

Cannabis Consumer Education Survey



Washington State
Liquor and Cannabis Board

Sally Riggs

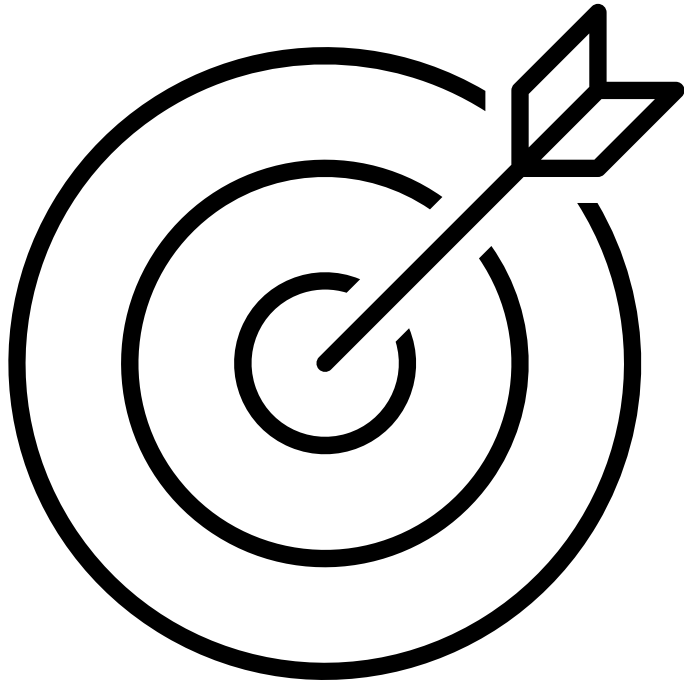
Jordan Arias

Nikki Meline

Sarah Okey

Kristen Haley

Brian McQuay



Goal:

To inform future education efforts that will increase the health/safety of adults who use cannabis.



Washington State Liquor and Cannabis Board

Dec. 18, 2023

Hello Cannabis Retailer,

In the next day or two you'll be getting a packet by mail from the Liquor and Cannabis Board (LCB) and the Washington State Dept. of Health (DOH).

Together, LCB and DOH developed a short, anonymous, online survey for cannabis retailers and use cannabis. The survey results will help LCB and DOH update education information and campaigns for consumers. Basic information about the survey is linked [here](#), and a sample of the flyer you'll get in the mail is linked [here](#).

We would greatly appreciate your help to promote this survey in your retail store. We want to hear from your customers and employees!

DOH and LCB will share key takeaways from the survey results with you to inform your consumer education efforts.

In addition to the links in this email, you will soon receive printed flyers and a packet by mail from DOH.

Please put the flyers near your registers or in other highly visible locations in your store so consumers can scan the QR code to take the survey. We ask that the flyers be posted until Jan. 14, 2024. Your participation in this survey and posting the flyers is completely optional.

WE WANT TO HEAR FROM YOU

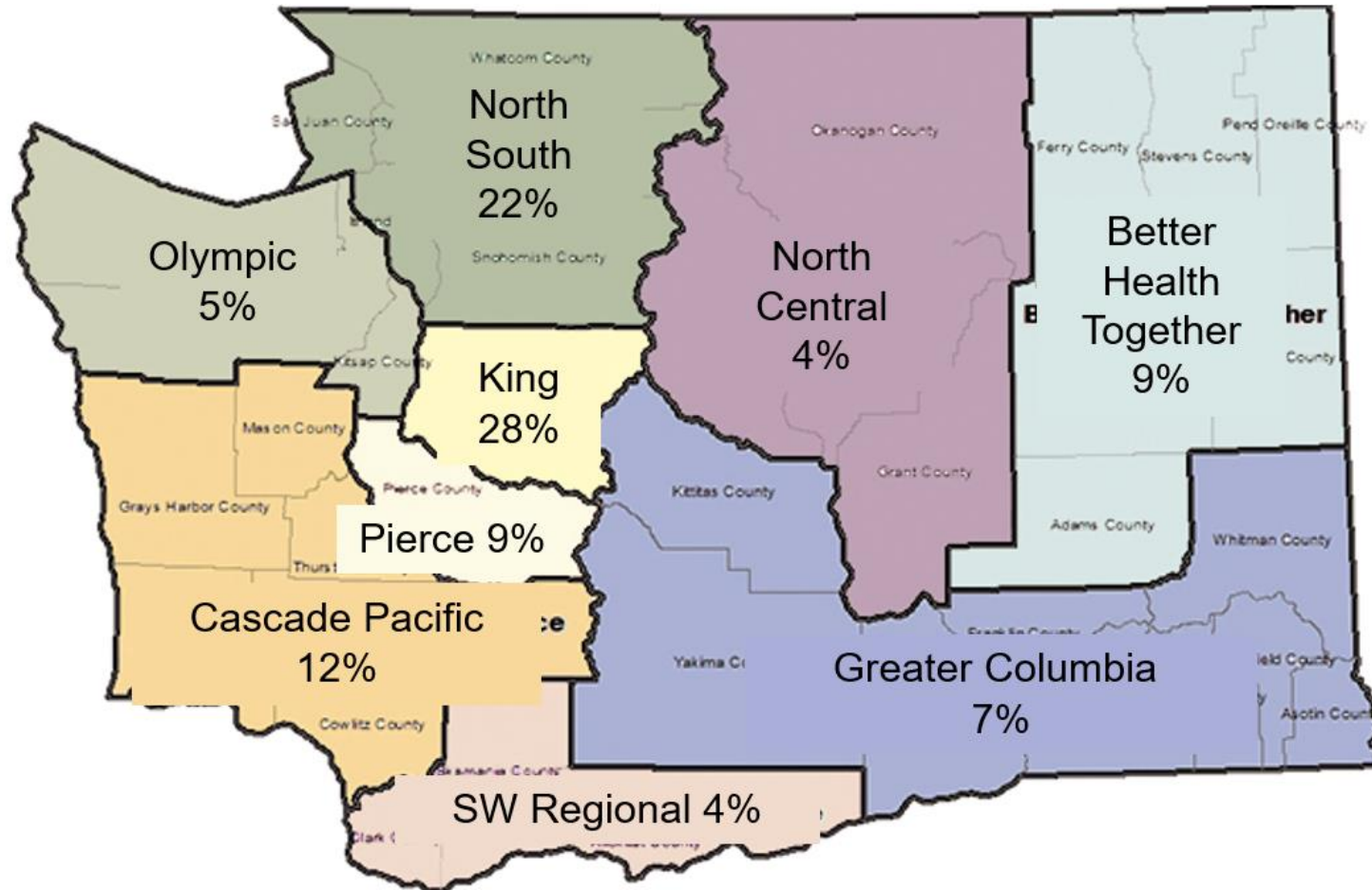
Help improve health and safety education for Washington adults age 21+ who use cannabis.

Responses are completely
anonymous.

Take the survey!

