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House Economic Matters Committee  
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House Bill 1519 – *Cannabis – Management Service Agreements, Advertising, and Penalties – Alterations (Cannabis Reform and Opportunity Act)*  
**POSITION: OPPOSE**

MedChi, The Maryland State Medical Society (“MedChi”), the largest physician organization in Maryland, **opposes** *House Bill 1519: Cannabis – Management Service Agreements, Advertising, and Penalties – Alterations (Cannabis Reform and Opportunity Act)*. Among other alterations to the cannabis advertising, ownership, and management regulatory scheme, House Bill 1519 includes the removal of the current prohibition on indirect advertising targeting individuals under 21 years old, the removal of the current prohibition on designs, illustrations, pictures, or representations that may be attractive to minors, and the alteration of the definition of audience composition data.

Consistent with MedChi’s mission to serve as Maryland’s foremost advocate and resource for physicians, their patients, and the public’s health, MedChi is particularly concerned about the proposed removals of restrictions on indirect advertising and on youth-appealing imagery – guardrails that are foundational to preventing increased exposure and interest among adolescents. Without further evidence-based data demonstrating that loosening these advertising restrictions would not result in public health harms to minors and individuals under 21 that the current law is designed to prevent, Maryland should not depart from the protections present in fellow states with legalized cannabis and should continue Maryland’s public-health-focused approach to cannabis advertising.

MedChi, therefore, respectfully requests an unfavorable report on House Bill 1519.

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