



Transcript: Community Responses to Cannabis Legalization The Illinois Experience

Presenter: Jake Levinson & Brandi Young
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KRISTINA SPANNBAUER: Morning, everyone. Thanks for joining us today. We're going to let everyone get a moment to get in and get settled and then we will begin.

All right. I think we'll go ahead and get started while the rest of the folks join us here. So thank you, everyone, again, for joining us today for "Community Responses to Cannabis Legalization, the Illinois Experience." Our presenters today are Jacob Levinson and Brandi Young.

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And as I said, our presenters today are Jake Levinson and Brandi Young. Jake Levinson joined Prevention First in 2019. Jake's areas of expertise include planning and implementing youth prevention education, school based communication campaigns, coordinating communication coalitions, engaging stakeholders in community assessment and data analysis, and grants management. Jake earned his BA from the University of Illinois at Chicago in education.

Brandi Young is the program administrator for Prevention First Cannabis Policy Resource Center. Brandi has over a decade of experience in social services and project management. Brandi's areas of specialization include substance use prevention planning and implementation, suicide prevention and awareness, education, and training, and facilitating community action. Brandi is a United States Marine Corps veteran, a wife, and a mom to four amazing young adults. She enjoys reading, music, and spending time with her family, including a small zoo of foster fails turned pets. So thank you very much. Welcome to you both, and I'll turn it over to you.

JACOB LEVINSON: Great. Thank you for those wonderful introductions, Kristina. We're really excited to be with everybody here in the webinar today and to be following up such a great presentation a few weeks ago with this part one. Today we will be moving into part two and talking about primarily Illinois experience with cannabis legalization, retail legalization of cannabis here in the state of Illinois.

Before we begin, I just want to talk a little bit about who we are here at Prevention First and what we do. We have three main focus areas at Prevention First. First is that we advise. We work with organizations that actively promote healthy behavior so they can be effective in their missions. We also try to amplify through training and ongoing education. We work with individuals who deliver prevention services so they are equipped and confident to best support their clients, schools, and communities.

And finally, we advocate. We take an active role in addressing prevention areas of need through public awareness campaigns, research centers, special initiatives, conferences, and networking events. And just a little bit about our mission. We hope to advance efforts to promote healthy behaviors and prevent substance misuse in every community through a variety of evidence based and collaborative approaches, including training, support, and public awareness.



And it's really great to see some of you introducing yourselves in the chat. I hope you all got an opportunity to do that. Thanks for being with us this morning and thanks for hopefully working through any internet issues that you did have. Myself I drove into the office today. I normally work from home, but unfortunately Comcast had other plans for me this morning. So really excited to be able to be on with all of you after all and really excited to be presenting with my co-presenter, Brandi Young. Brandi will be walking us through some of the content in just a little bit here this morning.

As Kristina said, my name is Jake Levinson. I am a training and technical assistance specialist here at Prevention First. I've been here at Prevention First for just over two years now. I've been excited to have a couple opportunities to present information regarding this cannabis law. We did host a webinar previously in 2019, which is recorded and archived on our website that you can access I'll talk about as a resource in the future in just a little bit. Brandi, did you just want to say anything else really quickly?

BRANDI YOUNG: No, not really. I just want to again, as Jake said, thank you all so much for being here. I'm excited to see people from kind of all different walks from all over the place. And I think we've got some good content for you. So I am looking forward to the presentation.

JACOB LEVINSON: Great. Thank you. Our objectives for this morning. First we're going to spend a little bit of time summarizing some basic information about the Illinois Cannabis Regulation and Tax Act. That went into effect in Illinois on January 1, 2020. We're going to do that just so we have a strong basis to talk about some of the trends that we've seen since passage of the act and some of the responses that Illinois has specifically had in terms of prevention.

So we'll also spend a little bit of time talking about how the state of Illinois does use the prevention funds that come in from the revenue from cannabis sales back into communities. And finally, again, we will be spending time talking about our state's response, including both state strategies and some local level responses.

Again, I just want to mention that if you want to learn more about the law specifically, because today will basically just be a quick overview and summary, we do have a more comprehensive webinar recorded from December of 2019 available on our website at prevention.org called "Understanding the Illinois Cannabis Regulation and Tax Act and What It Means For Prevention." So I hope you all do get a chance to check that out at some point if you're looking to get more up to speed with some of the more detailed features of the law.



In 2019, Illinois did become the 11th state to legalize the sales of retail marijuana or cannabis through the Cannabis Regulation and Tax Act. Illinois was also the first state to do so through legislative initiative rather than being a voter led initiative. So what that meant was that as of January 1, 2020, residents age 21 and older in the state of Illinois may purchase cannabis products from licensed sellers with or without a medical card. And non-residents are also allowed purchases, and we'll talk a little bit about the differences there later.

