



**JIM DESMOND**  
SUPERVISOR, FIFTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

**AGENDA ITEM**

**DATE:** May 23, 2023

**31**

**TO:** Board of Supervisors

**SUBJECT:**

**PROTECTING CHILDREN FROM CANNABIS POISONING (DISTRICTS: ALL)**

**OVERVIEW**

Every year, thousands of young children consume and are sickened by marijuana edibles, which look like ordinary candy or cookies. Nearly one-fourth of these children are admitted to the hospital. The number of children hospitalized due to cannabis consumption has increased in recent years. In 2017, there were just over 200 reported cases of accidental ingestion of cannabis edibles by children under six nationwide. In 2021, the number increased to 3,054 – an increase of 1,375%. About 90 percent of the cases originated from the child’s home.

In 2016, California voters were promised that the legalization of recreational marijuana through Proposition 64 would not result in the targeting or advertising of cannabis to children. However, seven years later, the industry is using billboards to promote cannabis-infused gummies and hard candies, shops named “Cookies” with flavors like lemonade, and advertisements that imitate Disney+ shows. The industry has not kept its promise, and it is time to reform the law.

Assembly Bill 1207, also known as the Cannabis Youth Protection Act, authored by Assemblymember Irwin, would prohibit cannabis or cannabis products that are attractive to children and advertisement and marketing that is attractive to children.

**RECOMMENDATION**

**SUPERVISOR JIM DESMOND**

Direct the Chief Administrative Officer to express the County’s support for AB 1207, consistent with Board Policy M-2.

**EQUITY IMPACT STATEMENT**

Children are among the most vulnerable in our community. By supporting AB 1207, the County of San Diego can help reduce the impact of accidental ingestion of cannabis on children. This would contribute to promoting equity in health outcomes and reducing disparities in access to healthcare services.

**SUSTAINABILITY IMPACT STATEMENT**

**SUBJECT: PROTECTING CHILDREN FROM CANNABIS POISONING  
(DISTRICTS: ALL)**

The proposed action to support AB 1207 would contribute to the County of San Diego Sustainability Goal of protecting health and wellbeing.

**FISCAL IMPACT**

There is no fiscal impact associated with this action. There will be no change in net General Fund cost and no additional staff years.

**BUSINESS IMPACT STATEMENT**

N/A

**ADVISORY BOARD STATEMENT**

N/A

**BACKGROUND**

In 2016, California voters approved Proposition 64, which legalized recreational marijuana for adults aged 21 and older. This legalization came with the promise that the industry would not target or advertise to children.

However, in recent years, concerns have been raised about the impact of cannabis legalization on children. One issue is the unintentional exposure of young children to cannabis products. Children are often attracted to cannabis edibles, which can look like ordinary candy or cookies. In 2017, there were just over 200 reported cases of accidental ingestion accidental consumption of cannabis edibles by children under six. In 2021, the number increased to 3,054 – an increase of 1,375%. About 90 percent of the cases originated from the child’s home.

Cannabis poisoning in children can cause a range of symptoms, including respiratory distress, seizures, rapid heart rate, confusion, disorientation, dizziness, and altered mental status. The increase in unintentional exposure to cannabis products among children has raised concerns about the safety of cannabis and the need for stricter regulations to prevent children from being exposed to these products.

AB 1207 was initiated in response to these concerns. The bill seeks to the sale or manufacturing of cannabis or cannabis products that are attractive to children, as well as advertisement and marketing that is attractive to children. The goal of the bill is to protect the health and well-being of children in California while also ensuring that the cannabis industry operates responsibly.

AB 1207 also seeks to address the issue of flavored cannabis products. The bill would ban cannabis products intended for inhalation or combustion from containing any natural or synthetic flavors or descriptors of flavors other than the natural flavor or aroma of cannabis.

The bill has received support from child health advocates, including the American Academy of Pediatrics, California chapter, who argue that these measures are necessary to protect children from accidental ingestion and the potentially harmful effects of cannabis.

**LINKAGE TO THE COUNTY OF SAN DIEGO STRATEGIC PLAN**

**SUBJECT: PROTECTING CHILDREN FROM CANNABIS POISONING  
(DISTRICTS: ALL)**

Today's proposed action supports the Community (Safety, Quality of Life) Strategic Initiative in the County of San Diego's 2023-2028 Strategic Plan by helping to ensure safe communities that improve the quality of life for all residents.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Jim Desmond". The signature is fluid and cursive, with the first name "Jim" and last name "Desmond" clearly distinguishable.

JIM DESMOND  
Supervisor, Fifth District