

Examples of Cannabis Billboard Advertising in the City of Sacramento Targeted at Children and Youth

Following the pattern of the tobacco and soda/junk food industries, the cannabis industry is marketing directly to children and youth through placing billboards with images and language designed to attract children and youth in major thoroughfares in Sacramento's low-income neighborhoods primarily populated by Black, Latinx and SE Asian immigrant families.



This ad, for a cannabis delivery service, uses sour gummy worms to spell out the business's name. Imagine if Marlboro cigarettes spelled out Marlboro in gummy worms. It is located at 2711 Fruitridge Road between Franklin and 24th in a Latinx neighborhood.



This ad for a cannabis dispensary promotes cannabis "gushers," a type of candy that the candy industry has spent millions market to kids, as well as cannabis gelato and biscotti. Location: 2900 Fruitridge, just down the way from the Dank billboard.



This dispensary is named Lemmonade and has a small billboard at the major intersection of Florin and Fruitridge and a large billboard at 6350 Freeport.

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This billboard for a dispensary uses a cartoon alien with the message "You are not alone." Location: 2900 Fruitridge, in a primarily Latinx neighborhood.



The industry is using young, teen-like models to appeal to young people and to promote cannabis as a product for youth. Location: Near Stockton and T St.



Prior to the above billboard, this billboard was in place at the same location for at least 3 years. It features a young woman of color who promises passerbys that they will "Feel Better" through cannabis use.



This billboard features a young woman of color promoting super potent, high THC cannabis products that have proven to increase risks for mental illness among young people. Location: 5284 Fruitridge, near Stockton Blvd.

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What did Prop 64 say about cannabis advertising and kids?

Prop 64 promised voters to protect kids and youth from cannabis advertising, including symbols and cartoon characters known to appeal to people below the age of 21.

From Prop 64, Chapter 15: Section 26152

*No licensee shall: Advertise or market marijuana or marijuana products in a manner intended to encourage persons under the age of 21 years to consume marijuana or marijuana products; (/) Publish or disseminate advertising or marketing containing **symbols, language, music, gestures, cartoon characters** or other content elements known to appeal primarily to persons below the legal age of consumption;*

While Prop 64 sought to protect kids from the images seen on these Sacramento billboards, it also banned cannabis billboards on our busiest interstate highways.

AB 1302

Through Assembly 1302, the cannabis industry and the Legislature are seeking to expand cannabis advertising by allowing cannabis billboards on interstate highways. Governor Newsom will sign or veto this legislation by October 10th.

Local Action

Regardless of state policy in this area, local cities and counties have the authority to pass local ordinances to restrict cannabis billboard advertising, to require stronger and more visible warning signs and warning labels on products and to take other actions to regulate the industry and to protect public health. To learn more about these local policies, please visit Getting It Right from the Start at the Public Health Institute, at <https://gettingitrightfromthestart.org/>.



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