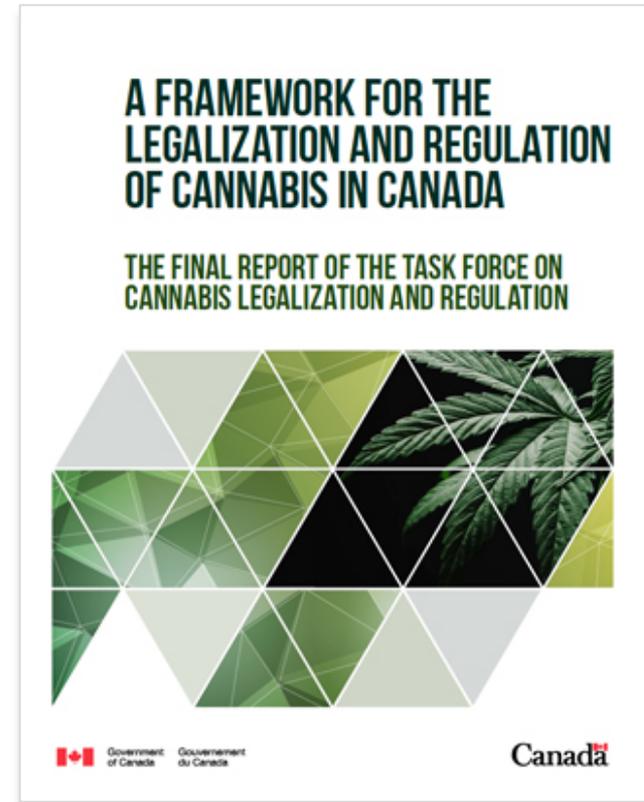


Canada's Public Health Approach to the Legalization and Regulation of Cannabis

Cannabis Legalization and Regulation Branch,
Health Canada



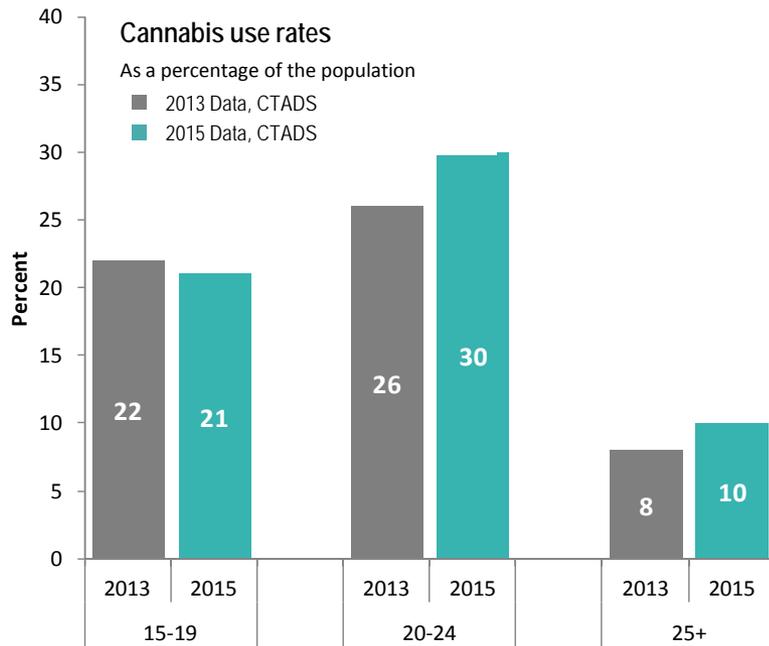
*“In taking a public health approach to the regulation of cannabis, the Task Force proposes measures that will **maintain and improve the health of Canadians by minimizing the harms associated with cannabis use**”.*



Cannabis Use in Canada

Cannabis use in Canada is highest among youth and young adults ...

... and our criminal justice system is burdened with cannabis possession offences.

