



Promising policies to reduce onset and progression of psychotic disorders in U.S. states with legal cannabis markets

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Topics

Why policies?

Which promising policies?

Suggested policies

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Which promising policies?

Suggested policies

Cannabis use is a **modifiable risk factor** to the onset and progression of psychotic disorders

Action Points

Delay cannabis use initiation

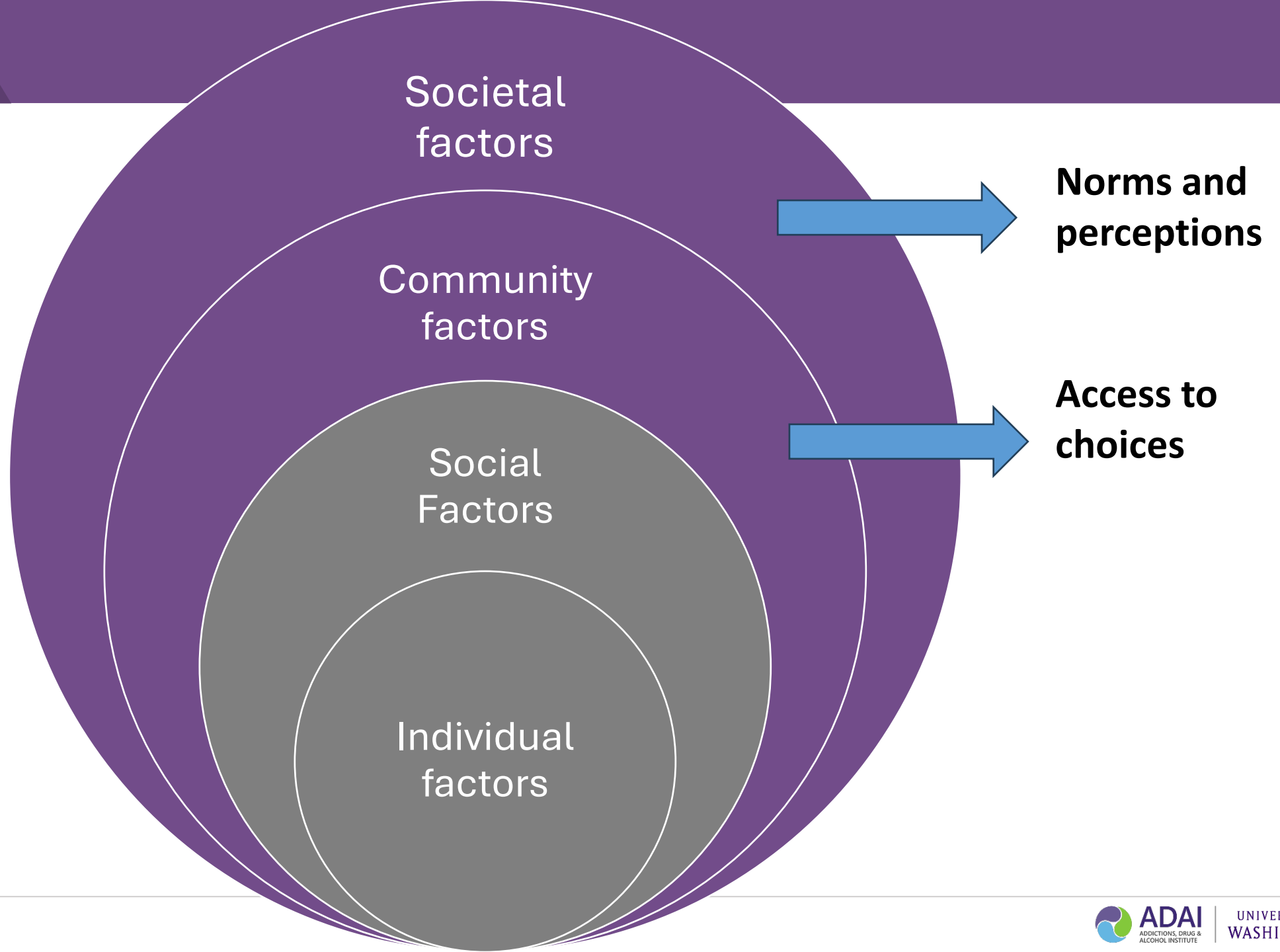
Discourage use of High THC Products

Discourage frequent use

Public Health

Promote healthy environments:
Communities where people
live, learn, work and play.





Healthy choices are made by individuals, but they can be either facilitated or hindered by social, physical, and economic factors. And policies can change these factors.

