

Emerald

CANNABIS

LIFESTYLE

The Fuck Issue

The Emerald™ Magazine The Fuck Issue

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THE EMERALD™ MAGAZINE *The Fuck Issue* • Photography by MARIA PENALOZA IN PARTNERSHIP WITH GLYDE CONDOMS



Dear Reader,

Thank you for picking up your copy of *The Emerald Magazine*. This spring we bring more than just fornication to the page. This issue also highlights the silver lining even in the most dire situations.

It's no secret the pandemic, and the last two years, have been a **fucking** nightmare for a lot of us.

*slaps hand on forehead and whispers *fuckkk** — We've all been there ;)

And while many of us, myself included, blissfully thought a switch might flip and we'd go back to normal, that clearly has not been the case. So, in light of the many **"FUCK!"** moments we've had in our lives, both pre-pandemic and not, we bring you **The Fuck Issue**.

This issue starts with the history of the term **"fuck."** As language evolved over the centuries, writer John Laudani explores the word and its variety of historical to modern uses. What was once heavily regarded as derogatory, **fuck** is now seen and used in many ways, including to relieve stress — *my favorite!*

Outside of the obvious use for the word itself, there are many other ways we use the term to communicate. Sex is an obvious example. But when it comes to pleasure, "according to a study conducted by *The Journal of Sexual Medicine*, of 202 survey participants, 119 (58.9%) said cannabis increased their desire for sex, and 44 of 199 participants (74.3%) reported an increased sensitivity to touch," writes *Emerald* contributor Moira Mahoney.

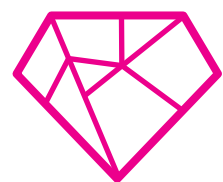
As the cannabis industry grows, so do women's demands for **fucking** equality. Let's get real, it's 2022, *enough* of this pay gap shit. And *enough* of this only investing "2.2% of capital" into women-owned businesses (don't deny it, *the numbers don't lie*). What a **fucking** loss for the world it is to not fund more women entrepreneurs. Windshield wipers were made by women, as were life rafts, circular saws, kevlar, home security systems, syringes and even word processors. In 2019, this women-founded and led company relocated to New York City to raise capital for *The Emerald Magazine*. While we successfully closed on a modest amount of funding, it was by far the most challenging experience I have ever had, outside my nine months of court for cannabis. When the industry's investment well has appeared to run dry, if you're a woman-in-business that doesn't have the next cannabis software system valued at \$1.7 billion, convincing the suits on Wall Street to invest is no easy feat.

In Sierra Joslin and Melissa Hutsell's piece, *Friend or Foe: Is the Cannabis Industry Hostile to Women?* the two take a look at industry female leadership and how those numbers have dropped drastically because of various factors. As one study found, women in cannabis "often face varying levels of sexism, harassment, bullying from coworkers, and an overall lack of support, opportunity, and benefits." Fortunately, as one industry expert explains, committing to pay, partner, protect and promote women can help support women in business.

Speaking of dried up resources, another crisis that we face as humans is a global water shortage. In our final article, *Water Scarcity: Clean Water Changes Everything*, women of Sub-Saharan Africa are leading the charge for solutions with innovative approaches to providing safe and clean access to water.

From all of us here at *The Emerald Magazine*, we thank you for your continued support, and wish you a safe, healthy and prosperous rest of the year!

Sincerely,
Christina Elizabeth de Giovanni



The Fuck Issue



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It's a noun! It's a verb! It's **fuck!**
No longer just a curse-word, **fuck**
highlights moments of sexual tension,
frustration, desire or even happiness.
While its use varies from culture to
culture, the term speaks to our very
identity as humans.

The History of the Term Fuck:

A Once Taboo Word is now an Indicator of our Changing Times

By John Laudani ●

FUCK IS AN INDICATOR OF CHANGE. It has grown past its solely derogatory meaning to no longer be just a swear word. It is a cultural indicator, a tool to marginalize its users and a stress reliever.

Language is constantly evolving, and fuck emphasizes that on a linguistic level. We no longer exclusively associate the term with its former 16th century negativity because its meaning—just like people—has changed.

In fact, fuck is a perfect example of how culture and language grow together. Culture doesn't remain the same because new advances in humanity call for a different understanding of the times and the history that came before it.

Now, fuck can mean so many things. It fits in almost any form of speech in the English language, depending on how its user frames it.

However—what, exactly, did the term originally mean? And how, or why, has it come to have so many meanings?

A BRIEF FUCKING HISTORY

The written history of fuck dates back to the 1500s. Despite evidence of its use, its origins remain elusive. But one thing is certain—“its original definition linking sex with violence and pleasure with pain has broadened considerably in the past 500 years,” says *TIME Magazine's* crash course on fuck.

So how did it originate?

Perhaps fuck is an acronym for “Fornicate Under Command of the King.” As the theory goes, the king at the time would legally instruct his residents to have sex, all in an effort to monitor the reproduction rates.

But, that's just a false rumor, according to *Today I Found Out*, a publication focused on sharing interesting facts. In fact, swear words deriving from acronyms are almost never true, the publication notes.

Another theory suggests the term stems from someone's name. In the late 13th century, for example, surnames—which were typically used as a descriptor—like Le Fucker, Fuckebegger, Fukkebotere and Smalfuk were recorded.

But unfortunately, this is not the origin of fuck, either. Without written context surrounding these names, they could have simply been misspelled, since there is no evidence that fuck was used before then. Plus, fuck's official recorded use wasn't logged until the 1500s anyway.

An original theory perceived fuck as “to strike” or “to swive” in Frisian, Dutch or German languages. Fuck's spelling was introduced to more people around the 1500s and was either used to insult people or be synonymous with sex. At the time, both were vulgar associations.

