



**A Local Leader's Guide
to Supporting Social
Equity in the
Cannabis Industry**



NYSAC
— NEW YORK STATE —
ASSOCIATION OF COUNTIES

A close-up portrait of Stephen J. Acquario, a middle-aged man with a balding head, smiling warmly. He is wearing a dark blue suit jacket, a white dress shirt, and a red tie. The background is a soft, out-of-focus green, suggesting an outdoor setting. The lighting is bright and even, highlighting his features.

Stephen J. Acquario
Executive Director
NYS Association of Counties



Shaloma "LoW" Wagstaffe
Founder
Women of Color in Cannabis (WOCC)



Dasheeda Dawson
Cannabis Program Supervisor
Office of Community & Civic Life
City of Portland, Oregon



Women of Color in Cannabis

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 Nursery
Processing Cooperative
Delivery Sales (Retail)
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

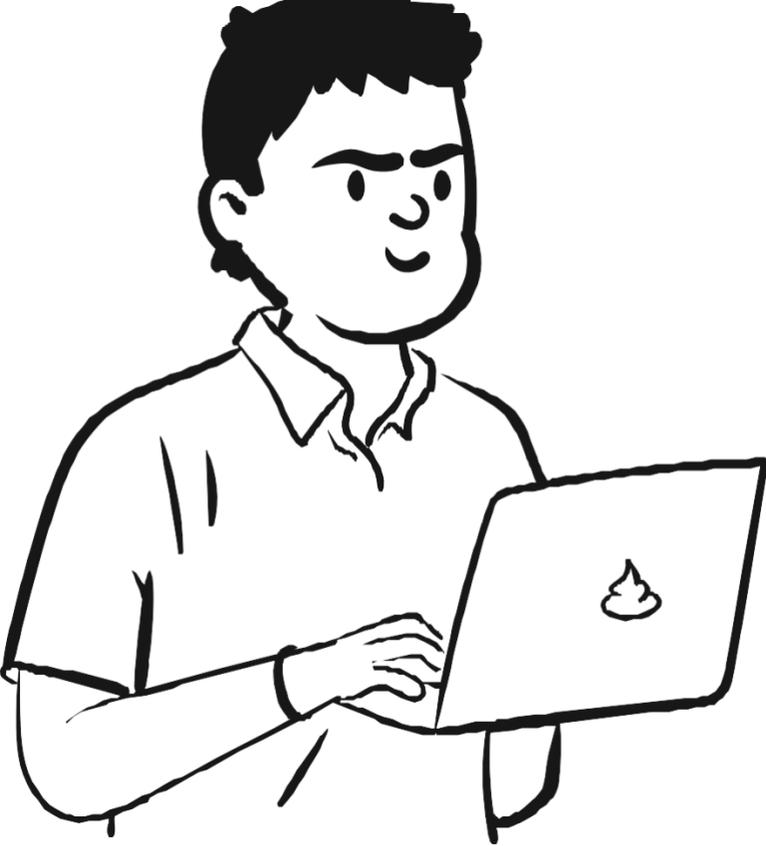
Licenses projected for 2023

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



NYSAC

A LOCAL LEADER'S GUIDE TO SUPPORTING SOCIAL EQUITY

Becoming A Social Equity Agent

Dasheeda Dawson, MBA

Cannabis Program Manager, City of Portland Oregon
Chair, Cannabis Regulators of Color Coalition

Co-founder & Chief Strategist, Cannabis Health Equity Movement (CHEM)

November 12, 2021

LEARNING OBJECTIVES

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



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”.

