

Lobby

When was the last time you advocated for a policy?

- a. Recently
- b. It's been a while
- c. I have never advocated for a policy



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration



Advocating for Advocacy in Prevention

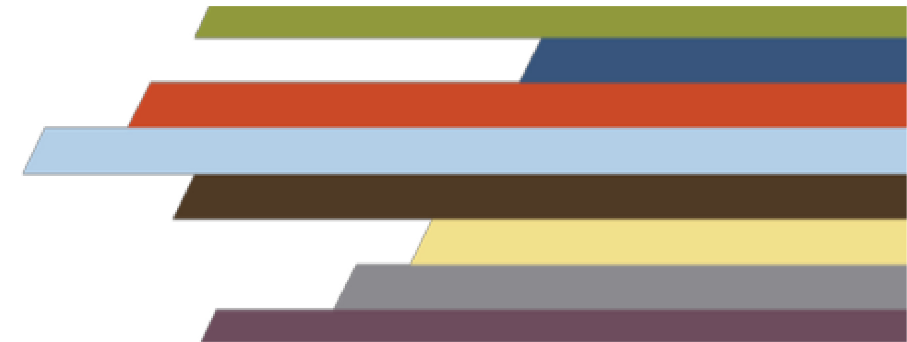
Joe Eberstein, CPS

Program Manager for Center for Community Research

San Diego County Marijuana Prevention Initiative

SAMSHA Region 9 PTTC Advisory Board Member

August 31, 2021



Disclaimer

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Developed under SAMHSA Cooperative Agreement #
H79SP081015-01

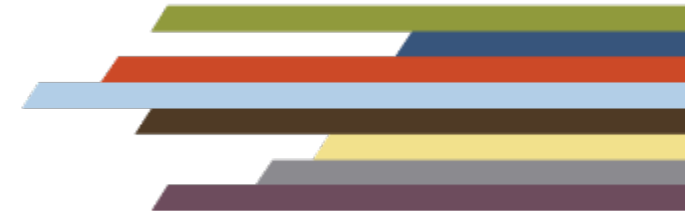
Purpose of the TTCs

1

Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.

2

Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.



PTTC Network Approach

The PTTCs...

Develop and disseminate tools and strategies needed to improve the quality of substance misuse prevention efforts

Provide training and resources to prevention professionals to improve their understanding of

- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention practices.

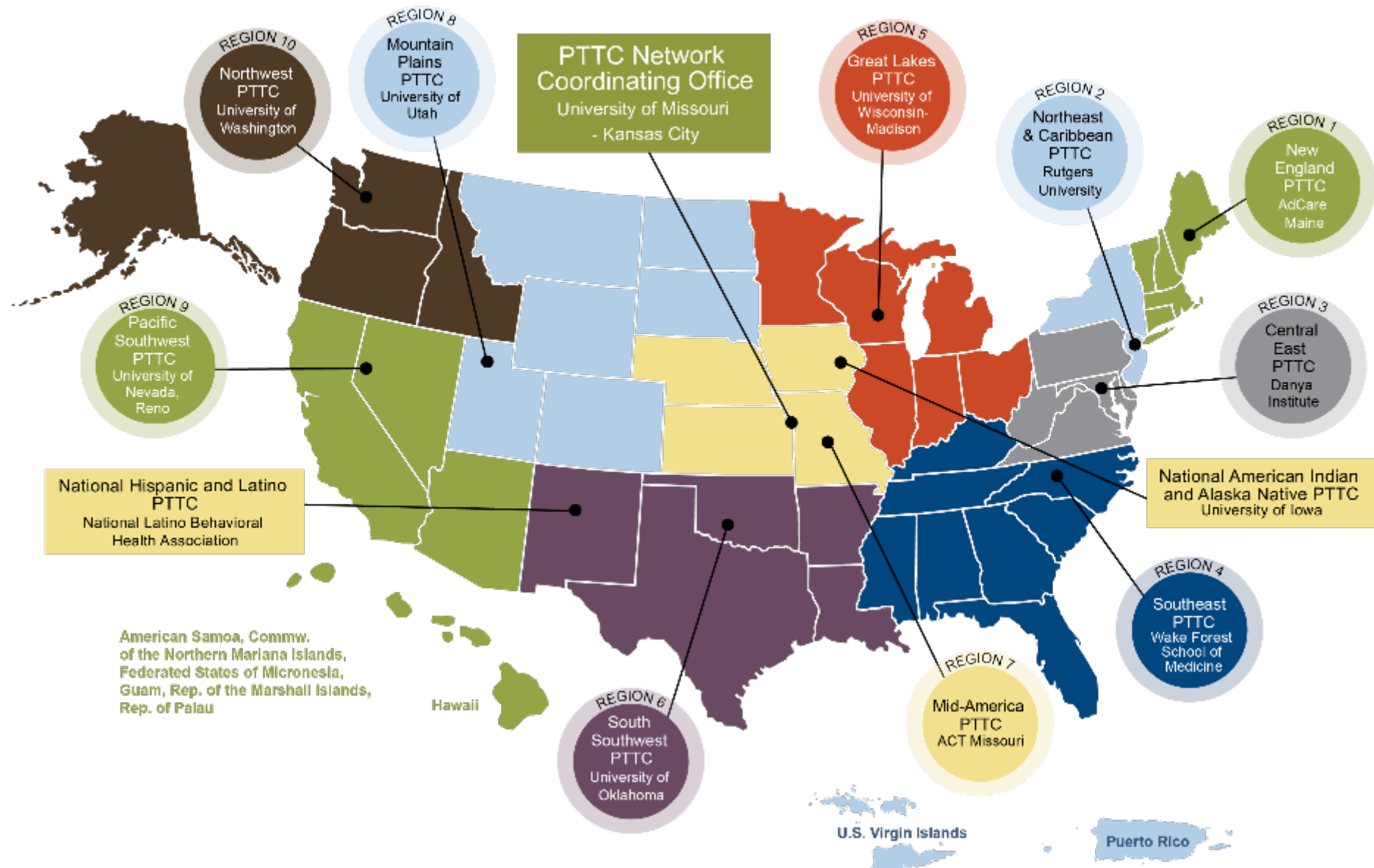
Develop tools and resources to engage the next generation of prevention professionals

