

# **Tools to Navigate the Normalization**

- In four steps

Erik Leijonmarck

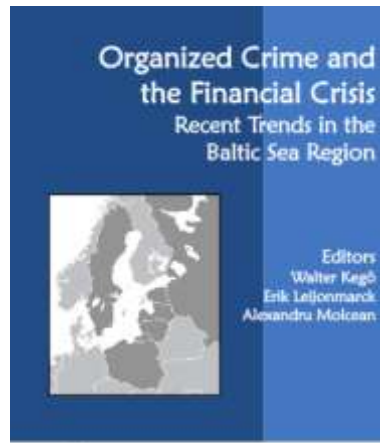
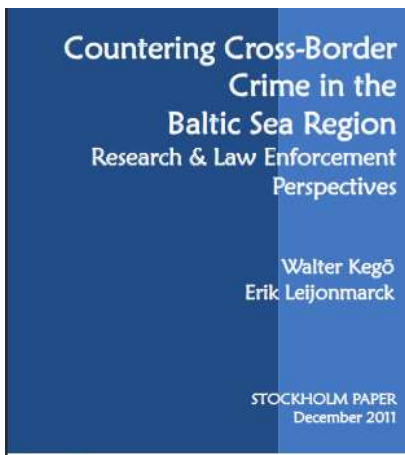


NBV

RNS



SNPF



Institute for Security & Development Policy

Institute for Security & Development Policy

**STAD**  
Stockholm förebygger Alkohol- och

**ECAD**  
BASED ON THE UN CONVENTIONS AGAINST DRUGS

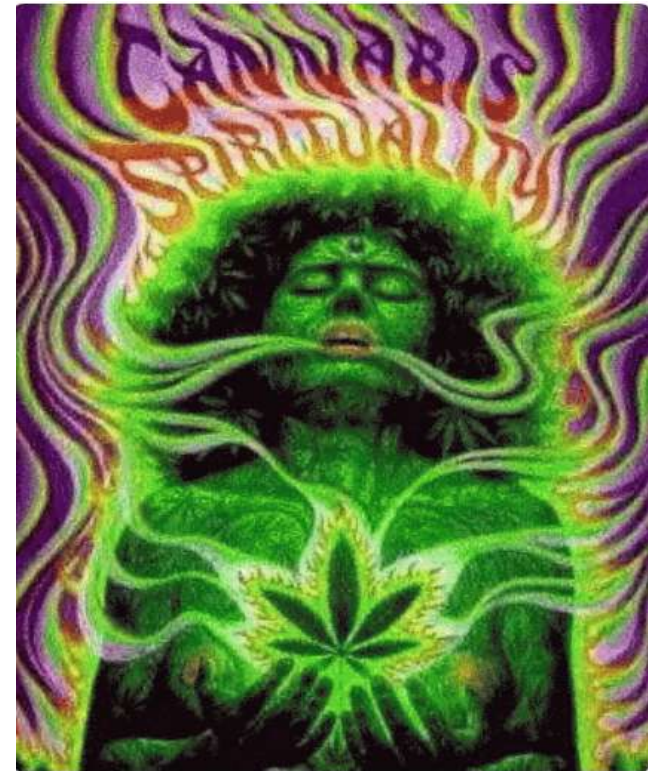
# Four waves to navigate

1. Fringe
2. Medicalization
3. Habituation
4. Mainstream



**Responses**

# 1. Fringe



Tuesday is 420, the day to celebrate cannabis and its culture. Growing up in Oregon it was part of our lifestyle. Now the suits have taken over but it's not all bad



# Responses

- Parenting: Take notice of kids interests
- **Terminology:** Challenge idea of "stigmatization".
- Be mindful of attempts to expand cannabis culture into non-traditional areas



## 2. Medicalization

- Ethan Nadelmann 1996



“He recognized that California’s medical marijuana “could change the public face of the marijuana consumer” from a “**17-year-old high school dropout with dreadlocks**” to adult **chemotherapy and AIDS patients**”

# Proposition 215



## PROPOSED LAW

SECTION 1. Section 11362.5 is added to the Health and Safety Code, to read:

*11362.5. (a) This section shall be known and may be cited as the Compassionate Use Act of 1996.*

