

CANNABIS CONTROL COMMISSION  
**Public Meeting**

July 17, 2019

1:00PM

Massachusetts Gaming Commission  
101 Federal Street, 12 Fl.,  
Boston, MA 02110

## Agenda

- 1) Call to Order
- 2) Chairman's Comments & Updates
- 3) Minutes from June 13, 2019
- 4) Executive Director's Report
  - a. Social Equity Program Vendor Selection
  - b. Job Description, Project Coordinator
  - c. Renewal Process
- 5) Staff Recommendations on Renewals
- 6) Staff Recommendations on Change of Location
- 7) Staff Recommendations on Final Licenses
- 8) Staff Recommendations on Provisional License Applications
- 9) Staff Recommendations on Reconsideration
- 10) Staff Recommendations on Change of Ownership Applications
- 11) Commission Discussion and Votes
- 12) New Business that the Chairman did not anticipate at time of posting
- 13) Next Meeting Date

## Licensing Applications | July 17, 2019

*The totals below are applications that have submitted all four packets and are pending review.*

| Type   | #          |
|--|------------|
| Craft Marijuana Cooperative                          | 2          |
| Independent Testing Laboratory                       | 3          |
| Marijuana Cultivator                                 | 89         |
| Marijuana Microbusiness                              | 8          |
| Marijuana Product Manufacturer                       | 69         |
| Marijuana Research Facility                          | 5          |
| Marijuana Retailer                                   | 116        |
| Marijuana Transporter with Other Existing ME License | 1          |
| Third Party Transporter                              | 2          |
| <b>Total</b>   | <b>295</b> |

## Licensing Applications | July 17, 2019

*The totals below are all license application received to date.*

| Type                                       | #            |
|--|--------------|
| Pending (All 4 packets submitted)          | 295          |
| Withdrawn                                  | 318          |
| Incomplete (Less than 4 packets submitted) | 3,060        |
| Denied                                     | 5            |
| Approved                                   | 178          |
| <b>Total</b>                               | <b>3,856</b> |

## Licensing Applications | July 17, 2019

*The totals below are number of licenses approved by category.*

| Type   | #          |
|--|------------|
| Craft Marijuana Cooperative                          | 0          |
| Independent Testing Laboratory                       | 3          |
| Marijuana Cultivator                                 | 54         |
| Marijuana Microbusiness                              | 4          |
| Marijuana Product Manufacturer                       | 46         |
| Marijuana Research Facility                          | 0          |
| Marijuana Retailer                                   | 68         |
| Marijuana Transporter with Other Existing ME License | 2          |
| Marijuana Third Party Transporter                    | 1          |
| <b>Total</b>   | <b>178</b> |

## Licensing Applications | July 17, 2019

*The totals below are number of licenses approved by stage.*

| Type                   | #          |
|------------------------|------------|
| Provisionally Approved | 13         |
| Provisional License    | 93         |
| Final License          | 15         |
| Commence Operations    | 57         |
| <b>Total</b>           | <b>178</b> |

*Provisionally approved means approved by the Commission but has not submitted license fee payment yet – provisional license has not started*

## Licensing Applications | July 17, 2019

*The totals below are distinct license numbers that have submitted all required packets.*

**The 449 applications represent 241 separate entities**

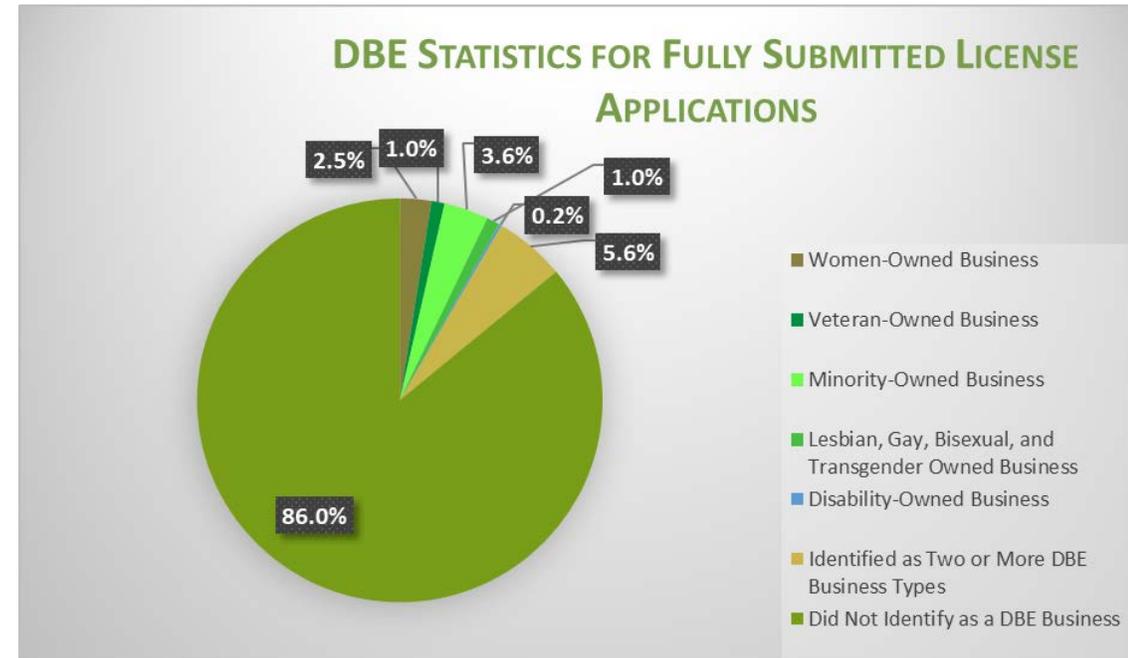
| Type                          | #          |
|-------------------------------|------------|
| RMD Priority                  | 200        |
| Economic Empowerment Priority | 10         |
| General Applicant             | 268        |
| <b>Total</b>                  | <b>478</b> |

## Licensing Applications | July 17, 2019

### Disadvantaged Business Enterprise (DBE) Statistics

*The totals below are distinct license numbers that have submitted all required packets.*

| Type  | #          | % of Group   |
|---|------------|--------------|
| Women-Owned Business                                  | 12         | 2.5          |
| Veteran-Owned Business                                | 5          | 1.0          |
| Minority-Owned Business                               | 17         | 3.6          |
| Lesbian Gay, Bisexual, and Transgender Owned Business | 5          | 1.0          |
| Disability-Owned Business                             | 1          | 0.2          |
| Identified as Two or More DBE Business Types          | 27         | 5.6          |
| Did Not Identify as a DBE Business                    | 411        | 86.0         |
| <b>Total</b>  | <b>478</b> | <b>100.0</b> |