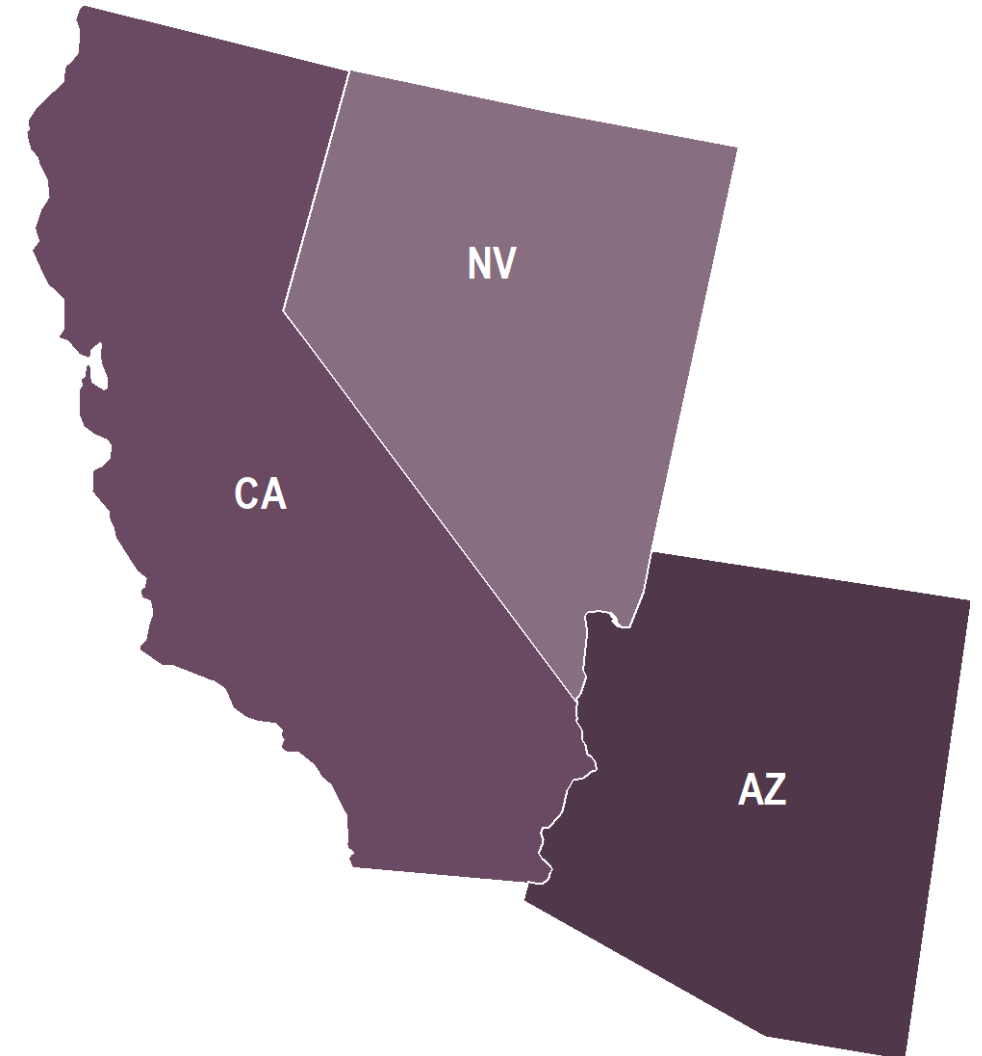
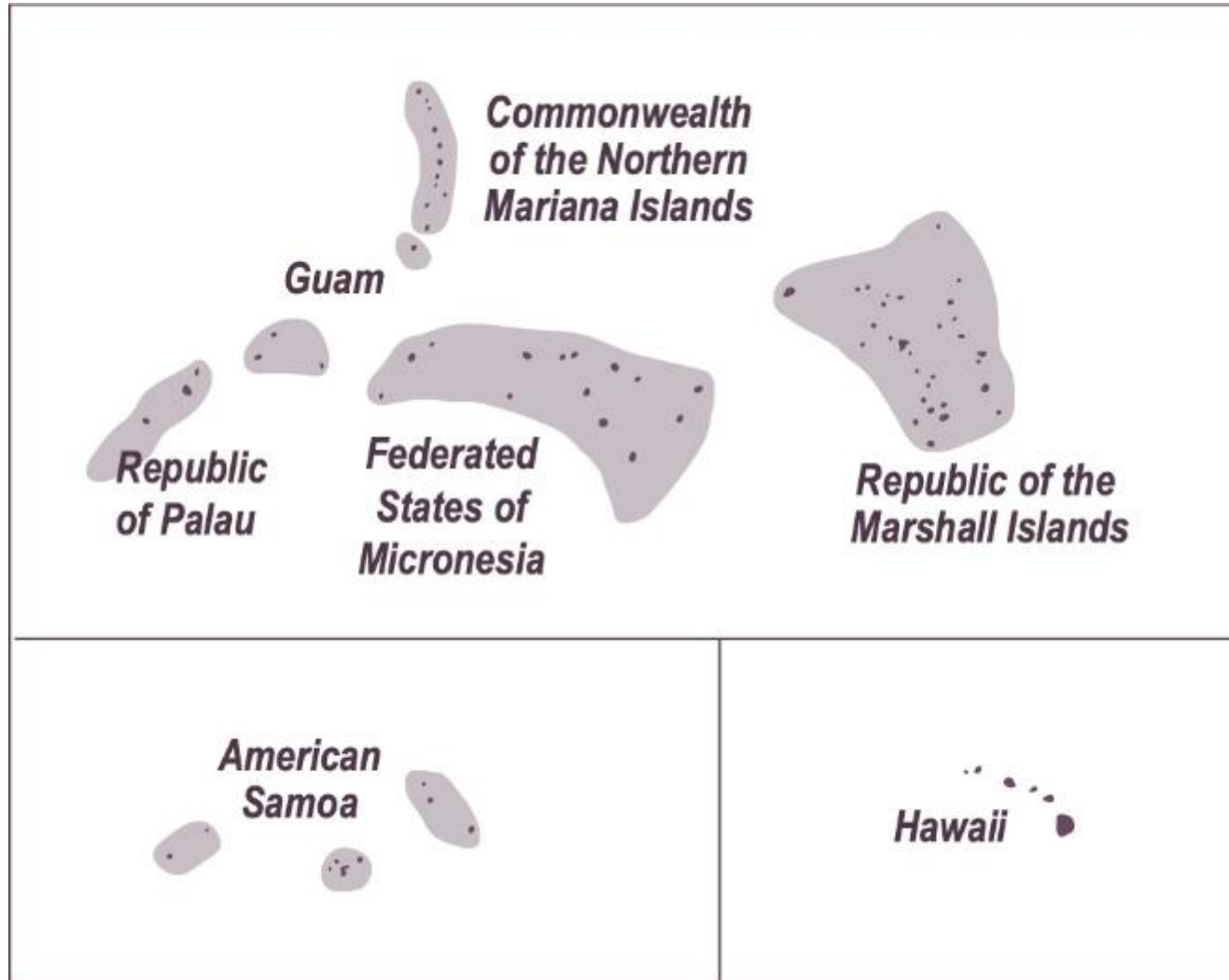


PTTC

Prevention Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

PTTC Network





Pacific Southwest PTTC Overall Goal

To advance the ability of the Region 9 substance misuse prevention workforce to identify, select, implement, and evaluate evidence-based and promising substance misuse prevention interventions to achieve a reduction in substance misuse and its harmful consequences.

Mark your Calendars!*

Webinar:

Community Engagement During COVID-19: A Webinar for Substance Misuse Prevention Practitioners

September 22, 2021

Enhanced Prevention Learning Series:

Selecting Evidence-Based Interventions: Finding the Best Fit

Thursdays, September 16 - October 21

Please visit pspttc.org for registration and more information!

*all times 3:00 Pacific, unless otherwise noted. **Dates and times subject to change.**

Housekeeping

In **7-10 days**, you will receive:

- Webinar recording
- Slides and other support materials
- Certificate of attendance



Presenter



Joe Eberstein, CPS, works for the Center for Community Research Inc., in San Diego, CA, where he is the Program Manager for the San Diego County (MPI) Marijuana Prevention Initiative. He is also a featured speaker and subject matter expert regarding youth marijuana use and vaping. His role includes advocating for and raising awareness about the public health effects of substance misuse, marijuana and vaping and coordinating regional prevention campaigns to reduce youth use. He also serves as an advisory board member of SAMSHA's Region 9 Prevention Technology Transfer Center (PTTC) and is a CA certified prevention specialist.

Marijuana Prevention Initiative



- The San Diego County Marijuana Prevention Initiative (MPI) works to reduce **youth** access to marijuana by **increasing public awareness** about the adverse effects resulting from youth marijuana use.

I'm Very Happy to be Here!

- Agenda
- Know your goal
- Advocating vs. Lobbying
- Importance of Data in Advocacy
- Examples of Advocacy
- Post COVID-19 Advocacy

Why this Workshop is Timely

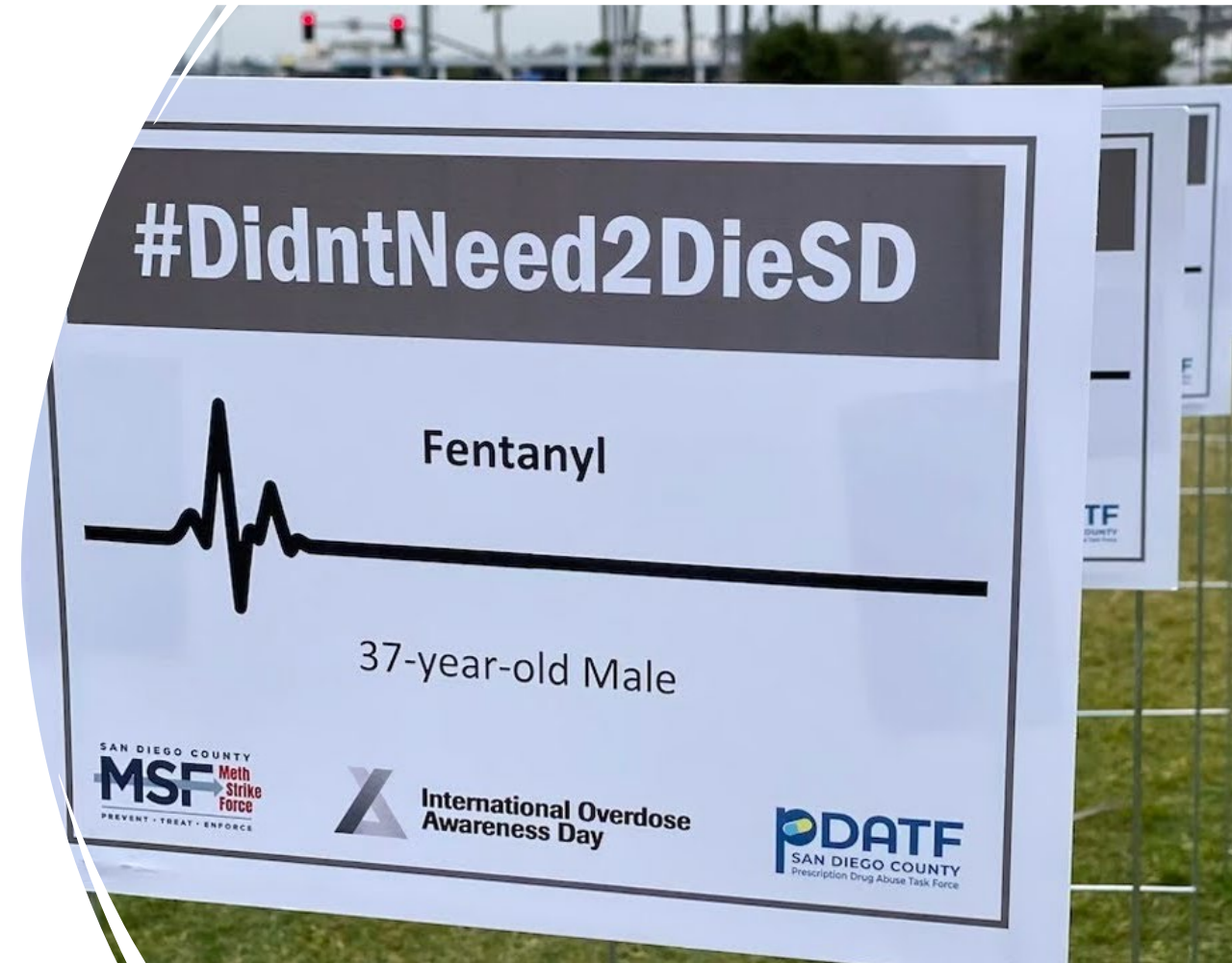
- COVID/lockdown has changed the landscape regarding alcohol and substance use.
- Big industries are using economic fears to push increases in access and availability promising more tax revenue.
- Public health and prevention are taking a back seat in favor of profits.
- Recent policy decisions,

Pot consumption lounges, pot declared an essential business during a respiratory pandemic, increased alcohol delivery and expanded hours of operations.

