

## *Marijuana: Next Steps-Adapting campus prevention efforts in a changing legal environment*

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Librarians & Information Specialists 37th  
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## It's spreading

### Victory Checklist

**2014**

- ☒ Alaska
- ☒ Oregon
- ☒ Washington, D.C.

**2016**

- ☐ Maine
- ☐ Arizona
- ☐ California
- ☐ Nevada
- ☐ Massachusetts



Together we can end the failed war on marijuana.  
Join the fight today at [www.mpp.org](http://www.mpp.org)

Is this déjà vu?  
From a distance, it seems to be.



## 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>



## Explosion of Research

MEDLINE & PsychINFO database search  
by year.  
Search Term "Cannabis; Marijuana;  
Marihuana"

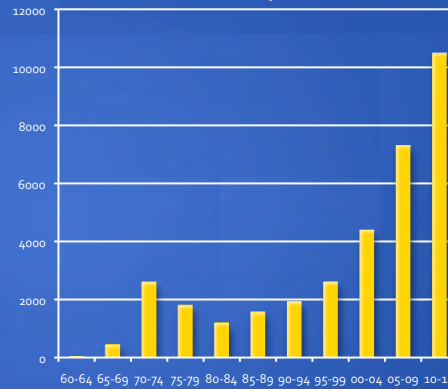
Within last...

10 Years: 52%  
5 Years: 30%

Publication Milestones:

- ✧ Isolation of THC (1964)
- ✧ Existence of CB receptor confirmed (1984)
- ✧ First studied endogenous CB agonist (1992)
- ✧ First U.S. general population study on health conditions published (2010)

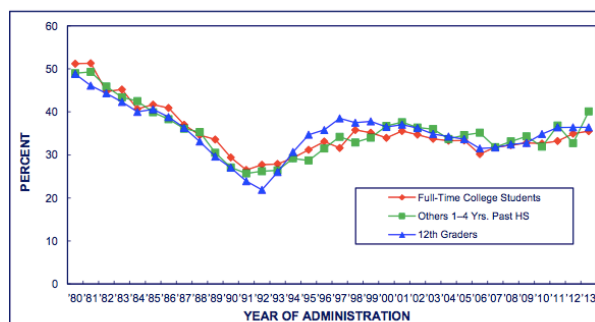
Articles by Year



## What about actual use

**FIGURE 9-3a**  
**MARIJUANA**

Trends in Annual Prevalence among College Students vs. Others  
1 to 4 Years beyond High School  
(Twelfth graders included for comparison.)



Most recent college  
MTF (up to 2013)

## Where does marijuana fit within the AOD issues at SDSU?

- Drug Free Schools and Community Act requires all IHEs to certify that it has a program to prevent illicit drugs. Illicit would be defined federally.
- The CSU System has made clear that medical marijuana is not permitted on its campuses.
- SDSU Student Health Services will not recommend marijuana to students.
- Use eCheckUptoGo-Marijuana as needed.
- Policy: Grounds upon which student discipline can be based... Use, possession, manufacture, or distribution of illegal drugs or drug-related paraphernalia, (except as expressly permitted by law and university regulations) or the misuse of legal pharmaceutical drugs. SDSU does not permit the possession or use of marijuana even with a medical recommendation.

## GOT WEED?

### Don't Bring It To Campus!

SDSU policy will remain unchanged...

- Possession, use or sale of marijuana on SDSU campus, including within residence halls, will continue to be prohibited.
- Possession, use or sale of marijuana in connection with any SDSU sanctioned activity will remain prohibited.
- Impaired driving laws will remain strictly enforced around campus.
- Counseling and Psychological Services remains open to those who may feel marijuana is causing problems for themselves or their friends.
- Students can take the Marijuana eCHECKUP TO GO to explore their use in an anonymous and confidential way.

QUESTIONS? CONTACT AOD@MAIL.SDSU.EDU

## Just in Case

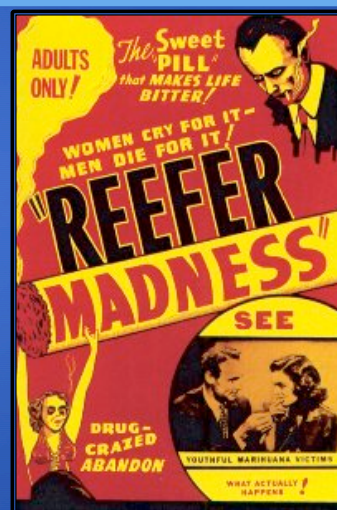
2010 Prop 19 Flyer  
& perhaps for 2014

## What happens on campus if/when marijuana is de-scheduled

- ADA and fair housing may force medical marijuana on campus
- Age-21 restrictions become meaningless for medical users. This may also include allowing growing own.
- Smoking bans may or may not apply if focus on nicotine and tobacco. Eatables will be difficult to control.

## 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.



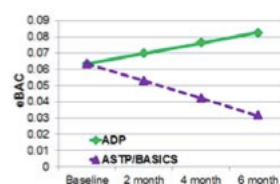


## College Population Considerations

- 18-24, and sometimes much older
- Well educated, critical and have the means to do independent study
- Activated towards social change, and social justice
- Experimenting with agency, leadership and protests
- Understand concepts of relative risk. Have a much better experiential-based understanding of the set and setting of actual use.

## 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.

Following the sanction effect the ADP approach... "suggests that the immediate effects may be undermined or at least not maintained in an education-only program."

