

Community Responses to Cannabis Legalization: The Illinois Experience

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Great Lakes Prevention Technology
Transfer Center PTTC

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August 2021

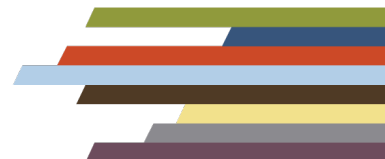
The use of affirming language inspires hope.

LANGUAGE MATTERS.

Words have power.

PEOPLE FIRST.

The P TTC Network uses affirming language to promote the application of evidence-based and culturally informed practices.



Thank You for Joining Us!


A few housekeeping items:

- If you are having technical issues, please individually message Kristina Spannbauer in the chat section and she will be happy to assist you.
- Please put any questions for the speaker or comments in the Q & A section, also at the bottom of the screen. We will respond to questions during the presentation.
- We will be using automated transcriptions for today's webinar.

Thank You for Joining Us!

A few more housekeeping items:

- You will be directed to a link at the end of the presentation to a very short survey – we would really appreciate it if you could fill it out. It takes about 3 minutes.
- We are recording this session and it will be available on our website in a couple of weeks.
- Certificates of attendance will be sent out to all who attended the full session. They will take about 2 weeks.

A close-up photograph of several social media icons on white keyboard keys. The icons include Pinterest (red), Snapchat (yellow), Instagram (purple/pink), Facebook (blue), and Twitter (blue). The keys are arranged in a grid pattern, and the background is a light gray surface.

Follow Us On Social Media!

Facebook and Twitter:

- @GreatLakesATTC
- @GMhttc
- @GLPTTC

Look for our weekly updates in your email on Thursdays for events coming the following week

Speaker Introductions



Jake Levinson



Brandi Young

PREVENTION FIRST 

COMMUNITY RESPONSES TO CANNABIS LEGALIZATION

The Illinois Experience

presenters



Jake Levinson
Training & Technical
Assistance Specialist



Brandi Young
Administrator,
Cannabis Policy Resource
Center

objectives

- 1 Summarize basic information about the Illinois Cannabis Regulation and Tax Act that went into effect on January 1, 2020
- 2 Understand how the State of Illinois uses prevention funds that come back into communities from cannabis taxes
- 3 Describe Illinois prevention strategies addressing cannabis

Major features of the law

In 2019, Illinois passed the Cannabis Regulation and Tax Act (CRTA), becoming the 11th state to legalize retail marijuana and the first to do so through legislative initiative (rather than voter initiative). Residents age 21 and older may purchase cannabis products from licensed sellers, with or without a medical marijuana card.

Purchase limits

- **Up to 30 grams**
of marijuana plant material
- **Up to 5 grams**
of marijuana concentrate products
- **Up to 500 milligrams of THC**
in cannabis infused products such as edibles and tinctures
- **Half of these amounts**
for non-residents



Cannabis business license types

Dispensary

Cultivation Center

Craft Grower

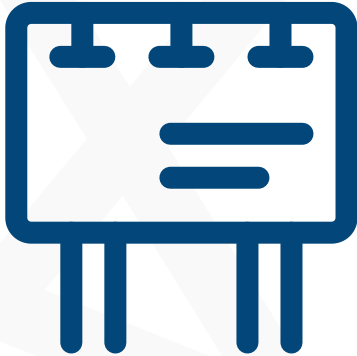


Infuser

Transporter

Advertising restrictions

State and Local Level Restrictions



Advertising is geographically restricted at the state level within 1,000 feet of schools and other specified locations where youth gather, and is prohibited on public transit.

Advertising restrictions

- 1 Cannot depict actual consumption
- 2 Cannot depict a person under 21 consuming marijuana
- 3 Cannot appeal to minors
- 4 Cannot include the image of a cannabis leaf or bud
- 5 Cannot promote overconsumption
- 6 Cannot make any health, medicinal, or therapeutic claims

Changes to medical framework

Pilot designation removed

Passage of the CRTA made the medical cannabis program a permanent program in Illinois.

