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August 29, 2018

Governor Edmund G. Brown, Jr.  
California State Capitol, Suite 1173  
Sacramento, CA 95814

**RE: AB 3067 (Chau) Internet: Marketing: Minors: Cannabis  
AAP-CA Position: Support**

Dear Governor Brown,

The American Academy of Pediatrics, California (AAP-CA), representing over 5,000 California pediatricians, strongly supports proposed legislation AB 3067 (Chau) to prohibit the operator of an Internet Web site or online service, online application, or mobile application from marketing cannabis products or services to minors.

Frequent and early cannabis use has been shown to be harmful to developing adolescent brains and has been linked to cognitive impairments, mental health issues and higher likelihood of abuse. The younger one starts using the drug, the more likely it is to become addictive. Teens who see advertisements for medical marijuana are more likely to use the drug recreationally; exposure to cannabis advertising may play a significant role in shaping attitudes about marijuana and contribute to increased marijuana use.

The American Academy of Pediatrics opposes marijuana use by children and adolescents and supports bans on marijuana advertising and marketing to youths.

In 2013, the legislature passed SB 568 (Steinberg) establishing the Privacy Rights for Minors in the Digital World Act (PRCDMC) that prohibits advertising certain products or services such as tobacco and alcohol to minors or when a minor is visiting the site at the time the advertisement is displayed. At that time, the recreational use of marijuana was against the law and cannabis was not put on the list of prohibited products. California's Adult Use of Marijuana Act (AUMA) legalized recreational use of cannabis in California for adults in 2016. It included provisions to protect children from the marketing of cannabis products by restricting advertising to places where 71.6 percent of the audience is reasonably expected to be 21 years of age or older. The potential still exists, however, for underage exposure to marijuana advertisements because cannabis is not on the list of products and services covered by the PRCDMC.

AB 3067 (Chau) would treat cannabis products and cannabis businesses in the same fashion as alcohol and tobacco, further protecting California's children from being exposed to potentially harmful advertising and marketing of cannabis and cannabis-related products and businesses..

Pediatrician members of AAP California Chapters 1, 2, 3 and 4 statewide respectfully request you to sign AB 3067 (Chau) into law. Thank you for your public service and leadership on behalf of the health and wellbeing of children,

youth, and families in California.

Sincerely,

A handwritten signature in grey ink, appearing to read "Susan Wu". The signature is fluid and cursive, with the first name "Susan" being more prominent than the last name "Wu".

Susan Wu, M.D., Fellow of the American Academy of Pediatrics  
State Government Affairs Committee, American Academy of Pediatrics, California

cc: Assemblymember Ed Chau, Author; AAP-CA Leadership; Lobbyist Lydia Bourne