

Date: August 17, 2020

To: All LCRB staff  
All licensed non-medical cannabis retailers  
Posted online

**Re: Updated social responsibility posters for non-medical cannabis retail stores**

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## Introduction

The Liquor and Cannabis Regulation Branch (LCRB) requires that non-medical cannabis retail store licensees display social responsibility material provided by government, in a prominent location in their service area.

Social responsibility display materials are intended to increase public safety through awareness about responsible consumption.

## New Mandatory Display Materials

Current social responsibility posters for cannabis use and driving, and cannabis and alcohol co-use will be re-issued with minor updates to text. In addition, two new posters with messaging regarding cannabis use and pregnancy, and cannabis-infused edibles will be released. New materials were developed in consultation with the Ministry of Health and other cross-government representatives.

Posters will be mailed to non-medical cannabis retail store licensees in August.

Each retail store will receive one of each of the four poster types. At least one poster must be displayed in a prominent location in the service area. Old materials that have been previously provided as part of this campaign may be taken down or left up, at the discretion of the licensee.

Material is also available for download on the LCRB website, at the following link:  
<https://www2.gov.bc.ca/gov/content/employment-business/business/liquor-regulation-licensing/publications-resources/signs-and-posters-for-bc-liquor-establishments>

## Further Information

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the LCRB website at  
<http://www.gov.bc.ca/liquorregulationandlicensing>

If you have any questions regarding these changes, please contact the LCRB toll free in

Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

*Original signed by*

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Liquor and Cannabis Regulation Branch