Drug Use During Lockdown!

- 51% increase in all accidental illicit/Rx/alcohol OD deaths.
- 45% increase in deaths due to methamphetamine toxicity.
- 205% increase in Fentanyl over-dose deaths than same period in 2019.

As of today, Fentanyl deaths are already outpacing numbers for 2021.



DUI Crashes

Facebook

Twitter

Email

Like this story? Leave a tip!

Fatal DUI Crashes Up In San Diego County, Despite Fewer Drivers On The Road

Friday, November 13, 2020

By City News Service



PHOTO BY NICHOLAS MCVICKER

Above: San Diego County District Attorney Summer Stephan speaks during a news conference at the Hall of Justice downtown, May 21, 2019.

San Diego County has averaged one fatal DUI crash per week over the last five months even though there are fewer drivers on the road due to the COVID-19 pandemic, putting the county on target to exceed its worst year for such fatalities, the San Diego

SPONSORSHIP

An advertisement for KPBS Radio. It features the KPBS logo, the text "KPBS Radio. Everywhere you go.", and a smartphone displaying the KPBS app interface. Below the phone, it says "Download the KPBS App now." and "Learn more". At the bottom, it says "Become a KPBS sponsor today!".

Keep up with all the latest news, arts and culture, and TV highlights from KPBS.

Sign up for our newsletters

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Uptick In COVID-19 Cases

San Diego NEWS NOW

2020 surpassed the county's worst year for fatal DUI crashes — 2017, when 25 people were killed.

My Goal in Prevention: Prevent Kids from Using Until Age 25



According to the Centers for Disease Control and Prevention (CDC), 1 in 10 Americans who use marijuana will become addicted. That number jumps to 1 in 6 if you begin

Advocacy vs. Lobbying



What is Lobbying?

- Communicating with decision makers (elected officials and staff; voters on ballot measures), about existing or potential legislation. and urging a vote for or against.



3 Components of Lobbying



- Decision makers (Directly targeting policy makers)



- Discussing actual legislation (AB?? Or SB??)

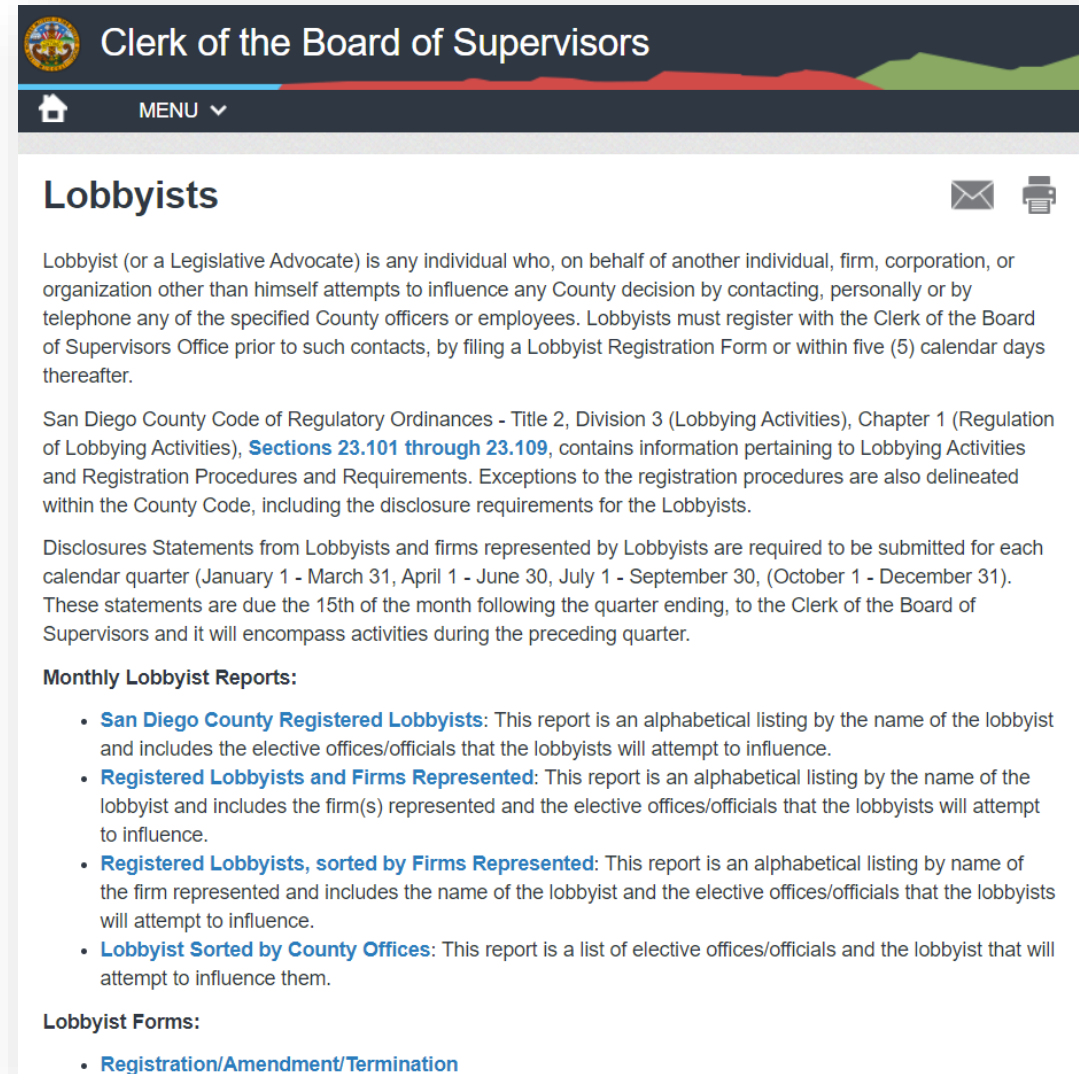


- Asking for a vote (We want you to vote “YES”)

More on Lobbying

- As a 501(c)(3) we do not have the ability to lobby.
- Our contracts have specific language barring us from lobbying.
- We risk losing our tax-exempt status.

Lobbyists may need to Register!



The screenshot shows a web page from the Clerk of the Board of Supervisors. The header includes the title 'Clerk of the Board of Supervisors' and a 'MENU' dropdown. The main heading is 'Lobbyists', with icons for email and printing. The page contains a definition of a lobbyist, a reference to San Diego County Code sections 23.101 through 23.109, and a section on 'Monthly Lobbyist Reports' with four bullet points. At the bottom, there is a section for 'Lobbyist Forms' with one bullet point.

Clerk of the Board of Supervisors

Lobbyists

Lobbyist (or a Legislative Advocate) is any individual who, on behalf of another individual, firm, corporation, or organization other than himself attempts to influence any County decision by contacting, personally or by telephone any of the specified County officers or employees. Lobbyists must register with the Clerk of the Board of Supervisors Office prior to such contacts, by filing a Lobbyist Registration Form or within five (5) calendar days thereafter.

San Diego County Code of Regulatory Ordinances - Title 2, Division 3 (Lobbying Activities), Chapter 1 (Regulation of Lobbying Activities), **Sections 23.101 through 23.109**, contains information pertaining to Lobbying Activities and Registration Procedures and Requirements. Exceptions to the registration procedures are also delineated within the County Code, including the disclosure requirements for the Lobbyists.

Disclosures Statements from Lobbyists and firms represented by Lobbyists are required to be submitted for each calendar quarter (January 1 - March 31, April 1 - June 30, July 1 - September 30, (October 1 - December 31). These statements are due the 15th of the month following the quarter ending, to the Clerk of the Board of Supervisors and it will encompass activities during the preceding quarter.

Monthly Lobbyist Reports:

- **San Diego County Registered Lobbyists:** This report is an alphabetical listing by the name of the lobbyist and includes the elective offices/officials that the lobbyists will attempt to influence.
- **Registered Lobbyists and Firms Represented:** This report is an alphabetical listing by the name of the lobbyist and includes the firm(s) represented and the elective offices/officials that the lobbyists will attempt to influence.
- **Registered Lobbyists, sorted by Firms Represented:** This report is an alphabetical listing by name of the firm represented and includes the name of the lobbyist and the elective offices/officials that the lobbyists will attempt to influence.
- **Lobbyist Sorted by County Offices:** This report is a list of elective offices/officials and the lobbyist that will attempt to influence them.

