



Advancing Legal Medical Marijuana Therapeutics and Research

Oregon Medical Marijuana Business Conference

Community Outreach and Longevity

Public perceptions of medical cannabis facilities:

- Crime
- Drug use/abuse
- Loitering and other undesirable behavior
- Illegal activity
- Classism, racism, and other bias

Why community outreach matters

- Complaints lead to law enforcement attention.
- Complaints and perceptions of problems can result in bad policies and laws.
- Complaints mean unnecessary headaches and distractions for the operators and staff.
- Good community relations can be good for business.
- Good community relations help build alliances that will serve you well in the future.
- Good community relations help move the cause of medical cannabis forward.

How do you look to others?

- Physically – Do you fit in?
- Behavior of staff and clients – Good neighbors
- Legal and professional standing
 - Legally compliant
 - ASA's Patient Focused Certification www.PatientFocusedCertification.org

Good Neighbor Policy

- Do not use cannabis in the neighborhood.
- Be aware of odors in the vicinity.
- Do not drive when impaired by cannabis.
- Do not loiter on the street or in your car.
- Only park in legal parking spaces.
- Do not block driveways.
- Be polite to neighbors and respect their privacy.
- Do not litter – especially cannabis related litter!

Headquarters

1300 Clay Street, Suite 600, Oakland CA 94612
PHONE: 510.251.1856

National Office

1806 Vernon St. NW, Suite 100, Washington DC 20009
PHONE: 202.857.4272 FAX: 202.857.4273

General Information

WEB: www.AmericansForSafeAccess.org
TOLLFREE: 888-929-4367

- Report problems to security personnel or staff right away.

Community Stakeholders

- Neighborhood associations
- Close neighbors
- Religious institutions
- Schools
- Community leaders
- Chamber of Commerce
- Law enforcement
- Elected officials

Strategies for good community relations

- Be sure that your staff and members are following the Good Neighbor Policy
- Maintain a visible security culture
- Fit into your neighborhood
- Obey all local and state regulations
- Post you ASA PFC credentials and other officials documents
- Post your contact information outside the facility
- Respond promptly and respectfully to complaints
- Be reasonable and objective about complaints
- Take action where necessary
- Follow up with the complainer to be sure they feel heard
- Be a part of the community
- Stay in touch with stakeholder
- Find proactive ways to make your neighborhood better

Americans for Safe Access

www.AmericansForSafeAccess.org

(202) 857-4272

Patient Focused Certification

Cultivators, Providers, Processors, and Testers

www.PatientFocusedCertification.org

Don Duncan, California Director

(323) 326-6347

don@safeaccessnow.org

http://www.safeaccessnow.org/community_outreach_and_longevity

Headquarters

1300 Clay Street, Suite 600, Oakland CA 94612
PHONE: 510.251.1856

National Office

1806 Vernon St. NW, Suite 100, Washington DC 20009
PHONE: 202.857.4272 FAX: 202.857.4273

General Information

WEB: www.AmericansForSafeAccess.org
TOLLFREE: 888-929-4367