

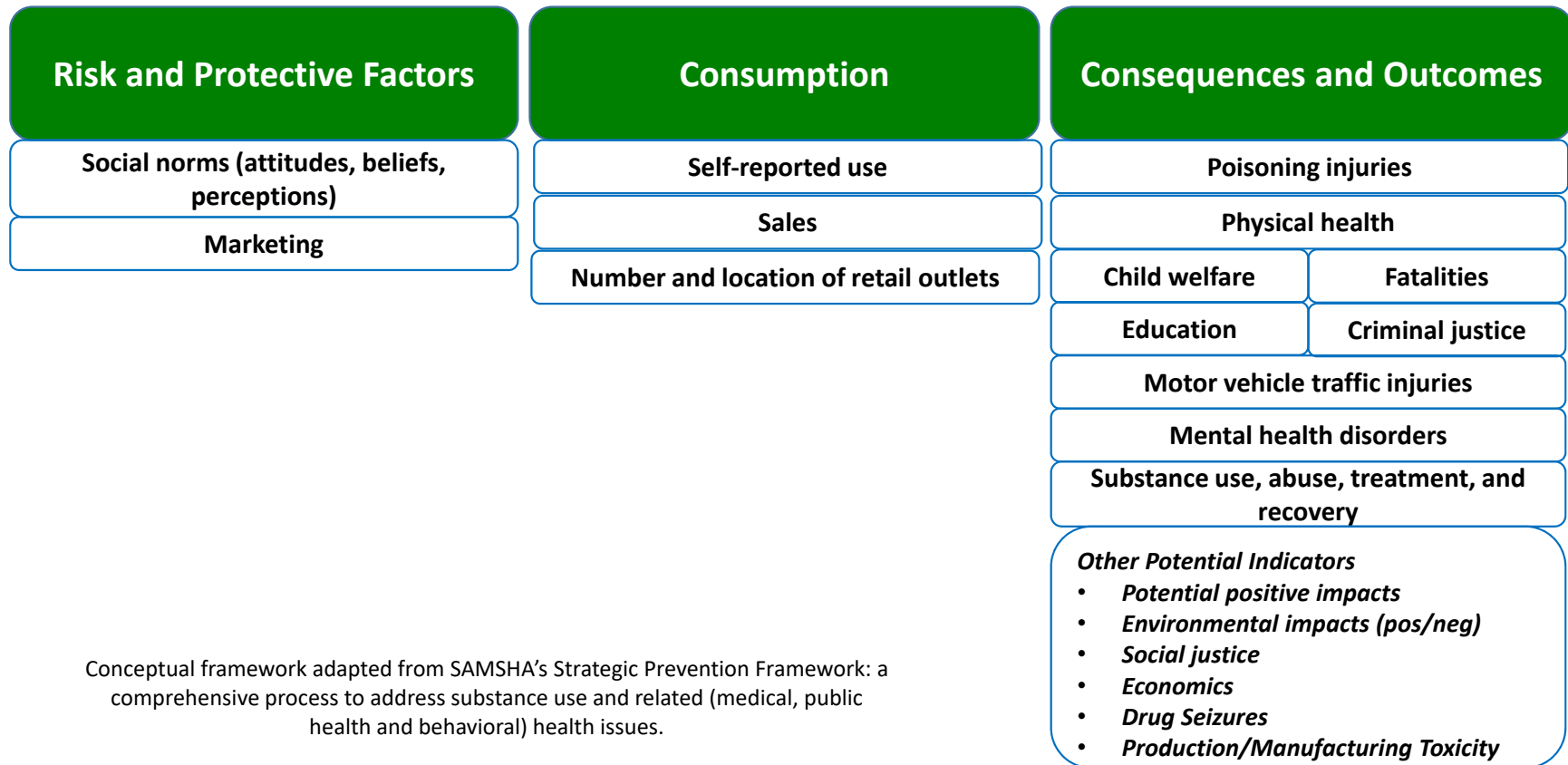
A background image showing a glass jar filled with white, crystalline cannabis buds. The jar is slightly out of focus, and the background is a light blue gradient.

An orange outline of the state of California with a green cannabis leaf inside it.
**LET'S TALK
CANNABIS**

An orange outline of the state of California.

California Cannabis Health Information Initiative

Cannabis Public Health Surveillance System: What Medical and Public Health Impacts to Monitor?



Conceptual framework adapted from SAMSHA's Strategic Prevention Framework: a comprehensive process to address substance use and related (medical, public health and behavioral) health issues.



