

Marijuana Programming Discussion

James Lange, Ph.D.
Director of Health Promotion
San Diego State University

Presentation at the CSU 2014
Alcohol, Tobacco and Other Drugs
Educational Conference, Camarillo,
CA
April 3-4, 2014



SAM Resources <http://learnaboutsam.com/>



Preventing Another 'Big Tobacco' Marijuana & Public Health Legal Reform Cannabis-Based Medicines

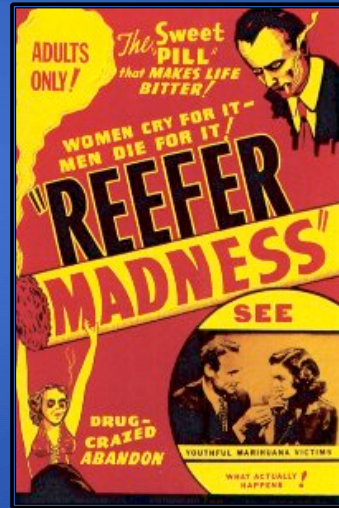
Home PowerPoint Presentations

PowerPoint Presentations

Kevin Sabet Presentation - Seven Myths
The Link Between Mental Illness and Marijuana - Washington D.C.
Marijuana Legalization: Where Do We Go From Here? A Review Of The Evidence - Russia
Marijuana and the Teen Brain - David P. Friedman, Ph.D.
Preventing a Marijuana Industry from Targeting Children- What can we learn from alcohol? David Jernigan, Ph.D.
Marijuana Policy Informing a Smart Approach For Traffic Safety
Pathways to Treatment - Tom McLellan
Marijuana The Science- What We Know About Its Effects on Health - Rochelle D. Schwartz-Bloom, Ph.D.
Predicting The Uncertain Future of Legal Marijuana - Jonathan Caulkins, Ph.D.
Regulating Marijuana To Protect the Public Health- What Can We Borrow From the Tobacco Model - Richard J. Bonnie, J.D.
But What About The Children's? Provisions to Prevent A Marijuana Industry from Targeting Children - Sue Bueche

College Students are Hypocrisy, Faux-Expert, and Bias Detectors

- We are faced with an educated, skeptical and capable group.
- The ghost of *Reefer Madness* is always hanging over our efforts.
- Sometimes they are right and we need to approach this with a proper sense of historical and public health understanding.
- However, like all of us, they can suffer from confirmatory biases.



1921 to 1933

ONLY 9 STATES GET BEER AS MEDICINE

Brewers Are Preparing to Supply It—Seven Plants to Open in Milwaukee.

DRYS' COUNSEL SEES HOPE

Believes People Will Resent Turning 'Drug Stores Into Booze Shops'—Rush Expected Here.

Brewers in the nine States where beer may be legally prescribed as medicine began preparations yesterday for the

ONLY 9 STATES GET BEER AS MEDICINE. (1921, October 26). *The New York Times*. Retrieved from <http://www.nytimes.com>

Prohibition Nears Its Doom As 6 States Vote Today

By The Associated Press

Voters in half a dozen widely scattered states today are inscribing the answer to whether thirteen years of national prohibition shall end next month.

Lindberghs Forced Back into Holland

AMSTERDAM, Nov. 7.—(P)—Col. and Mrs. Charles A. Lindbergh returned to Holland today, when unfavorable flying conditions prevented them from continuing to Geneva after a flight over Belgium and France in a heavy fog. They hopped off this morning. A dispatch from Geneva, where they were expected to land shortly before nightfall, said a large crowd had waited for them several hours at the Nautical Club in Geneva.

Confidence that the balloting in Pennsylvania, Ohio, North and South Carolina, Kentucky and Utah would climax the administration's campaign to restore liquor was expressed by Postmaster General Farley.

Wet organization leaders forecast anti-prohibition majorities in at least three of the six states voting—all that is necessary to assure elimination of the Eighteenth Amendment from the Constitution—while dry organization captains said there were good chances for halting the hitherto unbroken anti-dry parade.

Although voters express themselves today, actual repeal could not materialize until the first week in December, the ballots next

Rochester Evening Journal (1933, November 7). Retrieved July 3, 2013, from <http://news.google.com/newspapers>

Today



sLkYX.jpg (JPEG Image, 640 x 428 pixels). (n.d.). Retrieved July 12, 2013, from <http://i.imgur.com/sLkYX.jpg>

Remember the History



Prohibition: Watch Videos - Fiorello La Guardia | PBS. (2011). Retrieved January 9, 2014, from <http://www.pbs.org/kenburns/prohibition/watch-video/#id=2085902822>

Historic Era

MARIJUANA SMOKING IS REPORTED SAFE

Hemp Leaves, Classed in Some States With Drugs, Tested by Canal Zone Committee.

