

[via email]

March 12, 2015, 4:10 p.m.

To the Commission:

The best way to reduce the production and marketing of flavored drugs designed to appeal to children is through regulation, not further criminalization. I say that as a former prosecutor and someone very concerned about the marketing of marijuana to children.

One of the benefits of regulating marijuana is that it disincentivizes marketing to kids. States like Colorado and Washington have created strong regulations to prevent the marketing of marijuana products to children, such as strict packaging requirements and restrictions on advertising, and businesses are not allowed to be located near schools. Regulated marijuana businesses are following these rules, and they do not want to do anything to jeopardize their licenses or trigger other serious penalties. Perhaps this is why teen use of marijuana has dropped in Colorado since regulation of marijuana according to the CDC, from 24.8% in 2009, to 22% in 2011, to 20% in 2013. Nationwide, teen marijuana use has risen to 23.4%, higher than the Colorado average.

Illegal dealers, on the other hand, are breaking the law regardless of what products they are selling, how they market them, and to whom they sell them. If we want to reduce the likelihood of marijuana products being marketed to young people, we should be regulating and controlling the marijuana market, not forcing it underground where anything goes. Pursue regulation, not further criminalization, to combat the marketing of flavored drugs to children.

Best,

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