

City of Long Beach Working Together to Serve

Date:	January 5, 2018
То:	Patrick H. West, City Manager TO
From:	Kelly Colopy, Director, Health & Human Services Department John Gross, Director, Financial Management Department
For:	Mayor and Members of the City Council

Subject: Medical Marijuana Public Outreach and Education Campaign

On January 17, 2017, the City Council requested staff to develop a public outreach and education campaign focusing on youth marijuana use and drug-impaired driving. Development of the marijuana public outreach and education campaign is ongoing, and will be continually refined as the impacts of cannabis legalization are better understood. City staff will be providing periodic updates to the Mayor and City Council as the education and outreach program is implemented. This memo provides the first major progress update, organized by the three programmatic areas identified by the City Council.

Public Outreach and Education Campaign Development

The City Council requested that the Health and Human Services Department (Health Department) work with various stakeholders to develop a campaign to educate:

- 1) Long Beach youth on the consequences of youth marijuana use;
- 2) Drivers regarding marijuana-impaired driving risks and consequences;
- 3) Customers of the licensed marijuana dispensaries about the consequences and risk of reselling or distributing medical marijuana to minors or other individuals; and,
- 4) Parents on the significant role they play in effectively teaching their kids about medical marijuana safety.

Identified stakeholders included the Board of Health and Human Services, marijuana business owners and collective representatives, City Council offices, educational institutions, the Office of Traffic Safety, and other interested agencies.

Progress Update:

On September 5, 2017, the Health Department hired Morgan Venter as the Marijuana Education Program Coordinator (Coordinator) to help coordinate marijuana education outreach efforts. The Department is working with stakeholders including marijuana business owners and collective representatives, CSULB Student Health Center Alcohol, Tobacco and Other Drugs Program (ATOD), the Office of Traffic Safety (OTS), Youth Services Network, and various community workgroups to plan an education campaign focused on all four objectives identified by the City Council.

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The Department is currently conducting research to support development of an effective education campaign. A community assessment survey has been launched, in partnership with the Los Angeles County Substance Abuse Prevention Coalition (SAP-C), to better understand risk perceptions and use patterns of marijuana and prescription medication and impaireddriving in Long Beach. The survey closed November 30, 2017, with over 600 responses from youth over age 12 and adults in Long Beach. The results of this survey are currently being analyzed, which will guide the design of a marijuana health education program specifically tailored to the needs of Long Beach residents. Additionally, ROAM Studio, a user-centered design consultant, has conducted focus groups on behalf of the Department, and will provide recommendations for health education interventions with persons at risk for marijuana-impaired driving in early 2018.

In the meantime, initial outreach and education activities are already underway. The Coordinator has developed an educational flier, which is currently posted in all open, licensed medical dispensaries (see Attachment A). She continues to work with medical marijuana dispensaries to identify opportunities for the program to further educate clients on marijuana use. An educational brochure entitled "Marijuana and Your Child," directed towards pregnant women and parents of small children, has also been developed. This brochure is distributed to parent groups of existing Health Department programs (see Attachment B).

The Coordinator has begun to establish an online presence via the set-up of dedicated pages for the marijuana education program on Facebook and the Health Department website. A set of educational graphics that provide information about personal use laws, illegality and danger of driving under the influence of marijuana, and the importance of keeping marijuana products out of the hands of children and youth have been posted on the website and are scheduled to post on Facebook (see Attachment C).

The Department is also pursuing funding opportunities to support the campaign. On October 1, 2017, the Department entered into a one-year grant contract with OTS. The grant provides funding for activities designed to reduce the incidence and impact of marijuana-impaired driving during the contract year.

Next steps for the Department include: analyzing the community assessment survey results and user-centered design data; developing outreach strategy and materials; and furthering partnerships with other City departments, community advocates, and industry professionals. Long Beach youth, parents and youth service providers will be engaged for the development of educational messages and outreach. The Department will also use OTS funds to hire an additional part-time Health Educator to support this work.

Campaign Component for Licensed Marijuana Dispensaries

The City Council requested that the Business License Division work with the Health Department to develop an outreach and education campaign component for licensed marijuana dispensaries, such as:

1) Creating a sticker to be placed on the outside window of all legal marijuana dispensaries to let customers know that the dispensary is licensed, and,

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2) Requiring licensees to complete a training session/video or sign an advisement regarding the laws associated with selling marijuana to under-aged customers.

