



World Forum Presentation

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Introduction:

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Commercial marijuana: context in “legal” states.

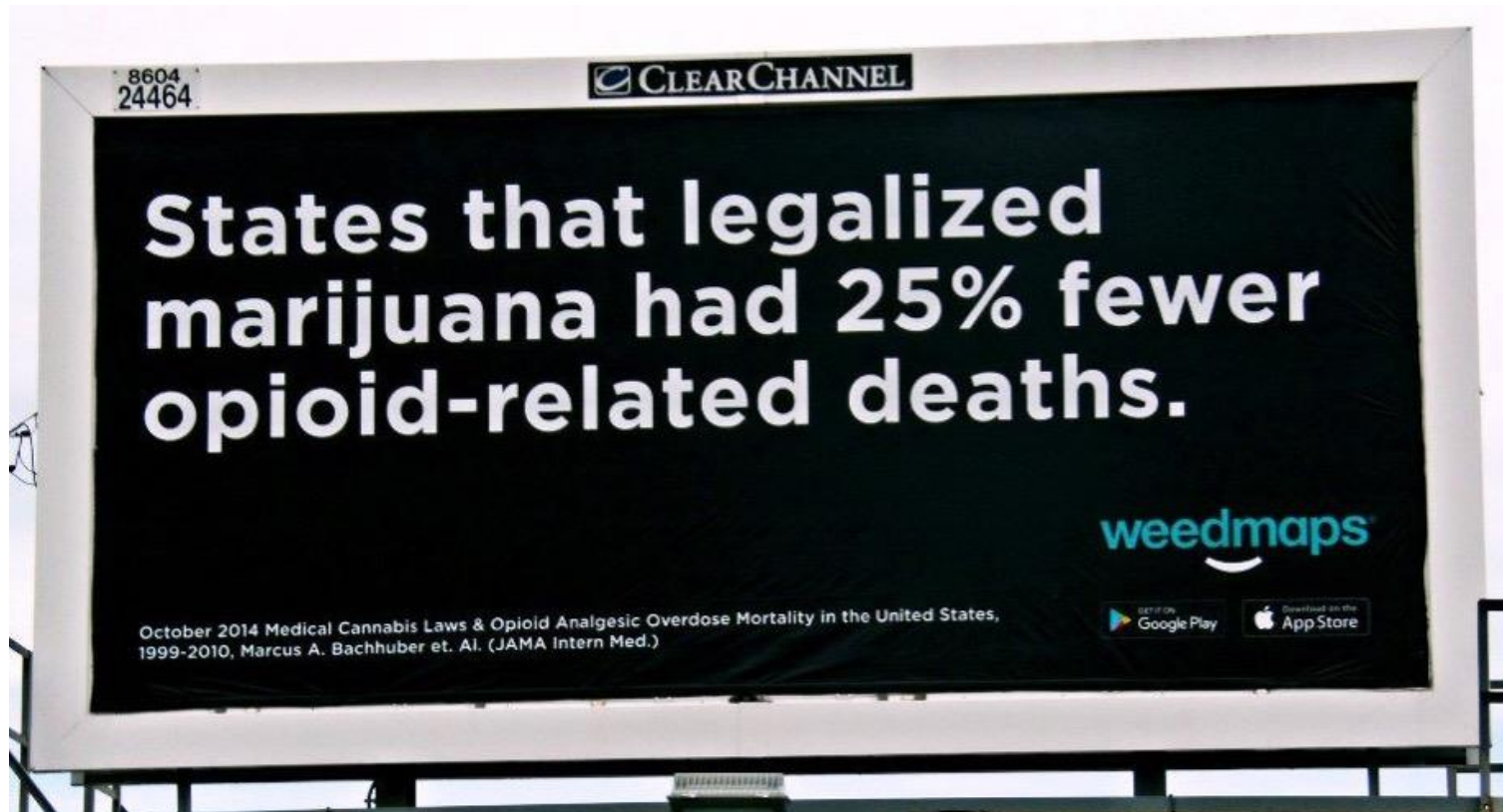


Advertisements promote high potency.

An industry has popped up.



Opportunities abound amid misinformation campaigns.