What's surely known, however, is that fuck has become censored and controlled over the course of history.

IT'S FREE FUCKING SPEECH

Whatever its origin—many deemed fuck so insulting to read or hear that it was rarely written down, says the Online Etymology Dictionary. In fact, fuck was banned from the English dictionary from 1795 to 1965.

As swear words became more common, English speaking countries like America worked to ban its use, even if it violated free speech.

The Comstock Act of 1873, for example, made it illegal for people to print swear words or other obscenities. It was illegal to put them in advertisements, doctor's notes, and pamphlets, to name a few. Printing fuck would put its user behind bars. According to the *Free Speech Center*, a publication that educates its readers on first amendment rights, “the statute did not provide a definition of obscenity.” Therefore it was easy to arrest people, since there was no clarification on what would result in one.

Before the turn of the 20th century, the word became exclusively negative. But as time passed, fuck transitioned to mean so much more than something derogatory.

Now, for instance, using fuck and a variety of other swear words are proven to be such a great stress reliever that researchers encourage its use.

For example, a study performed at Keele University in England found that swearing in times of stress can activate one's fight or flight response. Specifically, researchers found that people who cursed produced more adrenaline and increased their pain tolerance.

THE SEMANTICS OF IT ALL

At the beginning of its infamy, fuck was perjorated, which means it had a negative association. But now, as it is used more and more—fuck is ameliorated. In other words, it means something positive or neutral.

City University of New York professor Paul McPherron, emphasizes how flexible human language is, explaining:



“Syntactically, we make new sentences every day based on the principles of how language works. There’s no way we can write a definition of a word in stone so they last forever. It’s the nature of human communication that we’re going to be creative about our meanings and come up with new ways to say them.”

The number one rule of linguistics is that languages remodel themselves as new ways of living enter our lives.

“Do I think the f-word’s meaning is going to stay the same?” asks McPherron. “I absolutely don’t. Maybe it will become more puritan in 20 years where we don’t want to use the word and we won’t use it anymore. Anything can happen.”

ON THE BASIS OF SEX

Although once an obscenity, fuck also denotes sex. Its direct association has lessened as its use gets paraded around daily. And as our non-sexual, every day exploitation of the swear word dulls its impact, the originally unkind way to refer to sex has as well.

Jesse Sheidlower, a lexicographer and the author of *The F-Word* demonstrates the devaluing of fuck’s sexual prowess over time in *Slate*, saying that:

“We are no longer as outraged by public discussions of sexuality as we were in the past. So even the sexual uses of the words are not as strong as they used to be, and the non-sexual uses are that much weaker still. However, it is true that the increasing quantity of non-sexual uses has weakened *fuck*’s taboo status further. Most uses of *fuck* today are non-sexual.”

SLANG AND CULTURALLY SPECIFIC WORDS — CONTEXT MATTERS

The use of words varies from culture to culture, according to the Linguistic Society of America (LSA). As such, there is no fixed understanding of fuck because cultures—and subgroups within those cultures—use it with so much variety.

For instance, English-speaking troops paraded fuck around the World War I trenches with an entirely different understanding than their civilian counterparts.

In his book *Songs and Slang of the British Soldier: 1914-1918*, author John Brophy says the term was a way to

communicate during war. Brophy explains:

“It became so common that an effective way for the soldier to express this emotion was to omit this word. Thus if a sergeant said, ‘Get your f—ing rifles!’ it was understood as a matter of routine. But if he said ‘Get your rifles!’ there was an immediate implication of urgency and danger.”

Words like fuck have been tailored to the rhetoric of particular groups, like these soldiers, for example.

“[Various] groups in society use language as a way of marking their group identity; showing who is and isn’t a member of the group,” the LSA says. In other words, language and culture grow with each other.

This idea carries into the use of slang, too. We use shortcuts to communicate, thus connecting us further because some terms are exclusive to certain cultures. Slang is a cultural detector, and lets groups figure out who might be or might not be an “insider.”

Take cannabis for instance, of which there are roughly 1,200 different slang terms, according to *TIME Magazine*. That’s due to its illegal status, suggests Jonathon Green, author of *Green’s Dictionary of Slang*.

People often use slang, or informal language, to conceal unmentionable words. For cannabis users, it was a linguistic way to get around authorities, or nay-sayers. But outsiders catch on and eventually, new slang terms are born.

CHANGE IS A GREAT FUCKING THING

Fuck perfectly illustrates how our understanding of words takes new forms as our linguistics needs changes. Its evolution represents a silver lining in how language and culture can evolve into a better future.

The Oxford Research Encyclopedia of Linguistics explains it best, saying that “a fundamental claim in cognitive linguistics is that words do not have fixed meanings. They evoke meanings and are cues to potential meaning, instructions to create meanings, as words are used in context.”

Words are so flexible because they are simply air and vibration. As humans, we place meaning onto these sounds and associate it with a definition that best suits our community. But these associations might not last forever.

That’s the power of linguistics. It is like a game of telephone throughout space and time, reaching all corners of the world with a new meaning, sound, and associations to come of it. Let fuck be the example. ♦♦♦

When COVID-19 unleashed its fury around the globe, it was widely assumed that people in romantic relationships would face serious obstacles. From the stress and fear induced by the deadly virus to quarantining for weeks at a time, couples encountered unfamiliar and frightening circumstances that challenged their perspectives of the world and each other.

Couples, Cannabis, and Sex: How Being High can Help you get Down

By Moira Mahoney • Photo credit: Maria Penaloza in partnership with GLYDE Condoms

“

AS LOCKDOWNS LIMITED OUR MOVEMENTS AND LEFT COUPLES SPENDING unprecedented amounts of time together, many believed that divorce and fighting would skyrocket,” reports the *Wall Street Journal*.