The Criminalization of Cannabis

A History Ignored is a Legacy Denied

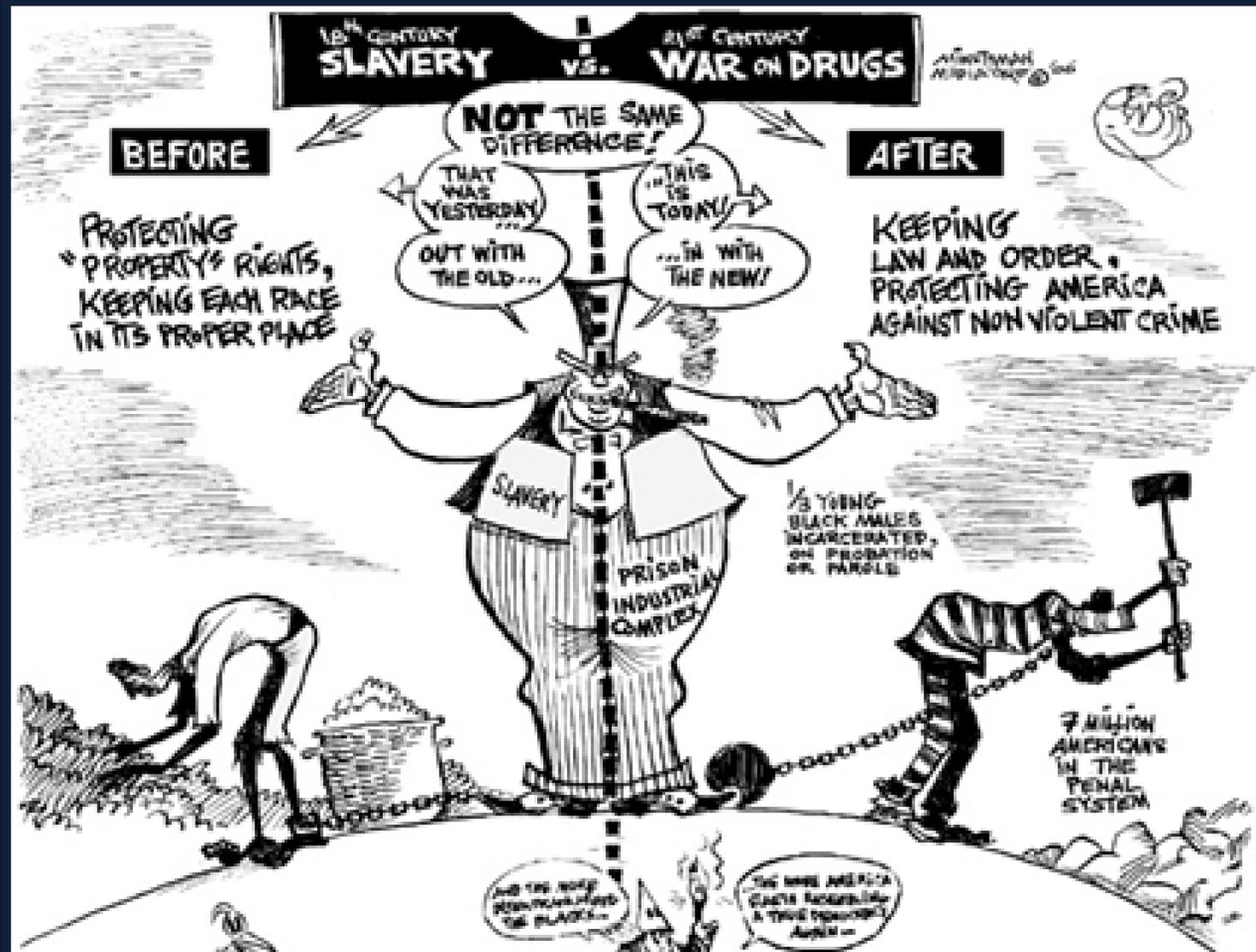


Image Credit: greenlining.org

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

Prohibition divested communities
of their access to full health,
wellbeing, and prosperity.



The Problem

Cannabis prohibition has impacted **every determinant of wellbeing** in communities of color.

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.

