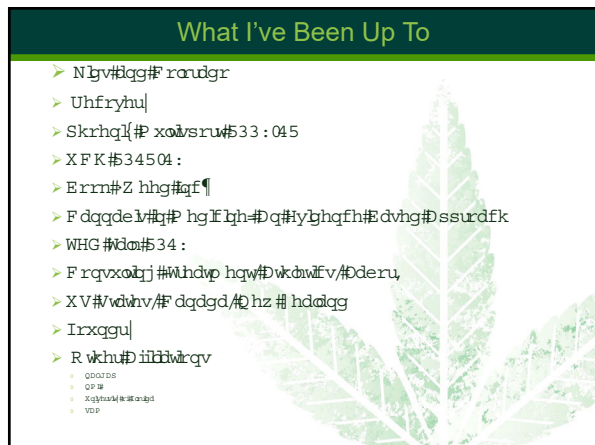




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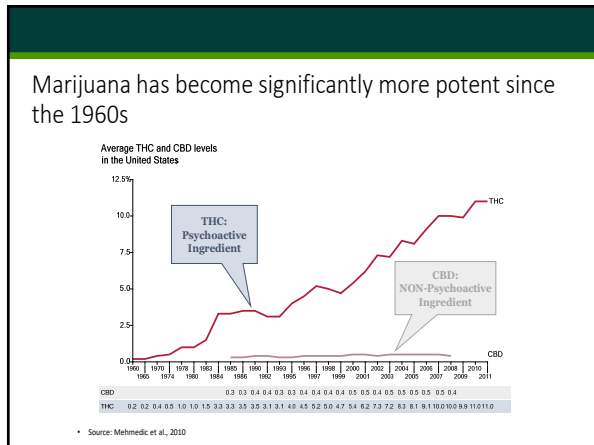
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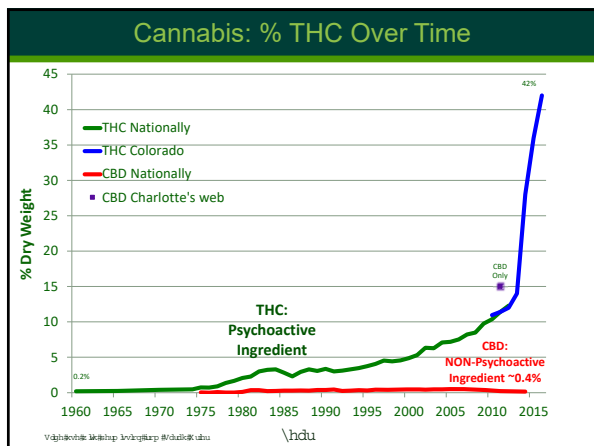
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### What is Substance Use Disorder (Addiction)

2-3 criteria indicate a mild disorder, 4-5 a moderate disorder, 6 or more, a severe disorder

1. Taking the substance in larger amounts or for longer than the you meant to
2. Wanting to cut down or stop using the substance but not managing to
3. Spending a lot of time getting, using, or recovering from use of the substance
4. Cravings and urges to use the substance
5. Not managing to do what you should at work, home or school, because of substance use
6. Continuing to use, even when it causes problems in relationships
7. Giving up important social, occupational or recreational activities because of substance use
8. Using substances again and again, even when it puts the you in danger
9. Continuing to use, even when the you know you have a physical or psychological problem that could have been caused or made worse by the substance
10. Needing more of the substance to get the effect you want (tolerance)
11. Development of withdrawal symptoms, which can be relieved by taking more of the substance.

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### Marijuana & Addiction

Wkh#3VP 08#0duq#vshw#xw#  
 Wkh#**objective** fulhul#ru#  
 dgg#fwrq#lbg#ru#Wkh#lww#h#  
 •**cannabis withdrawal**##  
 l#lwwg#lv#l#bjqr#v1

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## Econ 101

- > Ohvv#kdg#533#fdqgdeiv#dfldlv#5347#
  - > 4/4<3#fdqgdeiv#dfldlv#(lv#fdqgdeiv#534:##
  - > 5/:3<#534<
  - > Krz#fdq#rdgr#xssrw#kl#p rxq#rhwldB
  - > Krz#grhv#kl#jurz wk#frqwxhB
  - > Z k|#grhv#kh#q#3253#xw#p dwhu#khB#
- dfwddq p ruh#h# 7253#q#R ,