So just for reference, there's purchase limits. If you are a resident, you can purchase up to 30 grams of plant material. You can purchase up to five grams of marijuana concentrate products. You can purchase up to 500 milligrams of THC in cannabis infused products such as edibles, tinctures, tonics, anything like that. And if you are a non-resident, you are allowed to come into the state and purchase these products but at amounts up to half of the limits for residents of the state of Illinois.

So despite the purchase limits that we have established here in Illinois for non-residents, we have had a significant amount of non-resident sales, particularly around certain events during which there's a lot of tourism or non-residents visiting. One example was Lollapalooza this past summer ended up being one of the highest sale months of 2020, or excuse me, 2021 due to the amount of non-resident sales coming into the state.

The law set up a framework of various cannabis business license types. I'll spend just a little bit of time talking about these. The first is the dispensary. So that is a business which can provide cannabis products to adult consumers. There also are cultivation centers. These are larger growers of cannabis, which can grow up to 210,000 square feet of canopy space. And the law also makes a distinction for craft growers. They can grow between 5,000 and 14,000 square feet of canopy space for growing cannabis plants. They also may be separately licensed as an infuser and a dispensary at the same facility.

So that is the primary restriction on why the canopy space for craft growers is lower is because they also are allowed to have those other two licenses. Cultivation centers may only be cultivation centers. Infusers are businesses which infused products with edibles such as with cannabis extract into edibles such as some of the candies, chocolates, tinctures, and tonics that we talked about just a moment ago. And finally, there is a separate license if you would like to be a business that transport cannabis between business licensees, so between an infuser and a dispensary or between a cultivation center and an infuser.



Each of these license types has an oversight agency. Some of them are different and some of them overlap. Again, if you'd like a little bit more information about that, Kristina did put the link to our website in the chat and you can find that webinar on understanding the Cannabis Regulation and Tax Act that gets into more detail about the features and all the regulatory framework regarding the different license types.

One of the other main regulations that was put into place with the passage of the Tax Act was advertising restrictions both at the state and local level. The primary restriction is that advertising is geographically restricted at the state level within 1,000 feet of schools and other specified locations in the text of the law. Basically where youth gather. And it's prohibited on any forms of public transportation.

It did also establish a Cannabis Regulation Oversight Officer, excuse me, within the Illinois Department of Financial and Professional Regulation. So they are responsible for oversight of advertising restrictions. And we'll talk a little bit later about how that came into play in one community. As well as an Adult Use Cannabis Health Advisory Committee to make recommendations about safe use for adults.

There are a few more advertising restrictions we'd like to talk about. Number one is that any advertising for cannabis businesses cannot depict actual consumption. It cannot depict a person under 21 consuming marijuana or cannabis. There cannot be any imagery or language that could be construed as appealing to minors. Cannot include the image of a cannabis leaf or a bud. It cannot promote over consumption in any way and cannot make any health, medical, or therapeutic claims. And later on, again, we'll talk about one community's experience with these restrictions in relation to a dispensary in their area.

Illinois does have a medical cannabis framework. Generally passage of the Cannabis Regulation and Tax Act did not make any significant changes to the medical framework. However, there are just a few that we wanted to mention. The first is that the medical framework did become a permanent program before it was referred to as a pilot program. The second is that medical marijuana patients or medical cannabis patients are allowed in the state of Illinois to possess up to five live plants in their home. Other residents are not allowed. However, violations for this restriction are fine based and not criminal penalties.



Finally, since the passage of the Cannabis Regulation and Tax Act, the requirement that any patient who is purchasing medical cannabis products register with a particular or single dispensary has been removed. So now medical cannabis patients may change dispensaries at will.

Illinois has defined cannabis drugged driving in the following way. Basically, THC concentrations that are found at above five nanograms through a blood test or above 10 nanograms in some other bodily fluid will indicate to the law enforcement that the person was under the influence of cannabis at the time of driving. If lesser amounts are found through roadside testing or some other methods, it does not rule out drugged driving, and any amounts can be considered in light of other evidence of impairment.

However, in any case, reasonable suspicion of impairment is required for any law enforcement officer to be able to conduct testing or pull over for suspicion of cannabis drugged driving. They have to have an independent cannabis related factual basis to have that reasonable suspicion that a person that's driving or in actual physical control of a motor vehicle is impaired by the use of cannabis to be able to run those tests. I'm going to turn it over to my co-presenter Brandi, who's going to talk a little bit about what we've seen in terms of poison control or pediatric cannabis exposures.