But in a shocking twist, it appears that the pandemic — the supposed doom of American lovers — might be an unexpected gift.

For example, this March the Kinsey Institute reported that over half of the 2,000 surveyed participants who “experienced the pandemic as part of a couple feel their relationship has improved.”

Additionally, according to Monmouth University, as of February 2021 a “whopping 70% of romantically committed American adults [were] “extremely satisfied” in their relationships, [marking] a more than 11-point increase over previous installations of the survey,” reports *The Guardian*.

LET’S TALK ABOUT SEX BABY

In terms of intimacy, pandemic couples are having better and more experimental sex. According to the previously mentioned Kinsey Institute study, “30% of American women say they [are] having better sex than before [COVID-19 hit].”

Furthermore, 46% of respondents are “engaging in more sexual experimentation, from erotica to mutual masturbation to toys and more,” reports *Esquire*.

However, it appears that while sex between pandemic couples might be getting kinkier, it also occurs less often.

For example, a study titled *Less Sex, but More Sexual Diversity* conducted by the Kinsey Institute in the spring of 2020, just after the outbreak began, found one in five participants reported “expanding their sexual repertoire by incorporating new activities.”

“Common additions included sexting, trying new sexual positions, and sharing sexual fantasies,” the report added. However, the study also concluded that half of the 1,559 participants reported a decline in their sex life, revealing that their sex was more experiential but also less frequent.

As part of sexual experimentation or to help matters in the bedroom, cannabis offers a hoard of potential benefits. *Emerald* spoke to Dr. Tishler, Harvard physician, cannabis therapeutics specialist, and president of the Association of Cannabinoid Specialists, about the advantages and pitfalls of using cannabis in the bedroom.

For our coupled readers or those seeking a unique self-pleasure session, Tishler also offered his advice on how to combine cannabis and sex for the best results.

PROBLEMS IN THE BEDROOM

Issues with desire, arousal, orgasm, and satisfaction are more common than one might believe. According to the

nonprofit medical center, Cleveland Clinic, approximately 43% of women and 31% of men report some degree of sexual dysfunction.

Symptoms of sexual dysfunction include erectile dysfunction, inability to ejaculate, premature/delayed ejaculation, inability to orgasm, inadequate vaginal relaxation and lubrication, lack of desire, and pain with intercourse, reports the clinic.

There is a lack of medication available to treat these wide-affecting issues, Tishler laments: “Viagra and Cialis are good for men who are having erectile dysfunction issues. But men face a whole range of other issues. And for women [this] particular type of medication doesn’t do anything,” he explained. “Essentially, women are pretty much untreated while men are only treated for one out of many issues that may arise.”

However, Tishler adds “that cannabis, if used properly and carefully, can help all genders across a whole range of issues.”

REAPING THE BENEFITS

To ascertain how cannabis can aid in sexual intimacy, Tishler inquires what can typically go wrong in the bedroom. For one, “we can talk about desire, which sometimes isn’t abundant or equally matched in couples.” For example, some partners experience a mismatch in libido, where one individual is more interested in sex than the other. In those cases, cannabis may help stimulate their desire and increase arousal.

According to a study conducted by *The Journal of Sexual Medicine*, of 202 survey participants, 119 (58.9%) said cannabis increased their desire for sex, and 44 of 199 participants (74.3%) reported an increased sensitivity to touch. In 2017, the Stanford University School of Medicine also found a positive association between “frequency of marijuana use and frequency of sexual intercourse.”

“Independent of demographic, health, marital or parental status,” the results support a “possible active role for marijuana in fostering sexual activity,” revealing in greater detail the relationship between cannabis and increased arousal and desire.


Another classic issue Tishler presents are orgasms. Many people climax too quickly or too slowly for their liking, or are unable to reach climax once aroused. “Some younger men have orgasms sooner than they or their partner would like,” Tishler tells *Emerald*. On the contrary, “older men tend to have more [trouble climaxing].”

Furthermore, in women of all ages “there is a tendency to have difficulty with orgasms,” he says.

Depending upon the cause, cannabis provides aid. In younger men, consuming cannabis helps them to last longer, while older male consumers are enabled to achieve climax.

Most existing research suggests that cannabis can lead to increased rates of erectile dysfunction. Tishler acknowledges that high doses of cannabis can lead to inability to maintain an erection. However, he emphasizes that when used correctly cannabis may help men achieve orgasm due to its calming effects. Dosage is crucial in these situations, as will be later discussed.

According to a study conducted by *The Journal of Sexual Medicine*, of 202 survey participants, 119 (58.9%) said cannabis increased their desire for sex, and 44 of 199 participants (74.3%) reported an increased sensitivity to touch.



So what is the best way to begin using cannabis for sex, with or without a partner?

Tishler gave some helpful recommendations to *Emerald*:

TRY IT OUT SOLO

“It is very wise for people who are not used to cannabis to [...] set aside some time where they’re not feeling pressured,” he says. “They can use a small amount of cannabis and masturbate and see what it does.”

USE A FLOWER VAPORIZER

Tishler recommends inhalation as the consumption method before sex, as it is relatively rapid in onset (unlike edibles) and easy to confirm the right dosage.

MEASURE DOSAGE CAREFULLY

“Count your puffs” (deep breaths in), Tishler advises. “If you’re putting 15-20% THC cannabis in a vaporizer, you’re getting roughly 5 mg in each puff. A very average dose is two puffs [10 mg]. Take a couple puffs, turn the machine off and wait a bit, and see if that gets you where you need to be. For someone really new to [cannabis], I’d even recommend one puff.”

