

Mississippi Medical Marijuana Program Advertising & Marketing

Prepared by **MISSISSIPPI DEPARTMENT OF HEALTH**
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OVERVIEW OF REGULATIONS

- ▶ Subpart 1: Product Safety/Laboratory Requirements
- ▶ Subpart 2: General Requirements
- ▶ **Subpart 3: Advertising and Marketing**
- ▶ Subpart 4: Labelling and Tracking
- ▶ Subpart 5: Patient Certification
- ▶ Subpart 6: Reciprocity
- ▶ Subpart 7: Qualifications for caregivers, owners, operators, employees, and agents of medical marijuana treatment centers/dispensaries
- ▶ Subpart 8: Qualifications for safe and secure processing of medical marijuana
- ▶ Subpart 9: Use in long term care settings
- ▶ Subpart 10: Compliance and Monitoring

Advertising & Marketing

- ▶ Prevent promotion of recreational use
- ▶ Protect minors and medically vulnerable (ie pregnant women)
- ▶ Prevent poisonous ingestion by children
- ▶ Limit any advertising to general public
- ▶ Limit any advertising to <21
- ▶ Restrictions on anything that promotes recreational use
- ▶ Restrict anything that could appeal to young children
 - ▶ Candy
 - ▶ Other products desirable to kids

Advertising & Marketing

- ▶ Regulations based on Hawaii, Rhode Island, and Vermont

Advertising & Marketing

- ▶ Subchapter 1: General Provisions
 - ▶ Definitions of advertising, branding, marketing, and media
- ▶ Subchapter 2: Prohibition against Advertising and Marketing
 - ▶ Electronic Media, Print Media, Other forms of media
 - ▶ Medical Marijuana Treatment Centers (dispensaries) will be able to utilize a website to get their information out into the public, but cannot market towards specific groups of people

Advertising & Marketing

- ▶ Subchapter 3: Allowance for branding
 - ▶ Permissible activities
 - ▶ patient's freedom of choice
 - ▶ prohibition against targeting minors, pregnant women, and breastfeeding women
- ▶ Subchapter 4: Inducements
 - ▶ Prohibition on types of inducements (coupons/rebates/gifts)

Advertising & Marketing

- ▶ Subchapter 5: Patient Education
 - ▶ Inclusion of scientific evidence and references to support education on the risk and benefits of use
 - ▶ Educational materials must be approved by the Department of Health
 - ▶ Can only include things that are scientifically valid or supported