1. Working group name:

*Consumer Safety/ Education/ Health*

1. Individual sponsor(s):

*Linda Lang, John Packham, Jen Solas, Michelle Berry*

1. Describe the recommendation:

*Introduction*

*Develop, support, and fund education and training to the citizens of Nevada specific to recreational marijuana and its impacts. Safety and education campaigns should be informed by the experience of other states that have developed effective messages on the safe, legal, and responsible use of recreational marijuana. Additionally, Nevada should use best practices from other states when developing messaging and establishing an unbiased, fact-based website such as Colorado’s Department of Public Health & Environment website:*

 <https://www.colorado.gov/pacific/cdphe/monitoring-marijuana-related-health-effects> *and*  *Colorado’s Good to Know campaign*: <https://goodtoknowcolorado.com>.

 *Support the collection of baseline data to determine impacts on the emerging issues associated with the legalization of recreational marijuana and support research and/or monitor emerging science.*

 *Support for ongoing involvement from members of the current working group to address and inform on issues as they arise from passage of legislation and initial implementation.*

 *Consumer education*

* *Educating consumers and potential consumers about health and safety concerns associated with eating or smoking marijuana products, including but not limited to dosage and THC content, safe storage practices, and combining marijuana use with other substances such as alcohol.*
* *Ensuring consistency between campaign education and messaging and industry marketing and advertising – particularly, statements or claims on health and safety risks of marijuana use inconsistent with current science and research.*
* *Ongoing evaluation and assessment of the consumer education campaign on increasing accurate knowledge on the health impacts and risks of marijuana use, legal aspects of marijuana use in Nevada, and the safe and responsible use of marijuana; and the ongoing incorporation of lessons learned (what works and does not work) into future consumer education messaging and strategy.*
* *Funding and staffing of the statewide consumer education campaign commensurate with the goal of protecting the health, safety, and well being of all Nevadans and visitors to the state.*

 *Visitor education*

* *Target audience: Tourists and business/family related visitors*
* *Costs: Costs will be incurred by:*

 *Visitor venues wanting signs prohibiting/restricting marijuana use in their facilities such as businesses, hotels, restaurants, public transportation, etc*

 *Local county budgets for messaging of use restrictions, dispensary locations, state laws followed by the counties or county specific ordinances, schools/public parks for signs restricting use within certain distance*

 *Law enforcement cards explaining Nevada laws and penalties as part of a first warning effort*

* *Messaging: State laws, location of local of dispensaries, restrictions in marijuana use locations, penalties for marijuana use, sale, possession laws and violation consequences, marijuana testing for DUIs, and risks associated with use*

*Public-at-large*

* *Educating the public about the health effects and risks of marijuana based on an ongoing assessment of scientific research on marijuana use on human health and the dissemination of current evidence on health effects and risks via mass-reach communications, targeted education and outreach, and culturally and linguistically appropriate messages and materials.*
* *Educating the public about the provisions of Question 2 and the legal use of marijuana in Nevada, including knowledge of legal restrictions on the public consumption of marijuana, smoke-free policies in Nevada, the diversion of marijuana products to children and youth under the age of 21, and marijuana-impaired driving.*
* *Ongoing evaluation and assessment of the public awareness campaign on increasing accurate knowledge on the health impacts and risks of marijuana use, legal aspects of marijuana use in Nevada, and the safe and responsible use of marijuana; and the ongoing incorporation of lessons learned (what works and does not work) into future public awareness messaging and strategy.*
* *Funding and staffing of the statewide public awareness campaign commensurate with the goal of protecting the health, safety, and well being of all Nevadans and visitors to the state.*
* *The statewide public awareness campaign should also be informed by effective public awareness strategies currently used in alcohol and tobacco prevention and control – in particular, science-based, experience-informed communication strategies for preventing underage initiation and use of alcohol and tobacco products.*
* *The statewide public awareness campaign should include mass-reach health communications directed at the general public, targeted health communications strategies (e.g., school-based education, age-appropriate messaging), and culturally and linguistically appropriate messaging and materials.*

*Workplace education*

* *Target audience: Employers/Human Resource staff of businesses including public schools K – 12 and colleges/universities administration, students of post-secondary educational institutions, government agency administrators, and employees of all*
* *Costs: Random or required drug testing for businesses, cost of trainers to explain the rights and responsibilities of employers and employees under Nevada law*
* *Messaging:*

 *Employers*

* + *Marijuana “101” – products, effects of short and long term use impairment, use trends, signs and symptoms*
	+ *Cost of drug use by employees and work place drug use consequences*
	+ *Employer challenges – identifying products with marijuana content, employees in company vehicles or wearing a business logo shirt while using or purchasing marijuana, finding applicants that can pass a drug test*
	+ *Employer Rights – unemployment laws, Worker’s Compensation Act, Zero Tolerance, drug-testing employees, “Safe and Drug Free Workplace”*
	+ *Drug use policy options*

