

# Medicine Wheel Training Outline

## Introduction:

- *Who are we?*
- *What are our goals?*
- *What needs in the community are we serving?*
- Our creed: We will make cannabis and other natural medicine accessible to all who need it in a safe, caring, professional environment. We firmly believe in the profound physical, spiritual, and cultural benefits of cannabis-based medicine.
- Our mission: to offer a holistic health experience focused on natural, plant-based healing as well as education on the traditional spiritual, cultural, and medicinal benefits of this miracle plant.
- We are proud members of the National and Ontario Indigenous Medical Cannabis Associations.

## *Why cannabis?*

Cannabis is a very effective, safe, non-toxic treatment for a wide variety of ailments. It has many medicinal and therapeutic uses. The potential of this plant as a medicine is tremendous.

## [Video clips 1 & 2]

1. Parkinson's Treatment: [https://www.youtube.com/watch?v=zNT8Zo\\_sfwo](https://www.youtube.com/watch?v=zNT8Zo_sfwo)

2. Medical Marijuana Profiles: <https://www.youtube.com/watch?v=k7Tg795-TLM>

## We operate atop the foundation of the Seven Grandfather teachings:

- **Respect:** We respect everyone in our community. Every person who steps through our door is worthy of our respect and honour. We respect life and nature through our dedication to providing natural, plant-based, herbal remedies.
- **Humility:** Understand that we are but one in a community of many. It is our goal to utilize the gifts of everyone so that we may all prosper together. No one of us is more important than any other. Our customers and everyone we work with are our equals.
- **Honesty:** Truth is the basis of all positive interaction. We must strive to be honest in all our encounters.
- **Bravery:** Together we are making a stand for native rights. This is an act that may be seen as defiance, but it is truly an expression of solidarity in autonomy.
- **Wisdom:** We do not know everything. We have something to learn from everyone we encounter. Learn from each other; learn from our customers.

- Truth: We will strive to give accurate and truthful information in all encounters. If we do not know the truth, we must be honest and forthright. Accepting the limitations of our knowledge is the first step toward truth.
- Love: Live through love. Love is the energy that binds all life. It flows through every interaction. We must act out of love always.

## **Consultations and Selling Medicine**

*We are in the business of delivering natural medicine to our clients. We do not sell “pot” or “weed”.*

*We advise our clients on proper dosage. We do not recommend “tokes” or “hits”.*

**Absolutely no sales to anyone under the age of 19. Anyone who appears to be under the age of 25 MUST be asked for proof of age. We will NOT permit any sales to minors. Spot checks and mystery shops will be performed, and staff who are caught selling to underage individuals will be subject to immediate termination.**

All clients must register with us prior to purchase. At the consultation counter, they will be asked to fill out a client registration form [*hand out*]

- Customers who refuse to register with us will unfortunately be unable to purchase any product. The registration process will be kept confidential, and it is for internal use only.
- Clients will be asked to give us feedback regarding their purchases. This is optional. The purpose of sharing this information with us is to help us build a database of ailments and remedies so that we may more accurately recommend particular products to people suffering from similar maladies.
  - We wish to encourage as many clients as possible to give us feedback on their purchases. The more information we can gather about our products and the needs of the community, the better we will be able to serve those needs.
  - All staff are required to abide by our privacy policy and do not divulge any information regarding our clients, their purchases, or any medical conditions. This is of UTMOST importance for us to be a trusted partner in health and healing.
- Clients will be given a membership card upon registration. This card must be presented prior to any purchase.

## **Laws, Rights, and Treaties**

**“Indigenous peoples have the right to their traditional medicines and to maintain their health practices, including the conservation of their vital medicinal plants, animals and minerals. Indigenous individuals also have the right to access, without any discrimination, to all social and health services.”**

-United Nations Declaration on the rights of Indigenous Peoples - Article 24:1

**“Indigenous peoples have the right to maintain and develop their political, economic and social systems or institutions, to be secure in the enjoyment of their own means of subsistence and development, and to engage freely in all their traditional and other economic activities.”**

-United Nations Declaration on the rights of Indigenous Peoples  
Article 20:1

Given the United Nations Declaration on the Rights of Indigenous Peoples, to which Canada is a signatory, giving full endorsement in May of 2016, we are confident that we are well within the international legal framework to sell traditional medicine even if it presently falls in contravention of the laws of Canada.

[Show PowerPoint presentation we did for Chief and Council]

### **Risks and Risk Management:**

What are we doing to minimize legal risks for ourselves and our clients?