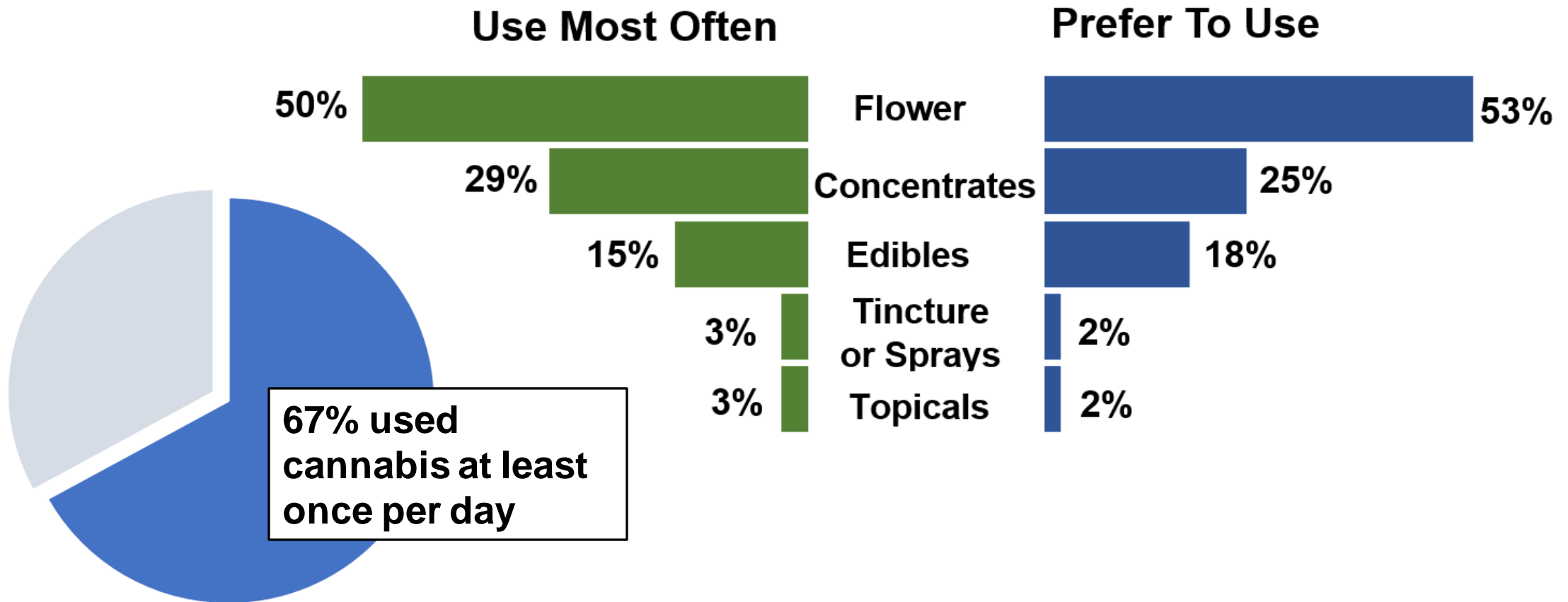


437 legal cannabis consumers took part in the survey

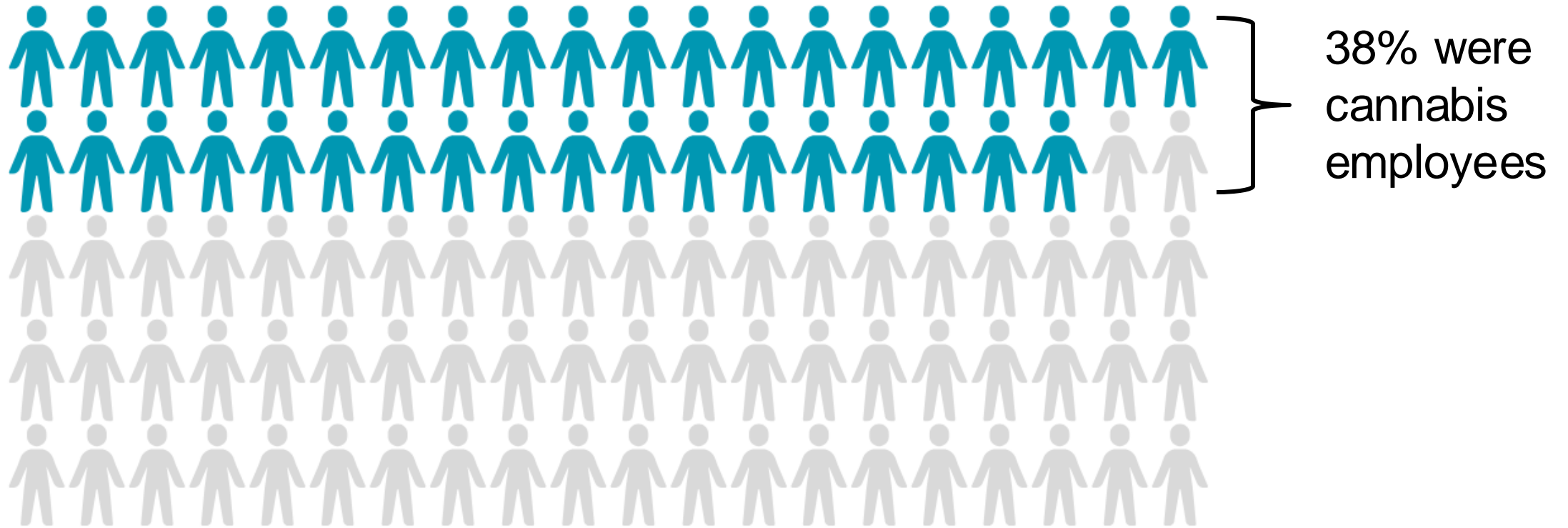


This was not a representative sample but respondents were similar to WA's census demographic data.

437 legal cannabis consumers took part in the survey



437 legal cannabis consumers took part in the survey



Main Findings

Main Findings

1. Increasing cannabis knowledge across both consumers and employees is important.

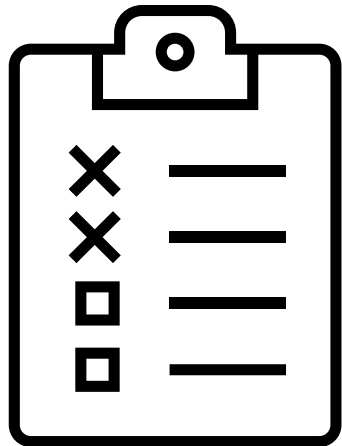
Main Findings

1. Increasing cannabis knowledge across both consumers and employees is important.

Question	Answer:
What is the best way to determine strength of cannabis product?	THC
Are cannabis products required to be tested for foreign matter and contaminants (e.g., pesticides, mycotoxins)?	Yes
True or False: Only medically-compliant products are required to be tested for heavy metals.	True
How does medical cannabis differ from recreational cannabis?	Heavy Metals Testing Required
True or False: All dispensaries in WA sell cannabis for medical purposes	False
True or False: Cannabis products are approved by the FDA to treat, cure, and prevent disease	False
Where do you find lab test results for purchased cannabis?	By request at store

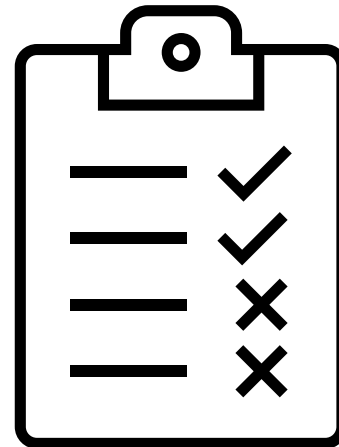
Main Findings

1. Increasing cannabis knowledge across both consumers and employees is important.



The average score
for employees:

