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Senate Finance Committee  
February 26, 2026  
Senate Bill 594 – *Cannabis – Advertising – Alterations*  
**POSITION: OPPOSE**

MedChi, The Maryland State Medical Society (“MedChi”), the largest physician organization in Maryland, **opposes** *Senate Bill 594: Cannabis – Advertising – Alterations*. Among other alterations to the cannabis advertising regulatory scheme, Senate Bill 594 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 Senate Bill 594.

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