Possession of live plants

While medical participants are allowed to possess 5 live plants in their home, any other resident is not. Violations are fine-based.

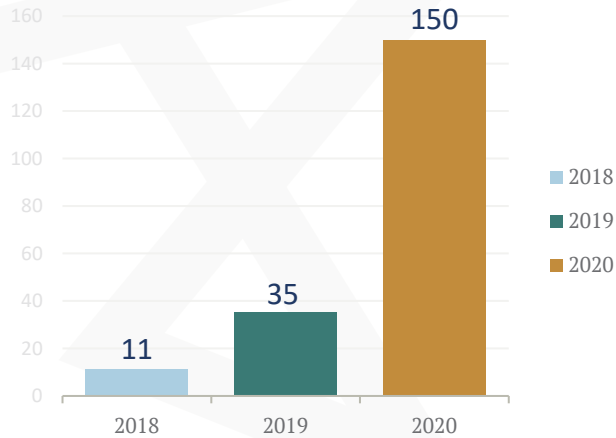
Single dispensary registry

Previous requirement that participants register with one dispensary has been removed.

How illinois defines cannabis drugged driving

THC concentrations above 5 nanograms present in blood or 10 nanograms in other bodily fluids shall indicate the person was under the influence of cannabis. If lesser amounts are found, it does not rule out drugged driving and may be considered in light of other evidence. Reasonable suspicion of impairment is required to conduct testing.

Pediatric cannabis exposures



- Illinois saw a 13.6 fold increase in pediatric edible exposures from 2018 to 2020 – a 1,263.65% increase.
- In children younger than 6, there were 150 exposures to edible marijuana products in 2020. This is up from 11 edible exposures in 2018 and 35 in 2019.
- Illinois has reflected national trends¹

¹ excerpted from “Increased Pediatric Edible Exposures in Illinois after Legalization and during the COVID-19 Pandemic” abstract by Antonia Nemanich, MD and Michael Wahl, MD)

Pediatric cannabis exposures Effects

- Minor effects were the most common medical outcome in the 6-and-under age group throughout the study period.
- Severe clinical effects such as seizures and intubation were not recorded in 2018. However, 5 patients (3.3%) had severe effects in 2020.
- The percentage of patients requiring hospital admission decreased slightly, with 5 patients (45%) requiring admission in 2018 and 58 (38.6%) in 2020.



Equity within the industry

Illinois has established a commitment to persons and communities that have been historically impacted by arrests and imprisonment for cannabis offenses to have opportunities to participate in the legal cannabis industry.