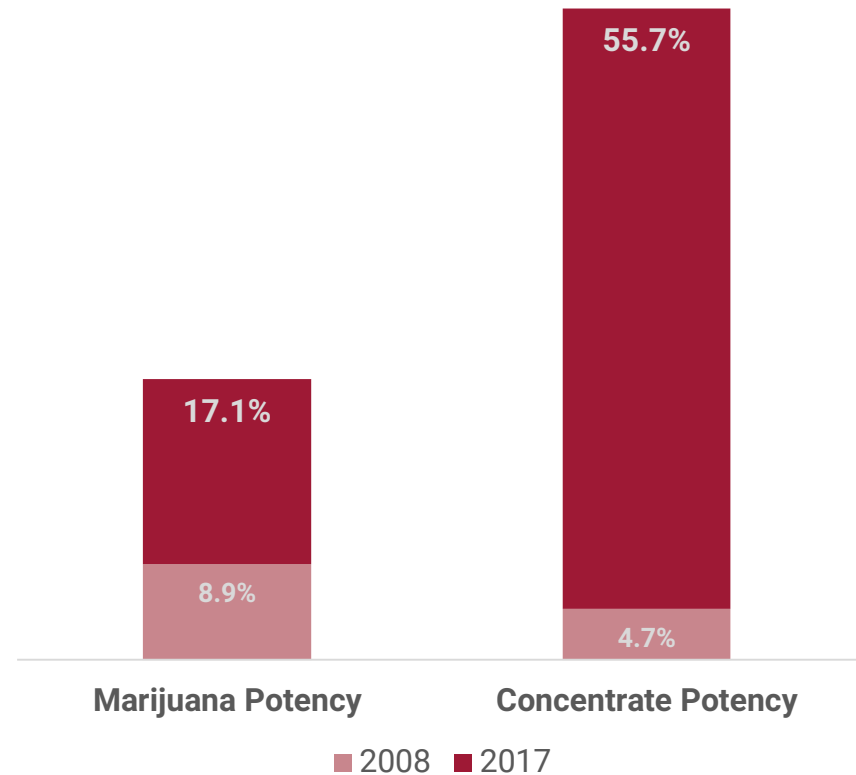


Science is being manipulated.

Recent studies show a significant change coinciding with marijuana commercialization across the U.S.

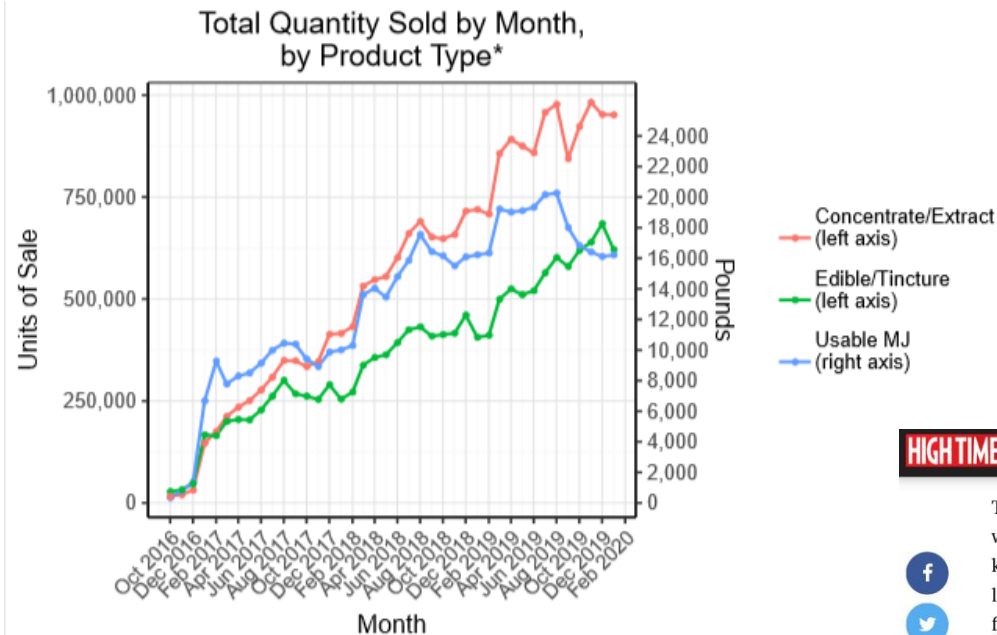
Studies documenting the rise in potency have shown incredible jumps in plant potency as well as the potency of increasingly popular concentrates.

- The marijuana flower, which is often referred to as a harmless plant by the industry, is being engineered to pack a more potent punch.
- Concentrates deliver much higher levels of potency and are often advertised as containing between 70-99% THC. They also becoming more popular due to consumer demand.
- Even still, potency trends are understudied



Chandra et. al., 2019

Potent forms of marijuana and highly potent products are beginning to dominate the commercial marijuana market.



