



# Florence County Health Department

501 Lake Ave PO Box 410 Florence, Wisconsin 54121 715-528-4837  
A.Seibold, RN, MS Health Officer/Director



## NEWS RELEASE

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Ally Kalkofen

Florence County Health Department

715-528-3427

FAX 715-528-5269

[akalkofen@florencecountywi.gov](mailto:akalkofen@florencecountywi.gov)

### **[FLORENCE COUNTY AODA/MH COALITION TO RAISE AWARENESS ON HOW *THC IS CHANGING*]**

[Florence, Wisconsin] – [June 15<sup>th</sup>, 2023] – A new statewide initiative involving the partnership of Marshfield Clinic Health System and many substances use prevention coalitions a part of Northwoods Coalition, including Florence County AODA/MH is launched in Florence County through the THC is Changing campaign.

Tetrahydrocannabinol or THC is the chemical in the cannabis plant that is responsible for psychoactive qualities when consumed. Due to a loophole in the 2018 Farm Bill, products containing a certain level of THC are accessible in Wisconsin. These products can be purchased by anyone, including youth, in most Wisconsin counties. New products are hitting the stores daily targeting one of our most vulnerable populations: youth.

THC is the part of the cannabis plant that makes the user feel “high.” Delta 9 is a type of THC found in marijuana that has strong effects and causes the “high” that many people connect to marijuana. Novel (New and Emerging) THC: Types of THC made from hemp plants. Manufacturers take the non-active cannabinoids (chemicals) from hemp, such as CBD, and change them to novel THC, such as Delta 8 THC, Delta 10 THC, and others. Some THC products changed from hemp-based CBD are human-made and not found naturally. These THC come in many different strengths and can cause the “high” people are familiar with. It’s important to note these products are not currently regulated through the Food and Drug Administration (FDA) so we can never be sure of what is truly in these products.

In response to growing concerns about youth use and availability of THC, Marshfield Clinic Health System’s Northwoods Coalition launched the THC is Changing campaign in April 2023 to equip coalitions like ours to raise awareness about the ever-growing concerns of THC and Wisconsin youth. The Florence County AODA/MH coalition will be implementing the campaign to support influencers of youth to “know the risks” and “get the facts” about novel THC in Wisconsin.

To learn more about the THC is Changing public awareness campaign and to get facts about the evolution of this substance and its dangers to Wisconsin youth, go to: [www.northwoodscoalition.org](http://www.northwoodscoalition.org)

To learn more about Florence County AODA/MH Coalition and how to join, please contact Ally Kalkofen, at the Public Health Department at 715-528-3427, located in the Courthouse at 501 Lake Avenue. The department is open 8:00-4:30p Monday through Thursday.

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