

Effective Action Model for Strategic Planning

1. CONTEXT

This Effective Action Model was created to improve access to medical cannabis for patients in need by addressing barriers such as legal restrictions, affordability, and stigma. The context is to increase accessibility to medical cannabis for patients, ensuring that those who can benefit from its therapeutic properties have safe and legal access to it. The purpose of this strategic plan is to expand medical cannabis research and education to improve the understanding of its potential benefits and promote evidence-based medicine (EBM) use in healthcare.

2. BELIEFS & VALUES

I believe patients should have the right to explore alternative treatment options, including medical cannabis, with the guidance of healthcare professionals.

- To promote accurate information about medical cannabis, its potential therapeutic uses, and the existing evidence supporting its efficacy.
- To educate healthcare professionals, policymakers, and the public to dismiss misconceptions and reduce stigma.
- To collaborate with policymakers and insurance providers to explore mechanisms to reduce patient financial burdens.
- To challenge the social stigma associated with medical cannabis use.
- To implement policies and safeguards to protect patient information and prevent discrimination based on their medical choices.

3. GOALS

- Advocate for the legalization of medical cannabis and the establishment of clear and comprehensive regulations that govern its production, distribution, and use. These regulations should prioritize patient safety and quality control while minimizing barriers to access.
- Combat the stigma surrounding medical cannabis by promoting accurate information, sharing patient success stories, and engaging in public discussions that highlight its therapeutic potential.
- Advocate for strict quality control measures and product standards to ensure medical cannabis products are safe, accurately labeled, and free from contaminants. Promote standardized testing and certification processes to guarantee product quality and patient safety.
- Regularly review and refine regulations based on emerging evidence and feedback from patients, healthcare professionals, and other stakeholders.

4. CONDITIONS & DETERMINERS

Implement stringent quality control measures for medical cannabis products, including testing for potency, contaminants, and consistency. Establish product labeling requirements that provide accurate information on dosages, ingredients, and potential side effects. Regularly monitor and enforce compliance to maintain product safety standards.

- Pharmacists, Retail, Manufacturers, Distributors, Laboratories/Testing, State Government

Advocate for insurance coverage for medical cannabis, like other prescription medications, to make it more affordable for patients. Work with insurers and policymakers to ensure that insurance plans cover medical cannabis for qualifying conditions. Explore price controls, subsidies, or patient assistance programs to address affordability concerns.

- State government, insurance companies, employers, patients, advocacy groups/individuals

Launch public awareness campaigns to educate the public about the benefits, risks, and appropriate use of medical cannabis. Broadcast accurate and evidence-based information through media, websites, and public forums, to reduce stigma and promote informed decision-making.

- Media, News Outlets, patients, advocacy groups/individuals

5. STRATEGIES

- Advocate for legislative changes to expand access to medical cannabis, including decriminalization.
- Collaborate with insurance providers to develop coverage options for medical cannabis treatments.
- Develop educational programs for healthcare providers to increase their knowledge and understanding of medical cannabis.
- Engage with local, regional, and national policymakers to promote legislative changes that facilitate medical cannabis research, education, and patient access.
- Establish research grants and scholarships specifically targeted at medical cannabis research and education.
- Create evidence-based educational materials, online courses, and webinars to spread accurate information about medical cannabis to healthcare providers and the public.
- Promote the participation of healthcare institutions and researchers in clinical trials and observational studies to generate robust evidence on the safety and efficacy of medical cannabis.

6. TACTICS

- Collaborate with medical associations and organizations to develop educational programs and resources for healthcare professionals, ensuring they have accurate and up-to-date information about medical cannabis.
- Advocate for policy changes at the local, regional, and national levels to remove legal barriers, streamline the prescription process, and expand the availability of medical cannabis.
- Engage with insurance companies to advocate for coverage of medical cannabis and explore options for reducing the financial burden on patients.