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

\$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

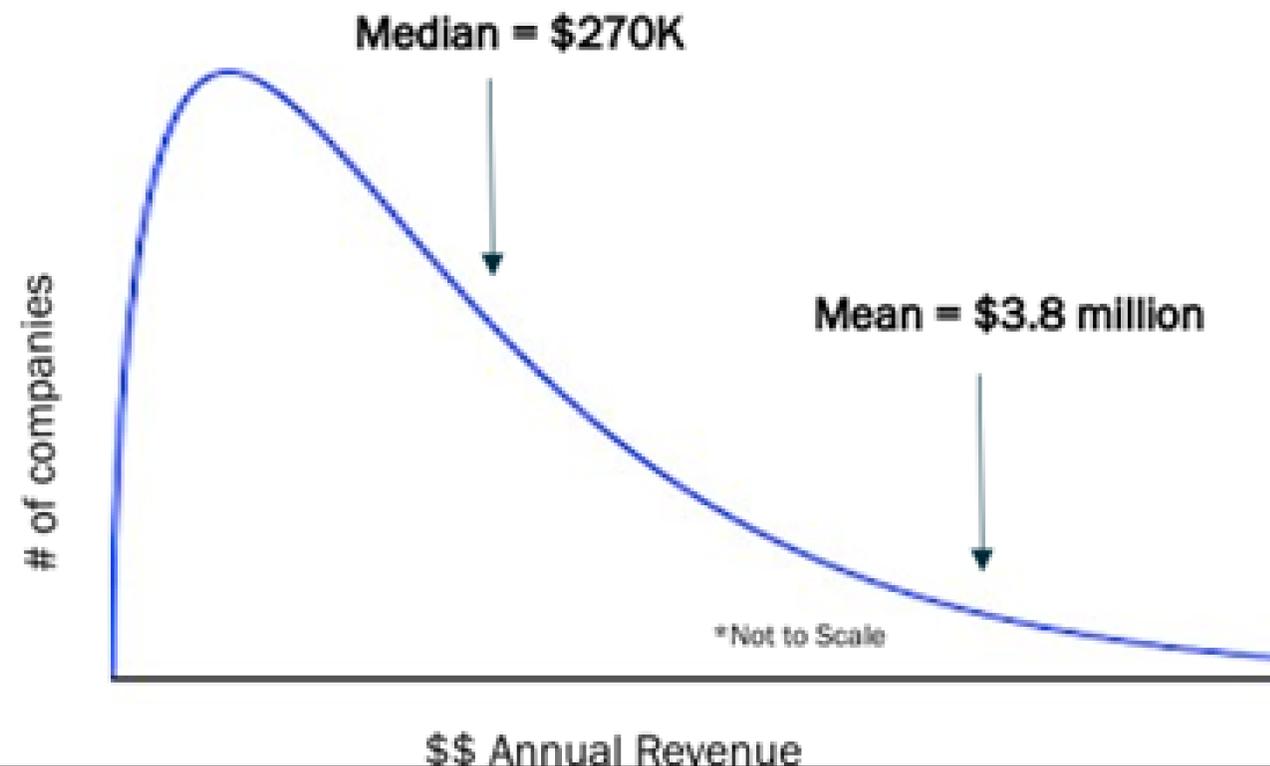


Image Credit: City of Portland

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



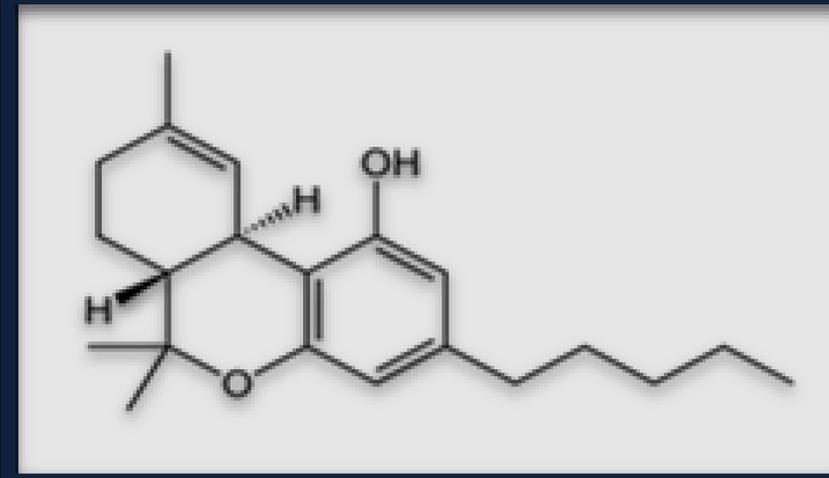
The Problem

Current & Past Laws Focus on Two Cannabinoids

Government regulates the molecules vs. the whole plant

THC

Tetrahydrocannabinol

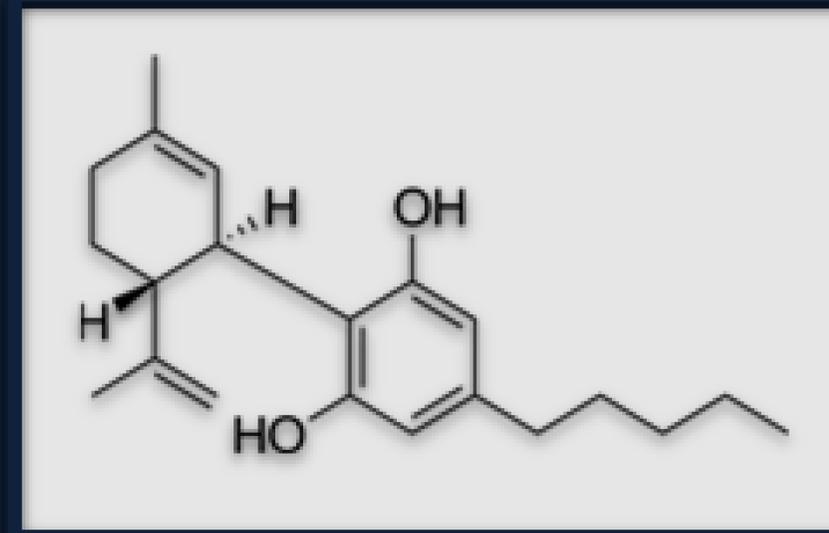


Analogous to anandamide (AEA)

- Psychoactive: Euphoric, Intoxicating
