

Public education on medical cannabis



Medical Cannabis Policy Advisory Board, 2/20/2024

Trevor Eckhoff, policy analyst – DHHS Center for Medical Cannabis

- 1.** Introduction
- 2.** DHHS Center for Medical Cannabis & UDAF public education on medical cannabis
 - a.** Website
 - b.** Quarterly update newsletter
 - c.** DHHS social media
 - d.** Educational presentations
- 3.** Adult use cannabis public education
- 4.** Medical cannabis public education
- 5.** Constraints on cannabis public education

Presentation outline

Background

Public education on medical cannabis is a multifaceted topic that can be presented by various parties. Legality, eligibility, safety, and efficacy are major themes of medical cannabis education campaigns.

Public agencies, medical groups, medical cannabis businesses, non-profit businesses, and educational institutions are entities that promote medical cannabis education.

DHHS & UDAF public education on medical cannabis

- DHHS and UDAF are the 2 regulatory agencies that oversee the Utah medical cannabis program.
- UDAF regulates production establishments and pharmacies, or “from seed to sale” operations.
- DHHS regulates medical providers and facilitates patient card registration and card renewal.
- Because the DHHS Center for Medical Cannabis works directly with providers and patients, it publishes more education resources than UDAF.

DHHS Center for Medical Cannabis website

Electronic Verification System (EVS)

Medical cannabis pharmacy locations

Find a provider

Frequently asked questions

Utah medical cannabis law

Program data

Program news

Resource library


Medical cannabis visit cost website

Medical cannabis guidance documents

Medical cannabis verification forms

UTAH


An official website



Utah Department of

Health & Human Services

Center for Medical Cannabis

EVS access 

Patients ▾

Providers ▾

Resources ▾

Boards ▾

Department of Food and Agriculture ▾

Contact us ▾

Above: website header. **Left:** *Patients* dropdown menu.

- The DHHS Center for Medical Cannabis website maintains numerous resources for patients and providers to better educate themselves on a variety of medical cannabis topics.
- The Resources drop down menu provides options including a tab entitled “Resource library.” The Patients drop down menu also has a tab entitled “Patient resources.”

Medical cannabis patient guide



The Utah Medical Cannabis Act

The Utah Medical Cannabis Act allows medical providers to recommend medical cannabis to qualified patients.

Medical providers can be a MD, DO, APRN, PA, or podiatrist.

Utah residents with a qualifying condition can apply for a medical cannabis card. You can only get a card from the Utah Department of Health and Human Services (DHHS). Visit the DHHS Medical Cannabis website, medicalcannabis.utah.gov, to learn more.

The use of medical cannabis is a team effort between you, your medical provider, and a pharmacist.

Possession limit

By law, you are only allowed to have 30 days of treatment based on dosing guidelines recommended by your medical provider. You can't have:

- More than 113 grams of unprocessed cannabis (flower); and
- More than 20 grams of total composite THC in all other medicinal dosage forms.



A variety of medical cannabis products are on a desk with a stethoscope.

Where can I learn more?

The Center for Medical Cannabis is a service of the Utah Department of Health and Human Services.

Website: medicalcannabis.utah.gov

Phone: 801-538-6504

For questions about the Utah Medical Cannabis Program, email: medicalcannabis@utah.gov



How do I get medical cannabis?

The use of medical cannabis is a team effort between you, your medical provider, and a pharmacist.

1. Locate a provider.

Qualified Medical Providers (QMP) are registered with the DHHS and can recommend medical cannabis to qualifying patients of all ages. To view an active list of QMPs, visit medicalcannabis.utah.gov/providers. Limited Medical Providers (LMP) are not registered and can only recommend medical cannabis if you're older than 21.

2. Meet face-to-face with a medical provider.

You must meet with a medical provider in-person. The provider will evaluate your condition and medical history and verify if you have a qualifying condition. You must have a qualifying condition to get a medical cannabis recommendation.

