



# The *new* face of Big Tobacco

Say NO to Big Marijuana in New Zealand

Same corporates.  
Same objectives.  
Same addiction.  
New product.



## HIGH MUMS

Legalisation of marijuana has led to major concerns around pregnant mums using the drug, and more babies failing drug tests.

### EXPOSURE

Researchers say psychoactive compounds in marijuana easily cross the placenta, exposing the fetus to perhaps 10 percent of the THC — tetrahydrocannabinol — that the mother receives, and higher concentrations if the mum uses pot repeatedly.



A clinical report published in the September 2018 *Pediatrics* said that more babies than ever are being exposed to marijuana. Marijuana use among pregnant women **increased by 62%** between 2002 and 2014 in the US. Meanwhile, marijuana has become more potent, with average concentrations of the psychoactive compound tetrahydrocannabinol (THC) more than quadrupling since the 1980s.

The US *National Survey on Drug Use and Health* found that 28% of women living in low-income areas tested positive for marijuana use during pregnancy. Another study by the American College of Obstetricians and Gynecologists reported that young women from lower income levels have a 15–28% rate of marijuana use during pregnancy. Up to 60% of these young women continue marijuana use throughout pregnancy due to a decreased perception of risk and stigma.

### EFFECT ON BABIES

Studies show marijuana increases the risk of stillbirth and adversely affects how a baby's brain develops. Studies also show these kids may have behavioural problems at higher rates than other children by the age of 14. Christian Thurstone, director of the STEP Programme at Denver Health – one of Colorado's largest youth substance-abuse treatment programmes – has conducted extensive research which shows that children exposed to marijuana in utero have a 5-point decrease in IQ at age 6; a greater chance of depression, hyperactivity and impulsivity at age 10; and lower school achievement at age 14.

### TREATMENT FOR MORNING SICKNESS?

Approximately 70% of randomly selected medical marijuana centres in Colorado recommended marijuana as a treatment for morning sickness for pregnant women. Doctors caution that marijuana's effects on a fetus could include low birth rate and developmental problems.

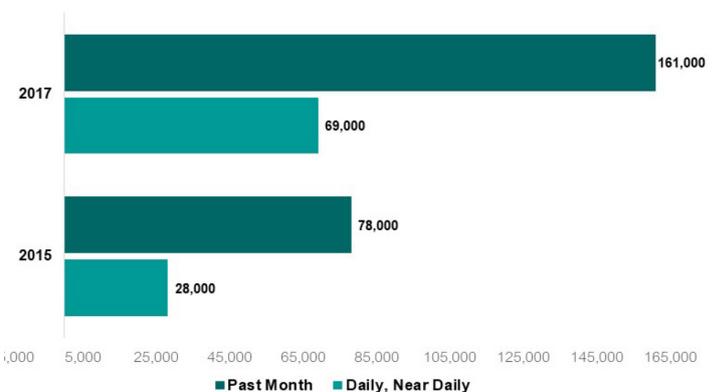
### NEWBORNS FAILING DRUG TESTS

Colorado's legalisation of recreational marijuana has led to an increase in the number of babies being born THC-positive. One Pueblo hospital is reporting nearly half the babies tested in one month had marijuana in their system.

### MUM'S INFLUENCE

When mothers use marijuana during the first 12 years of their child's life, their children are more likely to start using cannabis at an earlier age than children of non-using mothers.

## Marijuana Use by Pregnant Women (US)



Source: 2017 National Survey on Drug Use and Health

Image Source: National Families in Action

For additional information, including source references:  
[SayNopeToDope.org.nz/high-mums](http://SayNopeToDope.org.nz/high-mums)

Correct as at time of printing. We welcome any documented corrections.