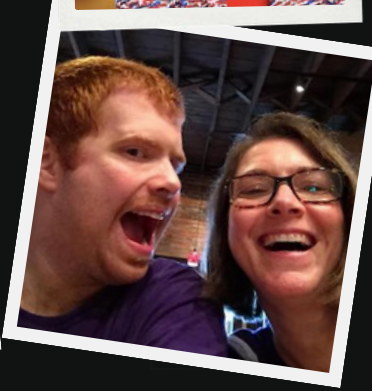


CANNABIS SAFETY MONTH 2026 PARTNER GUIDE

SEPTEMBER 2026

SAFETY STRENGTHENS THE FUTURE OF MEDICAL CANNABIS ACCESS



An invitation for nonprofit organizations, universities, health organizations, professional associations, advocacy groups, and community leaders to build and participate in a national cannabis safety campaign.

www.SafeAccessNow.org/Cannabis_Safety_Month_2026_Partners

BRING YOUR EXPERTISE, EXPERIENCES, AUDIENCE & COMMUNITY TO THE NATIONAL CANNABIS SAFETY CONVERSATION.

Cannabis Safety Month is happening at a time when cannabis safety can no longer be addressed with slogans and unanswered public concerns and fears are being weaponized by opponents of cannabis for political gain. Our communities need solutions that separate fact from fiction, reduce harm, and protect medical cannabis access.

We need your help to create the space that public policy debates rarely provide: a place where patients, parents, healthcare professionals, policymakers, regulators, employers, educators, and community leaders can acknowledge concerns and work on solutions together.

Cannabis Safety Month is a national public education campaign that addresses public concerns about cannabis safety through education, inclusion, and community building. By confronting polarizing topics and cutting through political rhetoric, the campaign seeks to broaden support for sensible medical cannabis policy and protect the future of medical cannabis access.

Cannabis Safety Month Partners help make that space credible and useful. Partners may contribute subject-matter expertise, public education, professional engagement, outreach, local events, advocacy, speakers, distribution or other mission-aligned support. No financial contribution is required for this designation.

ASA provides campaign materials, a national platform, partner tools, coordination and recognition. Together, we can replace polarized cannabis messaging with practical education, transparent standards and policies that protect medical access.



In Solidarity,

A handwritten signature in blue ink, reading "Steph Sherer".

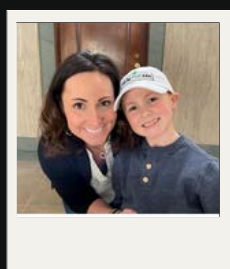
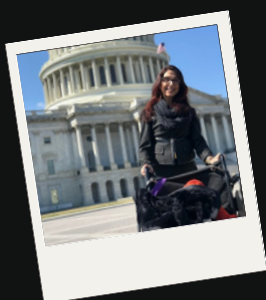
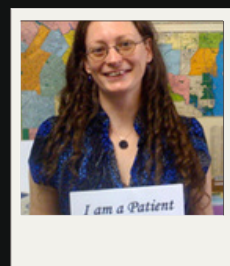
STEPH SHERER

Founder & Executive Director
Americans for Safe Access



Safety concerns should strengthen policy not dismantle access.

Community partners ensure legitimate concerns lead to better information, safer practices, and sensible medical cannabis policy.



CANNABIS
SAFETY
MONTH ASA 2026

When concerns go unanswered, Fear fills the gap.

Patients, parents, clinicians, employers, and public health professionals have legitimate concerns about cannabis safety. When those concerns go unanswered, fear, misinformation, & political rhetoric can fill the gap.

Cannabis Safety Month brings stakeholders together to examine the evidence, explore strategies for addressing concerns, assess what is working, and identify practical solutions that strengthen safety while protecting medical cannabis access.

HOW CANNABIS SAFETY CONCERNS ARE BEING FRAMED

 Youth access & Accidental ingestion.

“Legalization is putting children at risk.”

 Product Contamination, Potency & Labeling.

“Cannabis products are unsafe & labels cannot be trusted.”

 Impairment & Public Safety.

“Legal cannabis is causing fatalities on our roads & in our workplaces.”

 Health Risks & Medical Uncertainty.

“Cannabis causes serious illness & interferes with medical care.”

 Gaps in Policy & Public Information.

“We do not know enough about cannabis to allow access.”

CANNABIS SAFETY MONTH APPROACH

What tools can communities implement to prevent unintended youth access & accidental ingestion?

What testing, labeling & recall systems are needed to protect patients?