3. Apply for a medical cannabis card.

You must apply for a medical cannabis card with the DHHS, at medicalcannabis.utah.gov/patients. Most cards are issued with a 6-month renewal. There are 4 categories of medical cannabis cards:

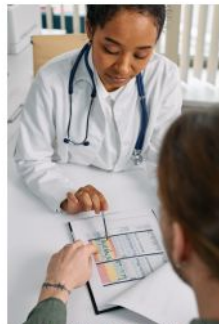
- General: adults
- Provisional: minors
- Guardian: parents/legal guardians of minors
- Caregiver: those who care for adult patients

4. Pay the online application fee.

Complete your online application and pay the fee. The DHHS will review the application and notify you once all the requirements have been met. Then you may purchase the recommended medical cannabis.

5. Visit a licensed pharmacy.

A list of DHHS licensed medical cannabis pharmacies can be found at medicalcannabis.utah.gov/pharmacies.



A doctor reviews a medical record with a patient.

What is a qualifying condition?

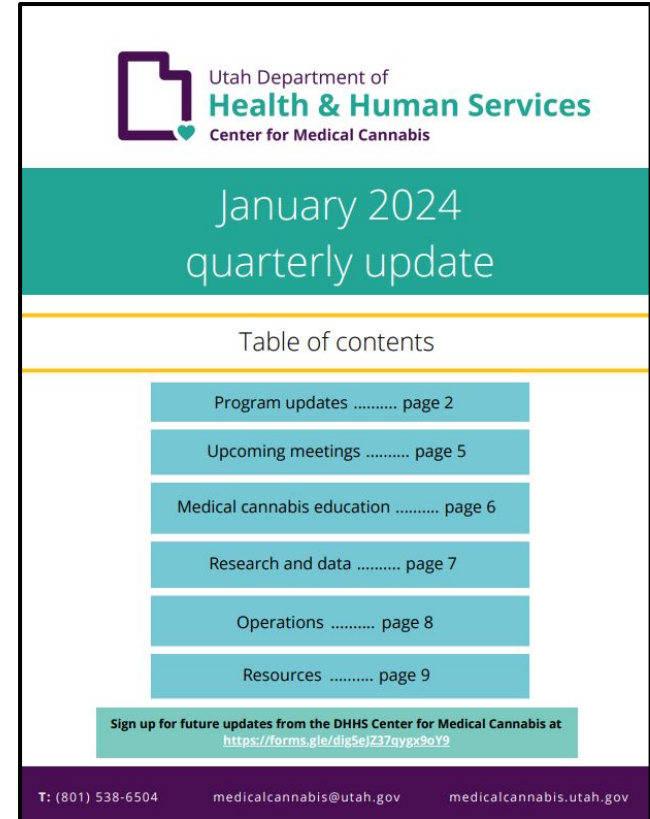
Qualifying conditions under the Utah Medical Cannabis Act:

- | | | |
|-------------------------|----------------------------|----------------------------|
| • ALS | • Epilepsy | • Persistent muscle spasms |
| • Alzheimer's disease | • HIV | • PTSD |
| • Autism | • Hospice care | • Rare conditions |
| • Cachexia | • MS | • Terminal illness |
| • Crohn's disease | • Nausea | • Ulcerative colitis |
| • Debilitating seizures | • Persistent or acute pain | |

Note: Patients with medical conditions not listed in the law may petition the Compassionate Use Board (CUB) for a medical cannabis card. Additional information can be found at medicalcannabis.utah.gov/patients.

DHHS quarterly update

- The website advertises sign-up for a quarterly update on the front page.
- The quarterly update covers 6 major topics: program updates, upcoming meetings, medical cannabis education, research and data, operations, and resources.
- The “medical cannabis education” section covers different topics in each quarterly update.
- 7,401 individuals received the latest quarterly update in January 2024.



