



CPHAC Legislative Meeting

Feb. 17, 2026

[HB 1519](#): Cannabis – Management Service Agreements, Advertising, and Penalties – Alterations (Cannabis Reform and Opportunity Act)

- Sponsors: Delegates Amprey and Boafo
- House Economic Matters Committee
- Hearing scheduled for **March 4, 2026 at 1 pm**

HB [1519](#), continued.

- The positive: increases the fine for unlicensed THC sale violations from \$5,000 to \$10,000 and provides that each individually packaged product sold or distributed by a person is a separate violation.
- Like [SB 594](#) (Cannabis – Advertising – Alterations), HB 1519:
 - Defines “therapeutic or medical claim”
 - Removes language from 36-902 regarding advertisements that indirectly target or are attractive to individuals under 21 years of age.
- Additionally, HB 1519 repeals Maryland’s outdoor advertising ban.

Appealing to or targeting underage individuals

- Removes prohibition against elements that indirectly appeal to or target underage individuals
 - Cannabis ads may not “directly ~~or indirectly~~ target individuals under the age of 21 years”
 - May not contain an element that “targets ~~or is attractive to~~ minors, including a cartoon character, a mascot, or any other depiction that is commonly used to market products to minors”
- 30 states prohibit advertisements that both directly and indirectly appeal to underage individuals

“Therapeutic or medical claim”

- Adds a definition for “Therapeutic or medical claim”
 - “A claim that **explicitly** states a product can diagnose, treat, mitigate, cure, or prevent a disease or condition”
 - According to Maryland law, such claims in advertisements require supporting evidence and the inclusion of a warning about side effects
 - This language borrow from the FDCA definition of a “drug,” but departs from the definition by only covering *explicit* claims.
 - Using a more specific definition narrows the types of advertisements that would be subject to the evidence and warning requirements.
 - Departs from FTC standard for health claims – FTC guidance documents state that advertisers are liable for both explicit and implicit health claims.

Outdoor Advertising

- Repeals outdoor advertising ban in Maryland.
- Allows for outdoor advertising anywhere, including the premises of the business, except any location that is within 500 feet of:
 - A primary or secondary school,
 - A licensed child-care center or registered child-care home,
 - A playground, recreation center, library, or public park,
 - Place of worship, or
 - A facility that provides substance use treatment.