

Reduce Youth Access to Recreational Cannabis

- 01 Retailer & Deliverer Requirements:** Caps on # of retailers, distance from youth hangouts (schools, playgrounds, libraries), equity in retail locations, health warnings, local permits, independent ID verification process for delivery, and limited delivery destinations¹
- 02 Taxes and Prices:** Local cannabis tax and dedicated tax revenue for community based prevention and treatment(not for retailer ads)¹
- 03 Product Limits:** Prohibit sale of high potency cannabis flowers and products, flavors preferred by youth in vapor, edibles and beverages and products attractive to youth¹
- 04 Marketing:** Prohibit all advertising (billboards, social media, print and cable ads), age restrictions on websites. Or, restrict marketing just like alcohol and tobacco/follow FCC regulations¹
- 05 Smoke-Free Air:** Reduce second-hand smoke, prohibit temporary cannabis events and onsite consumption¹

Source: <https://gettingitrightfromthestart.org/wp-content/uploads/2021/11/2021-Cannabis-Policy-Scorecard-Methodology-Summary.pdf>

Why Reducing Access Is Important

- Data suggests that preventing marijuana use at younger ages is critical to reducing use among older adolescents².
- A teens brain does not fully develop until their mid 20s. Since their brains are still developing marijuana use may cause difficulty thinking and problem solving, problems with memory and learning, impaired coordination, and difficulty maintaining attention³.
- According to research 1 in 6 teens who use marijuana time and time again can become addicted³.
- Chronic users are may have adverse outcomes like criminal activity, stressful life events, interpersonal problems, lowered life satisfaction and work achievement, more depression, anxiety, school-related problems, greater sexual risk behaviors, externalizing disorders, and prevalence of substance use disorders⁴.
- Evidence connects marijuana use to the development of psychiatric disorders. Marijuana use can contribute to depression, psychotic disorders, and even suicidal behavior⁴.
- Research has shown that there is a connection between schizophrenia and marijuana use, especially among youth who use marijuana⁵.

Retailer and Deliverer Requirements

- Literature on tobacco and alcohol have shown that close proximity of stores to schools may result in an increase of substance use among the youth population, who are at a higher risk of developing negative effects including marijuana use disorder⁶.
- The distance of marijuana stores from youth hangout areas is a public health concern⁶.
- In order to regulate marijuana dispensaries and their distance from schools many states have set zoning regulations up to 1,000 feet from a school⁶.
- Many states have implemented a cap on the number of licenses that may be issued based off the counties population - including Nevada, Washington, Vermont, Maine, and New Jersey⁷.
- When youth view packages with plain packaging and health warnings it increases their level of health knowledge across all health effects, and reduces product appeal⁸.
- The efficacy of health warnings and plain packaging mirror those found in tobacco control⁸.
- Deliverer requirements that will help reduce youth access can include mandating a local permit for deliverers, requiring verification of age and identity before cannabis delivery, and placing limits on where products can be delivered.

Taxes and Prices

- Youth and young adults usually have limited disposable income therefore higher prices and tax increases deter them from purchasing products and using them².
- Big tobacco taught us a lot about how prices can affect youth use.
- Taxing and increasing the price of marijuana may be an effective marijuana use prevention, based on studies that prove that raising alcohol and tobacco taxes is recommended as one of the best ways to reduce use².
- Marijuana prices need to remain high enough that it is a deterrent for youth to purchase.
- Higher prices and taxes for higher THC content can help prevent overdoses if youth can't afford to purchase.
- Local taxes will be used to reduce youth use of marijuana by using community and evidence-based strategies.
- Illinois set an example when they introduced an excise tax of 10% on products with less than 35% THC and a tax of 25% on products with higher doses⁷.

Product Limits

- The goal is to reduce access to youth. If products have limits, this can help reduce youth access to an incredible amount of products and very concentrated products⁹.
- The National Institutes of Health have raised concerns about the effects of high potency products on the developing brain have been¹⁰.
- With the potency increases in cannabis heavy, chronic cannabis use may cause serious effects on cognitive function⁵.
- The sale of flavored products is a well-recognized industry strategy to attract youth¹⁰.
- Colorado (legalized in 2014) has new law limits starting in 2022 on the purchases of high-potency Marijuana concentrates. These limits will aim to decrease teens' access to these products⁹.
- In 2022, Colorado will be requiring dispensaries to use a real-time state purchasing database. This will ensure that people don't go to another dispensary and purchase more than the daily concentrate limit⁹.

Marketing

- Strategies that help reduce youth exposure to marketing include banning advertising on television, radio, billboards, and social media, and limiting advertising with youth audiences, such as advertising on billboards or other forms of media. Reducing youth exposure may reduce youth use of marijuana².
- In 2004, the Federal Trade Commission (FTC) announced that the alcoholic beverage industry in Virginia, can only place an ad if at least 70% of the audience for print, radio, and television consisted of adults over 21 years old¹¹.
- In Virginia, alcohol advertisements can not be within 500 feet of a school, playground, or place of worship, and they may not use cartoon characters or underage drinkers¹².
- In 1971, the United States banned cigarette advertisements on TV and radio¹³.
- Marijuana licensees in California cannot advertise or market false information that misleads people, they cannot advertise cannabis in a way that targets anyone under 21, they cannot advertise or market anything that is attractive to children, and they cannot advertise cannabis within 1,000 feet of a daycare center, Pre-K-12th grade school, playground, or youth center¹⁴⁻¹⁵.

Smoke-Free Air

- Smoke free policies provide incentives to quit smoking, help de-normalize smoking behavior, and are effective with youth and young adults who are vulnerable to visual cues and social norms of smoking. It is likely that smoke free policies for marijuana will have a similar effect¹⁶.
- There are significant amounts of mercury, cadmium, nickel, lead, hydrogen cyanide, and chromium found in mainstream marijuana smoke. Mainstream marijuana smoke also has three times the amount of ammonia when compared to tobacco smoke¹⁶.
- Secondhand smoke from marijuana has many of the same chemicals as smoke from tobacco, including those linked to lung cancer¹⁶.
- 120 cities in California were able to protect the public and workers against second hand marijuana smoke by prohibiting on-site consumption¹⁷.
- As of October, 2021 813 localities and 31 states/territories/commonwealths restrict marijuana use in some or all smoke free spaces. 439 localities restrict smoking and vaping of recreational and medical marijuana¹⁸.

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