

How to submit a marijuana advertising complaint

As marijuana businesses continue to expand throughout Illinois, some may violate the law by using advertising tactics that appeal directly to youth. If you see an ad that you think appeals to youth, follow the steps below.

STEP 1. IDENTIFY WHY AN AD VIOLATES THE LAW

Marijuana businesses are not allowed to engage in advertising that:



- Is false or misleading
- Promotes overconsumption
- Depicts actual consumption
- Is within 1000 feet of a school, park, child care, library or arcade
- Makes any health, medicinal, or therapeutic claims
- Includes the image of a cannabis leaf or bud
- Includes any image designed or likely to appeal to youth, including cartoons, toys, animals, or children
- Includes free samples, games/competitions or activities appealing to children

(Illinois Cannabis Regulation and Tax Act Section 55-20)

Scan me!



STEP 2. FIND THE COMPLAINT FORM

Illinois Department of Finance and Professional Regulation homepage: www.IDFPR.com

- Click "File a complaint" icon (next to "contact us")
- Click "File a complaint" under "Professional Regulation"



STEP 3. FILL OUT CONTACT INFORMATION

- Fill out your contact information.
- Fill in dispensary contact information.
- You may need to look up the address and phone number.



STEP 4. SELECT THE CORRECT BUSINESS

In the drop down box for "Profession," select "Adult Can Dispense Org"



STEP 5. DESCRIBE THE COMPLAINT

Example:

Ads for _____ dispensary seen on (date) at (location) feature (cartoons, animals, marijuana leaf, etc).

Find your representative!



STEP 6: OTHER WAYS YOU CAN HELP!

Share your concerns with local representatives.

- Contact your mayor or police chief
- Scan the QR code to find a State representative near you!