



# Memorandum In Opposition to SB 399

## Senator West

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Senate Finance Committee

March 7, 2024

American Cancer Society Cancer Action Network is the nonprofit nonpartisan advocacy affiliate of the American Cancer Society. ACS CAN empowers cancer patients, survivors, their families and other experts on the disease, amplifying their voices and public policy matters that are relevant to the cancer community at all levels of government. We support evidence-based policy and legislative solutions designed to eliminate cancer as a major health problem. On behalf of our constituents, many of whom have been personally affected by cancer, we are opposing the passage of SB 399.

ACS CAN believes that the broader language found in current law – prohibiting advertising on the side of buildings, publicly visible locations, billboards or signboards – is stronger than what is proposed in SB 399. In addition, given many cannabis retailers sell e-cigarettes and other electronic smoking devices, SB 399 may inadvertently encourage the use of billboards, signboards, et cetera to promote the use of electronic smoking devices.

For these reasons, ACS CAN thanks the Chair and committee for the opportunity to testify and respectfully urges unfavorable consideration of SB 399.