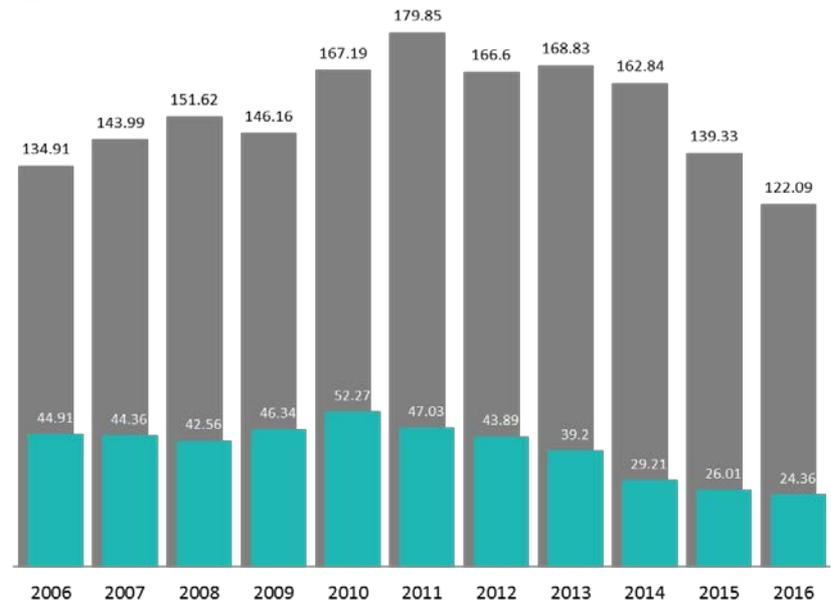


SOURCE: CANADIAN TOBACCO, ALCOHOL AND DRUGS SURVEY (CTADS)

