



January 27, 2021

Susan Watson
CA4Health
555 12th St., 10th floor
Oakland, CA 94607

To Whom it may Concern,

I am writing on behalf of CA4Health in support of the City of Oakland's Proposition 64 application submitted by the Special Activity Permits Division's Cannabis Equity Programs to fund *The Oakland Cannabis Awareness and Safety Program*.

We strongly support this grant application and the focus to create two public awareness campaigns on the impact of cannabis: (1) a campaign to educate youth about cannabis use with a goal of decreasing youth usage rate; and (2) a campaign to inform 21 and over consumers of safe marijuana use (encourage purchase from equity-owned cannabis businesses in the regulated marketplace) a series of cannabis safety practices and protocols workshops for growing facilities and dispensaries.

CA4Health is a program of the Public Health Institute (PHI). PHI is a leader in public health across many areas of expertise in the US and internationally. CA4Health and the California Adolescent Health Collaborative (both led by Susan Watson) have been working closely with Castlemont High School's Community Health Equity Academy (CHEA) as an industry partner for over 2 years. We have been providing general public health and health equity information, guidance, and experiential opportunities to both students and teachers at CHEA. CA4Health also created a webinar series in 2017 on Understanding Marijuana to spark dialogue that was more inclusive in understanding the history, equitable approaches, and exploring what the research shows. The City of Oakland was a featured segment on the third session. This all speaks to CA4Health's commitment to equity and justice in its guiding principles and approaches.

The opportunity to be a part of *The Oakland Cannabis Awareness and Safety Program* would be a wonderful extension of our ongoing work with Castlemont to anchor their public health teaching with the students and elevating the voice of the youth from impacted communities.

Sincerely,

A handwritten signature in blue ink that reads "Susan Watson".

Susan Watson, MPH
Director, CA4Health
Public Health Institute