



## YOUTH ACCESS AND EXPOSURE WORKSHEET



### **DISCUSSION TOPICS:**

- ✓ What rules should the County implement regarding cannabis advertising, marketing, and signage?
- ✓ What strategies can be implemented to prevent young people from accessing cannabis and cannabis products, such as edibles?

### **BACKGROUND:**

#### ***Concerns about cannabis and young people:***

According to the Los Angeles County Department of Public Health, the regular consumption of cannabis by children and adolescents can impair cognitive development and lead to addiction in adulthood. Public health professionals worry that cannabis legalization could lead young people to believe that using cannabis is completely safe. This could result in an increased rate of youth consumption.

Regulators are paying careful attention to advertising and marketing rules, ways to limit youth access and exposure to cannabis, preventing the sale of cannabis and cannabis products to people under 21, and effective conversations parents and teachers can have with kids about cannabis.

In addition, regulators, educators and parents are concerned about edible cannabis products, such as candy, cookies, and brownies infused with cannabis. Unlike smoking cannabis, it can be difficult to tell if a person is eating an edible cannabis product. In some cases, these products can be used by young people more easily than dried cannabis, alcohol, or tobacco products, even on school grounds.

#### ***State law restrictions on cannabis advertising and marketing:***

- Advertising is prohibited within 1,000 feet of schools, day cares, youth centers, and playgrounds.
- Advertising that is “attractive to children” or intended to encourage youth use is prohibited.
- Billboards are prohibited along all interstate highways and some state highways.
- Advertising placed in broadcast, cable, radio, print, and digital media is restricted to audiences where at least 71.6 percent of the audience members are 21 years of age or older.
- Direct advertising or marketing must utilize age-verification software.

#### ***Other state rules intended to prevent people under age 21 from accessing or being exposed to cannabis:***

- All cannabis sold at retail must be in a re-sealable, tamper-evident, and child-resistant package.
- Packages and labels must not be “attractive to children.”
- The possession or consumption of cannabis is prohibited at a school, day care, or youth center while children are present.
- Smoking cannabis is prohibited within 1,000 feet of a school, day care, or youth center while children are present, except at a private residence if smoke is not detectable at the school, day care, or youth center.

**WORKSHOP QUESTIONS:**

*What most concerns you about cannabis legalization and the potential impact on young people, if anything?*

*What regulations or restrictions would you like to see for cannabis advertising and marketing, if any?*

*What regulations or restrictions would you like to see regarding publicly visible signage at a cannabis business, if any?*

*What rules can the County put in place to ensure people under 21 are not able to obtain cannabis or cannabis products? How can retailers partner with the County and local communities to achieve that goal?*

*Is there anything else you would like to tell the County about youth access and exposure to cannabis?*

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*NOTE: All information submitted orally or in writing at this meeting will become public record and may be published in its entirety. Please do not include any personal or confidential information you do not wish to become public record.*

To submit additional comments, please visit <http://cannabis.lacounty.gov/connect/>