EXPERIMENT MADE ON 17

Panama Judge Recently Gave Sailor a Year's Sentence for Possessing the Weed.

Special Correspondence of THE NEW YORK TIMES

PANAMA, Nov. 11.—A Panamanian judge recently sentenced an American seaman, Hamilton Mein, to a year of penal confinement for smoking and having in his possession cigarettes

On My Mind

A. M. ROSENTHAL

While We Slept

big money" used to mean just rig — the fortunes manipulated by drug criminals. Last week, America slept, it took on one meaning: the gobs of money used by a few rich Americans lined to put across state bal-

The new
drug money.

influences against drugs, goodbye.

Boys' 175

could

mon

Geor

Mi

hund

Now

tion,

bone

In

attac

USE:

financial re

said the m

tion" of dr

not tax-de

QUESTIONS

California Rejects Marijuana Legalization

By MARC LACEY

OAKLAND — California voters rejected a ballot initiative on Tuesday that would have legal-

ized recreational use of marijuana.

Colorado begins recreational pot experiment with first sales

Marijuana retailers open their stores — and a new chapter in the debate over legalizing pot — as Colorado becomes the first state where specialty stores may sell small amounts of pot for recreational use.

TIMES, S. C. of T. N. Y. (1926, November 21)
Rosenthal, A. M. (1996, November 15). While We Slept.
Lacey, M. (2010, November 3).
New York Times
Deam, J. (2014, January 1).
Los Angeles Times

Federal Legislation

117TH CONGRESS
1ST SESSION

H. R. 1523

To amend the Controlled Substances Act to provide for a new rule regarding the application of the Act to marihuana, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

APRIL 12, 2013

Mr. ROSENBERG (for himself, Mr. COHEN, Mr. VOICU of Alaska, Mr. PERLIN, Mr. KATZ, and Mr. BUDENKOFF) introduced the following bill, which was referred to the Committee on the Judiciary, and in addition to the Committee on Energy and Commerce, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned:

A BILL

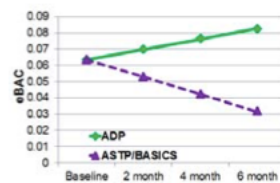
To amend the Controlled Substances Act to provide for a new rule regarding the application of the Act to marihuana, and for other purposes.

1. Be it enacted by the Senate and House of Representatives
2. in Congress assembled,
3. SECTION 1. SHORT TITLE.
4. This Act may be cited as the "Respect State Mari-
5. juana Laws Act of 2013".

"SEC. 710. RULE REGARDING APPLICATION TO MARIHUANA."Notwithstanding any other provision of law, the provisions of this subchapter related to marihuana shall not apply to any person acting in compliance with State laws relating to the production, possession, distribution, dispensation, administration, or delivery of marihuana."

Don't just do something, stand there!

Project AIMS: Intervention Effects



Logan, Diane, Jason R. Kilmer, and Timothy C. Marchell. "Connection versus Enforcement: Lessons Learned from the 'Teachable Moments.'" San Diego, CA, 2014.

Motivational Focus

- *Motivational Interviewing* approaches appear to reduce use and problems.
- Argumentative and counter marketing approaches are not appearing to reduce use. These often rely on abstinence-only approach that may not be adaptable to legalized environments.
- Information campaign to change the views on driving may be warranted. Roadside survey found marijuana common (7.4%). Only 11% thought it harmed their driving. (Lacey et al, 2012).
- *Promotion* instead of *Prevention* messaging to avoid internal counter-arguing.

"Audiences know what to expect, and that is all they are prepared to believe in."

-The Player: Rosencrantz and Guildenstern are Dead.

- I've been accused of smirking when I say "medical." I am almost always accused by someone in the audience of having a "bias", though the direction of bias seems to reflect more on the listener... there is only so much I can do.
- Remember that students are on guard to rebut any attempt to dissuade use. They'll see *Reefer Madness* hidden behind any negative health claim.
- MI approach: "'The Good' and the 'Not So Good effects.'"-
Jason Kilmer and colleagues

Marijuana Programming Discussion

James Lange, Ph.D.
Director of Health Promotion
San Diego State University

jlange@mail.sdsu.edu

For reprints visit the Report Vault
at www.iPrevention.com