The screenshot displays the Utah Department of Health & Human Services Center for Medical Cannabis website. At the top, the department's logo is visible. Below it, a teal banner announces the 'January 2024 quarterly update'. A 'Table of contents' section follows, listing six topics with their respective page numbers: Program updates (page 2), Upcoming meetings (page 5), Medical cannabis education (page 6), Research and data (page 7), Operations (page 8), and Resources (page 9). A sign-up link for future updates is provided at the bottom of the table of contents. The footer contains contact information: phone number (801) 538-6504, email medicalcannabis@utah.gov, and website medicalcannabis.utah.gov.

Utah Department of
Health & Human Services
Center for Medical Cannabis

January 2024
quarterly update

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Research and data	page 7
Operations	page 8
Resources	page 9

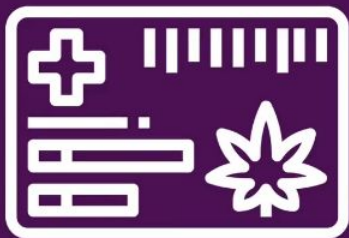
Sign up for future updates from the DHHS Center for Medical Cannabis at
<https://forms.gle/dig5ejZ37qyqx9oY9>

T: (801) 538-6504 medicalcannabis@utah.gov medicalcannabis.utah.gov

DHHS Center for Medical Cannabis social media use

- DHHS maintains a single social media account for the entire department on each social media platform.
- The DHHS Center for Medical Cannabis and other DHHS offices may not create their own social media accounts. Exceptions to this are very rare.
- The DHHS Center for Medical Cannabis uses DHHS social media channels to provide public education material about the medical cannabis program.

5 steps to become a medical cannabis patient



utahdhhs • Follow
Original audio



utahdhhs Wondering if medical cannabis might be right for you? Or unsure how to apply for a medical cannabis card in Utah? We can help! You can apply for a medical cannabis card and find more information at medicalcannabis.utah.gov.

60w



17 likes

December 9, 2022

Log in to like or comment.



Utah Department of Health and Human Services

1,523 followers
1mo

With Utah's medical cannabis program growing steadily, medical providers in rural parts of the state can help improve patient access with options to recommend medical cannabis to patients. [#medicalcannabis](#) [#patientaccess](#)

<https://lnkd.in/gCKTUP3W>



Rural providers may prescribe for budding medical cannabis program

<https://ruralhealth.utah.gov>

19 · 2 Comments

DHHS Center for Medical Cannabis educational presentations

The DHHS Center for Medical Cannabis also provides education opportunities to medical providers and other professional groups, such as law enforcement. Two examples:

- November 2023 [program overview article](#) for the 2nd issue of the Utah Academy of Family Physicians Journal in November 2023.
- 2022 limited medical provider program in *Utah Physician* magazine.

Organizations [can request a Center for Medical Cannabis speaker](#) to give a presentation on the medical cannabis program.

Adult use cannabis public education

- As a medical-only state, the Utah program does not engage in the same types of cannabis public education campaigns that adult use, also known as recreational use, states do.
- Adult use states often diversify their public education into 3 subjects:
 - the legality of cannabis use and safe consumption;
 - promotion of the legal market to combat the illicit market; and
 - harmful effects of cannabis use, particularly on minors.

Adult use cannabis public education: Maine

Safe Storage for ME Participating Retailer

FREE SAFE STORAGE BAG

KEEP YOUR CANNABIS SECURE AND PROTECTED.
GET YOUR FREE LOCKABLE BAG TODAY!

PARTICIPATION IS:

- ✓ **EASY:** Scan the QR code.
- ✓ **FAST:** Complete a 60 second survey.
- ✓ **FREE:** No purchase necessary!
- ✓ **ANONYMOUS:** Your information is confidential!



ASK A BUDTENDER FOR MORE INFORMATION TODAY

Available for adults 21+ and registered medical cannabis patients 18+. Limited quantities. No purchase necessary.
Sponsored by the Maine Office of Cannabis Policy.