Progress Update:

The City is working with the County of Los Angeles to develop an emblem program and education campaign to help consumers avoid shopping at unlicensed cannabis retailers (see Attachment D). The County Board of Supervisors has authorized the use of \$350,000 to fund the emblem campaign, and has approved the County of Los Angeles Chief Executive Office to work with the cities of Long Beach and Los Angeles on developing the emblem campaign. By coordinating the campaign across the County, local governments can ensure that consumers are faced with a universal image signifying a marijuana retailer's licensed status, regardless of which city the retailer is operating within. Having a countywide emblem program will also enable cities within the county to partner together in developing a public education campaign. The campaign will use digital, broadcast, and online media to teach consumers about the significance of the emblem and the health and safety risks to consumers who shop at unlicensed retailers. The County of Los Angeles is in the process of soliciting vendor proposals to develop the emblem and messaging campaign, and anticipates having a vendor under contract in the first quarter of 2018. City of Long Beach staff will continue to assist County officials with these efforts, and report back to the City Council as further progress is made.

The Department of Financial Management has also created an under-age sales advisement for marijuana business applicants to sign prior to obtaining a local marijuana license (see Attachment E). The purpose of the advisement is to inform applicants of laws related to underage and non-medical marijuana sales. The advisement makes clear that any violation of laws related to the sale of marijuana to underage customers, or the sale of marijuana to customers without a valid physician's recommendation, is a crime and shall be grounds for revocation or suspension of a marijuana business license issued by the City.

Identification of One-Time Funding for the Campaign

The City Council requested that the City Manager identify one-time, non-reoccurring funds to develop the initial outreach and education campaign.

Staff Progress Update:

In February 2017, the City Manager identified one-time funds to assist in developing marijuana messaging and materials. These funds were utilized to conduct a thorough literature review, produce the "Marijuana and Your Child" educational brochure, support marijuana and prescription drug survey development and administration, and to contract with ROAM Studio. These funds will continue to be utilized to conduct focus groups to develop educational campaign messaging, educate and support parents to have marijuana prevention conversations with their children, conduct outreach and health education about edible marijuana use and the risks of combining marijuana and alcohol, and other prevention strategies directed to adults who are consuming marijuana products.

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Should you have any questions, please contact Kelly Colopy, Director of the Health and Human Services Department, at (562) 570-4016, Sandra Tsang-Palmer, Manager of the Business Services Bureau, at (562) 570-6663, or, Ajay Kolluri, Assistant to the City Manager, at (562) 570-6406.

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CC: CHARLES PARKIN, CITY ATTORNEY LAURA L. DOUD, CITY AUDITOR DOUG HAUBERT, CITY PROSECUTOR TOM MODICA, ASSISTANT CITY MANAGER KEVIN JACKSON, DEPUTY CITY MANAGER REBECCA GARNER, ASSISTANT TO THE CITY MANAGER DEPARTMENT HEADS LEA ERIKSEN, ASSISTANT FINANCE DIRECTOR MONIQUE DE LA GARZA (REF. FILE #17-0033)

ATTACHMENT A



MARIJUANA IN LONG BEACH WHAT'S LEGAL AND WHAT'S SAFE



Under Proposition 64 (AUMA), recreational sales are **NOT LEGAL** until January 1, 2018 and then must be through a licensed recreational dispensary. There are no locations in Long Beach licensed for this purpose.



Driving while high is **NOT LEGAL** & can be dangerous. Marijuana impairs mental functions and reflexes necessary for safe driving.



If you have a prescription for marijuana, know that as with any prescription medication, it should NOT be shared with anyone else.



Measure MM requires medical dispensaries to be licensed by the City. Only licensed dispensaries can provide legal home deliveries.

Things change. Make sure you're in

with presoription medic.



It can take up to 2 hours to feel the full psychoactive effects of marijuana. New users should start slow with low doses, particularly when consuming edibles.



Marijuana use is **NOT LEGAL** in any public space, including dispensaries. Under AUMA, "cafes" can be licensed in 2018. There are NO locations in Long Beach licensed for this purpose.



