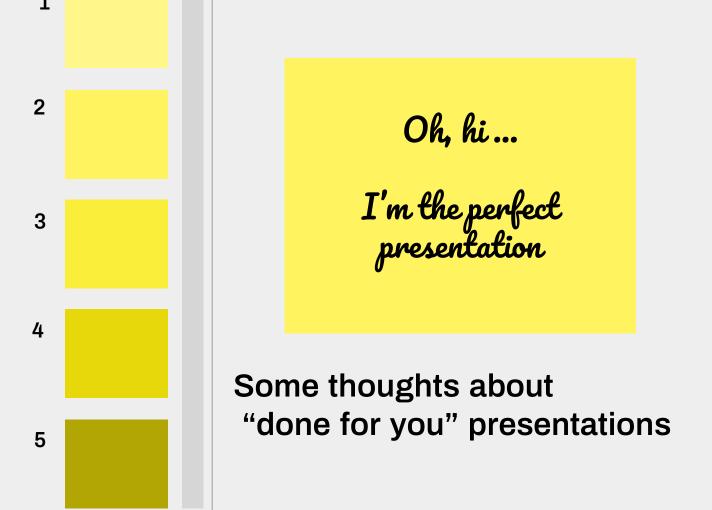
I can anticipate the counter points







Cognitive Overload



# Quitting & Detecting Use

- · THC half-life in plasma and urine: 20-60 hours
- · Elimination half-life of metabolites: 5-6 days
- · Chronic User: May still be detectable for > 1 month
- · Cause: Slow release from lipid-storage
  - · Binds to lipoproteins
  - The human organs that contain the most fat (and therefore store the most THC), are the brain and reproductive organs (ovaries or testicles).

(Koob, G., and Le Moal, M., 2006; Lowe, R., Abraham, T., Darwin, W., Herning, R., Lud Cadet, J., and Huestis, M., 2009).



Extra-hepatic tissues: Gallbladder, Pancreas, Intestine/duodenum

Note that <u>Inaba</u> & Cohen state that THC may be in the body of the chronic user for up to 3 months – with residual amounts continuing to disrupt physical, mental, and emotional functions (p. 6.39)

#### References

33Koob, G., and Le Moal, M. (2006). Neurobiology of addiction (Chapter 7). Boston, MA: Elsevier Inc. ISBN-13: 978-0-12-419239-3.

33 Koob, G., and Le Moal, M. (2006). Neurobiology of addiction (Chapter 7). Boston, MA: Elsevier Inc. ISBN-13: 978-0-12-419239-3.

<sup>34</sup>Lowe, R., Abraham, T., Darwin, W., <u>Herning</u>, R., <u>Lud</u> Cadet, J., and <u>Huestis</u>, M. (2009). Extended urinary Δ9-Tetrahydrocannabinol excretion in chronic cannabis users precludes use as a biomarker of new drug exposure. *Drug & Alcohol Dependence*, 105(1-2), 24-32. doi: 10.1016/j.drugalcdep.2009.05.027.



Which organs in the human body store the most THC?









(45 Grams)

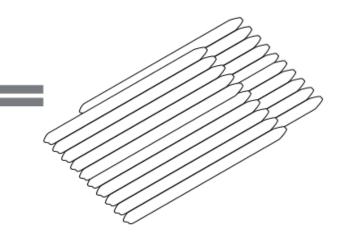
# **WELL KNOWN**

MILK CHOCOLATE

(43 Grams)



100 milligrams of THC



20 Joints from the 1970s

# Adult Use THC-infused Gum e's



plus added Vitamin C!























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- 150mg CBD Total, 15 Biscuits
- Premium Ingredients, Vet Approved!
- 3rd Party Lab Tested-PDF Results

























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#### Veterinarian Formulated CBD Products for Pets





**CBD Oil Tinctures** 



**CBD Hard Chews** 



**Calming CBD Oil Tinctures** 







**CBD Hip + Joint Chews** 



**CBD Soft Chews** 



**CBD Calming Chews** 







65% of the \$1.9B in 2018 U.S. spending on CBD products came from licensed dispensary channels in states with legal cannabis programs, but is projected to shift largely toward mainstream retail.



General retail stores (food, drug, mass and others) will account for 63% of CBD spending in 2024, as the legal issues around selling CBD as a food additive or supplement are resolved.



High-CBD products accounted for just 2.5% of total sales in legal cannabis dispensaries in 2014, the first year of adult-use sales in CO. But, by the first half of 2019, that share had increased to 10.9% in the states being tracked.



47% of U.S. adults 21+ in fully legal states responded to the statement "There are no differences in the effects of CBD and THC" and 52% responded to the statement "Any product containing hemp will cause effects such as feeling high, relaxed, sleepy, etc." either incorrectly or did not know



Design Basics

# Ditch the Slideument



# Component A: ensive Community Health alitions--DEFINED

raphic area and is part of a coordinated statewide

alth and quality of life; includes public health in its

prised of designated organizational representatives members who share a commitment to their uality of life.

adults (especially 18-25 year olds)

with necessary expertise to assess community tes and coordinates plans to address those health is to implement those plans.

# Anatomy of a Nice Slide

Thoughtful Image



Cohesive Colors

**High Contrast** 

**Easy to Read Font** 

# Images need social distancing



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#### GENIUS

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A highly targeted blend of SLEEP-INDUCING plant medicines and RELAXING cannabis to promote DEEPER and more RESTFUL sleep.