How should cannabis-related impairment be addressed in transportation & the workplace?

What should patients & clinicians know about health risks, drug interactions, & vulnerable populations?

What information & policy gaps prevent effective safety practices?

Cannabis Safety Month moves the conversation beyond competing claims by addressing the underlying concerns with credible information, practical safety tools, and policy solutions that protect patients and the public.

Mistrust & Misinformation: Cannabis education must move beyond propaganda & denial.

After decades of anti-cannabis campaigns by the federal government, many advocates and stakeholders understandably view any negative information about cannabis as propaganda.

Mistrust can cause legitimate community concerns to be dismissed as attempts to revive prohibition. It can also prevent organizations from educating their members about safety risks, lead individuals to make decisions that compromise their health, and alienate patients who share negative experiences.

HEALTH CONSIDERATIONS



CARDIOVASCULAR EFFECTS



MENTAL HEALTH



DRUG INTERACTIONS



PREGNANCY



SURGERY COMPLICATIONS



CANNABIS HYPEREMESIS SYNDROME

PRODUCT CONSIDERATIONS



CONTAMINANTS & HEALTH IMPACTS



ORGAN TRANSPLANT RECIPIENTS & ASPERGILLUS



PRESCRIPTION DRUGS, PESTICIDES & HEAVY METALS



ANTACIDS, ANTIBIOTICS, IBS & SALMONELLOSIS

PUBLIC HEALTH CONSIDERATIONS



ACCIDENTAL INTOXICATION



IMPAIRMENT



WORKPLACE SAFETY

Credible cannabis education must acknowledge both the therapeutic value and the real risks. Trust grows when patients receive accurate, practical information rather than slogans.

A national platform for compassionate dialogue, education & action.

Cannabis Safety Month connects public concerns with credible experts, practical resources, and policy solutions through coordinated engagement channels.



Five weeks.

One connected safety agenda.

The campaign will address public fears about cannabis safety through education, inclusion, and community building. By confronting polarizing topics and cutting through political rhetoric, the campaign seeks to broaden support for sensible medical cannabis policy and protect the future of medical cannabis access.

Partners may participate throughout the month or focus on one or more weekly subject areas.

WEEK 1:
**CANNABIS
SAFETY 101-**
Defining the Landscape

Policy Landscape - Cannabis Terminology - New Federal Cannabis Laws - Impacts of Access Deserts & Prohibition - Government Approaches to Cannabis Safety.

WEEK 2:
PRODUCT SAFETY-
What Is in Your Cannabis?

Contaminants, Adulterants, Pesticides & Consumer Health - Status of Cannabis Testing - Recalls & Regulations - Labeling & Product Transparency- Product Safety Post-Prohibition

WEEK 3:
**HEALTH
BENEFITS & RISKS-**
Cannabis & Your Body

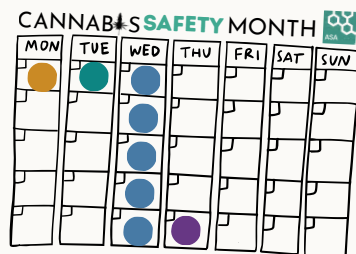
Pregnancy & Cannabis - Heart Health - CHS Unpacked - CUD & Organ Transplants - Pain & Suicide - Medical Education - Safe Consumption - Polypharmacy Solutions - ECS Health - Healthcare integration

WEEK 4:
**YOUTH
STRATEGIES 2026-**
Parents, Pediatrics, & Cannabis

Safe Storage & Packaging - Underage Access Prevention - Cannabis Laws for Juveniles - Education by Age - Mental Illness: Self-Medication & Family History - Pediatrics & Cannabis Medicines

WEEK 5:
**PUBLIC
HEALTH IMPACTS-**
Safety in Our Communities

Drugged Driving - Accidental Intoxication - Workplace Safety - Environmental Impacts - Calls & Responses for Public Safety Approaches - Data vs Fear - How Do You Know It's Cannabis?



A month of education, engagement & action.

Throughout September, Cannabis Safety Month will combine national programming, partner-led activities, practical resources, public education, media engagement & policy action.

RECOGNIZING COMMUNITY CONCERNS. SPOTLIGHTING SOLUTIONS. BUILDING WHAT COMES NEXT.

KEY MOMENTS THAT FRAME THE MONTH

OPENING NATIONAL FORUM

FRAMING THE CONVERSATION.

Campaign partners, patients, experts, and stakeholders will come together to identify the safety concerns & introduce the campaign's solutions-focused approach.