Storing Cannabis Products Safely & Securely

Cannabis products should always be stored **out of reach and out of sight** from young people and pets.

To further protect the young people and pets in your home, please also:

- » Store your cannabis products in a **locked area or container.**
- » Keep edible products in their **original child-resistant packaging.**
- » Ensure edible products are kept **separate from other food items.**



If there is an accidental exposure or an adverse health reaction to cannabis, **call 911** for a medical emergency. For non-urgent matters, call the Poison Center at **800-222-1222**.

maine OFFICE OF CANNABIS POLICY
DEPARTMENT OF REVENUE, TAXES AND ECONOMIC SERVICES
www.maine.gov/dafs/ocp

Know Your Edibles: Start Low & Go Slow

-  It can take up to 2 hours for edible cannabis products to fully take effect.
-  Start low with a low serving size, especially if you're new to cannabis.
-  Go slow and wait for the effects before consuming more product.
-  Serving sizes can vary based on the person, product type, and potency.

REMEMBER

If you feel different, you drive different.
Don't drive while high.

maine OFFICE OF CANNABIS POLICY
DEPARTMENT OF REVENUE, TAXES AND ECONOMIC SERVICES
www.maine.gov/dafs/ocp

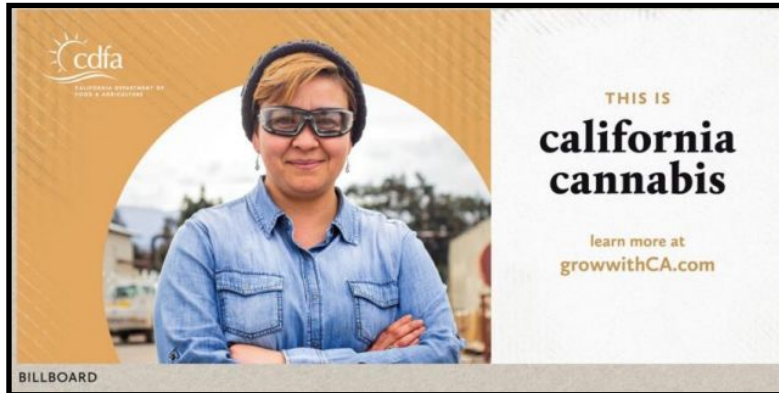
Left: a free storage bag social media graphic.

Right: 2 flyers discussing secure storage and edible basics.

Adult use cannabis public education: California

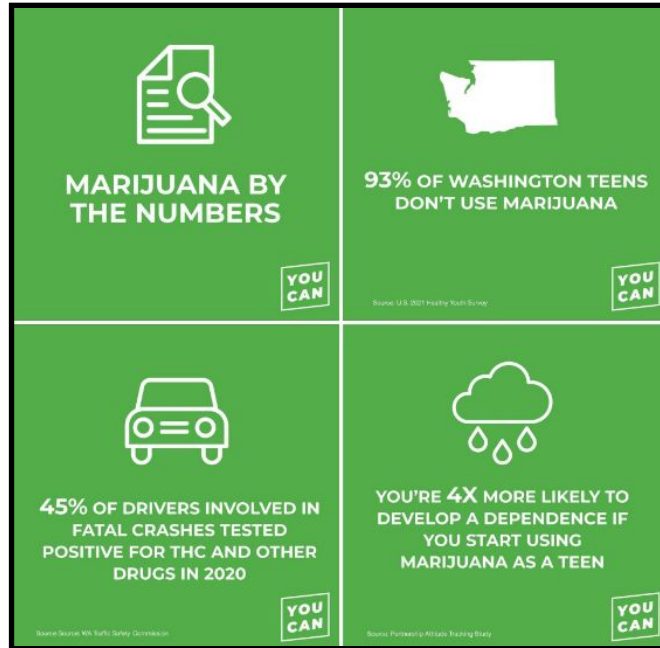


Top: 2 infographics encouraging purchase from the legal California market.



