



APHA 2019

Annual Meeting & Expo

PHILADELPHIA NOV. 2 – 6



**Organizing a Public Health
CBD Education Program**

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(PPSI)**

**American College of Apothecaries
(ACA)**

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American College of Apothecaries
Research & Education Foundation

- **PPSI has spearheaded the success in bringing pharmacists into lead roles in many nationwide public health campaigns.**
- **Other initiatives focus on the important issues of Medical Cannabis, Birth-Control, Hepatitis C and the necessary role to be played by Pharmacists.**
- **The role of the Pharmacist is critical as they deliver proper medications, counsel patients on medicines adherence. PPSI is turning its attention to assure that Pharmacists receive proper compensation for the time they spend working with and counseling patients.**
- **The American College of Apothecaries Research & Education Foundation was incorporated as a public foundation in 1978. The Foundation promotes the public welfare through development of quality services in institutions providing health care, encourages and conducts research to improve health care provided to the public and encourages health care practitioners to improve the quality and availability of services to the public.**

PREVIOUS CAMPAIGNS

Keep A Rubber On Hand!



Prevent STD's and unintended pregnancies.
Be prepared with one of the necessities of modern life—the condom!


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The Condom Resource Center
600 North Main Street, Suite 200, Worcester, MA 01608
Tel: 508/853-5000 Fax: 508/853-5001



**Great American
Smokeout**

"KIDS MOVE FAST" LOCK UP POISONS!

..says Scotland Yard's
Inspector Hydrant!



1. Keep all poisons out of reach of children.
2. Have a safe storage area for all poisons or dangerous products.
3. Always read and request label warnings.
4. Destroy old prescriptions or household drugs.
5. Poison-proof garage and storage areas.
6. Teach children to report drugs, pesticides, herbicides, etc.
7. Be familiar with the first aid treatment for poisoning.
8. Always call your doctor.
9. Ask your pharmacist for free literature.

See your pharmacist for free information
1-800-222-1222

PARENT SIGNATURE: _____
NATIONAL POISON PREVENTION MONTH-MARCH
U.S. Consumer Product Safety Commission



**Would you be more careful if
it was you that was pregnant?**

See your pharmacist for free information
1-800-222-1222
U.S. Consumer Product Safety Commission
© 1988, B&W, Inc. Boston, MA. All Rights Reserved. Reproduction by permission of the Condom Resource Center.

PPSI PUBLIC HEALTH PROGRAMS

Help us stop
Arthritis
before it stops
you.

A

The Arthritis Foundation

EMERGENCY PREPARATION...
Emergencies Don't Wait!



SEE YOUR PHARMACEUTICAL
REPRESENTATIVE OR YOUR
LOCAL PHARMACEUTICAL OFFICE
for details. Available
in English and Spanish.

Watch out for someone who says nothing



**DOIT MISUSE
DRUGS**



The solution is
so straightforward



What you don't know about
EPILEPSY can hurt!

EPILEPSY IS A CHRONIC BRAIN DISORDER THAT
AFFECTS 3 MILLION AMERICANS
FOR INFORMATION, VISIT US AT
WWW.EPILEPSYFOUNDATION.ORG



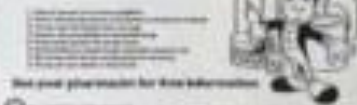
Should you be so careful?
It's your responsibility.

Keep a rubber on hand.



National
Condom Week
Feb. 10-11

Children Act Fast... So Can Parents
PROTECT YOUR CHILDREN
against Child Abuse



Get your pharmacist for more information.

Talk about
STD

STD can be prevented.

What can we get
from using a condom?

Nothing...
but pleasure and protection!

**INSIDE EVERY SMOKER
IS AN EX-SMOKER.**

THE CONDOM:
Sensible, Safe
and Sensual

**2000 children
will die this year
from child abuse
and neglect.**

(The Department of Health and Human Services estimates that 2000 children will die this year from child abuse and neglect.)

A DISEASE YOU DON'T WANT
TO THINK ABOUT AS A
KID... YOU DON'T WANT
TO TALK ABOUT

TELEPHONE THE CARELINE

You can live with
DIABETES
if you learn how!

CHECK APPROPRIATE BOXES - FREE INFORMATION FOR PPSI MEMBERS.

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1 Feb. 19-21
2 March
3 April
4 May
5 June

National Condom Week
Pain Prevention/Visitation Care
Voluntary Planning
Arthritis/Emergency Assistance
STD Abuse/Center 14 The Sun

in Newbury 517-931

SEND TO
PPSI
P.O. Box 1030
Sausalito, CA 94967



PREVIOUS CAMPAIGNS



Lionberger/Mayer Theory Behavior Change for Organizing a Public Health Education Awareness Campaign