HAVE A DISCUSSION WITH YOUR PARTNER

Tishler encourages an open and honest discussion about using cannabis in the bedroom. Clarify consent and “sound out [your] partner’s feelings about using cannabis” on themselves or another.

Additionally, in women it has a “tendency to increase frequency and intensity of orgasm,” Tishler explains. The research of the *Journal of Sexual Medicine* illustrates this point, as the women in their study “who used marijuana before sex [...] were more than twice as likely to report satisfactory orgasms as those who did not use marijuana before sex.”

In regards to female pleasure, the relationship between cannabis and arousal is historically and anecdotally established. Particularly when applied locally to the vulva, THC products have a pertinent effect.

According to Foria, a company that produces arousal products, when women are aroused “blood rushes to [the] clitoris and vagina, creating opening, elongating and lubrication.” This effect can be mimicked with the application of THC lube, as “when [...] phytocannabinoids [are applied] to [the] vulva, they also increase blood flow there,” helping with the common issue of dryness. Fun fact — this side effect of cannabis, known as vasodilation, is also the reason why consumption causes eye reddening!

THE AFTERMATH

While cannabis is shown to help individuals get in the mood, and reach climax — it might also assist in satisfaction after sex too.

For instance, Tishler explains that when consumed, cannabis “increases the secretion of the hormone oxytocin, which has been implicated in that feeling of intimacy and connectedness we’re all seeking.”

Oxytocin, reports *The Indian Journal of Endocrinology and Metabolism*, could be the “substance responsible for

happiness.” If not, it is at least an “important brain compound in building trust, which is necessary in developing emotional relationships”

Its increased secretion during and after sex, thanks to cannabis, can thus encourage emotional attachment and between partners and individual satisfaction.

A SAFE APPROACH

The potential downfalls of employing cannabis in the bedroom mainly revolve around dosage.

While women can be less cautious in their cannabis dosage prior to love making, men should be more vigilant, “as higher levels of intoxication can [...] interfere with the maintenance of an erection,” according to Tishler.

Additionally, Tishler highlighted that high doses of cannabis, especially in those who are new to consumption, can cause anxiety and paranoia. These emotions, while not directly related to sex, can make it difficult to be intimate with a partner.

FINDING THE RIGHT FIT

Although experimentation and time are required to discern what works, cannabis has a lot to offer to both single and coupled people who are looking to spice up or improve their sex lives. For those in search of greater sensation, increased arousal, or simply a different sexual experience, cannabis presents a golden opportunity. And honestly — who out there doesn’t want a more intense orgasm? ♦♦♦

The Emerald™ Magazine The Fuck Issue Gift Guide

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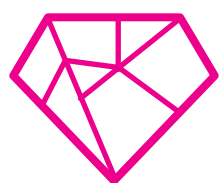
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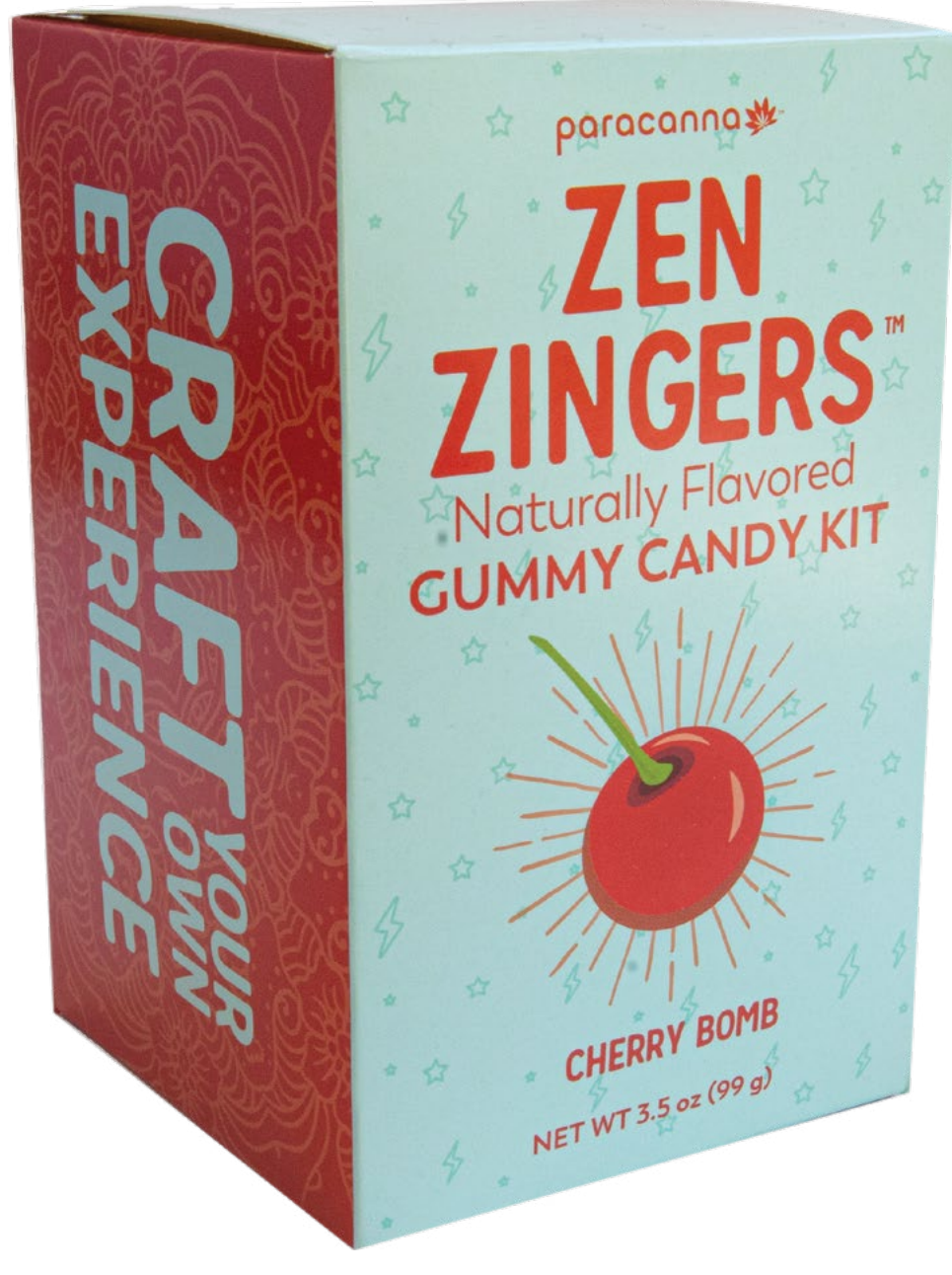
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Throughout the pandemic, the cannabis industry blossomed. During quarantine, cannabis consumers consumed more than ever, with sales reaching an all-time high of \$17.5 billion in the U.S. in 2020, according to Forbes. Impressively, sales continued to increase in the second year of the pandemic to \$31 billion in 2021, reports BDSA Analytics.