Oregon Liquor Control Commission, 2020

High Times, 2018

HIGH TIMES The 12 Most Potent THC Concentrates

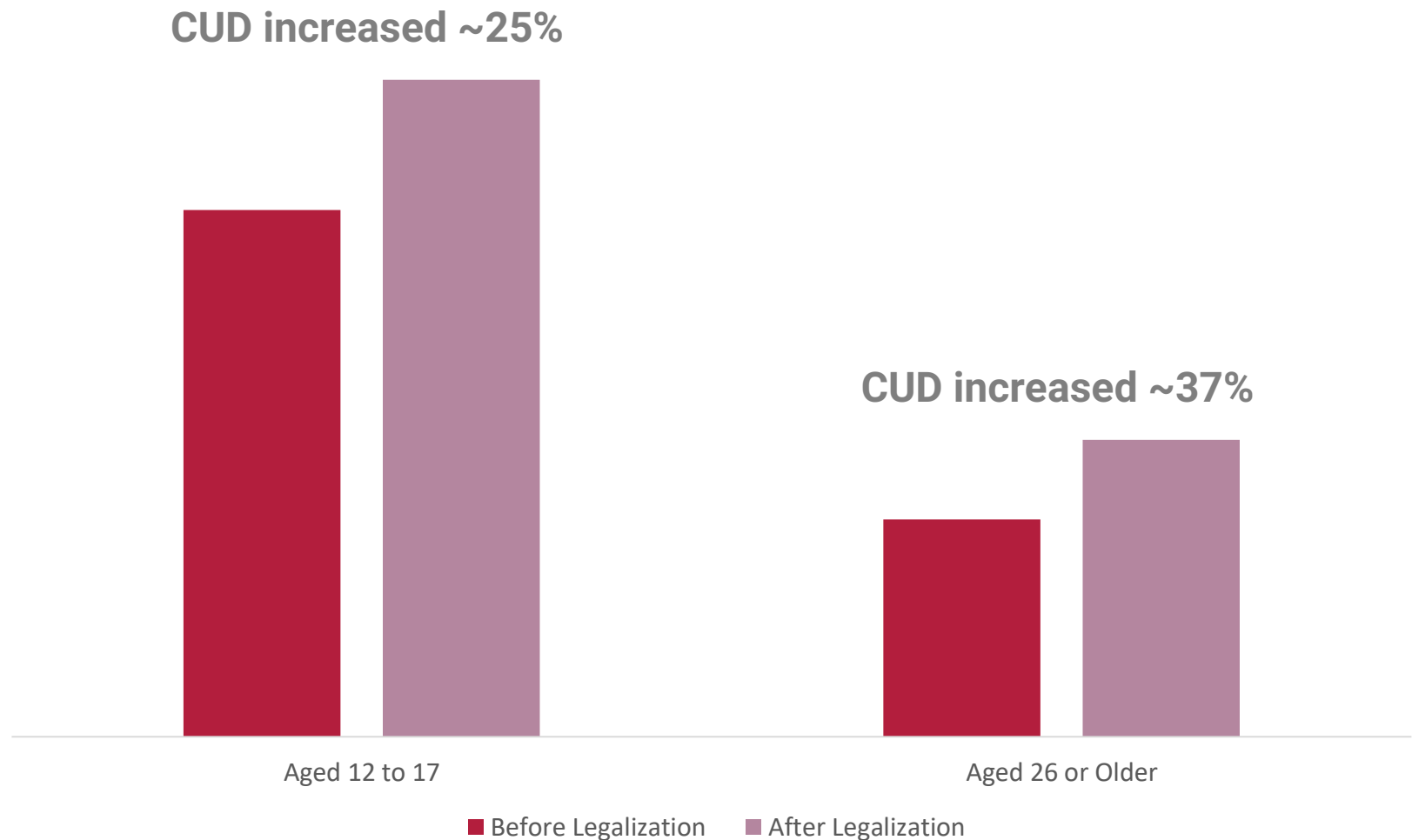
The world of cannabis concentrates is blowing up. For many people, [dabbing is the future](#) of weed, and concentrates are where it's at. Concentrates are known for their purity. They're known for having terpy flavor profiles and for having some of the strongest concentrate THC levels. While any [experienced dabhead](#) will tell you that a good dab isn't exclusively about finding the strongest THC concentrate, potency is still a big piece of the equation. Here are 12 of the most potent concentrates currently on the market. If you're looking for the most potent THC concentrate, you're in the right place.



Clear Concentrates' The Clear

Over the last couple of years, Clear Concentrates' signature dab, The Clear, has established itself as a perennial powerhouse. With some of the strongest concentrate THC levels, it's quickly becoming a fan favorite. Most products are in the high 80s in terms of THC content. But some samples have reportedly tested as high as 96 percent. At that point, you're getting into some next-level purity.

