



THE MARYLAND COLLABORATIVE

TO REDUCE COLLEGE DRINKING AND RELATED PROBLEMS

CAMPUS COUNCIL QUARTERLY MEETING HIGHLIGHTS

February 20, 2025

Highlights

2025 MD-CAS Publicity Update: Kelsey O'Hara

Kelsey O'Hara clarified questions she had received about current publicity materials for MD-CAS. Although the dimensions for Instagram feed post do not align with current Instagram dimensions (due to an Instagram change after publicity materials were developed), schools should still be able to upload the image. Flyers with a QR code may be difficult for students to scan on Instagram with their phone. An alternative option is to use the [generic link](#) Melinda sent yesterday that can be linked in social media post or embedded in the background of an Instagram story. Another option is to use a [Linktree for Instagram](#) posts. Please message [Kelsey](#) with any questions

2025 Legislative Session update: Raimee Eck, Chair of the Alcohol, Tobacco, & Cannabis Network of the Maryland Public Health Association

Dr. Raimee Eck provided updates on two key cannabis bills introduced in the 2025 legislative session that have potential to impact college students, HB 1377 and HB 132/SB215. The Cannabis Advertising Bill ([HB1377](#)) proposes to 1) ban advertisements featuring brands, candy, fruits, cereals, baked goods, beverages, mascots, celebrities, and health claims; 2) remove the ban on outdoor ads, except within 500 feet of schools, treatment facilities, and libraries; 3) require that ads must be reviewed by the Maryland Cannabis Administration. The Cannabis Public Health Advisory Council and the Alcohol, Tobacco, and Cannabis Network are planning to submit testimony opposing the bill. Cannabis On-Site Consumption & Events ([HB 132/SB 215](#)) proposes 1) licenses to on-site consumption establishments that would permit selling of single-serve edibles and beverages; and 2) licenses for cannabis events (although these events could within an all-age event and last up to 48 hours over the course of 4 days) that would allow on-site consumption of cannabis products. Public health groups oppose long event duration and that events could be at all-age events (e.g., ball game or county fair). Enforcement at events would also be an issue.

Implementation of Evidence-Based Practices: Member Schools Report Out

Member schools shared experiences implementing evidence-based best practices related to gambling among college students. One member school shared about a comprehensive gambling program they have implemented over the past 3 years. Using strategies like awareness campaigns, self-screening tools, financial literacy education, train-the-trainer, and geofencing-targeted mobile ads, they were able to successfully reach students. More importantly, they shared that they were able to create an environment that reduces the stigma associated with gambling to enable students to seek help and help others. This initiative is ongoing and often embedded within other issues college students face (e.g., mental health, financial issues, academics).

Another school shared their progress toward implementing a gambling prevention program on campus. In addition to using some of the same methods as the other school (e.g., athletics partnership, awareness campaigns, partnering with campus counseling services), they are working on creating a podcast series with student testimonials and expert discussions. They are also working on developing a mandatory module on gambling, alcohol, cannabis use, and sexual assault to be a part of incoming Freshman orientation.