In WA: Cannabis regulations/policies

Age of purchase: 21 years old

Edibles: 10 mg of THC per wrapping

Retail distance from schools and parks

Billboard content

“Not for kids” symbol

Topics

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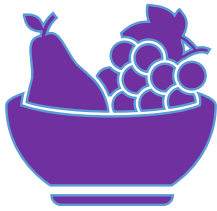
Promising policies: behavioral economics

Default exerts a powerful influence on choice

Make the healthy choice the easy choice

Individuals must actively work to engage in less desirable behaviors

Make the healthy choice the easy choice



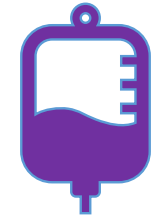
Nutrition



Immunization

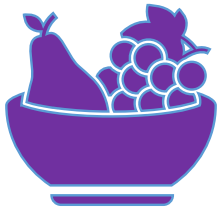


Retirement savings



Organ Donation

Make the healthy choice the easy choice



Nutrition



Immunization

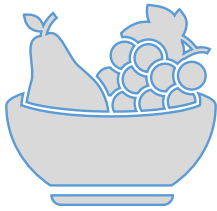


Retirement savings



Organ Donation

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Nutrition



Immunization

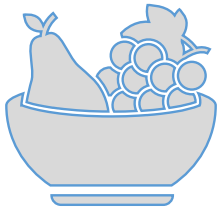


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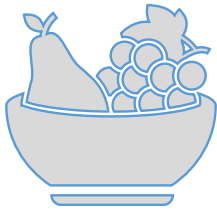


Retirement savings



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Make the healthy choice the easy choice



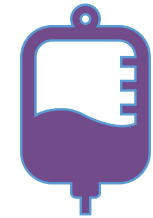
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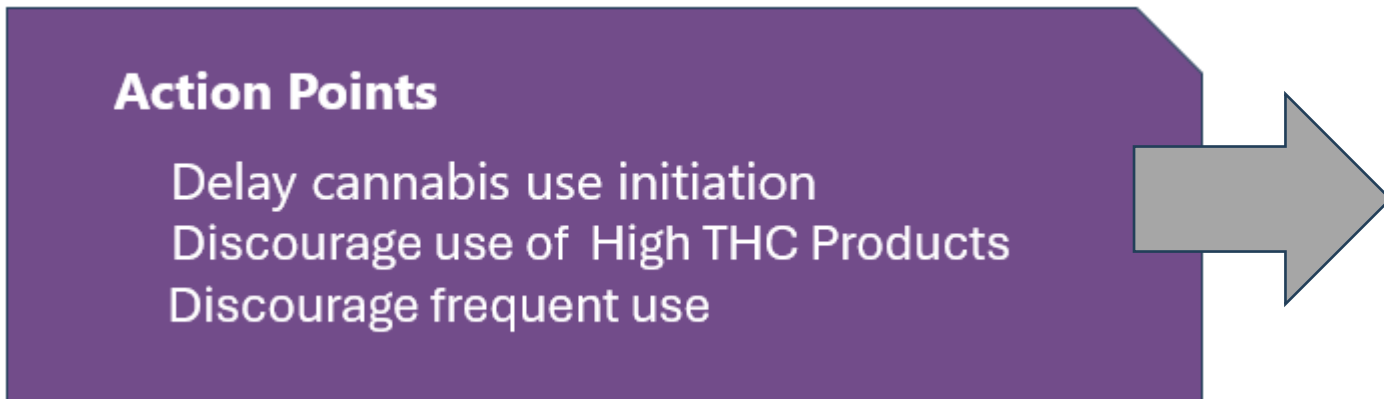
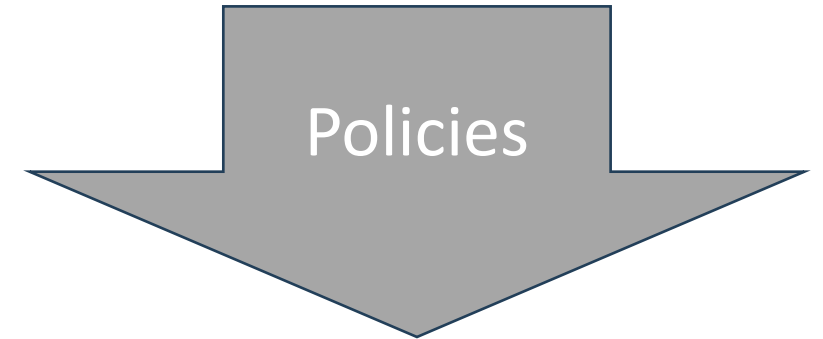
Topics