BRANDI YOUNG: Yeah. So we are going to talk about pediatric cannabis exposures a little bit. Illinois saw a 13.6% fold increase in pediatric edible exposures from 2018 to 2020. That is a 1,263.65% increase. So very significant increase there. In children younger than six, which is the age group that we're looking at here, there were 150 exposures to edible marijuana products in 2020. And this is up from 11 edible exposures in 2018 and 35 reported in 2019.

So Illinois is reflecting national trends. And as you can see, the pediatric edible cannabis exposures did increase significantly in 2020, far more than what was expected compared to other states after the legalization of retail cannabis products. You can go to the next slide, Jake. Thank you.

So talking about the effects of those exposures. Minor effects were the most common medical outcome in the six and under age group throughout the study period. Severe clinical effects are things that are serious, such as seizures, the need to be intubated. They were not recorded in 2018. However, there were five patients or about 3.3% of recorded exposures that had severe effects in 2020. So those, again, what have been the things such as having seizures and/or needing to be intubated.



The percentage of patients requiring hospital admission did decrease slightly with about five patients or about 45% requiring admission in 2018 and about 58 patients or about 38.6% in 2020. And so I think it's worth noting that even though there was a decrease in the amount of patients that required admission to the hospital, we're looking at a much higher source. So we're going from five patients to 58. So even though it is a decrease, we're still looking at a much higher rate of exposure.

And also we wanted to talk a little bit about the fact that these exposures are likely multifactorial. They're probably not only due to the fact that marijuana was legalized for retail purposes. We also were dealing with COVID. And so a lot of folks were required to be at home a lot more, and being at home where the products were likely stored is going to result in and more access. So that could also be a factor.

It's also suggested by the study that we got this information from that parents could be more vigilant because now the product is legal and they know that they have it. And so that could have also resulted in higher reports to the poison control center or trips to the hospital. And it's suggested that in order to decrease these exposures that poison prevention awareness be delivered to the parents and caregivers who might use these cannabis products or have them in their homes. OK, Jake, I think it's back to you.

JACOB LEVINSON: Thank you. So in addition to some of the information about pediatric cannabis exposures, another trend that Illinois has been seeing and that you may have heard news stories about if you are an Illinois resident or nearby is cannabis industry equity. So part of the purpose of the law was to attempt to address historical inequities in communities that were more highly affected by cannabis related arrests or any sort of criminal penalties. So one of the things that Illinois has done, or attempted to do, is establish a commitment to persons in those communities historically impacted by those penalties to have opportunities to participate in the legal cannabis industry.

So initially, the Cannabis Regulation and Tax Act allowed for up to 500 business licenses to be awarded to cannabis businesses within the state of Illinois. And in an attempt to broaden the participation within the industry and allow more participation among those communities, on July 15, 2021 the state passed House Bill 1443, which allowed for an additional 110 licenses to be awarded through two lottery processes which would allow additional applicants the chance to participate in the industry.

So there was one lottery held on July 29th for qualifying applicants and an additional lottery held on August 5th specifically for applicants deemed social



equity applicants, which means that they had either a primary or a majority ownership coming from people in communities identified by this law as being historically impacted. If you were considered an eligible applicant, you needed to have a score of 85% or greater on the application to be a qualified social applicant for that social equity lottery.

So on July 29th, there were an additional 53 licenses awarded to those qualifying applicants and an additional 55 licenses awarded to social equity applicants through that August 5th lottery. There were also an additional 75 conditional licenses issued on August 19th, and that was a combination of those two types of applicants. And finally, a fourth lottery is scheduled to address some legal challenges or criticism that has emerged through this process that maybe the process was not as fair as it intended to be or as equitable.

And the state also did acknowledge some clerical errors in previous lotteries that will be addressed through the fourth lottery. So we just wanted to acknowledge that, because you've probably heard a lot of news stories about this specifically, the equity within the cannabis business or cannabis businesses, and felt that this would hopefully give you a little bit of insight into what's going on exactly with that equity issue.

Along the same lines addressing historical inequities within cannabis legal offenses, the law does have built into it cannabis offense record expungement for listed criminal offenses related to cannabis possession or cannabis use. So what it did was automatically set up a certain number of expungements. So as of January 1, 2021, any eligible arrests that were made at the state level have been expunged for a total of 492,129 cannabis related offenses.

And again, that was only for cannabis related offenses that were specifically in law enforcement databases. Anyone who's seeking expungement of a court record, that requires a motion to be filed in the court where that charges were initially brought. So there is additional steps that some folks may have to complete in order to get some records expunged.

For any additional charges or offenses that are on record, so those could be things that were applied at maybe the local level or within a county, there is a set of deadlines for those units of government to expunge those arrest records or those offense records. And this outlines what those deadlines are.

So basically, the most recent cannabis record expungements have a quicker deadline and then the older that the record is, the later the deadline is to allow for that clerical or administrative tasks which may need to be completed. So



by January 1, 2025, essentially all eligible cannabis offenses should have their records expunged here in the state of Illinois.

