

BRIEFING: CHILD AND YOUTH APPEAL AND ACCESS TO MARIJUANA PRODUCTS

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Why is youth cannabis use a public health issue?

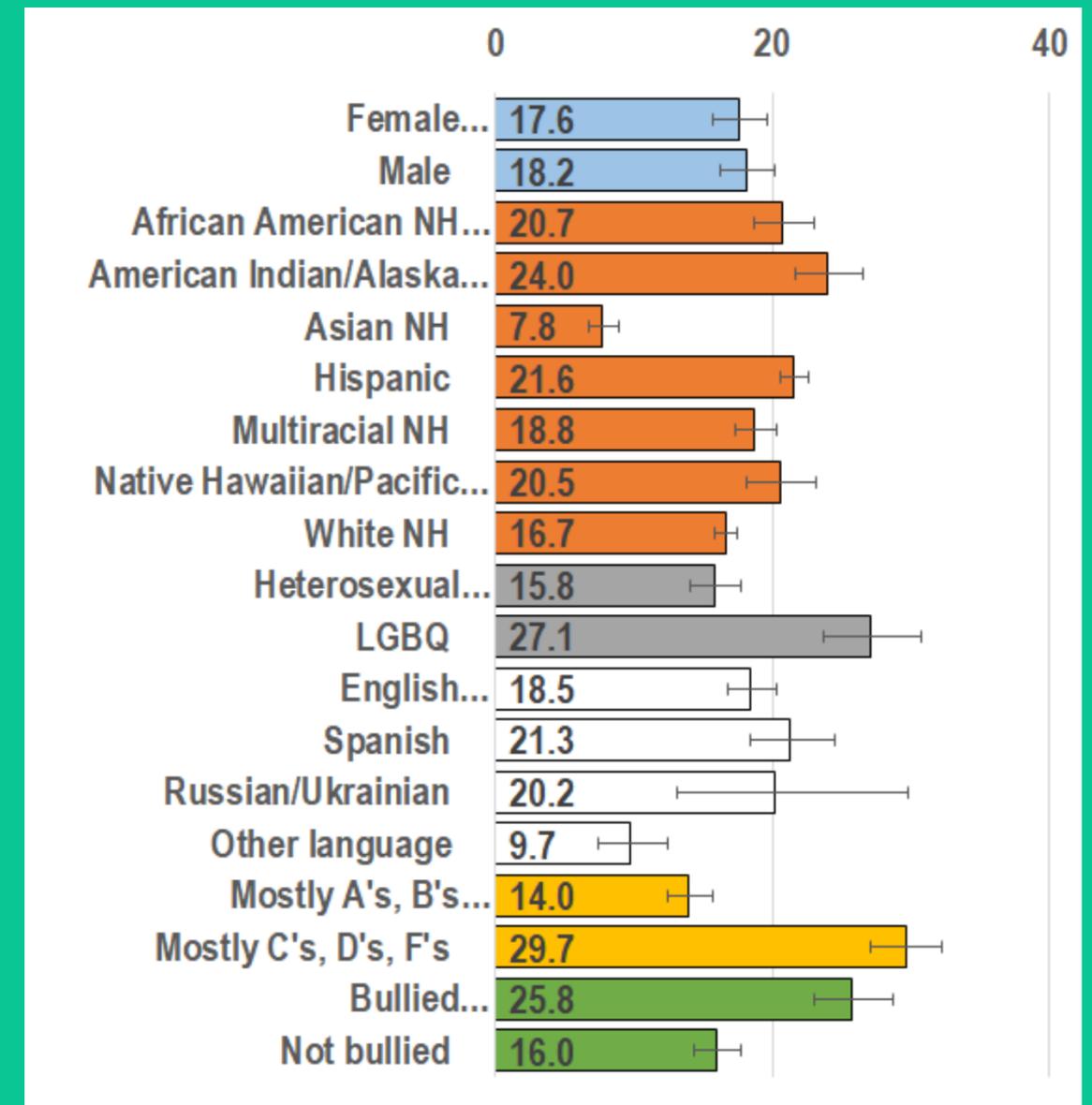
Existing research supports links to:

- Learning and memory impairment;
- Mental health disorders;
- Psychotic symptoms and disorders;
- Problem cannabis use;
- Motor vehicle crashes;
- Use of other drugs and tobacco;
- Overdose injuries, including respiratory distress.