- <0.3% Legal Limit for Hemp

CBD

Cannabidiol



Blocks AEA breakdown by FAAH

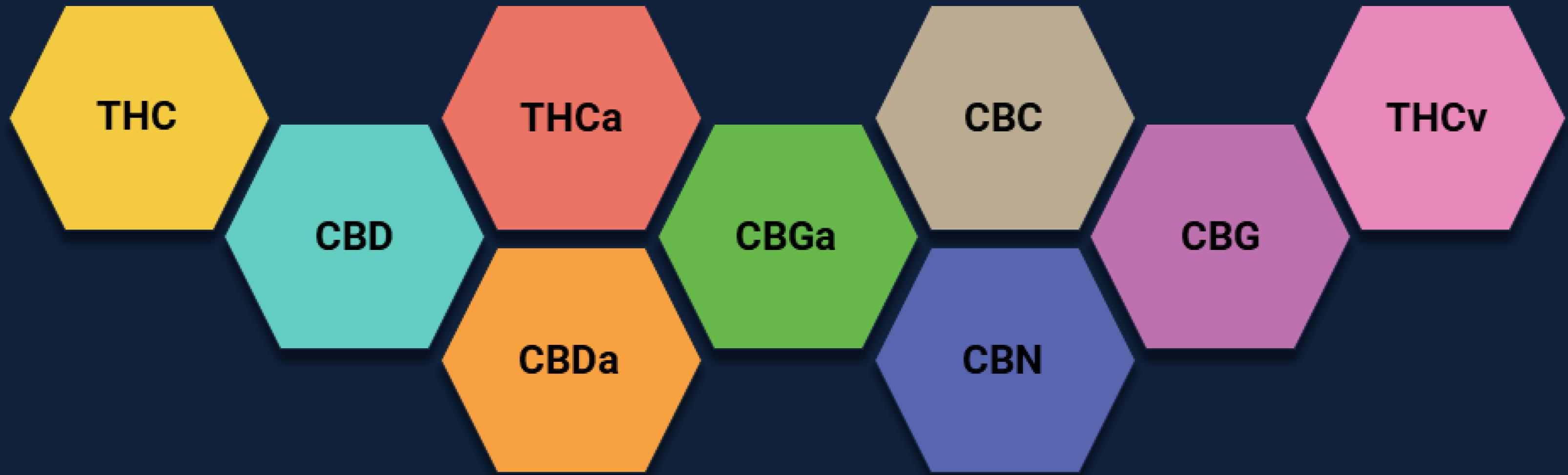
- Increases available AEA
- Activation at 65 different non-CBRs and enzymes
- Also Psychoactive
- No legal limits



The Problem

Science Will Eventually Influence Law & Policy

New pipeline of educated cannabis regulators and entrepreneurs



The Problem

Cannabis legalization laws and regulations have failed to remediate every aspect of cannabis prohibition.

THE SOLUTION





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.



