

**Wednesday,  
November 1<sup>st</sup>, 2017  
12:00-1:00pm**

**UC Center  
Sacramento  
1130 K Street  
Room LL3  
Sacramento, CA 95814**

**Lunch will be served**

For questions contact  
Brooke Miller-Jacobs at  
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**To register go to:  
[uocs.ucdavis.edu/events](https://uocs.ucdavis.edu/events)  
RSVP by  
October 30th!**

## **“A Public Health Framework for Legalized Retail Marijuana: Avoiding a New Tobacco Industry”**

**Professor Stanton Glantz  
University of California, San Francisco**

Professor Glantz will discuss the implications of legalized retail marijuana on policy formation. While justified on social equity grounds, the details of policy implementation for legalized marijuana in California have been constructed using a business promotion frame rather than a public health frame. Professor Glantz argues the policy frame is mostly backward looking, based on the marijuana market as it existed in the past, without adequate consideration of the implications of major business interest entering the market with modern product design, branding, and marketing, all to maximize consumption and profit. If marijuana policy does not prioritize public health, we are likely to see the emergence of a new tobacco industry, with undesirable health, equity, and political consequences.

Professor Stanton Glantz is the Truth Initiative Distinguished Professor of Tobacco Control at the Center for Tobacco Control Research and Education at UCSF. He conducts research on a variety of topics, including the health effects of secondhand smoke, the efficacy of tobacco control policies, and the effects of e-cigarettes and health policy issues surrounding marijuana legalization. He is the author of numerous publications and books related to secondhand smoke and tobacco control, including the landmark July 1995 issue of *JAMA* on the Brown and Williamson documents, demonstrating that the tobacco industry knew nicotine was addictive and that there is a direct link between smoking and cancer. He is also author of *The Cigarette Papers*, *Tobacco Wars: Inside the California Battles*, and *Bad Acts*. Currently, Professor Glantz is the Principal Investigator for a \$20 million 5-year Tobacco Center of Regulatory Science “Improved Model to Inform Tobacco Product Regulation,” that was funded in September 2013 by the U.S. FDA and the National Institutes of Health.