Lobbyist Forms:

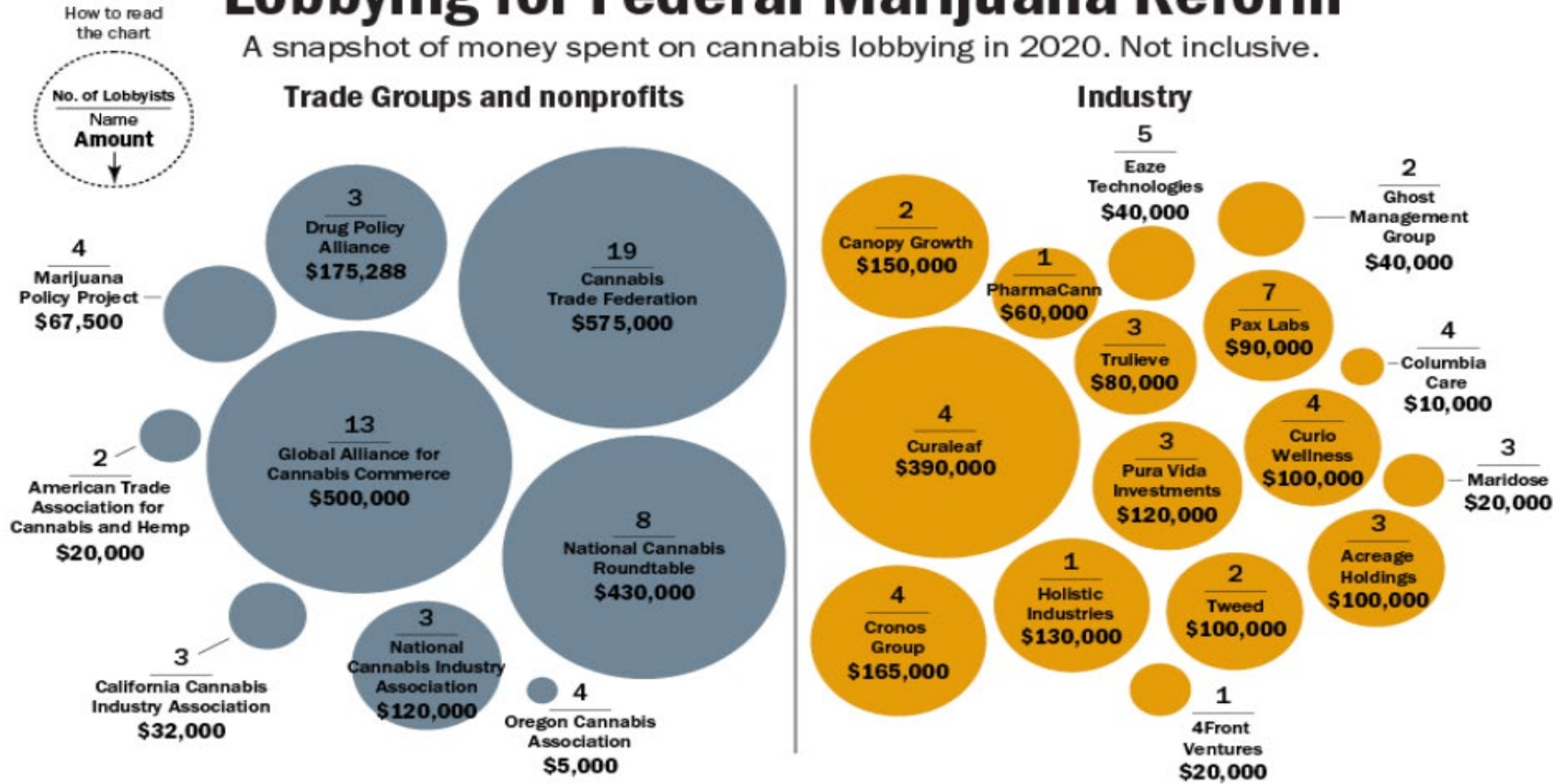
- [Registration/Amendment/Termination](#)

Guidelines on select lobbying activities. Depending on jurisdiction, certain lobbying activities may be prohibited.

Lobbying for Federal Marijuana Reform

Lobbying for Federal Marijuana Reform

A snapshot of money spent on cannabis lobbying in 2020. Not inclusive.



Source: Federal lobbying disclosure database

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If you are unsure about sharing information with elected officials, consider:

- Contact your contracting officer and notify or invite them to the meeting.
- Please consider these facts when making your decision.
- Bring in coalition members and experts
- Get community voices.
- Get recruited to boards and committees
- Become a SME

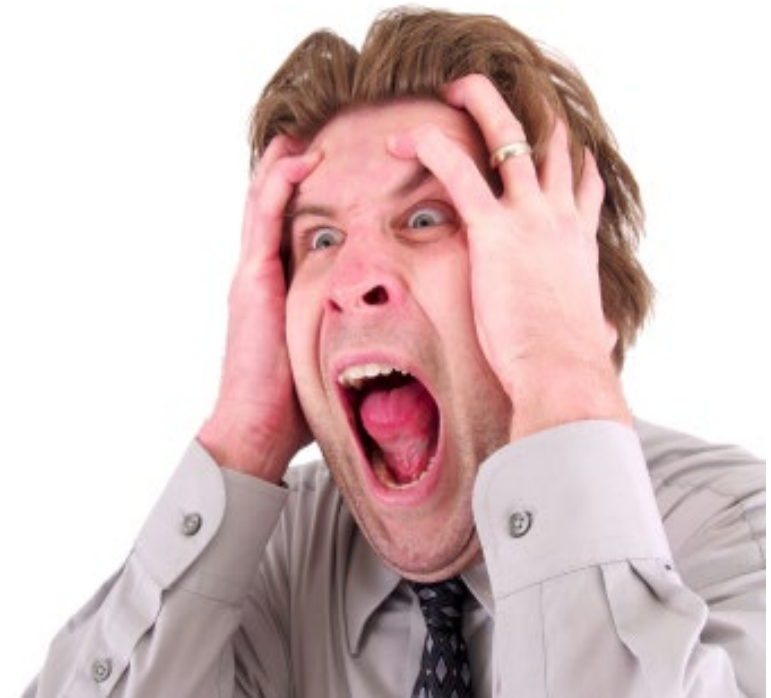
Educate and Inform!

EDUCATE

INFORM

Advocacy and Marijuana

- The issue has been politicized and is polarizing.
- There does not seem to be middle ground.
- This issue has taught me a lot about advocacy.



Advocacy

Advocacy aims to influence decisions within political, economic, social institutions the environment.

Advocacy includes activities and publications to influence public policy, laws and budgets by using **facts**, their relationships, the **media**, and messaging to **educate** government officials and the public.

Advocacy can include many activities that a person or organization undertakes including **media campaigns, public speaking and publishing data and research.**

Lobbying is a form of advocacy where a direct approach is made to legislators on a specific issue or specific piece of legislation.

Advocacy Tools

Public speaking

Media- social media

Public Events

Publications

Data sharing

Collaboration

The Importance of Data in Advocacy



Start with Data



**San Diego County
Marijuana Prevention Initiative
2020 REPORT**



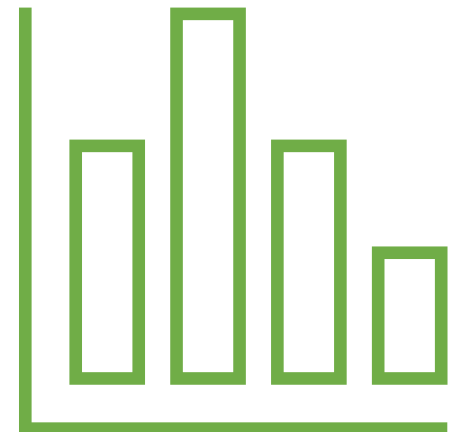
MPI continuously monitors drug trends using local, State and Federal sources.

MPI compiles a variety of data, CHKS, MTF, SANDAG, ER Visits, Poison Control, treatment and a locally developed community survey.

Past 30-day use, daily use, treatment admits, harm perception

Prevention Starts with Data

- Public health data should be shared with the public.
- It is our duty to share data with our community including politicians.
- The data should be somewhat current and chosen from a variety of sources.
- We should not be working from anecdote!



Respond in the Chat!

Are there specific data sources that you have found especially helpful in your advocacy efforts?

Stay Consistent in Message

- Practice, practice, practice
- Have pre-determined talking points
- Speak confidently
- Know the topic you are discussing
- Have a few data points memorized



Track the Legislation

- **Have** a dedicated individual keep track of legislation
- **Know** the protocol for submitting a comment or speaking
- **Be** prepared to wait!

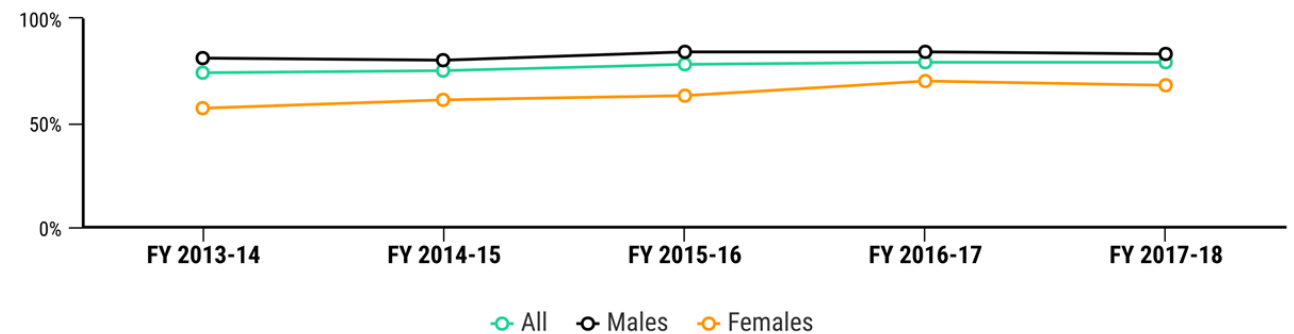


So why am I always talking about marijuana?

- Marijuana is the primary drug of choice for youth ages 12-17 in county funded drug treatment.