So before we talk about what exactly Illinois is doing, we might want to know a little bit about where the money is coming from for some of these programs and strategies. This chart illustrates the enacted funding streams that are being allocated from cannabis revenue. So that's inclusive of a tax on the cultivation of cannabis, the purchaser excise tax, which is a tax imposed at point of sale, and licensing fees for cannabis businesses. I'll turn it over to Brandi here to go into a little bit more detail about how the numbers are shaking down.

BRANDI YOUNG: Yeah, thanks, Jake. Everybody wants to talk about the money. So looking at this pie chart here, Jake did a great job kind of described where the money that we're talking about is coming from. So what we're looking at then is a breakdown. You can see for the local government about 8%. So this is the fund that supports crime prevention, training, intervention efforts, including working to put a dent in the illegal cannabis market and dealing with driving under the influence of cannabis.

And then at 2%, we have the drug treatment fund. And that, of course, funds public education campaign to support data collection and analysis in an effort to study the effect of the legalization of retail cannabis on public health. And at 25%, we have the criminal justice fund. This actually supports those projects that are working under the R3 grants. So the restore, reinvest, and renew programs that we all hear about, that is where the money in that pot is going to support.

At 10% you have the budget stabilization, which for Illinois means kind of filling those gaps and holes and kind of working on some of those backlogs of bills and things that are owed. At 20%, we are seeing the funds go into the IDHS fund. And this addresses substance misuse and prevention and mental health concerns. And then, of course, the other 35% goes into the general fund, which is pretty much at the discretion of the people that are in charge of that. So that is the breakdown of where the funds are supposed to be going and how they're used.

Jake, if you want to go to the next slide, we'll talk a little bit about the collective revenue. So in 2020, the sales from retail non-medical cannabis alone totaled over \$660 million. And that is expected to be well over \$1 billion in 2021 with cannabis revenue expected to be on par with alcohol revenue.



So just to kind of give you an idea, collected taxes from the sales amount was roughly \$205 million from 2020 to 2021. And the alcohol revenue totaled about \$305 million during that same period according to the state of Illinois Department of Revenue, just to kind of give you an idea of how those are kind of comparing. OK, Jake, I'm going to turn it back over to you.

JACOB LEVINSON: Great, thank you. I am going to just go back and mention too that the way that the state collects the revenue is that if there's any additional local or county or municipal taxes that are imposed at those levels, that is collected at the state, just like it is for typical sales taxes or things like that, and then redistributed back into these funds. So just a little point out about how that revenue collection scheme does-- scheme, but how that process works.

So I see that there is a question in the Q&A about the funds get collected and then what's done with that. So this is where we're going to turn to talking about a little bit of where that revenue goes, what kinds of programs and strategies are currently being funded here in the state of Illinois. So you read our minds.

So the first thing we want to talk about is the Illinois Department of Human Services Substance Use Prevention and Recovery Bureau of Prevention Services, the Substance Use Prevention Program. So these strategies are primarily funded through the federal block grant from Substance Abuse and Mental Health Services Administration or SAMHSA to fund state and local prevention services.

And the two primary strategies that Illinois has through this funding program to address cannabis use by youth specifically are local and state designed prevention communication campaigns. So there are campaigns being run at the local level that are either utilizing materials developed through a statewide campaign or developing their own materials to use at the local level to target their communities. So either parents or youth in their communities to address cannabis use.

There are also youth prevention education curriculum being funded here in the state of Illinois through this program. This is a strategy specifically where school based services are provided, evidence based model program curricula are delivered intended to impact youth substance use rates including marijuana. And just to mention to you that while providers throughout the state are working on addressing underage marijuana use, there's a particular focus for the communication campaigns in the city of Chicago to target underage marijuana use.



Wanted to provide just a few examples of some of the materials that are being utilized in these campaigns. This poster is an example of one of the youth focused state design campaigns. This is known as Clear The Air. So this is one of our current youth campaigns. This is one example material. You can see that it's targeting specifically messages to youth around their friendships and what their peers think of them and how they can help achieve their goals by not using marijuana.

This poster is an example of our parent campaign targeting parents, making sure that they have some skills and the understanding of how influential they can be in their youth's decision whether to use substances or not. And it specifically talks about risks and rules related to cannabis use so that youth have an understanding of what the parent expectations may be.

Just to give a little more information about what's all included here, so those state designed materials that we mentioned include materials for middle school campaigns, high school campaigns, parent campaigns, and then an additional youth vaping campaign. So again, while Chicago providers are specifically required to implement a cannabis or marijuana prevention campaign, providers elsewhere in the state may also elect to do so if the numbers or basically the needs in their community support that type of campaign.

