Let's Be Clear Georgia is a partnership of private and public agencies, employers, and individuals engaging in best practices and policies to prevent marijuana abuse in our state.

HOW AND WHY THE MARIJUANA INDUSTRY TARGETS YOUTH

THE MARIJUANA INDUSTRY LEARNED FROM BIG TOBACCO

It’s important to know as much as possible about “Big Tobacco” and teenage smoking patterns and attitudes in order to understand why the marijuana industry, like the tobacco industry, also targets youth.

According to Phillip Morris, “Today's teenager is tomorrow's potential regular customer, and the overwhelming majority of smokers first begin to smoke while in their teens... it is during the teenage years that the initial brand choice is made.”

Legalized marijuana means bringing in a second “Big Tobacco” that is psychoactive. The emerging marijuana industry will target the same populations, such as youth and minorities, that are targeted by the tobacco and alcohol industries. There are already private holding groups and financiers that have raised millions of start-up dollars to promote businesses that will sell marijuana and marijuana-related merchandise.

HOW THEY TARGET YOUTH

Cannabis food, drinks and candy are being marketed to children and are already responsible for a growing number of marijuana-related emergency room visits. Numerous products such as “Ring Pots” and “Pot Tarts” are inspired by youth-friendly products such “Ring Pops” and “Pop Tarts”. Marijuana vending machines containing products such as marijuana brownies and candies are emerging throughout the country.

Manufacturers are adding marijuana to everything from cookies to chocolate bars, sodas and candies, with THC strength and serving size vary widely.

With the emergence of electronic cigarettes (e-cigarettes), teens and adults are using these devices to “vape” (inhaling vapor rather than smoke) cannabis products. According to a report released by the U.S. Centers for Disease Control and Prevention (CDC), the number of youth who tried electronic cigarettes tripled between
2011 and 2013. CDC also reports the majority of teens who use e-cigarettes has never tried regular tobacco, which is surprising considering the device is touted as a way to replace normal cigarettes. E-cigarette ads target youth by trying to make vaping the cool new trend and selling colorful devices sold with flavored liquids such as bubble gum and cotton candy that attract young people. A number of these vaporizers look like pens so students won’t be caught vaping in school.

KNOW THE “BIG MARIJUANA” PLAN OF ACTION

1) Remove the perception of harm — decriminalize an ounce.
2) Give marijuana a good name — marijuana as medicine.
3) Legalize 5

WHAT GEORGIANS SHOULD KNOW:

1) The former Corporate Strategy Manager for Microsoft has said that he wants to “mint more millionaires than Microsoft” with marijuana and that he wants to create the “Starbucks of marijuana.”

2) In other states such as Colorado, emergency rooms are treating one to two kids a month for accidental marijuana ingestion, mostly in the form of edibles such as brownies or candies.

3) Marijuana edibles are currently not state-tested for strength and the effects can vary widely from product to product.

4) The 2014 Monitoring the Future survey also revealed that in states with medical marijuana laws, 40 percent of 12th graders who reported using marijuana in the past year said they had consumed marijuana in food products (edibles).

TO LEARN MORE VISIT:

http://clearga.org/how-and-why-the-marijuana-industry-targets-youth