MORE



#### GO

A special blend of plant medicines, CAFFEINE, and cannabis to promote ALERTNESS, ENERGY, and FOCUS.

MORE





#### LOVE

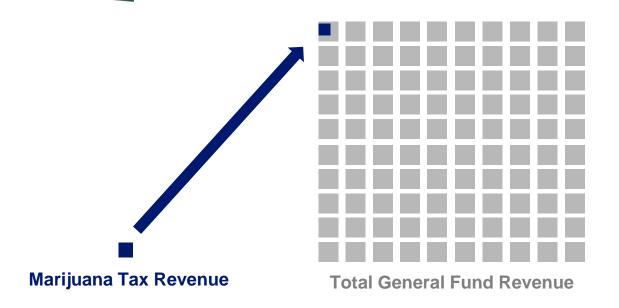
An APHRODISIAC made from five exotic herbs renowned for their LOVE-ENHANCING properties and pesticidefree cannabis to increase SENSUALITY.

MORE

Colorado

# Marijuana Tax Revenue

Made up less than 1% of total general fund revenue



**TOTAL STATE BUDGET: \$2.6 Billion** 

#### DATA Visualization Guide



#### Design for lay audiences.

Statistical information can easily overwhelm. Gear all design toward lay audiences. Remember people look for comparisons and themes. Make them easy to see! People read left to right, top to bottom. Avoid centering.

#### De-clutter! Remove grid lines and tick marks.

The more "noise" ... AKA extra info you can delete, the easier to interpret.

#### Titles and subtitles matter.

Make sure they're concise, interesting and at top left.

Spend time creating a title that creates a "hook" and conveys the main point.

Position at the top left, so it's read first.

#### Use color as a tool to your advantage.

Consider using an action color. Select color palette that goes with the theme and/or appeals to your audience. Use gradients of color: lowest value/lightest color - highest value/darkest color.

#### Limit the use of legends. Avoid whenever possible.

Example: when creating a bar chart, place horizontal labels beside or on the bars.

#### Select the right data visualization for the job.

There are many online resources for deciding whether a pie chart, line graph, or bar chart, etc makes the most sense.

#### Present in 2D.

3D charts may look more sophisticated, but experts agree they are harder to read.

#### Use round numbers.

Round to the nearest whole number for the quickest, easiest transfer of information.

#### Put it in context.

Numbers are meaningful when we understand them in relation to the total picture.

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#### Resources for Designing Print Documents, Presentations, and/or Social Media Posts:

Canva - www.canva.com

Adobe Spark - www.spark.adobe.com

Beautiful ai - www.beautiful.ai

#### Resources for Color Palettes:

LOL Colors http://www.lolcolors.com/

Canva - 100 Brilliant Color Combinations Blog Post http://bit.lv/2d5xb5g

Color Hexa http://www.color-hex.com/

Design Seeds http://www.design-seeds.com/

Color Scheme Designer http://www.paletton.com/#uid=1000u0kllllaFw0q0qFqFq0w0aF

Google Chrome Eyedropper Extension https://chrome.google.com/webstore/detail/eye-dropper/hmdc-mlfkchdmnmnmheododdhjedfccka

#### Create a Color Palette Based on a Photo

http://www.pictaculous.com/

#### Places to Find Photos and Icons

The Noun Project https://thenounproject.com/

Stock Snap IO https://stocksnap.io/

Pexels https://www.pexels.com/

Canva Blog Post Stock Photo Sites https://designschool.canva.com/blog/free-stock-photos/

#### Photo Editing Tools

Pic Monkey https://www.picmonkey.com/

You can also do photo editing in Microsoft PowerPoint, Publisher, and Word

#### **Dowloading Fonts**

#### Fonts are available on many websites, but these are a good place to start:

https://fonts.google.com/

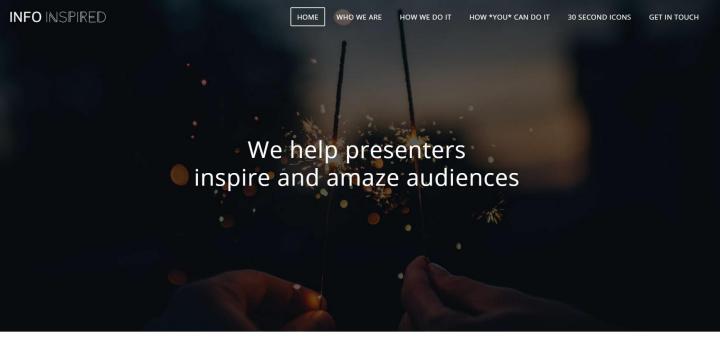
1001 Fonts: http://www.1001fonts.com/

Da Font: http://www.dafont.com/

Font Squirrel: http://www.fontsquirrel.com/

Step by Step Guide to Downloading Fonts: http://thevisualcommunicationguy.com/2013/08/20/how-to-install-new-fonts-on-your-pc-in-three-quick-steps/

Info Inspired Blog: www.infoinspired.us





### Hi! We're Jamie and Robin...

...and we've have been where you are – as part of our jobs we've created lots of presentations with no training about what makes a great presentation or keeps an audience engaged. After many years of putting people to sleep with these methods we developed a presentation planning and development framework for creating exceptional presentations every time. We aren't graphic designers, artists, or especially tech savvy. Everything we do, you can do too.

Learn More >

# Thank You!

Jamie info-inspired.com

Robin@info-inspired.com