

1 Resolution #LR6 (14) –2014 Annual Leadership Forum
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3 TITLE: Ban on Marijuana Advertising that Could be Perceived as Directed
4 to Children
5
6 SPONSORED BY: California Chapter 1 & 2
7 Colorado Chapter
8 Utah Chapter
9 Section on Medical Students, Residents, and Fellowship Trainees
10 Section on Young Physicians
11
12 DATE: March 13, 2014
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14 DISPOSITION:
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16 Whereas, marijuana is legal in some states and its legalization is expected to
17 expand; and
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19 Whereas, advertising that may be attractive to children, even if not legal for
20 minors, may promote its use; and
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22 Whereas, marijuana safety for children and adolescents has not been
23 established, therefore be it
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25 RESOLVED, that the Academy advocate for a ban on marijuana product
26 advertising that may be considered enticing to children.
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28 FISCAL NOTE: None
29
30 REFER TO: 2014 Annual Leadership Forum
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32 LEAD AUTHOR: Paula Whiteman, MD, FAAP, FACEP
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34 Telephone:
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37 Reason for Late Submission:
38 The legalization of marijuana is quite recent and it is only now that we are seeing
39 advertising directed towards children. The volume and nature of this advertising could
40 not be predicted.
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42 This advertising is taking off in an exponential fashion. If the history of tobacco
43 advertising, i.e. Joe Camel, is a lesson about the strategy of the impact of marketing
44 directed to minors, then only immediate action can help to curb the tide as the number of
45 states legalizing marijuana as a revenue source is expected to increase.
46
47 No anticipated expenditure of funds.