

Not So
PURE MICHIGAN®



**Recreational Marijuana
will be on the November
Ballot.**

- **NEW LAW WILL NOT REGULATE THE POTENCY OF MARIJUANA.**
- **TODAYS MARIJUANA IS VERY POTENT.**
- **WILL ALLOW THE TRANSFER OR GIVING OF 2.5 OUNCES OF MJ TO ANOTHER PERSON WITHOUT ANY REGULATION.**
- **MJ POTENCY HAS INCRESSED 36 TIMES SINCE THE 70'S.**
- **3 TO 7.5 TIMES MORE THC WHICH IS THE ADDICTIVE COMPOUND IN MARIJUANA, THEN THE MJ OF THE 1980's.**

- **ALLOWS THE HIGHEST PER PERSON POSSESSION LIMIT OF ANY STATE IN THE NATION.**
- **ADULTS 10 OUNCES OR APPROXIMATELY 600-880 JOINTS AT HOME.**
- **2.5 OUNCES PERSONAL POSSESSION IN PUBLIC.**

Not This...



But this.....



- THE THC LEVEL IN HIGHLY POTENT MJ EDIBLES, **80% TO 90%** THC, IS NOT REGULATED.
- ONE GUMMY BEAR EQUALS 10 UNITS OF MARIJUANA.



Let's do some math.

1 gummy = 15 mg THC

Serving suggestion = 10 mg THC

How much would one serving be?

10 mg THC = $\frac{2}{3}$ of a gummy worm

15 mg THC

Who on earth eats two-thirds of a gummy worm?



These look identical to the sour gummies kids love.



Marijuana is not “just a plant” anymore – derivatives contain up to 98% THC.



The Industry Today



1



Kid-friendly: comes in shapes & colors attractive to children, like **candy and soda**

2

95%

Potent: often made w/ concentrates of up to **95% pure THC** (joints are ~ 15% THC)

3

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Aggressive marketing: free samples, billboard advertising, and other **Big Tobacco** tactics

4



Contaminants: In 2015, CO recalled 100s of thousands of edibles containing **banned pesticides**

5



Fighting regulation: The pot industry has lobbied hard against regulation (e.g., warning labels, dosing rules, and bans on ads targeting kids)

Colorado's Dispensaries Officially Outnumber Its Starbucks and McDonald's For The Third Year In A Row



TRAFFIC CRASHES

- MJ impaired driving fatalities have surged in states with recreational MJ.
- Since legalization in Colorado there has been a **66% increase** in MJ related traffic deaths.
- Washington State experienced a **doubling** in drugged driving fatalities in the years following legalization.
- Legalized recreational MJ makes it difficult for police to prove a driver is under the influence of MJ affecting enforcement, accident liability and insurance rates.

CAR INSURANCE

- STATES THAT LEGALIZED RECREATIONAL MJ SAW AN **INCREASE OF 16% IN AVERAGE AUTO INSURANCE** PREMIUMS THE YEAR AFTER THE LAWS WERE PASSED, AS COMPARED TO THE YEAR PRIOR.
- MICHIGAN AUTO RATES ARE SOME OF THE HIGHEST IN THE NATION.
- THE AVERAGE AUTO PREMIUM IN MICHIGAN IS \$2,600.
- COLORADO SAW A 33% AND NEVADA SAW A 40% INCREASE IN AVERAGE YEARLY PREMIUMS WITHIN THE YEAR PRIOR AND YEAR AFTER LEGALIZATION PASSED.

Truth: Legalizing marijuana will NOT bring in money.

The myth is that legalizing marijuana will create an economic stimulus. Jobs are created and tax revenue is collected; we won't deny that. But, the money being generated doesn't outweigh the public cost.

Let's consider some of the potential “other” costs associated with legalizing marijuana:

- 1. Increased medical costs such as ER visits***
- 2. Increased car crashes***
- 3. The cost associated with treating addiction***
- 4. Loss of productivity at work***
- 5. Unintentional exposure to children***



Effects of Marijuana Use



MARIJUANA USE & EDUCATIONAL OUTCOMES

Studies show that marijuana interferes with attention, motivation, memory, and learning. Students who use marijuana regularly tend to get lower grades and are more likely to drop out of high school than those who don't use. Those who use it regularly may be functioning at a reduced intellectual level most or all of the time.

MOST MARIJUANA USE BEGINS IN
ADOLESCENCE



78%

of the 2.4 million people who began using in the last year were aged 12 to 20.¹

As perception of harm decreases...



use increases.²

EVERY DAY,
3,287 TEENS
USE MARIJUANA
FOR THE
FIRST TIME¹

MARIJUANA MAY HURT THE DEVELOPING TEEN BRAIN

The teen brain is **still developing** and it is especially vulnerable to drug use.



