**City of Long Beach**
*Working Together to Serve*

**Memorandum**

Date: February 2, 2018

To: Patrick H. West, City Manager

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 include 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.

The Department is currently conducting research to support development of an effective education campaign. A community assessment survey was launched, in partnership with the Los Angeles County Substance Abuse Prevention Coalition (SAP-C), to better understand risk perceptions and use patterns of marijuana, prescription medication, and impaired driving in Long Beach. The survey closed November 30, 2017 and received over 600 responses from youth over the age of 12 and adults in Long Beach. The results of this survey are currently being analyzed, and will guide the design of a marijuana health education program that is 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 Health Department, and will provide recommendations in early 2018 for health education interventions with persons at risk for marijuana-impaired driving.

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

The Coordinator has begun to establish an online presence by establishing dedicated web 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 (Attachment C).

The Health Department is also pursuing funding opportunities to further 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 Health 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 Health 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,
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 (County) 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 program. 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 staff will continue to assist County officials with these efforts and report back to the City Council as further progress is made.

The Financial Management Department has also created an underage sales advisement for marijuana business applicants to receive prior to obtaining a local marijuana license (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, and/or the sale of cannabis to customers without a valid county-issued identification card is subject to criminal prosecution 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.

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.

If 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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MONIQUE DE LA GARZA (REF. FILE #17-0033)

# ATTACHMENT A

# CANNABIS IN LONG BEACH

## WHAT'S LEGAL AND WHAT'S SAFE

1 JAN

Under Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA), the recreational sale of cannabis is legal as of January 1, 2018, but must be through a licensed recreational dispensary. Recreational dispensaries are currently prohibited in Long Beach.

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

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

Cannabis use is **ILLEGAL** in any public space, including dispensaries. Long Beach does not allow "cafes."

Rx

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

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

MM

LBMC CH. 5.90 requires medicinal cannabis dispensaries to be licensed by the City. Only medicinal cannabis dispensaries licensed by the City may provide legal home deliveries in Long Beach.

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

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

562-570-4204 @LBHealthDept rebrand.ly/LBMarijuanaEdu

# CANNABIS EN LONG BEACH

## QUÉ ES LEGAL Y QUÉ ES SEGURO

1 JAN

De conformidad con la Ley de regulación y seguridad del cannabis medicinal y de uso en adultos (MAUCRSA), la venta recreativa de cannabis es legal a partir del 1 de enero de 2018, pero debe realizarse a través de un dispensario de recreo autorizado. Los dispensarios recreativos están actualmente prohibidos en Long Beach.

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

Conducir cuando se encuentra los efectos de la droga es **ILEGAL** y puede ser peligroso. El cannabis dificulta las funciones cognitivas y psicomotoras necesarias para una conducción segura.

El consumo de cannabis es **ILEGAL** en cualquier espacio público, incluidos los dispensarios. Long Beach no permite "cafés".

Rx

Si tiene una recomendación de un médico para el cannabis, sepa que (como con cualquier medicamento personal) NO se debe compartir con ninguna otra persona.

Mantenga el cannabis lejos de niños y adolescentes. El cannabis puede tener efectos negativos a largo plazo en los cerebros en desarrollo.

MM

LBMC CH. 5.90 requiere que los dispensarios de cannabis medicinal tengan licencia de la Ciudad. Solo los dispensarios de cannabis medicinal con licencia de la Ciudad pueden proporcionar entregas legales a domicilio en Long Beach.

El cannabis es tóxico para los animales. Guarde los productos de cannabis lejos del alcance de sus familiares peludos para protegerlos de su propia curiosidad.

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

562-570-4204 @LBHealthDept rebrand.ly/LBMarijuanaEdu

# ATTACHMENT B

## Can I give cannabis to my child for medicinal uses?

Cannabis is not currently recommended by the American Academy of Pediatrics or approved by the U.S. Food and Drug Administration for medicinal uses for children.

- Discuss risks and safer alternatives with your doctor.

## How should I talk to my kids about cannabis?

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

- The brain is growing rapidly during the teen years; cannabis can affect how the brain develops.
- Teenagers that use cannabis 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 marijuana use.

## My child got into my cannabis. What should I do?

Do not wait to see if your child develops symptoms— get help right away.

- If your child has stopped breathing, is having a seizure, or is unresponsive, call 911 immediately.
- Otherwise, go to the nearest emergency room right away.

POISON Help®
1-800-222-1222

## 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/marijuana-education-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 cannabis, and by ensuring that everyone can make informed decisions about cannabis 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 January 2018***

# Cannabis and Your Child

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

LONG BEACH
HEALTH & HUMAN SERVICES
Marijuana Education Program

## Should I use cannabis while pregnant?

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

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

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

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

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

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

It is not recommended that breastfeeding mothers use cannabis.

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

## How would cannabis in my breastmilk impact my baby?

- Cannabis could impact your baby's breathing, feeding, or sleeping patterns.
- Cannabis 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 cannabis and I'm breastfeeding?

If you are breastfeeding, you should stop using cannabis.

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

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

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

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

- Cannabis 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 cannabis.

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

- Don't ever store cannabis 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 cannabis 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:** Cannabis smoke can affect those who inhale it secondhand.

