

Retail Marijuana Scientific Advisory Committee

Public Meeting Minutes

August 27, 2015

In Attendance: Katrina Hedberg, MD, MPH, Bruce Gutelius, MD, MPH, Kathleen Carlson, MS, PhD, Dennis McCarty PhD, Andris Antoniskis, MD, Marcus Watt, RPh, Tim McAfee, MD, MPH, Diane Lia, LCSW, CADC II, Jane Ishmael PhD; Jim Shames, MD; Heather Zwickey, PhD, Kim Repp, PhD, MPH, Richard Farmer, PhD, Julia Dilley, PhD

Staff: Dawn Quitugua, Gabriela Tanaka, Jonathan Modie

Guests: Michael Tynan; Kim Lacroix

Committee Member Introductions

Purpose/Agenda

- Provide scientific input that will inform Public Health Division recommendations related to retail marijuana sales in Oregon.

Approval of Minutes from 7/23/15 Public Meeting

- Reviewed and approved the minutes from the 7/23/15 committee meeting. Minutes from 7/23/15 have been uploaded to the Public Health Division website.

Messages Developed by Communications Workgroup, and Marketing

Leading:

- There is no known safe amount of marijuana use during pregnancy.
 - Using marijuana, at any time and in any form, during pregnancy may harm your baby.
 - THC in marijuana gets into breast milk and may harm your baby.
 - Talk to your doctor if you are thinking about becoming pregnant, are pregnant or breastfeeding and need help to stop using marijuana. If you are using marijuana as a medicine, talk to your doctor about safer choices that do not risk harming your baby.
- Suggestion made to split this bullet into two separate bullets.**

General:

- Being legal does not mean that marijuana is safe for pregnant or breastfeeding women and their babies.
- THC is the chemical in marijuana that makes you feel “high”.
- Not all natural substances or plants are safe during pregnancy and breastfeeding.
- THC is stored in body fat and stays in your body for a long time.

Pregnancy:

- Using marijuana while pregnant passes THC to your baby.

Breastfeeding:

- Breastfeeding has many health benefits for both the baby and the mother.
- THC is stored for a long time in the body, so “pumping and dumping” your breast milk may not work the same way it does with alcohol.

Child Safety (edibles): **Suggestion made to omit the word “edibles” from this title, as the same**

safety considerations apply for other marijuana products, which can make children sick if they are ingested.

- Marijuana can make children very sick.
- Store all marijuana products in a locked area that your children cannot see or reach.
- If your child eats or drinks marijuana by accident, call the poison control hotline as soon as possible. Calling is free and you will be helped quickly. (800) 222-1222. If symptoms seem bad, call 911 or go to an emergency room right away. (Consider consulting with Poison Control on this message?)

Child Safety (parenting):

- Being high or buzzed while caring for a baby is not safe. Do not let anyone who is high take care of your baby.
- Some marijuana can make people very sleepy when they are high. It is not safe to sleep with your baby while you are high.
- It is not safe to drive a car while high. Do not let your baby ride in a car if the driver is high.
- Second-hand smoke, either tobacco or marijuana, is not safe. Do not allow anyone to smoke in your home or around your baby. **Vaping should probably be captured in messaging as well.**

White Paper Evidence Summary Table: Product Labeling, Packaging, and Marketing

Labeling:

1. Require warning labels large enough to be easily noticed and read, and as large as possible. **There was question as to how 'large enough' would be defined.**
2. Require warning labels to appear on the front, compared to the side, of packages.
3. Require warning labels to provide clear, direct and accurate messages about the dangers of marijuana use, including messages about specific health effects. **There was question about defining 'clear, direct, and accurate.'**
4. Word messages simply and speak directly to the reader.
5. Prohibit all misleading health claims and descriptors. **Suggestion made to simply say that no health claims can be made, as this is a recreational product. Question of whether the product can say 'low THC' or have brand names that relate to health, like 'Painless'.**
6. Require warning labels to contain the poison control number. **Suggestion made to offer a general purpose telephone number that would provide a variety of resources to consumers, including the poison control telephone number.**
7. Require warnings with color pictures.
8. Require warning labels that include graphic images that elicit an emotional response.
9. Require warning labels be rotated regularly to avoid overexposure.

Packaging:

1. Require packages to use black and white, plain font for product and brand name. **Focus should remain on ensuring the product is unattractive to young and adolescent children. In addition, it was suggested that no cartoon images be used. Note was made that plain packaging might get backlash and throw off balance between public health concerns and need for public trust. Conversely, the point was made that plain packaging has good evidence, but limited adoption, and most strong objection would likely be from industry rather than the public.**
2. Require plain packaging of product.
3. Remove all brand imagery.
4. Require combustible marijuana products to be sold in a minimum package size of one ounce. **Concerns raised that selling a minimum of one ounce would be price**

prohibitive. There are about 26 grams in 1 ounce, and marijuana sells for about \$10 per gram, therefore 1 ounce would price out at \$260. In addition, a suggestion was made to seek advice from dispensaries on what the minimum package size should be. Allowing the sale of low-priced single marijuana cigarettes (joints) is also a concern; however, ‘loosie’ cigarettes are more accessible to early teens than marijuana because cigarettes are available in convenience stores, but marijuana is not. Minimum package sizing for alcohol was also noted to sometimes lead to over-consumption.

5. **Require marijuana edible products to come packaged in single servings of THC, to minimize the risk of poisonings and accidental use by minors. Committee is recommending 5 mgs – 10 mgs per serving, with packages ranging from 50 mgs to 100 mgs, as was discussed in previous meetings. Individual wrapping was noted to send a better safety and dosing message. Other considerations raised for packaging included liquids, lotions, and gels.**

Marketing: - Follow the examples of policies laid out in the national Tobacco Master Settlement Agreement* and the Family Smoking Protection Act.

1. Prohibit outdoor advertising.
2. Limit advertising in publications with significant youth readership to a black-on-white, text only format
3. Prohibit television advertising.
4. Prohibit all pop-up ads online, mobile ads or apps under 21 might download or see. **Suggestion made by committee members to include radio and video podcasts to the list of prohibited forms of marketing, and explore other forms of marketing that should be prohibited. Examples include: merchandise, sports events (including sponsorship), rodeos, coffee shops, off-property advertising, and advertising using a logo. Committee suggested considering including prohibitions on advertising mechanisms used by caffeine drink industry. The committee also noted that the established threshold for audiences to which marketing restrictions apply being those made up of 15-30% teens is probably too high, given that ~15% of the population is in this age range, so programming for the general population would reach most teens.**
5. Prohibit coupons, free samples, buy one get one discounts, etc.
6. Implement broad based education of the public as a whole, through which youth receive public health messages that are also aimed at adults.
7. Include young adults in mass media campaign that seeks to deter youth use of marijuana. **One committee member recommended that the drunk driving messaging used for alcohol might be most appropriate.**

Topic for 9/24/15 RMSAC Meeting

Health Effects of Adolescent Marijuana Use

Future Topics:

- 1) Data monitoring – specifically survey data, calls to poison control, etc.
- 2) Effects of marijuana on the mentally ill
- 3) Signage/warning for consuming
- 4) Pharmaceutical/alcohol/nicotine products with marijuana
- 5) Packaging guidance for edibles/non-edibles
- 6) Testing for contaminants/toxicity in the environment/products, and alerts
- 7) Long-term chronic effects of marijuana edible vs. inhaled
- 8) Workplace safety, injury prevention, driving while impaired

Public Comment Period

Meeting adjourned at 4:55 p.m.

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