57%



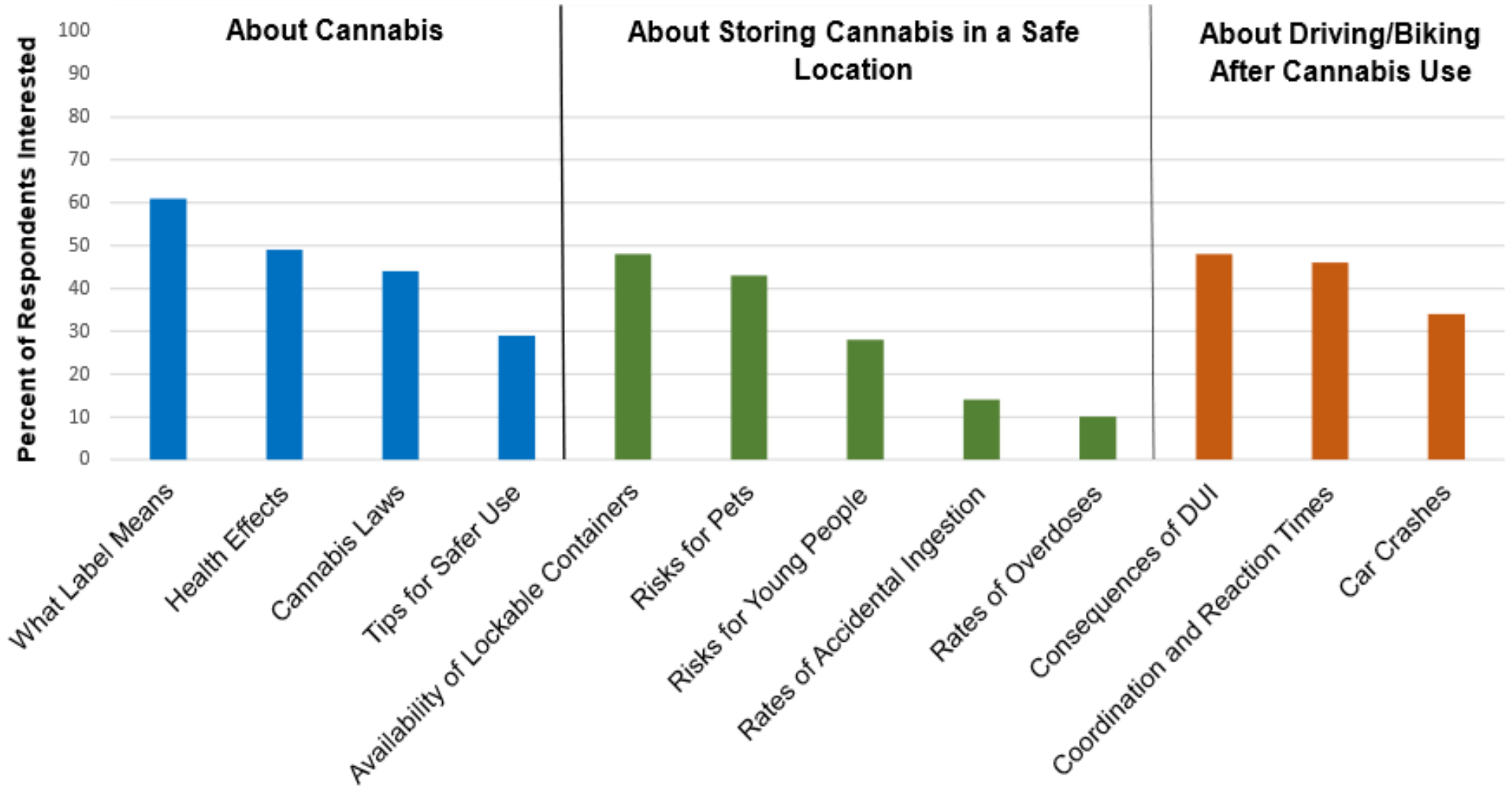
The average score
for consumers:

