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Background/Justification:

- There is evidence that marijuana use among youth is associated with impaired academic achievement and education outcomes; frequency of cannabis use in adolescence is a risk factor for development of problem cannabis use; and moderate evidence of an association between cannabis use and the development of substance dependence and/or substance abuse disorder for substances including alcohol, tobacco, and other illicit drugs.[1]
- Evidence from tobacco and alcohol markets indicates that advertising exposure is associated with lower risk perceptions and increased use among young people,[2,3] and marijuana advertising could have a similar effect on youth.
- This is of particular concern given the declining risk perceptions of marijuana: the percent of youth who said it was a "great risk" to smoke marijuana regularly decreased substantially from 78.6% in 1991 to 31.1% in 2016 among U.S. 12th graders.[4]
- A recent study from California found adolescents' exposure to *medical* marijuana advertising was significantly associated with a higher probability of marijuana use and stronger intentions to use one year later.[5]
- Early discussions about effective public health approaches for regulating retail marijuana markets identified comprehensive advertising regulations as an important potential approach to limit marijuana initiation among youth based on lessons from tobacco and alcohol control.[6]
- Washington State, Colorado, and Oregon (Alaska?) have implemented recreational marijuana legalization with different advertising requirements and restrictions.

Problem statement:

Based on lessons from tobacco and alcohol prevention, marijuana advertising restrictions could be a key component of state recreational marijuana regulations to limit youth marijuana initiation and progression to problem cannabis use. The magnitude of youth exposure to marijuana advertising and effect on marijuana perceptions and use is unknown, particularly in states with legalized marijuana.

Readings:

- National Academy of Sciences (NAS) *The Health Effects of Cannabis and Cannabinoids* committee conclusions – describes current state of research on health effects of cannabis use
- Marijuana advertising regulations comparison – table summarizing advertising and promotion regulations for Oregon, Washington State, and Colorado; **just glance at this** to get an idea of state-by-state differences in advertising and promotion regulations
- World Health Organization (WHO) Tobacco Advertising, Promotion, and Sponsorship slides **(focus on slides 1-19)** – covers types of tobacco advertising and promotion; demonstrates "realm of possibility" for marijuana advertising regulations
- **[Same as last reading assignment]** Table 2 – shows types of marijuana advertising collected on adult online survey administered by Oregon Public Health Division (an idea of advertising types)
- **[Same as last reading assignment]** Pacula, et al. *Developing Public Health Regulations for Marijuana: Lessons From Alcohol and Tobacco* – read "Attempt to Limit Marketing" section of article if didn't do so last time; applies lessons learned from tobacco and (kind of) alcohol advertising and promotion to marijuana
- **[Same as last reading assignment]** Tobacco Control Legal Consortium (TCLC) *Toking, Smoking & Public Health: Lessons from Tobacco Control for Marijuana Regulation* – read "Marketing and Advertising" section if you didn't do so last time; provides rational for restricting advertising based on lessons from tobacco prevention; briefly discusses marijuana advertising regulations in Colorado and Washington State; and reviews policy challenges to regulating advertising

Possible research questions:

RQ 1: How are states early to legalize recreational marijuana regulating advertising and promotion?

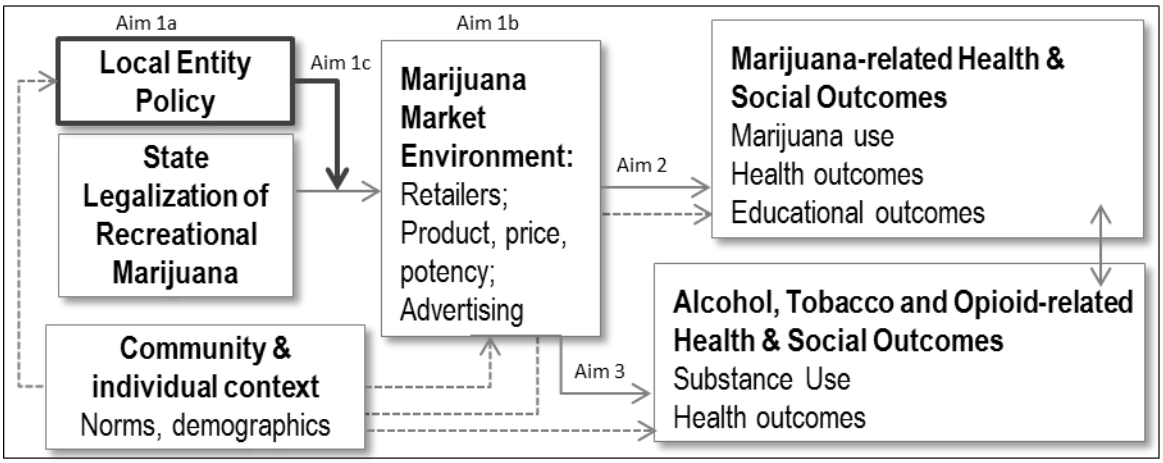
RQ 2: How do state marijuana advertising and promotion regulations align or not align with advertising and promotion regulations for tobacco and alcohol (and why)?

RQ 3: How do state marijuana advertising regulations affect frequency and type of exposure to marijuana advertising and promotion among youth and young adults?

RQ 4: How does exposure to marijuana advertising and promotion affect marijuana perceptions and use among youth and young adults?

RQ 5: To what extent is exposure to health risk messages a mitigating factor in the relationship between marijuana advertising exposure and marijuana attitudes and use among youth and young adults?

Figure. Conceptual model for influence of local policies on outcomes



[1] National Academies of Sciences, Engineering, and Medicine. 2017. The health effects of cannabis and cannabinoids: Current state of evidence and recommendations for research. Washington, DC: The National Academies Press.

[2] DiFranza JR, Wellman RJ, Sargent JD, Weitzman M, Hipple BJ, Winickoff JP. Tobacco promotion and the initiation of tobacco use: assessing the evidence for causality. Pediatrics. 2006;117(6):e1237-48.

[3] Anderson P, deBruijn A, Angus K, Gordon R, Hastings G. Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies. Alcohol Alcohol. 2009;44(3):229-43. doi: 10.1093/alcalc/agn115. Epub 2009 Jan 14.

[4] National Institute on Drug Abuse. Monitoring the Future survey: high school and youth trends. Available at: https://www.drugabuse.gov/publications/drugfacts/monitoring-future-survey-high-school-youth-trends. Updated December 2016. Accessed December 28, 2016.

[5] D'Amico EJ, Miles JN, Tucker JS. Gateway to curiosity: medical marijuana ads and intention and use during middle school. Psychol Addict Behav. 2015 Sep;29(3):613-9. doi:10.1037/adb0000094. Epub 2015 Jun 1.

[6] Pacula RL, Kilmer B, Wagenaar AC, Chaloupka FJ, Caulkins JP. Developing public health regulations for marijuana: lessons from alcohol and tobacco. Am J Public Health. 2014;104(6):1021-8. doi: 10.2105/AJPH.2013.301766. Epub 2014 Apr 17.