

Teen-Targeted Tactics in Alcohol, Marijuana and Nicotine

9/14/24



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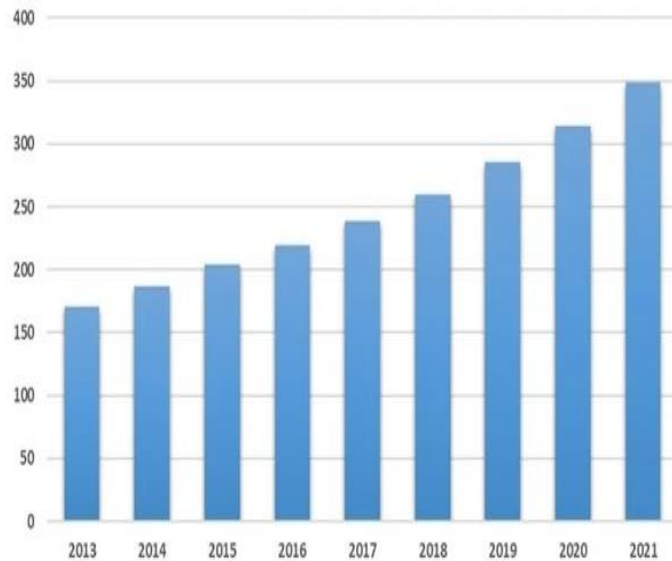
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Trends in alcohol and cigarette use



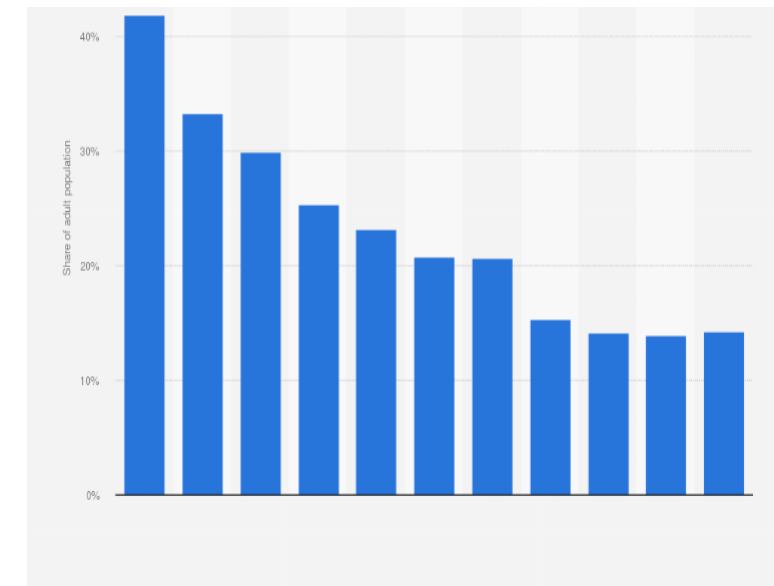
Bottled Water



Alcohol



Cigarettes



Why industries target youth



A **tobacco industry** report from 1984 stated: “*Younger adult smokers are the only source of replacement smokers... If younger adults turn away from smoking, the industry must decline.*”

The **alcohol industry** is sidestepping advertising rules by targeting young people, implying that drinking will bring friends and fun, and making light of drunkenness. Market research data on 15- and 16-year-olds is being used to inform (advertising) campaigns. “*Upcoming generations represent a key target for alcohol advertisers*”

Right from the start, **e-cigarette (vaping) companies** took their tactics straight from Big Tobacco’s playbook. Data from the 2023 National Youth Tobacco Survey show *more than two million middle and high school students using e-cigarettes in 2023, the most common form of tobacco use among youth in the U.S.*

Teen-target tactics in Alcohol

Alcopops

What is an alcopop?

Alcopops are alcoholic beverages that look very much like soda cans, or “pop” cans.

Alco + pop =
Alcopop



What's unique about FourLoko alcopop?



	“beer”	FourLoko
Potency (%ABV*)	5% or less	13.9%
Size	12oz	Almost 24 oz
Flavors	“beer”	Fruit punch, blue razz, sour galactic punch
Colors	Adult-ish	Wow!!!!

3x as strong

2x as big

6x as much

Costs
only
\$3-\$4

* - “ABV” = alcohol by volume

Where is FourLoko sold?

1. Visit [FourLoko.com](https://www.fourloko.com)
2. Click on “Store”
3. Enter your zip code



And make it SOOO easy to buy!

Home delivery!