*(b)(1) The people of the State of California hereby find and declare that the purposes of the Compassionate Use Act of 1996 are as follows:*

*(A) To ensure that seriously ill Californians have the right to obtain and use marijuana for medical purposes where that medical use is deemed appropriate and has been recommended by a physician who has determined that the person's health would benefit from the use of marijuana in the treatment of cancer, anorexia, AIDS, chronic pain, spasticity, glaucoma, arthritis, migraine, or any other illness for which marijuana provides relief.*

*(B) To ensure that patients and their primary caregivers who obtain and use marijuana for medical purposes upon the recommendation of a physician are not subject to criminal prosecution or sanction.*

# Responses

- **Terminology:** There is no medical cannabis - only cannabis for medical purposes
- Separate the term Medical from Cannabis
  - We dont say medical opioids but we do use opioids in medicine



# 3. Habituation

**CANNABIS**  
IN FILM, TV, AND MUSIC

Recreational use of cannabis is becoming more mainstream and accepted as legalization continues on a state level. Its appearance in entertainment has become more common as well over the years. Hollywood Branded delves into the prominent films, TV shows, and alternative media forms of the past and present where cannabis has had a starring role.

**Cannabis related brands have a phenomenal opportunity for product placement in upcoming content!**

# STONER COMEDY FILM

Stoner films are a subgenre of comedy films where much of the plot revolves around the use of cannabis.

Typically, such movies show cannabis use in a comic and positive fashion and acts as one of the main themes of the film.



Classic Stoner  
Comedies  
1975-2000



*Cheech and Chong (1978)*



*Fast Times at Ridgemont High (1982)*



*Dazed and Confused (1993)*



*Dude, Where's My Car? (2000)*



*Half Baked (1998)*

*How High*

*Harold and*

*Pineapple r*



# Modern Stoner Comedies 2001-2017



Your Highness (2011)



Ted (2012)



This Is The End (2013)



Kid Cannabis (2014)



American Ultra (2015)



# DRAMAS/COMEDIES FEATURING CANNABIS

Cannabis use is featured in hundreds of films over various genres.

Below are just a few of the many...

Comedies,  
Dramas, and  
Rom-Coms



Life As We Know It (2010)



Stuck In Love (2014)





# Television

## STONER TV SERIES

Stoner TV series are shows that feature cannabis use throughout the series, generally in a positive and recreational manner.



Workaholics



Broad City



That's 70s Show



Trailer Park Boys



Stoner TV  
Series Of Past  
And Present

# CANNABIS-CENTERED TV SHOWS

These shows feature plotlines centered around the use or business of cannabis



Weeds



Mary + Jane



High Maintenance



Humboldt



Hollywood



Disjointed



Series Of Past  
And Present

Upcoming  
Cannabis-Centered  
TV Shows



# ALTERNATIVE MEDIA

## MUSIC & MUSIC VIDEOS



"Still Blazin"  
by Wiz Khalifa



"Because I Got High"  
by Afroman



"Cannabis"  
by Kid Cudi

## REALITY TELEVISION



Weed County



American Weed



Weed Wars



American Weed

# DOCUMENTARIES



Culture High



Weediquette



Super High Me



# OTHER

## COOKING SHOWS



Martha & Snoop's Potluck  
Dinner Party



Bong Appetit

## WEB SERIES



Cannabis Moms Club



Growing Op

## PODCASTS



# Responses

- Mindful of difficulties accommodating all interests at the same time in drug policy
- Legalization and normalization follows from failures of regulation of third way policies
- Parenting: Discuss manipulation strategies used by industry