2026 CANNABIS SAFETY AWARDS

RECOGNIZING LEADERSHIP IN CANNABIS SAFETY.

The Cannabis Safety Awards will recognize people, organizations, programs, campaigns, products & tools demonstrating leadership & innovation in cannabis safety.

SOLUTIONS SPOTLIGHTS

EXPLORE WHAT IS WORKING.

ASA & campaign partners will spotlight effective programs, standards, policies, educational tools, & community approaches that can inform safer practices.

CLOSING ROUNDTABLE

DISCUSS LESSONS LEARNED & WHAT COMES NEXT.

Campaign leaders & partners will discuss what was learned, approaches that show promise, questions that remain, & how the campaign's work can inform future medical cannabis policy.

SEPTEMBER ACTIVITIES

WEBINARS & EXPERT CONVERSATIONS

EXAMINE THE EVIDENCE. HEAR PERSPECTIVES.

National webinars, expert panels, professional briefings, leadership interviews, & partner-hosted conversations will explore the campaign's key safety issues & emerging solutions.

COMMUNITY & PARTNER EVENTS

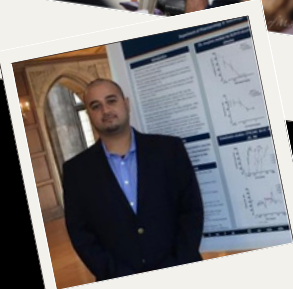
BRING CAMPAIGN TO LOCAL & PROFESSIONAL COMMUNITIES.

Partners may host or support town halls, watch parties, professional meetings, community discussions, & educational events designed for their own audiences

Partners turn national campaigns into community action.

Cannabis Safety Month partners are mission-aligned nonprofit organizations that agree to support the campaign through promotion, education, outreach, content collaboration, community engagement, and/or advocacy.

Together, we can make safety a source of strength for medical cannabis access.



Each participating organization can designate a representative to serve on the Cannabis Safety Month Host Committee to help inform campaign planning and implementation.

One Contribution Can Make A Difference.

Partners are not expected to participate in every activity. Choose one or more opportunities that fit your organization's mission, audience, expertise, and capacity.

CONTRIBUTE EXPERTISE TO EDUCATION

WEBINAR SUPPORT



Provide experts or moderators, invite speakers, or offer technical assistance.

CREATE MATERIALS



Contribute one-pagers, posters, factsheets, Q&As, infographics & educational resources.

PROMOTE THE CAMPAIGN

AMPLIFY THE MESSAGE



Share media kits, submit op-eds & LTEs, & represent the campaign in interviews.

DISTRIBUTE RESOURCES



Share PSAs, posters, guides, videos, toolkits & social graphics.

ACTIVATE YOUR COMMUNITY

ADVOCATE FOR SOLUTIONS



Share policy tools, brief public officials & mobilize members around campaign actions.

MOBILIZE MEMBERS



Host a campaign volunteer day or encourage members to volunteer.

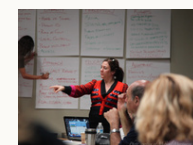
DEEPEN THE REACH

ACCESSIBILITY & REACH



Provide translation, captioning, disability access, & culturally relevant distribution.

FACILITATE DIALOGUE



Organize a webinar, watch party, townhall, professional briefing or facilitate discussions.

HELP LEAD THE CAMPAIGN





HOST COMMITTEE

The Cannabis Safety Month Host Committee is the campaign's primary planning and coordination body. Host Committee members help shape the campaign, oversee implementation, recruit participants and sponsors, and ensure that campaign activities remain consistent with Cannabis Safety Month's goals.

RESPONSIBILITIES

- Participate in scheduled planning meetings.
- Help develop the campaign calendar, programming & educational materials.
- Serve on at least one working group (see descriptions below).
- Review campaign materials for accuracy, clarity & alignment with campaign goals.
- Help identify opportunities for collaboration.
- Promote Cannabis Safety Month through appropriate professional, organizational & community networks.
- Support campaign events, briefings, webinars, activities, & outreach.

PROGRAMMING & EDUCATION

Shape the campaign calendar, recommend speakers & moderators, review educational resources & help ensure programming includes patient, clinical, regulatory, public health, business & community perspectives.

PARTNERSHIP DEVELOPMENT

Recruit Community Safety Partners, universities, professional associations, & local organizations. Help onboard partners & connect them to campaign activities that align with their mission, audience & capacity.