## Licensing Applications | July 17, 2019

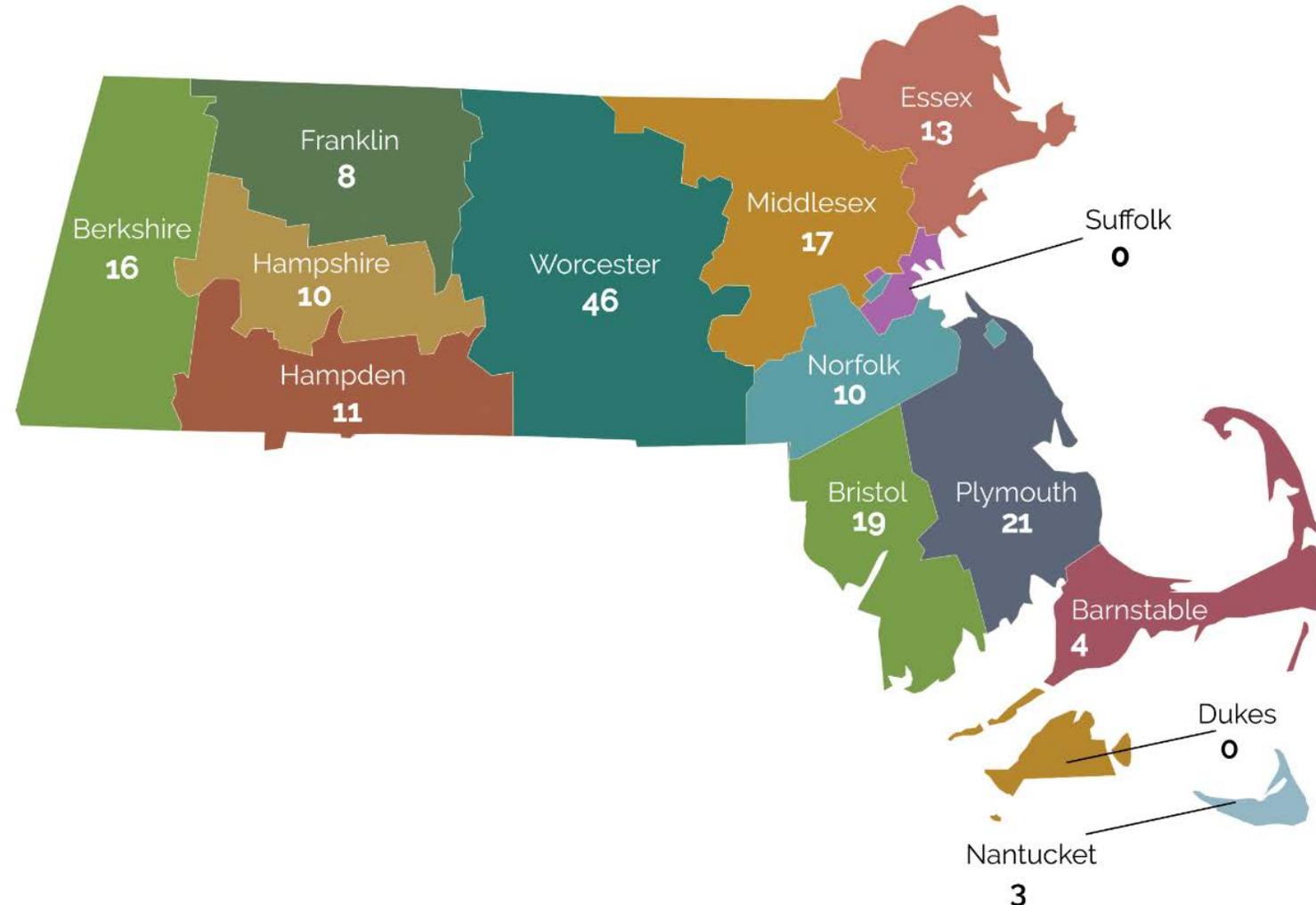
| Status  | #          |
|---|------------|
| Application Submitted: Awaiting Review                                | 172        |
| Application Reviewed: More Information Requested                      | 86         |
| Application Deemed Complete: Awaiting 3 <sup>rd</sup> Party Responses | 31         |
| All Information Received: Awaiting Staff Recommendation               | 6          |
| Applications Considered by Commission                                 | 183        |
| <b>Total</b>  | <b>478</b> |



## Licensing Applications | July 17, 2019

*The totals below are the total number of licenses by county.*

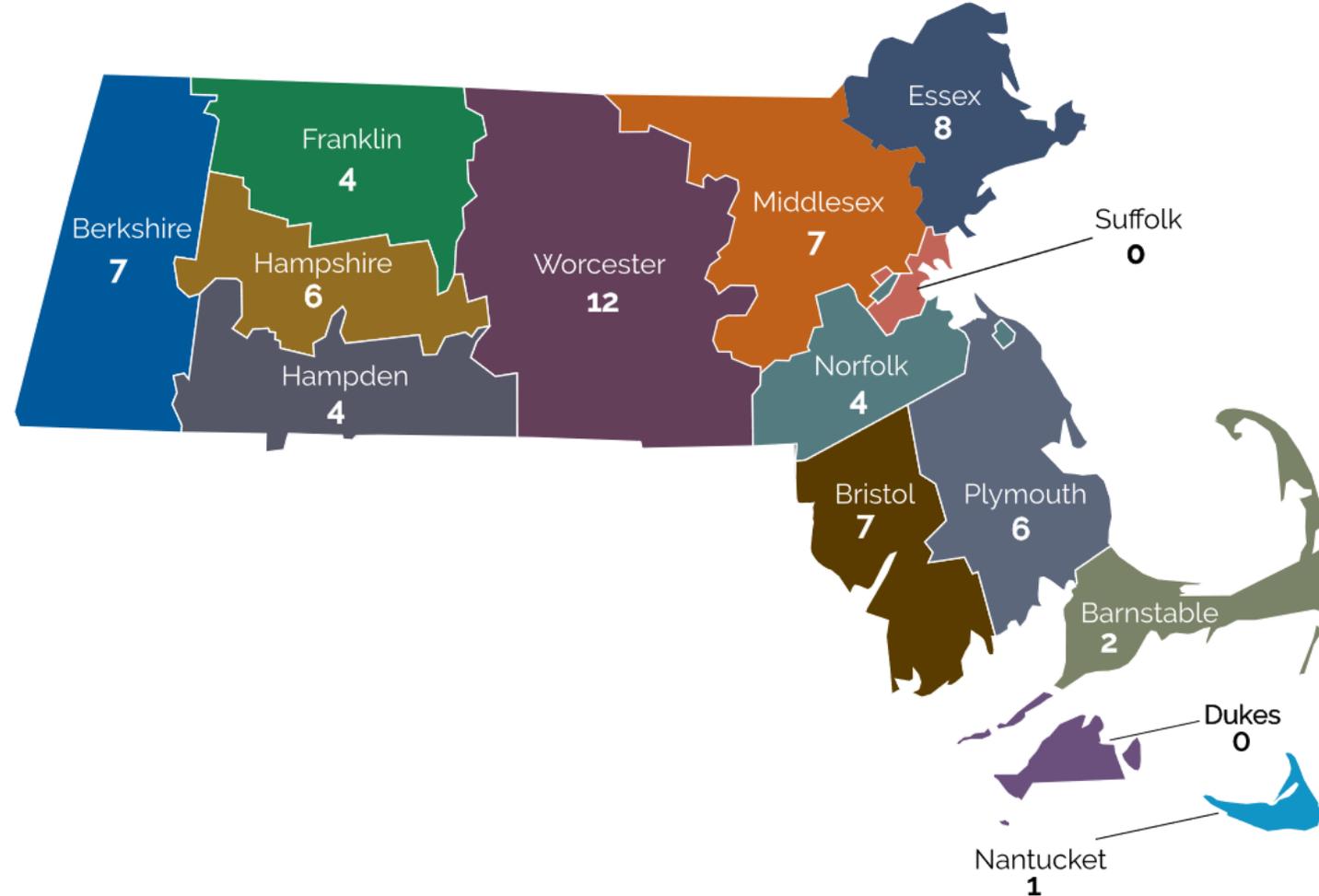
| County       | +/-       |
|--------------|-----------|
| Barnstable   | +2        |
| Berkshire    | +1        |
| Bristol      |           |
| Dukes        |           |
| Essex        |           |
| Franklin     |           |
| Hampden      |           |
| Hampshire    |           |
| Middlesex    |           |
| Nantucket    |           |
| Norfolk      |           |
| Plymouth     |           |
| Suffolk      |           |
| Worcester    | +1        |
| <b>Total</b> | <b>+4</b> |



## Retail Applications | July 17, 2019

*The totals below are the total number of retail licenses by county.*

| County       | +/-       |
|--------------|-----------|
| Barnstable   | +2        |
| Berkshire    |           |
| Bristol      |           |
| Dukes        |           |
| Essex        |           |
| Franklin     |           |
| Hampden      |           |
| Hampshire    |           |
| Middlesex    |           |
| Nantucket    |           |
| Norfolk      |           |
| Plymouth     |           |
| Suffolk      |           |
| Worcester    |           |
| <b>Total</b> | <b>+2</b> |