Younger initiation and more frequent use are associated with increased risks.

Youth & Cannabis in King County

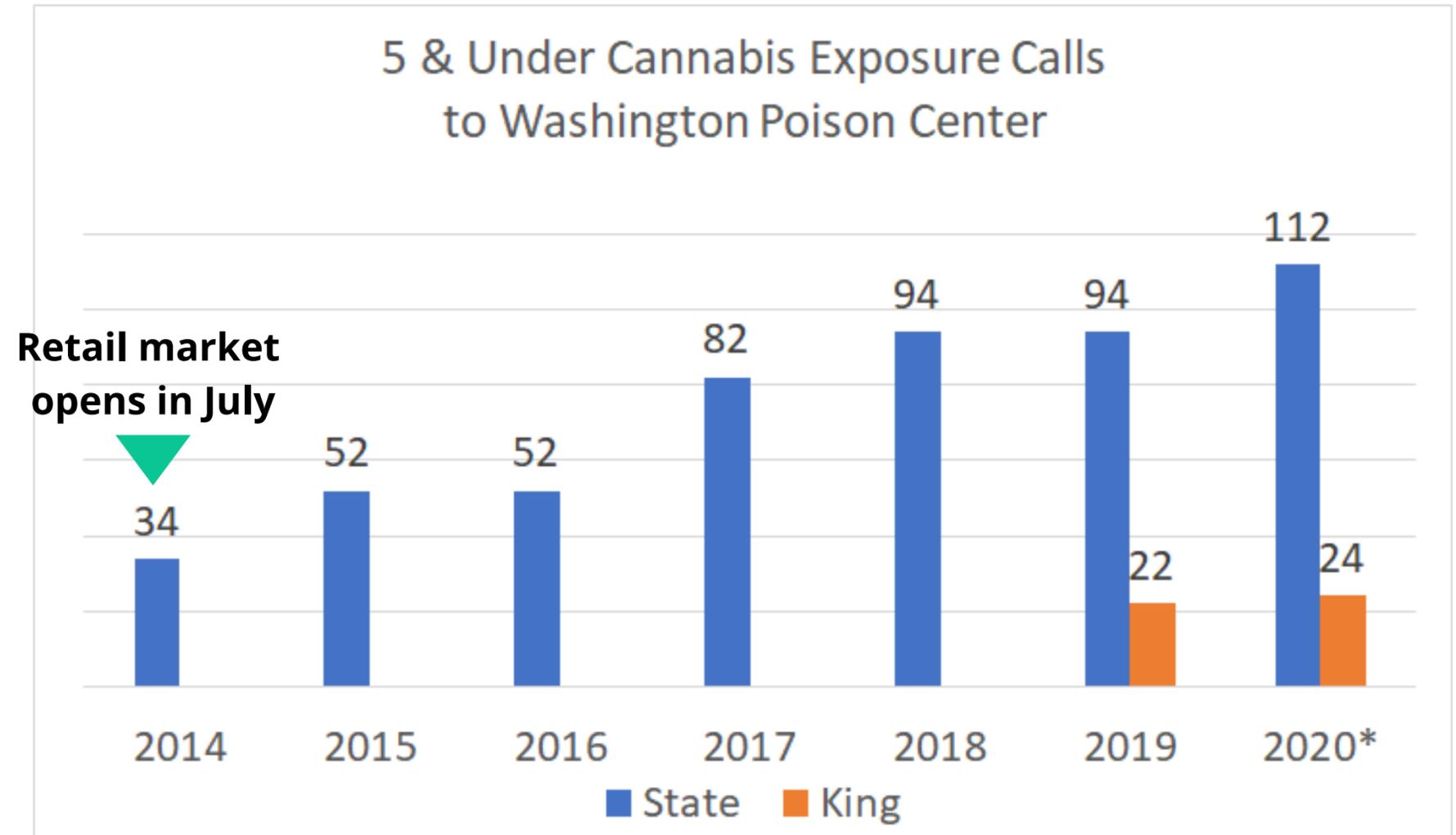
- Non-significant increase in 2018.
- Use inequitable, with highest rates among:
 - American Indian and Alaskan Native students;
 - LGBTQ students;
 - Those who got lower grades;
 - Those who were bullied.
- Perception of harm decreasing.
- Edibles are second most common use.