**FOUR LOKO
DELIVERY
ORDER FROM
HOME**

Sometimes the best nights happen in your sweatpants from the comfort of your mom's couch in your mom's basement. Four Loko delivery makes getting your hands on your favorite malt beverage easier than ever (not that it was hard before). Order from home and get your favorite flavors delivered same day right to your door when you shop with our partners below.

LOKO

GAPA
GEORGIA
ALCOHOL
POLICY
ALLIANCE

For more info

- Google: “Ultimate Guide to Four Loko”

Discussion Questions I

1. Have you noticed supersized alcopops in your community?
2. Are they a problem?
3. Why? or why not?



Teen-target tactics in Marijuana

Delta-8 THC



What are the key harm risks of marijuana?

- Youth harms – mental health, developing brain, addiction, gateway
- Adults – cannabis use disorder prevalence is rising + all harms below
- Roadway safety
- Workplace safety and productivity
- Maternal health and toddler health
- Justice, Drug Education, Treatment
- Secondhand smoke / quality of life

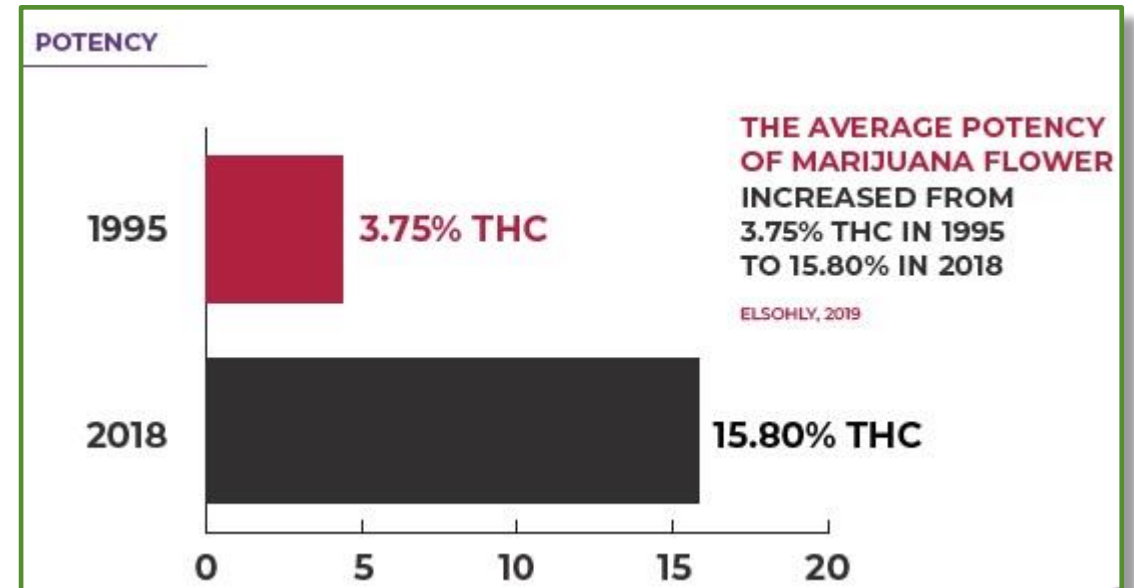




Why are we concerned?

Youth, synthetic cannabinoids, and THC potency

- In a 2023 survey, 30.4% self-reported marijuana use in the past year, and 11.4% of U.S. 12th-grade students reported Delta 8 -THC use.
- The Georgia Poison Center has received over 250 calls since 2021 concerning Delta-8 for children under 6 years old.
- National poisonings of 0-12 years old increased 368% (1,364 to 6,379) from 2019 to 2022
- More teens in Georgia enter treatment for marijuana than all other drugs combined





What exactly is legal in Georgia?

Recreational marijuana use, even by adults is not legal in Georgia.

Georgia's Medical Marijuana Program

However, Georgia law allows possession of up to 20 fluid ounces of **Low THC Oil** by certified persons with a Low THC Oil Registry card. This is not a prescription, it is a certification by a registered physician.

Low THC Oil is an oil that contains no more than 5 percent THC.

Hemp “consumables” (like gummy bears)



While “recreational” marijuana is not legal in Georgia, hemp consumables (like gummy bears) became legal in our state on July 1, 2024, due to Georgia SB 494 which was adopted into law this year.

These consumables will be regulated, tested, only legally sold to people over 21 years old, and have *delta-9 THC* levels limited to 0.3%.

However, due to the “delta-8 loophole” addressed next, products with very high THC levels will continue to be available in Georgia, and unenforceable. In essence, “legal”.