## Licensing Applications | July 17, 2019

| TYPE   | PENDING APPLICATION | INITIAL LICENSE DENIED | PROVISIONAL LY APPROVED | PROVISIONAL LICENSE | FINAL LICENSE | COMMENCE OPERATION | TOTAL      |
|--|---------------------|------------------------|-------------------------|---------------------|---------------|--------------------|------------|
| Craft Marijuana Cooperative                          | 2                   | 0                      | 0                       | 0                   | 0             | 0                  | 2          |
| Independent Testing Laboratory                       | 3                   | 0                      | 0                       | 1                   | 0             | 2                  | 6          |
| Marijuana Cultivator                                 | 89                  | 3                      | 4                       | 28                  | 6             | 16                 | 146        |
| Marijuana Microbusiness                              | 8                   | 0                      | 1                       | 2                   | 1             | 0                  | 12         |
| Marijuana Product Manufacturer                       | 69                  | 1                      | 4                       | 22                  | 5             | 15                 | 116        |
| Marijuana Research Facility                          | 5                   | 0                      | 0                       | 0                   | 0             | 0                  | 5          |
| Marijuana Retailer                                   | 116                 | 1                      | 4                       | 39                  | 3             | 22                 | 185        |
| Marijuana Transporter with Other Existing ME License | 1                   | 0                      | 0                       | 0                   | 0             | 2                  | 3          |
| Third Party Transporter                              | 2                   | 0                      | 0                       | 1                   | 0             | 0                  | 3          |
| <b>Total</b>   | <b>295</b>          | <b>5</b>               | <b>13</b>               | <b>93</b>           | <b>15</b>     | <b>57</b>          | <b>478</b> |

## Adult Use Agent Applications | July 17, 2019

6,681 Total Agent Applications:

- 208  
Total
- 202 Pending Establishment Agents
  - 6 Pending Laboratory Agents
  - 374 Withdrawn
  - 843 Incomplete
  - 491 Surrendered
  - 4,765 Active

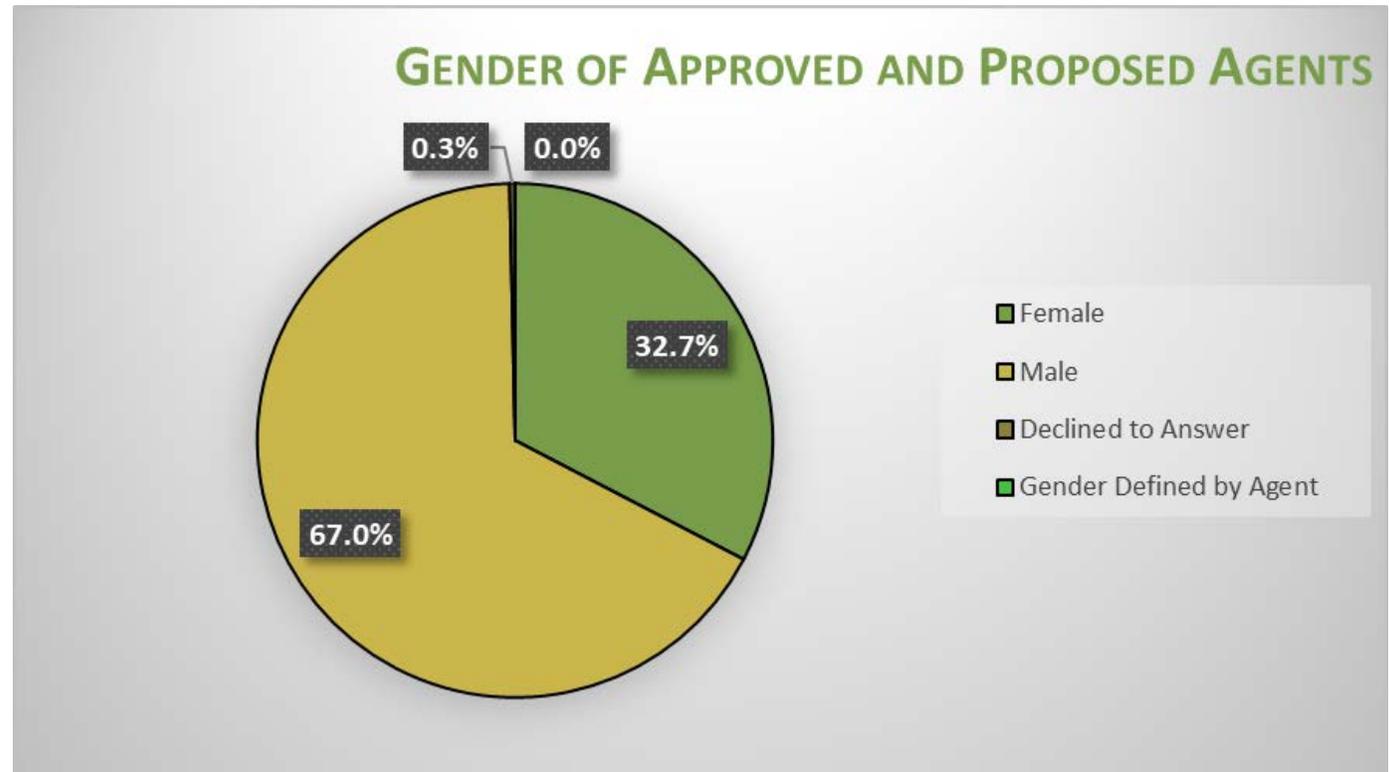
Of Total Pending:

- 108 not yet reviewed
- 96 CCC requested more information
- 4 awaiting third party response
- 0 Review complete; awaiting approval

# Agent Applications | July 17, 2019

## Demographics of Approved and Pending Agents

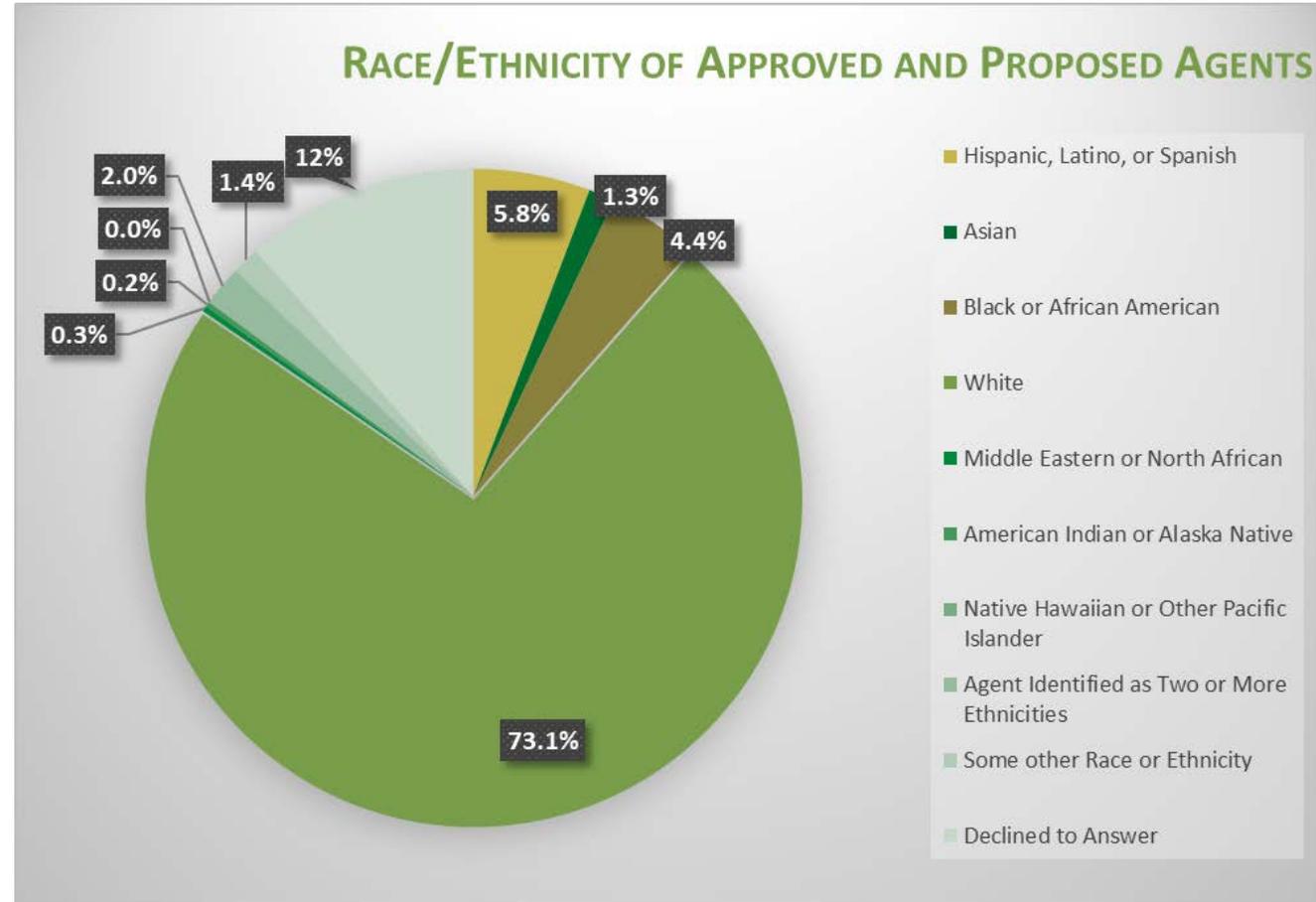
| Gender                      | #           | %            |
|-----------------------------|-------------|--------------|
| Female                      | 1624        | 32.7         |
| Male                        | 3332        | 67.0         |
| Declined to Answer          | 16          | 0.3          |
| Gender Defined by Applicant | 1           | 0.0          |
| <b>Total</b>                | <b>4973</b> | <b>100.0</b> |



