

# Alcohol and Cannabis Advertising on San Mateo County Billboards

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Presentation to the North Fair Oaks Community Council

June 27, 2019



**SAN MATEO  
COUNTY HEALTH**

# Background

- Alcohol and cannabis are the top two most widely used drugs by adolescents in San Mateo County CA Healthy Kids Survey 2017-18
- Alcohol-related ER visits in San Mateo County during 2017-18 made up 76% of all AOD-related ER visits (OSHPD)
- In 2016 there were 26 accidents that resulted in deaths or injuries in San Mateo County in which the driver was under 21 years old and had been drinking (Office of Traffic Safety)
- Exposure to advertising increases likelihood of use of alcohol and cannabis (NIAAA, D'Amico et al)
- Parents and teens who have used cannabis are more likely to see ads selling cannabis (SMC Baseline Survey)

# Purpose of Billboard Ordinance

To help reduce the illegal consumption and purchase of alcoholic beverages , cannabis, and cannabis products by children and minors by limiting their exposure to the advertising of alcoholic beverages, cannabis, and cannabis products on billboards near certain youth facilities.

# Proposed Ordinance

- Only regulates billboards in unincorporated areas of San Mateo County
- Prohibits billboard ads promoting alcohol or cannabis within 1,000 feet of a child care center, library, playground, public park, or school

