

San Francisco Chronicle

Letters to the Editor: Worry over outdoor advertising of cannabis

San Francisco Chronicle readers
April 8, 2021



Pedestrians walk past an advertisement on the side of a MUNI bus for marijuana delivery service Eaze in downtown San Francisco, CA, on Friday November 17, 2017.

Michael Short/Special to The Chronicle

Joe Garofoli's "["Californians still aren't chill about our cannabis"](#) (April 4) is a strange conflation of political impressions of current state bills. It delivers right information but wrong conclusions. When it comes to luring underage users to consume harmful products, there is no difference between alcohol and cannabis advertising. Outdoor advertising, whether on highway billboards or cafe umbrellas, is effective at pushing dangerous products to the young and impressionable. It's well-known that the more alcohol ads youth see, the sooner they consume and the greater the chances they will develop lifelong problems.

There is no reason to believe that cannabis ads would have less negative influence. Alcohol Justice supports Assembly member Jacqui Irwin's AB273 because outdoor billboards that are visible along a highway will unintentionally market cannabis to children. Alcohol Justice opposes Irwin's AB1070 because it undermines the state's tied-house laws and will unduly influence customers to order and consume alcoholic products, possibly over-consuming and leading to public health and safety harms. Policymakers should not deny the ubiquity of substance use disorders and the role that advertising plays in causing over-consumption and related harm.

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