

PRIORITY SAFEGUARDS

- “Skip it!” Campaign
- Limits on THC potency & products
- Strict minimum age requirement and enforcement: 21+
- Marijuana Free Zones
- Robust education and prevention for youth, young adults & perinatal women
- Disclosures, data collection, and research on youth impacts

HOW WE MEASURE IMPACT:



Priority safeguards we secure and their far-reaching impacts



Promote our message through local & state media coverage of our research, messaging and compelling personal experiences of impacted kids and families



Increase our partnership with key policy makers, community leaders and citizen activists while strengthening and supporting our Kid Champions



Expand the number of communities, schools and families we actively inform, engage and empower to protect kids



Prioritizing public health and safety, and protecting kids and their communities above advancing marijuana profits at all costs

2021: GROUNDBREAKING POLICY CHANGE

- Lead proponent in landmark CO marijuana safeguards bill
 - Limit THC concentrate daily sales
 - Increase data collection & mandatory consumer warning handout
 - Adopt real-time medical marijuana tracking system
 - Hold physicians accountable by treating medical marijuana like other medicines
- Secured \$2M federal appropriation to study effects of THC on adolescents & perinatal women
- Marijuana Free Zone expansion -- reached 200,000 kids & families
- Selected to State Marijuana Enforcement Division Work Group to implement policy of landmark regulations bill
- Expanded engagement and outreach to all 50 states

2020: EXPANSION OF LESSONS LEARNED

- Rebrand Smart Colorado to One Chance To Grow Up
- Meetings with 50+ US Congress members/staffers
- Meetings with nearly 70% of Colorado legislators educating about harms
- Driving force behind first ever Colorado "High Potency Workgroup"
- Outreach and engaged supporters in 25 states
- Skip It! Campaign: educated 2,500 officials and 150 chambers of commerce
- Selected to Denver workgroup to advocate for kids safeguards for clubs/marijuana delivery
- Educated 100 CO Marijuana Enforcement Division staff

2019: MORE SAFEGUARDS

- Secured law for mandatory dispensary THC warnings for pregnant women
- Secured law permitting limits on THC and products
- Required on-site education: THC potency/impairment
- No pot delivery under 21/no college campuses
- Promote Marijuana Free Zones
- Community forums/professional organization engagement on impacts to kids

2018: EDUCATION

- Launched THCphotos.org
- Stopped pot delivery and on-site use
- Wide dissemination of education kits
- Published white paper & research
- Sunset review analysis & report
- Supported sales of FDA-approved CBD
- Expanded THC education

2017: SCHOOL SUPPORT

- Secured 150 new school health professionals
- Created marijuana resource education bank
- Home grow plant count reduced from 99 to 12
- Stricter local control: limit licenses & hours
- Blocked social consumption clubs

2016: THC POTENCY

- Secured research on THC
- Limits on marijuana candy
- More home grow protections for kids
- THC & CBD potency labeling
- Separation of High-THC products in store
- Medical marijuana advertising limits

2015: THC MARKING

- Preserved CO youth health survey & data collection
- Banned THC sprayed pre-made foods
- Funding youth prevention
- THC labeling & universal symbol
- Blocked repeal of THC marking

2014: POTENCY AWARENESS

- Appointed by Governor to Education Committee
- Monitoring of commercialization impacts
- Marking edibles to identify THC
- Required THC potency study
- Limiting servings & package amounts
- Securing education funding

2013: INITIAL PROTECTIONS

- Product testing, labeling, warnings
- Childproof packaging
- Data collection, reporting requirements
- Advertising & marketing restrictions
- Establish health department monitoring committee