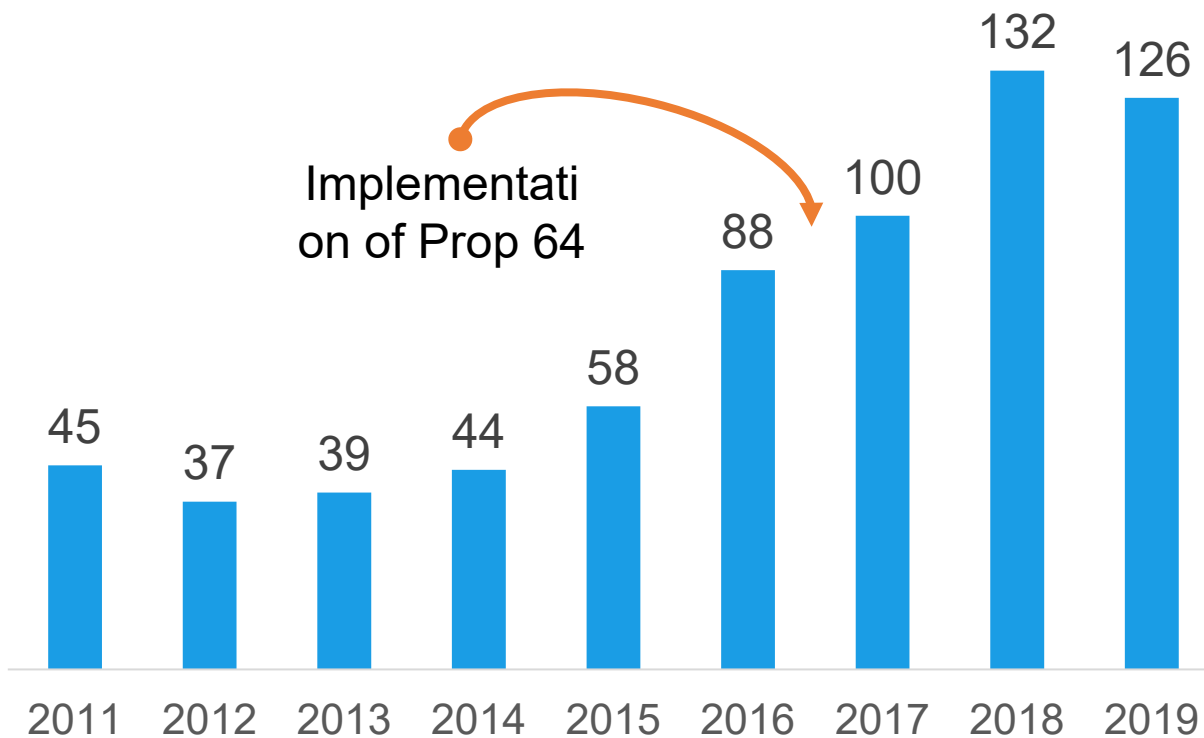
San Diego County-Funded Treatment Facilities Admissions: Adolescents (≤ 17) Reporting Marijuana as Their Primary Drug of Choice by Fiscal Year



	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18
All	74%	75%	78%	79%	79%
Males	81%	80%	84%	84%	83%
Females	57%	61%	63%	70%	68%

Marijuana Human Exposure Cases - SD County

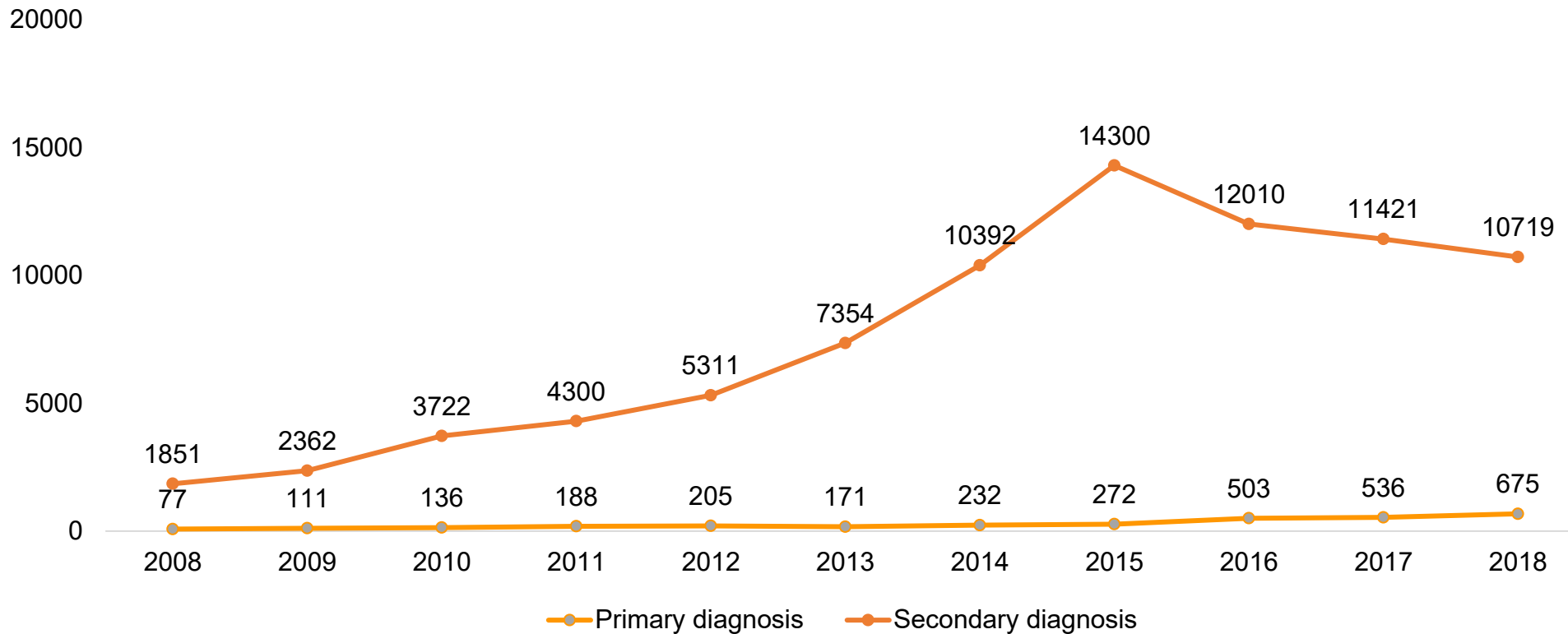
Number of Marijuana Human Exposure Cases for San Diego County, 2011-2019



180%
increase in marijuana exposure cases in SD County handled by the California Poison Control Center since 2011

San Diego Emergency Department Visits

Number of Emergency Department Discharges for Marijuana-Related Diagnoses in San Diego County, 2008-2018



Currently there are 29 marijuana related ER visits a day in San Diego County.

Source: California Poison Control Center. Marijuana Human Exposure Calls. 2020.

Examples of Advocacy

- Creating, enhancing a new law.
- Creating, enhancing a protocol. Vape disposal, leases, drug interactions inserts, naloxone at schools.
- Norms change, holiday checkpoints around drug use. Prescription and vape take backs days.
- Adding new sets of data or creating survey tools

Advocating for new or amending existing policies

- Crime Free Multi Housing
- Social Host Ordinances
- Alcohol advertising on city property
- Alcohol density
- Vape disposal and take back
- Minor decoy and ID check/
compliance pot delivery
services



Adding language to the existing policies

The screenshot shows a news article on the website 'THE MORNING CALL'. The page features a blue header with navigation options like 'SECTIONS' and 'SEARCH', and a promotional banner for a '3 MONTHS FOR 99¢ Sale ends soon'. Below the header is a row of news snippets with small images and text. The main article title is 'San Diego adding marijuana, illegal drugs to social host ordinance'. The author is 'DAVID GARRICK' and the date is 'FEB 06, 2019 AT 4:15 PM'. The article text discusses the legalization of marijuana and increased use of illegal drugs by young people, prompting San Diego to amend its 'social host' ordinance to include marijuana and illegal drugs in addition to alcohol. It also mentions that the full council will approve the change later this winter, and that San Diego would join other local cities like Escondido, San Marcos, Chula Vista, and Santee in expanding their social host laws. Finally, it notes that while San Diego only issues about 15 social host citations in a typical year, enforcement is complaint-driven and remains an important tool.

BOOKMARKS Google 700 Everstream Pen... Bank of America P... m... time... Ev... Upgrade... m... Why I Don't See... Amazon.com: Amazon... Other bookmarks

SECTIONS SEARCH THE MORNING CALL 3 MONTHS FOR 99¢ Sale ends soon LOG IN

LEARN MORE ABOUT SUBSCRIPTIONS

East Penn parents sue district, alleging conversations about race,... Two men being questioned in connection with Bucks County homicide just outsi... Charles Roca named Allentown's interim police chief; first Latino officer to... Dead 'murder hornet' is 1st found in US in 2021 Cybera shutdo Valley f

