

Pharmacists As Cannabis Educators

Cannabis policy is advancing rapidly, as are the needs of consumers for access to evidence-informed cannabis information from trusted sources. Between proposed changes to the distribution of medical cannabis via pharmacies, cannabis consumers' questions about their cannabis use, and the evolving cannabis and cannabinoid science, pharmacists need new tools to help them meet their patients' needs.

The Pharmacists as Cannabis Educators (PACE) Project is grounded in the need to harness the expertise of pharmacists in addressing this evolving landscape by better understanding the needs of cannabis consumers and pharmacists in efforts to develop and deliver cannabis education, training, and in-store materials to both consumers and pharmacists.

We invite Canadian cannabis consumers aged 18+ and practicing or training pharmacists to participate in shaping the future of cannabis education in pharmacy by completing one of our short 15-minute surveys, or signing up for a focus group session.

Consumer Survey



Pharmacist Survey



Phases



April 2023:
Preliminary
Research



April 2024:
Data Collection



October 2024:
Materials
Development



October 2025:
Launch &
Evaluate

Background

The PACE Project is led by a team of researchers and pharmacists from Humber College in Toronto and Memorial University of Newfoundland, in partnership with the Canadian Pharmacists Association, Canadian Centre for Substance Use and Addiction, and Canadian Public Health Association. The project is funded by the Natural Sciences and Engineering Research Council of Canada.

Cannabis education in pharmacy is needed now more than ever:

- The Cannabis Act Review suggests pharmacists distribute and medical cannabis.
- About 27% of Canadians use cannabis, and our prior research shows they prefer trustworthy, scientifically sound information from a medical professional.
- Our early research on cannabis education in pharmacy indicates current programs lack sufficient coverage of key cannabis knowledge areas.
- Cannabis budtenders in non-medical retail stores aren't able to discuss therapeutic benefits or dosing, leaving a gap in accessible cannabis knowledge.

The primary objective of this research project is to listen to pharmacists and cannabis consumers to ensure that pharmacists are well prepared to support cannabis consumers with scientifically accurate, stigma-free, and useful information about cannabis when they interact with consumers. The insights gained from this research will help inform the development of our educational materials with both groups in mind.

FAQ

Has research like this been done before?

This project represents the first concerted effort to develop a scientifically accurate, harm-reduction focused cannabis education campaign that is based on a human centered design approach, with synchronized materials for both consumers and pharmacists. By targeting consumers and pharmacists we can reshape the experience of both groups so that they are speaking the same language when they interact.

What are you going to do with my data?

We're planning to use the survey and focus group data to better understand how potential pathways and education needs for pharmacists and consumers for the purpose of enhancing the experience in pharmacies when consumers seek additional information from pharmacists. We're going to analyze the data, and then use that to try and produce some new public education materials that we'll distribute online and in pharmacies. Then we're going to see how well people engage with the new materials. We're not working for a cannabis producer or retailer, and we're not going to sell your data to anyone. The public education materials we create will be available via a creative commons license so anyone can use them.

Has this project been reviewed to ensure it complies with ethics guidelines?

Yes. This project has been approved by the Humber College Research Ethics Board, and has been assigned the research designator number REB-0350.

Want to know more information?

Email us at: cannabisresearch@humber.ca

Visit our website at: www.CannabisEducationResearch.ca

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