Cannabis violations

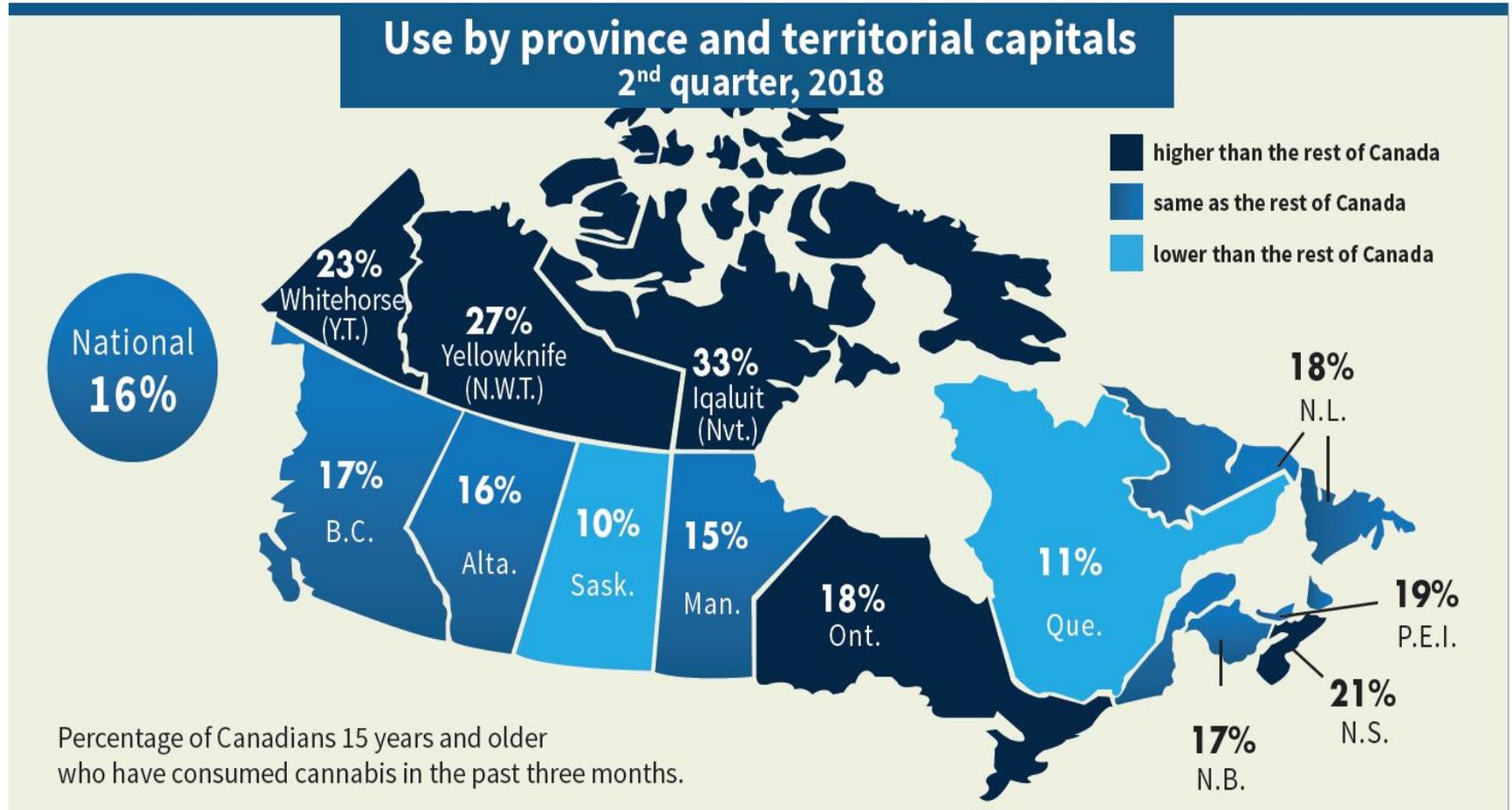
Canadian rates per 100,000 people

- Cannabis possession
- Cannabis trafficking and production



SOURCE: STATISTICS CANADA

National Cannabis Survey Results (Q2 – 2018)





Health Effects

While there are potential therapeutic uses, cannabis does present health risks ...

- ❖ Youth are particularly at risk for cannabis-related harms since their brain continues to develop until the age of 25
- ❖ Cannabis impairs mental functions and reaction time, impacting ability to drive safely
- ❖ Cannabis use could lead to physical dependency and addiction for those who start early and use often
- ❖ Cannabis increases the risk of psychosis and schizophrenia for those with a personal or family history of mental illness

Minimizing harms and mitigating the adverse effects of cannabis use requires a comprehensive suite of interventions.

Why a Public Health Approach?

A public health approach shifts the focus from criminalization to the minimization of public health and safety harms through policy interventions that ...