7. VEHICLES

In addition to the legal system, patients, and the media:

- **Telemedicine Consultations:** Establish telemedicine platforms that allow patients to consult with healthcare providers remotely, reducing geographic barriers and increasing access to medical cannabis recommendations.
- **Mobile Clinics:** Collaborate with local healthcare organizations, community centers, and patient advocacy groups to coordinate mobile clinic schedules and reach target populations.
- **Educational Outreach Programs/Advocacy Groups:** Organize educational events and workshops in various community settings, such as community centers, senior centers, and healthcare facilities, to raise awareness about medical cannabis and provide information on accessing it legally and safely.
 - Utilize multilingual materials and interpreters to ensure accessibility for diverse communities.
- **Primary Care Providers:** Foster communication channels between medical cannabis specialists and primary care providers to facilitate coordinated care and ensure patient safety.

8. OBJECTIVES

- Increase patient awareness and education about the benefits and proper use of medical cannabis.
- Advocate for policy changes to remove legal barriers and improve access to medical cannabis.
- Enhance collaboration between researchers and healthcare professionals: Foster partnerships and knowledge exchange to bridge the gap between research findings and clinical practice.
- Promote research and evidence-based medicine on the medical benefits of cannabis.

- Develop standardized guidelines and protocols: Support the development of comprehensive guidelines for medical cannabis use, including dosing recommendations, administration methods, and monitoring protocols.

9. STEPS OR TASKS

- Identify key stakeholders, including patients, healthcare providers, policymakers, advocacy groups, and industry representatives to forge collaboration and partnerships.
- Analyze existing research and case studies on successful models for improving access to medical cannabis in other jurisdictions, through surveys, patient feedback, and data analysis.
- Advocate and lobby for clear and comprehensive legal frameworks that outline patient eligibility, physician recommendations, product quality standards, and dispensary regulations.
- Provide educational sessions and workshops for patients, caregivers, and healthcare providers to address concerns, answer questions, and ensure informed decision-making.
- Collaborate with medical schools, professional associations, and continuing education providers to integrate medical cannabis education into existing curricula and training programs.

10. RESOURCES

- Advocate for increased funding from government agencies, private foundations, and industry stakeholders to support rigorous scientific studies on the therapeutic effects, safety, and long-term impacts of medical cannabis.
- Financial support for patient education programs, including educational materials, workshops, and online resources.
- Collaboration with legal experts and policymakers to develop comprehensive and patient-centered medical cannabis laws and regulations.
 - to enhance the safety, efficacy, and user-friendliness of medical cannabis delivery systems.

REFERENCES

- Martin, J. H., Hall, W., Fitzcharles, M., Borgelt, L., & Crippa, J. (2020). Ensuring access to safe, effective, and affordable cannabis-based medicines. *British Journal of Clinical Pharmacology*, 86(4), 630–634. <https://doi.org/10.1111/bcp.14242>
- Ruheel, M. A., Gomes, Z., Usman, S., Homayouni, P., & Ng, J. Y. (2021). Facilitators and barriers to the regulation of medical cannabis: A scoping review of the peer-reviewed literature. *Harm Reduction Journal*, 18, 106. <https://doi.org/10.1186/s12954-021-00547-8>
- Valencia, C. I., Asaolu, I. O., Ehiri, J. E., & Rosales, C. (2017). Structural barriers in access to medical marijuana in the USA—a systematic review protocol. *Systematic Reviews*, 6, 154. <https://doi.org/10.1186/s13643-017-0541-4>
- Ryan, J. E., McCabe, S. E., & Boyd, C. J. (2021). Medicinal Cannabis: Policy, Patients, and Providers. *Policy, Politics & Nursing Practice*, 22(2), 126–133. <https://doi.org/10.1177/1527154421989609>
- Clobes, T. A., Palmier, L. A., Gagnon, M., Klaiman, C., & Arellano, M. (2022). The impact of education on attitudes toward medical cannabis. *PEC Innovation*, 1, 100009. <https://doi.org/10.1016/j.pecinn.2021.100009>