 *Employees/Students*

* *Medical marijuana use during the work day or on the job site restrictions*
* *Nevada law – medical versus recreational and limitations related to job site*
* *Employers’ rights relative to employee use of marijuana*

*Other Professionals – school personnel, law enforcement, non-profits, treatment, etc.*

* *Education:*
* *History and Events*
* *Epidemiology of Marijuana Trends*
* *Marijuana Laws (Federal and State): Medical vs. Recreational and implications of holding a marijuana card and being impaired at the workplace*
* *Types/Botany*
* *Pharmacology*
* *Potency, Poisonings and Dosage*
* *Effect on the brain - Long term/Short term effects*
* *Medical Marijuana*
* *Prescription vs. Recreational*
* *Routes of administration – how the different routes of administration can increase effectiveness/potency and addictive potential*
* *Messaging:*
* *FAQs to include Nevada Law, Employers Rights and referral resources when working with clients, colleagues, members of the community, and organizational staff.*
* *Referral Resources*
* *Short screening tools and info graphics for referral*

*Targeted Messaging – Integrated marketing campaigns with focus on the following level areas*

* *Individual Level Messaging to include the following target populations:*
	+ *Native American Adolescent*
	+ *Young adolescents 12-14*
	+ *Adolescent Ages 13-15*
	+ *HIV Positive youth 16-24 year olds*
	+ *Incarcerated adolescent post-release*
	+ *College populations*
	+ *Young adult women (18-24)*
	+ *Adolescents, Native American youth grades 5-8*
	+ *Middle School youth (ages 10-14)*
	+ *Youth living in communities with high availability drugs*
* *Relationship Level messaging to include the following target populations:*
	+ *Chronic juvenile offenders and community families*
	+ *Latino Families*
	+ *Female student athletes and peers*
	+ *Low-income, first time mothers and infant children*
* *Community Level – Target Populations can include:*
	+ *Pre-schools with children at risk for developmental delay and school failure*
	+ *Elementary schools and students in grades K-6*

*Retailer Education*

*Note: Retail Working Group has crafted a recommendation related to mandatory marijuana handler training course*

* *Retailer, Lab, Production, Cultivation*
* *Not PSA or State driven programs*
* *Open market via private companies, employer training submitted as part of licensing requirement can be on the job or prior to employment offer with documentation and TAM type card in employee file*
* *BL/DPBH would vet program of license via submitted syllabic meeting requirements of marijuana support license category. Open market education must have support license, course syllabi and equipment to print TAM type card.*
* *NAC 453A.336 – Registration cards: Categories; required training for agents.*
* *NRS 453A. 370 – Universal template or TAM type card cost to be incurred via business doing training.*
* *SOP’s addressing on the job use addiction counseling*

*Federal Law*

*Moved to Federal Law Impact group*

*Professional Education – Medical/Clinical*

*Moved to Nevada Economy group*

1. Which guiding principle(s) does this recommendation support?

*Guiding Principle 1 - Promote the health, safety, and well-being of Nevada’s communities*

*Guiding Principle 2 - Be responsive to the needs and issues of consumers, non-consumers, local governments and industry*

*Guiding Principle 3 - Ensure that youth are protected from the risks associated with marijuana, including preventing the diversion of marijuana to anyone under the age of 21*

1. What provision(s) of Question 2 does this recommendation apply to?
* *Section 2.d – selling or giving marijuana to persons under 21 years of age shall remain illegal*
* *Section 2.e – individuals will have to be 21 years of age or older to purchase marijuana*
* *Section 4. 1.b – knowingly delivering, giving, selling, administering, or offering to sell, administer, give, or deliver marijuana to a person under 21 years of age*
* *Section 4.2.a – a public or private employer from maintaining, enacting, and enforcing a workplace policy prohibiting or restricting actions or conduct*
* *Section 5.1.h – reasonable restrictions on signage, marketing, display, and advertising*
* *General education as needed to consumers, non-consumers, targeted professions, and targeted populations*
1. What issue(s) does the recommendation resolve?

 *The legalization of marijuana is likely to increase demand and usage, with effects on the general public. Citizens must have access to current and accurate information that will:*

* *Allow for the protection of those under 21 years of age*
* *Protect consumers of marijuana*
* *Protect vulnerable populations*
* *Increases public knowledge and awareness*
* *Promote and protect the public health*
* *Provide for workplace safety*
* *Ensure certain professions are trained*
* *Discourage impaired driving*
* *Protect non-consumers and those that choose to not be exposed to marijuana smoke or edibles*
* *Further define complexities of Nevada state law*
1. Was there dissent in the group regarding this recommendation? If yes, please provide a summary of the dissenting opinion regarding the recommendation.

*To be determined*

1. What action(s) will be necessary to adopt the recommendation? Will statute, policy, regulations, etc. need to be addressed?

 *Would like input from full Working Group.*

1. Additional information (cost of implementation, priority according to the recommendations, etc).

 *Associated costs included under recommendation*.

\*Submit to**kelly@quantummark.com**and**mkretch@quantummark.com**when completed and ready for presentation to the Task Force