

**TO: Mayors/Wardens, Councillors, All Units**

**CC: Chief Administrative Officers/Clerk-Treasurers**

**RE: UPDATED CANNABIS ANNOUNCEMENT FROM DEPARTMENT OF JUSTICE**

We've been asked by the Department of Justice to forward the following message (starting after the italicized sentence).

*For your information, NSFM has also posted the Federal Regulations on the legalization of cannabis on our website; [click here for the Federal Regulations](#).*

### **Updated: Cannabis information – Provincial Government Campaign**

We know, you are aware, that cannabis will become legal in Canada on October 17.

On Tuesday July 17<sup>th</sup> the provincial government launched a cannabis public awareness campaign.

The campaign focuses on encouraging Nova Scotians to visit the provincial website - [www.novascotia.ca/cannabis](http://www.novascotia.ca/cannabis) - to get information on cannabis and legalization.

The campaign has two key tracks: general awareness and cannabis-impaired driving, and seeks to educate Nova Scotians in an approachable and informative way. These topics were identified during numerous stakeholder engagement sessions, public consultation and focus groups with Nova Scotians. It includes ads on video, online display, billboards, radio and social media.

To support the campaign, government has expanded its cannabis website. Reliable information on a wide range of topics, including what the rules will be in Nova Scotia, information on health effects of cannabis use, driving while impaired, guidance on speaking to children and teens about cannabis, and workplace impairment, is available at [www.novascotia.ca/cannabis](http://www.novascotia.ca/cannabis). We encourage you to take a look.

Please watch for the campaign and share social media posts if you'd like. They will be on the Nova Scotia government's Twitter, Facebook and Instagram pages.

Visit the website for any information you need. The website will continue to be updated with new information as we move closer to legalization and once cannabis is legalized.

If you have any questions from a Justice perspective, please contact our communications lead – Andrew Preeper at [Andrew.preeper@novascotia.ca](mailto:Andrew.preeper@novascotia.ca)

Additionally this week in meeting with representatives from the Nova Scotia Federation of Municipalities and the Association of Municipal Administrators Nova Scotia, we advised that in the coming weeks and months we will be providing a series of memorandums outlining other initiatives related to the coming into force of the cannabis legislation at the both the federal and provincial

level. We can tell you that these communications will speak to at least the following plans by the Public Safety Division to include:

1. Establishing a strategic plan in recognition of the importance of road safety that will focus on training officers in SFST, refreshing officers already trained in SFST, training officers in DRE, and establishing a roving team of subject matter experts to provide the training, all of which is intended to enhance the capacity and knowledge of frontline police officers in Nova Scotia.
2. Collaborating with the RCMP, Canadian Association of Chiefs of Police (CACP), and CPKN to supplement their training program that focuses on the training for the new legislation related to Bill C-45 and surrounding cannabis use. Nova Scotia will be supplementing it with a module related to the provincial cannabis regime and in the case of Nova Scotia the Cannabis Control Act and related legislation.

The Public Safety Division contact is David Burchill at [david.burchill@novascotia.ca](mailto:david.burchill@novascotia.ca).



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