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

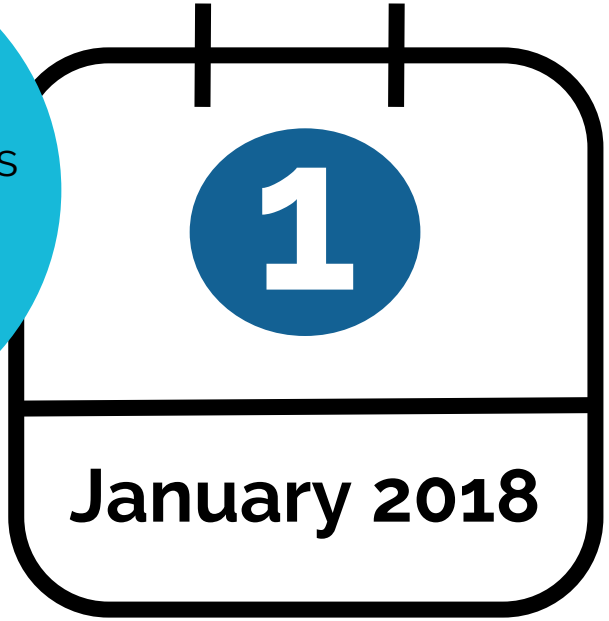
# ATTACHMENT C

# CANNABIS

## IN LONG BEACH

What's Legal
and What's Safe

**MAUCRSA**
(Medicinal and Adult-Use Cannabis Regulation and Safety Act); Senate Bill 94




# Adult-use cannabis

(what some call "recreational" or "non-medicinal")

## sales became legal

on January 1st, 2018

# BUT

Sales must be through a dispensary licensed for adult-use

**Adult-use cannabis dispensaries are currently prohibited in Long Beach**

18

## Medicinal Cannabis

If you are 18 years or older and have a medical need, you may legally use cannabis with a doctor's recommendation.

21

## Adult-Use Cannabis

If you are 21 years or older, you may legally use cannabis.

**Remember that cannabis is still illegal under Federal law.**

Ganja

Herb

Dagga

Dank

**Cannabis**

**Marijuana**

Bud

420

Grass

Weed

Pot

Hemp

Doobie

Dank

These are just a few names for the plant or its by-products.

**Driving high**

Driving under the influence (DUI) of cannabis is considered driving with ANY amount of THC in your system.

**is NOT legal.**

THC can remain in your system for 2 weeks OR LONGER, even if you are no longer high.

**It impairs mental functions and reflexes necessary for safe driving,**

Studies have found that drivers high from cannabis are less able to stay in the middle of their lane and have slower reflexes to sudden obstacles.

DUI cannabis is suspected of doubling risk of collision

**increasing the risk of hurting yourself or someone else.**

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

**THC** (or tetrahydrocannabinol) **is the psychoactive chemical in cannabis.**

It can take more than **2 hours** to feel the full psychoactive effects of cannabis

# 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 affect the intensity and duration of your high. Example: edibles are known for producing intense and long-lasting highs.

# Sharing is not caring

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

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

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

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

# 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 or chemicals to mask poor quality.

## 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 product is concentrated, **the contaminants are concentrated too.**

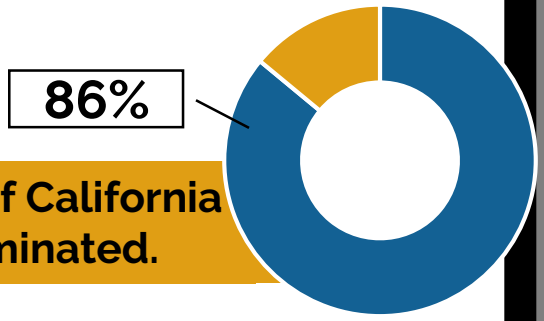
## Are free from mold, fungus, and pest contamination

Cannabis **contaminated** by microorganisms can have **life-threatening** consequences. This is especially true for **immuno-compromised** medicinal cannabis patients.

**Vaporizers**

As with cannabis, 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

**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

definitely
not natural...

# SYNTHETIC Cannabis

Also known as “spice,” this drug is illegal. The compound is **man-made** to imitate THC and has been shown to have significant health consequences, including **death.**

# Cannabis use is NOT LEGAL in any public space

DISPENSARIES

BARS OR RESTAURANTS

BEACHES OR PARKS

PUBLIC WALKWAYS

PUBLIC BUILDINGS

a police station? really?

## Additionally...

You cannot smoke in rental units deemed smoke-free or anywhere else where tobacco smoking is prohibited.

You cannot smoke cannabis within 1,000 ft of a school or youth center while children are present (except on private residential property where smoking is not detectable by others on grounds when children are present)

## Lock It Up

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

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

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Last updated January 23, 2018

# 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.

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 CANNABIS DISPENSARY UNDER AGE SALES ADVISEMENT

Pursuant to Section 26140 of the California Business and Professions Code, a medical cannabis 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 (1) underage customers, (2) the sale of cannabis to customers without a valid county-issued identification card or (3) valid physician's recommendation is subject to criminal prosecution and shall be grounds for civil enforcement, including but not limited to, revocation or suspension of a cannabis business license issued by the City pursuant to Chapter 5.90 of the Long Beach Municipal Code.**