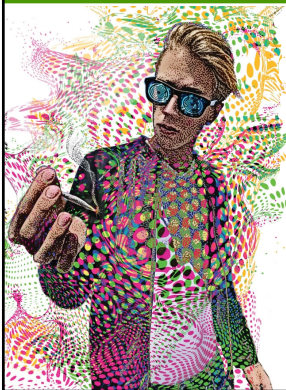
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## THC and Addiction

- This is very real and not easy to treat
- Often requires long stays in treatment and anti-psychotic medications
- Traditional rates were around 10%
- Rates today are reaching up to 30% as a result of increased potency (Janni Leung et al 10/20)
- Many of these addicted patients require physical detox and medical intervention

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## Contributing Factors to Marijuana Dependence



Age of  
Onset

Frequency  
of Use

THC  
Potency

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### Normalization of Cannabis



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### Tapping Emotional Connections



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## Targeting Youth



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## Placement and Brand Association



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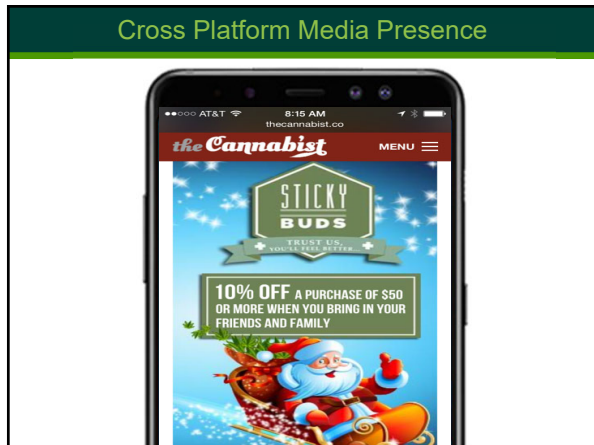
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Pushing Frequency



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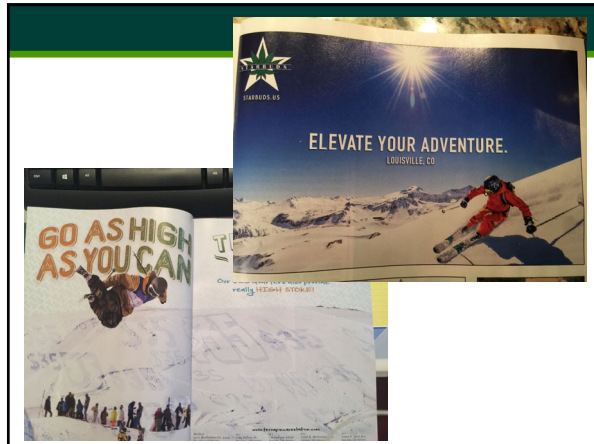
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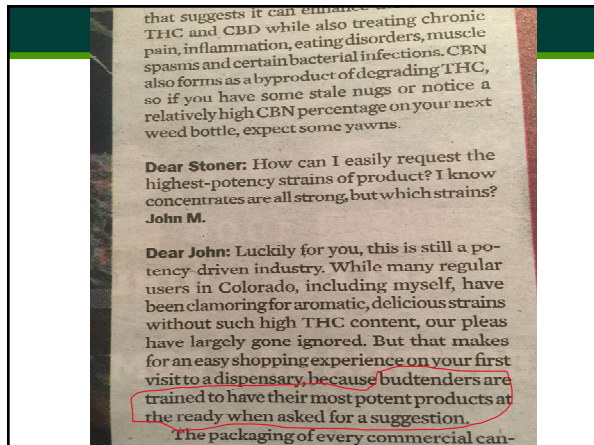
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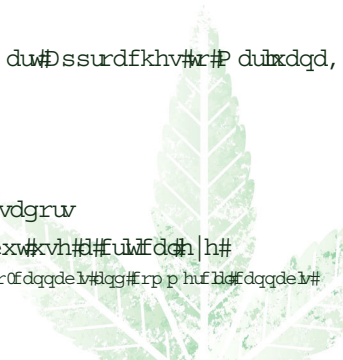
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To Learn More...

- > Sumfw#DP #Vp du#Dssurdfkhv#r#P duxdqd,
- > QIGD
- > VDP VKD
- > VP DUW#FR
- > Mrkqq|w#Dp edvvdgrw
- > Orw#r#wkhw/#xw#v#d#fufdch|h#



-#xevfueh#r#w#r:#ur0dqqde1#dg#Erp p hufb#fdqqde1#  
 vhw#dg#hz vdwuw,

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