San Diego adding marijuana, illegal drugs to social host ordinance

By DAVID GARRICK
FEB 06, 2019 AT 4:15 PM

ADVERTISEMENT

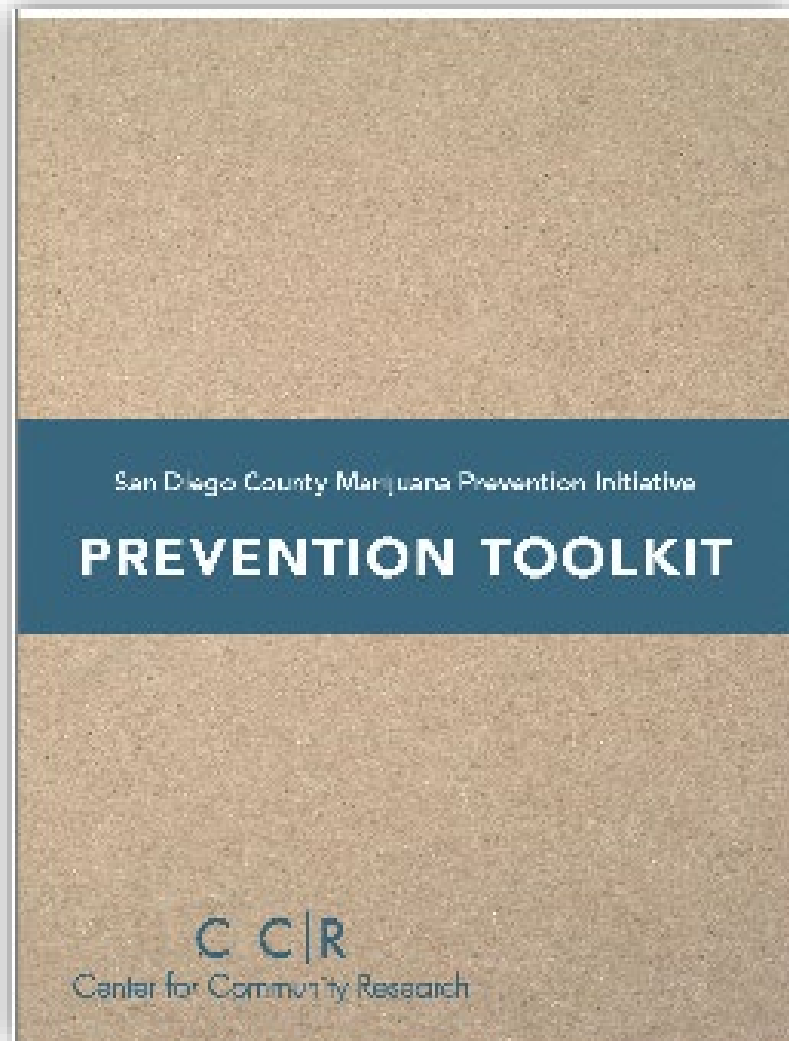
SAN DIEGO — The legalization of marijuana and increased use of illegal drugs by young people is prompting San Diego to add those substances to a 15-year-old law that allows police to cite anyone hosting a party where underage drinking occurs.

The San Diego City Council's public safety committee on Wednesday unanimously approved amending the city's "social host" ordinance to include marijuana and illegal drugs in addition to alcohol.

If the full council approves the change later this winter, San Diego would join Escondido, San Marcos, Chula Vista and Santee as local cities that have expanded their social host laws.

While San Diego only issues about 15 social host citations in a typical year because enforcement is complaint-driven, police say it's still an important tool.

Develop your own tools!



- School letter – Post Recreational
- Lease addendum
- Drug free workplace
- Social Host ordinance language
- School policy regarding medical use
- Fact Sheet – 2020 MPI Report

<https://www.ccrconsulting.org/mpi-resources/mpi-toolkit>

Marijuana Specific Lease Addendum

LEASE/RENTAL AGREEMENT ADDENDUM PROHIBITING MARIJUANA

This is an Addendum to the Lease/Rental Agreement between _____
(Landlord) and _____
_____(Residents) dated _____, with respect to the rental property located at _____,
California _____ (the Premises).

1. Although the personal use, possession and growth of marijuana for medical and recreational purposes are both legal in the State of California, marijuana is still an illegal Schedule 1 drug under the Federal Controlled Substances Act. A Schedule 1 drug is a drug that the federal government deems to have no accepted medical use and a high risk for dependency.
2. Second-hand marijuana smoke has been classified by the Surgeon General as a substance known to cause cancer and other health problems. Drifting smoke and/or vapor from marijuana poses a health risk to other residents, employees and vendors working at the property. The risk is

New Lease prohibiting smoking
or cultivation on the property.
– Post Proposition 64!

“Smoking is Federally
prohibited”

Landlords are advised to seek
legal advice from a fair
housing knowledgeable
attorney.

Changing the Norm with a Focus on Drugs

- Youth sharing information at checkpoints
- Rallies around the holidays. 4/20
- Partner with ride share programs.
- Drugged driving **proclamations**
- Young driver education and Start smart programs in schools.
- Media

Disposing of Vaping Devices



Wear gloves when handling

Both the batteries and existing liquid are considered waste.

Develop a school protocol for safe disposal at schools

Vape Take Back!



DEA

United States Drug Enforcement
Administration

Who We Are ▾

What We Do ▾

Resources ▾

Search Q

[Home](#) / [Press Releases](#) / [2019](#) / [10](#) / [18](#) / DEA to accept electronic vaping devices and cartridges as part of National Prescription Drug Take Back Day



Drug Enforcement
Administration



October 18, 2019

FOR IMMEDIATE RELEASE

Contact:

Phone Number:

DEA to accept electronic vaping devices and cartridges as part of National Prescription Drug Take Back Day

WASHINGTON – With robust public participation over the course of 17 prior events, the National Prescription Drug Take Back Day Initiative continues to remove ever-higher amounts of opioids and other medicines from the nation’s homes, where they are vulnerable to misuse, theft or abuse by family members and visitors, including children and teens.

On Saturday, October 26, in continuation of this effort, DEA and its national, tribal and community partners will hold the 18th National Prescription Drug Take Back Day across the country. The service is free and anonymous.

For the first time, DEA will now accept vaping devices and cartridges at any of its drop off locations during National Prescription Drug Take Back Day. It is important to note that DEA cannot accept

Fentanyl can be in any drug

- Fentanyl has been found in cocaine, vape devices, marijuana, pills and meth.
- In many cases the user is unaware that fentanyl is in the drug they commonly use.
- Over-dose reversal drugs should be on hand.
- There is no harm in giving a person the reversal drug if the person is not having an OD

URGENT COMMUNITY ALERT: FENTANYL

FENTANYL
is here and killing San Diego County Residents


Fentanyl can be found in all illicit drugs including powders and pills.

STOP

Avoid illicit drugs.

Have someone with naloxone close by.

SDCOE Naloxone Toolkit Schools



san diego county office of
EDUCATION
FUTURE WITHOUT BOUNDARIES™

Inspiring and leading innovation in education

SEARCH

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SDCOE » STUDENT SERVICES AND PROGRAMS » STUDENT SUPPORT SERVICES » NURSES » NALOXONE TOOLKIT

Nurses

- Nurse Resources
- Upcoming Events and Professional Development
- ISHP Templates
- Naloxone Toolkit**
- Information on 2019 Novel Coronavirus (COVID-19)

Naloxone Toolkit

As you may be aware, there is an opioid epidemic impacting people of all ages in this country. Thankfully, the documented impact on teens in San Diego County remains extremely low. But even one child using drugs and putting their life in jeopardy is one too many. **To promote awareness and aid districts in obtaining naloxone, a life-saving drug that reverses an opioid overdose, SDCOE has gathered a variety of resources to provide instruction and guidance in this process.**

The California Department of Health Care Services' (DHCS) **Naloxone Distribution Project (NDP)** is funded by Substance Abuse and Mental Health Services Administration (SAMHSA) and administered by DHCS to combat opioid overdose-related deaths throughout California. The NDP aims to address the opioid crisis by reducing opioid overdose deaths through the provision of free naloxone, in its nasal spray formulation. Since October 2018, qualified organizations and entities have been able to request free naloxone from DHCS.

SDCOE recommends all county districts partner with DHCS. Supporting documents and information are below.

- [California Department of Health Care Services \(DHCS\) — Naloxone Distribution Project \(NDP\) Website](#)
- [California DHCS — Naloxone Distribution \(NDP\) Flier](#)
- [California DHCS — Naloxone Distribution \(NDP\) Overview](#)
- [California DHCS — Naloxone Distribution \(NDP\) Frequently Asked Questions](#)
- [Templates — Standing Physician Orders](#)

Advocate for Access and Use of Reversal Drugs

- Narcan nasal spray is used along with emergency medical treatment to reverse the life-threatening effects of a known or suspected opiate (narcotic) overdose.
- *For more information - <https://www.sandiegorxabuseta skforce.org/>*



Advocating During COVID



Pot should not be an essential business during a respiratory pandemic

- Smoking and vaping is a risk factor for COVID



Home » Opinion » This Article

Opinion: Vaping Death in San Diego Raises Questions About Pot Use During Pandemic

POSTED BY EDITOR ON JUNE 30, 2020 IN OPINION | 599 VIEWS | 3 COMMENTS | LEAVE A COMMENT

Share This Article:



A man vaping with an e-cigarette. Photo via Wikimedia Commons

By Joe Eberstein

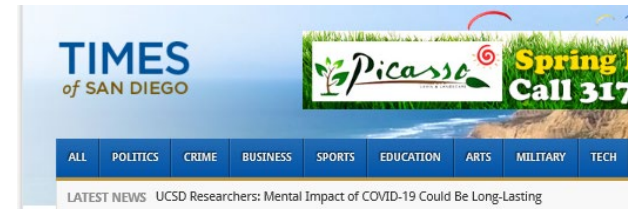
As San Diego County begins to open up from the COVID-19 pandemic, questions regarding other public health dangers also warrant a closer look.

Support Times of San Diego's growth with a small monthly contribution

Become a supporter

On May 24, a San Diego woman reportedly died from a vaping-related lung injury known as EVALI (E-cig Vaping Associated Lung Injury). She is the fourth local victim of EVALI to be diagnosed during the pandemic.