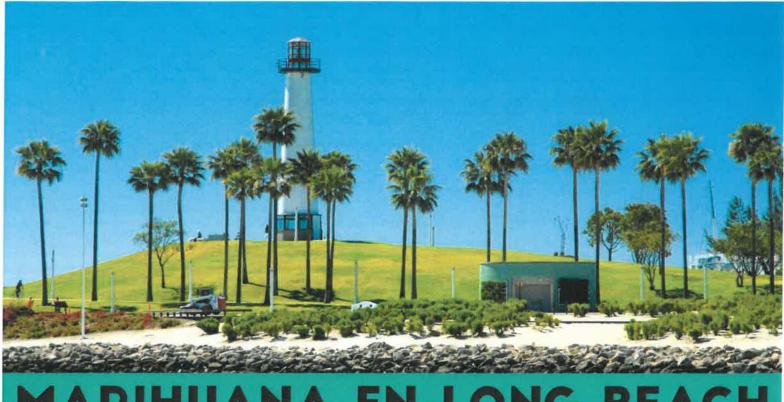
Keep marijuana away from children and adolescents. Marijuana can have long-term, negative effects on developing brains.



Marijuana is toxic to animals. Protect furry family members from their own curiosity by locking marijuana products out of their reach.

Things change. Make sure you're informed with the latest.

BHealthDept Marijuana is toxic to anin Potectoful Wishamilyumen from their own curiosity locking marijuana produ



MARIHUANA EN LONG BEACH QUÉ ES LEGAL Y QUÉ ES SEGURO



Según la Proposición 64 o Ley de Uso Adulto de Marihuana (AUMA, Adult Use of Marijuana Act), las ventas recreativas NO son legales hasta el 1 de enero de 2018 y, luego, se deberán realizar mediante un dispensario autorizado para ventas recreativas. No hay lugares en Long Beach autorizados para este propósito.



Conducir cuando se encuentra bajo los efectos de la droga es ilegal y puede ser peligroso. La marihuana dificulta las funciones cognitivas y psicomotoras necesarias para una conducción segura.



Si tiene una receta médica para marihuana, debe saber que, al igual que cualquier otra receta médica, no se debería compartir con otras personas.



Measure MM exigirá que los dispensarios estén autorizados por la ciudad. Solo los comerciantes minoristas autorizados pueden realizar envíos legales a hogares.



Los efectos psicoactivos de la marihuana pueden tardar hasta 2 horas en manifestarse por completo. Los nuevos consumidores deberían comenzar lentamente con dosis pequeñas, en especial cuando consumen comestibles.

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El uso de marihuana no está permitido en espacios públicos, y incluye los dispensarios. Según la AUMA, los comerciantes minoristas pueden estar autorizados para proporcionar un lugar legal para su uso en 2018. No hay lugares en Long Beach autorizados para este propósito.



Mantenga la marihuana lejos de niños y adolescentes. La marihuana puede tener efectos negativos a largo plazo en los cerebros en desarrollo.



La marihuana es tóxica para los animales. Guarde los productos de marihuana lejos del alcance de sus familiares peludos para protegerlos de su propia curiosidad.

Las cosas cambian. Asegúrese de estar informado con lo más reciente.



Marijuana Education Program 562-570-4204



@LBHealthDept



rebrand.ly/LBMarijuanaEdu

ATTACHMENT B

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Can I give marijuana to my child for medical uses?

Marijuana is not currently recommended by the American Academy of Pediatrics or approved by the U.S. Food and Drug

 Discuss risks and safer alternatives with your doctor.

How should I talk to my kids about marijuana?

It is important to discuss the risks of marijuana with your children.

- The brain is growing rapidly during the teen years; marijuana can affect how the brain develops.
- Teenagers that use marijuana are more likely to develop chronic use and be at risk for mental illness later in life.
- Let your children know that while their brains are "under construction." they need to take extra special care of their body; this means avoiding marijuona use.

My child got into my marijuana. What should I do?

Do not wait to see if your child develops

- If your child has stopped breathing, is having a seizure, or is unresponsive, call 91
- Otherwise, go to the nearest emergency room right away.



For More Information

City of Long Beach Dept. of Health and Human Services Marijuana Education Program

> 2525 Grand Ave. Long Beach, CA 90815

> > 562.570.4204

www.longbeach.gov/health/ services/directory2/marijuanaeducation-program

LBHealthDeptMEP



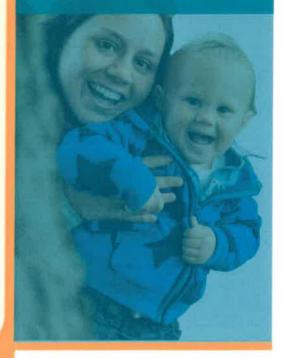
LBHealthDept

The Marijuana Education Program serves those who live, work and play in Long Beach by seeking to be an unbiased and trusted resource for health and safety information related to marijuana, and by ensuring that everyone can make informed decisions about marijuana use. The program desires to be a resource for youth and their parents, current users, and curious adults.

