



Legislation Text

File #: ID-340-17, **Version:** 1

Cannabis Advertising

Whereas the Government of Canada has proposed legalization of marihuana effective on or about July 1, 2018;

Whereas the Government of Canada and provincial and territorial governments have developed enactments governing advertising and promotion of tobacco products in Canada, based on public policy consensus and Canada's participation in the World Health Organization's Framework Convention on Tobacco Control;

Whereas although local governments have limited powers and jurisdiction in regard to advertising and promotion of cannabis products, this substantially impacts other matters of concern to local governments in Canada;

Therefore be resolved that the Federation of Canadian Municipalities (FCM) and the Union of British Columbia Municipalities (UBCM) call upon the Government of Canada and the provincial and territorial governments to coordinate public policy and regulations such that the enactments governing advertising and promotion of tobacco products be employed to apply similarly to advertising and promotion of cannabis products.