- We recommend to ALL clients that they gain their cannabis card
  - This provides legal protection if caught transporting or using cannabis or cannabis products
    - Also, it is advisable to speak to a medical professional when seeking medication for serious or chronic maladies
  - “All cannabis use is medicinal” – Dennis Peron, author of California's Medical Marijuana law
    - Cannabis is a medicine, but it is an unusual medicine in that most medicines have a very narrow range of effects. Cannabis has a very wide range of effects, and perhaps this is why it has been so difficult for the medical establishment to classify. It defies the modern view that medicines must be single-ailment targeted treatments.
- We do not permit smoking of any kind on our premises
  - While we understand the rights of our clients to medicate when and where they choose, there are potential legal ramifications if a client smokes cannabis and drives. For this reason, and to separate ourselves from the “stoner hangout” look of many dispensaries, we do not allow ANY smoking on our property.
- We have the full backing of the NIMCA and OIMCA, so we are confident in our legal position and we strive to adhere to standards that are even stricter than those imposed by health Canada
- We will not serve intoxicated or belligerent clients. If any staff at any time feel threatened or uncomfortable dealing with a customer, ask for help from your fellow staff. If the situation requires further intervention, contact a supervisor and/or security as appropriate. We will not tolerate any offensive behaviour on our premises.

- Clients who appear to be intoxicated on any substance may pose a danger to themselves or others. We will not allow them access to a potentially psychoactive substance in this state. If you are uncomfortable refusing service to a customer, or if you are unsure whether they should be served, contact a supervisor.
- Customers are not to touch any product until the sales transaction is complete. This will reduce contamination and help prevent theft as well as ensuring that no accounting errors occur with double-sales or incorrect quantities.
  - We will have containers that will allow customers to view and smell the flowers before purchase.
  - Gloves must be worn / tongs must be used by staff when packing product to reduce contamination.

## **Product Information**

### **Cannabis flower**

We will be carrying approximately 8 strains of cannabis at any given time. These will be a range of sativa-dominant, indica-dominant, and hybrid genetics. We will have information available on all strains we carry giving details such as THC %, CBD %, effects, and common medicinal uses.

- All flower will be pre-packed in weighed and measured quantities of 1g, 3.5g, and 7g (1 gram, 1/8<sup>th</sup> ounce –half-quarter--, and ¼ ounce).
  - We will not split up the contents of any container. For example: if a customer wishes to purchase 1.5g, we will not be able to fulfill this request. They must purchase 1g or 2g
  - The pre-packed containers are not to be opened until sold to preserve freshness

### **Seeds**

We will stock the full line of Smoke Signals branded seeds. More information available in Smoke Signals Seed Bank catalogue. [*hand out*]

### **Extracts**

Extracts are the plant matter that has been subjected to a process of either chemical solvency or heat and pressure to separate the active compounds from the plant fibres. This results in a highly concentrated, very potent product.

**Shatter:** Shatter is extracted plant resin containing all the psychoactive compounds. The resin is extracted using a solvent that is then boiled off, leaving the potent extract behind.

**Rosin:** Rosin is also an extract, but it uses heat and pressure rather than solvents to extract the resin from the plant matter. The lack of solvents used in the rosin extraction process make it appealing to those who do not wish any adulterants to be mixed with their cannabis.

## Oils

Oils are highly potent extracts of cannabis compounds. When ingested, they produce a slow-acting but long lasting effect. As with all edibles, patients must be careful dosing as the effects are not felt immediately. Time should be taken between doses to ensure the desired effect is reached and not exceeded.

**THC Oil:** THC oil is extracted from the plant matter and purified so that only the THC remains. This is ideal for those seeking pain relief or mood elevation. THC is psychoactive, so patients should be aware that it will have cerebral effects in addition to any relief of other symptoms.

**CBD Oil:** Much the same as our THC oil, CBD oil is extracted and purified so that only the CBD remains. This is ideal for those who seek relief from ailments such as anxiety or inflammation but do not wish to have any cerebral or psychoactive effects. It is excellent for daytime use.

**1:1 Oil:** This oil has a one to one ratio (equal parts) THC to CBD. It is excellent for those who require the effects of both CBD and THC but wish to remain as clear headed as possible.

## Edible Additives

**Syrups:** For those seeking edible medicine, we offer a variety of flavoured syrups that can be added to beverages or dishes to produce the desired effect in a taste-appealing way.

**Tinctures:** Tinctures are plant extracts mixed with alcohol for fast absorption in the mouth or through the skin. These can have a fast effect (second only to inhalation) that will last for a significant amount of time.

## Hardware

**Vaporizer Pens:** These custom made pens contain either THC or CBD and can be readily used to medicate. Dosages are easy to measure, and they are very easy and convenient to use. While they are not user-refillable, we recommend that patients return them to us when empty so that they can be properly recycled.

**Closed Loop Extractor:** This is a system for producing cannabis oil. This system allows for the complete removal and reuse of solvents within the system for better efficiency and near zero environmental impact. They are also cost-saving as solvents do not need to be replaced after each use.

## Terms

### **THC - tetrahydrocannabinol**

THC is the primary psychoactive ingredient in cannabis. Over the past few decades, strains have been selectively bred for higher and higher THC content as this has been favoured by therapeutic users. THC produces a wide range of effects on the body and mind, most notably it is a powerful pain reliever, stimulates appetite, reduces nausea, promotes muscle relaxation, acts as an anti-inflammatory, and has been reported by many users to produce euphoria and stimulate creativity.

