

## Vermont Public Health Sub-Committee Meeting Minutes—October 4, 2021

Mark Gorman calls meeting to order at 11:04 AM.

### Attendees

#### Advisory Committee Members:

- Ingrid Jonas
- Tim Wessel

#### VT Cannabis Board:

- Julie Hulburd

#### NACB:

- Gina Kranwinkel
- Mark Gorman
- Deneka Scott

2 members of the public

Minutes recorded by Deneka Scott.

No written public comments were made for the Public Health Sub-Committee for 10/4/21. Members of the Vermont public were notified how to submit comments via the [CCB website](#).

Advisor Deneka Scott noted that warning symbols, language and work done to date have been turned over the Department of Health- with their feedback requested by October 14, 2021. It was noted that the two things being discussed today would be for food products and limiting youth exposure.

Next the advisors moved to share what the state of Vermont requires from the Agency of Agriculture and Department of Health as it relates to food products containing cannabis. It was noted that each agency has different areas of what they are responsible for with food. Additionally, expert(s) are being sought for the food industry. From there a food/nutritional label was shared that is from the FDA.

Next the sub-committee started discussing how to limit youth exposure. It was noted that parity with alcohol is a general good direction in limiting youth exposure. Age-gating on websites was also discussed to deter those under 21 from entering a cannabis website. Advisor Deneka Scott shared a Massachusetts cannabis bakery – which contained a yes or no question - and Jim Beam’s website age-gating examples. The sub-committee members Tim Wessel and Ingrid Jonas preferred that age-gating be done with full birthdate vs. a yes or no question on being 21 before entering the website. From there the sub-committee moved on to limiting “child friendly” design/branding/etc. for cannabis marketing purposes. The sub-committee noted that the list does appear to cover what is needed to detract children from being attracted to the product. Sub-Committee member Tim Wessel provided a personal anecdote on alcohol advertising on television being attracted to children. Advisor Mark Gorman noted that if alcohol is designed to appeal to young people, it is illegal. Advisor Deneka Scott did note that use of the word “gummies” is by nature appealing to children but that labeling requirements call for the food’s common name. It was noted the reducing the attractiveness of names is

important as well. Sub-Committee Ingrid Jonas noted that some of the package example fonts were also attractive to children. Advisor Deneka Scott noted that everything is subjective; Tim Wessel noted it is impossible to cover everything but following general themes of not making items appeal to children. It was also noted that “television characters” would be added to the “limiting youth exposure”. Tim Wessel also noted cartoon and popular characters. Advisor Mark Gorman shared historical perspective with Budweiser frogs and Camel cigarettes using a camel – he noted that the federal government got involved due to the nature of appealing to children. Advisor Deneka Scott noted that visuals are very helpful to helping good graphic examples of “what not to do/the dos and don’ts” to help designers in their considerations for products. The sub-committee members were asked if they would like to add anything to this discussion and there were no additional comments.

Tim Wessel noted that he is receiving concerns about warning labels and that he is encouraging those to make public comments. He noted he was contacted by a group of physicians. Advisor Mark Gorman asked about their comments; Tim Wessel noted that they were looking for a more comprehensive list of warnings and they are advocating for a more forceful warning label. Board Member Julie Hulburd noted that capturing the information that Tim Wessel had provided would be sufficient to bring up at the next meeting.

Deneka Scott opened the floor for public comment at 11:37 AM and there were not public comments. It was advised how to make public comments via the CCB website.

Following closing the public comment period, Mark Gorman moves to adjourn the meeting. Ingrid Jonas motioned to adjourn with Tim Wessel as second. The meeting adjourned at 11:40 AM.

Next Public Health Sub-Committee meeting is Thursday, October 7 at 11 am ET.