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May 15, 2018

Honorable President and
Members of the City Council
of the City of Los Angeles
Room 395, City Hall
200 North Spring Street
Los Angeles, California 90012

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Council File No. 16-0888 (Cannabis Advertising Ordinance)

Honorable President and Members:

I am 14 years old and serve on the City of South Pasadena Youth Commission where we deal with all kinds of issues involving kids, including drug use. I am writing to you today regarding the proposed Cannabis Advertising Ordinance which is intended to protect kids by banning cannabis ads near places such as schools and libraries where kids hang out.

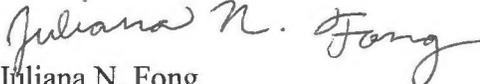
Cannabis is a very powerful and dangerous drug – especially for kids. The human brain continues to develop and mature until a person's mid-20s. During this time of life, regular and heavy cannabis use can lead to permanent loss of cognitive function and impaired memory. For example, a long-term study from New Zealand found that regular cannabis use was linked to a decline in IQ, with those using the drug most frequently experiencing a drop of about six IQ points.¹ These dangers are increased by the high potency of today's cannabis strains. Cannabis' negative effects on cognitive function and memory also seriously impact academic performance.

¹ Meir M, Caspi A, Ambler A, Harrington H, Houts R, Keefe R, McDonald K, Ward A, Poulton R, Moffitt T (2012) Persistent cannabis users show neuropsychological decline from childhood to midlife, *Proceedings of the National Academy of Sciences of the United States of America*, 109 (40). In addition, scientists at Harvard believe that the adolescent brain, which is still under construction, may be particularly sensitive to damage from exposure to marijuana. Weir K, Marijuana and the developing brain (2015), Vol. 46, No. 10 *American Psychological Association*.

Advertising of cannabis poses a very serious danger to us kids, especially now that it has been legalized in California. It can make us think smoking cannabis is cool and will make us popular. It can even leave the impression that cannabis is completely safe and something that everybody does, like eating breakfast cereal. Because we kids can be so easily influenced, we need the ordinance's protection from deceptive ads for cannabis that promise to solve all our problems but, in reality, can cripple us for life.

Please pass the Cannabis Advertising Ordinance now.

Sincerely,


Juliana N. Fong