Logan, D. E., Kilmer, J. R., King, K. M., & Larimer, M. E. (2015). Alcohol Interventions for Mandated Students: Behavioral Outcomes From a Randomized Controlled Pilot Study. *Journal of Studies on Alcohol and Drugs*, 76(1), 31-37.

## Responsible Use: What is it?

Illegality made the question of "responsible use" problematic; though for alcohol this is often considered on college campus.

Medical exemption appears to be exploited; Discomfort with the ethics of "cosmetic" medicines

Do we agree on what abuse or irresponsible use looks like?

A moving target and often based on socially constructed sense of "problems" Gusfield (1996)



Question: "Any plans to do a "Baked History" where pot is legal? GREAT SHOW!"

*no way. That show would never end. It would be boring and very slow. Trust me.*

iamA (Derek Waters, Creator of Drunk History) AMA! (2014). Retrieved March 26, 2015, from <http://interviewly.com/i/derek-waters-jul-2014-reddit>

## Societal Definitions Change

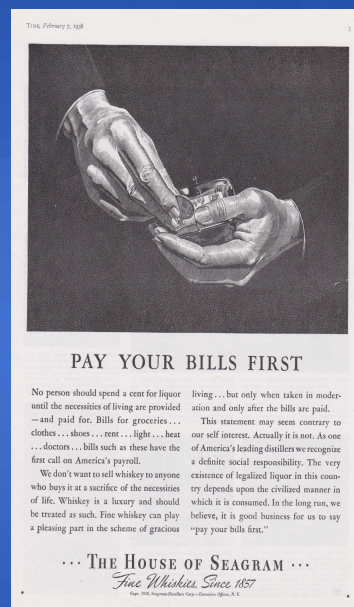
Drunk driving was a concern since cars existed (Lange, 2008). But rarely mentioned by prohibitionists in the early 1900's.

Now it's a major source of our justification for alcohol restrictions.

Technology may impact our definitions of reckless

Age 21, Age 18 and the various concerns over time

Various measures include "Hangovers". Are we also trying to prevent Munchies?



## Very Early Understanding of DUI



Circa 1910



WPA Funded Art 1936 or 1937



Kansas United Dry Forces, 1939



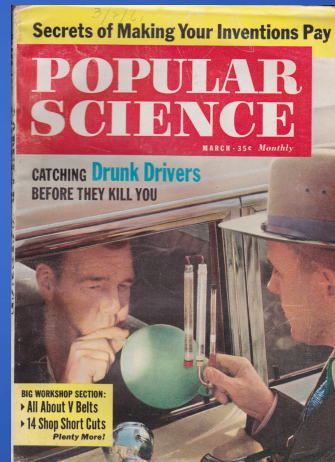
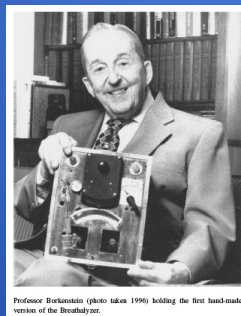
## Using Alcohol as a Model: Understanding the Risks

- In a sense, we've always known alcohol posed driving risk
  - The Horseless Age (1907) published that the "drunken driver" is the sort that would scare horses as he passed.
  - AAA banned alcohol at its races prior to 1917.
  - Hearings on Responsibility Legislation in 1930 identified drunk driving (even during prohibition) as a source of injury.



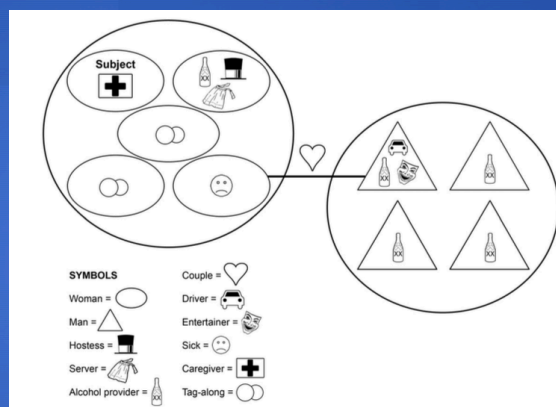
## Technology made alcohol detection and research easier

- The Drunkometer (1930's);  
Breathalyzer (1954)
- Grand Rapids Study Risk (1960's)



## Social Context

- Source of benefits, protection, *and* risks
- We know, or at least have documented, very little about the social context of marijuana use. Even less is known for prescription medicines
- Context will change in legalized environment.



Lange, J. E., Devos-Comby, L., Moore, R.S., Daniel, J., and Homer, K. "Collegiate Natural Drinking Groups: Characteristics, Structure, and Processes." *Addiction Research & Theory* 19, no. 4 (August 2011): 312–22.

## So what do we say on college campuses? Consider these issues:

1. It's illegal and against campus policy. There is no age variance on this.
2. Since almost all are over 18, therefore most of the research on early onset does not apply
3. Discontinuity of enrollment is a risk, but unclear at what level of use
4. Regular use (definition likely will fall somewhere between weekly and daily) is associated with more problems.
5. Occasional use can be safer if not associated with:
  1. Driving
  2. Other substances including alcohol and tobacco
6. High dose and especially oral use may prolong impairments substantially
7. And most importantly, any or all of this is subject to change at any moment

## Various Directions

- *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*

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For reprints visit the Report Vault  
at [www.iPrevention.com](http://www.iPrevention.com)

