

1 State of Arkansas  
2 92nd General Assembly  
3 Regular Session, 2019  
4

As Engrossed: S3/14/19

# A Bill

SENATE BILL 441

5 By: Senators Bledsoe, J. Cooper, J. English, Flippo, Irvin, Rapert, G. Stubblefield  
6 By: Representatives Lundstrum, Bentley  
7

## For An Act To Be Entitled

9 AN ACT TO ADD RESTRICTIONS REGARDING ADVERTISING OF  
10 MEDICAL MARIJUANA AND USE OF CERTAIN SYMBOLS; AND FOR  
11 OTHER PURPOSES.  
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### Subtitle

15 TO ADD RESTRICTIONS REGARDING ADVERTISING  
16 OF MEDICAL MARIJUANA AND USE OF CERTAIN  
17 SYMBOLS.  
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20 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:  
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22 SECTION 1. DO NOT CODIFY. Legislative findings and intent.

23 (a) The General Assembly finds that:

24 (1) Arkansas Constitution, Amendment 98, also known as the  
25 "Arkansas Medical Marijuana Amendment of 2019", creates a medical marijuana  
26 program and authorizes the use of medical marijuana for certain medical  
27 conditions;

28 (2) As with other medications, proper care and safety  
29 precautions are necessary to protect children and adults;

30 (3) The Arkansas Code does not specify the regulation of the  
31 advertising or use of certain symbols relating to medical marijuana; and

32 (4) It is necessary to protect the public health, safety, and  
33 welfare of the citizens of Arkansas to specify the regulation of the  
34 advertising or use of certain symbols relating to medical marijuana.

35 (b) It is the intent of this act to prohibit certain advertising and  
36 use of certain symbols relating to medical marijuana.



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2 SECTION 2. Arkansas Code Title 20, Chapter 56, Subchapter 3, is  
3 amended to add an additional section to read as follows:

4 20-56-305. Prohibitions on advertising and use of certain symbols.

5 (a)(1) A cultivation facility shall not advertise through any public  
6 medium or means designed to market products to the public.

7 (2) A cultivation facility may market products directly to a  
8 dispensary by any means directed solely to the dispensary and not available  
9 to the public.

10 (b)(1) Advertising for medical marijuana by a dispensary shall not:

11 (A) Contain a statement that is deceptive, false, or  
12 misleading;

13 (B) Contain any content that can reasonably be considered  
14 to target children, including without limitation:

15 (i) A cartoon character;

16 (ii) A toy; or

17 (iii) Any other similar item or image typically  
18 marketed to children;

19 (C) Encourage the transportation of medical marijuana  
20 across state lines;

21 (D) Display consumption of marijuana;

22 (E) Contain material that encourages or promotes marijuana  
23 for use as an intoxicant; or

24 (F) Contain material that encourages excessive or rapid  
25 use or consumption of medical marijuana.

26 (2) Advertising and marketing for medical marijuana shall  
27 include the following statements:

28 (A) "Marijuana is for use by qualified patients only. Keep  
29 out of reach of children.";

30 (B) "Marijuana use during pregnancy or breastfeeding poses  
31 potential harms to an unborn child or child.";

32 (C) "Marijuana is not approved by the United States Food  
33 and Drug Administration to treat, cure, or prevent any disease."; and

34 (D) "Do not operate a vehicle or machinery under the  
35 influence of marijuana."

36 (3) A dispensary shall not make any deceptive, false, or

1 misleading assertion or statement on any informational material, any sign, or  
2 any document provided to a consumer.

3 (4) A dispensary shall not place or maintain, or cause to be  
4 placed or maintained, any advertisement or marketing material for medical  
5 marijuana in the following locations:

6 (A) Within one thousand feet (1,000') of the perimeter of  
7 a public or private school or daycare center;

8 (B) On or in a public transit vehicle or public transit  
9 shelter; or

10 (C) On or in a publicly owned or operated property.

11 (5)(A) A dispensary shall not utilize television, radio, print  
12 media, or the internet to advertise and market medical marijuana, unless the  
13 dispensary has reliable evidence that no more than thirty percent (30%) of  
14 the audience for the program, publication, or website in or on which the  
15 advertisement is to air or appear is reasonably expected to be under eighteen  
16 (18) years of age.

17 (B) Upon request by the Alcoholic Beverage Control  
18 Division, a dispensary shall provide the evidence relied upon to make the  
19 determination that no more than thirty percent (30%) of the audience for the  
20 program, publication, or website in or on which the advertisement is to air  
21 or appear is reasonably expected to be under eighteen (18) years of age.

22 (6) A cultivation facility or dispensary shall not offer any  
23 coupons, rebates, or promotions for medical marijuana purchases, unless  
24 offered as part of a compassionate care plan presented to the Medical  
25 Marijuana Commission as part of the application for licensure.

26 (c)(1) A cultivation facility or dispensary shall have no more than  
27 three (3) signs visible to the general public from the public right-of-way  
28 that identify the cultivation facility or dispensary by the business name of  
29 the cultivation facility or dispensary.

30 (2) A sign shall not exceed thirty-six square feet (36 sq. ft.)  
31 in length or width.

32 (3) A sign shall be placed inside the window of the cultivation  
33 facility or dispensary or attached to the outside of the building of the  
34 cultivation facility or dispensary.

35 (4) A sign shall not display any content or symbol that:

36 (A) Can reasonably be considered to target children,

1 including without limitation:  
2 (i) A cartoon character;  
3 (ii) A toy; or  
4 (iii) A similar image or item typically marketed to  
5 children; or  
6 (B) Is commonly associated with the practice of medicine  
7 or the practice of pharmacy, including without limitation:  
8 (i) A cross of any color;  
9 (ii) A caduceus; or  
10 (iii) Any other symbol that is commonly associated  
11 with the practice of medicine, the practice of pharmacy, or health care, in  
12 general.

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15 /s/Bledsoe  
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