Friend or Foe: is the Cannabis Industry Hostile to Women?

By Sierra Joslin and Melissa Hutsell ●



IMPRESSIVELY, SALES CONTINUED TO INCREASE in the second year of the pandemic to \$31 billion in 2021, reports BDSA Analytics.

As the industry continues to grow, leadership positions in many businesses went through changes as well. As of 2020, women only held 8% of CEO positions in cannabis businesses, down from 37% just a few years ago, according to a report done by Arcview.

According to *Marijuana Business Daily*, women held nearly 40% of cannabis C-suite positions in 2019. This is a 29% decrease in female leadership rates in just two years. In this time, leadership rates went from being higher to lower than national averages.

To compare, women hold just 10% of top management positions at S&P 1500 companies nationwide, reports the Center for American Progress.

Seeing as women account for 52% of the educated workforce, and 83% of all consumer purchases in the U.S., there is a severe lack of representation in corporate cannabis offices. Arcview's report also reveals. So why are women CEO's disappearing from the cannabis industry?

THE FUTURE OF CANNABIS CONSUMERISM IS FEMALE

The stereotype of cannabis being a male-dominated product is changing. In fact, female cannabis consumers are now younger and heavier users than male consumers, according to a *Forbes* report.

Furthermore, Gen Z women are using cannabis at the fastest rate, up 151%, according to *NBC News*.

Women are also more experimental with cannabis products. They are more likely to try capsules, creams, sprays, and other different types of cannabis, according to data from Headset.

As a result, *NBC* also found that marketing strategies are shifting to focus on female consumers with more edibles, beverages, and flower products marketed to them.

WORKING WOMEN IN THE CANNABIS INDUSTRY

Women are undoubtedly increasing their use of cannabis, proving not only that they are valuable cannabis consumers, but business owners and leaders as well.

In fact, data shows that regardless of the manner of business, female-led cannabis companies are more profitable than their male-run counterparts.

Despite this, females do not feel supported for working in cannabis.

The cannabis industry is rife with a loss of female leadership. But, it is not unlike every other industry in terms of harassment and bullying in the workplace.

Women in Cannabis: A Living History study created by LadyJane Branding,

included over 1,500 women throughout the country who work in the industry. The report showed that women often face varying levels of sexism, harassment, bullying from coworkers, and an overall lack of support, opportunity, and benefits.

"There were more than a few (women) who said that they were pushed out of their position for usually, in general, for someone who's less qualified and paid more," said Jennifer Whetzel, founder of LadyJane Branding, of the preliminary study results in 2019.

According to the study, just 11% of women recognize the industry as equitable. Throughout it all, the working women in cannabis are strong, educated, and have compelling work experience.

Additional research echoes LadyJane's study that women feel unsupported. For example, a study done by WeedMaps showed that, on average, 53% of women in the cannabis industry have experienced workplace harassment; 46% of that group reported feeling sexually harassed. However only 9% of those respondents notified human resources.

WeedMaps also showed that only 30% received workplace training on harassment, sexual or otherwise.