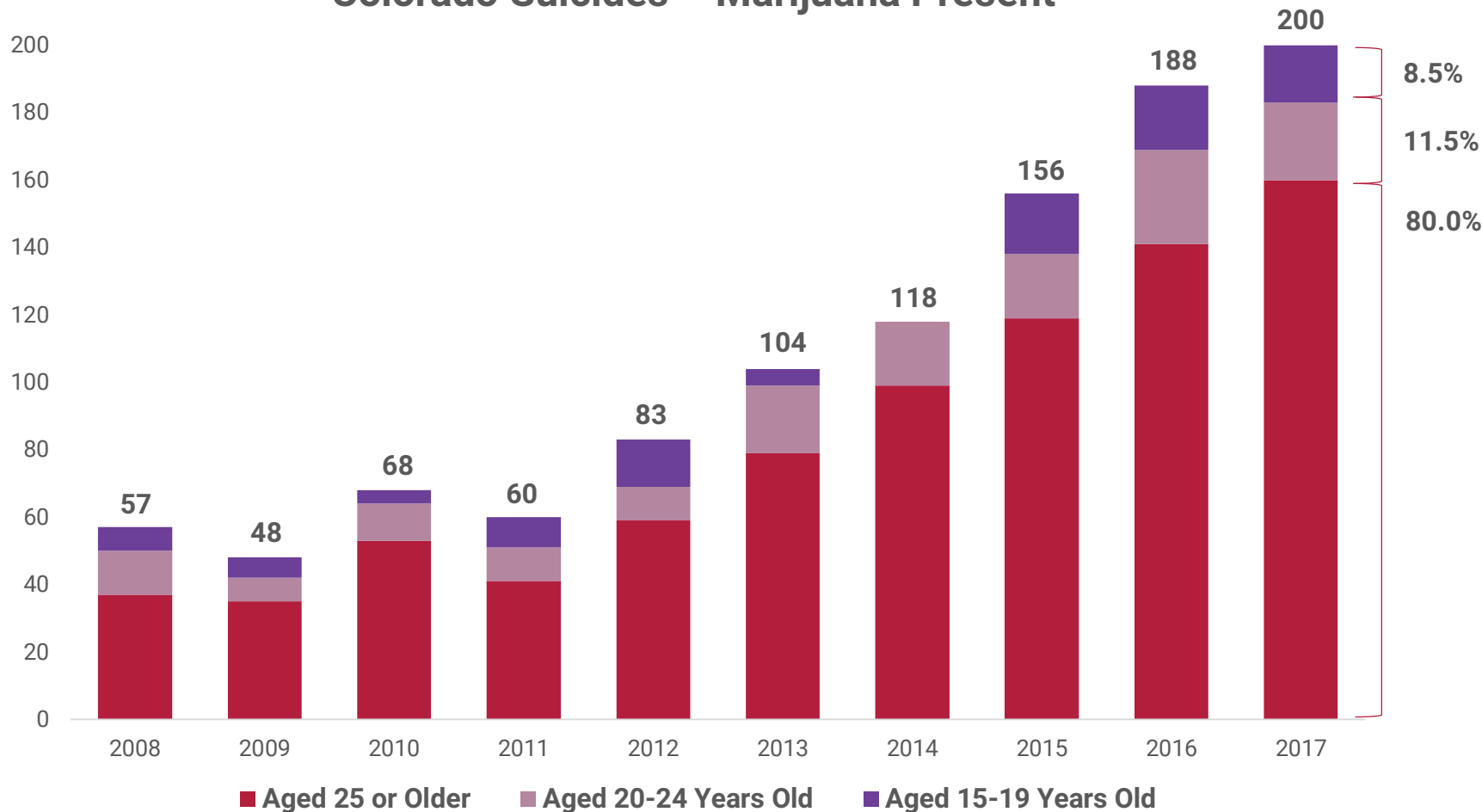
Association Between Recreational Marijuana Legalization in the United States and Changes in Marijuana Use and Cannabis Use Disorder From 2008 to 2016



Cerda et. al., 2019

An increasing number of suicide victims in Colorado have marijuana-positive toxicology reports.

