THE CANNABIS ACT: WHAT DOES IT MEAN FOR CANADIANS?

420 CLINIC, LTD.
OBJECTIVES

At the end of the session, you will be able to:

1) Understand the ramifications of recreational cannabis legalization

2) Understand the statistics, studies and sociology of cannabis legalization

3) Dispel commonly held myths in regards to cannabis
At the end of the session, you will be able to:

4) Understand the social and economic upsides of cannabis legalization.
CANNABIS USE IN CANADA

40% of Canadians have used cannabis
10% of Canadians have used cannabis in the past year
20% of Canadians aged 15-24 years used cannabis in the past year
70% of Canadian cannabis users are age 25 or older

Canada has one of the highest rates of cannabis use in the world.
It should also be noted that the number of people age 65+ who said they use marijuana grew 250% between 2006 and 2013. The fastest demographic.
WHY IS CANNABIS USED MEDICALLY?
CANNABIS TAXONOMY

VARY IN:
- CANNABINOIDS
- FLAVINOIDS
- TERPENES

SEDATING RELAXING
- BROAD
- SHORT
- BUSHY

UPLIFTING ENERGIZING
- THIN
- TALL
- SPARSE
WHAT ARE CANNABINOIDS?

Compounds that modulate the release and balance of neurotransmitters and cellular processes through our endocannabinoid system.
This is Anandamide, which can regulate things such as gustatory sensations, feeding behavior, analgesia, elements of mood and innate immunity.
This is **THC**, an example of a phytocannabinoid that is created in the trichomes of a female cannabis plant.
N-Arachidonoylethanolamine
(Anandamide, AEA)

THC

CBD
THC
High with consumption
over 2mg of THC
(Euphoric)

CBD
No High
Involved in
consumption
(Non-Euphoric)
# Symptomatic Indications of SCE

<table>
<thead>
<tr>
<th>THC</th>
<th>CBD</th>
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<tbody>
<tr>
<td>Pain</td>
<td>- Inflammatory conditions</td>
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<tr>
<td>Neuropathy</td>
<td>- Muscle Spasticity</td>
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<tr>
<td>Nausea and Vomiting</td>
<td>- Reduced Seizure Threshold</td>
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<td>Insomnia</td>
<td>- Anxiety</td>
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<td>Disordered Eating</td>
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420 Advisory Management
Intention of Marijuana Use in the United States

49%
For Recreational Purposes Only

51%
Self Medicating
BILL C-45

“THE CANNABIS ACT”
The *Cannabis Act* provides legal access to cannabis and controls and regulates its production, distribution and sale.

**The objectives of the Act are to:**

1) To prevent young persons from accessing cannabis.
2) To protect public health and public safety
3) To deter criminal activity by imposing serious criminal penalties for those operating outside the legal framework.
The objectives of the Act were to:

1) **To prevent young persons from accessing cannabis.**
   - Obstacle: What is the legal age to purchase cannabis?

2) **To protect public health and public safety**
   - Obstacle: To what extent can cannabis be used in public? What should dispensaries be separated from?

3) **To deter criminal activity**
   - Obstacle: How can we ensure cannabis is accessible through appropriate Provincial retail strategies and pricing?
What is the minimum legal age to purchase cannabis?
Considerations:

1) What about adolescent brain development?
Genetic Variations in COMT Influences the Harmful Effects of Abused Drugs

This means that the link is far more complex and may not simply mean that:

**CANNABIS + ADOLESCENCE ≠ PSYCHOSIS**

- A combination of genetic and environmental influences are the determining factors.
What is the minimum legal age to purchase cannabis?

Considerations:

2) What is the legal age to purchase other regulated substances (tobacco, alcohol, etc.)
What is the minimum legal age to purchase cannabis?

Considerations:

3) Not giving the black market a foothold by having a cohort of adult users that cannot access cannabis. This would allow the black market to target more effectively and flourish within a certain age group.
The minimum age to purchase was decided as 19 years in the majority of provinces. Alberta and Quebec have made the minimum age 18 years.
DISCREET PROMOTION & PACKAGING
Licensed Producers and companies will be permitted to brand their products.