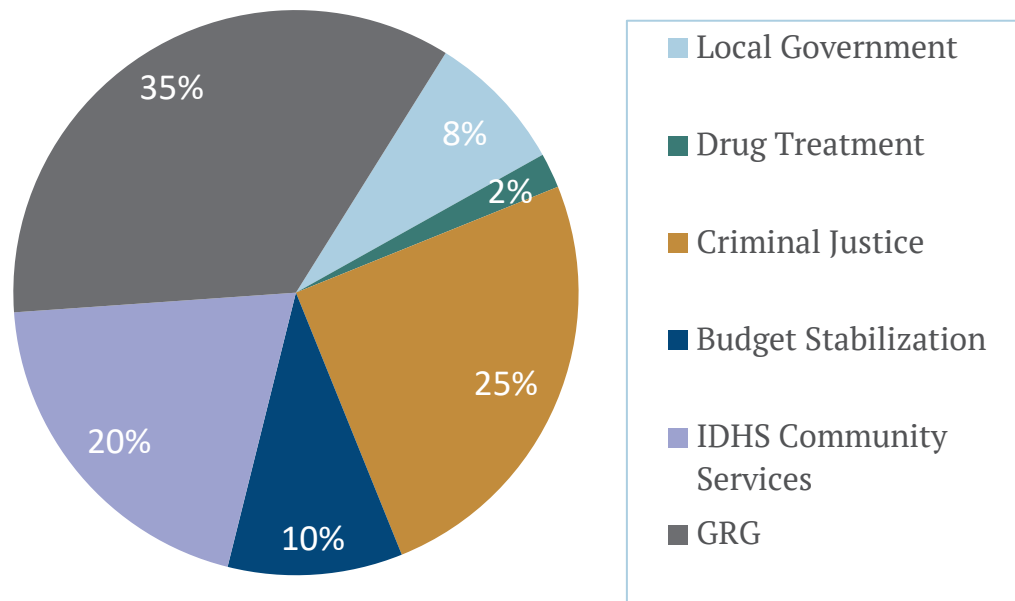
Cannabis offense record expungement

Arrest Period	Expungement Deadline
January 1, 2013 or later	January 1, 2021
Between January 1, 2000 and December 31, 2012	January 1, 2023
Before January 1, 2000	January 1, 2025

Enacted funding streams

Revenue Sources

Inclusive of Cultivation Tax,
Cannabis Purchaser Excise Tax,
and Licensing Fees



Collected revenue

In 2020, sales from retail, non-medical cannabis alone totaled over \$660 million and are expected to be well over \$1 billion in 2021, with cannabis revenue expected to be on par with alcohol revenue.

Substance use prevention program

Block-grant funded local and state prevention strategies



Local and state-
designed prevention
communication
campaigns



Youth Prevention
Education
curricula

Start

YOUR FRIENDS MATTER

Regular marijuana use is
linked to decreased
motivation and
the very things
hit your goals! So
for success with



Funded in whole or in part by the Illinois Department of Human Services, Division of Substance

SHARE THE RISKS & RULES



DECREASE YOUR TEEN'S CHANCES OF TRYING CANNABIS

Discussing the risks of marijuana with your teen is as important as not allowing them to use it.

GET MORE TALK TIPS AT
bit.ly/LTCforparents

Funded in whole or in part by the Illinois Department of Human Services, Division of Substance Use Prevention and Recovery through a grant from the Substance Abuse and Mental Health Services Administration.



Crta funded strategies

State Cannabis Prevention Communication Campaigns



Let's talk cannabis IL

Public awareness campaign



Target audiences:

Adults 21+ that are currently using cannabis or are considering this

Parents/mentors

Pregnant/breastfeeding moms

Youth

unfaded

Public Awareness Campaign



[UN]FADED

Target audience:

Youth that are more likely to use marijuana and other drugs.

THE CANNABIS POLICY RESOURCE CENTER (CPRC)

Program Administrator, Brandi Young
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217-500-0659

Audience and Program Description

Audience

Municipal leaders, law enforcement, and community coalitions

Program Description

The Cannabis Policy Resource Center provides:

- Education, training, resources, and support to municipal leaders and community coalitions on creating local policies that can prevent youth cannabis use and reduce youth access to cannabis.
- Resources to municipal leaders and community coalitions on local policy efforts that can impact adult cannabis use.
- Certified training to law enforcement on strategies that can reduce youth access to cannabis.



CPRC Resources & Services

The CPRC is currently compiling and developing evidenced-based resources such as infographics, FAQ sheets, flyers, trainings and education, and more.

The CPRC will also host expert-led webinars and training opportunities, in addition to developing cannabis compliance check trainings for law enforcement in the future.

COMMUNITY HIGHLIGHT

Confronting advertising restriction violations



DFC Coalitions in the Lake County area identified a dispensary advertising cannabis in a way that violated the CRTA restrictions.



LOCAL POLICY CONSIDERATIONS

1. **Local efforts must follow CRTA**
Local policy must be precisely in accordance with CTA – not more restrictive or permissive.
2. **Zoning restrictions are allowed**
Municipalities may determine where cannabis businesses are permitted.
3. **Make tax changes cautiously**
Youth price sensitivity may drive illicit sales if retail prices increase too dramatically.
4. **There are resources**
The Illinois Municipal League hosts model ordinances. SAMHSA hosts resources for local prevention strategies. Consult attorneys.

Thank you

PREVENTION FIRST 

www.prevention.org

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