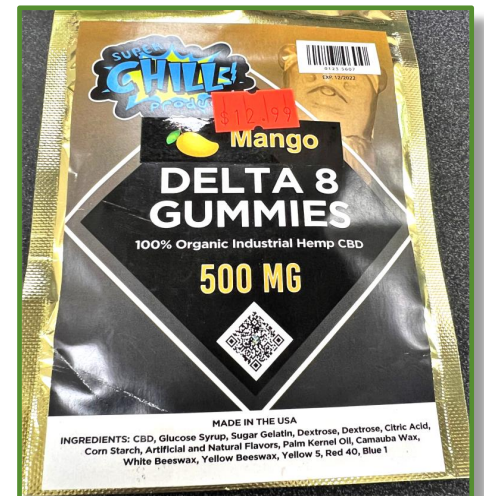
What is Delta-8 THC?



The 2018 US Farm Bill legalized hemp farming, noting that *delta-9* THC (the cannabinoid in marijuana that is psychoactive) must be $< 0.3\%$.

However, scientific innovators began converting the naturally occurring CBD in *delta-8* THC and created semi-synthetic high-THC isomers (or versions) of marijuana. Delta 8-THC is technically legal due to this “hemp loophole.”

The FDA, National Poison Centers, Georgia Poison Center, Georgia Board of Pharmacy, Georgia Attorney General, and the CDC warn about the extensive dangers of Delta 8-THC.



Can the Delta-8 THC loophole be closed?



If we don't, we'll continue to see these billboards:

You can see this at
AlpineDispensary.com



And 95% THC will continue to be legal...



Shop / Vape Products / Delta 8 THC Vape Cartridge 95% $\Delta 8$ – Pineapple Express



Delta 8 THC Vape Cartridge 95% $\Delta 8$ – Pineapple Express

★★★★★ (6 customer reviews)

\$59.99

We are proud to present to you THC $\Delta 8$ Vaping the way it should be... zero residual toxins, a premium 510 thread iKruiser cartridge with an acrylic BPA free non-clogging barrel tip. In addition, our high potency distillate contains no PG/VG and offers noticeable psychotropic relief upon the first few puffs. You should find yourself with a THC $\Delta 8$ experience like none other due to our custom terpene profiles. One reason THC $\Delta 8$ has gained so much popularity is that is known to provide an uplifting euphoric sensation with less chance of paranoia no matter which strain is consumed; Indica, Hybrid or Sativa.

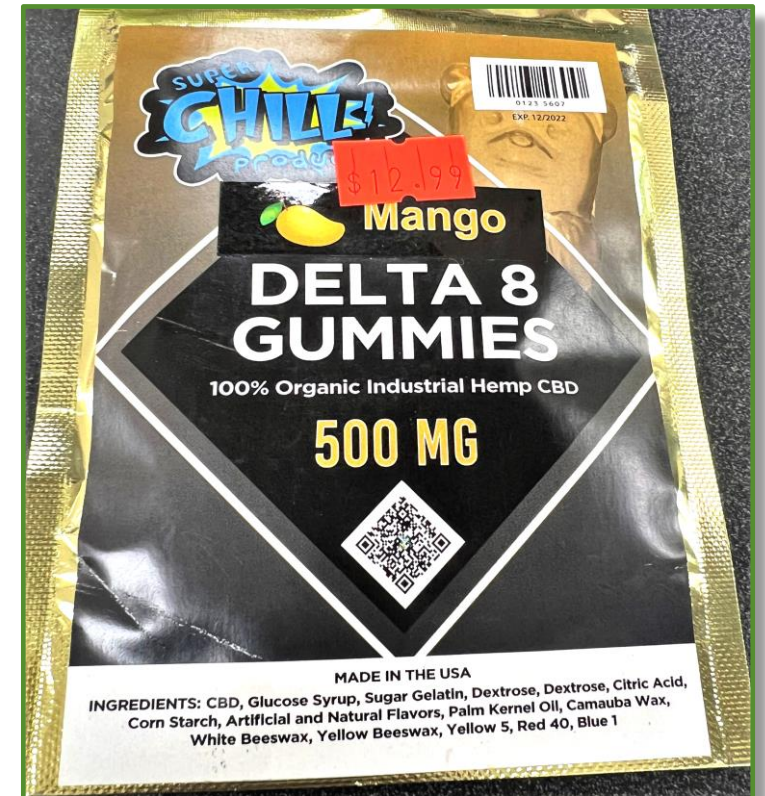


ADD TO CART

SKU: d8VapeCartPineapple Categories: THC Delta-8, Vape Products

Discussion Questions 2

1. Have you noticed Delta-8 THC products in your community?
2. Are they a problem?
3. Why? or why not?



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