NEW TERMS

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) 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

Paper

Plastics

Textiles

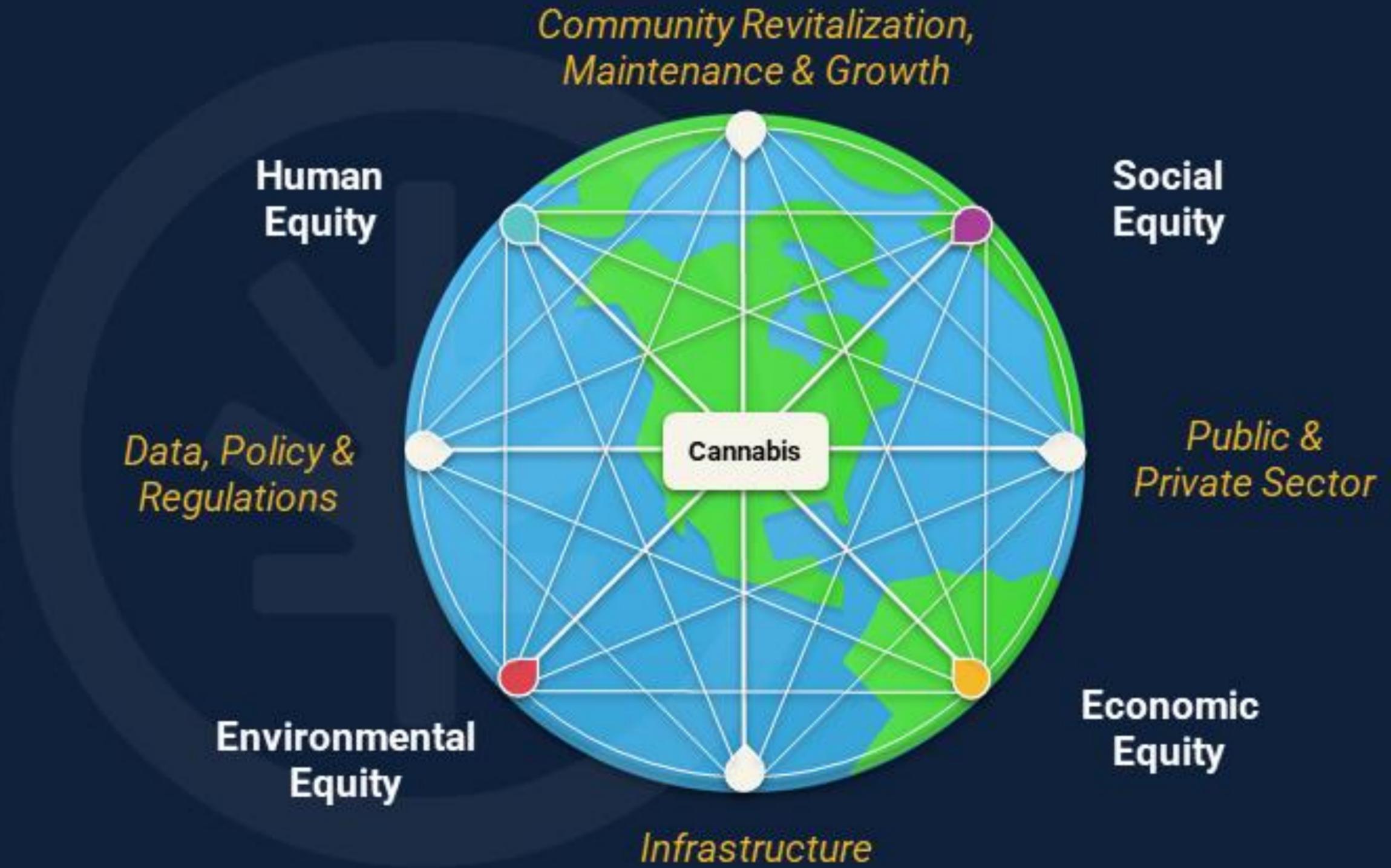
Soil regeneration

Food & animal feed

Global Impact

Creating jobs and impact

- Agricultural
- Industrial
- Medical
- Nutritional



Social Equity Agents can
**remediate every aspect of
cannabis prohibition.**

Becoming A Social Equity Agent

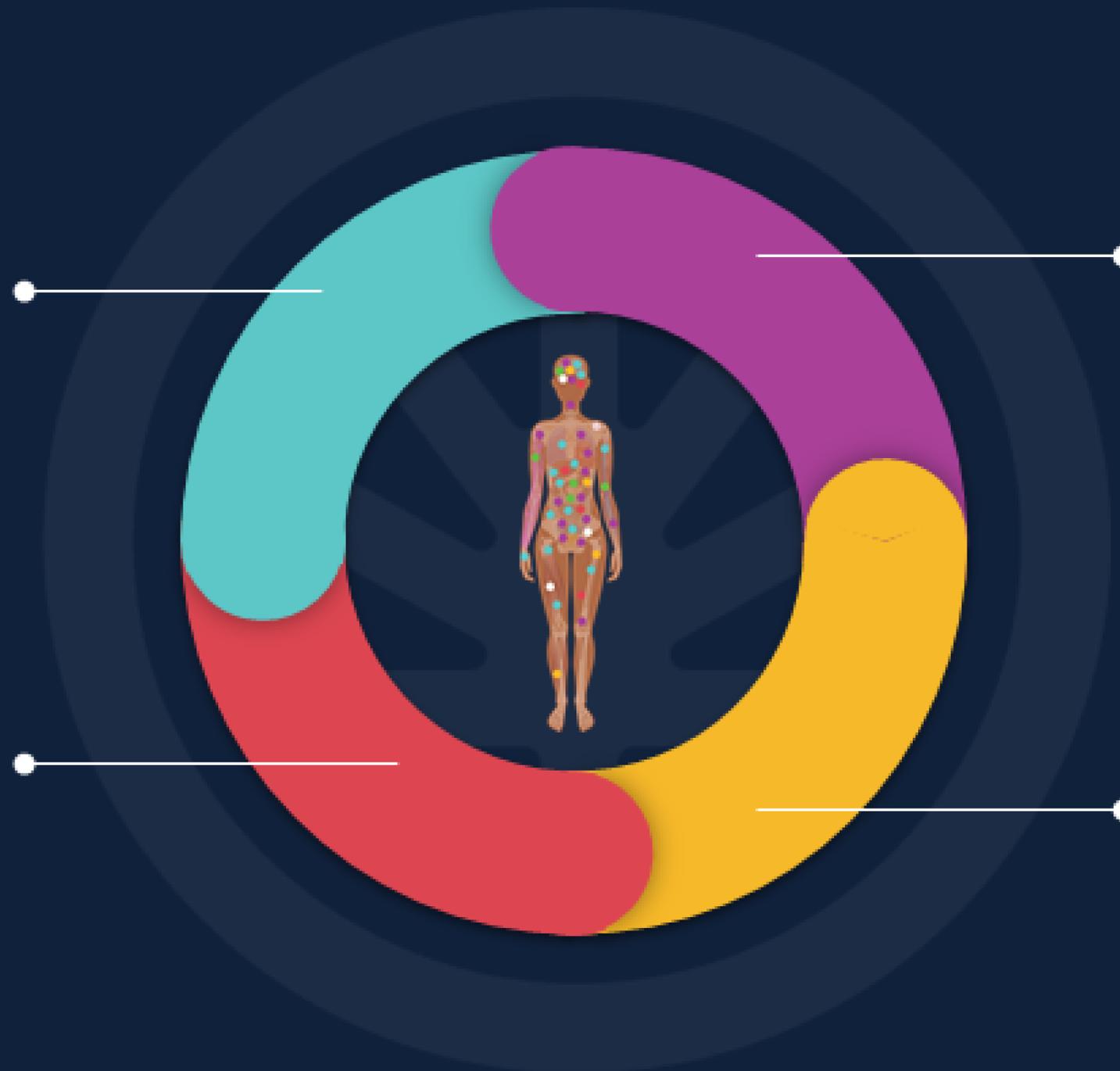
Where is your capital?

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.**



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

✓ Expungement



Becoming A Social Equity Agent

ERP Approach to **Policy Advocacy**

END	REPAIR
<ul style="list-style-type: none">● Expungement● Pardons● Post-Supervision Relief● Re-Entry Support● Clearing collateral consequences in policy● Decriminalization	<ul style="list-style-type: none">● Community Investment<ul style="list-style-type: none">○ 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

END	REPAIR	PREVENT
<ul style="list-style-type: none">● Expungement● Pardons● Post-Supervision Relief● Re-Entry Support● Clearing collateral consequences in policy● Decriminalization	<ul style="list-style-type: none">● Community Investment<ul style="list-style-type: none">○ Most-Harmed Prioritization○ Return on Equity Investment (ROEI)○ Managed fund of diverse investment● Prioritized licensing● Business Incubation	<ul style="list-style-type: none">● Accountability systems<ul style="list-style-type: none">○ Measuring, Monitoring & Reporting● Data sharing● Public (re)education● Representation in policy & regulatory leadership● Labor agreements
✓ Expungement	✓ Community Investment	✓ <i>Accountability Systems</i>