# Agent Applications | July 17, 2019

## Demographics of Approved and Pending Agents

| Race/Ethnicity                          | #            | %            |
|---|--------------|--------------|
| Hispanic; Latino; Spanish               | 286          | 5.8          |
| Asian                                   | 64           | 1.3          |
| Black; African American                 | 221          | 4.4          |
| White                                   | 3,635        | 73.1         |
| Middle Eastern; North African           | 14           | 0.3          |
| American Indian; Alaska Native          | 12           | 0.2          |
| Native Hawaiian; Other Pacific Islander | 2            | 0.0          |
| Identified as Two or More Ethnicities   | 98           | 2.0          |
| Other Race or Ethnicity                 | 68           | 1.4          |
| Declined to Answer                      | 573          | 11.5         |
| <b>Total</b>                            | <b>4,973</b> | <b>100.0</b> |



## MMJ Licensing Data | July 17, 2019

| MTC License Applications                        | #          |
|---|------------|
| Pending-Application of Intent Stage             | 37         |
| Pending-Management and Operations Profile Stage | 10         |
| Pending-Siting Profile Stage                    | 14         |
| Application Expired                             | 94         |
| Application Withdrawn                           | 3          |
| <b>Total</b>                                    | <b>158</b> |

| MTC Licenses        | #          |
|---------------------|------------|
| Provisional         | 98         |
| Final               | 5          |
| Commence Operations | 51         |
| License Expired     | 10         |
| <b>Total</b>        | <b>164</b> |

## MMJ Agent and Program Data | July 17, 2019

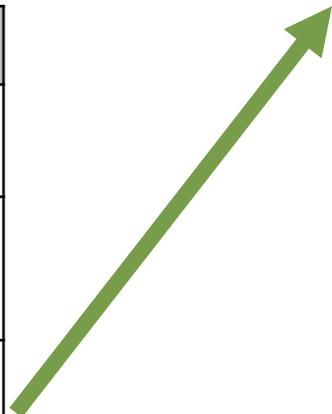
| <b>MTC Agent Applications</b>  | <b>#</b>     |
|--------------------------------|--------------|
| Pending-MTC Agent Applications | 92           |
| Pending-Laboratory Agents      | 0            |
| Revoked                        | 3            |
| Surrendered                    | 1,991        |
| Active                         | 4,437        |
| <b>Total</b>                   | <b>6,523</b> |

*The numbers below are a snapshot of the program as of June 30, 2019. The update for the month of July will be available in August.*

| <b>MMJ Program</b>               | <b>#</b> |
|----------------------------------|----------|
| Certified Patients               | 67,299   |
| Certified Active Patients        | 59,530   |
| Certified Caregivers             | 6,575    |
| Registered Certifying Clinicians | 308      |

**Social Equity Program Application | July 17, 2019**  
**First Cohort: Applications Received By July 8, 2019 | 5:00 PM**

| <b>Applications</b>                       | <b>#</b>   |
|---|------------|
| Approved                                  | 107        |
| Reopened<br>(Review pending resubmission) | 249        |
| Complete and pending review               | 111        |
| Incomplete                                | 343        |
| <b>Total Received to Date</b>             | <b>810</b> |

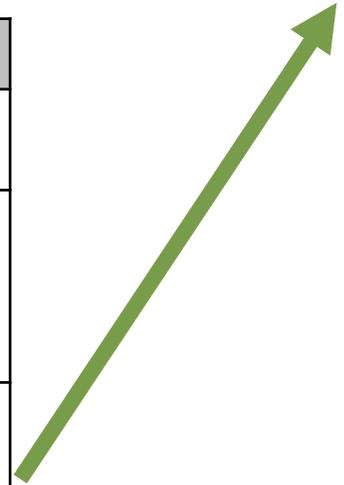


| <b>Completed Applications Breakdown</b> | <b>#</b> |
|---|----------|
| Female                                  | 32       |
| Male                                    | 77       |
| Declined to Answer (Gender)             | 2        |
| User Defined Gender                     | 0        |
| Farmer                                  | 11       |
| Veteran                                 | 5        |
| EEA Recipient                           | 7        |
| American Indian or Alaska Native        | 0        |
| Asian                                   | 2        |
| Black or African American               | 54       |
| Hispanic, Latino, or Spanish            | 8        |
| Middle Eastern or North African         | 1        |
| White                                   | 23       |
| Two or more                             | 16       |
| Other                                   | 2        |
| Decline to answer                       | 5        |

*When all accepted first cohort applications are completed, Commission staff will provide updated demographics to reflect only accepted participants in the first cohort.*

**Social Equity Program Application | July 17, 2019**  
**First Cohort: Applications Received By July 8, 2019 | 5:00 PM**

| <b>Applications</b>                          | <b>#</b>   |
|--|------------|
| Approved                                     | 107        |
| Reopened<br>(Review pending<br>resubmission) | 249        |
| Complete and pending<br>review               | 111        |
| Incomplete                                   | 343        |
| <b>Total to date</b>                         | <b>810</b> |



| <b>Completed Applications Track Breakdown</b>   | <b>#</b> |
|---|----------|
| Entrepreneurial                                 | 86       |
| Craft Marijuana Cooperative                     | 1        |
| Marijuana Cultivation                           | 3        |
| Marijuana Microbusiness                         | 1        |
| Marijuana Product Manufacturer                  | 0        |
| Marijuana Retailer                              | 9        |
| Third Party Marijuana Transporter               | 0        |
| Two or More (includes all license types)        | 72       |
| I do not expect to seek a license in the future | 0        |
| Re-entry, Entry                                 | 12       |
| Retail  | 3        |
| Cultivation                                     | 7        |
| Testing   | 0        |
| Product Manufacturing                           | 2        |
| Core  | 6        |
| Ancillary                                       | 7        |

*When all accepted first cohort applications are completed, Commission staff will provide updated demographics to reflect only accepted participants in the first cohort.*

## Social Equity Applications | July 17, 2019

### Demographics of Pending First Cohort Social Equity Applications: Entrepreneur Track

| Race/Ethnicity                          | #         |
|---|-----------|
| Hispanic; Latino; Spanish               | 18        |
| Asian                                   | 2         |
| Black; African American                 | 42        |
| White                                   | 16        |
| Middle Eastern; North African           | 1         |
| American Indian; Alaska Native          | 0         |
| Native Hawaiian; Other Pacific Islander | 0         |
| Identified as Two or More Ethnicities   | 14        |
| Other Race or Ethnicity                 | 2         |
| Declined to Answer                      | 4         |
| <b>Total</b>                            | <b>86</b> |

| Gender              | #         |
|---------------------|-----------|
| Male                | 61        |
| Female              | 23        |
| Declined to Answer  | 2         |
| User Defined Gender | 0         |
| <b>Total</b>        | <b>86</b> |