This information is available in alternative format by request at 562.570-4204. For an electronic version of this document, visit our website at www.longbeach.gov. *Updated November 2017*.

Marijuana and Your Child

INFORMATION ON MARIJUANA FOR PREGNANT AND BREASTFEEDING WOMEN, CAREGIVERS, AND PARENTS



HEALTH & HUMAN SERVICES Marijuana Education Program

Should I use marijuana while pregnant?

It is currently not recommended to use marijuana in any form while you are pregnant.

- THC can pass from mother to the unborn child through the placenta.
- Some research suggests that marijuana can harm a developing baby and may cause behavior and learning problems later in life.

What if my doctor suggests marijuana use while I'm pregnant?

The U.S. Food and Drug Administration (FDA) has not approved marijuana use during pregnancy.

- Some doctors may suggest using marijuana for nausea or morning sickness, however there may be safer alternatives for you to use.
- Discuss the risks of marijuana use with your doctor before you decide to use marijuana during your pregnancy.

Is it safe to use marijuana while I am breastfeeding my baby?

It is not recommended that breastfeeding mothers use marijuana.

- THC can be stored in breastmilk for long periods of time—several weeks to months.
- Marijuana could decrease your milk supply.

How would marijuana in my breastmilk impact my baby?

- Marijuana could impact your baby's breathing, feeding, or sleeping patterns.
- Marijuana in breastmilk could impact your baby's growth and development.
- THC is passed on to the baby through breastmilk, and the baby could test positive on a urine drug screen for several weeks.

What should I do if I use marijuana and I'm breastfeeding?

If you are breastfeeding, you should stop using marijuana.

 If you have questions regarding breastfeeding and marijuana, please contact your doctor.

Is it OK for me to use marijuana while I'm taking care of my kids?

There are many reasons why it is not a good idea to use marijuana while caring for children:

Sober caregiver: The biggest danger of using marijuana while caring for children is safety.

- Marijuana can impair a parent's ability to protect their child from danger, respond to their child's needs, and make sound decisions.
- It is important to always have a sober caregiver for your baby or child—this includes sobriety from alcohol and prescription medications as well as marijuana.

Storage: Make sure marijuana is safely stored out of the reach of children.

- Don't ever store marijuana edibles with other food, or in any place that children can reach.
- Keep edibles in locked storage—they are very attractive to children.

Growing: It is safest not to grow marijuana in your home while you have children.

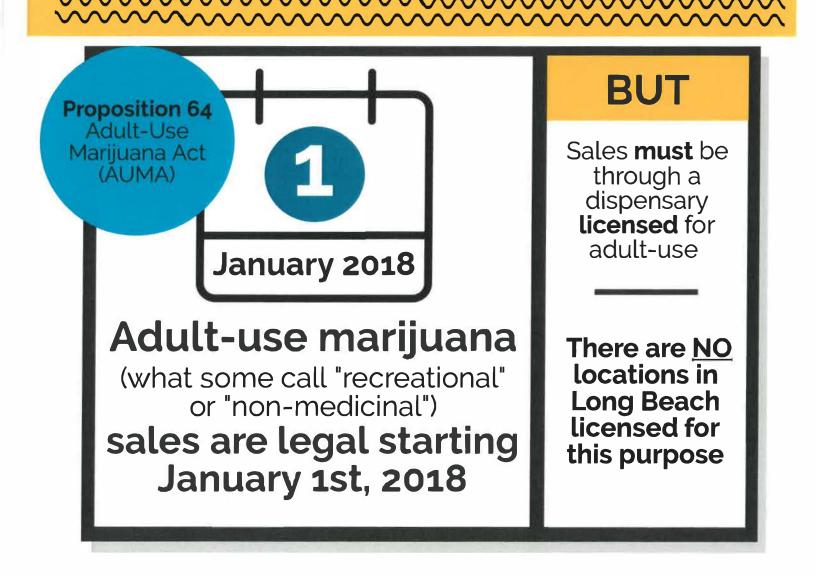
 Home growing creates a risk of exposing your family to mold, chemicals, and the plant itself.