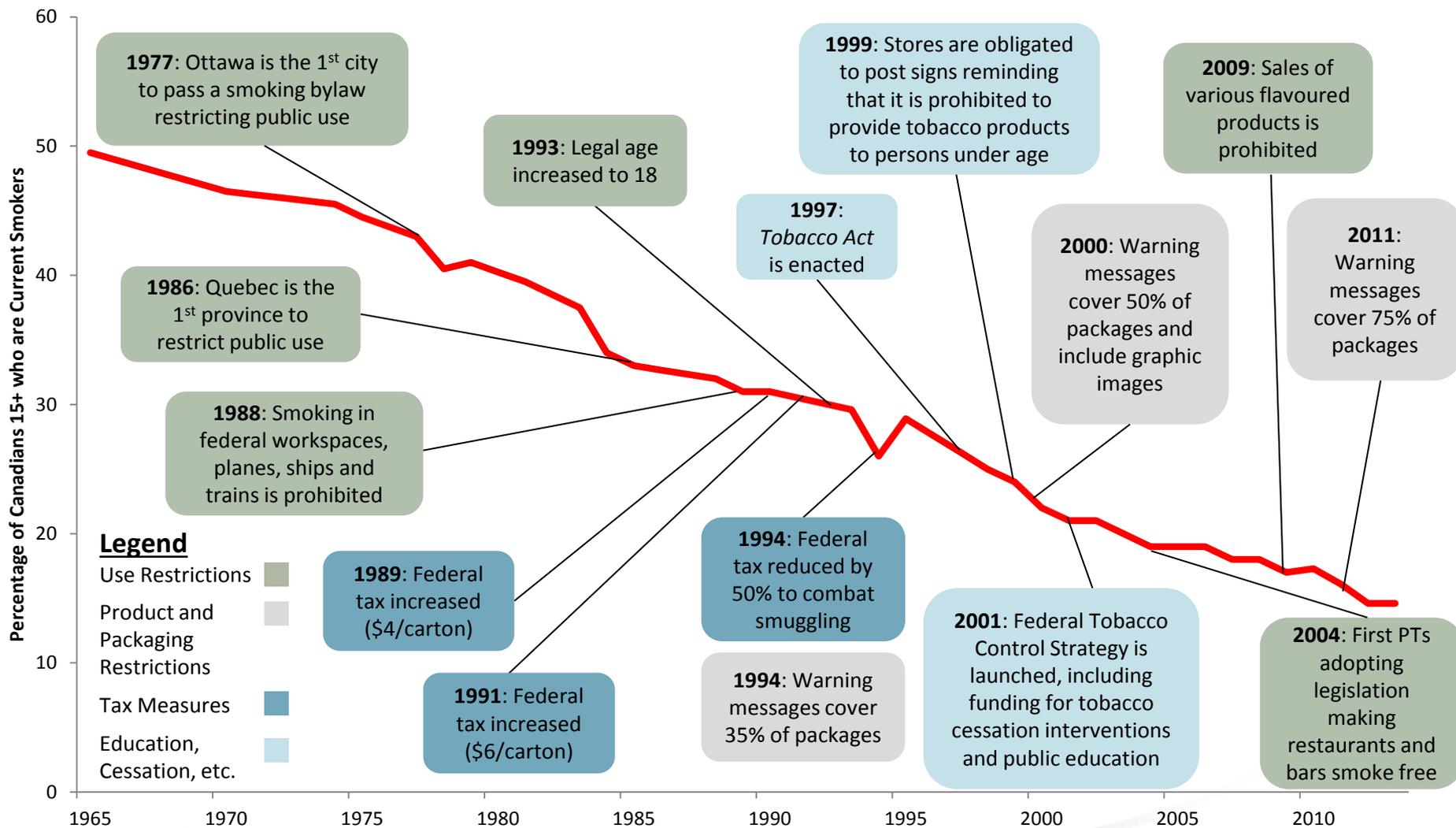
Educate and raise awareness of health and safety risks

Prevent problematic use and promote healthy choices

Protect public health and safety by restricting access for youth and strictly controlling the cannabis supply chain

Monitor cannabis use patterns and industry compliance

Prevalence of Tobacco Use in Canada (1965 to 2012)



SOURCE: STATISTICS CANADA



The *Cannabis Act*: An Overview

Taking a public health approach, the *Cannabis Act* creates a control framework for cannabis that ...

Restricts youth from accessing cannabis

- Youth under 18 years of age are prohibited from accessing cannabis
- Protects young people and others from advertising, promotional activities and enticements to use cannabis

Controls access for adults of legal age

- Limits adult possession to 30 grams of legal cannabis
- Limits home cultivation to 4 plants per residence

Provides oversight for the operation of the legal cannabis industry

- Permits, through federal licences, the production, cultivation and processing of cannabis
- Authorizes provinces and territories to distribute and sell cannabis, subject to federal conditions

Strictly regulates the supply chain

- Provides Canadians with access to a quality-controlled supply of cannabis
- Establishes strict product quality requirements (e.g., production standards, testing)
- Safeguards the integrity of the supply chain (e.g., Cannabis Tracking and Licensing System)

Establishes strong penalties to protect public safety

- Creates new cannabis-related offences with serious penalties (i.e., selling cannabis to youth)
- Deters illegal activities through sanctions and enforcement measures



Federal Licensing Regime

The federal licensing regime balances the need for a diverse, competitive legal industry against broader health and safety objectives ...