Lionberger/Mayer Theory



Awareness



Interest



Educate



Demonstrate



Evaluate the Results

Lionberger/Mayer Theory Goals



Availability



Accessibility



Acceptability



Quality of care

Lionberger/Mayer Theory 5 Ws



What



When



Where



With whom



Why



Focusing on Cannabis Safety

My Start in Medical Cannabis and CBD



**LABELING
ISSUES**



**PUBLIC
HEALTH
WARNINGS**



**FDA
REQUIREMENTS**



**LOOKING AT
OTHER STATES'
LABELING
REQUIREMENTS**

Major Issues & Problems Encountered



Mass Confusion



FDA/FTC Oversight



Unsubstantiated Medical Claims



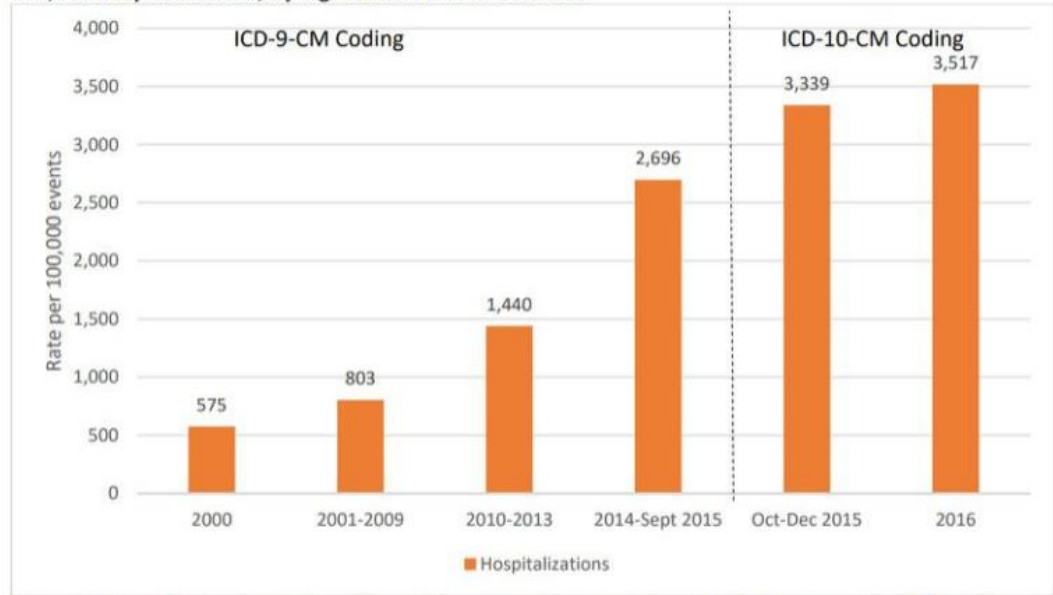
Quality, Quantity, and Dosing Issues



Increases in cannabis-related ER & Hospital visits

Rates of marijuana-related hospitalizations by legalization eras in Colorado

Figure 44. Rates of hospitalizations with possible marijuana exposures, diagnoses, or billing codes per 100,000 hospitalizations, by legalization eras in Colorado



Source: Data provided by Colorado Hospital Association with analysis provided by Colorado Department of Public Health and Environment, Marijuana Health Monitoring Program.

Notes: (1) An individual can be represented more than once in the data; therefore, the rate is hospitalizations with marijuana codes per 100,000 total hospitalizations. (2) The period from October 2015 onward should be interpreted with caution due to the changes in coding schemes.

Rates of marijuana-related ER Visits in Oregon

Oregon emergency room visits for marijuana-related reasons

TIME PERIOD	NUMBER OF VISITS
Oct 2015-Sep 2016	11,155
Oct 2016-Sep 2017	12,119
Oct 2017-Apr 2018*	8,747

**Notice this figure is only seven months of data*



FDA & FTC Issues Warnings to CBD Companies for Unproven Medical Claims

- **FDA has been issuing warnings to cannabis companies for several years for unproven claims**
- **In Early 2019, the FDA and FTC issued joint warnings to 3 more companies**
- **Unproven claims that cannabis can effectively treat some diseases, including the following**
 - **Cancer**
 - **Alzheimer's disease**
 - **Fibromyalgia**
 - **ALS**
 - **Diabetes**

Pharmacist role in the Cannabis Industry

5 states have established a role for pharmacists in the cannabis dispensing process

- **ARKANSAS** requires each marijuana dispensary to appoint a pharmacist consultant
- **CONNECTICUT** permits only pharmacists to apply for and obtain a marijuana dispensary license
- **MINNESOTA** permits only pharmacists to give final approval for the distribution of medical marijuana to a patient
- **NEW YORK** requires a pharmacist to be on the premises and supervise the activities within a marijuana dispensing facility whenever the facility is in operation
- **PENNSYLVANIA** requires primary marijuana dispensing facilities to have a physician or pharmacist onsite whenever the facility is open

**Why aren't
Pharmacists Involved
Nationwide?**



**Organizing
Local, State,
and National
Education
Awareness
Campaigns**

- **Formed coalition under pharmacy council on medical cannabis PCMC**
- **Medical cannabis education awareness registered in Chase's calendar of events**

Cannabis Awareness

- **Registered in Chase's Book of Events**
- **April: Cannabis Awareness Month**
- **April 19th – 26th : Cannabis Awareness Week**
- **April 19th : Cannabis Awareness Day**





Chase's Book of Events

- **Feb 14-21 National Condom Week**
- **April STD/FP/Reproductive Health/Cannabis Awareness**
- **May Stroke/HBP/Heart (ED Issue)**
- **June Men's Health (ED Issue)**
- **September Cholesterol (Cardiac Issue)**
- **October Liver/HCV (Two NH Birth Control)**
- **November Diabetes/AIDS (ED Issue)/**
- **3rd Thursday of November: Great American Smokeout (GAS)**



Q & A

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Thank You!
