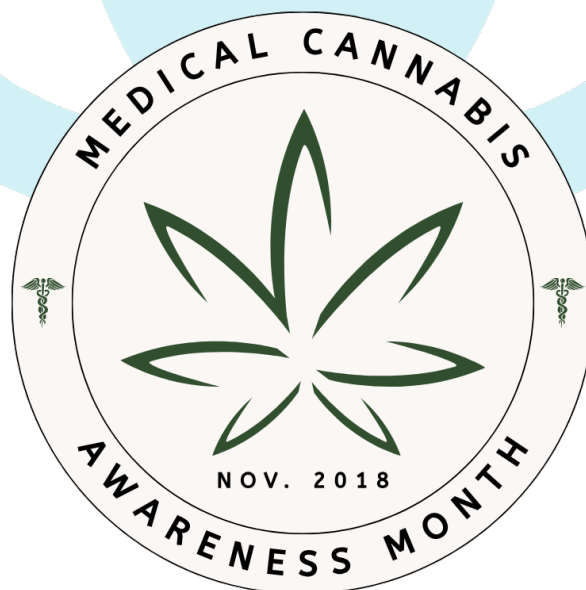


Press Pack: Medical Cannabis Awareness Month (November)

Hosted by the Cannabis Trades Association representing the UK Cannabis Sector

Hashtag: **#MedCanAwareness**



Overview

November marks Medicinal Cannabis Awareness Month (MCAM), a national initiative supported by the Cannabis Trades Association (CTA) to increase understanding, reduce stigma, and promote informed discussion about cannabis-based medicines in the UK.

Since legalisation for prescription use in 2018, awareness and access remain low. Through **#MedCanAwareness**, the CTA brings together patients, prescribers, educators, policymakers, and advocates to share knowledge and highlight real stories behind medical cannabis use.

This campaign is designed to educate the public, empower patients, and encourage MPs and healthcare professionals to engage constructively with the evidence and regulation shaping the future of medical cannabis.

Why Awareness Matters

Despite over six years of legality, only a small number of NHS prescriptions have been issued, with most patients relying on private clinics.

Confusion remains around:

- Who qualifies as a patient?
- How are prescriptions accessed?
- What types of cannabis-based products are legal?
- How do regulations differ between medical and non-medical use?

The CTA believes that informed awareness is essential for safe, regulated, and compassionate patient access.

Campaign Aims

1. Raise national awareness of legal access routes for medical cannabis.
2. Challenge stigma and misinformation surrounding cannabis-based medicines.
3. Encourage open dialogue between patients, healthcare professionals, and policymakers.
4. Highlight the importance of consistent supply, fair pricing, and safe standards.
5. Unite the UK cannabis community under one educational and inclusive campaign.

Key Messages

- Cannabis-based medicines are legal on prescription for certain conditions in the UK.
- Thousands of patients benefit daily through private clinics - yet many are unaware of their options.
- Education is the foundation of reform - understanding leads to compassion, and compassion leads to better policy.
- **#MedCanAwareness** encourages everyone to talk openly - patients, families, clinicians, and policymakers alike.

Feature Article: How Far Have We Come?

The CTA's companion piece, "How Far Have We Come?" reflects on the six-year journey since cannabis-based medicines were legalised in the UK.

It examines:

- The slow uptake within the NHS,
- The role of private clinics in bridging the gap,
- The importance of evidence-based policy,
- And the need for a Cannabis Office to coordinate UK regulation and research.

The article calls for continued collaboration and accountability, reminding us that progress depends on both regulation and understanding.

It highlights how far the UK has come - but also how far there is still to go for patients to receive equitable, stigma-free care.

November Activities

Throughout November, the CTA and partners will:

- Publish educational articles and patient stories across social media and the CTA website.
- Encourage patients, practitioners, and the public to share their experiences using #MedCanAwareness.
- Provide MP engagement materials, including email templates and briefing notes, to support parliamentary awareness.
- Host online discussions and live sessions about policy, safety, and patient experiences.
- Collaborate with clinics, educators, and advocacy groups to widen campaign reach.

Get Involved

- Share your story or support posts using **#MedCanAwareness**
- Visit www.cannabistrades.org/events/medicinal-cannabis-awareness-month-november
- Contact your MP to ask how they are supporting medical cannabis awareness and patient access.
- Follow the CTA on social media for updates, facts, and educational content.

Quotes

“Six years on, we must move beyond legality and into genuine accessibility. Medicinal cannabis is not a trend - it is a treatment, and patients deserve support, not stigma.”

Marika Graham-Woods, Managing Director, Cannabis Trades Association

“Awareness is the first step towards change. When people understand what is already legal, we begin to close the gap between policy and reality.”

Sian Phillips, Director of Communications, CTA

Media Contact

Sian Phillips PR & Communications Director - Cannabis Trades Association

sian@cannabistrades.org

www.cannabistrades.org

Campaign Duration: November 1–30

National (UK-wide)

Social Media:

LinkedIn - <https://www.linkedin.com/company/cannabis-trades-association-uk>

Facebook - <https://www.facebook.com/HempTradesUK>

Instagram - https://www.instagram.com/cannabis_trades/

Leafwire (Sian's profile) - <https://www.leafwire.com/profile/2843>

YouTube - <https://www.youtube.com/channel/CannabisTradesAssociationUK>

BlueSky - <https://bsky.app/@cannabistrades.bsky.social>

Hashtag: #MedCanAwareness



About the CTA

The Cannabis Trades Association (CTA) is the UK's longest running and most trusted industry body representing companies and professionals across the cannabis, hemp, and CBD sectors.

Through advocacy, education, and compliance guidance, the CTA promotes a safe, legal, and well-regulated industry. Its work includes stakeholder engagement with the FSA, MHRA, Home Office, DEFRA, and Parliament, as well as ongoing efforts to support patients, practitioners, and legitimate businesses.

Learn more at www.cannabistrades.org