43%

Main Findings

2. People are interested in learning about cannabis products they use.

Main Findings



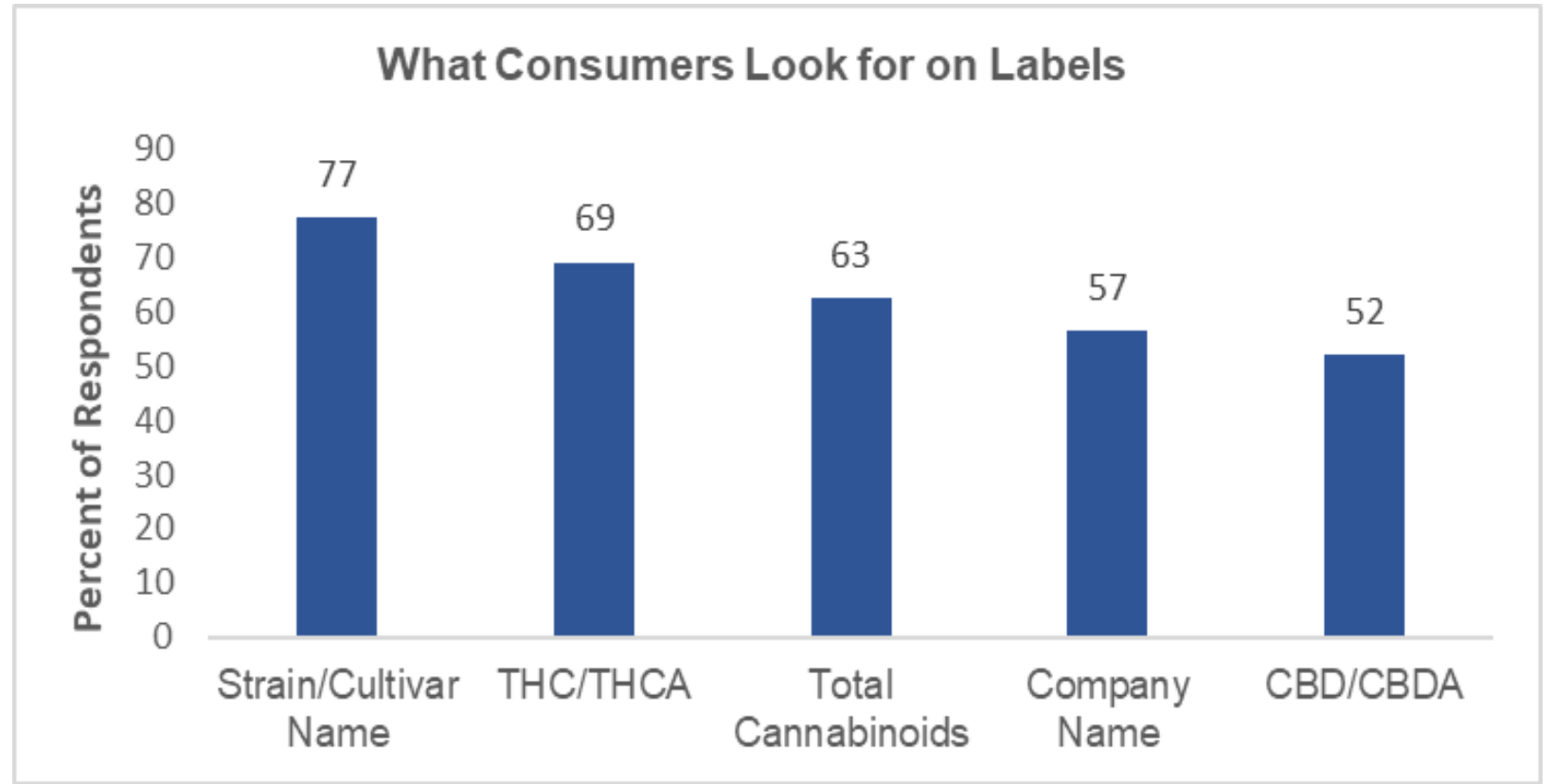
Main Findings

3. Packaging and budtenders are two main sources of current information.

Main Findings- Packaging

84%

read label on
packaging often or
always



Main Findings- Packaging

84%

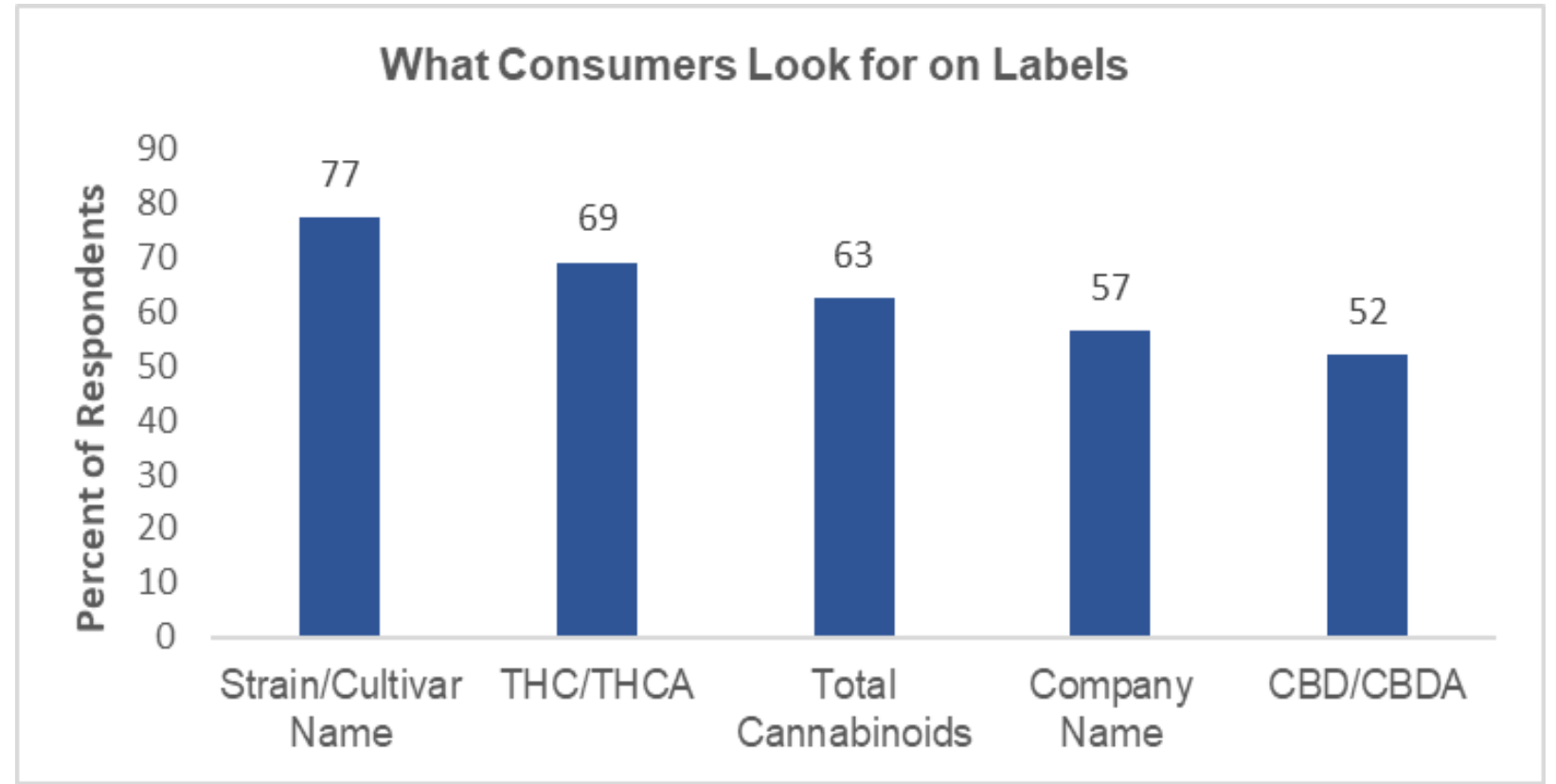
read label on
packaging often or
always



Additional Information

People Would Like:

- Growing mediums
- Solvents/Pesticides
- Organic
- Harvest/Packaging Date
- Terpenes



