

# Social Norms and Legal Marijuana

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# Opening Day: *How did we get here?*

*Top Shelf  
Cannabis,  
Bellingham,  
WA*





# Washington Marijuana Legalization Background

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1. Initiative of the People 502
2. Legalizes marijuana use for > 21
3. Legalizes edibles, infused liquids, concentrates
4. Tightens regulations; "seed to sale"
5. Creates state monopoly
6. Retail MJ vs. Medical MJ
7. Little regulation on advertising
8. No new funds for enforcement
9. DUI MJ enforced
10. Creates "MJ dedicated fund" for public health, prevention, further study



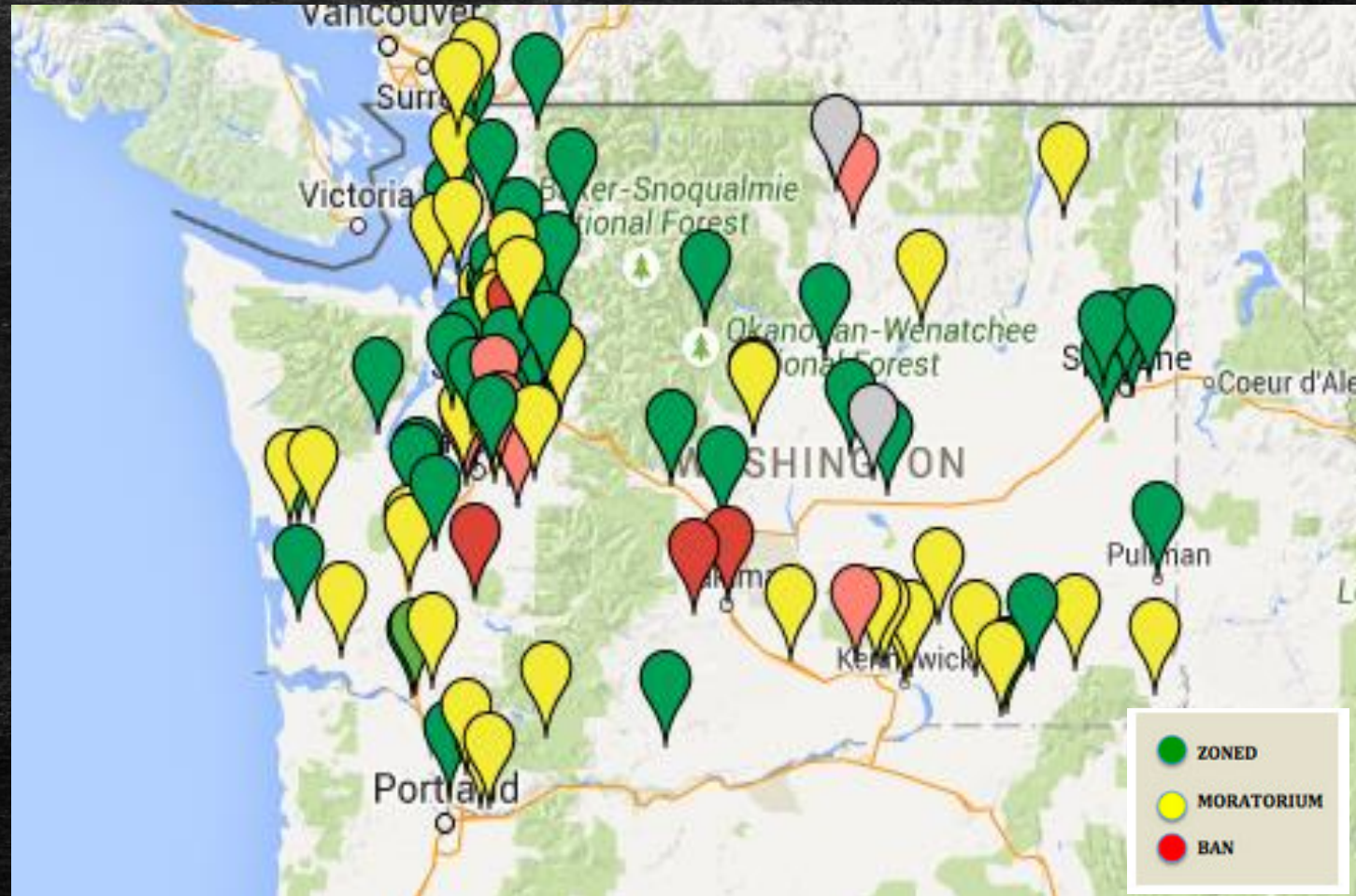


# Legalization's Footprint in Washington

## Key Findings:

- 39% of surveyed cities have implemented moratoriums on accepting any marijuana related business licenses.
- At least 1.1 million Washington residents will be impacted by local moratoriums or bans.
- 5 cities have banned marijuana business all together.