10th Grade Past 30 Day Use
HYS 2018

Increase in Unintentional Pediatric Exposure

- Very young exposure has increased with retail market.
- Accessible product is the largest avenue of exposure for this age group.



Washington Poison Center
*2020 through early November

Levels of Influence on Youth Use

Upstream:

- Access & retail laws
- Product codes
- Protective policies

Midstream:

- Community norms
- Risk and protective exposures in institutions

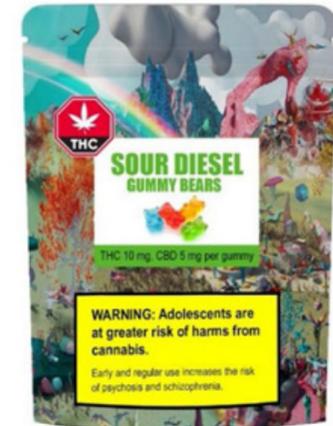
Downstream:

- Interpersonal influence
- Individual knowledge and beliefs

Product and packaging can affect youth consumption

- Candy-like edibles may be most appealing to young people.
- Seen as designed for youth appeal.
- Fully-branded packaging found more attractive than plain or logo-only packaging:
 - Plain packaging is a best practice from tobacco prevention.
 - Packaging is carried out of 21+ stores.
- Decades of commercial tobacco research show warning label best practices.

FULL BRANDING



BRAND LOGO ONLY



Goodman,S., Leos-Toro, C., & Hammond, D. (2019)

NO BRANDING



cannabis.ca/cannabis

Rules on Youth Appeal of Edibles

WAC-314-55-105, adopted 12/19

"Especially appealing to persons under the age of twenty-one" means a product or label that includes, but is not limited to:

- The use of cartoons;
- Bubble-type or other cartoon-like font;
- A design, brand, or name that resembles a non-cannabis consumer product that is marketed to persons under the age of twenty-one;
- Symbols or celebrities that are commonly used to market products to persons under the age of twenty-one;
- Images of persons under the age of twenty-one; or
- Similarities to products or words that refer to products that are commonly associated or marketed to persons under the age of twenty-one.

LCB Product Review

- Licensees apply to Liquor Cannabis Board product, submitting product, package and labeling images.
- Packaging and Labeling Specialist makes approval determination using WAC:
 - “Commonly associated or marketed” to those under 21 applied as products specifically designed to get youth’s attention;
 - Grey areas where marketing overlaps: both kids and adults like brownies;
 - Specialist conducts research (searching for similar products) if needed;
 - Consults with Compliance and Adjudication manager and then Agency Director if necessary.
- Applicant can appeal any non-approved product.
- Approval determinations made to be defensible in hearing or legal action.

Approved Products



EM's
Emerald Mountain Brand




To ensure product quality, please keep this package stored in a cool place at or below 65°

WARNING: May be habit forming. Unlawful outside Washington State. It is illegal to operate a motor vehicle while under the influence of marijuana. CAUTION: Intoxicating effects may be delayed by 2+ hours.