*When all accepted first cohort applications are completed, Commission staff will provide updated demographics to reflect only accepted participants in the first cohort.*

## Social Equity Applications | July 17, 2019

### Demographics of Pending First Cohort Social Equity Applications: Re-entry/Entry Track

| Race/Ethnicity                          | #         |
|---|-----------|
| Hispanic; Latino; Spanish               | 1         |
| Asian                                   | 0         |
| Black; African American                 | 7         |
| White                                   | 1         |
| Middle Eastern; North African           | 0         |
| American Indian; Alaska Native          | 0         |
| Native Hawaiian; Other Pacific Islander | 0         |
| Identified as Two or More Ethnicities   | 2         |
| Other Race or Ethnicity                 | 0         |
| Declined to Answer                      | 1         |
| <b>Total</b>                            | <b>12</b> |

| Gender       | #         |
|--------------|-----------|
| Male         | 8         |
| Female       | 4         |
| <b>Total</b> | <b>12</b> |

*When all accepted first cohort applications are completed, Commission staff will provide updated demographics to reflect only accepted participants in the first cohort.*

## Social Equity Applications | July 17, 2019

### Demographics of Pending First Cohort Social Equity Applications: Core Track

| Race/Ethnicity                          | #        |
|---|----------|
| Hispanic; Latino; Spanish               | 0        |
| Asian                                   | 0        |
| Black; African American                 | 2        |
| White                                   | 4        |
| Middle Eastern; North African           | 0        |
| American Indian; Alaska Native          | 0        |
| Native Hawaiian; Other Pacific Islander | 0        |
| Identified as Two or More Ethnicities   | 0        |
| Other Race or Ethnicity                 | 0        |
| Declined to Answer                      | 0        |
| <b>Total</b>                            | <b>6</b> |

| Gender       | #        |
|--------------|----------|
| Male         | 4        |
| Female       | 2        |
| <b>Total</b> | <b>6</b> |

*When all accepted first cohort applications are completed, Commission staff will provide updated demographics to reflect only accepted participants in the first cohort.*

# Social Equity Applications | July 17, 2019

## Demographics of Pending First Cohort Social Equity Applications: Ancillary Track

| Race/Ethnicity                          | #        |
|---|----------|
| Hispanic; Latino; Spanish               | 2        |
| Asian                                   | 0        |
| Black; African American                 | 3        |
| White                                   | 2        |
| Middle Eastern; North African           | 0        |
| American Indian; Alaska Native          | 0        |
| Native Hawaiian; Other Pacific Islander | 0        |
| Identified as Two or More Ethnicities   | 0        |
| Other Race or Ethnicity                 | 0        |
| Declined to Answer                      | 0        |
| <b>Total</b>                            | <b>7</b> |

| Gender       | #        |
|--------------|----------|
| Male         | 4        |
| Female       | 3        |
| <b>Total</b> | <b>7</b> |

*When all accepted first cohort applications are completed, Commission staff will provide updated demographics to reflect only accepted participants in the first cohort.*

## **5) Staff Recommendations on Renewals**

- a. Cultivate Holdings, LLC (#MCR139823), Cultivation Renewal
- b. Cultivate Holdings, LLC (#MRR205524), Retail Renewal
- c. Alternative Therapies Group, Inc. (#MCR139822), Cultivation Renewal
- d. Alternative Therapies Group, Inc. (#MPR243478), Product Manufacturing Renewal
- e. Alternative Therapies Group, Inc. (#MRR205522), Retail Renewal
- f. SIRA Natural, Inc., (#MCR139821), Cultivation Renewal
- g. SIRA Natural, Inc., (#MXR126654), Third Party Transporter Renewal
- h. SIRA Natural, Inc., (#MPR243480), Product Manufacturing Renewal
- i. New England Treatment Access, LLC (#MCR139825), Cultivation Renewal
- j. New England Treatment Access, LLC (#MRR205525), Retail Renewal
- k. New England Treatment Access, LLC (#MRR205526), Retail Renewal
- l. New England Treatment Access, LLC (#MPR243479), Product Manufacturing Renewal
- m. Pharmacannis Massachusetts, Inc. (#MRR205523), Retail Renewal

### **5) Staff Recommendations on Renewals (continued)**

- n. Bewell Organic Medicine, Inc. (#RMD1245), Vertically Integrated Medical Marijuana Treatment Center
- o. INSA, Inc. (#RMD845), Vertically Integrated Medical Marijuana Treatment Center
- p. Ipswich Pharmaceutical Associates, Inc., Vertically Integrated Medical Marijuana Treatment Center
- q. Mayflower Medicinals, Inc. (#RMD425), Vertically Integrated Medical Marijuana Treatment Center
- r. Mayflower Medicinals, Inc., Vertically Integrated Medical Marijuana Treatment Center
- s. Wellness Connection of Ma, Inc., Vertically Integrated Medical Marijuana Treatment Center
- t. Sanctuary Medicinals, Inc. (#RMD1127), Vertically Integrated Medical Marijuana Treatment Center
- u. Cannatech Medicinals, Inc. (#RMD1105), Vertically Integrated Medical Marijuana Treatment Center

## **6) Staff Recommendations on Change of Location**

- a. Heal, Inc., MTC Provisional License, Dispensing
- b. Ipswich Pharmaceutical Associates, Inc., MTC Provisional License, Cultivation and Processing
- c. Natures Remedy of Massachusetts, Inc., MTC Provisional License, Cultivation and Processing
- d. Natures Remedy of Massachusetts, Inc., (#RMD1285), MTC Provisional License, Cultivation and Processing
- e. Natures Remedy of Massachusetts, Inc., MTC Provisional License, Dispensing

## **7) Staff Recommendations on Final Licenses**

- a. Alternative Therapies Group, Inc. (#MR281344), Retail
- b. Healthy Pharms, Inc. (#MC281631), Cultivation – Tier 4/Indoor
- c. Healthy Pharms, Inc. (#MP281450), Product Manufacturing
- d. Healthy Pharms, Inc. (#MR281754), Retail
- e. Theory Wellness, Inc. (#MC281928), Cultivation – Tier 6/Outdoor
- f. Sanctuary Medicinals, Inc., (#RMD1128) Vertically Integrated Medical Marijuana Treatment Center

## **8) Staff Recommendations on Provisional License Applications**

- a. Krypies, LLC (#MRN281594), Retail
- b. Nature's Medicines, Inc. F/K/A Xiphias Wellness (#MRN282482), Retail
- c. Pure Oasis, LLC (#MRN281352), Retail
- d. Silver Therapeutics, Inc. (#MPN281331), Product Manufacturing
- e. The Haven Center, Inc. (#MCN282072), Cultivation – Tier 2/Indoor
- f. The Haven Center, Inc. (#MPN281639), Product Manufacturing

## **9) Staff Recommendations on Reconsideration**

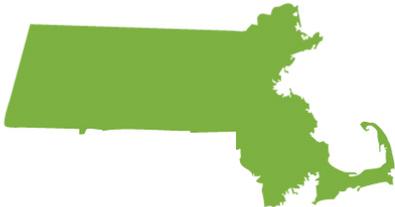
- a. Mass Yield Cultivation, LLC., (#MCN281392), Cultivation – Tier 2 / Indoor

## **10) Staff Recommendations on Change of Ownership Applications**

- a. Curaleaf Massachusetts, Inc.

