



August 10, 2017

The Honorable Lorena Gonzalez Fletcher
Chair, Committee on Appropriations
California State Assembly
Sacramento, CA 95814

RE: SB 162 (Allen): Marijuana and medical cannabis: marketing
AAP-CA Position: SUPPORT

Dear Chair Gonzalez Fletcher:

I am writing on behalf of the American Academy of Pediatrics, California (AAP-CA), representing over 5,000 California pediatricians, to let you know that we strongly support proposed legislation SB 162 (Allen). This bill would prohibit marijuana products from being advertised through the use of branded merchandise.

Proposition 64 states the intent to “prohibit marketing and advertising of nonmedical marijuana to persons younger than 21 years old or near schools or other places where children are present.” This is consistent with the recommendation of the American Academy of Pediatrics that “in states that have legalized marijuana for recreational purposes, the AAP strongly recommends strict enforcement of rules and regulations that limit access and marketing and advertising to youth.” However, in order to fully protect children from marijuana marketing, branded merchandise such as t-shirts and other transportable items must be regulated, as not only are they are not location-specific, but they can also be among the most effective ways to advertise to children and youth.

SB 162 (Allen) would ensure that children and youth are exposed to a minimal amount of marijuana advertising by assuring that no marijuana products could be marketed through branded merchandise. This would help protect children from the dangerous health effects of marijuana use in a manner consistent with tobacco regulations.

Pediatricians across the state support SB 162 (Allen). We thank you for your leadership on behalf of the health and well-being of children, youth, and families in California.

Sincerely,

A handwritten signature in black ink, appearing to be "MS" with a large, stylized flourish above it.

Yasuko Fukuda, M.D., Fellow of the American Academy of Pediatrics
Vice Chair, District IX of the American Academy of Pediatrics
Executive Board, American Academy of Pediatrics, California

CC: The Honorable Ben Allen; Members of the Assembly Appropriations Committee; Kris Calvin, CEO; AAP-CA
Leadership; Lydia Bourne