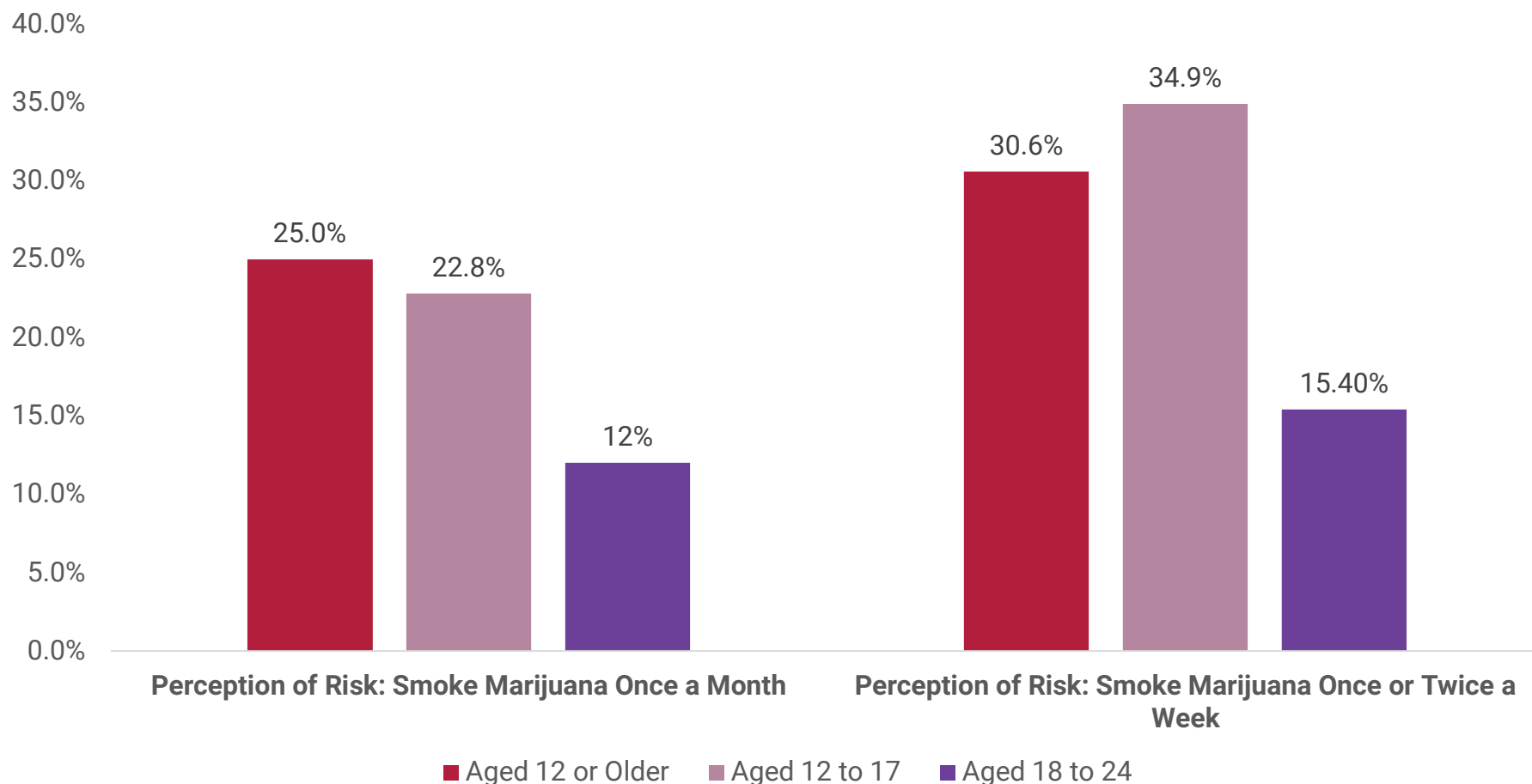
Colorado Suicides – Marijuana Present



Colorado Violent Death Reporting System, 2019

Perceptions of risk associated with marijuana use are low, particularly among younger age groups.

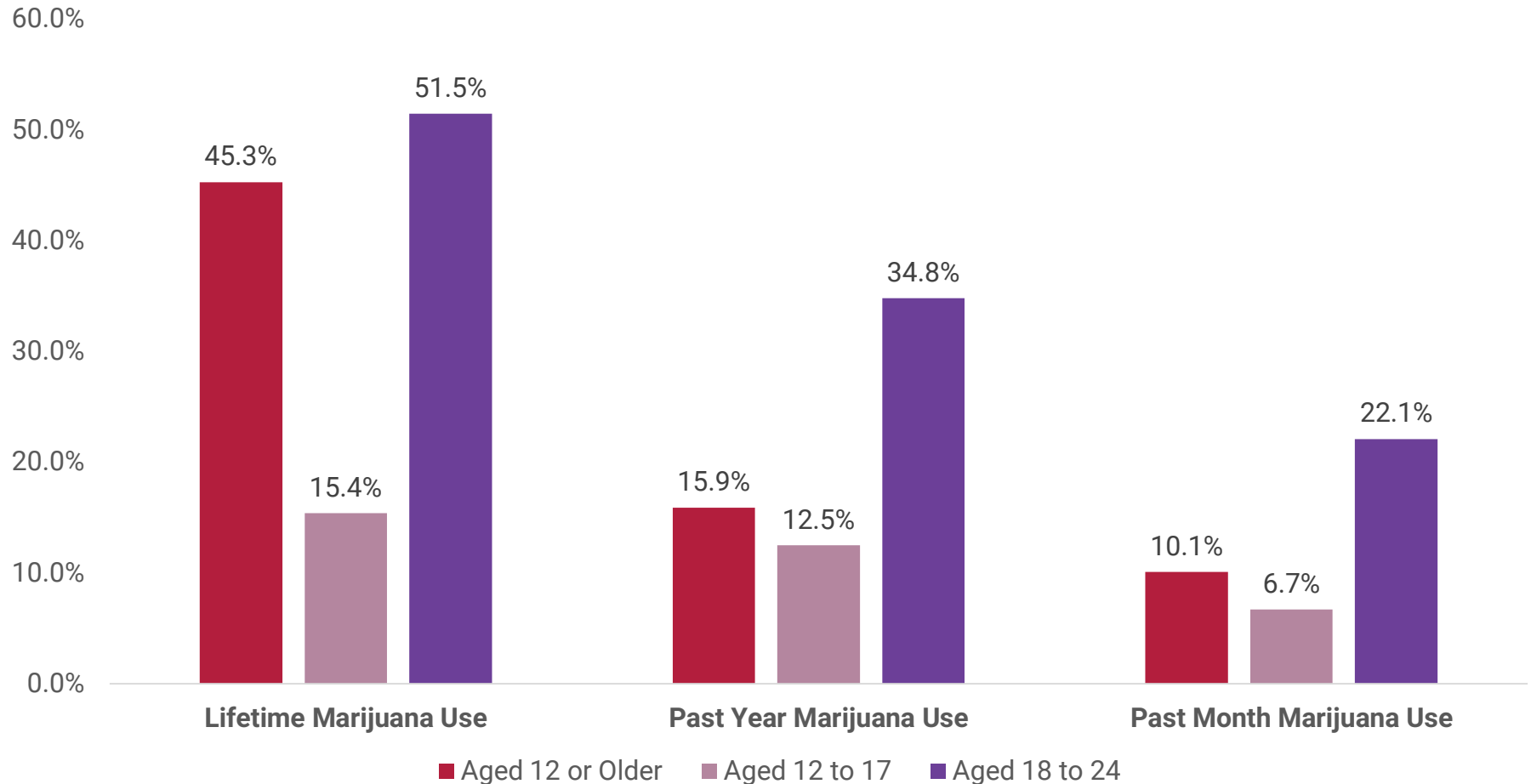
National Perceptions of Risk Associated with Marijuana Use



