

# CANNABIS AS WELLNESS



AN EDUCATION BASED APPROACH TO SELF-MEDICATION BY SARAH MEDVES

**HOW CAN WE INCREASE THE AUTONOMY OF SELF-MEDICATING CANNABIS USERS WHILE PROTECTING THEIR HEALTH & WELLBEING?**

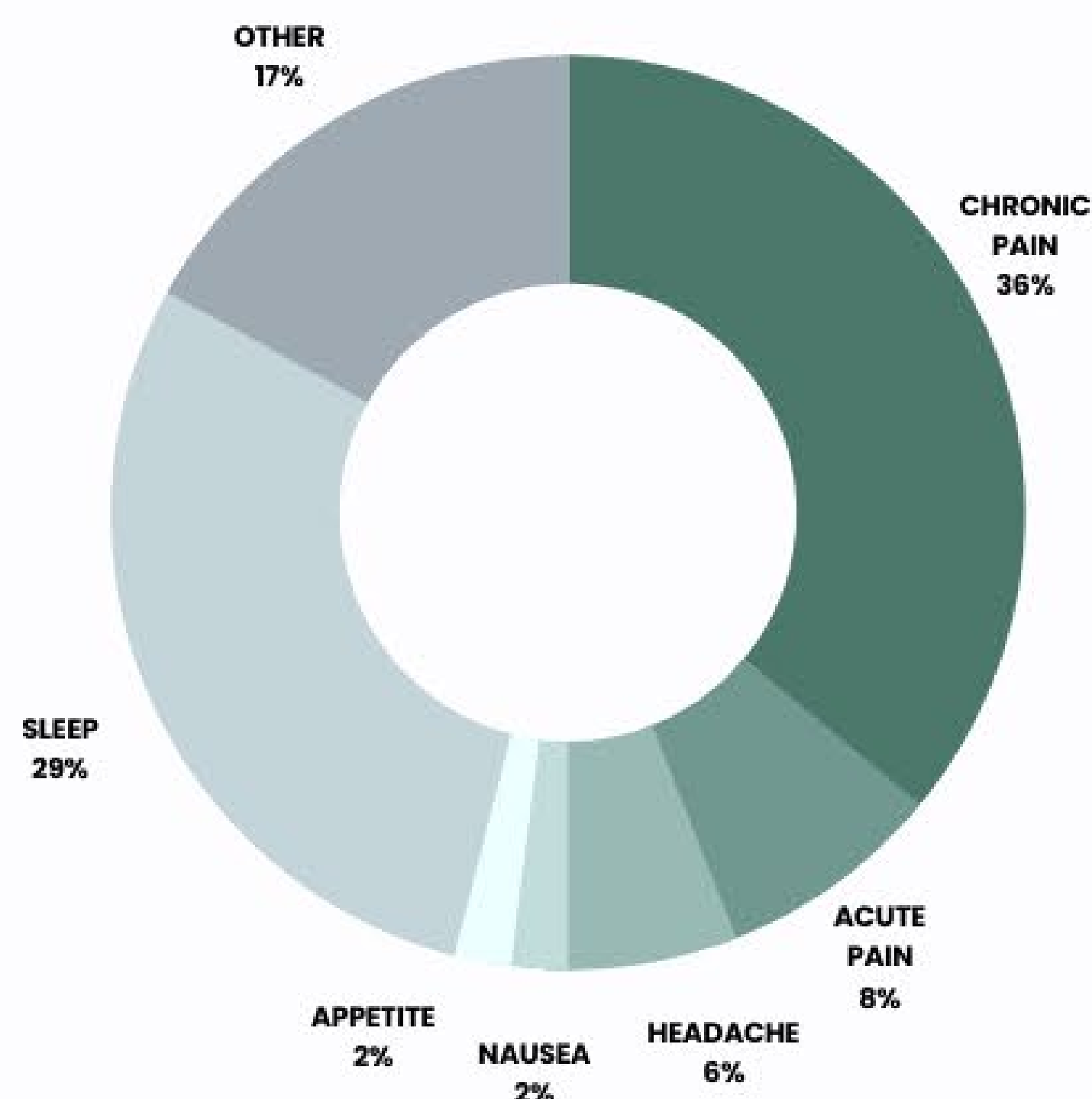
## INDUSTRY ISSUES

Strict advertising regulations  
Lack of informed consumption  
Exploitation in market

## RESEARCH METHOD

Quantitative Analysis of Data from two StatsCan Surveys  
Examined Frequency & Habits of Medical Cannabis Users

## MAIN SYMPTOM OF MEDICAL CANNABIS USERS



## RESULTS

26% of respondents using cannabis for medical purposes  
2/3 without a prescription  
Increase in stress and worsening of health biggest cause of increased use of cannabis  
Women 2x as likely than men to use cannabis for medical purposes  
55-75+ most likely to use cannabis for medical purposes



## RECOMMENDATIONS

### INTENT-BASED BRANDING

Categorize products under key buzzwords that describe main treatment effect of product. Place products together in stores and online to make them easier for customers to locate. Will also make it difficult for customers to mistakenly buy products that do not effectively target their medical concerns

### WORD-OF-MOUTH EDUCATION

Take advantage of alternative marketing pathways like Reddit, message boards, and blogs to provide outlets for customers to access research & medical info related to products. Incentivize customers to write reviews & discuss personal experiences in blog comments

### PUBLIC ADVOCACY

Political lobbying for less restrictive cannabis advertising laws, more research on health risks & benefits of cannabis, and enhanced coordination and communication between medical & market industry