A HOSTILE INDUSTRY

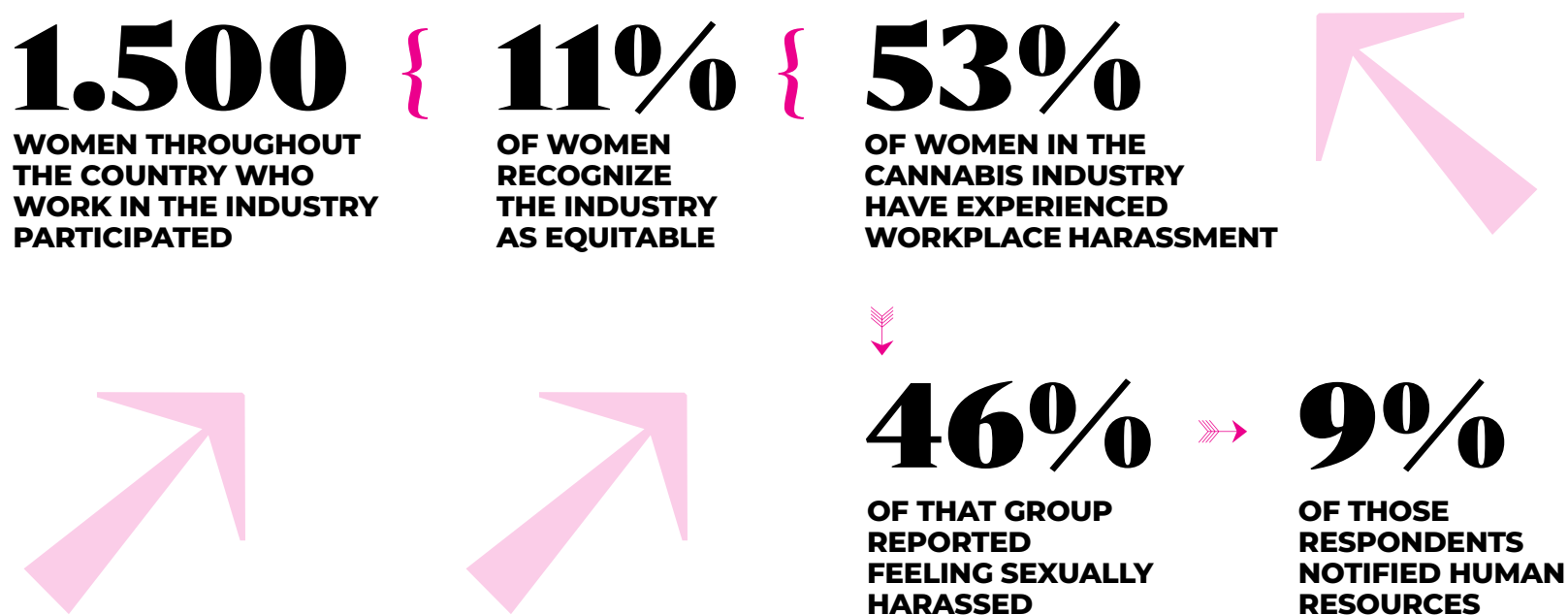
In 2019, female corporate leadership was at 37%, well above the



Jennifer Whetzel, founder of LadyJane Branding.

“There were more than a few (women) who said that they were pushed out of their position for usually, in general, for someone who’s less qualified and paid more.”

Results from a preliminary Women in Cannabis: A Living History study in 2019.



national average. As a result, it was seen as a socially-positive industry. Now, at 8% — a stark contrast in just two years — the question needs to be asked: why did these numbers fall so quickly?

Kyra Reed, founder of Women Employed in Cannabis (WEiC), formerly Women Empowered in Cannabis, said that the cannabis industry is not friendly towards women. “The environment is so harsh on the women that they don’t want to be in the environment. They don’t want to be harassed; they don’t want to be singled out; and they don’t want to be excluded either,” she added. “So we’re not creating environments that are safe and healthy for women to work [in].”

One experience, she explained, exemplifies this dilemma. “I have a friend who sold a business to a large company. He still watches the job boards for positions in the old company,” she said. “He said there are two or three positions that are held by women. And the turnover happens every 90 days to six months [for those positions].”

Reed also noticed that more and more women-owned businesses have disappeared. “At least in California [through] our extinction events, we’ve lost a lot of women-owned businesses, and a lot of women-owned businesses are struggling to get funding,” she added.

“Every single day, I hear all of the discrimination. [I hear] the story of the woman who has busted her ass to make her business work, pouring her heart into every dime. She has gotten to the point where she needs funding

to get over the hump. She goes to investors, and they basically take her out of the equation and take her business away.”

“A lot of times when investors come in, they want to choose the people that they put in place and who do they put in place? Men,” she added.

“In one way or another, I have heard that version of that story more times than I care to recall. That is also making it really difficult for women to succeed in this industry.”

Between the lack of funding or support, Reed said the industry is “just seen as this kind of hostile environment for women.”

HOW DO WE BREAK THE GLASS CEILING NOW?

Women lead cannabis consumerism. They are the buyers; the trend setters; and leaders who boost business. Despite this, leadership rates are disappearing seemingly quicker than toilet paper from shelves during the pandemic.

So, how do we repair the recoil made to female leadership positions in the cannabis industry?

Arcview points at the issue of the lack of role models and mentors in the industry, specifically for minorities.

Establishing sex and gender-based support and inclusion training is also an important step to diversifying corporate offices. When looking at the latest numbers for gender-parity, only 72 women for every 100 men were promoted and hired as managers, according to Arcview. This number continues to decrease for

females who are members of minority communities.

While the numbers are not necessarily reassuring for female cannabis executives, efforts are being made to turn the industry around.

For instance, Nevada Gov. Steve Sisolak signed executive orders in 2019 to require government collection of sexual harassment and discrimination guidelines from cannabis businesses, according to WeedMaps.

Additionally, Reed with WEiC launched a campaign that emphasizes the importance of paying, partnering, promoting and protecting females in the industry.

“First, look for women to hire [...]; look to pay women,” she said. “Number two — partner. When you are looking for somebody to work with, look for a woman. Then promote [them]. We need to promote women from within organizations into higher levels. But we also have to commit to protecting each other because in these environments where we’re being harassed, or our boundaries are being pushed — if women feel alone in those situations, [...] they will not have the confidence and the esteem to stand up when it’s just you fighting,” she added. “If you’re going up against the patriarchy, you’re not doing it alone.” ♦♦♦

Water Scarcity: Clean Water Changes Everything

By Winter Hawk ●

The burden of water scarcity falls the hardest on those in rural areas in Sub-Saharan Africa. However, it also carries significant social implications for women and children who often bear the responsibility of collecting water.