So that's a little bit about the SAMHSA block grant funded prevention strategies. But this portion will talk about what's being done with some of that revenue that's being specifically collected as part of the Cannabis Regulation and Tax Act. So there are two right now state level campaigns funded specifically by CRTA revenue to address cannabis use within the state of Illinois. So they are Let's Talk Cannabis Illinois and Unfaded.

So just at first a little bit about Let's Talk Cannabis Illinois. This is a statewide public awareness campaign. Hopefully some of you have seen some of the messages and materials that are being put out. The target audiences for this campaign are fairly broad. It's adults 21 and over that are currently using cannabis or are considering using cannabis. So you may see messages targeted specifically about responsible use or safe use. It also targets parents or mentors of youth, pregnant or breastfeeding moms, understanding that is a particular risk category, as well as youth generally.

Recognizing that Let's Talk Cannabis Illinois has a broad focus and may not be specifically reaching youth that are at higher risk of initiating marijuana use, Unfaded was developed specifically as a campaign to target those youth.



So that is an additional campaign which has a more limited focus in terms of audience, and its messages are all designed specifically to target youth.

So those are the two primary state funded campaigns addressing cannabis that are funded specifically through the CRTA. We've seen a lot of engagement and views with both of these campaigns within the first year. We're talking social media hits, engagements with their website, all of those things into the millions in terms of engagement. So really great response to those two campaigns. I'm going to turn it over to Brandi, who's going to talk more about the efforts here at Prevention First around cannabis.

BRANDI YOUNG: Yeah, so I just want to talk briefly about the Cannabis Policy Resource Center. I'm the program administrator. Again, my name is Brandi Young and my contact information is here. If you don't get time to, of course, write this contact information down, they're going to get you the slides so you'll be able to have that. And don't hesitate to reach out. You can go ahead, Jake.

So our audience and program description. We are a relatively new program, and we are very excited to be out here and starting to put things together. So we are going to be looking at focusing our attention on municipal leaders, law enforcement, and community coalitions. We will be providing education, training, resources. We want to support municipal leaders and community coalitions on creating their own policies and strategies to prevent youth cannabis use and reduce youth cannabis access to cannabis products.

So our resources, again, are going to go to municipal leaders and community coalitions on local policy efforts that can impact adult cannabis use also. Because if they are able to use legally, of course we want them to have the proper information. We want them to be educated, and we want to make sure that communities can get that information out there. We are also looking at developing a certified training to law enforcement on strategies that can reduce youth access to cannabis. You can go ahead, Jake.

So right now we're in the process of compiling and developing evidence based resources. We will have infographics, fact sheets, the one pagers, flyers. We'll be doing trainings, education. We also will be posting our own expert led webinars and having training opportunities.

So we're, of course, going to be looking for other individuals or organizations to collaborate with and kind of get some of that expertise from as many different areas as possible. So again, that's why I wanted to touch base with



my contact information. Make sure you get it and please don't hesitate to reach out.

We are going to be kind of rolling out these resources beginning January of 2022. So you'll be able to come and check out the website, look at our resources. And we're also, something that we're very excited about, and this will be a little bit down the road, but we're hoping to develop a cannabis compliance training for law enforcement to kind of support their goals and help them with that.

So again, like I said, we are looking at starting to roll out the program officially in January of 2022. And I would love to hear from any of you who have ideas or want to collaborate. So we just wanted to take a little bit of time and kind of introduce the CPRC and let you know that there are some good things coming and hope you look out for those. Thanks, Jake.

JACOB LEVINSON: Thank you, Brandi. I'm really excited that we're starting this Resource Center up and being able to offer this. So please do utilize this as a resource starting in January.

I did see that there was one question that came up in regards to the model program curricula here in Illinois about what specific programs are being implemented. So at the local level, providers are able to choose which model program works best for their community based on their data, their needs, and the features of that curricula.

But some of the most common ones that are currently being delivered, Too Good For Drugs, Botvin's Life Skills, project towards no drug abuse, All Stars, Project Alert, and there's a few others which may be just a few scattered providers throughout the state are providing.

But those are the most frequently delivered or implemented model program curricula through the substance use prevention program here in Illinois. So hopefully that answers your question, Deanna. And we can also provide some links to some of those developers like the Mendez Foundation who develops the Too Good For Drugs program if you want to get more information about the objectives or design of some of those programs.

I mentioned earlier that we have had a few communities that have experienced some issues related to some of those advertising restrictions on cannabis businesses. And I wanted to just spend a little bit of time now



highlighting one particular case, just to illustrate some of the options that are available to communities when these types of things occur.