Bottom: an example billboard promoting a licensed cannabis cultivator.

Adult use cannabis public education: Washington



Left: a four-square infographic from the YOU CAN campaign discouraging teen use of cannabis.
Right: a social media post encouraging parents to talk to their children about marijuana.

Medical cannabis public education


- Medical-only states have varying approaches to public education and resources on medical cannabis.
 - Generally, more mature cannabis markets offer more educational resources and conduct formal education campaigns.
 - Smaller, younger programs often provide fewer educational resources. This may occur if they do not have the staff or resources to dedicate to patient, provider, or public education.
- The most common medical cannabis education efforts in medical cannabis states appear to be limited to program basics prescribed by law.

Medical cannabis public education: Florida

Florida's Department of Health is required to conduct the "Statewide Cannabis and Medical Marijuana Education and Illicit Use Prevention Campaign."

The 2023 annual report details campaign activities:

- 41 different presentations to various groups around the state
- Campaign one-pagers
- Instructional guides
- Weekly stakeholder updates, and
- Resources for specific audiences.

Eligible patients Medical marijuana is available to permanent or seasonal Florida residents that are diagnosed with a qualifying medical condition.	Qualifying conditions It is the responsibility of a qualified physician to diagnose patients with a qualifying medical condition and determine if medical marijuana is an appropriate treatment.	Use the search tool To find a qualified physician, or to see if your current physician is qualified, use the Medical Marijuana Qualified Physician Search tool.
Get an ID card Qualified patients and caregivers are required to have a Medical Marijuana Use Registry ID card to purchase and be in possession of medical marijuana.	Know the Facts: Legal Use  KnowTheFactsMMJ.com 800.808.9580 Florida HEALTH OMMU Office of Medical Marijuana Use	
Store it safely Keep medical marijuana out of children's reach and sight—preferably in a medication lock box—and put it away after every use.	Use it privately Qualified patients can use medical marijuana at home or on private property. Public use is illegal, except for low-THC cannabis.	Find an MMTC Medical marijuana may only be purchased at a licensed Medical Marijuana Treatment Center—either at a dispensing location or via delivery.
	Keep it in Florida Although medical marijuana is available in Florida, it remains federally illegal. Because of this, you can't take it in or out of the state.	

Above: a one-page graphic detailing brief, important information about legal use of medical cannabis in Florida.

Medical cannabis public education: Minnesota

Minnesota maintains information sheets, brochures, patient-reported effects, and other valuable resources for patients, providers, and the public alike.

The Department of Health publishes one-page information sheets in multiple languages that provide essential information on topics such as:

- Patient and caregiver enrollment
- Health care practitioner registration, and
- Public safety questions.

Patient guide and caregiver guide brochures are available and can be ordered from the Department of Health.

"[Medical cannabis] makes me almost pain-free; helps me eat, sleep, do day-to-day tasks; and just helps me stay dialed into my life."

— From a medical cannabis patient



Approved Forms of Medicine



PILL

Taken as a capsule or tablet



LIQUID

Dabbed or sprayed under the tongue



OIL

Ingested using a vaporizer



TOPICAL

Applied directly to the skin



GUMMY/ CHEW

Taken by mouth



TINCTURE

Placed under the tongue



POWDER

Mixed with water



LOZENGE

Taken by mouth



DRIED FLOWER*

Consumed by smoking

*For patients ages 21+

Medical Cannabis Dispensary Locations

Other Program Details

NOTE: The annual enrollment fee has been eliminated.

MEDICAL CANNABIS PRODUCT COST is paid directly to the manufacturers that operate the Medical Cannabis Dispensary each time you, your parent/legal guardian/spouse or registered caregiver purchase medical cannabis. Costs will vary. Medical insurance does not cover product cost.

