

Dear Canadian Cannabis Consumers and Pharmacists,

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 about cannabis. We've just launched the Pharmacists as Cannabis Educators (PACE), and our goal is to build new cannabis-focused continuing education, training, and in-store materials for pharmacists, so they have the resources you need to meet their patients' needs.

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 support positive outcomes for cannabis consumers.

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. But our research has also identified that most pharmacists are unprepared to answer common cannabis questions. Finally, we've identified that 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 you're your help we're going to build the materials necessary to meet the first two.

Whether you're a cannabis consumer or a pharmacist (or both!) insight 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.

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 or to participate, please visit our website, www.CannabisEducationResearch.ca

Regards,

The Cannabis Education Research Team

