



THE MARYLAND COLLABORATIVE

TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

LETTER OF INFORMATION: SB 399

Honorable Pamela Beidle
Chair Maryland Senate Finance Committee
Annapolis, MD 21401

Dear Senator Beidle:

We are writing to provide important research findings on the impact of cannabis billboards on student health and academic success as you consider SB 399. If passed, this bill would repeal the current prohibition on billboard advertising for cannabis licensees, products, or services and replace it with a prohibition of advertising within a certain distance of sensitive use locations. As members of the Maryland Collaborative to Reduce College Drinking and Related Problems, we are leaders of colleges and universities across the state using research-based evidence to address the significant public health problems of college student substance use and mental health. Billboards advertising cannabis products are linked to an increase in cannabis use disorder among young people, threatening their health and academic success.

Research shows that young people exposed to billboards advertising cannabis are more likely to use cannabis and more likely to develop cannabis use disorder. A national survey conducted among adolescents in 2014–2015 found that exposure to cannabis billboards was associated with greater prevalence of cannabis use.ⁱ Similarly, another study found that adolescents who often saw cannabis billboards had 7 times the odds of weekly use and 6 times the odds of cannabis use disorder.ⁱⁱ Cannabis use disorder is characterized by the inability to stop using cannabis even though it is causing health and social problems. Other signs of cannabis use disorder include using cannabis even though it causes problems at home, school, or work, and using cannabis in high-risk situations such as while driving a car.ⁱⁱⁱ

Our students come to college with high hopes and dreams. Please consider what impact the research suggests SB 399 will have on our students' health, academic success, and the fulfillment of those dreams.

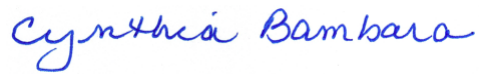
Sincerely,

Chancellor Jay Perman
University System of Maryland
Co-Chair, Maryland Collaborative

President Marylou Yam
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Co-Chair, Maryland Collaborative

President Heidi M. Anderson
University of MD Eastern Shore

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President Cynthia Bambara
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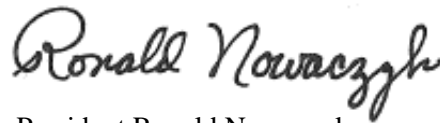
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ⁱ <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5716812/>

ⁱⁱ <https://www.jsad.com/doi/abs/10.15288/jsad.2021.82.288>

ⁱⁱⁱ <https://www.cdc.gov/marijuana/health-effects/addiction.html>