

CANNABIS RIGHT TO KNOW ACT

Author: Senator Pan; SB 1097

THE PROBLEM

Increased Cannabis Use

- Cannabis use by CA teens age 12 to 17 increased significantly between 2016 and 2019.¹
- Cannabis use among pregnant women more than doubled from 2002 to 2017,² and in Northern California use rose by 25% during the pandemic, increasing the risk of low birth weight and other harms for the newborn.³
- 45 million US adults used cannabis in 2019, more than double how many used in 2008, and daily or near-daily users almost tripled.⁴
- Everyone, including youth, are being increasingly exposed to cannabis advertising without counterbalancing health warnings of safer use information.⁵

Lack of Public Awareness of Health Risks

- The National Academies of Science concluded cannabis use is associated with motor vehicle crashes, psychosis and schizophrenia, low birth weight, worsening lung disease, and problem use.⁶
- Cannabis use during adolescence is especially risky to the developing brain, and particularly use of higher THC content products.⁷
- A recent NIH study of over 280,000 people found cannabis users, especially daily users and even those without major depression, were more likely to report suicidal ideation, plans and attempts⁸
- Awareness of the harms from cannabis use is already low and continues to decline. Most people are unaware of even the simplest safer use practices, like "start low and go slow."^{9,10}
- CA Emergency room visits for cannabis rose 53% between 2016 and 2019 including for pediatric poisoning, cannabis-induced psychosis, self-harm, drugged driving, cardiovascular effects, interactions with medications, and severe vomiting.

Current Cannabis Warnings Fail to Protect Consumers

Current labels fail to let consumers know accurately or effectively about cannabis health risks, because they are:

- Nearly invisible (required only in 6-point font);
- Not visually prominent or on front of the package;
- Missing key accepted current science on harms;
- Not presented in ways that effectively communicate health risks; &
- Do not mention the risks of cannabis products purchased from the illicit market, including mold, pesticides, heavy metals, or unsafe additives.

THE SOLUTION

As the California legal cannabis market matures and expands, there is an urgent need for more clear, prominent, accurate and comprehensive health information for California cannabis consumers. 83% of Americans think that where cannabis is legal, labels should help them identify safe, legal products.¹¹ The **Cannabis Right to Know Act** will provide accurate, visible, and science-based health and safer-use information allowing Californians to recognize a legal product more easily and make informed decisions when using California cannabis.

This bill will:

- Encourage legal over illicit cannabis purchases by including a rotating why "Buy Legal" health warning messages on products and advertisements.
- Ensure each cannabis consumer receives unbiased facts regarding safer use of cannabis based on state of the science recommendations.
- Effectively communicate key health warning messages on mental health, edible absorption, driving, use during pregnancy, and other clearly established risks by requiring that they be clearly visible, rotate, and appear on the front of pack and on advertisements.

Health Warnings: Effective and Low-Cost Approach to Educating the Public

Labeling is an effective approach to educating the public at NO added cost to government or consumers. This law would simply add to the checklist of existing requirements which the Department of Cannabis Control (DCC) must already enforce for packaging, labeling, and advertising. It will complement the educational campaigns that DCC currently funds to promote the legal market at no added cost to the state.

Funds for recommended evaluation research would come from existing cannabis policy research funding designated in Proposition 64. The low cost to business of a single page "safer use" brochure for consumers is far outweighed by expected savings enjoyed by families, insurers, employers, local and state governments from reduced emergency room visits, accidental ingestions, mental health crises, and motor vehicle crashes.

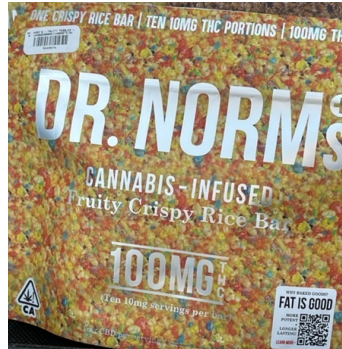
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In Summary: A Safer, More Informed California Cannabis Consumer

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Example: This fruity Rice Crispy bar, easily attractive to children edible contains ten servings with 10mg of THC each. Eating the whole bar or multiple bites can easily cause adverse reactions, yet the warning language is on the back and difficult to read, and under current regulation could even be hidden in a fold out or accordion style label not visible from the outside.



THE FOLLOWING ORGANIZATIONS SUPPORT SB 1097

A Night in Jail
Alcohol Justice
American Academy of Pediatrics, California,
representing over 3,500 California licensed
pediatricians
American College of Emergency Physicians -
California
American College of Obstetricians and
Gynecologists - California
Artia strategies
Be the Influence
CA Association of Alcohol and Drug Program
Executives
California Society of Addiction Medicine
Coalition for Drug Free Escondido
Coastal Communities Drug Free Coalition
Community Coalition
Drug Induced Homicide
East Bay Asian Youth Center
Eden Youth and Family Center
Empower Watsonville
First 5 Sacramento
Funding the Next Generation
Future Leaders of America

Helpline Youth Counseling, Inc.
Hermosa Coalition for Drug-Free Kids
High Truths on Drugs and Addiction
Institute for Public Strategies
Khmer Girls in Action
Liberty Hill Foundation
Los Angeles Drug and Alcohol and Policy
Alliance
Marin4PublicHealth.org
Moms Strong
Monterey County Prescribe Safe Initiative
North Coastal Prevention Coalition
Organization for Justice and Equality
Positive Alternatives Program/ Volunteers of
America of Los Angeles
PRO Youth and Families
Public Health Advocates
Public Health Institute
Pueblo y Salud Inc.
Red Road Program
Restoring Justice for Indigenous People
Rio Vista Alliance
RYSE
Sacramento Youth Center

SafeLaunch
San Dieguito Alliance for Drug Free Youth
San Marcos Prevention Coalition
Santa Clara County
SAY San Diego
SBSC Corporation
SCCAM-Shasta and Siskiyou Citizens
Against Marijuana-An ATOD Coalition
Select Fiduciary Group LLC
Sigma Beta Xi Youth and Family Services
Social Model Recovery Systems
South East Community Alliance
Take Back America Campaign
The Los Angeles Trust for Children's Health
West Contra Costa Alcohol Policy Coalition
Youth Forward

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