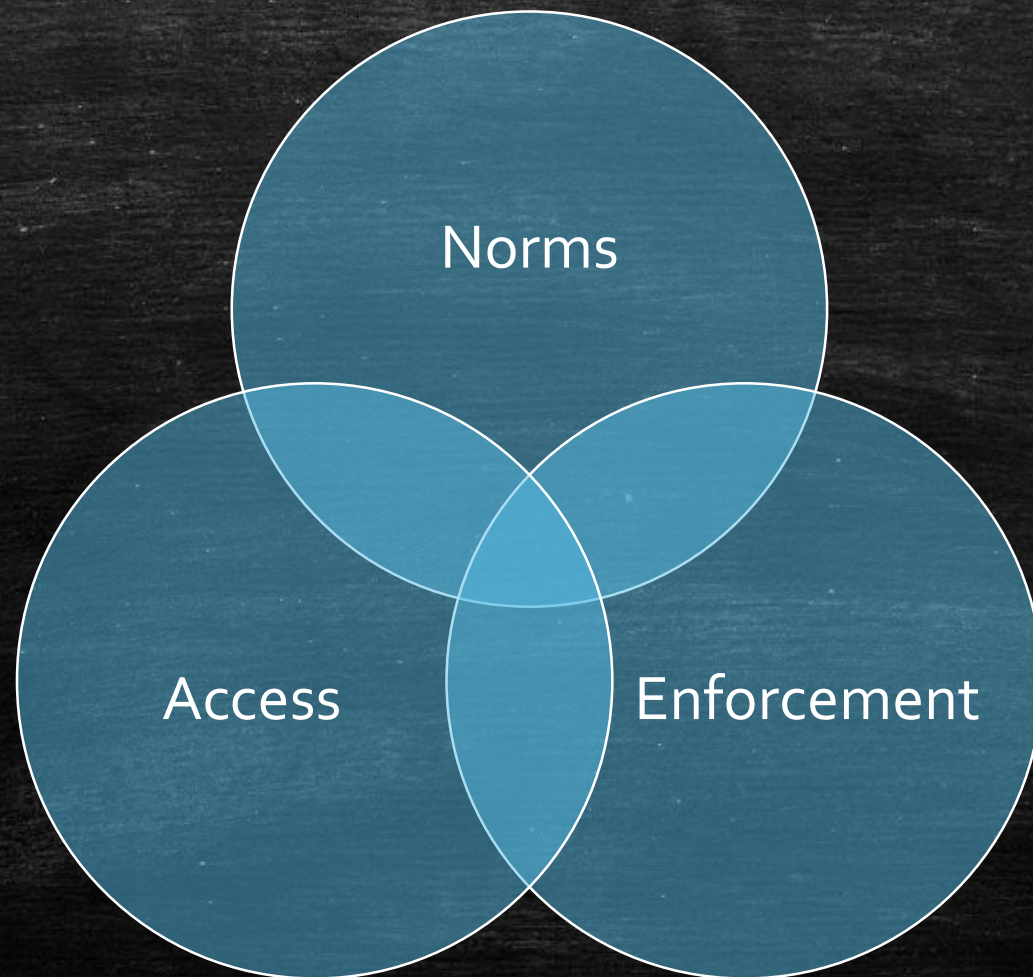
	# of Cities	Population Impacted
ZONED	33	2,293,070
MORATORIUM	29	1,094,924
BANNED	5	223,416
NO ACTION	8	265,749
Total	75	3,855,879





