

PERSUASION -- SKILLS BUILDING

RETAIL MARIJUANA DISPENSARIES – CHILD RESISTANT CONTAINER POLICY

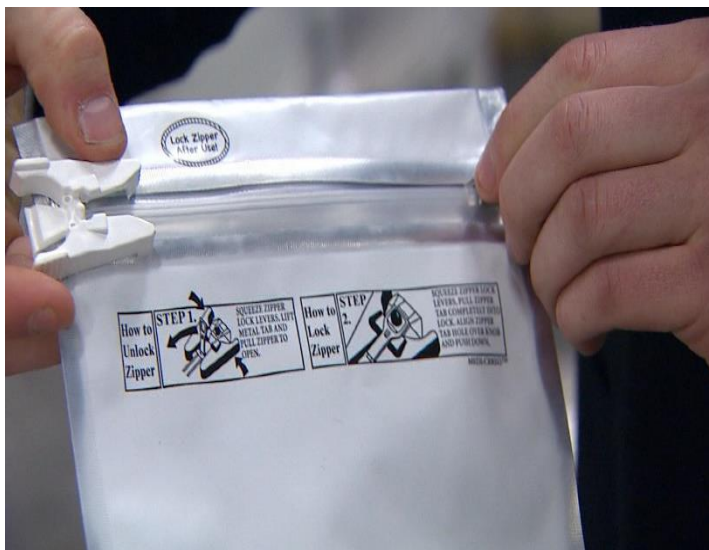
SCENARIO AND INSTRUCTIONS

PURPOSE

The purpose of this activity is to enhance participants’ skills in communicating with local decision-makers about the importance of a **specific policy and systems change** to achieve greater health and safety for children in the city of Kenyon.

Scenario:

Some of you will be champions for stronger retail marijuana packaging by requesting that local marijuana dispensaries develop voluntary in-store policies regarding child-resistant containers for all marijuana dispensaries located in Kenyon. This policy has three components: 1) in-store signage regarding the importance of keeping marijuana safely out of the hands of children in their home; 2) take home materials for the consumer on the same topic; and 3) offering a complimentary locking bag to the consumer.



Both champions are part of a countywide anti-drug prevention coalition. One is a parent who knows a friend whose child was a victim of marijuana poisoning. The child survived without any lasting health issues but spent a night in the hospital. The other is a staff person for the countywide coalition who has attempted to work with alcohol and tobacco retailers in the past with no or little positive results.

Others will play the role of two prominent retail dispensary owners. One owner has been a long-time small business owner in Kenyon and has served on numerous

committees and workgroups in Kenyon and has been a past officer of the local Chamber of Commerce. The other dispensary owner is new to Kenyon, having moved in-state after marijuana legalization went into effect. His spouse is a long-time resident and her mother enjoyed a long political career as a Kenyon city councilmember and mayor. While there is no formal retail dispensary association at the city or county level these two business owners have felt comfortable representing business interests in multiple settings to date.

General Instructions

1. Each group will have **20** minutes to prepare for the activity. For each role there are specific preparation instructions below, which you need to review closely as you prepare.
2. The actual fishbowl will begin with the prevention coalition champions giving a **5-minute** pitch. Two of you will advocate for having all the marijuana dispensary retailers voluntarily develop a child resistant container policy.
3. The two business owners will offer comments and questions throughout the conversation. The prevention advocates will try to be responsive while continuing to advocate for their cause. This dialogue will last no more than **15** minutes.
4. After the role-play is finished, everyone will debrief the role-play for **20** minutes.

PREVENTION ADVOCATES -- PREPARATION INSTRUCTIONS¹

1. Take a few minutes individually to jot down some ideas about the following questions:

- a) Why is it important for the prevention advocates to focus on policy and systems change practices and policies, rather than just specific individual awareness activities in order to create sustained improvement in health and safety in the community?
- b) What kinds of interests, questions and concerns might the business owners have concerning your child resistant container policy proposal? How could you address them, especially the concerns?

2. Now as a team, share your ideas and prepare a 5 minute presentation in which you will:

- a) First, decide which two people will be in the roleplay. This exercise is a great opportunity (in a safe environment) to enhance your advocacy skills, so those with less experience should strongly consider this opportunity.
- b) Second, present a general argument regarding the importance of the prevention advocates to focus on policy and system change practices and policies in order to create a sustained effort to improve health and safety for Kenyon citizens, especially young children.
- c) Third, lay out the reasons why the dispensary owners should contemplate the concepts and ideas behind voluntary child resistant container policy.
- d) Finally, directly address the interests, questions and concerns that the business owners may have about the voluntary policy idea.

¹ Please reference the “Persuasion Tips” on the last page as you build your case as advocates.

BUSINESS OWNERS -- PREPARATION INSTRUCTIONS

1. Take a few minutes individually to jot down some ideas about:

What kinds of interests, questions and concerns might the two business owners have concerning the voluntary child resistant container proposal?

2. Decide which two people will be in the roleplay.

This exercise is a great opportunity (in a safe environment) to enhance your advocacy skills, so those with less experience should strongly consider this opportunity.

3. Now as a team, share your ideas and prepare the two people who will play the each of the business dispensary owners.

Some possible concepts to cover if not already thought about:

- How did the prevention advocates come to this idea?
 - Have any other areas of the state developed a similar approach?
 - If so, what tangible outcomes were achieved?
- Cost – in-store and take-home messaging come with a small magnitude of cost but providing complimentary safe storage bags could be quite spendy. Could the prevention coalition raise funds to purchase bags and then provide them to the dispensaries?
- Gauging support – both public (those in the public actually cares about this issue, e.g., local PTA chapters, Chamber of Commerce) and political (i.e., Mayor and City Council, Countywide Alcohol and Drug Advisory Committee).
- Feasibility – there is not yet a formal retail dispensary association for either the city of Kenyon or the surrounding county. So, how could we ensure that all dispensaries all deploy this voluntary policy so that there is a level playing field for all businesses?

STAGE 5: DEVELOP AN ADVOCACY PLAN – *PERSUASION TIPS*

- Be dependable and honest
- Remember you represent others
- Remember what you communicate may be shared
- Provide supporting materials but keep handouts to a minimum
- Be on time
- State the reason for your visit concisely and limit the number of issues you discuss (and keep jargon to a minimum)
- Give the decision maker essential information, review the critical points, describe the impact of the policy or program at hand and share your recommendation
- Be prepared to answer questions

Do NOT leave without clarifying the exact position of the decision maker (*or at least be clear on next steps needed to determine their position*)