IN AMERICA, MANY PEOPLE LEAVE THEIR SINKS ON, wasting cold, freshwater as they wait for it to warm. This is because water is so reliable—or, at least, most people think it is. But freshwater—what people drink, bathe in, and irrigate farms with—is actually incredibly rare. In fact, only 3% of earth's water is fresh. Two-thirds of that is frozen in glaciers and unavailable for use, according to *National Geographic*. As a result, two-thirds of the world's population is experiencing water shortages and rationing, according to the the United Nations (U.N.) Food and Agriculture Organization. While millions of Americans do not worry about their water supplies running dry, it is an everyday battle for others to collect clean water for their families.

THIS IS AMERICA

The average American family wastes 180 gallons of water per week from household leaks, according to the Environmental Protection Agency (EPA). That is equal to the amount of water needed to wash over 300 loads of laundry.

Nationwide, household leaks can waste nearly 900 billion gallons of water annually, which is an amount equal to the annual water use of 11 million homes, adds the EPA.

Meanwhile, people in Sub-Saharan Africa struggle to collect the minimum of 13 gallons of water per day that is necessary to meet most basic needs, according to the U.N. This includes water for drinking, personal sanitation, washing clothes, food preparation, and personal and household hygiene.

WATER SCARCITY

Shortages are affecting every continent as global water use grows at more than twice the rate of the population over the last century, according to U.N. Water Scarcity.

In fact, limited access to clean water leaves almost two thirds of the world's population in severe water scarcity for at least one month of each year, according to the humanitarian aid agency, UNICEF. Over half of those people live in countries where the water supply is inadequate year round.

The majority of these populations live in rural areas and spend hours collecting water, finds the World Health Organization's (WHO) Progress on Household Drinking Water, Sanitation and Hygiene 2000-2017 report.

The burden of water scarcity falls the hardest on those in rural areas in Sub-Saharan Africa — specifically, women and children who often bear the responsibility of collecting water.

This not only keeps children out of school, but the water itself often carries the risk of disease. Scarcity in water means scarcity in education, income and health—especially for women and children.

THE BEARERS OF THE BURDEN

Women and girls are often responsible for collecting water for their families. In 2017, girls collected water in eight of 10 households without onsite water supply, according to the Center for Disease Control and Prevention (CDC).

Women in Sub-Saharan Africa collectively devote at least 16 million hours per day, per round trip collecting water. Children spend roughly four million hours, according to the U.N.'s Millennium Development Goals Report.

This comes at the price of education as one-in-four girls do not complete primary school—a rate almost double that of boys, according to UNICEF's Advancing WASH in Schools Monitoring.

However, that is not the only reason why girls miss school. The lack of safe sanitation facilities also leads

many young girls to drop out of school when they hit puberty due to the lack of access to basic necessities for menstrual management.

As a result, between one-in-four girls in West Africa missed school due to menstruation in 2018 and 2019, according to the CDC.

This is due to the lack of access to basic facilities for menstrual hygiene management, which is critical for women's health, according to the Joint Monitoring Programme for Water Supply and Sanitation. Elements such as clean materials to absorb menstrual blood, a private place to change these materials, soap and water for washing the body and access to safe and convenient facilities to dispose of used materials is vital to managing the menstrual cycle.

When these facilities are not available, some girls opt to stay home.

THOSE IMPACTED

Access to clean water directly impacts the amount of human capital in a given country.

"[Human capital is] having a healthy child that then grows up to become a healthy adult that can be a productive member of society and can contribute to a country's economy," said Dr. Crystal Fenwick, a water, sanitation and hygiene (WASH) specialist. "The impacts of children not having access to clean drinking water, sanitation or hygiene are huge."

Many children in rural Africa already face malnutrition, and lack access to adequate healthcare. Those who drink contaminated water are more likely to become sick. This further exacerbates health issues and leaves children to grow up to be incredibly unhealthy, according to Fenwick.

Furthermore, contaminated water and poor sanitation leaves children more likely to transmit diseases such as cholera, diarrhoea, dysentery, hepatitis A, typhoid and polio, according to the WHO.

Diarrhoeal diseases alone caused 1.6 million deaths in 2017, according to Our World in Data. Of that number, over 929,500 deaths were children under the age five. This was a result of unsafe drinking-water, sanitation, and hand hygiene.

HOW'D WE GET HERE

Water scarcity is due to an array of factors including climate change, policy decisions, and the regional misuse of water.

In particular, climate change influences the shift in rainfall that affects the supply of freshwater.

Fenwick explains that climate change has increased the frequency, volume and intensity of rainfall in certain areas while causing droughts in others.

This is because as temperatures rise, more moisture evaporates into the atmosphere, according to NASA. More moisture in the air means more intense storms, but the rainfall is not spread evenly around the globe. That's because climate change shifts storm tracks, which change weather patterns.

This unpredictable pattern of rainfall causes vulnerable populations, such as Sub-Saharan Africa, to ration water supplies, according to Fenwick.

Along with that, politics and funding play huge roles in water accessibility.

"Producing, treating, and distributing water, then collecting, and treating wastewater has a really big cost associated with it," said Fenwick. "We don't pay the true cost of water... Even here in the U.S., our water is

People in Sub-Saharan Africa struggle to collect the minimum of 13 gallons of water per day that is necessary to meet most basic needs, according to the United Nations U.N. This includes water for drinking, personal sanitation, washing clothes, food preparation, and personal and household hygiene.

PHOTO CREDIT: MAJIKWATER.CO



“IF YOU HAVE AIR, YOU CAN HAVE DRINKING WATER,” THE MAJIK WATER WEBSITE STATES.

PHOTO CREDIT: LIZ MARTIN @UNSPLASH



subsidized. And that may be fine in a wealthy country, but in a poor country, governments may not invest in water because they simply can't afford to.”

