A Local Leader’s Guide to Supporting Social Equity in the Cannabis Industry
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WOCC

NYSAC PRESENTATION
WOCC is a federally recognized 501(c)(3) non profit organization

Creating safe spaces and pathways for Women of Color and other marginalized groups to enter the Cannabis Industry

Based in NYS
THE WAR ON DRUGS

Disproportion of drug arrests

Nationwide data shows law enforcers arrest Blacks at a 3.6 times higher rate than Whites.

Irrepreable Damage to Communities

The justice-impacted community experiences over 48,000 collateral consequences upon re-entry.
WHY SOCIAL EQUITY?

FINANCIAL OPPORTUNITIES FOR VICTIMS OF THE WAR ON DRUGS

Less than 1/5 of owners or stakeholders are people of color

Black-owned cannabis dispensaries make up less than 1% of the entire industry

2% of cannabis businesses are owned by Black people
Marijuana Regulation & Taxation Act (Mar 31 2021)

Office of Cannabis Management (OCM)
- 5 member board
- 13 member advisory board

Types of Licenses
- Cultivation
- Processing
- Delivery
- Consumption Lounges
- Microbusinesses

Possession
- Allows for up to 3 ounces on your person

Expungement
- Marijuana-related crimes can now be expunged from records

Home Grow
- Maximum of 12 plants per household

Community Reinvestment
- 40% of what’s eventually projected to be about $350 million in annual sales

21+ Age for Recreational Consumers
HOW ARE LICENCES GOING TO BE AWARDED

Attend Office of Cannabis Management Public Board Meetings for Updates

- PROCESS NOT KNOWN
  Licenses projected for 2023
- POINT SYSTEM
  Veterans, Impacted by war on drugs, etc.
- RESIDENCY REQUIREMENTS
  2 YR Minimum
Your Role as County Leadership

Maximizing Home Rule Powers

Public housing - Be flexible and work with your community for home grow operations

Law enforcement - Educate officers on the law, reinvestment to police budgets shouldn't outweigh community reinvestment budgets

Social and Health services (such as Medicaid) - support medical facilities, provide education to staff and patients, easier pathways to becoming a patient, and treatment alternatives

Education (Community colleges) - advocate for and increase pathways to higher education through grants and funding, work closely with community colleges on curriculum, and allow youth / medical patients consumption in schools
Benefits of a Pro Cannabis County

Support for Cannabis creates safer environments

- Increased funding for community reinvestment and social services
- Increase in local businesses
- Decrease in opioid use
- Decrease in certain areas of crime: i.e. rape and robberies
- Less recidivism for returning citizen populations
- Unlimited potential for Cannabis sector growth and financial benefits
A LOCAL LEADER’S GUIDE TO SUPPORTING SOCIAL EQUITY

Becoming A Social Equity Agent
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Chair, Cannabis Regulators of Color Coalition
Co-founder & Chief Strategist, Cannabis Health Equity Movement (CHEM)

November 12, 2021
Understand the historical impact of cannabis prohibition juxtaposed to the current regulatory landscape.

Introduce the definition of health equity, the reframed definition of social equity and Cannabis Health Equity Movement (CHEM)™, a demonstration of social equity agents working in coalition.

Explore the 3-pronged ERP approach to cannabis policy advocacy as a starting point for social equity agents.
THE PROBLEM

U.S. CANNABIS POLICY
NEW TERMS

War on Drugs:
The racially biased enforcement of cannabis prohibition disproportionately impacting Black, Indigenous & Latinx communities.

Legacy Market:
The supply and demand of the unregulated cannabis industry and the communities supported by this economy. Formerly referred to as the “black market”.

Adult Use Legalization:
The legal right for adults, 21 and over, to personally use cannabis for self-care, whether medicinally, spiritually or recreationally. Often referred to as “Recreational”.

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The Criminalization of Cannabis

A History Ignored is a Legacy Denied

Individual/Family
- Disrupted the nuclear family
- Perpetuated recidivism & sustained prison pipeline

Community
- Disenfranchised communities of color
- Justified depleting resources

Wealth
- Sustained poverty & stunted wealth building
- Limited job opportunities

Health
- Perpetuated mental health problems
- Made patients of color fearful of cannabis as medicine

Image Credit: greenlining.org

The Problem
Prohibition divested communities of their access to full health, wellbeing, and prosperity.
Cannabis prohibition has impacted **every determinant of wellbeing** in communities of color.

