

Dear Canadian Pharmacists,

Cannabis policy in Canada is evolving rapidly, and pharmacy practice around cannabis is [likely to evolve](#) in the coming years. We're a research team comprised of cannabis researchers and pharmacists at Humber College in Toronto and Memorial University of Newfoundland, and we're working to keep pharmacists ready to support their patients' questions and concerns about cannabis. We've just launched the Pharmacists as Cannabis Educators (PACE) project in partnership with CPhA, and our goal is to build new cannabis-focused continuing education, training, and in-store materials for pharmacists, so you have the resources you need to meet your patients' needs. We would greatly appreciate if you [complete our survey](#).

PACE is grounded in the need to harness the expertise of pharmacists in addressing the evolving landscape of cannabis consumption. Despite their strong background in medication management and unique position as a low-barrier access point for medical information, pharmacists have not been effectively utilized in efforts to promote better public health outcomes with cannabis. And now the Cannabis Act Review has recommended that pharmacies become distribution points for medical cannabis.

27% of Canadians consume cannabis, and our team's research has identified that they're desperate to find healthcare providers who they can openly discuss their cannabis consumption questions with. Are you prepared to answer a question about CBG dosing or how distillates are different than live-rosins? Don't worry; with your input we're going to build the tools to help you get there.

The insights gained from your participation in this research will guide the creation of educational materials for both cannabis consumers and pharmacists, ensuring more accessible and dependable information for people who use cannabis and enhancing pharmacists' roles in cannabis knowledge and practice.

Our team's previous research has shown that harm reduction information about cannabis for both medical and non-medical consumers can be effectively delivered if the messaging is free from stigma, the creative and media aspects attune to the consumers' needs, and the messenger is viewed as both trustworthy and scientifically well-informed. We think pharmacists can already meet that last component, and we're going to build the materials necessary to meet the first two.

Working with our partners at the Canadian Pharmacists Association, Canadian Centre for Substance Use and Addiction, and Canadian Public Health Association, we will create an important new pathway to engage cannabis consumers and prospective consumers by building continuing educational resources for pharmacists to answer questions about medical and non-medical cannabis use and promote harm reduction practices. We will utilize a co-creation model with pharmacists and cannabis consumers, so our final products meet the needs of both groups. And most importantly, we'll provide all these resources for free to pharmacists across Canada. But we can't do any of this without your help. All it takes is 10-12 minutes of your time to help us build better cannabis education and materials you'll be able to utilize everyday in your practice.

For more information please visit our website, www.CannabisEducationResearch.ca