NSDUH, 2019

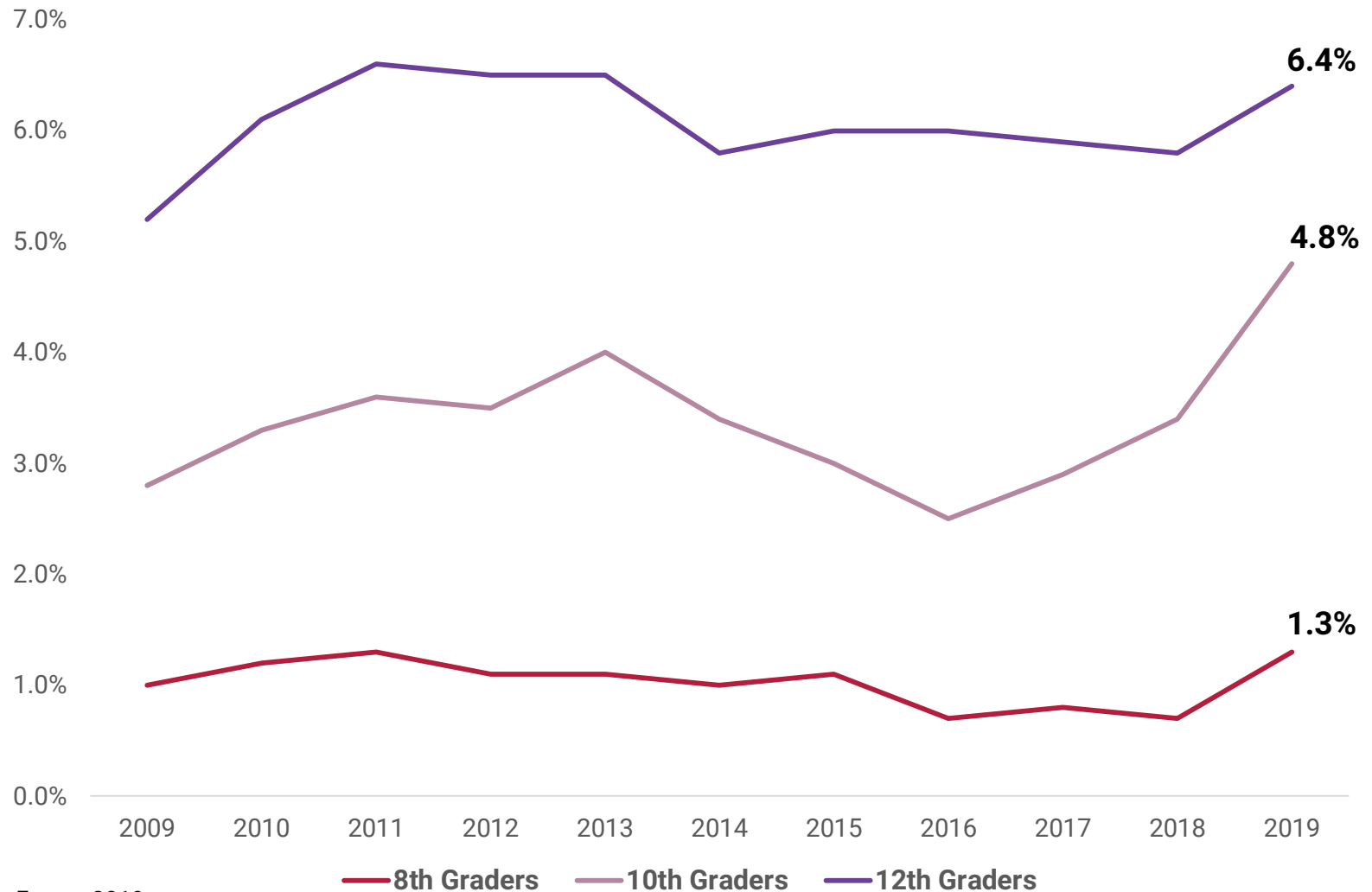
Use rates are high. In particular, younger age groups are using marijuana more frequently.

