



May 12, 2017

Supervisor Dan Hamburg
Mendocino County Board of Supervisors
501 Low Gap Road
Ukiah, CA 95482

Commissioners
Ben Anderson, LCSW
Jim Flaherty, M.D.
Dan Hamburg
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Executive Director
Roseanne J. Ibarra

RE: Request to Establish a Future Generations Fund and Allocate 20% of the Local Cannabis Tax for Local Prevention Programs for Children Prenatal to Age 25

Dear Supervisor Hamburg:

FIRST 5 Mendocino joins the Mendocino County Policy Council on Children and Youth (PCCY) in a renewed request to the Mendocino County Board of Supervisors for the allocation of twenty percent (20%) of the local cannabis tax.

As you know, on August 16, 2016, the Board adopted a revised version of the Children's Health Committee's (a subcommittee of PCCY) *Policy Statement on Marijuana and Youth* and included it as an addendum to the 2016 Legislative Platform. The statement recommends a portion of local cannabis tax revenue and a minimum of 20% of statewide cannabis tax revenue be earmarked for local prevention, including the impact of exposure to cannabis in utero, the resulting impact on the child's developing brain and the risks of second-hand smoke. At the time, the Board did not commit a specific percentage of the local tax as the outcome of local measures related to cannabis and mental health were unknown.

At this time, FIRST 5 Mendocino and PCCY request that the Board commit twenty percent (20%) of local tax revenue generated from cannabis, cannabis-related products, cannabis production, manufacturing and sales, wholesale or retail, to be earmarked for local prevention programs for children prenatal to age 25 and placed into a newly established *Future Generations Fund*. We request these funds be restricted and not be used to supplant local, state or federal funds. We recommend funded programs include:

1. public awareness campaigns devoted to the impacts of cannabis on pregnant women, children and youth, including the legal implications of use by youth;
2. activities and programs that promote healthy brain development;
3. programs that support healthy activities for local children and youth; and
4. programs that support overall health and wellness for local children and youth.

Thank you in advance for your consideration and for prioritizing our children.

Respectfully,

Roseanne J. Ibarra
Executive Director

Enclosure: Policy Statement on Marijuana and Youth

Cc: Supervisor John McCowen, Chair
Supervisor Carre Brown
Supervisor Dan Gjerde



Policy Statement on Marijuana and Youth
Draft 5

The *Mendocino County Policy Council on Children and Youth* and the *Child Abuse Prevention Commission* recognizes that local and state elected officials are currently developing policies and regulations related to medical cannabis and/or the potential legalization of the adult use of marijuana in California. As a community-based coalition interested in promoting and protecting the health and wellness of children; we are concerned that the perspective of youth prevention may be overlooked as local jurisdictions develop policies and guidelines for complex issues such as local control, revenue and taxation, environmental protection, and economics. In response, we recommend the Board of Supervisors adopt the following policies and instruct staff to implement them. We also recommend that the Board of Supervisors submit this Policy Statement on Marijuana and Youth as an addendum to the County's 2016 Legislative Platform.

This statement assumes that legislation as it relates to the legalization of marijuana will maintain a prohibition of personal use for youth under the age of 21.

Suggested language:

V: Youth Prevention

- Marketing and advertising of marijuana to youth must be prohibited in accordance with the same guidelines used to regulate the marketing of tobacco. Such regulation includes, but is not limited to; banning marijuana companies from sponsoring sporting and entertainment events, outlawing free marijuana samples and giveaways, prohibiting television and radio advertisements that promote marijuana use, and prohibiting billboards that advertise the sale of marijuana.
- Retail marijuana products must include a cautionary assertion that reads: "This product is not intended for consumption by children and adolescents under the age of 21, and is unsafe for pregnant women."
- Marijuana products (such as edibles and beverages) must be clearly labeled with potency information, be sold only in opaque child-proof packaging, and be accompanied by the mandatory distribution of educational materials regarding the risks of accidental ingestion by children or household pets.
- Indoor and outdoor marijuana gardens and marijuana retailers must not be allowed within 1,000 feet of a school, licensed child care center or home, recreational facility, playground, or park.
- Public events that include the promotion or sale of marijuana must require identification verifying legal age for admittance.
- A portion of local tax revenue, and a minimum of 20% of statewide tax revenue, generated from marijuana and marijuana-related product sales, wholesale or retail, must be earmarked for local prevention activities including public awareness campaigns devoted to the impacts of marijuana on youth and pregnant women; addressing the impact of marijuana on the developing brain, the risks of second-hand smoke, the legal implications of use by youth, and the potential adverse impact of use on future life opportunities.