Secondhand Smoke: Marijuana smoke can affect those who inhale it secondhand.

• Risk is especially high in enclosed spaces like a car or house.

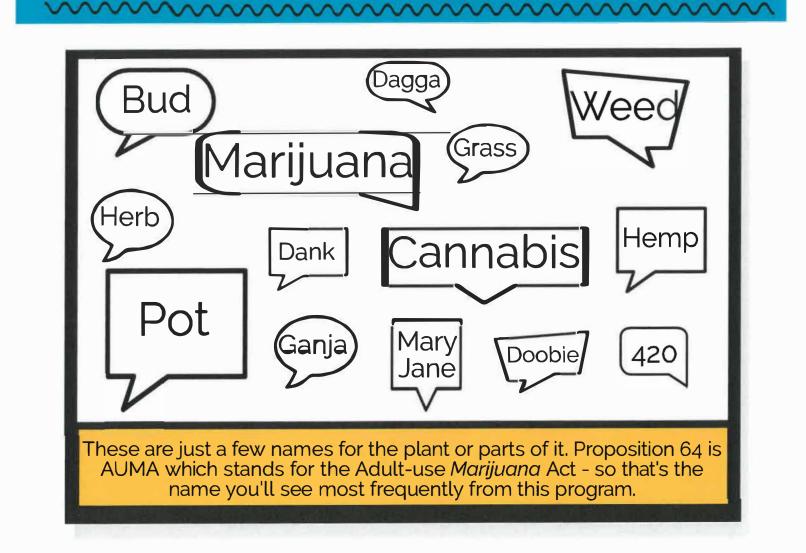
ATTACHMENT C

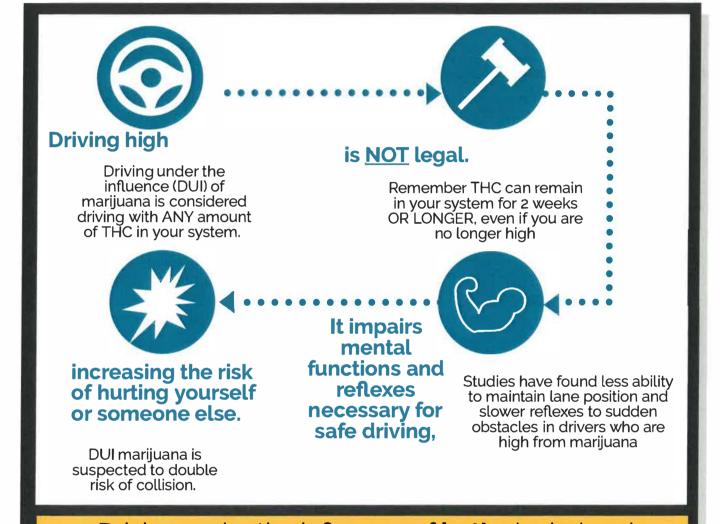






Remember that non-medicinal marijuana is still illegal under federal law.





Driving under the influence of **both** alcohol and marijuana is **riskier** than driving under the influence of either by themselves

THC (or tetrahydrocannabinol) is the psychoactive chemical in marijuana.

It can take up to 2 hours to feel the full psychoactive effects of marijuana

Tips

This is not your parent's pot

THC levels are much higher today than they were in previous decades

Not all weed is created equal

THC concentration and how you consume will influence the intensity and duration of your high. For example, edibles are known for producing intense and long-lasting highs.

Sharing is not caring

If you have a doctor's recommendation for marijuana, know that (as with any personal medication), it **should NOT be shared** with anyone else.

Sharing marijuana or marijuana products with those under **21** years of age is **illegal**.

Frequent use of high-dose marijuana before complete brain development (around 25 years of age) has been associated with longterm side effects. Talk to your children about delaying use and using in moderation, if they choose to use at all.

The safest products:

Have accurate dosing information

Pay attention to **potency** or **concentration**. This should be clearly labelled on product packaging.

While it is rare, some products are **laced** with other drugs to mask poor quality.

Vaporizers

As with marijuana itself, the health impacts of vaporizer use have not been studied extensively. Be aware that there may be significant risks associated with this method of consumption.

Meet State standards for chemical limits

Some manufacturing methods mean end products contain **chemicals** like formaldehyde, butane, heavy metals and other **harmful substances**.