Existing Data Sources: Population-Based Surveys

Youth

**Youth Risk Behavior
Survey
(YRBS)**

**California Student Tobacco
Survey (CSTS)**

**California Healthy Kids
Survey (CHKS)**

Adult Users Parents

**National Survey on Drug
Use and Health (NSDUH)**

**Behavioral Risk Factor
Surveillance System
(BRFSS)**

**California Adult Tobacco
Survey (CATS)**

Pregnancy and Breastfeeding

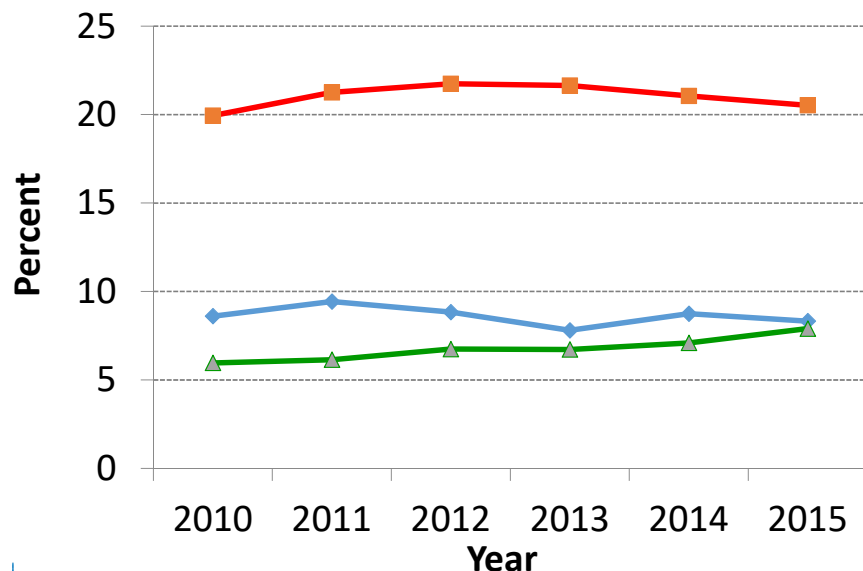
**Maternal and Infant
Health Assessment
(MIHA)**



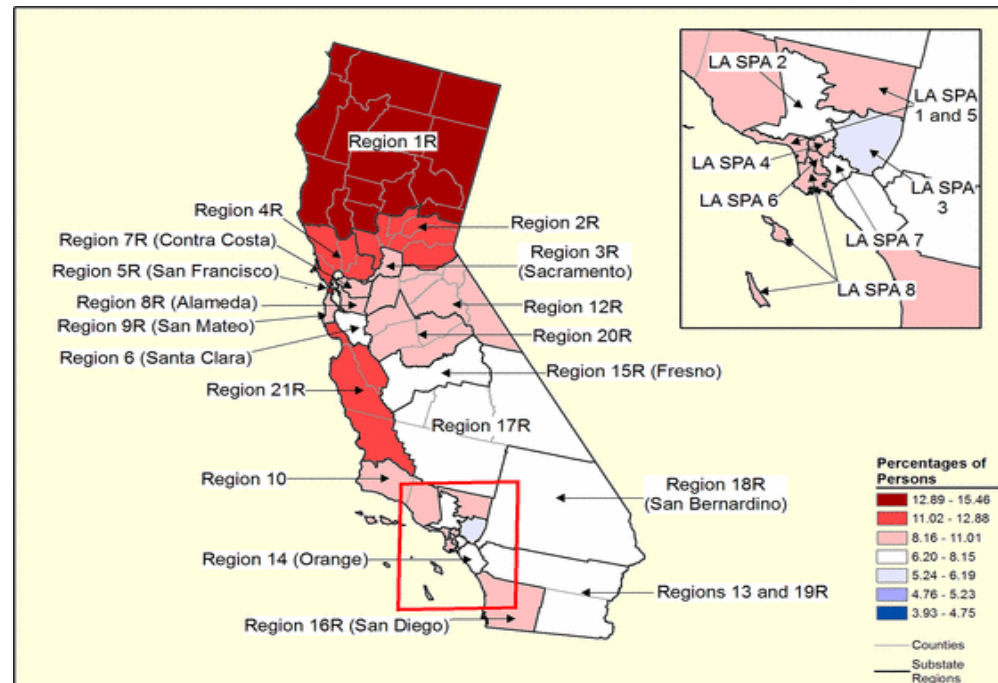
Past Month Cannabis Use among Californians 12 or Older

(National Survey on Drug Use and Health, Substance Abuse and Mental Health Services Administration)

Cannabis use in the Past Month Among those Aged 12 or older, California, 2010-2015.