This tragic death was complicated to diagnose while hospitals were focusing on patients with similar

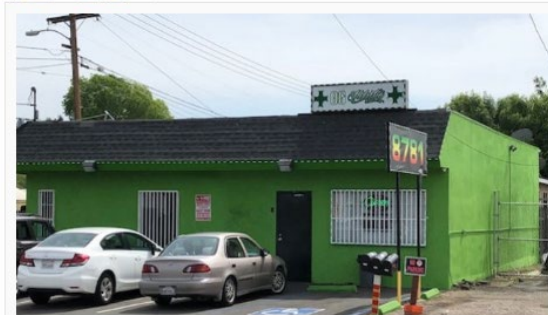


Home » Opinion » This Article

Opinion: Marijuana Shouldn't Be an Essential Business Amid a Respiratory Pandemic

POSTED BY EDITOR ON MARCH 26, 2020 IN OPINION | 1225 VIEWS | COMMENTS | LEAVE A COMMENT

Share This Article:



A marijuana dispensary in Spring Valley.

By Joe Eberstein

Under Gov. Gavin Newsom's stay-at-home order many businesses have been forced to close, except those deemed essential, such as healthcare and grocery stores. The specific guidelines outlining what is essential include marijuana retailers, farmers, distributors, manufacturers, and testing labs under the

Virtual Advocacy and Prevention

- More people attending trainings & meetings.
- Zoom has translation features
- No travel expense
- Virtual meetings, News conferences
- Polling
- Recordings for resources
- Easy documenting registration, attendees



Call to Action! Keeping the Community Informed

- Call-in or e-comment
- Consumption lounges
- Increased access
- Billboards and advertising
- Smoke-free policies
- Driving
- Public health

The screenshot shows the 'Board of Supervisors' website. At the top, there is a search bar with the text 'ENHANCED BY Google' and a search icon. Below the search bar is a navigation menu with a home icon and the text 'MENU'. The main content area is titled 'eComment on Board of Supervisors Agenda Items'. It includes a paragraph explaining the eComment service, a link to the 'eComment' page, and a section for 'Upcoming Board of Supervisors Meetings' which currently shows no events. On the right side, there is a 'Select Language' dropdown menu with a search icon, a 'Powered by Google Translate' notice, and the official seal of the County of San Diego. Below the seal, there is a notice about the Google Translate feature and a Spanish translation of the same notice at the bottom.

Board of Supervisors

ENHANCED BY Google

MENU

eComment on Board of Supervisors Agenda Items

The County of San Diego provides the opportunity to voice your opinion online of upcoming Board agenda items through a service called eComment.

eComments can be submitted when the agenda is released (typically on Wednesday of the week prior to the meeting). Comments will be accepted until the start of the meeting. Due to the COVID-19 public health emergency, eComments can now be submitted during the meeting as well. For other ways to communicate with your County Supervisor, please [click here](#).

To view supporting documentation for an upcoming Board meeting, please visit the [Board's agenda information page](#) and select a meeting date from the online calendar.

Upcoming Board of Supervisors Meetings

County of San Diego

To submit comments online for upcoming Board of Supervisors items, click on the "eComment" link below. If "eComment" is not displayed below, then the comment period has closed or is not available for the upcoming meeting.

Name	Date
Currently there are no upcoming events.	

Select Language


Powered by Google Translate

Select a language using the Google™ Translate feature above to change the text on this site into other languages. *We cannot guarantee the accuracy of any information translated through Google™ Translate. This translation feature is offered as an additional resource for information.

Seleccione un idioma usando la función Google™ Translate de arriba para traducir este sitio.

Marijuana as Medicine

- Several medical societies have made statements about marijuana as medicine.
- Resource card available at www.ccrconsulting.org/mpi



Get to Know the Facts. Does Marijuana Help Alleviate Medical Conditions?


Despite advertising that components of the marijuana plant can help alleviate certain types of medical conditions, marijuana may cause further harm in many instances. This document highlights what the research and experts across different medical disciplines have to say about the effects of marijuana on various health concerns.

Please note: in 2019 the US Surgeon General, Jerome Adams, stated that NO amount of marijuana is safe for adolescents and pregnant woman. If you or someone you know has a medical concern, consult with your health care provider before seeking alternative treatments, as marijuana can negatively interact with medications or your health.

Glaucoma

The largest association of eye physicians and surgeons in the world, the American Academy of Ophthalmology, and the American Glaucoma Society do not endorse marijuana or its derivatives - like CBD - as a glaucoma treatment. There is no accepted, current research that demonstrates CBD or THC to be an effective treatment for glaucoma.


Source: <https://www.aao.org/eye-health/tips-prevention/medical-marijuana-glaucoma-treatment>



Epilepsy

The FDA has approved Epidiolex, a CBD oral solution, for the treatment of seizures related to two forms of epilepsy: Lennox-Gastaut syndrome and Dravet syndrome in patients age two or older.


Source: <https://www.fda.gov/news-events/press-announcements/fda-approves-first-drug-comprised-active-ingredient-derived-marijuana-treat-rare-severe-forms>



Multiple Sclerosis (MS)

Reviews of published studies have shown that synthetic cannabinoids (man-made chemicals similar to THC and CBD) benefit symptoms of MS-related pain and muscle tightness. The National MS Society recognizes that additional research is needed.


Source: <https://www.nationalmssociety.org/Treating-MS/Complementary-Alternative-Medicines/Marijuana/Marijuana-FAQs>



Cardiovascular Health

The American Heart Association (AHA) states that the the negative health implications of cannabis should be formally and consistently emphasized in policy. The AHA is committed to its efforts to limit the smoking and vaping of any products and banning cannabis use for youth.

Source: <https://www.heart.org/-/media/files/about-us/policy-research/policy-positions/tobacco-and-clean-air/marijuana-policy-supplement-to-our-scientific-statement.pdf?nav=1>



Prevention Tools



My Understanding of Prevention

- We are the first line of defense.
- Raise awareness and educate youth using data and facts and our own stories of struggle.
- Information and tools to live a healthy life.

It is not slogans and scare tactics.

It is not doom and gloom.

It is not one size fits all.

It is not a one hit wonder it needs to be sustained.

The Best Prevention Advocacy Tool is You!

- Speak up! This is about our youth!
- Learn as much as you can about the topic.
- Join the PTA, School Board, City government run for office.
- The data will support the position.

Marijuana Businesses

- Meeting with Industry folks.
- Site visits! Compliance checks, youth operations and delivery.
- Ensure quality control.
- Dialogue between marijuana outlets and prevention.



CA Marijuana Tax Revenue: Using Money for Prevention

- Advocate for tax revenue from marijuana sales be used for prevention and education.
- 21.5 million first round - 2019
- 29.7 million second round - 2020



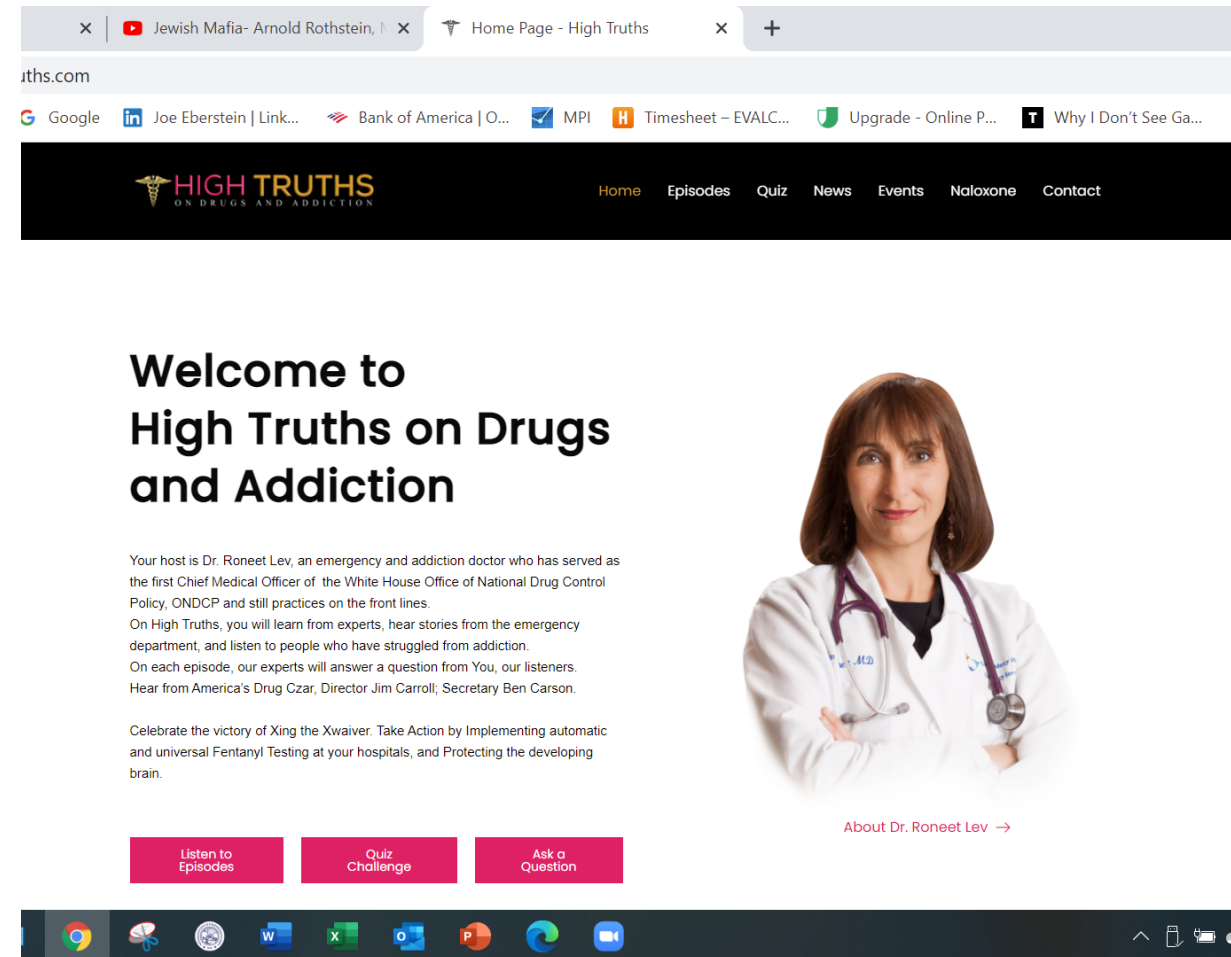
Advocacy Recommendations Regarding Marijuana Access

- De-criminalize but no retail sales.
- Minimum age for all access 21+
- THC caps (10-15%)
- Outlet Density limits
- Advertising policies and youth sensitive locations
- Maintain smoke free policies in apartments and businesses

High Truths Podcast

Dr. Roneet Lev – ER doctor and first Chief Medical Officer of the Office of National Drug Control Policy.