Meanwhile, cannabis has become a **global, multi-billion dollar** industry.

Black people are **3.64x** more likely than white people to be arrested for cannabis possession.

Since 1972, the Black unemployment rate has consistently been **2x** the white unemployment rate.

Median Black household wealth is **8.7%** of median white household wealth.

Black people have a **24%** higher mortality rate compared to white people in the U.S.

$92 BILLION in estimated legal cannabis sales for 2021 in the U.S.
Market Impact of Cannabis Regulation

Confusing Millions for Billions

Cannabis Industry: Mean vs. Median

- Median = $270K
- Mean = $3.8 million

*Not to Scale

Image Credit: City of Portland

- Cannabis gets treated like big business but is still small
  - >75% have <$2M revenue
  - Effective Tax Rate = 70% vs. 20%

- Comparable SBA caps for small business 4x or more
  - Agriculture = $8M
  - Retail = $16M

- Legal market is trending opposite to the legacy market
  - Higher barriers to entry
  - Lack of diversity in product & operators

- Big Cannabis is A LOT smaller than Big Industry
  - Curaleaf on track to $1.2B
  - J&J on track to $50B
  - Amazon on track to $400B

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Current & Past Laws Focus on Two Cannabinoids

Government regulates the molecules vs. the whole plant

**THC**
Tetrahydrocannabinol

- Analogous to anandamide (AEA)
  - Psychoactive: Euphoric, Intoxicating
  - <0.3% Legal Limit for Hemp

**CBD**
Cannabidiol

- Blocks AEA breakdown by FAAH
  - Increases available AEA
  - Activation at 65 different non-CBRs and enzymes
  - Also Psychoactive
  - No legal limits

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Science Will Eventually Influence Law & Policy

New pipeline of educated cannabis regulators and entrepreneurs

- THC
- THCa
- CBD
- CBGa
- CBDa
- CBC
- CBN
- CBG
- THCv

© CHEM
Cannabis legalization laws and regulations have failed to remediate every aspect of cannabis prohibition.
THE SOLUTION

CANNABIS HEALTH EQUITY
We are CHEM. | Educate. Advocate. Demonstrate.

Thought Leaders. Cultivators. **Innovators.**

CHEM is a consortium of the best and brightest BIPOC innovators in the cannabis industry. We are **social equity agents** pioneering paths across an array of related industry sectors including medicine, law, research, regulation and more.

We have combined forces to **educate** the next generation of cannabis leaders, to **advocate** on behalf of communities devastated by the war on drugs and to **demonstrate** that cannabis is a root solution for achieving health equity for all.
CHEM Pillars of Health Equity: A tool that measures the assuredness of access to total health equity, examined through the determinants of well-being -- economic, environmental, human and social.

Cannabis Health Equity: The assuredness that cannabis policies and regulation leverage the economy, taxation, research, and utility of cannabis in all forms to achieve health equity.

Social Equity Agent: A person or entity, public and/or private, that demonstrates good cannabis stewardship in transforming the weaponization of cannabis prohibition into health equity-centered assetization of cannabis legalization.
CHEM Pillars of Health Equity™

“The assuredness of access to full health and wellbeing”

**Human Equity**

1) The assuredness of access to experiences, opportunities, and resources that optimize 1) an individual’s knowledge, skills, ability, capability, adaptability, introspection, empathy, enlightenment, self-regard, and self-actualization, and 2) their physical, mental, and spiritual fitness.

**Environmental Equity**

The assuredness of access to and maintenance of 1) clean air, water, land, and soil, 2) clean, natural, and safe outdoor spaces, 3) clean and safe indoor spaces, and 4) clean, safe, and consistent housing options.

**Social Equity**

Fairness in policy, regulation, and in the distribution of social resources and services to ensure that policy and societal infrastructures 1) assure economic, environmental, and human equity, 2) demonstrate cultural respect and preservation, and 3) facilitate the social belonging, cooperation, cohesion, trust, participation, protection, and productivity of all people.