National Rates of Marijuana Use



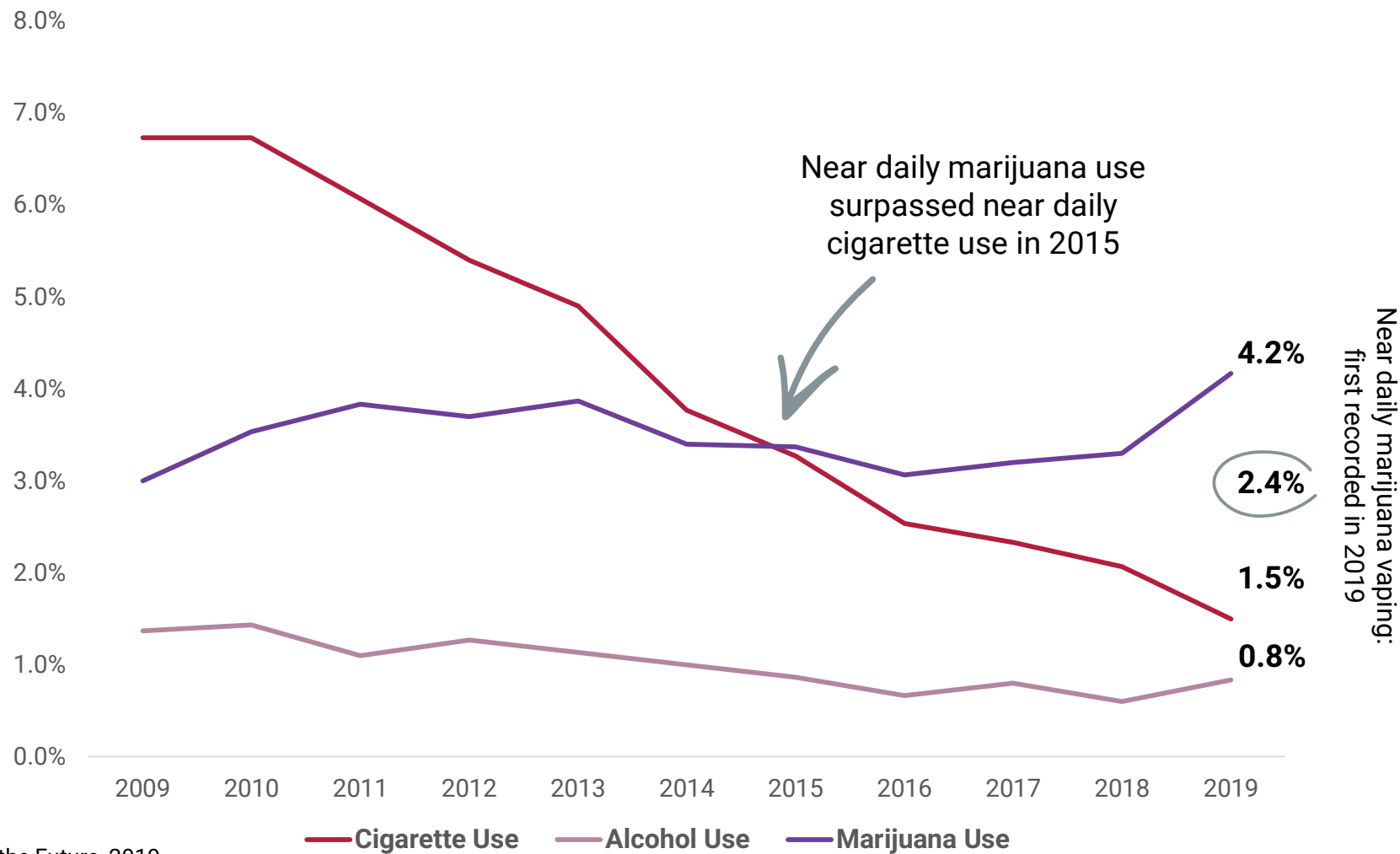
NSDUH, 2019

After modest declines for several years, near daily marijuana use is increasing among 8th, 10th, and 12th graders.