Hosts a variety of speakers regarding marijuana use and other drugs from a medical perspective.



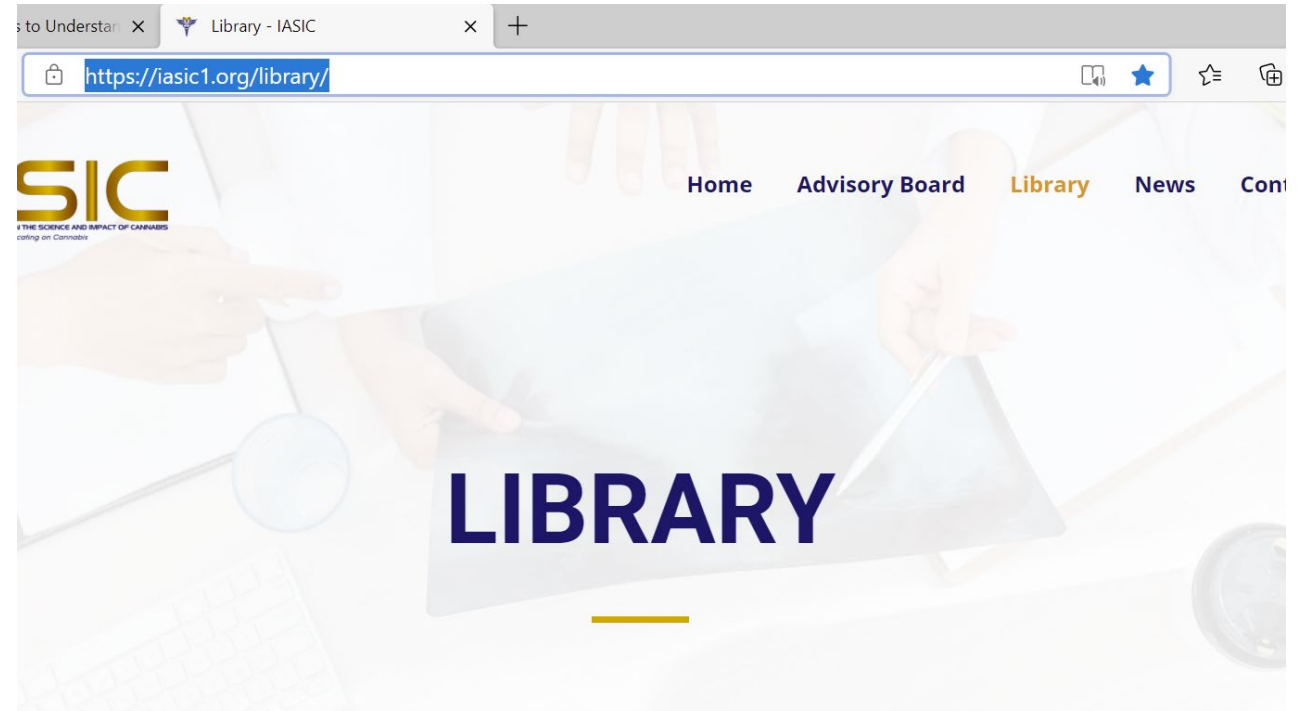
The screenshot shows a web browser window with two tabs: 'Jewish Mafia- Arnold Rothstein, | x' and 'Home Page - High Truths x'. The address bar shows 'hightruths.com'. The browser's address bar contains several search engines and services: Google, Joe Eberstein | Link..., Bank of America | O..., MPI, Timesheet – EVALC..., Upgrade - Online P..., and Why I Don't See Ga... The website header features the 'HIGH TRUTHS ON DRUGS AND ADDICTION' logo on the left and a navigation menu with links for Home, Episodes, Quiz, News, Events, Naloxone, and Contact. The main content area has a large heading 'Welcome to High Truths on Drugs and Addiction'. Below this, there is a paragraph of text: 'Your host is Dr. Roneet Lev, an emergency and addiction doctor who has served as the first Chief Medical Officer of the White House Office of National Drug Control Policy, ONDCP and still practices on the front lines. On High Truths, you will learn from experts, hear stories from the emergency department, and listen to people who have struggled from addiction. On each episode, our experts will answer a question from You, our listeners. Hear from America's Drug Czar, Director Jim Carroll; Secretary Ben Carson. Celebrate the victory of Xing the Xwaiver. Take Action by Implementing automatic and universal Fentanyl Testing at your hospitals, and Protecting the developing brain.' To the right of this text is a portrait of Dr. Roneet Lev, a woman with brown hair wearing a white lab coat and a stethoscope. Below her portrait is a link that says 'About Dr. Roneet Lev →'. At the bottom of the main content area, there are three pink buttons: 'Listen to Episodes', 'Quiz Challenge', and 'Ask a Question'. The Windows taskbar is visible at the bottom of the screenshot, showing icons for Chrome, Edge, Word, Excel, Outlook, PowerPoint, and Teams.

IASIC - Doctors Educating on Marijuana

IASIC - the International Academy on the Science and Impact of Cannabis, are doctors who educate on marijuana.

The science counters the misperception of the safety of marijuana by international experts who provide science, data and clinical expertise.

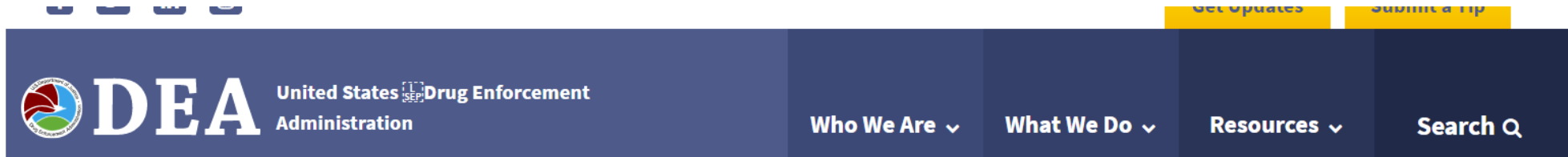
This non-partisan and non-political group is developed, organized, and guided by doctors.



Library on cannabis medical peer reviewed publications designed for information decision making by the general public.



DEA Operation Prevention Curriculum



[Home](#) / [Press Releases](#) / [2020](#) / [10](#) / [07](#) / [DEA and Discovery Education launch expansion of Operation Prevention](#)



**Drug Enforcement
Administration**

DEA Headquarters

[@DEAHQ](#)

October 07, 2020

FOR IMMEDIATE RELEASE

Contact: National Media Affairs Office

Phone Number: (202) 307-7977

DEA and Discovery Education launch expansion of Operation Prevention

WASHINGTON – The Drug Enforcement Administration and Discovery Education have expanded Operation Prevention, a joint effort to curb drug use among students by educating them about the dangers of abuse. In response to growing demand, new modules launched last night build on the original student curriculum, which is geared toward elementary and middle schools students. These new lessons educate young people about the effects of a wider range of drugs and pharmaceuticals on the human body.

Operation Prevention will host a webinar for educators on October 14 to review the existing curriculum, and showcase the new multi-drug curriculum with a video topic series and activities for grades 3-8, and tips for

Live Well San Diego – Tools for Schools



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TOOLS FOR SCHOOLS

Live Well Schools created a **searchable resource database** at the request of school partners needing an easier way to find free or low cost resources that local schools and partners have found to be the most helpful.

If you would like to add a resource to the database please email [Pam Smith](#).

Simply type a word in the **Search** box below and resources including that word, or focused on that topic, will appear. Click on the resource name for more details.



Good Samaritan Laws Protect you and Friends

- **Never let your friends just sleep it off!!!!**
- **Do not fear calling 911 if you or friend overdose and need help!**
- **Good Samaritan policies protect the caller and overdose victim from arrest for possession or use.**



Share what you learn!

- Leadership – taking a stand when it may not be popular.
- It has never been easier to attend a virtual city council meeting and e-comment.
- Join the PTA, School Board
- Start a podcast or make videos about healthy choices.

Recruiting Partners!

- Doctors, nurses, paramedics, pharmacists or any front-line medical staff.
- Planning groups, military, civic groups and PTA's
- Concerned citizens, business leaders



MPI Resources

MPI reducing underage use of marijuana.

Resources:

- Information and data for download.
- IASIC link
- MPI Prevention TOOLKIT.
- **NEW-MPI 2020 Report**

Visit our MPI website, YouTube or twitter:
<http://www.ccrconsulting.org/mpi>



Questions or Comments?



Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

Thank you!





Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

Thank You!

jeberstein@ccrconsulting.org