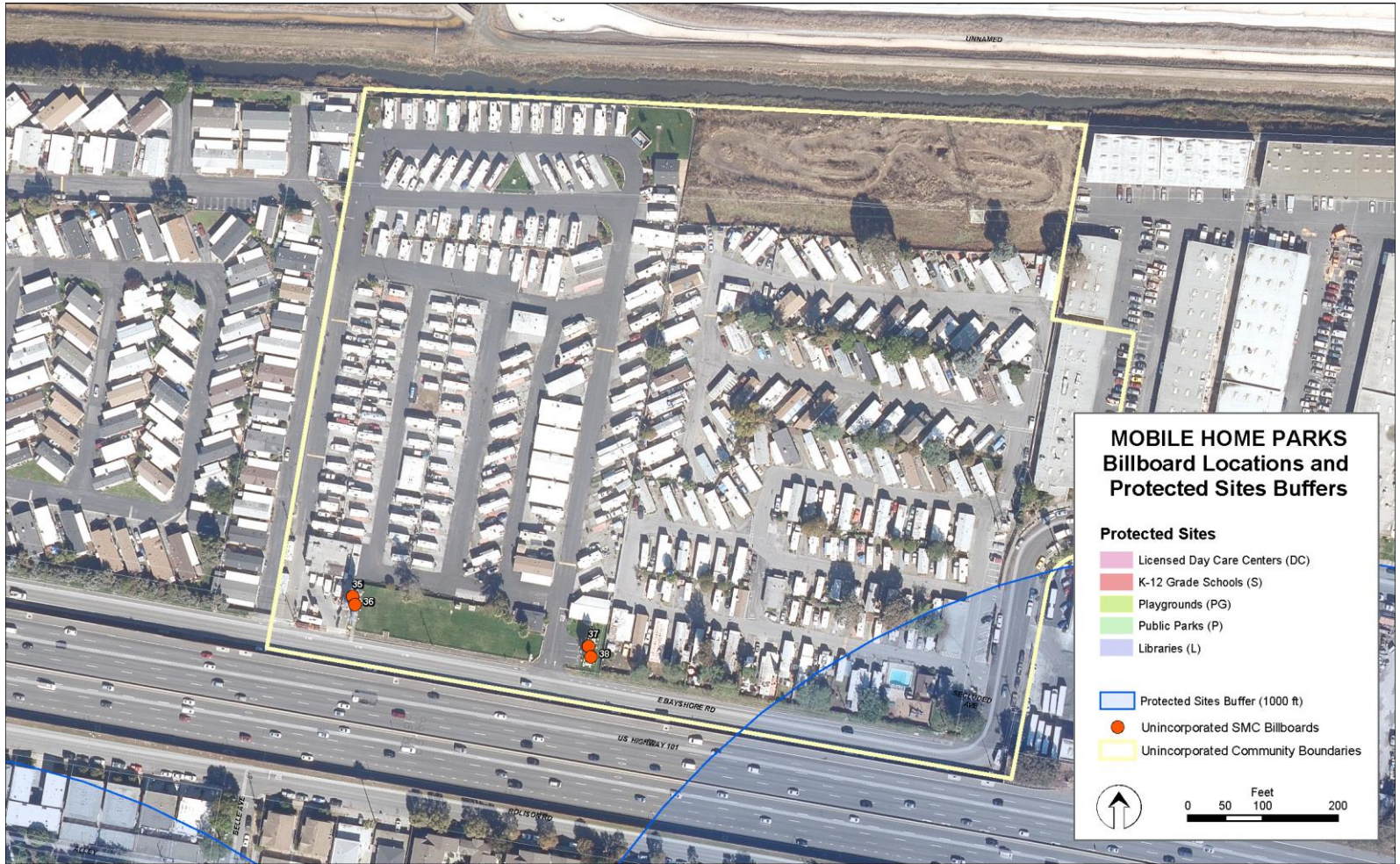
# Ordinance Tasks & Considerations

- Identify and map billboards located in unincorporated areas.
- Identify and map the following youth facilities: Child Care Centers, Libraries, Schools, Public Parks and Playgrounds.
- Determine a reasonable “buffer zone” to protect youth facilities by restricting alcohol and cannabis ads on billboards within these zones.
- Continue to allow alcohol and cannabis ads outside these zones.