Office of Medical Cannabis

Our Call Center staff are available from 8 a.m. to 4:30 p.m. Monday-Friday to answer any of your questions about becoming a patient.

651-201-5598 | 1-844-879-3381 (toll-free)
health.cannabis@state.mn.us | mn.gov/medicalcannabis

ID#0085 (July 2023)

MINNESOTA'S MEDICAL CANNABIS PROGRAM

Minnesota's Medical Cannabis Program

Since 2015, Minnesota's Medical Cannabis Program has provided a treatment option for patients who are facing debilitating medical conditions, helping to improve their quality of life. This guide can help you learn more about how to participate in the program.

Patient Guide



Learn How to Become a Patient

Here are the basic steps you need to follow to become a medical cannabis patient. Look inside for more details about each step.



HOW TO QUALIFY



GETTING CERTIFIED FOR YOUR MEDICAL CONDITION



HOW TO REGISTER



PURCHASING YOUR MEDICAL CANNABIS



DEPARTMENT OF HEALTH

OFFICE OF MEDICAL CANNABIS

For more information, visit our website:

mn.gov/medicalcannabis



To be eligible, Minnesota residents must have **at least one of the following conditions** certified by a participating health care practitioner:

- Alzheimer's disease
- Amyotrophic lateral sclerosis (ALS)
- Autism spectrum disorder (must meet DSM-5)
- Cancer*
- Chronic motor or vocal tic disorder
- Chronic pain
- Glaucoma
- HIV/AIDS
- Inflammatory bowel disease, including Crohn's disease
- Intractable pain
- Irritable bowel syndrome
- Obsessive-compulsive disorder
- Obstructive sleep apnea
- Post-traumatic stress disorder (PTSD)
- Seizures, including those characteristic of epilepsy
- Severe and persistent muscle spasms, including those characteristic of multiple sclerosis (MS)
- Sickle cell disease
- Terminal illness, with a probable life expectancy of less than one year*
- Tourette syndrome

**If the illness or its treatment produces one or more of the following: severe or chronic pain; nausea or severe vomiting; or cachexia or severe wasting.*



Before you can participate in the program, you must get your medical condition certified by a Minnesota-licensed physician, physician assistant or advanced practice registered nurse.

Tips for finding a participating health care practitioner:

- Ask your medical team or advocacy groups that represent your medical condition.
- Search on the internet, including the websites for Minnesota's medical cannabis manufacturers.

Green Goods: visitgreengoods.com/mn/
RISE: risecannabis.com/mn/

DURING your visit, give your email address to your health care practitioner. Ask for an appointment summary and a list of your current medications. Take this to your initial visit at your Medical Cannabis Dispensary.

AFTER your health care practitioner certifies your condition, you will receive an email from the Office of Medical Cannabis that contains:

- **Confirmation of your condition** being certified by your health care practitioner.
- **Your unique online registration link** for the Medical Cannabis Patient Registry.



Once you receive your certification email, you are now ready to register!

Before you start, gather your:

- Current government-issued photo ID, driver's license or passport.
- Mobile phone or tablet to capture an image of your ID.

Follow the link in the email to register (check your spam or junk folder). If you need a caregiver, you can add that information to your account at this time.

When your registration has been approved, you will be notified by email. The approval process can take up to 30 days after receipt of a completed application.



Once your registration is approved, you can now pick up your medical cannabis at your nearest Medical Cannabis Dispensary.

Before you go to your Medical Cannabis Dispensary:

- Schedule an appointment.
- Complete the Patient Self-Evaluation (available on your Medical Cannabis Registry Account) before your visit. NOTE: A registered caregiver can complete the Patient Self-Evaluation for you. You must complete a new Patient Self-Evaluation every time you purchase medical cannabis.

What to bring:

- Your government-issued photo ID (your caregiver must bring theirs when picking up medicine).
- A list of your prescribed medications (for initial appointment or if your medications change).
- The visit summary from your health care practitioner who certified your condition (for initial appointment).
- Payment for your medicine.