Note: high levels of THC have been reported to produce anxiety and paranoia in some users, so careful dosing is recommended. It is our job as staff to advise clients on the proper dosage for their needs, experience, and body size.

### **CBD - cannabidiol**

CBD is the second most plentiful pharmacologically active ingredient in cannabis. Unlike THC, CBD is non-psychoactive, which means it does not have a cerebral effect and does not affect conscious perception, ie it does not produce a noticeable "high". While this made it less favoured by growers for many years, it has seen a resurgence recently as its numerous medicinal uses have been documented. CBD is preferred by many people who seek relief from symptoms but do not wish for their psyches to be affected by their medication.

CBD also has a wide range of effects on the body. It been shown to be effective in reducing stress and anxiety, it has analgesic (pain killing) properties --albeit not as strong as those in THC, it works as an anti-inflammatory, and has neuroprotective properties that can help slow or prevent neurodegenerative conditions. Recent research has also shown CBD to be effective at killing cancer cells, although much more research is necessary before it is prescribed as a stand-alone cancer treatment or as part of a battery of treatments. CBD binds to the same cb1 receptors as THC, so it can also serve to counteract the effects of THC in those who have consumed too much, helping to bring them down and relieve any anxiety or paranoia that may be present.

[Video Medical Marijuana Primer (show 5:30-9:30 in video) <https://vimeo.com/23127550>]

### **Customer Service**

*Our goal at Medicine Wheel is to be warm, friendly, and engaging to everyone who comes through our doors.*

*We must greet them and make them feel acknowledged and welcome.*

To this end, a happy staff makes for happy customers, so if at any time you have a concern or complaint, please feel free to bring it up and we will try to address it as quickly and satisfactorily as possible.

We have four main customer service roles at Medicine Wheel (perhaps more to be defined later):

- Greeting customers: We will have a greeter and security person who will greet each customer as they enter. This will both let the customer know that we are aware they are in the store and we are here to help them, and it will also let the customer know that our security is aware of their presence in the store.
- Consultation: Each new customer must first become a client. They will do this at the consultation desk. Here we will ask a variety of questions regarding their medical needs, history, and health outcome goals. Existing clients may also come to the consultation desk if they wish to ask specific medical questions, make changes to their file, or give feedback on products they have used.

- Privacy and confidentiality must be maintained at every step during the consultation process and in any interaction with our customers. Many people feel sensitive giving out health information and about the medicines they use, so we must be respectful of this.
  - Customers who wish to participate may give us feedback on products they have used and their feelings and thoughts regarding them as well as the product's effectiveness at treating their particular ailments and needs.
  - Customers who do not wish to become clients will, unfortunately, be prohibited from purchasing any products. All customers must first register as a client.
  - All files and records will be held in strict confidentiality in accordance with our privacy policy.
- **Budtender:** Although it is our aim that all of our staff will come to be certified as budtenders, the budtender has a specific role in our customer interactions. Once they have registered as a client and been consulted on what products we have that may suit their needs, the customer will see one of our budtenders. Our budtenders will have extensive product knowledge and will assist customers in finding the medicine and means of delivery that is right for them.
- After consultation, the budtender will take the client file and assist the client to find the best product for their needs.
  - Budtenders will present products for customer inspection as necessary, but they are not to allow customers to touch any product prior to purchase. All raw flower and concentrates must be handled in such a way as to avoid contamination.
    - We will have display equipment to allow customers to view and smell flower without directly contacting the products for sale
- **Cash:** Once the client has chosen their desired product(s), the final step in our transaction is conducted at the cash desk. The budtender will hand the selected products to the cashier who will then ring in the purchase and accept payment.
- Cashiers will login to our Point of Sale (POS) system and they will be the only person authorized to use that till for the duration of their shift. In the event of a busy period during a cashier's break, a supervisor may login on the cashier's till, but to the greatest extent possible, we will try to avoid this.
  - Prior to beginning their shifts, cashiers will count their floats and sign off to ensure that they are in agreement with the amount of money present in their till at the start of the day so that there are no discrepancies.
  - As needed or directed by the POS system, cashiers may be required to “drop” cash from the till to avoid overfilling. This should be done quickly and discretely. Once the excess cash has been pulled from the till, it will be secured in a zipper

bag and taken to the safe room to be reconciled at end-of-day with the rest of the till count.

- Should there be a discrepancy between the POS system's count and the cash counted at the end of the night, the cashier (and any others who have logged in to that till) will be asked to account for the discrepancy.
- Upon completion of the transaction, cashiers should ensure the customer is satisfied with their service and transaction. We want every transaction to be a happy one for our clients.

We are here to serve the needs of our clients. They come first, and it is our duty to make sure that every customer leaves with a desire to return. We want them to be comfortable at Medicine Wheel, and if there is anything we can do to make their time with us more enjoyable, they are encouraged to make suggestions or ask for assistance.

We should be proactive in serving our customers' needs. They have come into our store seeking relief from a medical condition, a state of mind, or just to see what we are all about. We want this experience to be a positive one so that they will come back and so they will tell their friends about us!