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Cannabis use is a **modifiable risk factor** in the onset and progression of psychotic disorders



Make the healthy choice the easy choice

Individuals must actively work to engage in less desirable behaviors

Three areas:

01

Make high THC products harder to get

02

Make cannabis retail a low-risk decision environment

03

Balance the narrative



Make
higher THC
products
harder to
get

Set price of cannabis
products proportional to
their THC content

Increase age of purchase
for products over a
certain level of THC



Make
cannabis
retail stores
a low-risk
decision
environme
nt

Placement of products

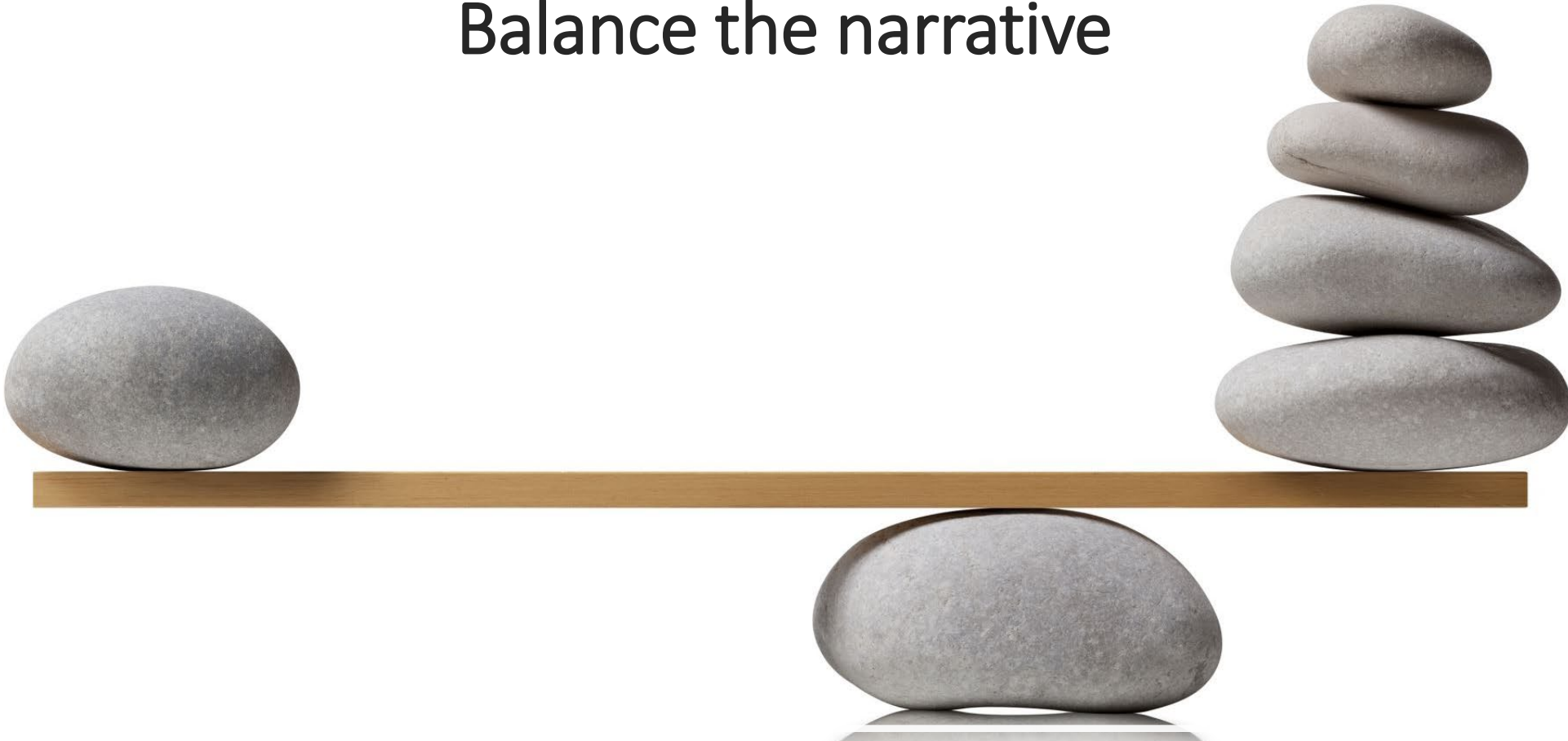
Budtender training

Educational materials

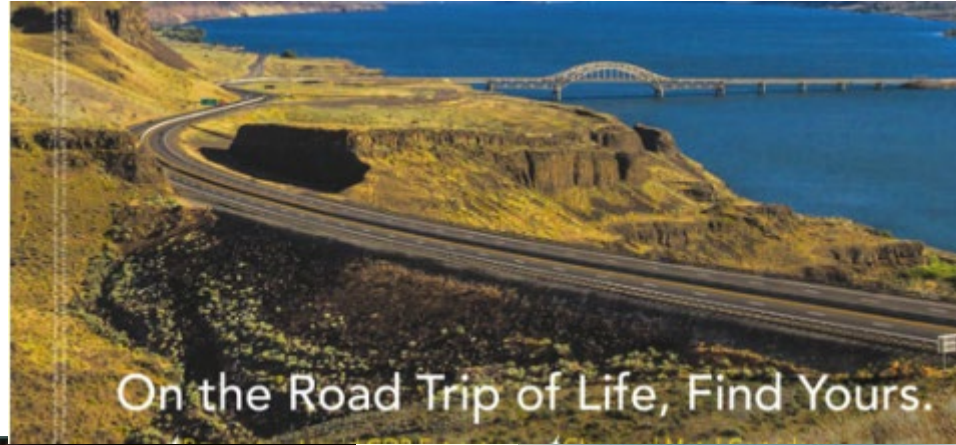