Remember that anytime a contaminated marijuana product is concentrated, **the contaminants are concentrated too**.

Are free from mold, fungus, and pest contamination

but it's **natural**...

Marijuana **contaminated** by microorganisms can have **life-threatening** consequences. This is especially true for **immunocompromised** medical marijuana patients.

A recent study found that 86% of California cannabis clones were contaminated

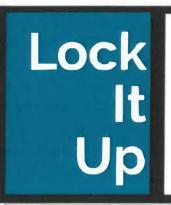
Purchasing from a licensed dispensary can help reduce your risk of consuming unsafe products



SYNTHETIC MARIJUANA

Also known as "spice," it can be purchased legally by anyone over 18 years of age. This compound is **man-made** to imitate THC and has been shown to have **significant** health consequences including **death**.





Store your stash out of sight and reach from children and pets

If possible, store your marijuana and paraphernalia in a locked location - especially if you think it may be vulnerable to prying hands

Adult-Use (Recreational) Marijuana. (2017, November). *City of Long Beach, Department of Financial Management*. Retrieved December 19, 2017

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AsbridgeMark, HaydenJill A, CartwrightJennifer L. Acute cannabis consumption and motor vehicle collision risk: systematic review of observational studies and meta-analysis*BMJ* 2012; 344 :e536

Assem. Bill 64, 2017-2018

Senate Bill 94 2017-2018

California Code, Vehicle Code - VEH § 23152-153

California Code of Regulations, Title 17, Division 1, Chapter 13. Manufactured Cannabis Safety, Subchapter 5

Controlled Substances Act (CSA) (21 U.S.C. § 811)

Gargani, Y., Bishop, P., & Denning, D. W. (2011). Too Many Mouldy Joints – Marijuana and Chronic Pulmonary Aspergillosis. *Mediterranean Journal of Hematology and Infectious Diseases*, 3(1), e2011005. http://doi.org/10.4084/MJHID.2011.005

Hartman, R., Brown, T., Milavetz, G., Spurgin, A., Pierce, R., et al. (2015). Cannabis effects on driving lateral control with and without alcohol. Drug and Alcohol Dependence, 154, 25-37.

Meier, M., Caspi, A., Ambler, A., Harrington, H., Houts, R., et al. (2012). Persistent cannabis users show neuropsychological decline from childhood to midlife. Proceedings of the National Academy of Sciences of the United States of America, 109(4), E2657.

Mehmedic Z, Chandra S, Slade D, et al. Potency trends of Δ9-THC and other cannabinoids in confiscated cannabis preparations from 1993 to 2008. J Forensic Sci. 2010;55(5):1209-1217. doi:10.1111/j.1556-4029.2010.01441.x.

Torres, A., Linker, W., Land, D., & Gaudino, R. (2017, September). Study of Pesticides in Clones. In *Steep Hill*. Retrieved December 19, 2017.





ATTACHMENT D

Universal Emblem Program and Education Campaign to Protect Consumers from Shopping at Unlicensed Cannabis Retailers

Summary:

An important component of any comprehensive program of consumer protection is empowering consumers to make informed choices that minimize health and safety risks. The universal emblem program for cannabis retailers and associated education campaign will allow consumers to identify licensed cannabis retailers quickly and easily and avoid unlicensed businesses that sell products which are not subjected to health and safety standards or testing.

Why the emblem program and education campaign are needed:

Cannabis retailers have opened and operated in unincorporated County areas for many years. The concentration of unlicensed retailers has generally increased over the past decade. Following the passage of Proposition 64 (Adult Use of Marijuana Act), many consumers do not understand that unlicensed cannabis retailers are not allowed under local law to sell cannabis products, and many do not understand the safety risks of shopping at an unlicensed cannabis retailer.

Unlicensed cannabis retailers are not regulated under generally applicable health, safety, and sanitation laws. As a result, these retailers sell products that may be more likely to be contaminated by mold, fungus, pesticides, human byproducts, chemicals, and other adulterants; that may have been produced in unsanitary conditions; or that have an unknown origin. Unlicensed retailers also do not tend to comply with life/safety laws, such as ingress/egress and emergency exit requirements, occupancy limits, fire code standards, and other important safety regulations. In addition, unlicensed retailers may be associated with criminal activity. As a result, consumers who shop at unlicensed retailers could be harmed.