Monitoring the Future, 2019

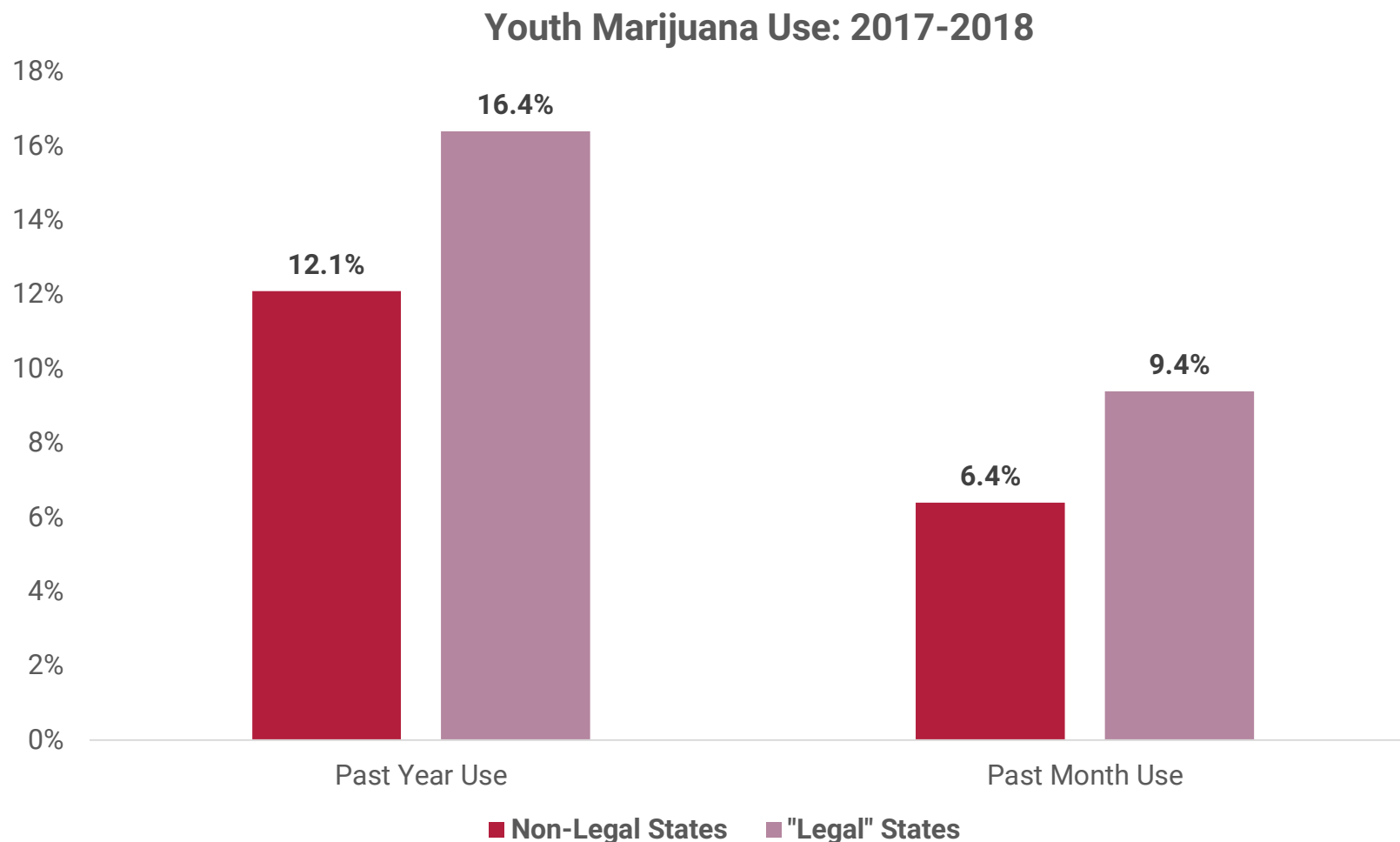
Near daily use of marijuana among 8th, 10th, and 12th graders outpaces near daily cigarette use and near daily alcohol use.



Monitoring the Future, 2019

— Cigarette Use — Alcohol Use — Marijuana Use

Youth past year and past month use is higher in states where marijuana is “legal.”



NSDUH State Comparisons, 2019

The future of marijuana policy must be coordinated such that the focus remains on science-based answers.

And the approach must be global.

- There is no reason for the commercialization of marijuana that supersedes the harms it poses.
- More fact-based and scientifically motivated research must be conducted to understand the medicinal qualities of certain components of marijuana.
- There must be a greater effort to educate the public on the scientifically-settled facts of the harms of marijuana use.
- Efforts to curb growing youth use rates must be prioritized.
- Legalization cannot be permitted until more is known about the consequences of marijuana use.

SAM Smart
Approaches to
Marijuana
preventing another big tobacco