

CAMPUS COUNCIL PEER EXCHANGE HIGHLIGHTS

January 17, 2024

Topic: Lessons Learned (or not learned!) for Cannabis from Alcohol and Tobacco Policy

David Jernigan, PhD, co-founder of the Maryland Collaborative, shared the lessons we can learn for cannabis policy from alcohol and tobacco policy. His book *Cannabis: Moving Forward, Protecting Health* goes into further detail.

David reviewed how The Four Ps of marketing can be used to identify effective cannabis policy. These include:

- **Price:** Increase taxes (by weight, price, or potency); limit price promotions; require minimum unit pricing.
- **Place:** Limiting outlet density at the outset is easier now than later. Limit days and hours of sales, minimum age of purchase, third party delivery, on-site consumption and direct-to-consumer sales.
- **Product:** Prohibit concentrates and products containing alcohol or tobacco. Create a THC ceiling of 15%.
- **Promotion:** Ban cannabis marketing on TV, radio, billboards, and in social media; if no comprehensive ban, ban use of cartoon figures; fund public health media campaigns; prohibit health claims.

Social Justice:

- Research suggests that legalizing cannabis for non-medical use decreases the overall number of cannabis-related arrests but does not eliminate racial inequalities among those arrested.
- Programs designed to facilitate entry into the cannabis market by members of communities harmed by cannabis may have unintended effect of increasing consumption and harms in those communities.
- A better approach to rectifying past injustices would be to reinvest cannabis revenues in non-cannabis wealth generation in those communities (e.g. subsidizing home ownership).

Cannabis Enforcement Recommendations:

- Law enforcement should focus on sales to minors by retailers.
- Law enforcement agencies should have adequate resources to conduct frequent underage compliance checks for sales of cannabis to anyone under age 21.

In summary:

We have not learned the lessons of alcohol and tobacco.

What Maryland has done right:

- Ban on billboards
- No dispensaries within 1,000 feet of each other
- No dispensaries within 500 feet of sensitive uses (child care, playgrounds, etc.)

What Maryland could do better:

- Industry is represented on the regulatory commission.
- Jurisdictions are forbidden to ban home delivery within their boundaries.

CAN THE TORTOISE
WIN THIS RACE?

