

HB0408 Favorable with Amendments  
Warren (Rusty) Carr  
4391 Moletton Drive  
Mount Airy, MD 21771

I support HB408 with amendments.

Let's face it. We need a campaign to inform the public and it should have started the day after Question 4 was certified. We also know that this bill will need a miraculous legislative lift to have a chance of passage. To Delegate Grammer's credit, the use of a tax credit to enable timely action is a worthy idea. Should this attempt fail, such a program could be made a regulatory requirement by the ATC or it can be funded from the cannabis public health fund. Are we really just going to tell the public "You said yes to Question 4. Here it is on 7/1. Go into the store if you want to know more?" We can do better.

It shouldn't be just industry to consumer. Everyone in Maryland needs to know something. But different groups of people are concerned about different things. Maryland has a population of about 6 million. There are roughly 200,000 medical patients in Maryland. It is estimated that 2-3 million residents who already casually consume cannabis. There's a lot of things that are changing and a lot of truth about cannabis that needs to be communicated. Parents need to know what to teach their kids. Schools need to know what they can teach about the Endocannabinoid System. People who want to learn about using a new over the counter medication need more than a flyer. Drivers need to be able to self-assess impairment.

It shouldn't be just industry. It should be whole of government and whole of community. We can't just rely on the industry making information available. We have to push information to people that need it. There are thousands of community organizations that can help us and be the vehicle to push information if we package it for them.

The credit is too generous for distributing flyers. At the least it should be a credit against the tax rate, not a credit calculated off revenues. This program should be targeted for 2023 efforts. The public health fund should be able to handle 2024 and beyond.

What is the anticipated cost per person of this program? If adult use sales start at 50% of medical sales, this bill would generate a tax credit of \$15.6M (>\$2/person) in 2023. A letter sent to every Maryland household would cost less. We can do a lot more for a lot less by relying on our communities. The idea behind this bill is too important to let it die for political reasons.

Thank you,  
Rusty Carr