

**Comparison of Recommendations in  
Tobacco Education and Research Oversight Committee's Public Comment on Marijuana Regulation in California<sup>1</sup>  
with the Blue Ribbon Commission's Pathways Report: Policy Options for Regulating Marijuana in California<sup>2</sup>**  
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Recommendation	TEROC	BRC
<b>Sales</b>		
Protect local control	Yes	Yes (p. 23)
Require retailers be licensed with fees that cover costs of administration and enforcement	Yes	Yes (p. 88)
Restrict sales to 21 and older	Yes	Yes (p. 25)
Require ID verification at point of sale	Yes	Yes (p. 25)
Prohibit vending machine sales	Yes	No
Prohibit self-service displays, with vendor assisted only sale	Yes	No
<b>Smokefree Laws</b>		
Protect local control	Yes	Yes
Prohibit marijuana use wherever tobacco smoking is prohibited	Yes	Yes (p. 25)
Wherever e-cigarettes are prohibited	Yes	No
<b>Marketing/Advertising</b>		
Prohibit advertising appealing to youth	Yes	Yes (p. 74)
Prohibit advertising on billboards, television, radio	Yes	No
Prohibit marketing to minors	Yes	Yes (p. 36)
Prohibit cartoon characters	Yes	Yes (p. 42)
Prohibit marketing within 1,000 feet of schools and playgrounds	Yes	No
Prohibit free sampling, sport and cultural event sponsorship	Yes	Mentioned† (p. 46)
Prohibit coupons	Yes	Mentioned† (p. 46)
Prohibit payments to promote marijuana in movies	Yes	No
<b>Packaging</b>		
Child resistant packaging	Yes	Yes (p. 25)
Strong health warning label with THC levels	Yes	Yes (p. 25)
<b>Taxation</b>		
Tax based on THC level and not based on weight	Yes	Mentioned† (p. 51)
Dedicate portion of tax to prevention, surveillance, and research	Yes	Yes (p. 26)
<b>Health Education and Prevention</b>		
<b>Media campaign</b>		
Aimed at general population?	Yes	Yes (p. 68)
Harms of marijuana	Yes	Yes (p. 68)
Reducing secondhand smoke exposure	Yes	No
Countermarketing highlighting marijuana industry marketing tactics	Yes	No
Motivating marijuana users to quit and providing free services	Yes	No
Harms and consequences of drugged driving	Yes	Yes (p. 68)
Potency education	Yes	No
Adverse effects on environment	Yes	Mentioned† (p. 70)
<b>Community-based education</b>		
Reflects cultural and ethnic diversity	Yes	Mentioned† (p. 10 and 68)
Tailored to specific populations (LGBT, African American, young adults) to address health disparities	Yes	Mentioned† (p.10)
<b>School-based education</b>		
Emphasized?	No‡	Yes (p. 27)
<b>Treatment</b>		
	Yes	Yes (p. 27)
<b>Surveillance</b>		
Youth and adult prevalence	Yes	Yes (p. 26)
Dual use	Yes	Yes (p. 26)
Sales to youth	Yes	Yes (p. 64)
<b>Research</b>		
Related to marijuana use, both occasional and frequent, and with other substances (tobacco, alcohol, and other drugs)	Yes	Yes (p.64)
Safety and health risks (poison control center calls, cardiovascular, respiratory and brain development)	Mentioned†	Yes (p. 65)
Market research on resulting marijuana industry	Yes	Yes (p. 64)

<sup>1</sup>Tobacco Education Research Oversight Committee. Public Comment on Marijuana Regulation in California: July 17, 2015. <https://tobacco.ucsf.edu/sites/tobacco.ucsf.edu/files/u9/TEROC%20Letter%20to%20Blue%20Ribbon%20Commission.pdf>.

<sup>2</sup>Newsom G, Soltani A, Humphreys K. Pathways Report: Policy Options for Regulating Marijuana in California. Blue Ribbon Commission on Marijuana Policy: July 22, 2015. <https://www.safeandsmartpolicy.org/wp-content/uploads/2015/07/BRCPathwaysReport.pdf>.

† Mentioned in report, but not recommended.

‡ For further information on TEROC's recommendations on engaging youth and young adults in tobacco control education and activities appropriate for their age, interests, and skills see Objective 5: Prevent Youth and Young Adults from Beginning to Use Tobacco in *Changing Landscapes: Countering New Threats. The 2015-17 Master Plan of the Tobacco Education Research Oversight Committee for California* (p. 61-64). California Department of Public Health: January 2015. <http://cdph.ca.gov/services/boards/teroc>.