Direct enforcement against unlicensed cannabis retailers includes criminal and civil actions to shutter businesses. However, such actions have not seen immediate success in unincorporated County areas, as unlicensed cannabis retail businesses continue to operate, and new ones continue to open, throughout unincorporated areas. This problem is not unique to unincorporated County areas. Some cities and other counties are also having difficulty controlling the number of unlicensed cannabis retailers operating within their jurisdictions. For example, some estimate that over 1,500 unlicensed retailers are operating within the City of Los Angeles.

Indirect enforcement activities can complement direct enforcement by making it less profitable for unlicensed cannabis retailers to operate. In particular, consumer education campaigns can drive customers away from unlicensed retailers if consumers are aware of the risks associated with shopping at illegal cannabis stores. A universal emblem that is required to be displayed by licensed cannabis retailers is a relatively straightforward way for a consumer to determine whether a retail facility has received the appropriate authorizations to operate. Such an emblem would allow consumers to "vote with their feet" by refusing to frequent unlicensed retailers, creating disincentives for unlicensed retailers to operate within the County.

Universal Emblem Program and Education Campaign to Protect Consumers from Shopping at Unlicensed Cannabis Retailers

An example of a similar program that has succeeded in protecting consumers and shaping their behavior in a beneficial way is the health grade placard program administered by the County Department of Public Health for retail food establishments. The letter grade displayed outside of a restaurant alerts a consumer to the restaurant's level of compliance with applicable environmental health laws.

Emblem program description:

- Develop a universal emblem indicating that a retail cannabis storefront has received all appropriate licenses and permits to operate;
- Issue the emblem to licensed retail cannabis storefronts and mandate that the emblem be displayed in a manner that allows a consumer to identify the business as licensed prior to entering the premises;
- Revoke the emblem for certain violations, as stated in applicable regulations to be developed by the County;
- Partner with industry groups and websites (e.g., WeedMaps) to promote licensed businesses only;
- Pursue a consumer education campaign in digital and broadcast media to educate consumers about the significance of the emblem and the health and safety risks to consumers who shop at unlicensed retail marijuana businesses; and
- Make the emblem program available to cities throughout Los Angeles County and to other counties and cities across the region.

Objectives:

- Enforce consumer protection laws making it illegal for unlicensed cannabis retailers to sell cannabis and cannabis products to consumers;
- Alert consumers to the health and safety risks of purchasing cannabis and cannabis products from unlicensed retailers;
- Drive consumer behavior away from unlicensed cannabis retailers; and
- Reduce incentives for unlicensed cannabis retailers to operate within the unincorporated County areas and in cities.

Funding:

The County Board of Supervisors has authorized the use of \$350,000 to fund the emblem program and associated education campaign.

ATTACHMENT E



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT BUSINESS SERVICES BUREAU BUSINESS LICENSE DIVISION

333 W. Ocean Boulevard, 4th Floor • Long Beach, CA 90802 • (562) 570-6211 FAX (562) 499-1097 Email: LBBIZ@LongBeach.Gov

MEDICAL MARIJUANA DISPENSARY UNDER AGE SALES ADVISEMENT

Pursuant to Section 26140 of the California Business and Professions Code, a medical marijuana dispensary may only:

(1) Allow on the premises any person 18 years of age or older who possesses a valid government-issued identification card, and either a valid county-issued identification card under Section 11362.712 of the Health and Safety Code or a valid physician's recommendation for himself or herself or for a person for whom he or she is a primary caregiver.

(2) Sell cannabis, cannabis products, and cannabis accessories to a person 18 years of age or older who possesses a valid government-issued identification card and either a valid county-issued identification card under Section 11362.712 of the Health and Safety Code or a valid physician's recommendation for himself or herself or for a person for whom he or she is a primary caregiver.

Any violation of California State law related to the sale of cannabis to underage customers, or the sale of cannabis to customers without a valid county-issued identification card or valid physician's recommendation, is a crime and shall be grounds for disciplinary actions, including revocation or suspension of a marijuana business license issued by the City.

I/We further understand that as the legal business owner(s), I/we am responsible for any violation of local and/or state law that may occur at the business.

(Signature of business owner)	(Printed Name & Title)	(Date)
(Signature of business owner)	(Printed Name & Title)	(Date)
(Signature of business owner)	(Printed Name & Title)	(Date)

*Each business owner with an ownership interest greater than 10% must sign this advisement. Please use additional pages if necessary.