A pharmacist at the Medical Cannabis Dispensary will review your account and recommend a medication.



Medical cannabis public education: New York

New York, which legalized medical cannabis in 2014 and adult use cannabis in 2021, is currently conducting a \$160,000 bilingual digital advertising campaign “highlighting the potential benefits of medical cannabis and improvements to the Empire State’s Medical Cannabis Program,” according to a press release.

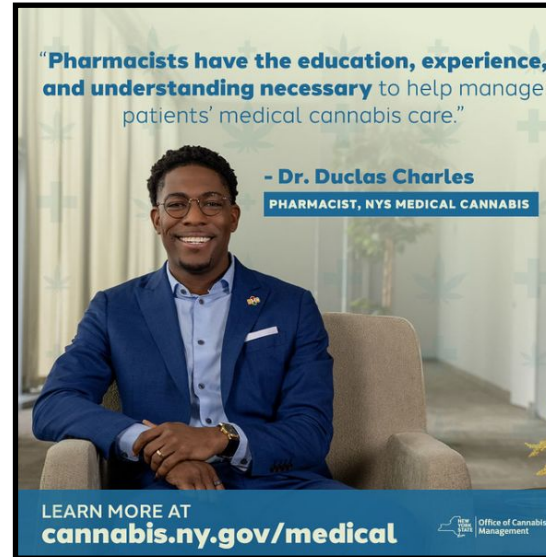


“Medical cannabis has helped my quality of life in many ways. Pain relief is just one of them.”

- Jon
PATIENT, NYS MEDICAL CANNABIS

JOIN THE PROGRAM AT
cannabis.ny.gov/medical


 Office of Cannabis Management



“Pharmacists have the education, experience, and understanding necessary to help manage patients’ medical cannabis care.”

- Dr. Duclan Charles
PHARMACIST, NYS MEDICAL CANNABIS

LEARN MORE AT
cannabis.ny.gov/medical

 Office of Cannabis Management

New York state medical cannabis program home page

HIGHLIGHTS OF JOINING THE PROGRAM:



NO PROGRAM FEE

There is **no fee** to become a patient in the program.



ON-SITE PHARMACIST

Every medical dispensary has an **on-site pharmacist** available to assist patients.



NO MINIMUM AGE LIMIT

There is **no minimum age limit** to be a medical cannabis patient in NY. Patients 18 or under (or who are incapable of consent) are required to designate at least one caregiver at the time of certification.



LAB TESTED PRODUCT

Products are **lab tested** to detect potential contaminants that could be harmful.



HOME CULTIVATION

Certified patients and designated caregivers may **grow cannabis at home** for a patient's personal medical use.

Constraints on cannabis public education

1. Promote evidence-based information.
2. Trust and confidence in public health agencies can be difficult to establish.
3. Regulators are not advertisers.

DESCRIPTIVE ANALYSIS

Information Source	Trust/Strong Trust (%)	Reliance on Information (%)
Dispensary Pharmacists	90.1	56.5
Card-Issuing Medical Providers	88.5	45.5
State MC Program (Center for Medical Cannabis)	62.3	17.8
Friend/Peer	64.9	38.2
Internet/Google	29.8	28.8

Receiving MC information from state resources decreased the odds of illicit MC use (AOR=0.08, $p<0.05$)

Conclusion

- Medical-only states have varying approaches to public education and resources on medical cannabis.
 - Generally, more mature cannabis markets offer more educational resources and conduct formal education campaigns.
 - Smaller, younger programs often provide fewer educational resources.
- The most common medical cannabis education efforts in medical cannabis states appear to be limited to program basics prescribed by law.
- The U of U Center for Medical Cannabis Research survey indicated that patients trust and rely on their medical providers more than the DHHS Center for Medical Cannabis for certain types of medical cannabis education.