

Required Consumer Education

Massachusetts

As an agent in the cannabis industry, it's imperative that we provide **accurate information about the products** that we cultivate, manufacture and sell. Whether you are an agent in a dispensary or not... **promoting safe consumption** of product is something we should all strive to do.

In addition, various forms of liability can be incurred for individuals, licensed businesses, and the industry as a whole if consumers are given the wrong information at or outside of work. Continue to learn about this incredible plant and share information with consumers while **never playing doctor or providing medical advice**, unless you're a licensed medical professional. .

Each retailer is required to **provide adequate and current consumer education materials** at their facilities. This includes, but is not limited to the items (a) through (j) listed below.

935CMR 500.140: Additional Operational Requirements for Retail Sale

(6) Consumer Education. A Marijuana Retailer shall make available educational materials about Marijuana Products to Consumers. A retailer shall have an adequate supply of current educational material available for distribution. Educational materials shall be available in commonly spoken languages designated by the Commission, which will include, but not be limited to, appropriate materials for the visually- and hearing-impaired. Such materials shall be made available for inspection by the Commission on request. The educational material shall include at least the following:

- (a) A **warning that Marijuana has not been analyzed or approved by the FDA**, that there is limited information on side effects, that there may be health risks associated with using Marijuana, and that it should be kept away from children;
- (b) A warning that when under the influence of Marijuana, **driving is prohibited** by M.G.L. c. 90, § 24, and machinery should not be operated;
- (c) Information to assist in the selection of Marijuana, describing the **potential differing effects of various strains of Marijuana, as well as various forms and routes of administration**;
- (d) Materials offered to Consumers to enable them to **track the strains used and their associated effects**;
- (e) Information describing **proper dosage and titration** for different routes of administration. Emphasis shall be on **using the smallest amount possible to achieve the desired effect**. The impact of potency shall also be explained;
- (f) A discussion of **tolerance, dependence, and withdrawal**;
- (g) Facts regarding **substance use disorder signs and symptoms**, as well as referral information for substance use disorder treatment programs, and the telephone number for the **Massachusetts Substance Use Helpline**;
- (h) A statement that **Consumers may not sell Marijuana to any other individual**;
- (i) Information regarding **penalties for possession or distribution** of Marijuana in violation of Massachusetts law; and
- (j) Any other information required by the Commission.