- ❖ **Federal government authorized to issue licences and permits for:**
 - **Cultivation:** standard cultivation, micro-cultivation, nurseries and industrial hemp
 - **Processing:** standard processing and micro-processing
 - **Sale for medical purposes:** sell tested, labelled and packaged cannabis by phone or online
 - **Other authorized activities:** analytical testing, research, and import/export

- ❖ **Access to cannabis for medical purposes will be maintained;**
 - Federal government will continue to license persons and organizations to sell cannabis for medical purposes directly to registered clients and hospitals

- ❖ **Industrial hemp is subject to the *Cannabis Act***
 - Creation of a regulatory framework for industrial hemp that is risk-based



Rules Governing Industry

National industry standards and rules to protect consumer and public health and safety

- ❖ For growing and manufacturing cannabis products, including testing
- ❖ Safeguards and product standards
- ❖ Strict packaging and labelling requirements (e.g. child-proof, tamper-resistant, health warning messages, universal symbol, THC/CBD, etc.)
- ❖ Advertising and promotion restrictions
- ❖ Physical and personnel security requirements
- ❖ Inventory tracking; record keeping and reporting
- ❖ Import and export prohibited, save for medical or science purposes
- ❖ Monitoring, compliance and enforcement



Compliance and Enforcement

The *Cannabis Act* includes strong compliance and enforcement measures designed to uphold the integrity of the new legal framework ...

- ❖ Compliance and enforcement roles include:
 - Administrative compliance and enforcement, administered by federal inspectors and officials
 - Criminal investigation and prosecution, within the powers and mandate of law enforcement

- ❖ Federal government has additional authorities to enforce compliance across the supply chain
 - Conduct inspections of federally licensed entities
 - Order testing and analysis
 - Order the production of information
 - Order product recalls
 - Assess Administrative Monetary Penalties
 - Suspend, revoke or add conditions to licences

The Cannabis Tracking System

The *Cannabis Act* authorizes the creation of a national Cannabis Tracking System that helps:

- Prevent cannabis from being diverted to the illegal market; and,
- Prevent illegal cannabis from entering the legal market.

The Cannabis Tracking System acts as a data collection tool to monitor:

- Production and supply levels; and
- High-level movements of products across the supply chain.



Provinces, Territories and Municipalities

Core partners in the implementation of the new, cooperative control framework for cannabis

- ❖ Building distribution and retail sales models that uphold public health and safety standards
- ❖ Developing complementary legislation, regulations and by-laws to support implementation of the *Cannabis Act*
- ❖ Key partners in efforts to educate Canadians and raise awareness about the risks of cannabis use and prohibitions on taking cannabis across Canada's border
- ❖ Investing in harm reduction, as well as prevention and health promotion initiatives



Provincial, Territorial and Municipal Rules and Safeguards

Flexibility to establish more stringent controls on access

- Increase minimum age beyond 18
- Lower the possession limit
- Create additional rules for growing cannabis at home

Ability to license and oversee distribution and retail sales, subject to federal conditions

- Limits on promotion and advertising
- Fact-based health and safety information for consumers, supported by trained staff
- Retailers and distributors subject to penalties for operating outside of the legal system

Authority to enact additional rules to protect public health safety

- Restrict places in which cannabis could be consumed
- Legislate/regulate to protect public health within areas of jurisdiction

Local governments/municipalities responsible for developing rules

- Zoning, public consumption, by-law and administrative enforcement, fire prevention, health and education, communications and public engagement

Cannabis Education and Awareness

Clear, consistent, evidence-based information on health and safety risks, travel prohibitions, and the strict regime on impaired driving through ...

- ❖ National advertising and social media campaigns on health effects of cannabis and drug impaired driving
- ❖ Targeted educational resources for priority audiences
 - Youth and young adults
 - Pregnant and breastfeeding individuals
 - Individuals with a personal or family history of mental illness
 - Culturally appropriate resources for Indigenous peoples
 - Travel organizations
- ❖ Extensive use of partnerships to complement and extend the reach of federal education and awareness efforts

... which will support informed choices, influence risk perceptions, and change cannabis use behaviours.