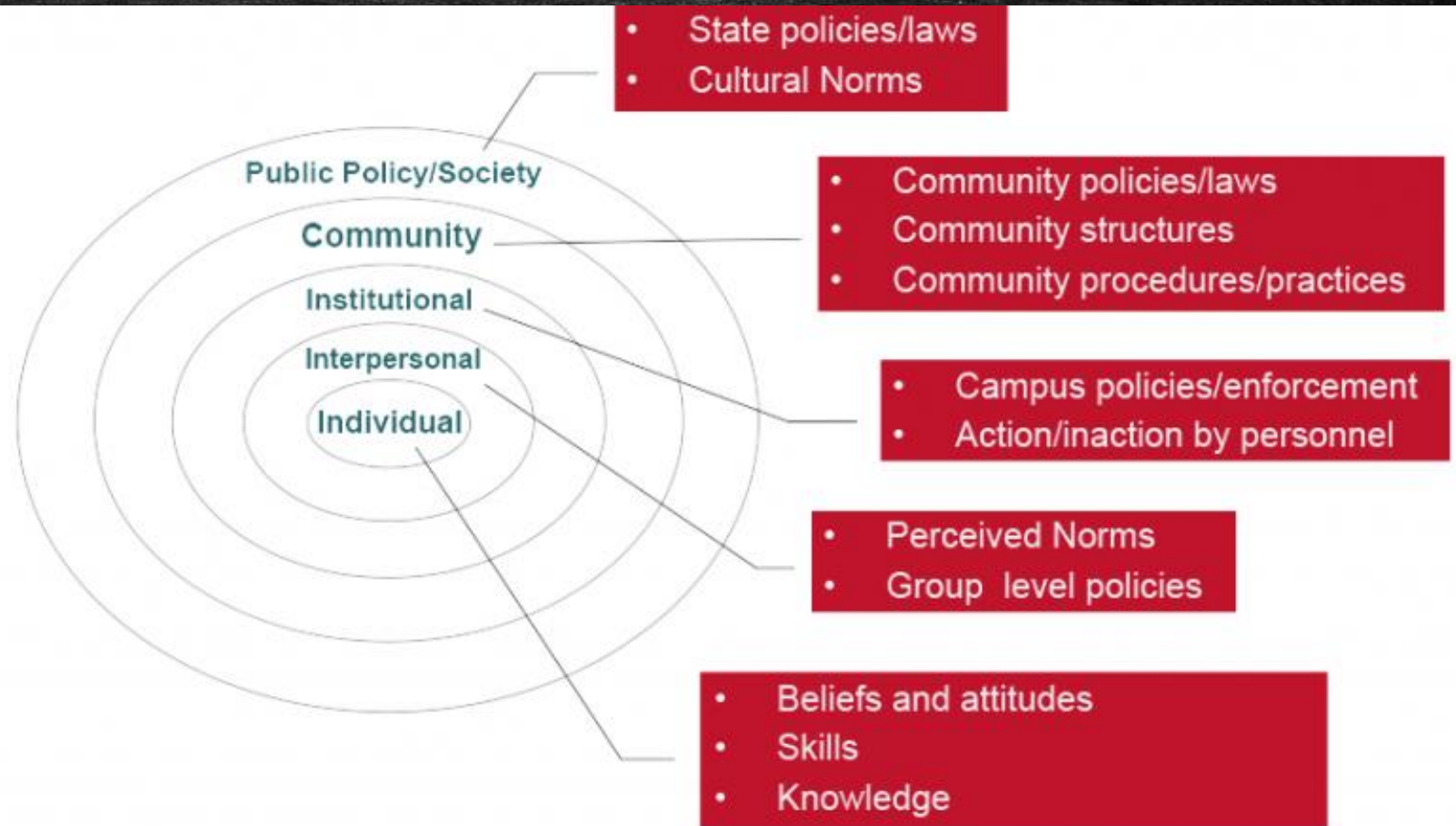
# Need to Rethink Prevention Strategy??

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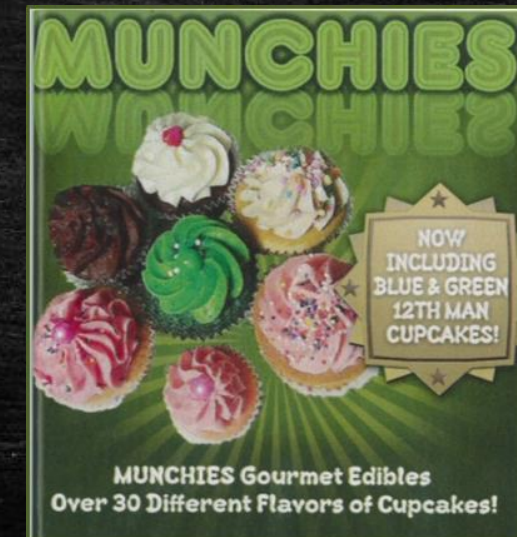


# Legalization's Impact On Norms Across the Social Ecology





# Narrative: Youth Culture





# Narrative: Messaging to Youth

THIS STICKER IS NOT A LAWYER AND CANNOT PROVIDE YOU WITH LEGAL ADVICE

**HEMPFESTERS!** We thought you might be hungry. We also thought now might be a good time for a refresher on the do's and don'ts of I-502.

**DON'TS** Don't drive while high. Don't give, sell, or shotgun weed to people under 21. Don't use pot in public. You could be cited but we'd rather give you a warning. **DO'S** Do listen to Dark Side of the Moon at a reasonable volume. Do enjoy Hempfest.

**Remember:** respect your fellow voters and familiarize yourself with the rules of I-502 at [seattle.gov/police/marijwhatnow](http://seattle.gov/police/marijwhatnow) ❤️, **SPD**

WARNING: THE CONTENTS OF THIS PACKAGE ARE AS DELICIOUS AS THEY APPEAR





# Narrative: Advertising to Youth

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# Narrative: Public Health Perceptions

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# Impact: Family Norms

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**Strict Penalties for  
Selling to Minors**



# Narrative: Medical Benefits

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# Narrative: MJ as Culture





# Impact: Regional Norms and Attitudes

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## Impact: Community/ Societal Norms

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# Marijuana Legalization Challenges





# Majority Positive Norms Still Exist

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Ohanapecosh River Mt. Rainier National Park

## Positive Community Norms After Legalization

- Majority of population still do not use
- Majority youth still do not use
- Majority of parents still disapprove of underage use
- Majority of youth still perceive risk/harm
- Majority of peers still disapprove of regular use