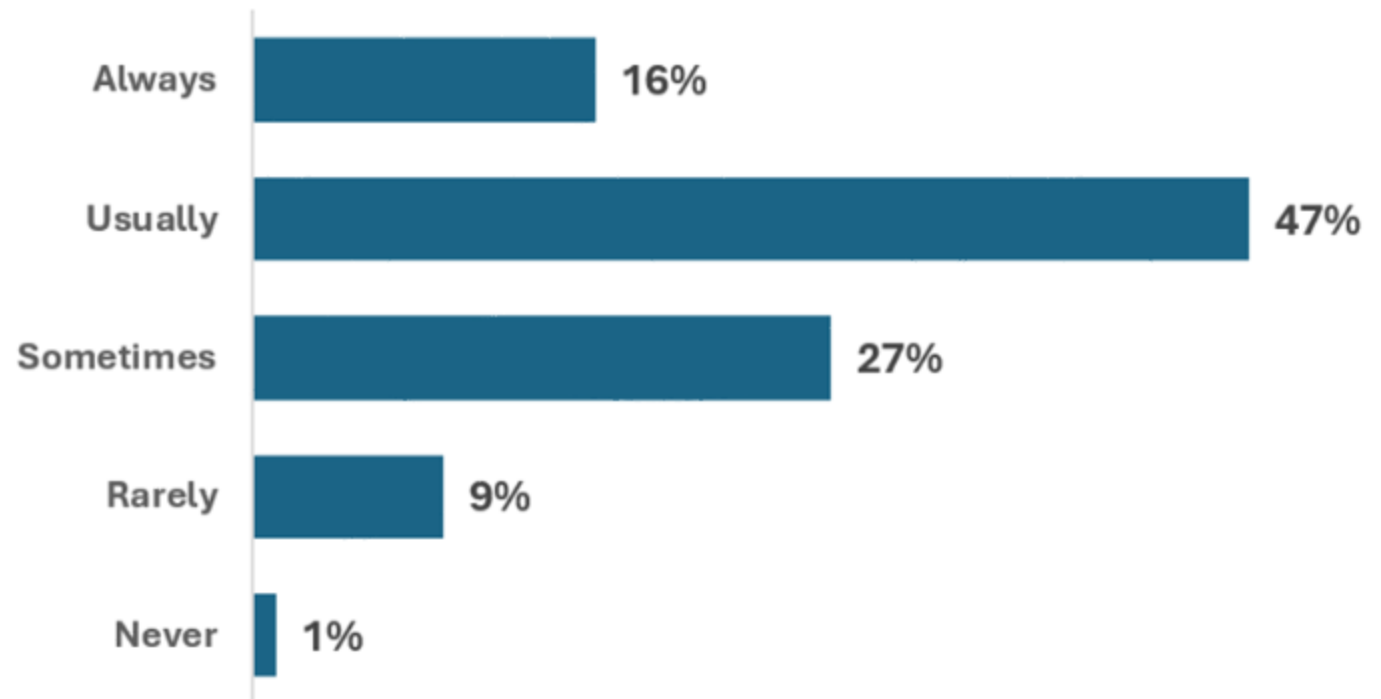
Main Findings- Budtenders

91%

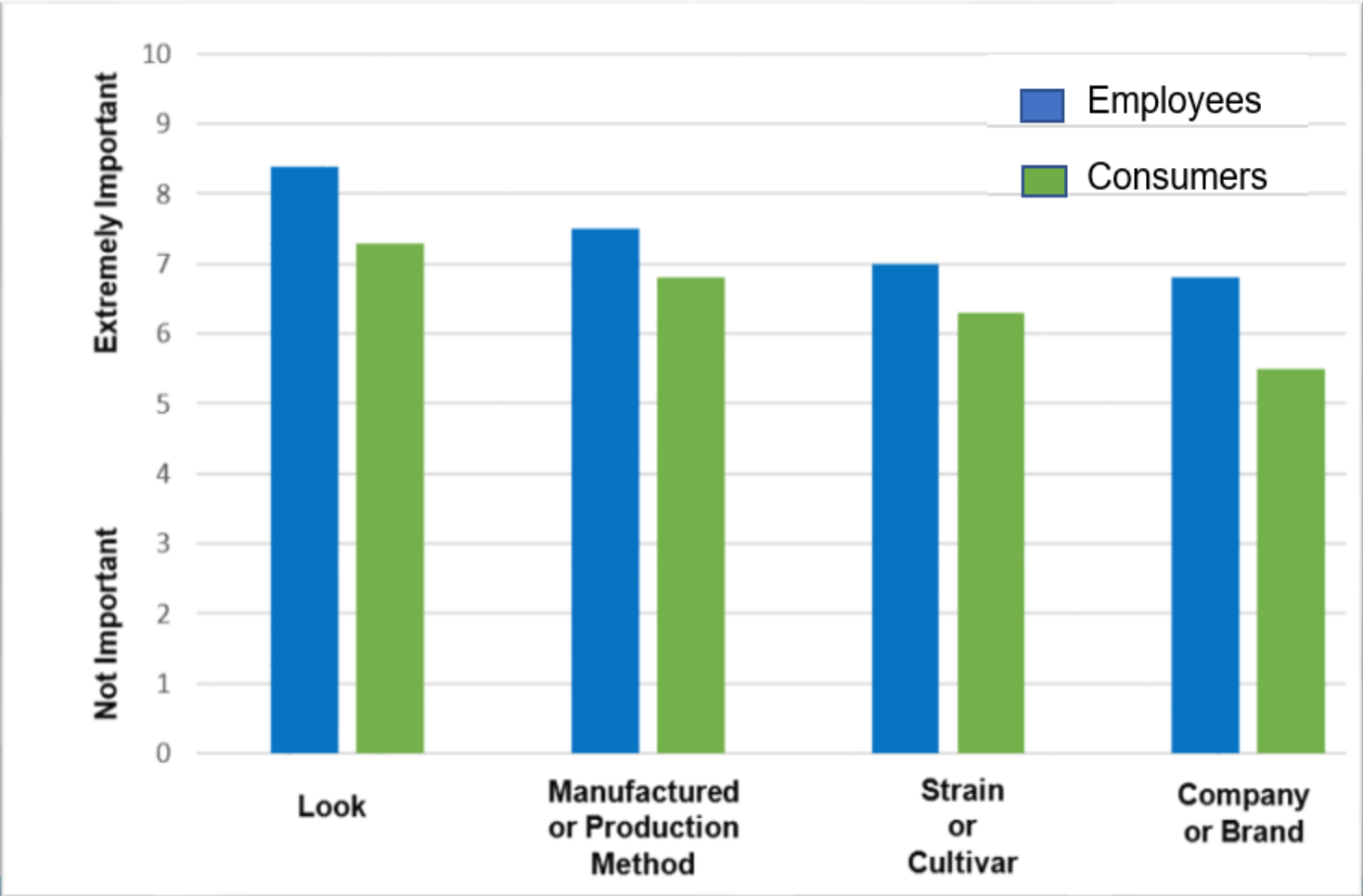


ask budtenders
about product
information

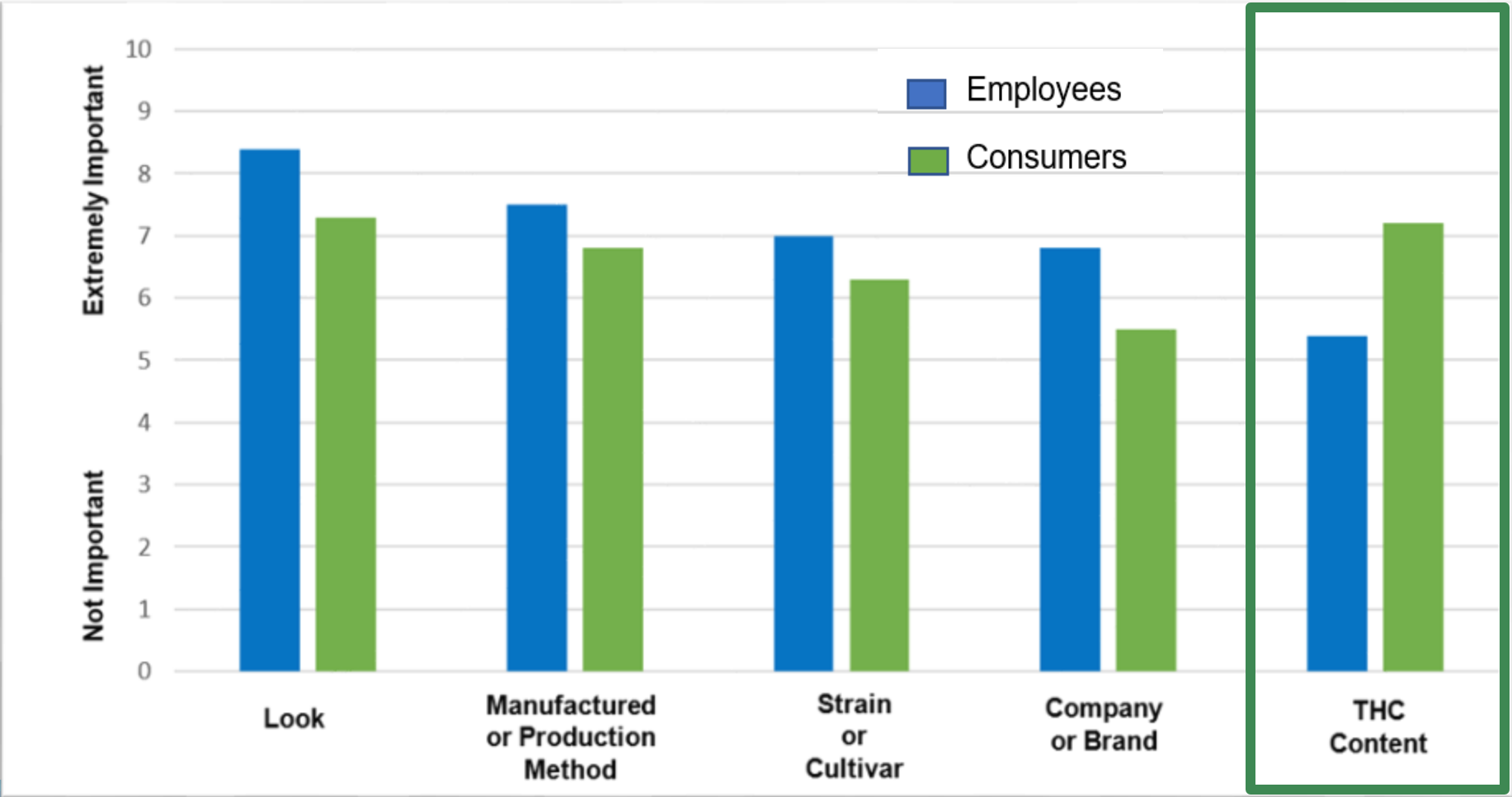
Budtenders are able to answer my questions about the products:



Main Findings- Budtenders

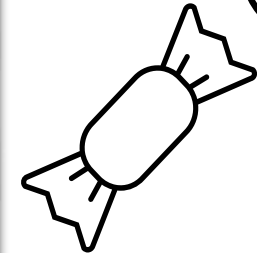
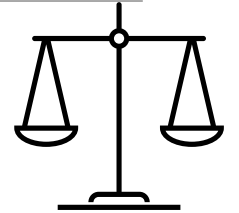


Main Findings- Budtenders



Takeaways

1. It is important to increase knowledge in both consumers and employees
2. People want to learn more!



Short Report

Frequent cannabis users demonstrate low knowledge of cannabinoid content and dosages

Daniel J. Kruger , Jessica S. Kruger & R. Lorraine Collins

Pages 97-103 | Received 03 Dec 2019, Accepted 02 Apr 2020, Published online: 15 Apr 2020

 Cite this article  <https://doi.org/10.1080/10816132.2020.1788888>

Cannabis labelling and consumer understanding of THC levels and serving sizes



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^a School of Public Health & Health Systems, University of Waterloo, 200 University Ave. W., Waterloo, N2L 3G1, ON, Canada

^b Department of Psychology, University of Waterloo, 200 University Ave. W., N2L 3G1, Waterloo, ON, Canada

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Potential Future Avenues

1. Budtender Training



Washington State
Liquor and Cannabis Board

Mandatory Alcohol Server Training (MAST)

The 1995 Legislature passed a law requiring Mandatory Alcohol Server Training (MAST). Training is required for anyone who serves, mixes, sells, or supervises service for on-premises consumption and those who deliver alcohol for on-premises licensees. It is also required for those who conduct alcohol tastings at off-premises licensed businesses and who fill growlers at grocery stores.

Potential Future Avenues

1. Budtender Training

Budtenders currently field health and safety questions without standard training.

Research Article

Cannabis Retail Staff (“Budtenders”) Attitudes Towards Cannabis Effects on Health and Experiences Interacting with Consumers – Washington State, USA

Beatriz H. Carlini , PhD, MPH , Sharon B. Garrett, MPH, MA, Caislin Firth, PhD, MPH & Robin Harwick, PhD

Pages 34-42 | Received 08 Sep 2020, Accepted 25 Jan 2021, Published online: 29 Mar 2021

Cite this article: <https://doi.org/10.1080/02791072.2021.1900628> 

[Full Article](#) [Figures & data](#) [References](#) [Citations](#) [Metrics](#) [Reprints & Permissions](#) [Read this article](#)

ABSTRACT

Responsible Cannabis Sales: A Narrative Review Considering Interventions for Dispensary Staff to Address Cannabis Harms

James E. Lange
San Diego State University

Susette A. M.

CPJRPC Your peer-reviewed forum
for patient-centred practice
Canadian Pharmacists Journal/Revue des pharmaciens du Canada

[Can Pharm J \(Ott\)](#), 2023 May-Jun; 156(3): 150–158.

PMCID: PMC10186870

Published online 2023 Apr 18. doi: [10.1177/17151635231164997](https://doi.org/10.1177/17151635231164997)

PMID: [37201171](https://pubmed.ncbi.nlm.nih.gov/37201171/)

An examination of cannabis-related information typically asked by consumers at retail cannabis locations: A Canadian survey of budtenders and managers

[Jameason Cameron](#), MSc, PhD, [Rahim Dhalla](#), PharmD, MBA, RPh, [Taylor Lougheed](#), MD, MSc(HQ), CCFP(EM), [Ariane Blanc](#), BPharm, MSc, RPEBC, and [Régis Vaillancourt](#), BPharm, PharmD, FCSHP

Potential Future Avenues

1. Budtender Training

Product Information

- Cannabinoids
- Harvest date
- Solvents

Consumer Safety

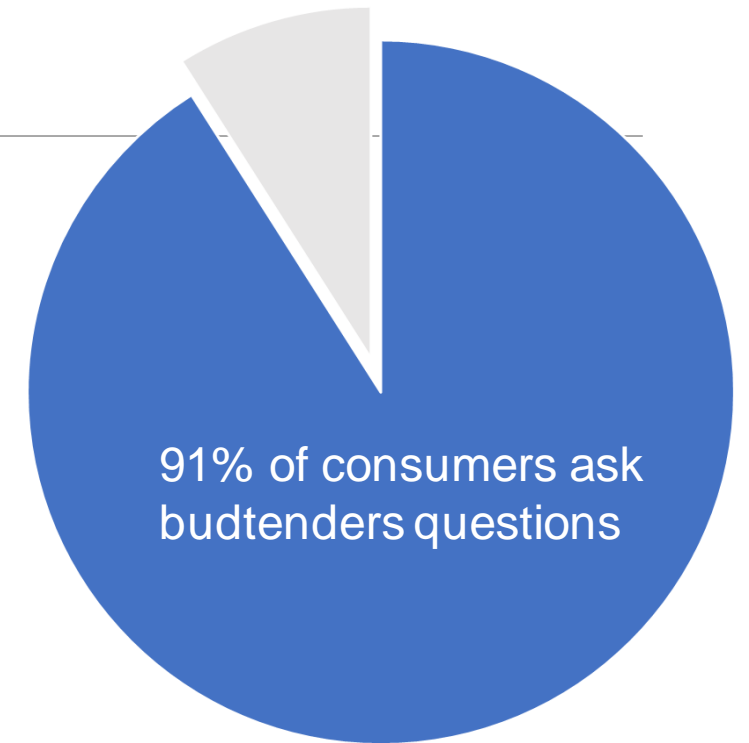
- How to read label
- DUI
- Coordination