IQ

Regular heavy marijuana use by teens can lead to an IQ drop of up to **8 points³**

HEAVY MARIJUANA USE BY TEENS IS LINKED TO⁴:

Educational Outcomes



lower
grades and
exam scores



less likely
to graduate
from HS or
college



less likely
to enroll in
college

Life Outcomes



lower
satisfaction
with life



more likely to
earn a **lower**
income



more
likely to be
unemployed

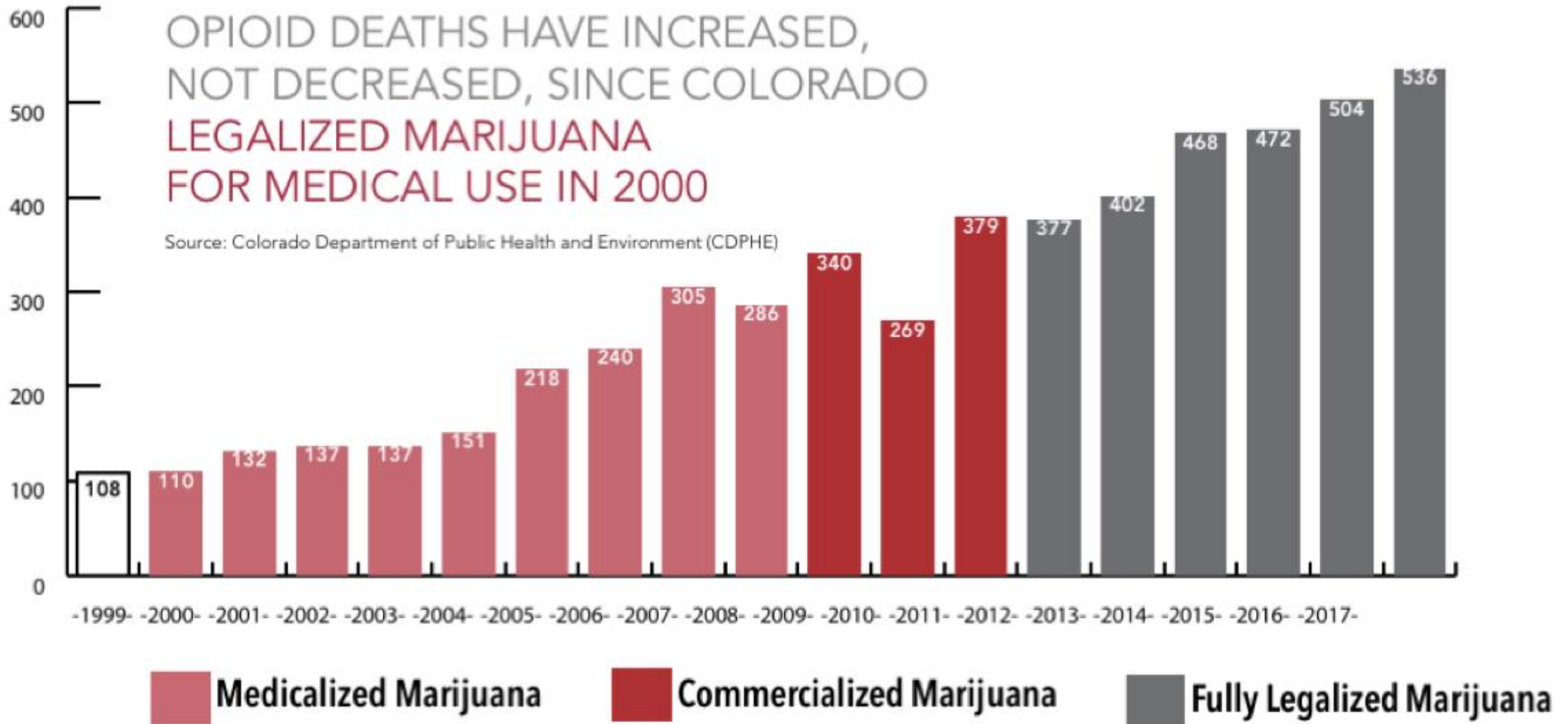


National Institute
on Drug Abuse

1. NSDUH, SAMHSA, 2014; 2. MTF Survey; 3. Meier et al 2012; 4. MTF Survey; Cobb-Clark et al, 2013; Silins et al 2014; Tucker et al 2005; Homel et al, 2014; Volkow et al 2014; Fergusson and Boden 2008; Brooks et al 2013



GATEWAY DRUG



Things to THINK About!

What Quality of Life Do You Want in Michigan

- Tourism
- Increase in Crime Rates
- Auto Insurance
- Work Force Issues
- Traffic Crashes
- Mental Health Issues
- Homeless
- ER Visits
- Impact on our Children
- Issues at Schools
- Impaired Driving
- Gateway Drug
- Safe & Secure Communities
- Increased Addiction Issues
- Impacts on Your Business
- Car Insurance Rates
- Other concerns arise daily