Cannabis use in the Past Month Among those Aged 12 or older, California, 2012-2014.



Past Month Cannabis Use Among Adults 18 and over in California, 2016

(Behavioral Risk Factor Surveillance Survey)**

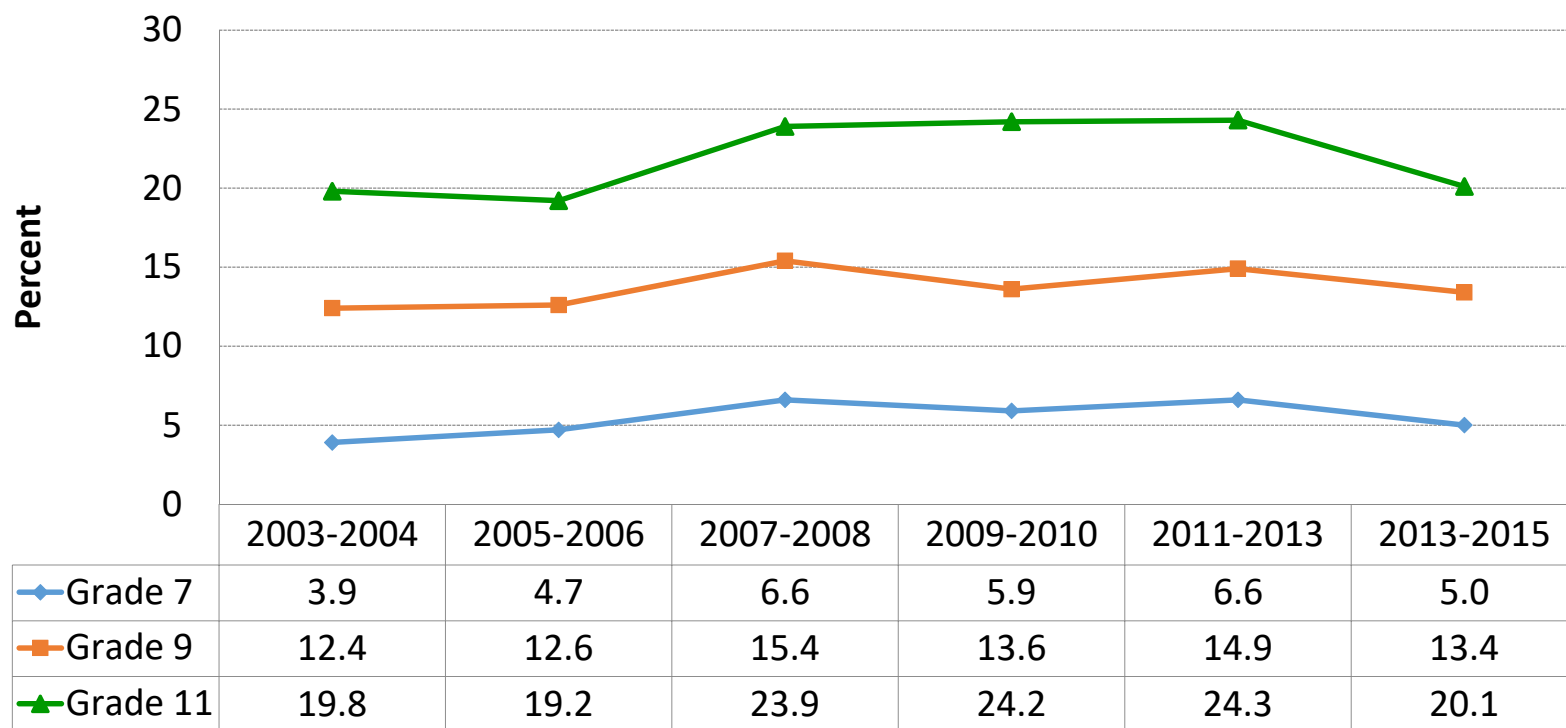
	Total % (95% CI)	18-20 years % (95% CI)	21+ years % (95% CI)
Cannabis use in past month	10.5% (9.1, 11.9)	20.0% (11.1, 28.8)	9.8% (8.5, 11.2)
Number of days used cannabis in the past month			
1 or 2 days	27.4% (20.5, 34.4)	16.7% (7.2, 26.2)	28.8% (21.3, 36.4)
3 to 9 days	15.8% (11.6, 20.0)	25.4% (17.2, 33.5)	14.5% (10.7, 18.3)
10 to 19 days	13.2% (8.4, 18.1)	11.2% (0, 25.3)	13.5% (8.3, 18.7)
20 or more days	43.5% (36.5, 50.6)	46.7% (26.2, 67.2)	43.1% (35.9, 50.4)

