

Expanding safeguards for youth as marijuana legalization expands

The Challenge

As marijuana legalization spreads across the nation, widespread commercialization and radically new kinds of ultra-potent THC products pose a growing threat to America's kids.

Mass nationwide marketing of CBD as a panacea for life's problems is serving as a Trojan Horse to normalize marijuana use.

The Opportunity

Building on our success advocating for safeguards for youth in Colorado, the first state in the nation to legalize recreational adult-use marijuana, this national initiative will promote protections in other states, as well as at Congress.

The initiative will also educate parents and other adults who influence youth.



This photo shows a variety of THC-infused candies and sweets sold in Colorado between 2014 and 2018. Some of these products are no longer legal in the state of Colorado, including the THC-sprayed Swedish Fish, THC-sprayed gummy bears and THC-sprayed orange slices. THC-infused candies and sweets are sold in other states where marijuana is legal.