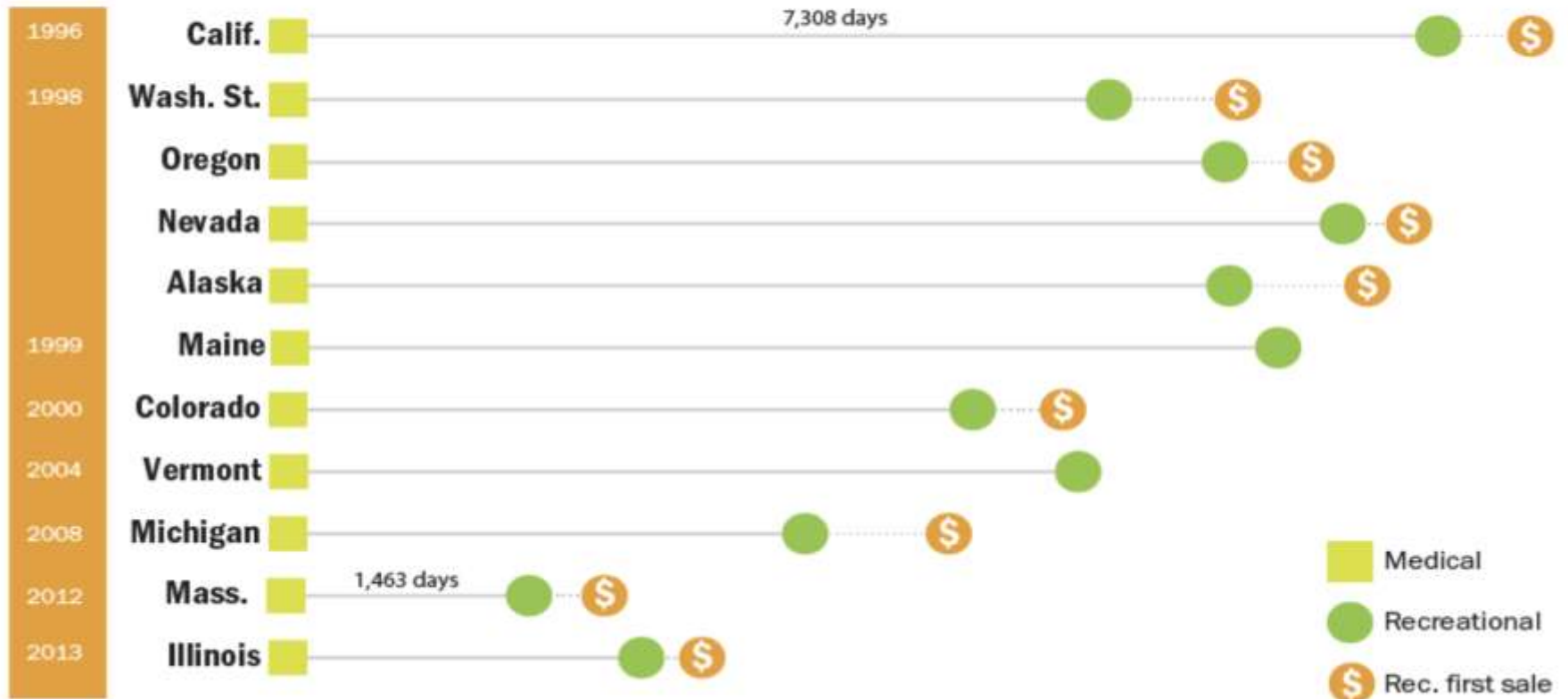
# 4. Mainstream



## Chart of the Week

Marijuana Business **Daily**

### From Medical to Recreational to First Sale: The Wait is Getting Shorter



Source: Marijuana Business Daily research

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A close-up photograph of a hand holding a rolled cigarette. The hand is positioned in the foreground, with the fingers curled around the cigarette. The numbers '4', '2', and '0' are drawn in blue ink on the tips of the index, middle, and ring fingers, respectively. The background is a blurred cityscape at night, with lights from buildings and streets visible. The overall tone is dark and moody.

PSY.ARTIST

I HAD 99 PROBLEMS AND 420 SOLUTIONS



# Cannabis and parenting, how can it help you be a better parent?



flavorgod\_420 • Följ



flavorgod\_420 Repost of caption and Photo credit: @canna\_parents —  
"Cannabis can help you be a calmer and more relaxed parent. The energy you get from it can help with daunting tasks.

It gets you creative, and helps you have more fun moments with your kids. (Like fort building.) Kids love food, and cannabis brings the munchies on, both parties win.

It helps you focus in the moment so you can be present and maintain a connection with your kids.

Now educating your kids on cannabis is simpler. And it helps end the cycle of stigma with educating the future



1 gilla-markering

FÖR 18 MINUTER SEDAN



Lägg till kommentar...