## **11) Commission Discussion and Votes**

### a. Positive Impact Plan Guidance Update



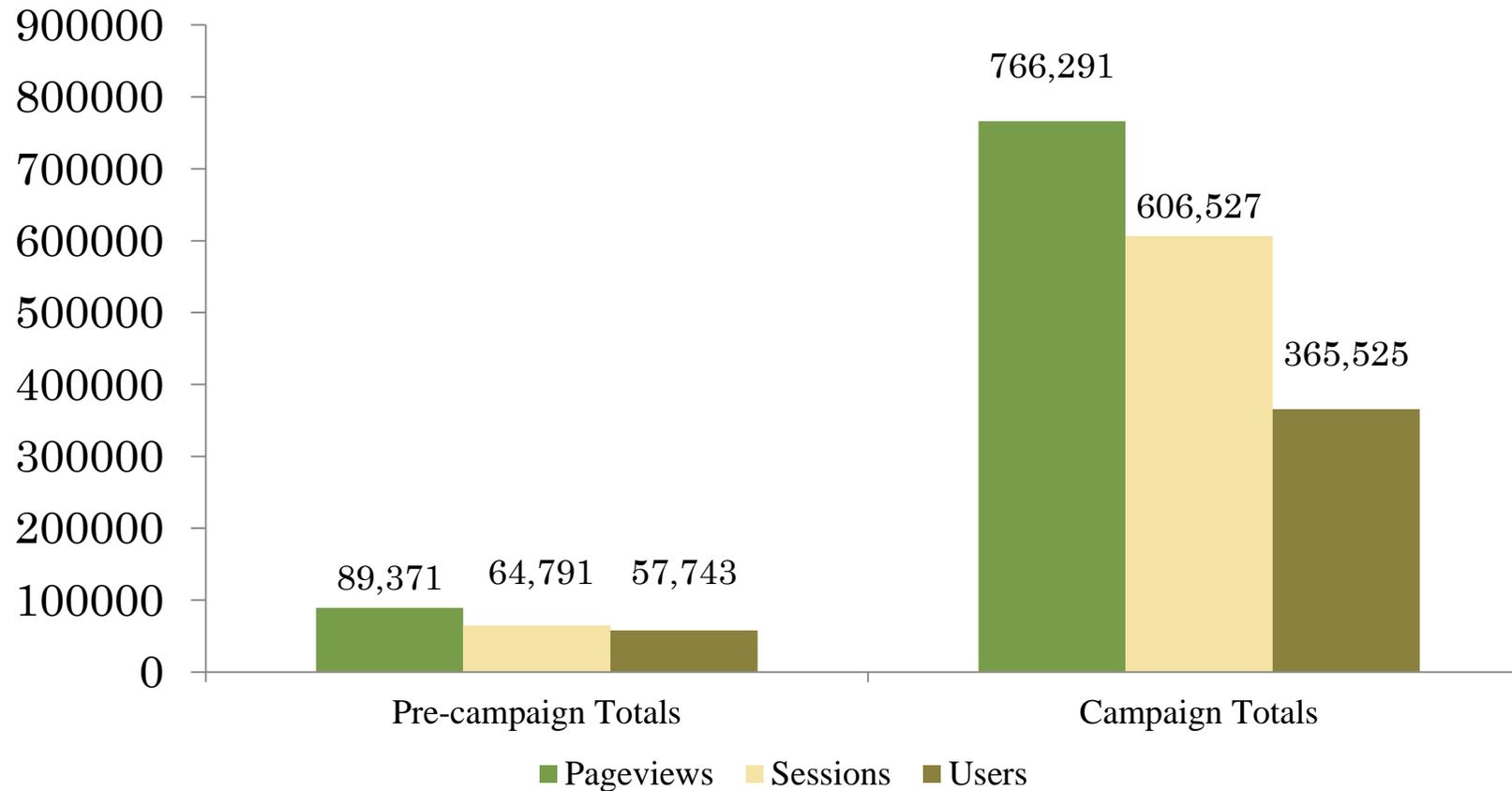
**MORE  
ABOUT  
MARIJUANA**



## Campaign Overview

- The youth prevention content was released in August 2018 with a modest, three-month paid campaign, followed by six months of organic outreach.
- A fully integrated paid campaign for both youth prevention and responsible use launched on March 24, 2019.
  - Promoted awareness of the law and responsible use tips for adults, 21
  - Provided youth prevention tips for parents of middle and high school aged children
  - Campaign ran for 14 weeks, ending on June 29, 2019
- The fully integrated plan utilized:
  - Billboards;
  - Transit station posters and digital boards;
  - Social media (Facebook, Twitter, YouTube, Instagram, Snapchat);
  - Search advertising (Google Ads);
  - Digital ads (Online, Video Pre-roll, Video on Demand);
  - Broadcast radio and television; and
  - Convenience store posters.