Community Safety

- Risks for pets
- Risks for youth
- Lock boxes

Rules & Laws

- Checking IDs
- Intoxicated persons
- Deferring medical questions



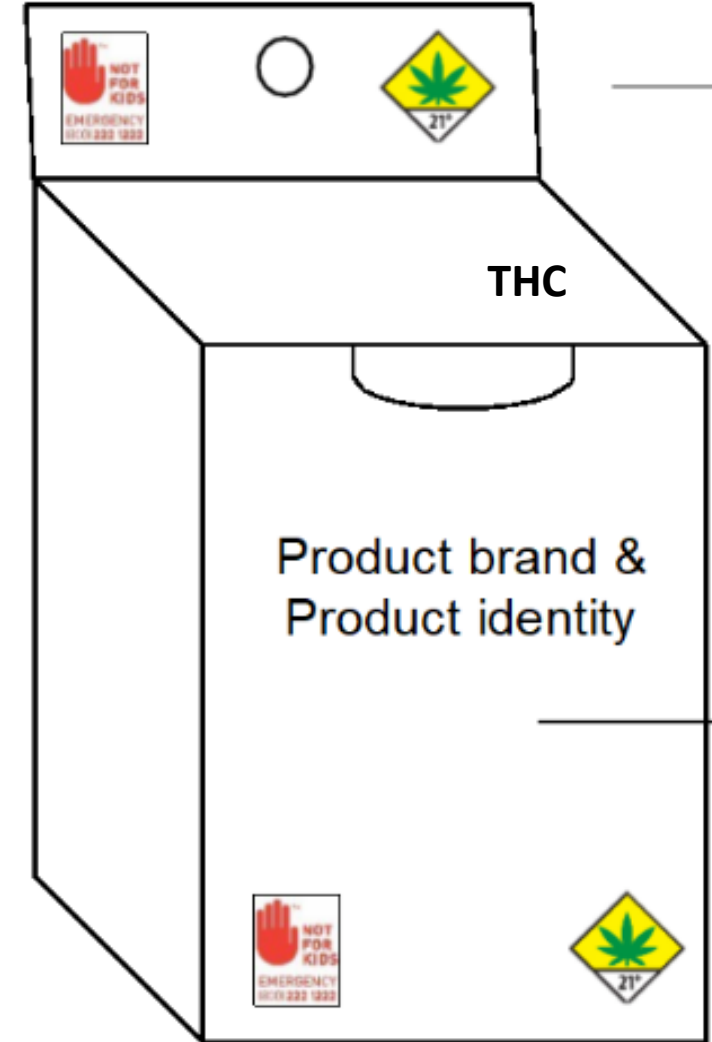
Potential Future Avenues

1. Budtender Training
2. Labels as Sources of Information



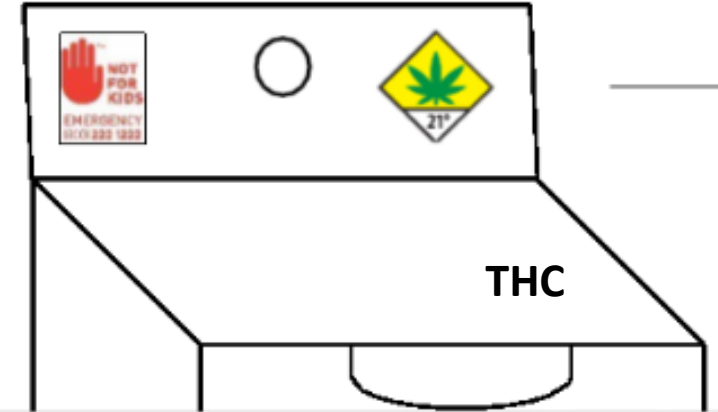
Potential Future Avenues

1. Budtender Training
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Potential Future Avenues

1. Budtender Training
2. Labels as Sources of Information



Open Access Article

The Nose Knows: Aroma, but Not THC Mediates the Subjective Effects of Smoked and Vaporized Cannabis Flower

by Jeremy Plumb¹

- 1 Smart Analytics, Inc.
- 2 Legacy Research
- 3 CReDO Science, Inc.

ELSEVIER

Drug and Alcohol Dependence
Volume 216, 1 November 2020, 108225

A within-person comparison of the subjective effects of higher vs. lower-potency cannabis

