

# Regulate it!

Steps to protect kids from marijuana commercialization<sup>1</sup>



**1**

Marijuana-free zones<sup>2</sup>

- a** 1,000 feet from schools, preschools, daycare centers and youth-serving facilities<sup>3</sup>
- b** 1,000 feet from public parks and recreation centers
- c** 500 feet from residences, residential use
- d** Main entrance signage

**2**

Local enforcement of regularly scheduled checks of age restrictions<sup>4</sup>

**3**

Prohibit the sale of products that appeal to kids, ex: edibles that resemble store candy, flavored vaping liquid, products that hide marijuana, unmarked edibles

**4**

Set potency limits; high concentrations of THC, the psychoactive ingredient in marijuana, are associated with higher rates of psychiatric disorders, such as schizophrenia, psychosis, and generalized anxiety<sup>5</sup>

# Regulate it!

Steps to protect kids from marijuana commercialization



5

Set sales limits, prohibit the practice of “looping” (repeat purchases under the legal limit from the same store on the same day, a practice that supplies the black market)<sup>6</sup>

6

Limit industry advertising; no outdoor or billboard advertising<sup>7</sup>

7

Limit outlet density and total number of licenses<sup>8</sup>

8

Limit hours of operation<sup>9</sup>

9

Track adverse events such as attempted looping and underage purchases through mandatory reporting by licensees; require licensees to confiscate fake IDs

## Sources:

- <sup>1</sup> See Colorado Department of Public Health & Environment “Effective Policies & Programs to Restrict Youth Access & Exposure to Drugs/Alcohol” [https://www.colorado.gov/pacific/sites/default/files/CHEIS-ALI-MAFFEY-PRESENTATION\\_updated.pdf](https://www.colorado.gov/pacific/sites/default/files/CHEIS-ALI-MAFFEY-PRESENTATION_updated.pdf)
- <sup>2</sup> <https://onechancetogrowup.org/wp-content/uploads/2021/06/Marijuana-Free-Zone.pdf>
- <sup>3</sup> See City and County of Denver Department of Excise and License “Rules Governing Marijuana Designated Consumption Areas” [https://www.denvergov.org/content/dam/denvergov/Portals/723/documents/Social\\_Consumption\\_Rules\\_Final\\_Jun2017.pdf](https://www.denvergov.org/content/dam/denvergov/Portals/723/documents/Social_Consumption_Rules_Final_Jun2017.pdf)
- <sup>4</sup> <https://www.ncbi.nlm.nih.gov/pubmed/15733247>; [https://www.rand.org/pubs/technical\\_reports/TR403.html](https://www.rand.org/pubs/technical_reports/TR403.html)
- <sup>5</sup> THC Concentration in Colorado Marijuana: Health Effects and Public Health Concerns [https://drive.google.com/file/d/1eQSkZvgRFuY\\_KnKYXVYnbgnd2SU7WQhj/view?usp=drivesdk](https://drive.google.com/file/d/1eQSkZvgRFuY_KnKYXVYnbgnd2SU7WQhj/view?usp=drivesdk)
- <sup>6</sup> Rule 6-110(C) Code of Colorado Regulations, 1 CCR 212-3 <https://www.sos.state.co.us/CCR/GenerateRulePdf.do?ruleVersionId=8439&fileName=1%20CCR%20212-3>
- <sup>7</sup> <https://www.cdc.gov/vitalsigns/ecigarette-ads/index.html>; [https://www.researchgate.net/publication/254309357\\_Targeting\\_of\\_Outdoor\\_Alcohol\\_Advertising\\_A\\_Study\\_Across\\_Ethnic\\_and\\_Income\\_Groups](https://www.researchgate.net/publication/254309357_Targeting_of_Outdoor_Alcohol_Advertising_A_Study_Across_Ethnic_and_Income_Groups)
- <sup>8</sup> Young adults who live in neighborhoods with more marijuana dispensaries use marijuana more frequently than their peers and have a more positive view of the drug. <https://www.rand.org/news/press/2019/06/17.html>
- <sup>9</sup> Policies restricting hours are effective in reducing alcohol-related harms. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3712516/>

One Chance to Grow Up is an initiative developed by Smart Colorado that focuses on protecting kids across the nation from the dangers of today’s marijuana. We serve as a reliable resource for parents, media, policymakers, and all those who care about kids. Started by concerned parents, we’re a 501(c)(3) nonprofit supported by charitable contributions.