**Economic Equity**

The assuredness of 1) economic reciprocity, 2) access to opportunities and services that secure and grow economic resources such as income, savings, assets, and capital, and 3) possessing personal and collective agency over the flow of economic resources through a household or community.
Social equity is the **vehicle**. Health equity is the **destination**.

Cannabis is a core solution.
50,000+ Uses
Creating jobs and impact

Agricultural
Industrial
Medical
Nutritional

Biofuel
Building materials
Medicines & supplements
Tomatoes,
Building materials
Soil regeneration
Paper
Plastics
Textiles
Food & animal feed
Global Impact
Creating jobs and impact

- Agricultural
- Industrial
- Medical
- Nutritional

Cannabis

- Community Revitalization, Maintenance & Growth
- Social Equity
- Public & Private Sector
- Economic Equity
- Data, Policy & Regulations
- Environmental Equity
- Infrastructure
- Human Equity
Social Equity Agents can remediate every aspect of cannabis prohibition.
Becoming A Social Equity Agent

Where is your capital?

**Human Capital**
1) Personal lived experiences and existing knowledge, skills, abilities, capabilities, adaptability, introspection, empathy, enlightenment, self-regard, and successes. 2) Physical, mental, and spiritual capacity. 3) Corporate personnel.

**Environmental Capital**
1) Personal and/or corporate spaces, facilities, land. 2) Personal and/or corporate care and concern for indoor and outdoor spaces.

**Social Capital**
1) Personal and/or corporate social behaviors, practices, policies, and priorities. 2) Personal and/or corporate social network. 3) Personal and/or corporate social influence. 4) Personal and/or corporate care and concern for aligning behaviors, practices, policies, priorities, networks, influence, and economic, environmental, and human capital with social equity.

**Economic Capital**
1) Personal and/or corporate liquid and non-liquid assets. 2) Personal and/or corporate spending behaviors, habits, and priorities; corporate structures. 3) Personal and/or corporate care and concern for transactional reciprocity.

Educate. Advocate. Demonstrate.
Becoming A Social Equity Agent
ERP Approach to Policy Advocacy

- Expungement
- Pardons
- Post-Supervision Relief
- Re-Entry Support
- Clearing collateral consequences in policy
- Decriminalization

☑ Expungement

Educate. Advocate. Demonstrate.
# Becoming A Social Equity Agent

**ERP Approach to **Policy Advocacy

## END
- Expungement
- Pardons
- Post-Supervision Relief
- Re-Entry Support
- Clearing collateral consequences in policy
- Decriminalization

## REPAIR
- Community Investment
  - Most-Harmed Prioritization
  - Return on Equity Investment (ROEI)
  - Managed fund of diverse investment
- Prioritized licensing
- Business Incubation

- Expungement ✓
- Community Investment ✓
Becoming A Social Equity Agent
ERP Approach to Policy Advocacy

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✔ Expungement
✔ Community Investment
✔ Accountability Systems

Educate. Advocate. Demonstrate.
Preventing Future Harm

Potential Obstacles & Challenges

- Poor leadership
  - No accountability or reporting
  - No integration of the legacy market
  - Bro Science regulation or Over-regulation
- Social Equity after “market opens”
- Social Equity = Microbusiness
- Ignoring the importance of medical program
  - No public education
- Consumer rights & protections
- Municipality Intention & Execution
- Inflexibility
- Licensing:
  - Prohibitive Fees & Licensing requirements
  - Licensing Caps
  - Biased scoring system
Get Involved

Step 1: Educate
- Learn history
- Learn science

Step 2: Advocate
- Educate forward
- Share the truth
- Dismantle stigma

Step 3: Participate
- Seed-to-solution & ancillary
- Local, state, federal reform

Step 4: Demonstrate
- Build coalition
- #cannabishealthequity

Educate. Advocate. Demonstrate.
THANK YOU!

Becoming A Social Equity Agent

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If you have a question for any of our webinar presenters, please type it into your dashboard “QUESTIONS TAB.”
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