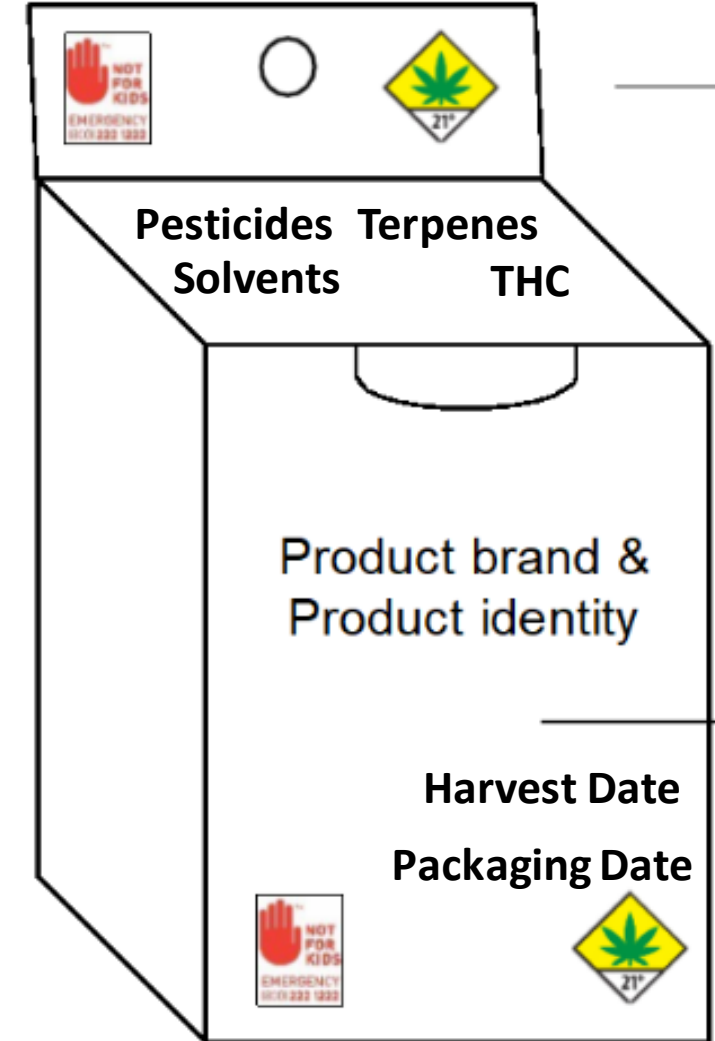
Sarah A. Okey, Madeline H. Meier

Potential Future Avenues

1. Budtender Training
2. Labels as Sources of Information

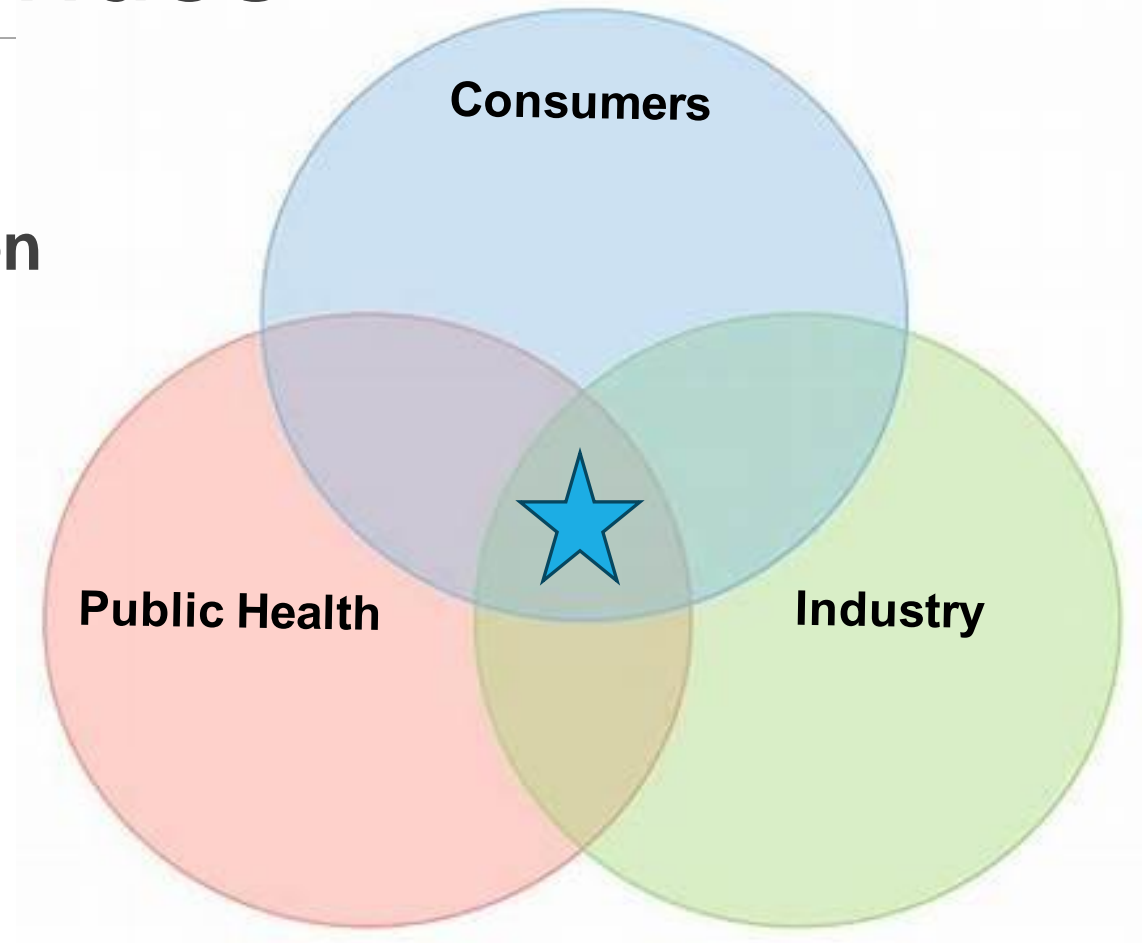
High THC \neq Best High

Start Low, Go Slow



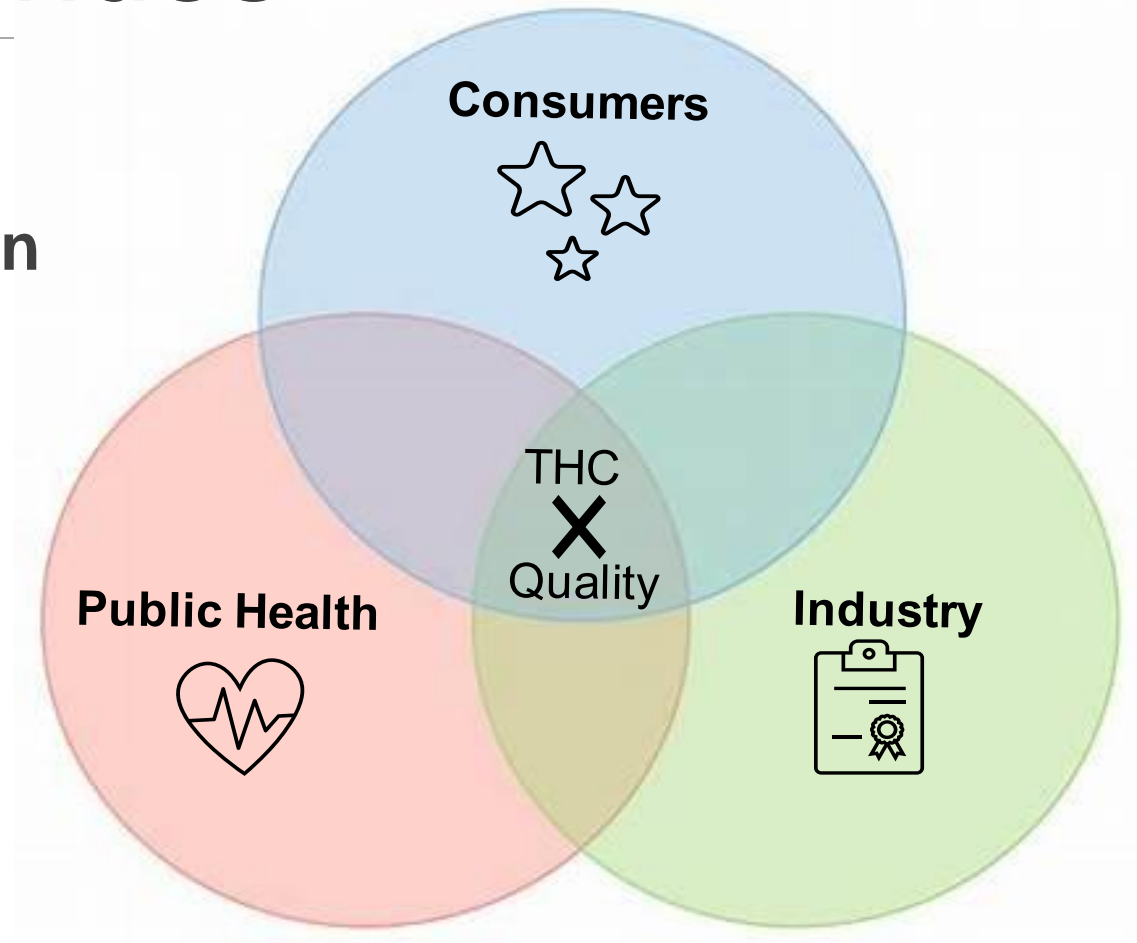
Potential Future Avenues

1. Budtender Training
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Potential Future Avenues

1. Budtender Training
2. Labels as Sources of Information



Thank You

- Licensees
- Mary Segawa
- Communications Team
- Justin Nordhorn
- Nick Glodosky
- Tyler Watson

Next Steps

- **Findings will be shared**
 - Website
 - Gov Delivery
 - Across Agencies
 - Research Conference
 - Public Health Conference
 - Peer-Reviewed Journal
- **Further research needed**
 - Budtender training courses
 - Better characterizing the role of a budtender
 - Best labeling practices
 - Ways to promote public health and safety for legal cannabis users