## Campaign Results: Website Activity

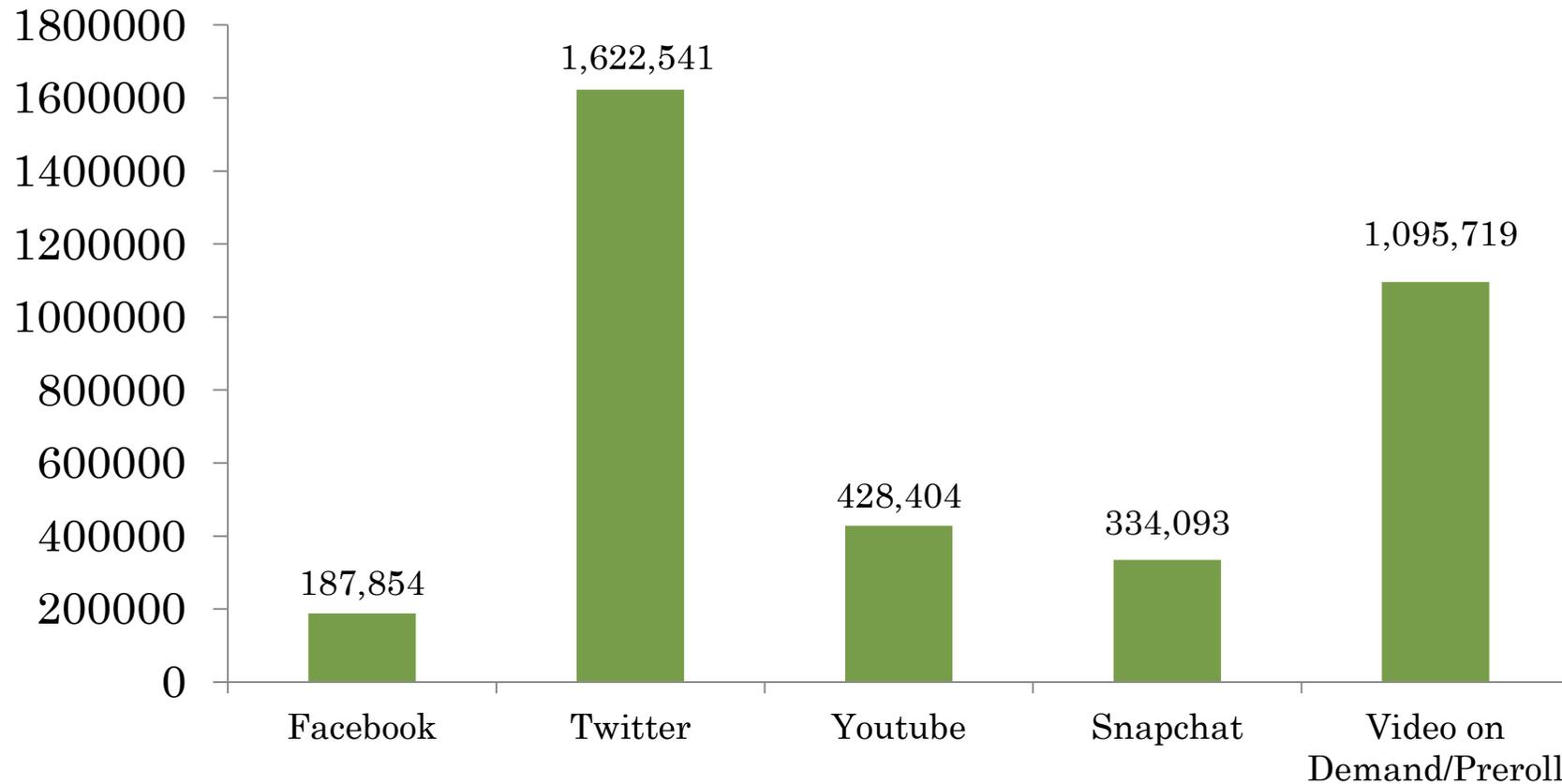


Pageviews  
757%  
Increase

Sessions  
836%  
Increase

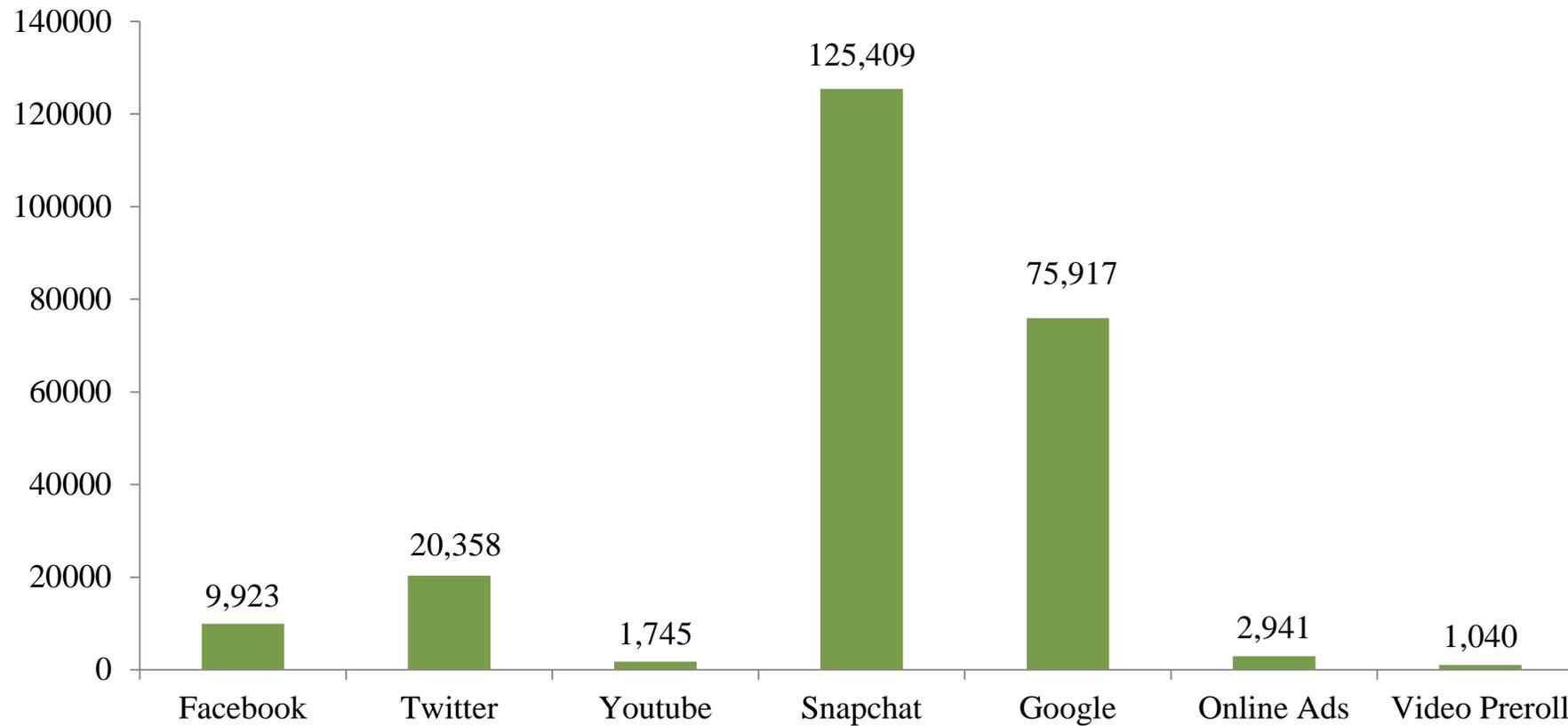
Users  
533%  
Increase

## Campaign Results: Online Video Activity



**Total Completed  
Video Views:  
3,668,611**

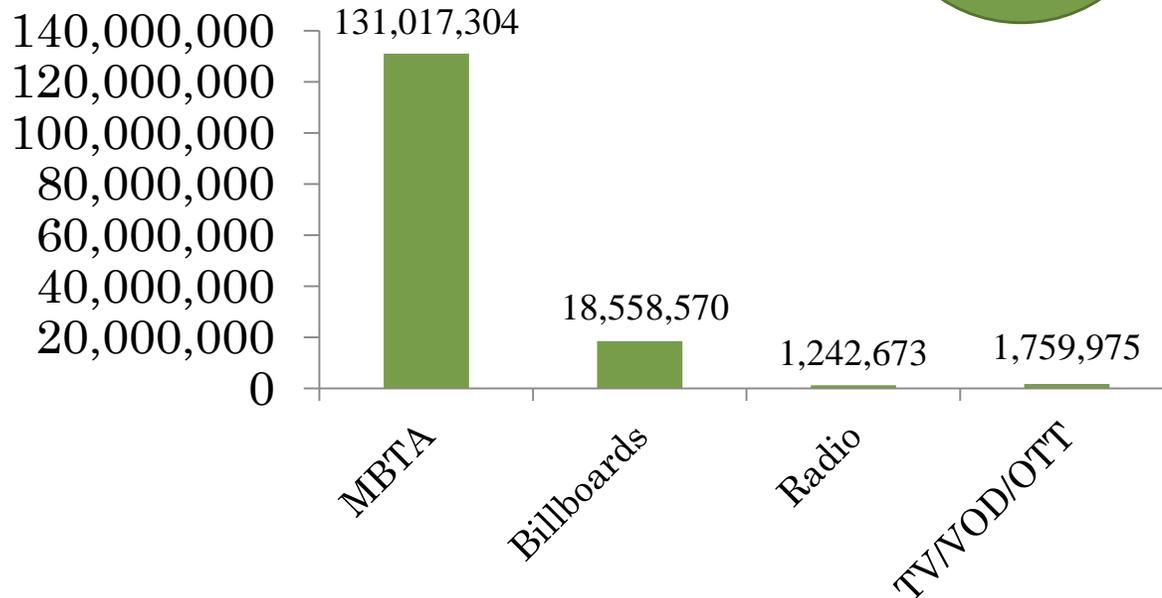
## Campaign Results: Online Ad Clicks



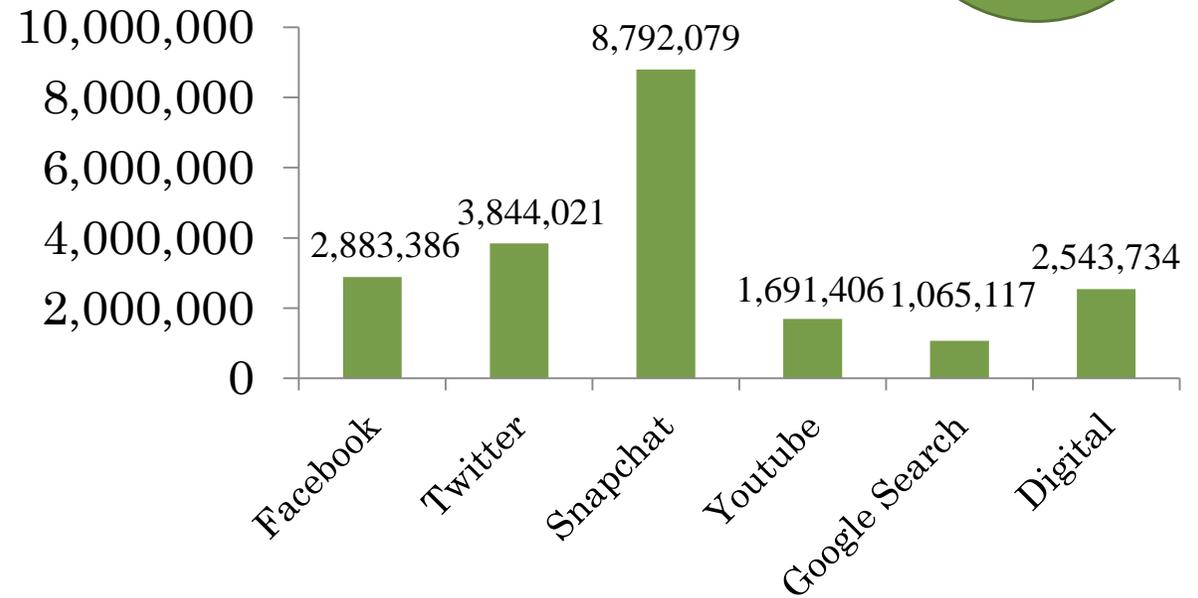
**Total Ad Clicks:**  
237,333

## Campaign Results: Total Campaign Impressions

### OOH/TV Impressions



### Social/Digital Impressions



## **New Campaign Content: *Dangers of Home Manufacturing***

### **Chapter 55: An Act to Ensure Safe Access to Marijuana**

SECTION 51. The department of public health, in consultation with the Massachusetts cannabis control commission, shall establish the following science-based public awareness campaigns: (i) a campaign to inform the public about responsible use of marijuana, **including information on edibles and warnings about the dangers of manufacturing marijuana products at home;** and (ii) a campaign to educate youth about marijuana use with a goal of decreasing the youth usage rate. The public awareness campaigns shall be funded from revenues received from the Marijuana Regulation Fund established in section 14 of chapter 94G of the General Laws.

## **New Campaign Content: *Dangers of Home Manufacturing***

### Research Methodology

- 45-minutes, phone-based interviews with key stakeholders including:
  - Fire safety officials;
  - Public safety representatives;
  - Cannabis researchers; and
  - Cannabis industry leaders.
- Online surveys to home growers and manufacturers
- Literature and content review of other jurisdictions

### The research assessed:

- Most commonly asked questions about home manufacturing;
- Popular methods and uses for extracting oils;
- Likely risks and dangers associated with home manufacturing;
- Key messages to communicate;
- Target audience insights; and
- Preferred materials to share with public.

## New Campaign Content: *Dangers of Home Manufacturing*

The research identified several priority content areas, including:

- Extraction of cannabis with propane, butane, and other flammable substances is both dangerous and illegal;
- The risk of accidental ingestion is increased with homemade edibles due to the lack of sufficient packaging;
- Dosing of Marijuana Infused Products is difficult to control when produced at home; and
- Growing cannabis plants without following proper fire codes increases the risks of electrical fires.

The Commission developed public awareness videos and other content about the risks of home manufacturing.

- *Dangers of Home Manufacturing Overview*: 1 minute and 15 sec
- *Dangers of Home Extraction*: 30 seconds
- *Dangers of Home Cultivation*: 30 seconds
- *Dangers of Home-made Edibles*: 30 seconds
- *Dangers of Home Manufacturing Rack Card*



## **New Campaign Content: *Dangers of Home Manufacturing***

In order to raise awareness of these dangers, research suggests distribution of informational videos and rack cards through the following channels:

- Community outreach;
- Search engine marketing (Google Ads, etc.);
- Social media (Facebook, Instagram, Youtube, etc.);
- State-affiliated websites (MassCannabisControl.Com and MoreAboutMJ.Org); and
- Cannabis industry media websites.

## **New Campaign Content: Redesigned *MoreAboutMJ.Org***

The Cannabis Control Commission in partnership with the Massachusetts Department of Public Health launched the redesigned MoreAboutMJ.Org.

The website was created in order to inform the general public about:

- The law in Massachusetts;
- Safe and responsible use for adults 21+;
- Tips for parents on how to talk to their children about cannabis and recognize if they are consuming, including additional tips for parents that are consumers;
- Health effects of cannabis use on the body;
- Information on the various cannabis products available;
- Availability of cannabis research;
- Information about cannabis use in pregnant and breastfeeding women; and a
- Store locator.

## New Campaign Content: Redesigned *MoreAboutMJ.Org*



### Marijuana is legal in Massachusetts.

Adults 21 and over can now use cannabis. Know the laws, be safe, and learn how to protect youth.

Adult

Parent

Youth



**Parents** – Connect with your kids. Talk to them about marijuana.

[Learn more](#)