**Preliminary results



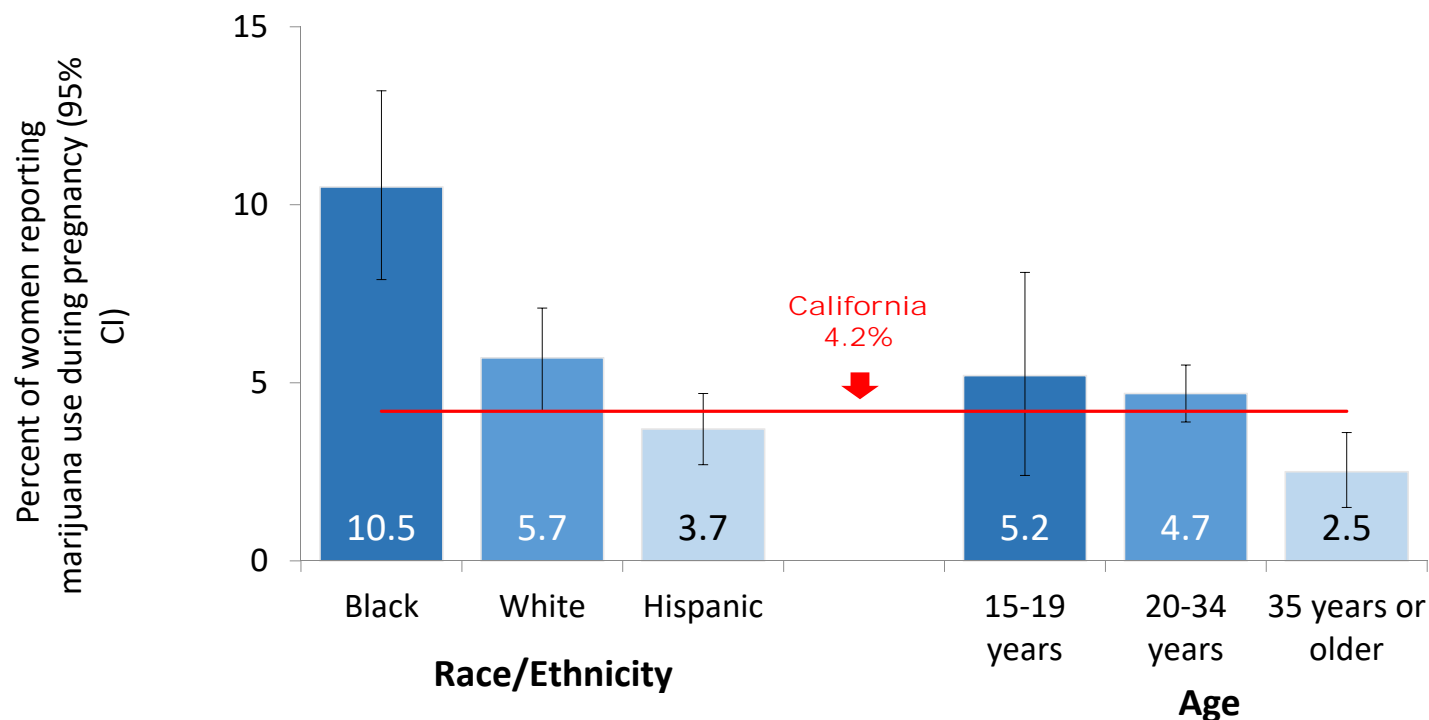
Past Month Cannabis Use Among 7th, 9th, and 11th Graders in California, 2003-2013

(California Healthy Kids Survey, California Department of Education/WestEd)



