



Tracey Bridger
MD, FRCP(C)
President

NLMA launches cannabis campaign in response to legalization

Dear Colleagues:

On October 17, 2018, it will be legal for people over the age of 19 to purchase and consume recreational cannabis in Newfoundland and Labrador. Adults of legal age will be able to access cannabis from an authorized retailer or online via Cannabis NL, a division of NL Liquor Corporation. Residents of the province will be permitted to possess a maximum of 30 grams of dried cannabis and cultivate up to four plants at home.

For many patients, talking about personal cannabis use with their doctor can be difficult or awkward. Some patients may feel embarrassed or fear they will be judged. That's why the NLMA has launched a social media campaign and website called oktotalk.ca to let the public know that it's OK to talk to their doctor if they have questions about how cannabis use might affect their health. We have also developed a video that will be promoted on social media and shown in movie theatres in the province prior to the start of films.

The video poses a number of health-related questions that people are asking in light of cannabis legalization while conveying the message that people can talk to their doctor about how their cannabis use might impact their health. The video and social media ads will direct the public to oktotalk.ca, which features answers to some of the common questions about cannabis use and provides information about the known health risks. I encourage all members to familiarize themselves with the questions and answers. The website also provides links to additional resources for physicians, parents and the general public.

The NLMA has also prepared posters for doctors' offices that directs patients to oktotalk.ca, as well as a pamphlet with information about the health risks of cannabis use. Copies of these materials will be mailed to all family physicians, psychiatrists, respirologists and internal medicine specialists.

The patient poster is also available for download [here](#) and the patient pamphlet is available [here](#).

If you are a physician in another discipline and would like copies of the poster and brochure please email Jonathan Carpenter at jcarpenter@nlma.nl.ca. You can also email us if you would like to see additional FAQs or resources added to our website.

Sincerely,

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