### State Symbols

In Massachusetts, all legal marijuana products have two symbols on packaging – a red triangle with a cannabis leaf indicating that the product contains tetrahydrocannabinol (THC), the mind-altering ingredient in cannabis, and a red octagon that indicates the product is harmful to children.



### Deciphering THC and CBD Percentages

Cannabis contains over 100 active chemical agents called cannabinoids. The most widely known are tetrahydrocannabinol (THC) and cannabidiol (CBD). THC is the main psychoactive component of cannabis and accounts for most of the cognitive effects and potential for misuse. CBD is a non-psychoactive cannabinoid that plays a role in the medicinal properties of cannabis. CBD can also affect the impact of THC.

All cannabis products are required to include the cannabinoid profile (i.e. the THC and CBD make-up) of each product. Generally, products with a higher THC ratio will have greater psychoactive effects. When taken in high doses, potent products may cause hallucinations, delusions, and even psychosis.



#### Safety Tip

Start low and go slow with edibles! They can take one to four hours to take effect.

[Next tip »](#)

## New Campaign Content: Redesigned *MoreAboutMJ.Org*

### Tips for Parents Who Use Marijuana

If you are a parent or caregiver who who uses marijuana, you may wonder how to discuss your use with your children. Learn about how to talk to your kids and take necessary precautions against use under the age of 21.

#### Q Keeping your children safe »

All marijuana products must use the universal symbol on packaging and edible products. Be sure to teach your kids not to eat or drink anything with this symbol.

If your child ingests marijuana, call the free poison control hotline at (800) 222-1222. If the reaction seems serious, call 9-1-1 or go to the emergency room.

#### Q How can I store marijuana safely? »

#### Q How can I keep my children safe if I plan to use marijuana? »

#### Q How do I tell my child not to use cannabis if I do now? »

### Cannabis and Youth

Even though adult-use cannabis is now legal in Massachusetts for adults, 21+, it is still illegal for anyone under the age of 21\*. Certain health and safety risks come with using the drug when you are young. Your health and future are in your hands – make sure you understand how cannabis can impact you long-term.

\*Exceptions for those in the **Medical Use of Marijuana Program**.

What is Marijuana? | [Health Effects](#) | [Consequences of Underage Use](#)



### Consequences of Underage Use

As with alcohol, it is against the law to use marijuana if you are under 21. If you violate the law, you may need to pay a civil penalty and/or complete a drug awareness program, depending on your age. Beyond that, your school or employer may have policies against using marijuana, and you could lose your job, your position on a sports team, or financial aid for college. Do not risk your future by using cannabis underage.

Your brain is not full developed until you reach your mid-20s, and using cannabis before that can impact its development – negatively affecting memory, learning, and attention. This may make it harder for you to earn good grades and achieve your goals.

If you start using marijuana when you are young, you may increase your chances of becoming dependent – so why risk it? Steer clear of cannabis to avoid dependence, or cannabis-use disorder. Contact the **MA Substance Use Helpline**, if you or someone you know is struggling with problematic use.

\*Exceptions for those in the **Medical Use of Marijuana Program**.

## Next Steps

- Post-survey evaluation
- Comprehensive report on campaign outcomes
- Continued outreach to 21+, adult consumers and parents
- Expanded focus on new populations including but not limited to:
  - Home manufacturers;
  - Breast feeding women; and
  - Content that speaks directly to youth.
- Raise awareness of the new and improved *MoreAboutMJ.Org*



## Upcoming Public Meetings

### Cannabis Advisory Board: July 30

- Time TBD
- State House, Room A-2
- 24 Beacon Street, Boston, MA

### Public Meeting: August 8

- Time and Location TBD

### Public Hearing on Draft Regulations: August 14

- 10:00AM
- Health Policy Commission
- 50 Milk Street, 8th Floor, Boston MA

### Public Hearing on Draft Regulations: August 15

- 10:00AM
- Western New England University, School of Law, Moot Court Room
- 1215 Wilbraham Road, Springfield, MA 01119