Supporting Community-Based Organizations

Significant investments in Indigenous and community-based awareness, education, prevention, harm reduction and treatment initiatives across Canada

- ❖ Federal government is funding community-level projects that:
 - Involve on-the-ground partners in cannabis education and awareness initiatives
 - Prevent problematic use through targeted public health interventions
 - Minimize harms of cannabis use by integrating harm reduction messages in education, awareness and health promotion activities
 - Support programs that strengthen access to substance use counselling and treatment
 - Build capacity and resiliency, particularly for vulnerable populations

Health Canada Funded Projects



CANADIAN
PUBLIC HEALTH
ASSOCIATION

ASSOCIATION
CANADIENNE DE
SANTÉ PUBLIQUE

The Voice of Public Health
La voix de la santé publique

The Canadian Public Health Association is helping to prepare front-line public health professionals for cannabis legalization and regulation.



THE SOCIETY OF
OBSTETRICIANS AND
GYNAECOLOGISTS
OF CANADA

The SOGC is supporting public education and awareness efforts through the development of educational videos on the risk of cannabis use for pregnant and breastfeeding individuals.



Engagement with First Nations, Inuit and Métis

The Government of Canada is committed to a renewed, nation-to-nation relationship with Indigenous peoples, based on recognition of rights, respect, co-operation and partnership.

- ❖ The Government is working with Indigenous governments, organizations and communities to ensure the specific interests of Indigenous communities are carefully considered, and to support the development of effective and culturally relevant communications approaches.
- ❖ Engagement meetings are ongoing throughout 2018 and beyond, together with provincial and territorial colleagues as much as possible.
- ❖ Long-term engagement is aimed at supporting:
 - Increased opportunities for dialogue between Indigenous groups and federal, provincial and territorial governments on all aspects of cannabis legalization and regulation; and
 - Culturally appropriate public education and communications, including materials in Indigenous languages and support for Indigenous-led activities and dialogue.



First Nations, Inuit and Métis

A wide range of topics continue to be raised, such as public health and safety, economic development, regulatory and law-making authority, taxation, revenue sharing, and culturally appropriate public education.

Going Forward:

- ❖ Continue responding to requests for information, dialogue and meetings
- ❖ Ensure Indigenous involvement in public education activities and dissemination of information, including translation into Indigenous languages
- ❖ Provide economic development information and support to those interested to become involved in the legal cannabis industry
- ❖ Public Safety outreach with Indigenous Police Associations
- ❖ Indigenous Services Canada continues to work with Indigenous partners to provide access to community-based mental wellness supports and health services
- ❖ Governance and jurisdiction continue to be raised and discussed at all levels

Economic Development

An Indigenous applicants' navigator service provided by Health Canada can be reached at navig@canada.ca.

The Community Opportunity Readiness Program at Crown Indigenous Relations and Northern Affairs can support Indigenous communities through capacity development, feasibility and construction of regulated cannabis activities.



Research and Surveillance

Ongoing data collection, monitoring, surveillance and analysis to support policy development and monitoring of health and safety impacts.

- ❖ Develop and implement core and expanded set of baseline data indicators
- ❖ Monitor cannabis use patterns through the Canadian Cannabis Survey
 - Nearly 10,000 respondents (majority have used cannabis)
 - Topics include how cannabis is obtained, methods and perceptions of use, and driving after use
- ❖ Canadian Surveillance System for Poison Information
 - Collects baseline data of cannabis exposure calls
- ❖ Work with federal partners to develop a research strategy on cannabis



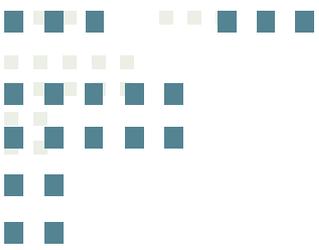
CANNABIS
STATS HUB

The Cannabis Stats Hub – a Statistics Canada centralized portal that collects and disseminates information on cannabis use, offences, household spending and consumer prices.



What can Canadians expect following October 17?

- ✓ Controls in place preventing youth access
- ✓ Vigilant oversight of regulated industry, guided by precautionary principle
- ✓ Product safeguards and controls to protect consumers
- ✓ Fact-based education campaign to increase awareness and promote health and safety
- ✓ Measuring, evaluating, reporting, and adjusting over time as needed....
- ✓ Regulations for edibles and other products no later than October 2019



For more information

Visit: www.canada.ca/cannabis

Enquiries: cannabis@canada.ca



Annex: Timeline and Progress to Date

