

THC Access and Youth

The Marathon County Health Department visited 24 stores to measure the availability of synthetic THC in the community. Synthetic THC includes delta-8, delta-10, THC-O, HHC, and all delta-9 derivatives.

Here's what we found.



5,000 mg

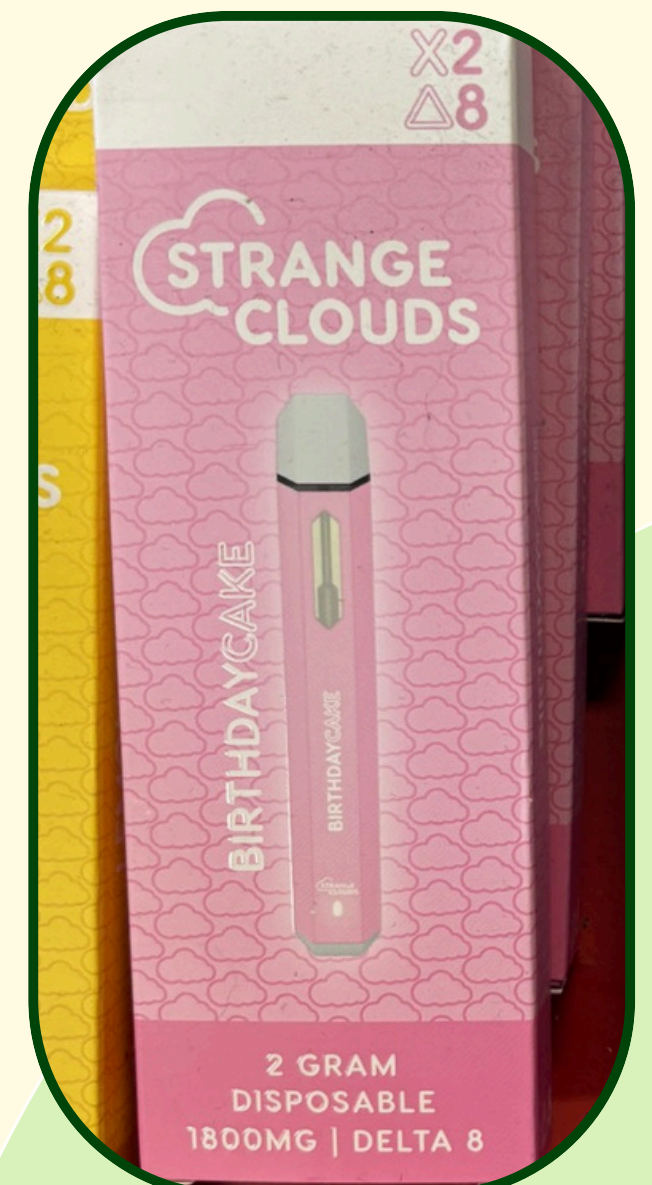
was the highest amount of THC found in a single package. There is no safe amount for youth to use.

Beverages containing THC are becoming popular with many new brands available in gas stations, grocery stores, and other shops.

Less than 40% of in-person stores had signage that someone must be 21 to purchase THC.

100%

of stores evaluated had kid-friendly flavors like cinnamon roll pancakes, s'mores, and birthday cake.

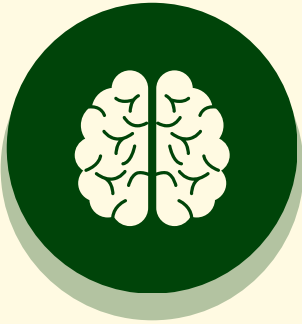


Candy products are still popular and are made to resemble caramels, lollipops, cookies, bars, and brownies.

Marathon County kids are at risk.



Products containing synthetic THC are not regulated by an enforcement agency. There is no minimum age to purchase. There is no limit to how much THC can be in a product - some have dangerously high levels.



Young brains develop until age 25. Short-term effects of THC include difficulty thinking, impaired memory, altered mood, and psychosis. Kids who use THC are more likely to develop long-lasting mental disorders and addiction (CDC, 2024).



Brands are marketing to our kids by creating products with flavors and packaging that resemble baked goods and candy. Kids may not know what they're eating or drinking.

Find out how THC is changing.

Since 2023, flavors continue to be used to attract kids. Beverages are becoming more and more popular, and the THC potency per product is increasing. Look back on more findings from 2023 to see how THC products are changing.

THC & OUR YOUTH

The Marathon County Health Department visited 17 local businesses* that sold hemp-derived THC products and here's what we found:

88% of visited businesses sold kid-friendly products with THC

Products include gummies, chocolate, cookies, and candy.

Look familiar?
All of these products are copycats and contain THC.

THC brands target youth by using social media.

100% of visited Marathon County businesses:

- have a social media presence
- did not require proof of age for online purchases

Under federal law, .03% THC is allowed in these products. These products have not been evaluated or approved by the FDA.

Of the **14,040 youth** in the United States who were exposed to cannabinoids (including THC) in 2021, **over HALF** were under 5 years old.
Source: Poison Control Center, 2023

THC can harm our youth. Let's keep it out of their hands.

THC is short for tetrahydrocannabinol - the psychoactive component in marijuana that gets you "high"

*Businesses visited included: CBD shops, convenience stores, farms, gift shops, liquor stores, tobacco stores, and vape shops

All photographs were taken by the Marathon County Health Department, 2023.

Click on the image above.

Explore how to support your kids.

Learn more about how THC can impact your kids.

Talk to your kids about THC use. Here are some tips on how to start.

