



Scott W. Cyrway
Senator, District 16

THE MAINE SENATE
132nd Legislature

3 State House Station
Augusta, Maine 04333

LD 903, "An Act to Restrict the Advertisement of Cannabis"

Joint Standing Committee on Veterans and Legal Affairs

Public Hearing

Wednesday, March 18, 2025

11:30am

Senator Hickman, Representative Supica, and esteemed members of the Joint Standing Committee on Veterans and Legal Affairs:

I am Senator Scott Cyrway, and I represent District 16, comprised of Albion, Fairfield, Oakland, Waterville, and Winslow. I am proud to sponsor LD 903, "An Act to Restrict the Advertisement of Cannabis."

My goal in presenting this bill is two-fold, first, I want to make sure that children are not falling prey to marketing tactics used by the cannabis industry. With the many ways that cannabis is consumed, certain products, like edibles might look appetizing to children. Second, I want to provide clarity in what is and is not allowed for marketing. Thus, my proposal clearly defines what one may and may not do.

A constituent reached out to me concerned about some of the content displayed on signs in the community. He was concerned that these signs contained inappropriate messages that children would see. To remedy their concern, I am proposing a voluntary sign approval process to be governed by the Office of Cannabis Policy. This process will ensure that signs, which are visible to all driving by, are appropriate.

The bulk of this proposal is a clarification of what is already on the books. Current law is prohibitive, but this proposal defines what a business is expressly allowed to do. My proposal defines three licit advertising activities. These activities are Websites (or other online presence) with general information, business directory listings, and signage. Keeping advertisements, especially those online, to information about the business will insure that children are not being exposed to advertisements for a product they should not be consuming. It will also balance the need for a business to promote itself.

In addition to protecting our youth from seeing advertisements for products that they should not consume, this legislation also seeks to protect those who are consumers by making sure that the proper disclaimers, like “statements have not been verified by the FDA,” are on the advertisement.

It is important that people know what they are buying. Especially when we are talking about a product that has been found to raise the likelihood of a heart attack or stroke. A study published yesterday “found that cannabis users younger than age 50 were over six times as likely to suffer a heart attack compared to non-users.”¹

A study from 2023, found that 11% of twelfth graders reported Delta- 8 THC use². We should do our part to bring this number down. I think reasonable limits on advertisements, comparable to those on tobacco, will help us in achieving this goal.

I urge you to vote “Ought to Pass”

Thank you, and I am happy to take and questions.

¹ <https://www.acc.org/About-ACC/Press-Releases/2025/03/17/15/35/Cannabis-Users-Face-Substantially-Higher-Risk>

² Harlow AF, Miech RA, Leventhal AM. Adolescent Δ^8 -THC and Marijuana Use in the US. *JAMA*. 2024;331(10):861–865. doi:10.1001/jama.2024.0865



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Cannabis Users Face Substantially Higher Risk of Heart Attack

As marijuana use increases, so does evidence showing it harms the heart

Mar 18, 2025

Contact: Nicole Napoli, nnapoli@acc.org,

WASHINGTON (Mar 18, 2025) - Marijuana is now legal in many places, but is it safe? Two new studies add to mounting evidence that people who use cannabis are more likely to suffer a heart attack than people who do not use the drug, even among younger and otherwise healthy adults. The findings are from a retrospective study of over 4.6 million people published in *JACC Advances* and a meta-analysis of 12 previously published studies being presented at the American College of Cardiology's Annual Scientific Session (ACC.25).

Marijuana use has risen in the United States, especially in states where it is legal to buy, sell and use the drug recreationally. In the retrospective study, researchers found that cannabis users younger than age 50 were over six times as likely to suffer a heart attack compared to non-users. The meta-analysis, which is the largest pooled study to date examining heart attacks and cannabis use, showed a 50% increased risk among those who used the drug.

"Asking about cannabis use should be part of clinicians' workup to understand patients' overall cardiovascular risk, similar to asking about smoking cigarettes," said Ibrahim Kamel, MD, clinical instructor at the Boston University Chobanian & Avedisian School of Medicine and internal medicine resident at St. Elizabeth Medical Center in Boston and the study's lead author. "At a policy level, a fair warning should be made so that the people who are consuming cannabis know that there are risks."

Kamel and his team conducted the retrospective study using data from TriNetX, a global health research network that provides access to electronic medical records. Their findings indicate that over an average follow-up of over three years, cannabis users had more than a sixfold increased risk of heart attack, fourfold increased risk of ischemic stroke, twofold increased risk of heart failure and threefold increased risk of cardiovascular death, heart attack or stroke. All study participants were younger than age 50 and free of significant cardiovascular comorbidities at baseline, with blood pressure and low-density lipoprotein (LDL) cholesterol levels within a healthy range and no diabetes, tobacco use or prior coronary artery disease.

For the meta-analysis, the researchers pooled data from 12 previously published research studies that collectively included over 75 million people. The studies were rated as being of moderate to good quality in terms of methodology. Of the 12 studies, 10 were conducted in the United States, one in Canada and one in India. Some of the studies did not include information about participants' ages, but the average age was 41 years among those that did, suggesting that the pooled sample reflected a relatively young population.


Taken individually, seven of the studies found a significant positive association between cannabis use and heart attack incidence, while four showed no significant difference and one showed a slightly negative association. When the researchers pooled the data from all studies and analyzed it together, they found a significant positive association, with active cannabis users being 1.5 times as likely to suffer a heart attack compared with those who aren't current users.

Cannabis use and heart attack incidence was assessed in a similar manner across the different studies. However, due to inconsistencies in the data available from each study, researchers were unable to account for several potential confounding factors including the duration and amount of cannabis use or the use of tobacco or other drugs.

"We should have some caution in interpreting the findings in that cannabis consumption is usually associated with other substances such as cocaine or other illicit drugs that are not accounted for," Kamel said. "Patients should be forthcoming with their doctors and remember that we are their number one advocate and having the full story matters."




While the mechanisms through which marijuana or its components may impact the cardiovascular system are not fully understood, the researchers hypothesize that it can affect heart rhythm regulation, heighten oxygen demand in the heart muscle and contribute to endothelial dysfunction, which makes it harder for the blood vessels to relax and expand, and can interrupt blood flow. One of the studies included in the meta-analysis found that the risk of heart attack peaked about one hour after marijuana consumption.


Since both studies were limited by their retrospective nature and the meta-analysis was limited by the challenges inherent in pooling data from multiple studies, researchers said that additional prospective studies would help to confirm the findings and determine which groups may face the highest risk.

A previous [study](#)  presented at the American College of Cardiology's Annual Scientific Session in 2023 found that daily marijuana use was associated with an increased risk of developing coronary artery disease.

The retrospective analysis will simultaneously publish in *JACC Advances*.

Kamel will present the study, "Risk of Myocardial Infarction in Cannabis Users: A Systematic Review and Meta-Analysis," on Saturday, March 29, 2025, at 2:00 p.m. CT / 19:00 UTC in South Hall.

ACC.25 will take place March 29-31, 2025, in Chicago, bringing together cardiologists and cardiovascular specialists from around the world to share the newest discoveries in treatment and prevention. Follow [@ACCinTouch](#) , [@ACCMediaCenter](#)  and [#ACC25](#)  for the latest news from the meeting.

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