Self-Reported Use of Cannabis During Pregnancy

2016 Maternal and Infant Health Assessment (Provisional)

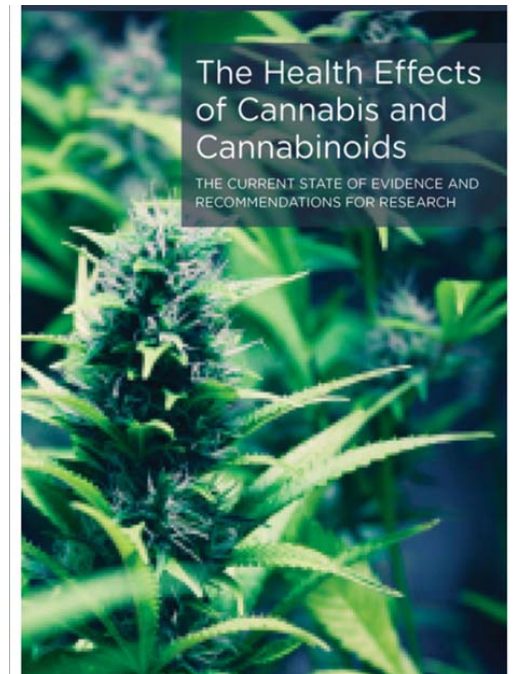
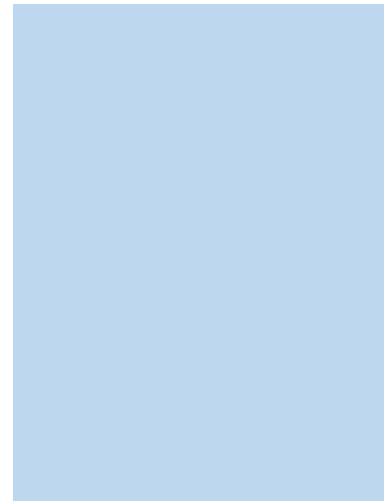


Source: Provisional 2016 Maternal and Infant Health Assessment (MIHA) Data. Provisional MIHA estimates are weighted to preliminary California birth certificate data and will differ slightly from MIHA estimates weighted to the final 2016 Birth Statistical Master File.



Phase I

- Scientific Literature Review
- “Let’s Talk Cannabis” branding
- Website
- Fact Sheets
- Formative Research



Phase I Formative Research

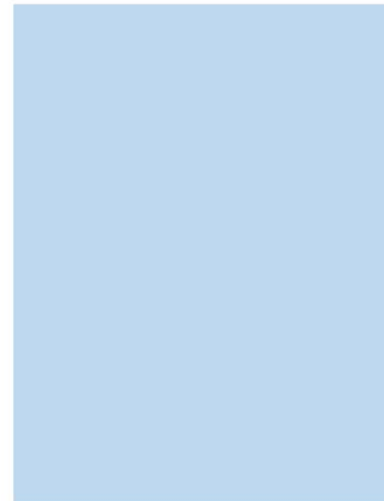
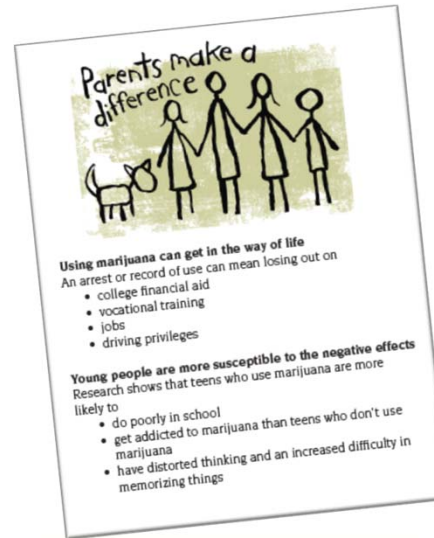
Reasons for Cannabis Use

PARENTS OF TEENS	PREGNANT OR BREASTFEEDING	YOUTH USERS	ADULT USERS
To relax or calm nerves	To relax or calm nerves	To get high	To relax or calm nerves
To get to sleep	To get to sleep	To have a good time	To have a good time
To relieve chronic pain	To relieve chronic pain	To relax or calm nerves	To get high
To get high	To get through the day	To get to sleep	To get to sleep
To seek deeper insights or understanding	Because of anger or frustration	To seek deeper insights or understanding	To seek deeper insights or understanding



Phase 2

- Extensive Formative Research
- Develop key messages for target populations
- Creative materials
- Social media and digital advertising
- Resources for Local Health Jurisdictions



Public Health Issues

Youth, young adults (18-25), pregnant & breastfeeding

Social normalization

Edibles, concentration, dosing

Variety of products/methods

Driving/Co-use

Long term effects/lack of research

Clean Indoor Air laws