Publicera



cbdjoyclub • Följ



**cbdjoyclub** Ignite CBD - CBD Topical - Unscented Lip Balm - 50mg

Scent: Unscented 🌿

Keep your lips soft and moisturized with our Unscented CBD Lip Balm. It's infused with CBD and blended with essential oils to help renew previously damaged skin to maintain a healthier appearance.

For Best Results 🌿

Glide on for soft, moisturized lips  
Apply as needed  
Store in a cool dry place



16 gilla-markeringar

FÖR 55 MINUTER SEDAN

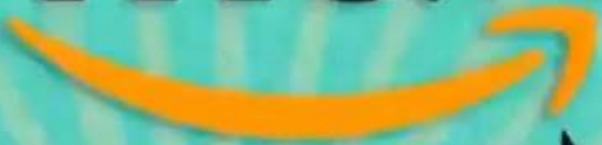


Lägg till kommentar...

Publicera



# amazon



IS LOBBYING FOR  
**CANNABIS**  
**LEGALIZATION**



thecbdfactor • Följ  
Amazon Headquarters



thecbdfactor Repost from @veriheal

Amazon is on our side! But is this a good or bad thing for the cannabis industry? 😬 #amazon #jeffbezos #cannabisindustry #jobs #jobmarket #drugpolicy #cannabis #cannabisculture

10 min



1 visning

FÖR 10 MINUTER SEDAN



Lägg till kommentar...

Publicera



**baam.yoga** • Följ  
Fulton Market District



deepen its purest form of relaxation.

#cannabisheals #ganjagang  
#wakebakeslay #meditation  
#yogaeverydamnday #wakeandbake  
#ganjayoga #yoga #cannabisyoga  
#cannabis #gratitude #cbd #staylifted  
#plantmedicine #cannabiscommunity  
#yogainspiration #love #yogi  
#yogapractice #wakebakenamaslay  
#mindbodygram #puffpuffpass  
#ganjagoddess #mindfulness  
#yogalove #yogahigh #ganja #selflove  
#stonernation #selfcare

46 min



18 gilla-markeringar

FÖR 46 MINUTER SEDAN



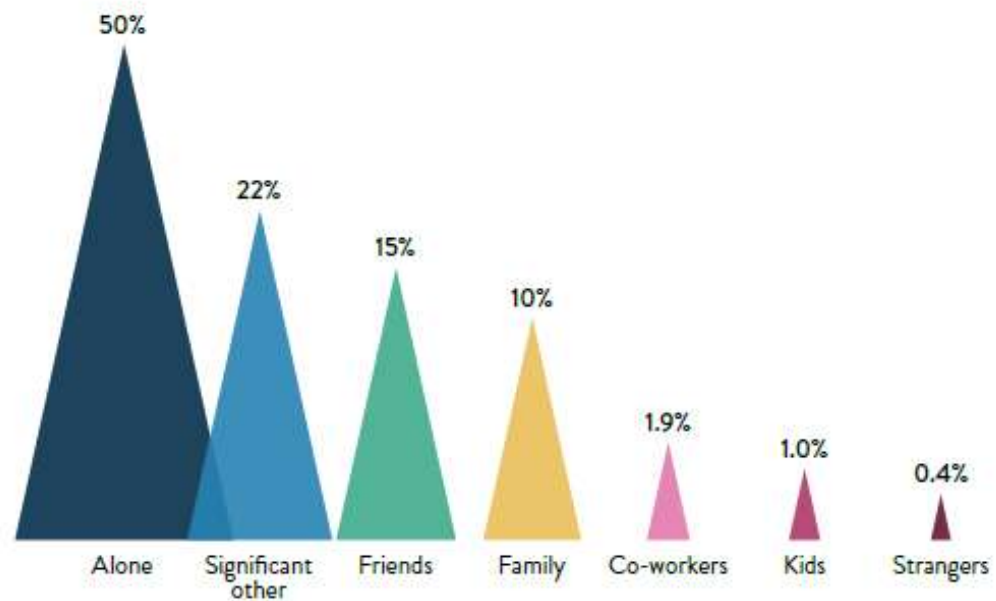
Lägg till kommentar...

Publicera

In half (50%) of reported use sessions, consumers were alone. The next most common use sessions included companions ranging from significant others (22%), to friends (15%), or family (10%).