Contains 10 servings - 5.5g/10mg THC each - 100mg THC total
Serving size = 1 piece/10mg THC

SUMMIT CANDIES

White Chocolate Candies

Root Beer Float




10ct 100mg

Net Weight - 1.94 oz (55g)

Contains 10 servings - 5.5g/10mg THC each - 100mg THC

INGREDIENTS: White Chocolate compound (sugar, palm soy lecithin, natural flavor(s)), Flavoring (artificial flavor). Contains: Milk and Soy. Manufactured on equipment that processes products containing milk and soy.

Processed and Distributed by Emerald Mountain, LLC
Info@EmeraldMountain502.com

SUBMISSION FOR APPROVAL 9/27/2020





BARCODE APPLIED AFTER

[PRODUCT NAME]

[16 DIGIT ID NUMBER]

Net Wt: 100g (3.52 oz) Net Wt: 100g (3.52 oz) without PFD
 Net Wt: 100g (3.52 oz) with PFD
 Processor: PRODUCER NAME, PRODUCER ID
 Processor: PRODUCER NAME, PRODUCER ID

Warning: May be habit forming. CAUTION: Intoxicating effects may be delayed by 2+ hours. It is illegal to operate a motor vehicle while under the influence of marijuana. Unlawful outside Washington State. Post prevention information: emeraldmountain502.com/postprevention.html





<https://www.seattlehashtag.com/blog/2020/2/5/best-edibles-of-2019-in-washington-state>

snickerdoodle triple chocolate peanut butter

MUNCHIE PACK COOKIES



100mg
THC

0mg
CBD

10 servings

100
THC

10mg
THC

0mg
CBD

1.5oz (42g)



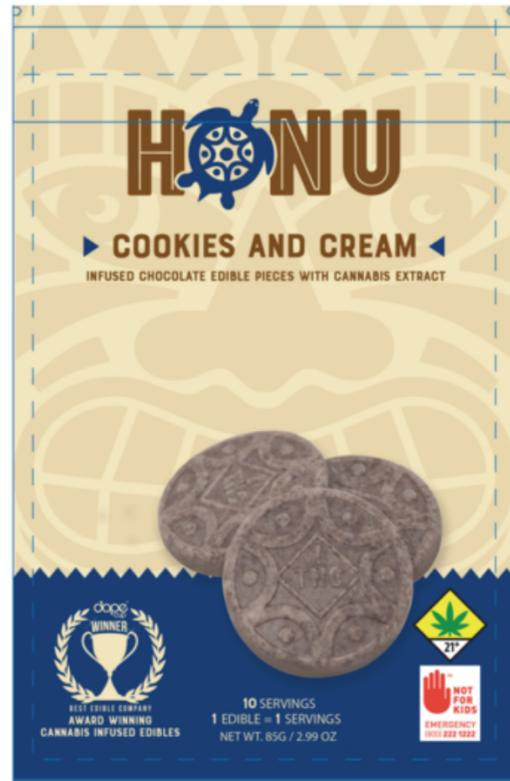

snickerdoodle triple chocolate peanut butter

Good choice. Ten times the fun of a single cookie in three tasty flavors. If you're ready to cruise - sit down, kick back, and let Journeyman guide the way.

DISCLAIMER: This product may be habit forming. Unlawful outside Washington State. It is illegal to operate a motor vehicle while under the influence of marijuana. CAUTION: Intoxicating effects may be delayed by 2+ hours. It is illegal to operate a motor vehicle while under the influence of marijuana. Unlawful outside Washington State. Post prevention information: emeraldmountain502.com/postprevention.html

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Approved Products



King County Youth Marijuana Prevention and Education Program

- Consumer assessment:
 - Point of sale education;
 - Safe storage readiness.
- Youth environmental scans:
 - Youth identify risk and protective factors in communities and educate decision-makers.
- Partnership with Gay City Youth Action Committee for LGBTQ youth assessment.
- Policy and evidence review and analysis for youth health equity impact.

References

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