

Reading list

Marijuana use and attitudes in Oregon

- **OR Marijuana Report (pp. 6-14, Executive Summary, Purpose, and Background sections)** – general background on marijuana legalization in Oregon and findings from Oregon marijuana surveillance

Marijuana and tobacco use

- **Schauer, et al. 2017** – literature review describing simultaneous use of marijuana and tobacco (i.e., spliffing) and reasons for simultaneous use
- **Schauer, et al. 2016** – describes past-30-day co-use of marijuana and tobacco among adults in the U.S.
- **Schauer, et al. 2015** – describes trends in co-use of marijuana and tobacco among adults in the U.S., including trends by respondent demographics

Marijuana and alcohol use

- **Patrick, et al.** – prevalence of simultaneous use of alcohol and marijuana among a national sample of U.S. 12th graders; describes relationship between intensity of tobacco and marijuana use and simultaneous use
- **Lee, et al.** – self-report acute effects of simultaneous marijuana and alcohol use among sample of young adults (aged 18-23 years)

Marijuana advertising exposure

- **Fiala MJ Ad (pp. 2-4)** – Abstract and background of marijuana advertising exposure paper using Oregon surveillance data [in production with AJPH; please do not distribute]
- **Fiala Table 2** – table showing adult exposure to marijuana advertising in the past 30 days, including type of advertising exposure
- **OLCC OR Marijuana Ad Restrictions** – Oregon Liquor Control Commission advertising restrictions for recreational marijuana businesses

- Pacula, et al. (pp. 4-5, “Attempt to Limit Marketing” & “Restrict Public Consumption” sections) – policy considerations for marijuana advertising
- TLC Smoking & Toking (pp. 13-14 & 21, “Marketing and Advertising” section) – policy consideration for marijuana advertising

Reading goals

Through these readings, I hope folks will understand:

- Timeframe of marijuana legalization in Oregon
- Marijuana terminology
- Trends in marijuana use, attitudes, and outcomes from Oregon’s population-based surveillance systems
- General concept of co-use/simultaneous use of marijuana and tobacco/alcohol
- Level of marijuana advertising exposure and types of advertising exposure
- Current marketing restrictions for recreational marijuana retailers in Oregon
- Policy options for marketing restrictions and barriers to restrictions

Discussion questions

Based on the research questions, aims, and research design proposed:

1. Does the scope of the research questions and aims seem feasible?
2. Can you think of any other methods that may be more suitable to the research questions?
3. Does one topic seem more relevant/significant to inform public policy than the other?