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

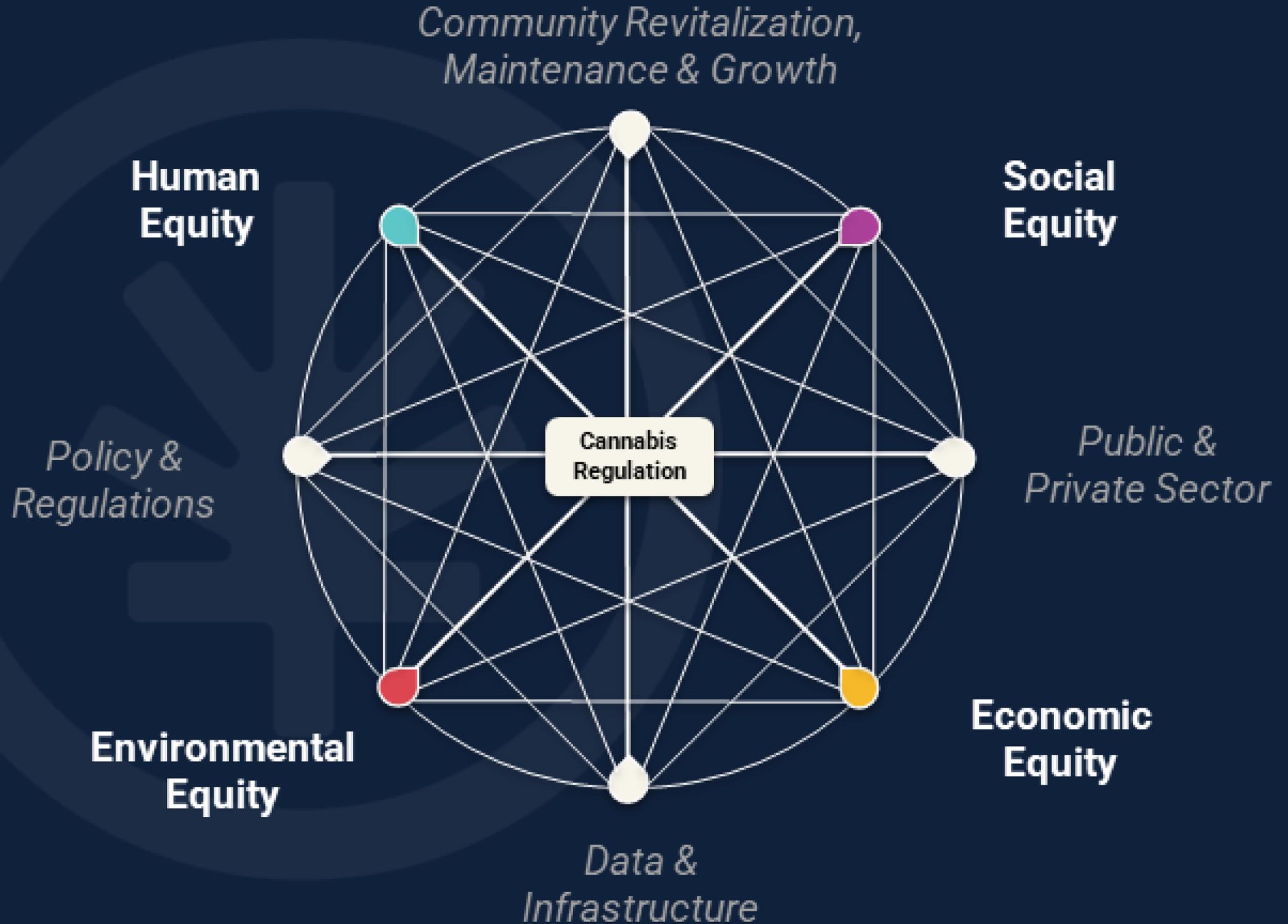
- Educate forward
- Share the truth
- Dismantle stigma

Step 3: Participate

- Seed-to-solution & ancillary
- Local, state, federal reform

Step 4: Demonstrate

- Build coalition
- #cannabishealthequity



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THANK YOU!

Becoming A Social Equity Agent

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November 12, 2021

Q&A

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



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and a pdf of the PowerPoint presentation later today at

[NYSAC.ORG/WEBINARS](https://www.nysac.org/webinars)