



Nine Years In: Ten Facts Impacting Kids

- 1** Increase in potency: from 2015–2017, average potencies increased 20% for bud to 19.6% and 21% for concentrates to 68.6%. Almost 93% of products sold in Colorado have a potency greater than 15% THC, the high inducing ingredient in marijuana.
- 2** Not just a plant. There are higher profits in processed products, so market share has shifted to concentrates and edibles.
- 3** A Colorado Department of Public Health and Environment analysis of the health effects of THC concentration in Colorado’s legal market reports that “it is clear that use of products with high concentrations of THC are associated with higher rates of psychiatric disorders, such as schizophrenia, psychosis, and generalized anxiety.”
- 4** The public is not provided enough information. No public or regulatory inventory of products. No mandatory industry worker training. No standardized messaging for responsible use for social consumption.
- 5** Prevention and education dollars are the first thing cut when a state faces a budget crisis. Colorado cut 79% of marijuana prevention funds in 2020 in response to COVID-19 impact on state’s revenues. Prevention needed now more than ever.
- 6** Marijuana industry’s goal is to “paint the town green” with constant pressure on the state and local governments to expand commercialization. Funds spent on state-level lobbying tripled between 2013 and 2018. Dozens of bills introduced annually result in hundreds of pages of legislation, including: allowing foreign investing, delivery, social consumption, new medical conditions (PTSD, Autism, marijuana in lieu of opioids).
- 7** Products continue to hide marijuana. Hiding from whom? Example: inhalers, invisible THC powders, THC suppositories sold in the recreational market.
- 8** Regulators can’t keep up. Colorado’s system of unlimited potency, unrestricted products and ex-post facto regulations is like “chasing cheetahs with butterfly nets” according to a state health official.
- 9** Scare tactics by industry that marijuana regulations will be a gateway to harder drugs. If access isn’t easy, consumers will move on to opiates.
- 10** Regulating the entire plant, instead of its active ingredients, causes confusion. Federal legalization of hemp-derived, non-psychoactive CBD clouds the issues. THC is where regulators should focus.



CONSEQUENCES

- › More accidental exposure in children 8 years old or younger, marijuana edibles account for 2/3 of reports
- › More high school students using concentrates: statistically significant increases in dabbing and vaping
- › Colorado youth are dabbing concentrated THC at almost three times the rate of Colorado adults.
- › More marijuana-related ED visits for adolescents (13-21), 71% were also diagnosed with mental illness (depression, anxiety, mood disorder)
- › Statistically significant increase from 9% to 32.4% of youth driving in the past month after using marijuana
- › 69% of adult users reported driving under the influence at least once in 2018 and 27% reported driving high almost daily

NEXT STEPS

- › Identify private and family foundations in your state as funding sources. This allows for public messaging independent of political action.
- › Invite the One Chance to Grow up leadership team to meet with policy makers, youth serving organizations, health officials, schools in your state.
- › Pay attention to local, state and federal legislation. Get to know your elected officials to open conversations in advance of policy change.

ACTIONS YOU CAN TAKE

Get educated:

It's not just a plant thcphotos.org

The basics www.drugabuse.gov/publications/drugfacts/marijuana

Marijuana risks www.samhsa.gov/know-risks-marijuana

Talking with your child about marijuana www.samhsa.gov/sites/default/files/marijuana-brochure-newpics-r15f_508c.pdf

Drugged driving www.nhtsa.gov/risky-driving/drug-impaired-driving

Parents make the difference www.betheinfluence.us

Resources for families www.samhsa.gov/families

Sign up and follow One Chance on social media:

Website onechancetogrowup.org

Facebook [One Chance To Grow Up](#)

Twitter [@1Chance2GrowUp](#)

One Chance to Grow Up is an initiative developed by Smart Colorado that focuses on protecting kids across the nation from the dangers of today's marijuana. We serve as a reliable resource for parents, media, policymakers, and all those who care about kids. Started by concerned parents, we're a 501(c)(3) nonprofit supported by charitable contributions.