In many countries, officials often prioritize transportation and energy infrastructure over water and sanitation, said Fenwick. This is due to the cost associated with paying utility companies to run water supply systems, especially to rural areas.

One example of this is in Kenya, where the government would have to invest between \$12 and \$16 billion to develop the same amount of water storage per person as in South Africa—a country that has also faced severe water shortages in recent years—according to WHO.

For individual households, the cost of providing piped water service is estimated to be \$16, or roughly 1,400 Kenyan Shillings per month, according to an article published by the *Advancing Earth and Space Science Journal*.

Yet, for those in rural Kenya where piped water often is not an option, 32% of the population relies on ponds, shallow wells and rivers for water, according to Water.org—a nonprofit developmental aid organization.

This disconnect from piped water places heavy economic burdens on rural Kenyans. For example, residents pay an average of \$38 per month for an unreliable or distant water supply, according to Water.org. In comparison to household water bills in other Sub-Saharan African countries, Kenyans pay roughly eight times more for water.

TOXIC-FYING CLEAN WATER SUPPLIES

Even in areas with greater access to water, mismanagement and misuse of water impacts the availability of clean water.

The biggest example of excessive water use is in agriculture, which accounts for 69% of global water withdrawals, according to the U.N.'s World Water Development Report for 2021.

Water is used for irrigation, livestock and aquaculture, but it often goes untreated after use. This creates agricultural wastewater, wherein the untreated water is put back into the environment and contaminates clean sources of water.

This deteriorates water quality, which in turn has detrimental effects on human health and ecosystems, according to the U.N.'s report. More specifically, the untreated water increases the presence of microorganisms, bacteria and viruses, which heightens the risk of disease.

MAJIK WATER

The challenges ahead are unmanageable for any one community. But organizations around the world are working to combat water scarcity in unique ways.

Majik Water, a company that transforms air humidity into safe drinking water through solar energy, is one of these organizations.

Beth Koigi founded Majik Water in 2017 with a vision to increase access to affordable, clean drinking water in off-the-grid communities.

The woman-run team at Majik Water is made up of Koigi, Anastasia Kaschenko—chief technical officer—and Clare Sewell—chief operations officer. Together, they created a machine to harvest condensation, and extract water from the air in arid places.

More specifically, Majik Water uses desiccants — sponge-like materials such as silica gel — to extract water from the air.

Koigi, a Kenyan native, faced the water scarcity crisis firsthand when she bought contaminated water at Chuka University in Nairobi, Koigi explains in a TEDx Talk. Upon testing it, she found e-coli bacteria in the water, which is known to cause typhoid and cholera outbreaks.

This experience sparked the creation of Koigi's water filter, as well as a business that sold over 5,000 filters in Kenya.

However, Koigi's filter proved less useful in areas across Kenya where water was less available due to dry rivers and dropping water tables. So, Koigi turned her attention toward providing water, rather than just cleaning it. To do so, she focused on the largest source of freshwater—air.

“If you have air, you can have drinking water,” the Majik Water website states.

HOW THEY DO IT

The Majik Water machine uses a solar-powered fan to pull in air and push it through an electrostatic filter. Then, the desiccant material absorbs water droplets from the air, releasing the moisture as water vapor, according to the organization's website. The vapor is guided through a condensation coil where it is condensed into water before it is filtered with activated carbon. From there, the condensed water flows into a tank and the machine turns off when the tank is full.

The machine is energy-intensive. It currently works best where humidity is at least 60%, Koigi tells *Financial Times*. In proper weather conditions, the machine can produce up to 1,000 litres of water per day.

The prototype machine can supply water at humidity levels as low as 35%, according to Koigi. But the prototype is limited to producing 10 liters per day because it runs on solar power and uses simple equipment and techniques to minimize energy demand.

Koigi's goal is to have Majik Water machines available in arid communities in Kenya. This would democratize clean and affordable water by offering safe drinking water, improved sanitation, and sources for irrigation to the most isolated areas.

However, that will depend on the ability to reduce the cost of the solar panels, which in 2018 accounted for \$1,000 of the \$1,400 cost of a 20 liter machine, according to *Financial Times*.

Nevertheless, Majik Water continues to design prototypes so it can reach its goal to offer more than 100 liter devices to off-the-grid communities.

CHARITY: WATER—TELLING REAL-LIFE STORIES

While companies like Majik Water work to expand sources of clean drinking water, other organizations are raising awareness about the crisis in other ways.

Charity: Water, a New York-based nonprofit organization, uses virtual reality to spread awareness about the water crisis while raising funds for water projects.

The organization's use of technology enables them to immerse people in real-life stories about water scarcity and its social impacts. Additionally, the money raised from these virtual experiences fund projects that bring clean drinking water to people in developing countries.

For example, the organization released a short film, *Selam*. The film tells the story of a 13-year-old girl and her journey to collect water in Ethiopia. It's debut event in New York raised over \$2.4 million in funds, according to Charity Digital.

So far, Charity: Water has funded over 64,000 water projects in 29 countries, according to the organization's website. Projects include constructing wells, building biosand household filters, installing rainwater catchment systems, piped spring protection systems, and more.

THE FUTURE OF WATER SCARCITY

Education is the first step to combating water scarcity.

Fixing leaks can save one household just over 15,000 gallons of water per year. Something as simple as turning off the faucet while brushing one's teeth can save 8 gallons of water per day. Doing so twice daily could save nearly 5,840 gallons per year. That is more than the amount held in a 15 foot round, above ground swimming pool, according to Backyard City Pools.

Water is a basic human right, but it costs countless people their education, income, health, and lives to reach it. With proper management, populations throughout the world will only become thirstier. ♦♦♦

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