Continue with compliance

Reduce hours

Balance the narrative



Balance the narrative: marketing



On the Road Trip of Life, Find Yours.



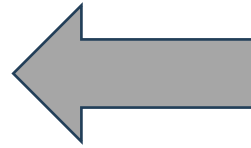
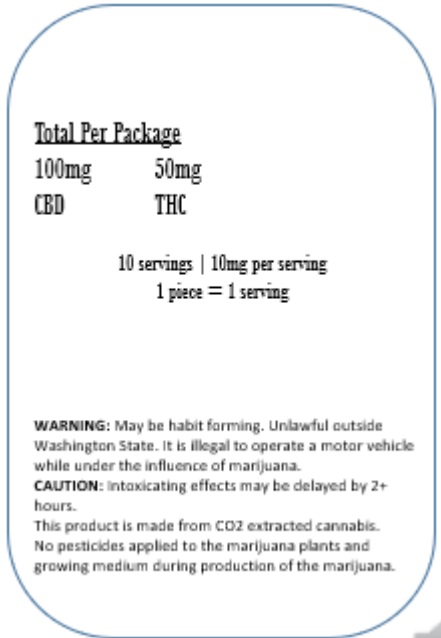
TAKES YOU



Balance the narrative: lived experiences



Balance the narrative: clear warning messages

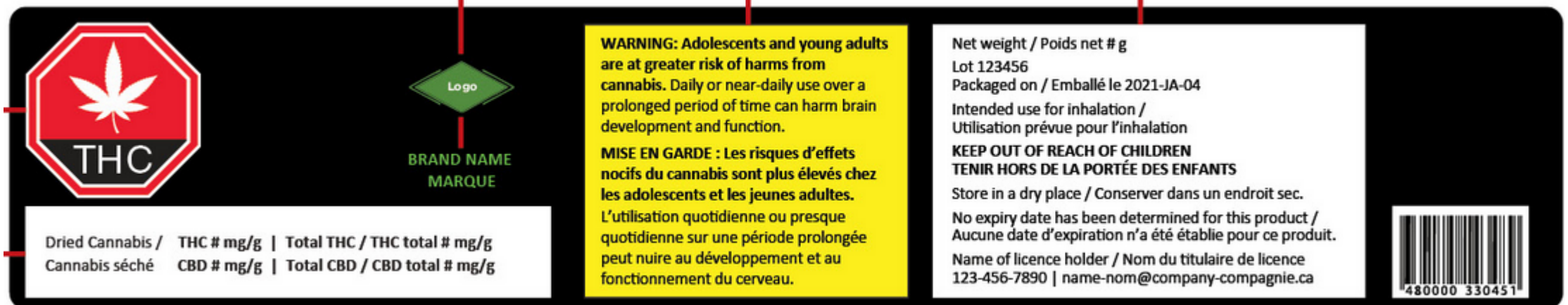
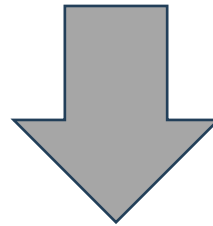


Washington

Font size typically 4-6. No contrast colors, no rotating message

Canada

mandatory colors, size, rotating messages



Balance the narrative: plain packaging



And let's keep in mind
Regulation is not prohibition



ADAI
ADDICTIONS, DRUG &
ALCOHOL INSTITUTE

**CANNABIS EDUCATION
& RESEARCH PROGRAM**

Thanks!

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