FUNDRAISING & SPONSORSHIP

Identify prospective sponsors & donors, make introductions, & support customized partnership opportunities.

COMMUNICATIONS & MEDIA

Help build the campaign narrative, press strategy, & media materials. Connect journalists, media outlets, podcast hosts & other creators to the campaign.

VOLUNTEER & COMMUNITY ENGAGEMENT

Coordinate volunteer participation & onboarding. Coordinate local participation. Help organize outreach and community events, merchandise activities & participant follow-up.

Extend your organization's impact by engaging your community or contributing resources.

In addition to campaign activities, organizations may choose to invite members to volunteer, contribute staff time or in-kind resources, or provide financial support. Financial support is welcome but is not required to become a Partner.

MOBILIZE VOLUNTEERS

Invite your staff, members, supporters, or community to volunteer & help with:

CAMPAIGN PROMOTION

EVENT SUPPORT

CAMPAIGN DOCUMENTATION

COMMUNITY OUTREACH

CAMPAIGN SUPPORT

MEDIA & DIGITAL SUPPORT

www.SafeAccessNow.org/Cannabis_Safety_Month_2026_Volunteer

CONTRIBUTE RESOURCES

Organizations that want to provide additional support can:

CONTRIBUTE STAFF TIME

Designate staff to contribute professional expertise, administrative support, communications, outreach, translation, design, research, event support, or other services.

MAKE AN IN-KIND CONTRIBUTION

Provide meeting space, printing, technology, accessibility services, travel support, professional services, donated materials, or other campaign resources.

MAKE A FINANCIAL CONTRIBUTION

Organizations may make a charitable contribution to Americans for Safe Access to help support the education, coordination, outreach, and resources that make Cannabis Safety Month possible.

www.SafeAccessNow.org/Donate

Every contribution matters! Whether your organization shares one resource, mobilizes volunteers, contributes expertise or staff time, or provides financial support, choose what fits your mission and capacity.

Partners receive the support & tools they need to bring cannabis safety to their communities.



WEBINAR ACCESS | Registration links, schedule updates, & partner participation options.

BRANDING TOOLKIT | Approved logo use, partner badge, campaign & visual guidance.

SPEAKER SUPPORT | Talking points, presentation slides, advocate guides & content feedback.

MEDIA TEMPLATES | Draft releases, social copy, newsletter blurbs, press lists, & outreach tools.

EDUCATIONAL MATERIALS | Fact sheets, posters, toolkits, one-pagers, downloadable presentations, & guides on cannabis safety, traveling & new federal laws.

POLICY TOOLS | Policy memos, calls to action & resources for policymakers.

PARTNER SUPPORT | Ongoing assistance to help partners plan & launch campaign participation.

ASA handles national coordination.
Partners bring the campaign to their networks.





Partners will be visible throughout Cannabis Safety Month.

Cannabis Safety Month provides opportunities to showcase participating organizations and the expertise, resources, and community leadership they bring to the campaign. Recognition may include:

NATIONAL CAMPAIGN HUB Logo on the Campaign Hub that hosts the central calendar, registration & campaign resources.

Approved Partner digital badge for website & materials.

OFFICIAL BADGE

PROFILES & STORIES Opportunities to highlight the partner's contribution, expertise or local work.

Recognition in announcements, emails & on social media.

CAMPAIGN COMMUNICATIONS

CAMPAIGN EVENTS Recognition during programs the partner hosts, moderates or materially supports.

Inclusion in the campaign wrap-up & partner roundtable.

CLOSING ACKNOWLEDGMENTS

These opportunities will be tailored to partner preferences & participation.

YOUR INVITATION TO LEAD

BECOME A CANNABIS SAFETY MONTH PARTNER.

The next chapter in federal cannabis policy is here, and lasting progress will depend on our ability to build public trust. Cannabis Safety Month is taking that first step by addressing cannabis safety concerns with compassion, credible information, and practical solutions.



SAFETY STRENGTHENS ACCESS.

ASA will confirm partner roles, Host Committee designation, participation, deliverables, deadlines & recognition preference.

ASA will work with you to create a partnership package that reflects your mission.

- | | |
|-------------------|--|
| 1 SELECT | Choose the role or activity that fits your organization. |
| 2 ALIGN | Confirm deliverables, timing, contacts, and Host Committee representative. |
| 3 ACTIVATE | Use shared resources, host programming, or support outreach. |

www.SafeAccessNow.org/Cannabis_Safety_Month_2026_Partners

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