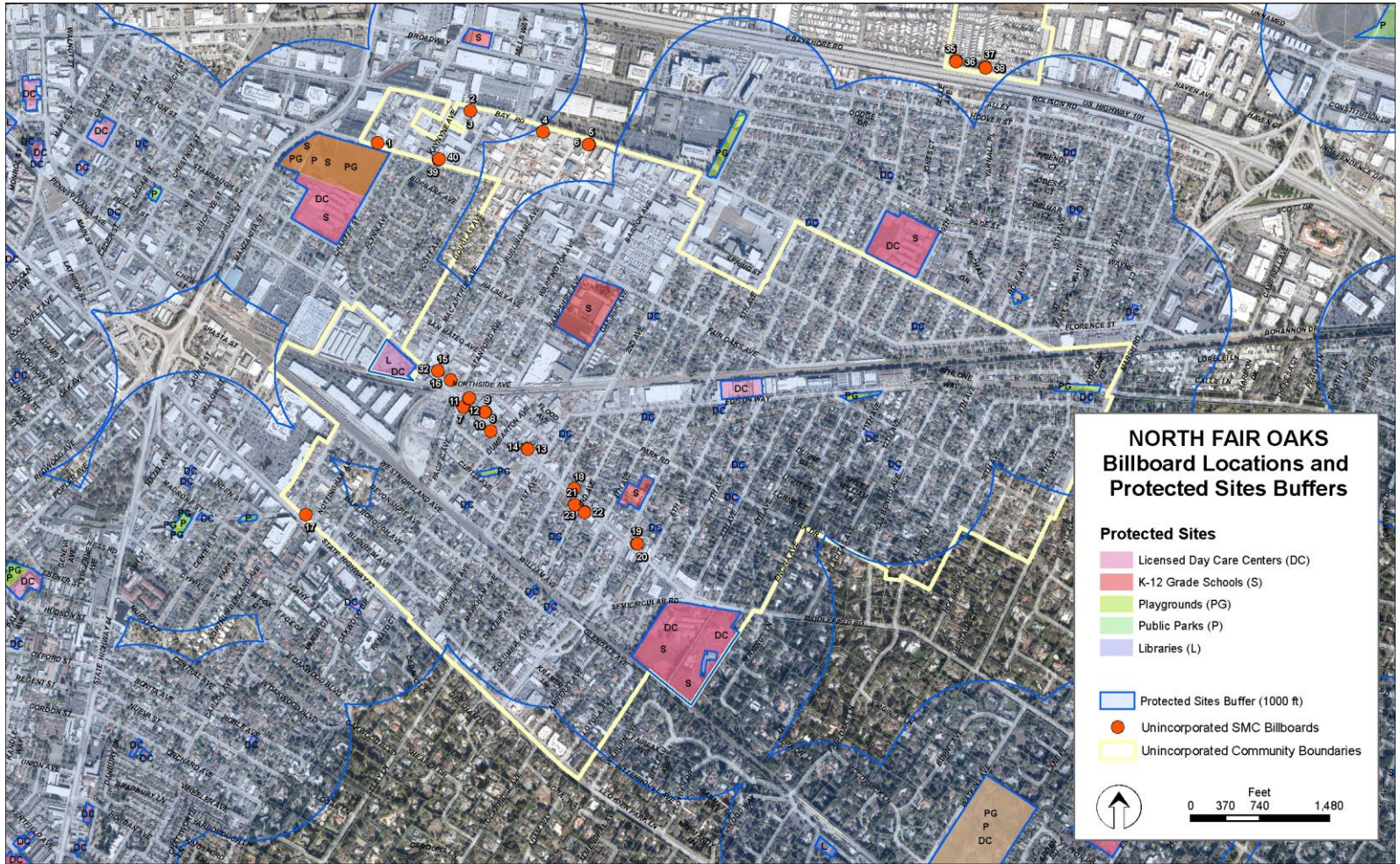
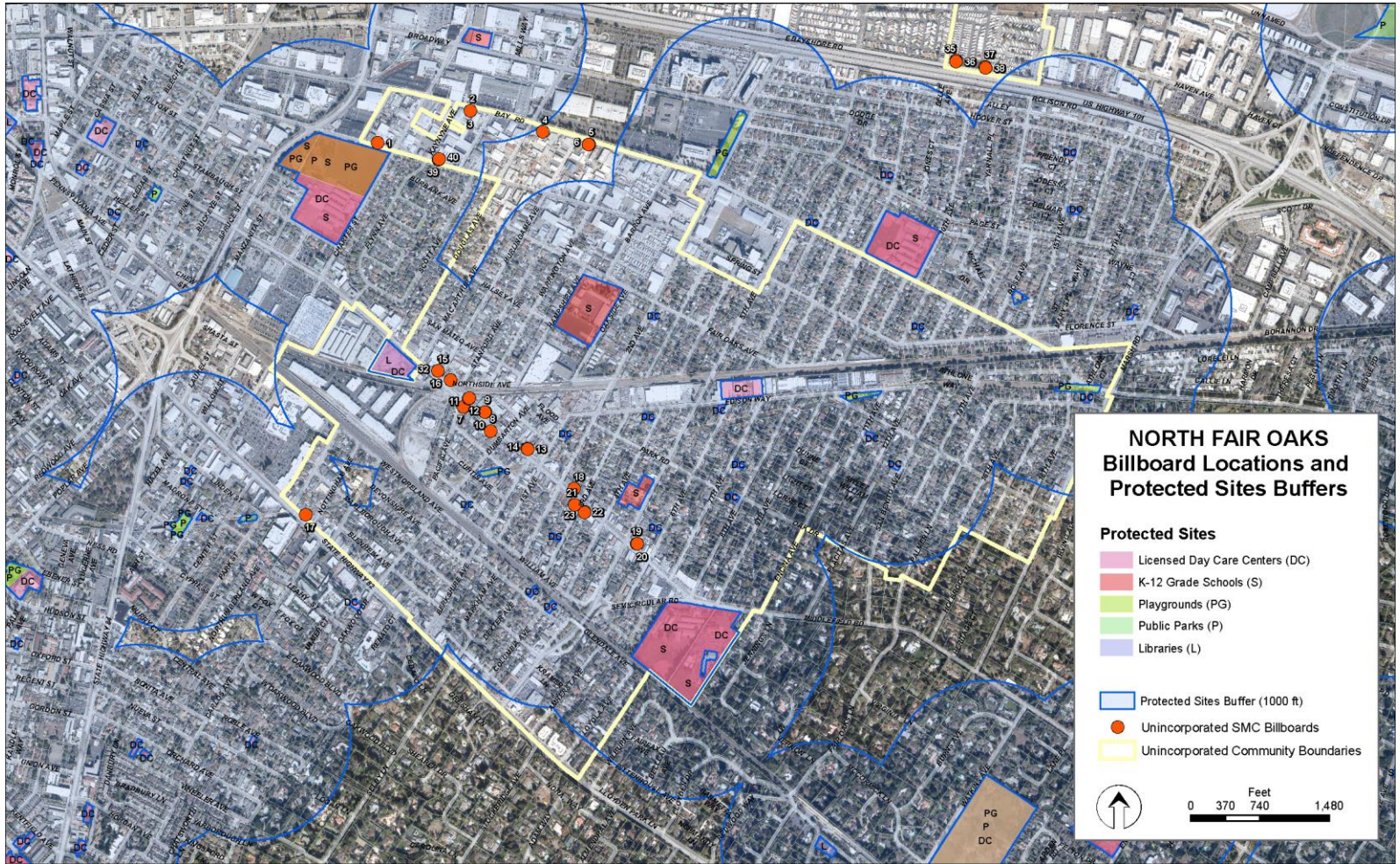
# Overview of Known Billboards

