NEW YORK STATE | Office of Cannabis Management

BOARD MEMBERS
Hope Knight
Crystal Rodriguez-Dabney
Brad Usher

KATHY HOCHUL
Governor

JESSICA GARCIA
Cannabis Control Board
Chair

FELICIA A.B. REID
Acting Executive Director

No. 2025-67
September 9, 2025

RESOLUTION CONSIDERING THE CREATION OF THE CANNABIS EDUCATION ADVISORY PANEL

WHEREAS, pursuant to Article 4 and Section 10(10) of the Cannabis Law, the Cannabis Control Board (Board) is given the authority and discretion to appoint advisory groups and committees to assist the Board in carrying out the purposes and objectives of the Cannabis Law;

WHEREAS, pursuant to Section 10(23) of the Cannabis Law, the Board is given the authority and discretion to delegate its appointment power to the Office of Cannabis Management (OCM);

WHEREAS, as cannabis legalization continues to evolve across New York State, the Board and OCM remain committed to advancing public health education rooted in evidence, equity, and science;

WHEREAS, the Board wishes to ensure the quality and relevance of educational materials for all New Yorkers;

WHEREAS, the Office recommends the Board establish the Cannabis Education Advisory Panel (CEAP) — a statewide body of experts tasked with advising on the development, review, and evaluation of youth and family-oriented cannabis education resources with the goal of recommending best practices and advising the Office on the development of educational materials and campaigns for young people and parents;

WHEREAS, the CEAP will provide expert guidance on cannabis education materials, including messaging, tone, content accuracy, and evaluation; ensure alignment with current public health research and best practices related to adolescent development, substance use prevention, and public health communication; foster community trust through inclusive and representative participation; and support transparency and accountability in the creation of educational campaigns aimed at young people and the adults who care for them;

WHEREAS, the Board has reviewed the CEAP materials submitted by the Office; now, therefore, be it

RESOLVED, the Board hereby exercises its authority under the Cannabis Law to establish the Cannabis Education Advisory Panel, to be overseen by the Health and Scientific Affairs unit within OCM.

BE IT FURTHER RESOLVED, the Board delegates to OCM the authority to manage the oversight of the CEAP including but not limited to, recruitment efforts and overseeing the proceedings of the CEAP and will provide to the Board annual reporting on the utilization and effectiveness of the panel.