### Consuming with Whom

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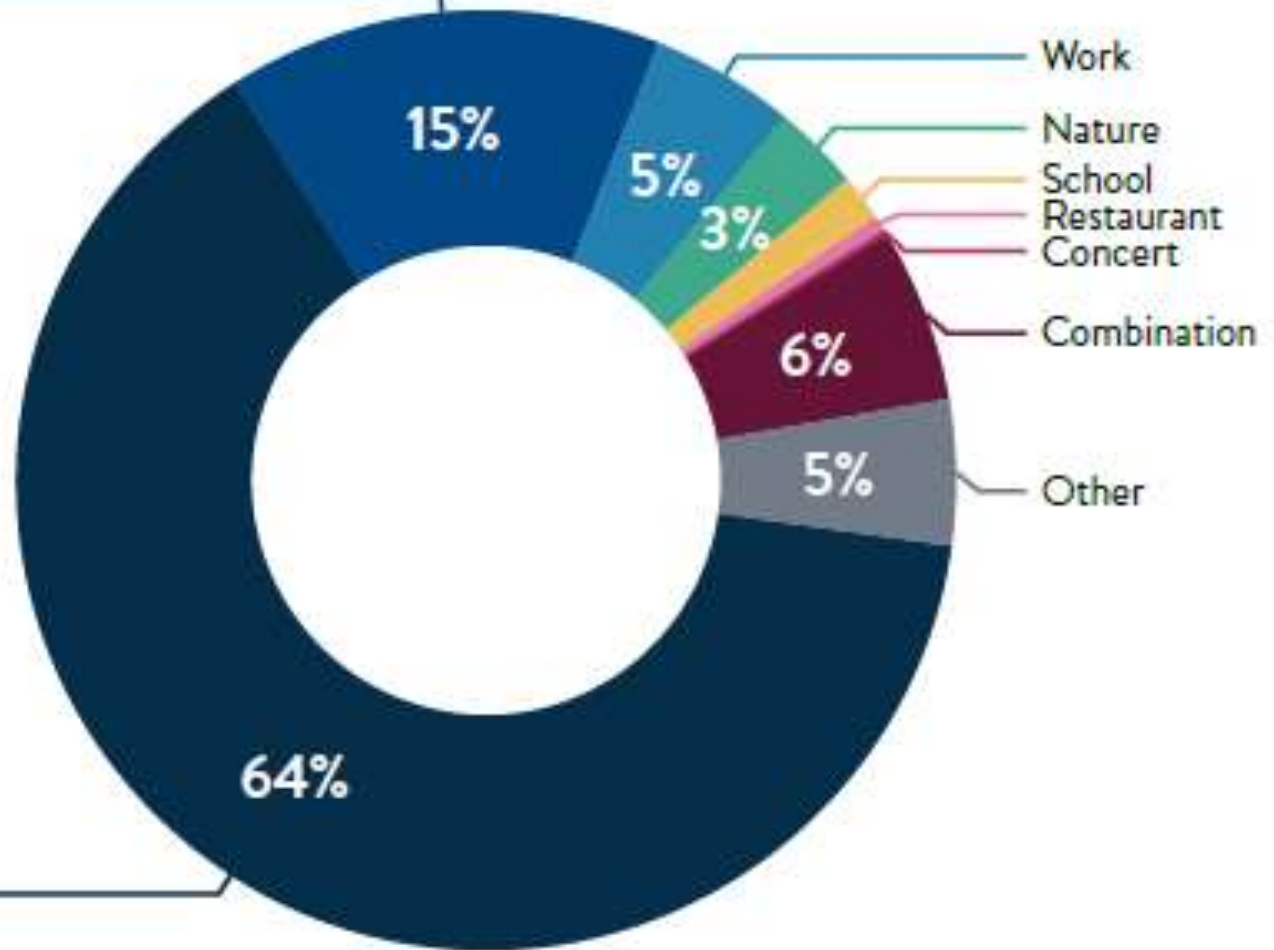