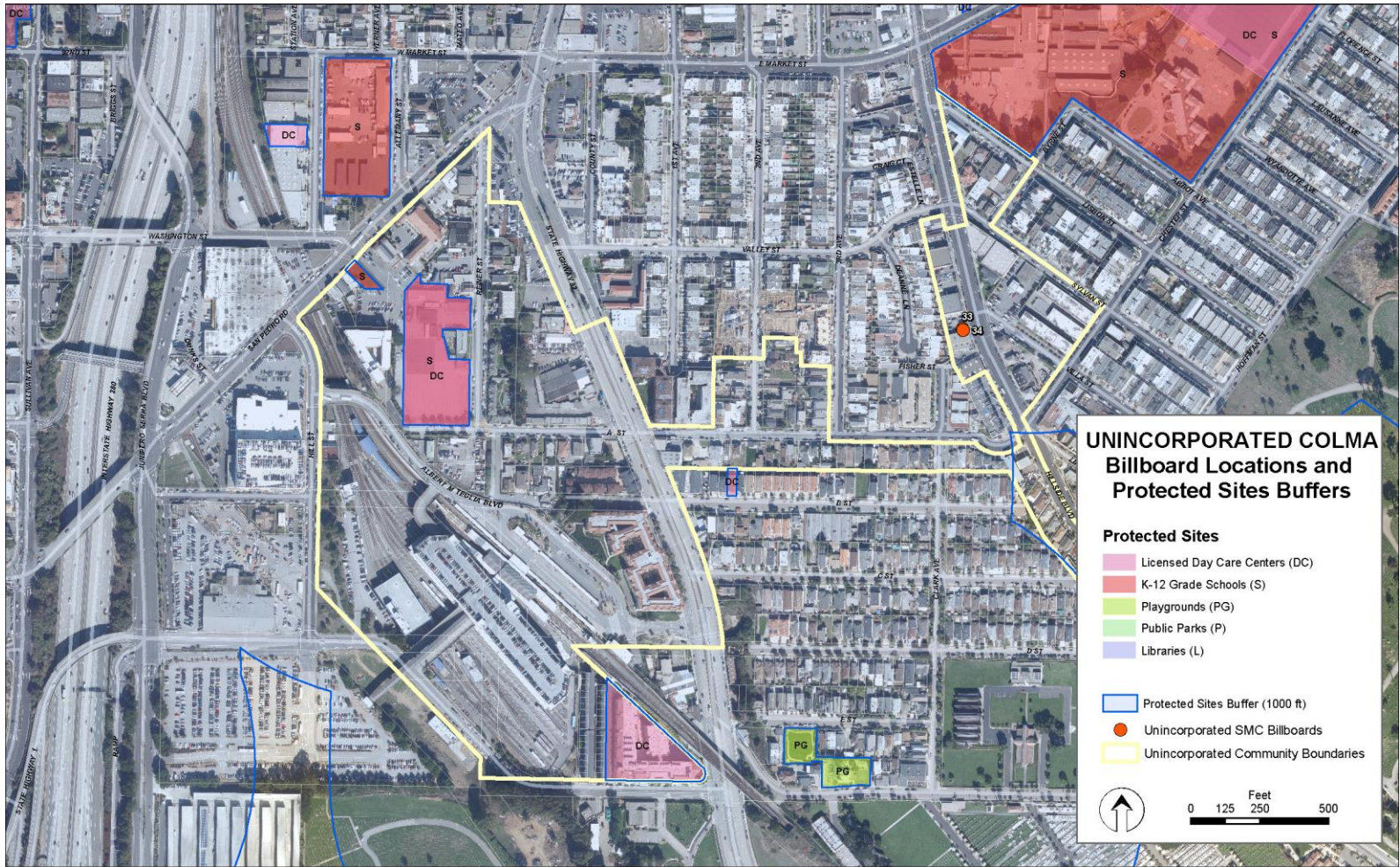
- 34 billboards canvassed
- 24 located in North Fair Oaks
- 8 located on Harbor/ Industrial near Belmont
- 2 located on Hillside near Daly City











# Strategies for Accountability & Enforcement

- Outreach to billboard advertising companies as part of Ordinance review/adoption process.
- Monitoring by BHRS & collaboration with owners/advertisers toward compliance.
- Referral to Code Compliance for enforcement for confirmed/ongoing violations.
- Petition for Review process allows for future changes in the location of protected land uses.

# Next Steps

- NFOCC Review and Recommendation, June 27, 2019.
- Billboard owners/advertisers outreach, July 2019.
- Review and adoption by Board of Supervisors, August 2019 (tentative)

# Thank You!

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