



Policy Statement on Marijuana and Youth
Draft 5

The *Mendocino County Policy Council on Children and Youth* and the *Child Abuse Prevention Commission* recognizes that local and state elected officials are currently developing policies and regulations related to medical cannabis and/or the potential legalization of the adult use of marijuana in California. As a community-based coalition interested in promoting and protecting the health and wellness of children; we are concerned that the perspective of youth prevention may be overlooked as local jurisdictions develop policies and guidelines for complex issues such as local control, revenue and taxation, environmental protection, and economics. In response, we recommend the Board of Supervisors adopt the following policies and instruct staff to implement them. We also recommend that the Board of Supervisors submit this Policy Statement on Marijuana and Youth as an addendum to the County's 2016 Legislative Platform.

This statement assumes that legislation as it relates to the legalization of marijuana will maintain a prohibition of personal use for youth under the age of 21.

Suggested language:

V: Youth Prevention

- Marketing and advertising of marijuana to youth must be prohibited in accordance with the same guidelines used to regulate the marketing of tobacco. Such regulation includes, but is not limited to; banning marijuana companies from sponsoring sporting and entertainment events, outlawing free marijuana samples and giveaways, prohibiting television and radio advertisements that promote marijuana use, and prohibiting billboards that advertise the sale of marijuana.
- Retail marijuana products must include a cautionary assertion that reads: "This product is not intended for consumption by children and adolescents under the age of 21, and is unsafe for pregnant women."
- Marijuana products (such as edibles and beverages) must be clearly labeled with potency information, be sold only in opaque child-proof packaging, and be accompanied by the mandatory distribution of educational materials regarding the risks of accidental ingestion by children or household pets.
- Indoor and outdoor marijuana gardens and marijuana retailers must not be allowed within 1,000 feet of a school, licensed child care center or home, recreational facility, playground, or park.
- Public events that include the promotion or sale of marijuana must require identification verifying legal age for admittance.
- A portion of local tax revenue, and a minimum of 20% of statewide tax revenue, generated from marijuana and marijuana-related product sales, wholesale or retail, must be earmarked for local prevention activities including public awareness campaigns devoted to the impacts of marijuana on youth and pregnant women; addressing the impact of marijuana on the developing brain, the risks of second-hand smoke, the legal implications of use by youth, and the potential adverse impact of use on future life opportunities.