So what happened was there was some drug free communities coalitions in the Lake County area that identified a dispensary that seemingly was violating some of the advertising restrictions established in the Cannabis Regulation and Tax Act. The way that this was done, as you can see, was through that restriction on imagery that may be appealing to minors.

So I don't know about you, but if I saw this particular sign, this raccoon, rocking, hands up in the air wearing sunglasses, that strikes me personally as something that may be appealing to minors. And they thought so too.

So working with the Department of Financial and Professional Regulation as well as the Illinois State Police, which has a cannabis control office, they were able to get this signage removed. So basically, the lesson here is that if you observe violations of the advertising restrictions established in the Cannabis Regulation and Tax Act, you should be working with the Department of Financial and Professional Regulation to contact those businesses, maybe do a little bit of education with the businesses, but ultimately that regulation does lie with the state. So they are the ones that will be able to [INAUDIBLE]

Unfortunately, it does seem that there is still maybe an issue with this particular dispensary with some additional cartoonish imagery that also could be construed as appealing to minors.

So I think, again, another lesson is that communities do have to be vigilant when it comes to these types of advertising restrictions and being aware of what's going up in their community, doing things like completing environmental stands to see what types of images or advertising is going up and whether that is in line with the restrictions in the law.

Personally, I know that early on after the passage of the law, I did see a lot of advertising specifically related to purported health benefits. I think I've seen less and less of that as regulation and oversight has taken place. So hopefully with that kind of increased vigilance and some cross collaboration between communities and state agencies, that will become less of a problem. Also want to thank OMNI Youth Services in Buffalo Grove who shared with us this story and this imagery about this advertising restriction violation.

When it comes to local policy, the Cannabis Regulation and Tax Act is, for lack of better-- it is somewhat restrictive. So the long and short of it is that any



local efforts to regulate cannabis use have to follow the Cannabis Regulation and Tax Act to the letter.

So it's pretty restrictive in terms of what local communities can and can't do. They can't do anything that's more restrictive than the law and they can't essentially do anything that's more permissive than the law. So that does really, really, really narrow options.

However, local municipalities communities are allowed to establish zoning restrictions. So municipalities may determine where cannabis businesses are permitted and they may consider things like proximity to schools, such as the law mentions, and other things that may just be deemed kind of special areas where cannabis businesses being there might cause issues. So that is one thing that is available to municipalities.

Another thing that is available to municipalities and counties are tax changes. So municipalities and counties are allowed to establish additional taxes on the sale of cannabis products. One thing we want to point out is that it would be important for any local government or county who is considering these types of tax changes to really be aware of the potential impact that that could have on the area. So basically, because we are aware that while there is now a legal framework for cannabis, that doesn't mean that the illicit market went away completely.

And tax changes or price sensitivity on the legal framework could have impacts on the ability of the illicit market to kind of flourish. And that could also lead to potentially increased access by youth. So youth are a very price sensitive group. So it's something that you'll have to balance and look at the local conditions of your community. Find out if that is something that may potentially drive or impact youth use in your community to have additional taxes imposed.

And then finally, just when it comes to considering things of local policy, we always want to encourage any municipalities or providers working with municipalities, work with an attorney. Work with your city attorney. Again, just because the law is pretty restrictive and, of course, any law can be hard to come through. It's going to be important to make sure that whatever you're considering is not in violation of this act. And you can take a look at some of the resources that are out there.

The Illinois Municipal League does host some model ordinances that municipalities can take a look at and potentially utilize when they're adopting any of their own ordinances. Again, just with the caveat that, of course, you're



always going to want to have a municipal city attorney take a look at those laws to make sure that there's nothing in there that could potentially violate the CRT Act. So we definitely recommend that. Of course, again, in terms of other resources that you can utilize, please do reach out to us starting in January specifically for that Resource Center as well as federal resources like SAMHSA.

There are additional details about what can be done within the city of Chicago. Something you'll often see in legislation passed in the state of Illinois is carve outs that will mention cities with a population of 500,000 or greater. And in Illinois, what that means is Chicago. So Chicago does have a different option.

Voters in any precinct in the city of Chicago may petition their alderman to seek an ordinance specifically designating their precinct as a restricted cannabis zone. So that could potentially prohibit home cultivation. Cannabis business establishments are both. So again, that where kind of feature. So that's something that is available specifically to voters residing in the city of Chicago. Again, that's a carve out that you often see in Illinois legislation is things for 500,000 or greater, essentially meaning Chicago.

OK. I just first want to thank everybody for being on the webinar today. We do have quite a bit of time for additional questions. I see that there's at least a few that have come in.

KRISTINA SPANNBAUER: Would you like me to read those out for you?

JACOB LEVINSON: Yeah, if you don't mind. I want to see which ones are open. Yeah, OK.

