

Vermont Public Health Sub-Committee Meeting Minutes—September 13, 2021

Mark Gorman called the meeting to order at 11:05 am.

Attendees

Advisory Committee Members:

- Dr. Mark Levine
- Tim Wessel
- Ingrid Jonas

VT Cannabis Board:

- Julie Hulburd
- Nellie Marvel

NACB:

- Gina Kranwinkel
- Mark Gorman
- Deneka Scott

Minutes recorded by Deneka Scott.

Deneka Scott noted there were no public written public comments at this time and shared how the public can make their comments via the CCB website.

Mark Gorman and Deneka Scott shared warning language that is being used in other states – notably Massachusetts and California. The sub-committee expressed interest in seeing what other New England area states were doing. The NACB team noted they would provide written examples to the committee members.

Deneka Scott shared a visual slide deck of 7 warning symbols for THC/marijuana currently being used in other states. Additionally, tamper proof warning label examples were shown. Mark Gorman noted that labels and warnings often evolve over time and noted that tobacco had numerous iterations over many years.

The sub-committee also discussed:

- THC percentages and how to note differences, including strains in labeling
- Safety in sourcing
- That what labels/warnings shown do not warn on metabolism (i.e., how quickly or delayed effects may be from consumption – either smoke or edibles; how will people be able to gauge a responsible dose, how to ensure people don't get a "surprise")
- Need to educate law enforcement
- Font sizes for any warnings need to be clearly noted and legible

Additionally,
Committee members provided commentary/thoughts/requests.

Notable comments summarized:

Dr. Levine- beyond THC, where do we draw the line for ingredients/labeling. Additionally, expressed that the public health marketing team would be able to provide design input on the areas of labels, warnings, and packaging.

Ingrid Jonas – noted she liked the warning icon that reading NOT SAFE FOR KIDS

Tim Wessel – asked for examples of advertising and social media content (such as YouTube)

Public Comment Period:

At 11:50AM, Julie Hulburd noted that there was a member of the public who would like to make a comment.

David Silberman, from Middlebury introduced himself and encouraged the sub-committee to think about the goal of educating consumers and to keep in mind that we are providing information to people who have already chosen to consume cannabis. He noted there will be a lot of cannabis novice consumers coming into this market who will gravitate towards edibles. He noted edibles may provide a greater risk than smoking, due to delayed impact and how long they last. He urged the subcommittee to educate yourselves on that issue and focus on the goal to educate consumers to consume responsibly and safely, not scaring them away.

Notable comment (s) following public comments:

Gina Kranwinkel – it is important because it can take up to two hours after consuming for it to take effect (referencing edibles) – if they (consumers) don't know that and they take more the product is where we can run into an issue.

Dr. Levine – the edibles are clearly the most challenging part of this whole thing. What we are looking at on-screen is akin to a package insert, like buying Benadryl or a prescription over the counter. Package inserts have to contain factual information. Also noted that for the non-medicinal audience - that is, the recreational audience - we may have package inserts appropriate for a medicinal but these people are buying it for recreational, a lot of the information will be the same but it needs to be directed in a different way. They are taking it for use like they would take a glass of wine. We need to keep that in mind as we look at this language.

Tim Wessel – following Dr. Levine's comment above, also provided context that "you would not receive a disclaimer or insert when you bought a beer or glass of wine".

It was noted to that members of the public can submit comment via in the room (if in attendance) or can submit in writing to: <https://ccb.vermont.gov/form/publicinputform>

Adjournment:

Mark Gorman made a motion to adjourn. Tim Wessel served as second to the motion. Meeting is adjourned at 11:58 am.

Next Public Health Sub-Committee meeting is Thursday, September 16 at 11 am ET.