But the following are prohibited:

- Images that may attract youth
  - Cartoon characters
  - Animals
  - Celebrity endorsements

- Event sponsorships are restricted
Cannabis products must have/be:
• Plain packaging
• Child-proof
• Odor-proof
• Cannabinoid levels
• Company name
• Brand Name
• Health risks
• Expiry dates
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The Public Consumption Debate
• Cannabis cannot be consumed in places of sale or inside apartments or rental properties.

• Some provinces like Quebec have made provisions for consumption on the street but public consumption and intoxication is illegal in most provinces.

• To avoid penalties discreet consumption methods such as edibles will be used but are not permitted until Bill C-46 is enacted.
THC AND CBD
Enter the bloodstream via the lungs

INHALED
Faster onset

5-10 min for effects
Effects last 4-6 hrs
BENZOPYRENE
Is absent in vaporizing

Heated plant particulates are absent during vaporizing

- No interference with the P53 oncogene
- No risk of acute bronchospasm

5-10 min for effects
Effects last 4-6 hrs

VAPOORIZED
Reduced Risk

325 - 400°F
THC AND CBD

Enter after First-Pass Metabolism
Delta-9-THC converts to 11-OH-THC with increased potency.

30-60 min for effects
Effects last 6-8 hrs

INGESTED
Increased potency

420 ADVISORY MANAGEMENT
• As a result, citizens will be using illegal, and potentially mislabeled edible products. The metabolism of edibles causes a more pronounced “high” for a longer duration.

• There is also a greater risk for dysphoria and negative effects with edible products.

• This could potentially put increased stress on emergency services and law enforcement.
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WHAT ABOUT THE PRICE?
• Statistics Canada shows a downward trend in cannabis prices in the pre-legalization months.
• The Province of Ontario was considering pricing dried cannabis at $10 per gram.
• The type, THC level, branding and quality will play into the price point but such a high price may allow black market influence.
• Illicit marijuana’s average price was $8.32 per gram as of March 2017 and the average price from Licensed producers was $9.12 per gram*

* CannStandard, 2017
THE SOCIAL UPSIDE
Rates of substance abuse disorder for individuals between the ages of 15 and 64:

- Nicotine: 32%
- Opiates: 23%
- Cocaine: 17%
- Alcohol: 15%
- THC: ?

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Annual Fatalities from acute overdose in Canada

- Alcohol: 1000
- Opioids: 2400
- Water: 6
- Cannabis: 0
CANADA’S DEMOGRAPHICS FOR PAIN (2014-2015)

- 20 per 100,000 **Seniors** were hospitalized for opioid overdose
- The largest demographic
- **Youth** (15-24) at 10 per 100,000
- The fastest growing demographic.

States with medical cannabis avenues found an average 24.8% decrease in fatal overdose.

THE ECONOMIC UPSIDE
• 78% of those surveyed are aware that medical marijuana can replace certain types of medication.

• 24% of current and potential users say they will replace alcohol with cannabis.
COMMON CONVERSATION

MEDICAL CANNABIS

RECREATIONAL CANNABIS
Medical Marijuana

- Grown in 60-90 days
- Must be cured and dried
- Screened with points of control for adulterants, mold, heavy metals and pesticides
- Can be inhaled or ingested
- Bred to produce specific cannabinoids for its effects
- Contain a specific combination of THC and CBD
COMPARE AND CONTRAST (MEDICAL VS. RECREATIONAL)

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Recreational Marijuana
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The province of Ontario has announced an expected $100 million in tax revenue from recreational marijuana in the first legalization year.

The Federal Government estimates the total tax revenue from marijuana sales could reach $1 billion per year.

Other economic analysts have looked at the positive influence of marijuana in other contexts including the base and ancillary markets.
CLOSING THOUGHTS