KRISTINA SPANNBAUER: How is the marijuana compliance check different than the marijuana environmental scan?

BRANDI YOUNG: I can answer that, Jake, if you don't mind. So environmental scans are done at the community level to see what cannabis looks like at the community level in general. And anybody can do those. You document and observe, look and check, see what the advertising looks like, and then you kind of report your findings back on those.

Cannabis compliance checks would be completed by law enforcement only and they would use underage volunteers to try to purchase cannabis at



authorized places. My understanding is very similar to the alcohol compliance checks. Does that answer your question?

KRISTINA SPANNBAUER: You won't be able to unmute yourself, but if you have additional questions about that, please feel free to submit a follow up in the Q&A. And then how are you partnering-- this is, sorry, a separate question. How are you partnering with the cannabis industry?

BRANDI YOUNG: Go ahead, Jake.

JACOB LEVINSON: Oh, I was just going to say just in terms of Prevention First, that's something that I think we would have to talk specifically with the state more about to see exactly if there's been and to what extent there's been particular conversations with the cannabis industry around prevention or education. But just in terms of substance use prevention program, there hasn't necessarily been that explicit partnering. Brandi, did you want to?

BRANDI YOUNG: Yeah. I just know for us, for Prevention First, we are not. We currently don't have any collaboration with the cannabis industry. Jake and I can't speak to what may happen in the future or what may be required with different grants. But at this time, we're not.

KRISTINA SPANNBAUER: Thank you. I'm going to do this in a bit of a reverse order, because we have a follow up to the environmental scan question, which is, is there information on how to do and what to look for in an environmental scan?

BRANDI YOUNG: Go ahead, Jake.

JACOB LEVINSON: That's a great question. There are some resources on our website about conducting environmental scans. But generally what you're going to be looking for are things like violations of advertising restrictions. When you go into a retail store, are there things that could be appealing? Are there required messages about the risks of use or things like that?

So typically you're going to be doing a little bit more of looking for those types of things as well as just when you look at your community generally, is there a particular area where there's a higher density of outlets? Is that in an area where there is a lot of foot traffic by youth or somewhere where youth kind of congregate. So there's a lot of things there, and I will point you to our website



for some additional resources, particularly for some of the features of environmental scans. Brandi, did you want to add anything to that?

BRANDI YOUNG: No, I think that pretty much covered it.

KRISTINA SPANNBAUER: Thank you. And I did put the prevention.org links as well as a bunch of other links throughout the webinar in the chat. So if you haven't seen that yet, definitely refer to the chat and check it out.

JACOB LEVINSON: OK, thank you.

KRISTINA SPANNBAUER: The final question that we have, unless any more come in. Oh, which one just did. But this question is, have you seen any pushback from the cannabis industry on areas that have put further restrictions on where dispensaries can be?

JACOB LEVINSON: Yeah. So I think just generally because zoning is typically done on the local level, that would be something that they might encounter in each particular community. I haven't heard of a particular case where there was a specific legal challenge to any zoning. That doesn't mean it hasn't occurred, it just means I'm not personally aware of it. And then, of course, I think just when it came to the passage of the law, there was a lot of lobbying on behalf of cannabis industry to establish those restrictions to begin with.

KRISTINA SPANNBAUER: Thank you. Do you need to be a SUPP-- I'm sorry. I'm not sure how to SUPP grantee to utilize Prevention First.

JACOB LEVINSON: Great question. Some of our services are specifically targeted for SUPP grantees, but we have many others that are not. For example, the Cannabis Policy Resource Center will be available to other audiences, as mentioned. So basically reach out and ask what you're looking for and we'll provide you the assistance in some form or another.

KRISTINA SPANNBAUER: Thank you. You have a few minutes left, so maybe we'll just hang out a moment more, yeah, to see if we get any more questions, which we did. So is there information about the amount of tax revenue and the amount that is now being spent on prevention and treatment? Has the tax revenue covered the cost or is it disproportionate?



JACOB LEVINSON: Great question. We haven't been able to find that exact level of detail yet in terms of preparing for this webinar. It doesn't mean it's not out there. But essentially, the numbers that you've seen should be what has been spent so far.

KRISTINA SPANNBAUER: Thank you. Do you know of any community surveys that were conducted to measure concerns or attitudes of cannabis legalization to help identify campaign messages?

JACOB LEVINSON: Great question. I didn't particularly work on those campaigns myself, but I do know that there was some research done on target audience, including psychographics kind of identification, segmentation for the CRTA funded strategies. And then for the SUPP funded communication campaigns, that kind of testing is done at the local level by providers on an annual basis.

All sorts of kind of process evaluation of campaigns, finding out about youth attitudes, youth response to the messages that are going up. Particularly if it's a locally designed campaign, they're going to be doing a lot of work to make sure that the messages resonate. And then the state campaign as well does that same kind of pilot testing.