## Location

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Outside at home



Work

Nature

School

Restaurant

Concert

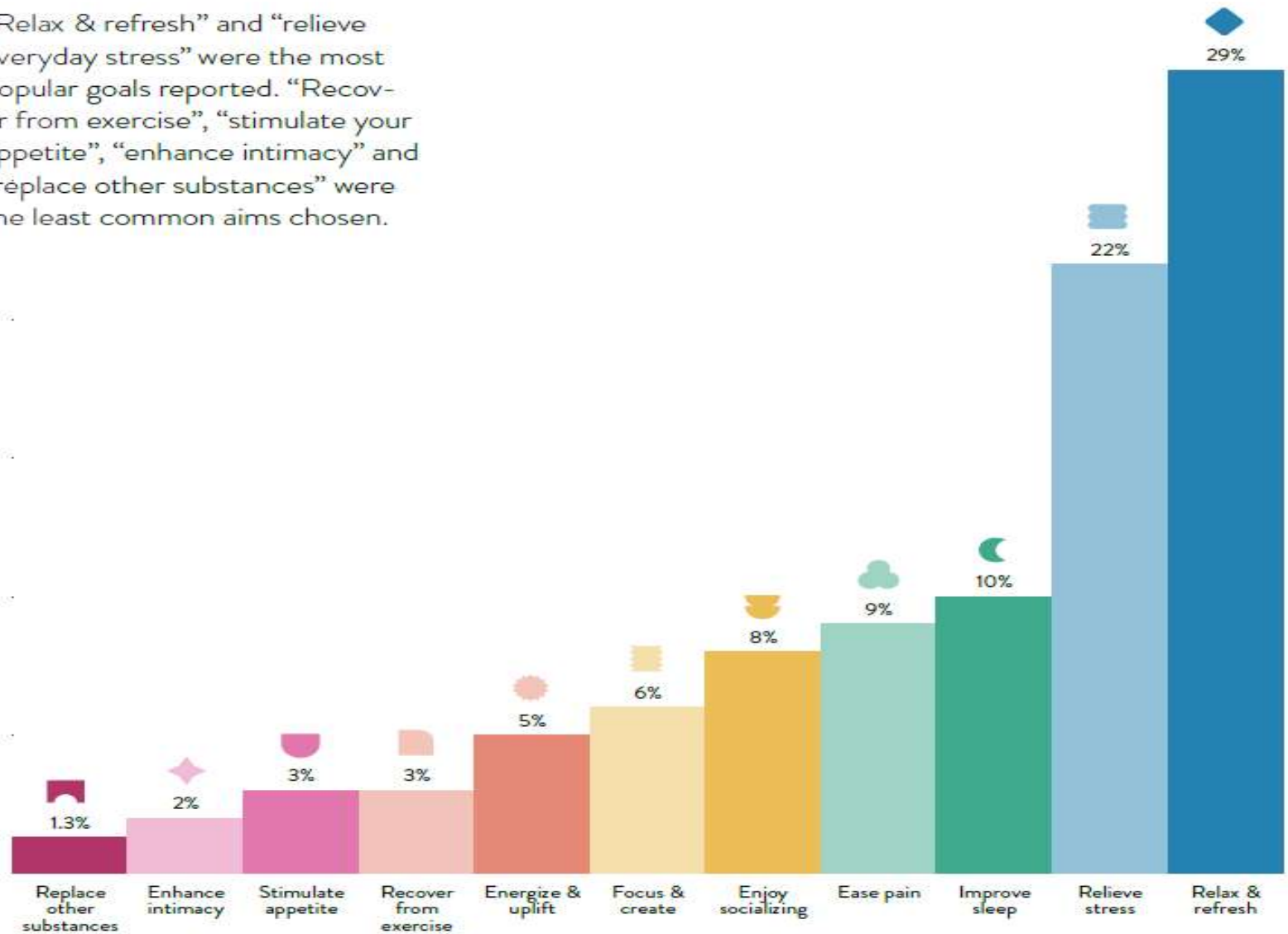
Combination

Other

Inside at home



“Relax & refresh” and “relieve everyday stress” were the most popular goals reported. “Recover from exercise”, “stimulate your appetite”, “enhance intimacy” and “replace other substances” were the least common aims chosen.



Source: Jointly



# How the pandemic created a new generation of stoners

**▲▲ I was cooking and doing dishes. Weed is enjoyable when you're doing those activities.  
Ricardo Capuano**

# Responses

- Holding industry accountable (much like tobacco)
- Building higher protective walls at home. Education and active parenting becomes much more important
- Key tenent: No child can safely use drugs. Every researcher can sign up to this.

Thats all folks

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