KRISTINA SPANNBAUER: Great, thank you. Still have about five minutes left. So if there are any other questions, please feel free to put them in the Q&A. CRT stands for what?

JACOB LEVINSON: Thank you, Debbie. Yeah, that's the Cannabis Regulation and Tax Act. That's the official name for the law that made retail cannabis legal in Illinois.

BRANDI YOUNG: If there is-- I'm looking to see if it's got the website on it. Kristina, I can send it to you when I find it if you want to send it out. But preparing for this webinar, I don't have it right here on me, I came across a link, and it was a state link, but it did a really nice job of summarizing the CRTA. Kind of bullet points it out and breaks everything down on a level where I found it easy to understand. So I'm happy to share that with you if you want to send that out. When I get a minute here, I can get that to you.

KRISTINA SPANNBAUER: Absolutely. I will include it. We'll be posting the recording and the slides. I'll also include that resource on the Products page as well.



BRANDI YOUNG: Perfect.

KRISTINA SPANNBAUER: All right. Someone asked, any advice for areas that are seeing legalization in the close future, things that you think would be beneficial to have in place before legalization?

JACOB LEVINSON: That's a great question. I think that just some of the things is really just have an awareness of where the conversation is. Find out who are kind of the major players in terms of as the law is being developed. And if you have an advocacy group in your state or your area that is working on those types of things, connect with them.

I think one of the things that we've kind of learned from Illinois is that things moved very quickly and a lot of stuff went in that some of us were caught off guard by. So finding out who's working on that policy, connecting with them, and making sure that your understanding of what is the potential, what is part of the conversation. Brandi, did you want to add?

BRANDI YOUNG: I will say that I may have to, if I can't come up with it here real quick, I may have to send that to you too, Kristina. But Dr. David Jernigan just published a book that discusses really in depth and on a level that anyone can understand things that communities need to look at before legalization. It's a great resource. It's called Cannabis, Moving Forward and Protecting Health. So I think that would be a great resource for people to check out.

KRISTINA SPANNBAUER: Thank you. Do you have any data on DUID since legalization?

JACOB LEVINSON: That's a great question. I personally have not seen that data yet, and I do want to acknowledge that there might be some co-variables here with the rise in accidents that we have seen during COVID. So I haven't seen that personally, but definitely something to keep an eye on. And if we do come across that, we can share that as well.

KRISTINA SPANNBAUER: Do you have partnerships with scientists or pharmacists to help establish your campaign and risk factors I think they meant.

JACOB LEVINSON: Yeah, thank you, we appreciate that. Typically you'll see references or citations. But a lot of the major sources that campaign messages and materials can get developed from include NIDA, messages



from SAMHSA, so things that have gone through studies. I can't speak to a particular scientist or pharmacist that we're working with individually, but we're generally referencing studies published, things like that.

BRANDI YOUNG: Yeah, those are one of the things that as far as the CPRC goes that we are looking at. We will have some consultants that we're looking at that we'll be trying to develop relationships with. And certainly scientists in the field and pharmacists who are dealing with these things are certainly people that we want to have involved with CPRC and giving us input. And I would say the most likely partnerships that you'll see with those kind of individuals will be in our expert led webinars and trainings. So we absolutely will be doing that.

KRISTINA SPANNBAUER: Thank you. And the next two are from the same person and I think they're collective. And since we're at time, this will be our last question. If anyone else has questions, we'll go ahead and follow up offline just to respect everyone's time. So will the Cannabis Policy Resource Center help us with a city council that is looking into at allowing a dispensary into a small community close to Iowa? We do not want another dispensary added to our grant area. We already have one.

BRANDI YOUNG: What I will say, and this really is going to depend on funding requirements and grant requirements. So I would have to really look at it specifically. But you can absolutely reach out to me. Shoot me an email and we will do what we can. We're not going to turn anyone away. We may not be able to provide certain specific services and things of that nature, but we can definitely at the minimum make referrals, provide resources, and things of that nature. So we would definitely do what we can.

KRISTINA SPANNBAUER: Great. Thank you so much. Thank you both, Brandi and Jake, for this really awesome webinar. So much great information. Thank you to all of the attendees who joined us today. We really appreciate your time and attention. And as I mentioned before, in about a week or so, we should have all of these resources, including all of the extra information that was presented and discussed in the Q&A. We'll have that posted on the Great Lakes PTTC Products and Resources web page in about a week's time. So thank you again, everyone, and have a great rest of your day.

BRANDI YOUNG: Thank you, everyone.

JACOB LEVINSON: Thank you.



Great Lakes (HHS Region 5)

PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

BRANDI YOUNG: Thank you for having us.