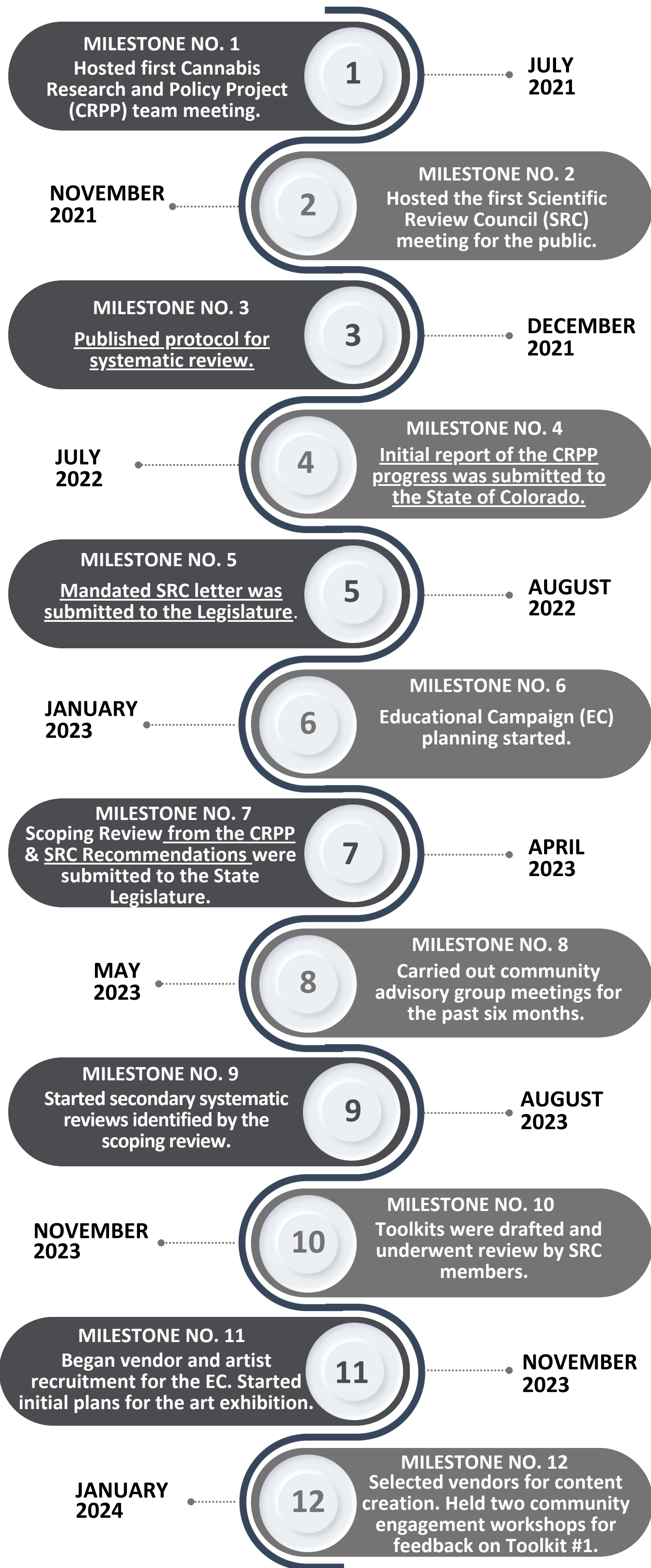


# CANNABIS RESEARCH & POLICY PROJECT (CRPP) OF THE COLORADO SCHOOL OF PUBLIC HEALTH

## TIMELINE OF KEY EVENTS



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## TIMELINE OF KEY EVENTS

### MILESTONE NO. 13

Completed community engagement workshops for feedback on toolkits #2 and #3.

13

FEBRUARY  
2024

FEBRUARY  
2024

14

### MILESTONE NO. 14

Held artist education events.

### MILESTONE NO. 15

Artists started creating pieces for art exhibitions.

15

MARCH  
2024

MARCH  
2024

16

### MILESTONE NO. 16

Onboarded four partners to extend reach of educational campaign's messages.

### MILESTONE NO. 17

Reviewed brand and logo concepts for overall campaign.

17

MARCH  
2024

MARCH  
2024

18

### MILESTONE NO. 18

Held first community advisory committee meeting to discuss exhibition's display panels and promotion.

### MILESTONE NO. 19

Scheduled community engagement meetings with content creators for input on the project branding and messaging.

19

APRIL  
2024

APRIL  
2024

20

### MILESTONE NO. 20

Held a two-day retreat on mindfulness and addiction at the University of Northern Colorado.

### MILESTONE NO. 21

Conducted a series of focus groups at Colorado State University.

21

APRIL  
2024

APRIL  
2024

22

### MILESTONE NO. 22

Began development of website chatbot on high-concentration cannabis and coping.

### MILESTONE NO. 23

Began development of web-based curriculum module for youth.

23

APRIL  
2024

APRIL  
2024

24

### MILESTONE NO. 24

Developed branding and websites for both the youth and adult art exhibitions.

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## TIMELINE OF KEY EVENTS

**MILESTONE NO. 25**  
Sought feedback from a variety of stakeholders on the program evaluation.

25

APRIL  
2024

MAY  
2024

26

**MILESTONE NO. 26**  
Held community advisory meetings to receive input on campaign branding.

**MILESTONE NO. 27**  
Started creation of marketing materials for college-aged youth in Larimer & Weld counties.

27

MAY  
2024

MAY  
2024

28

**MILESTONE NO. 28**  
Finalized chatbot messages.

**MILESTONE NO. 29**  
Started filming for videography workstream.

29

MAY  
2024

MAY  
2024

30

**MILESTONE NO. 30**  
Developed social media strategy and engaged local influences.

**MILESTONE NO. 31**  
Began recruitment for podcast guests.

31

MAY  
2024

MAY  
2024

32

**MILESTONE NO. 32**  
Held second advisory committee meeting for the art exhibitions.

**MILESTONE NO. 33**  
Developed sub-surveys to evaluate individual program activities for the educational campaign.

33

MAY  
2024

MAY  
2024

34

**MILESTONE NO. 34**  
Hosted Open Forum for community members to learn about the project's progress.

**MILESTONE NO. 35**  
Hosted CME event targeting Pediatric & OB-GYN Providers.

35

MAY  
2024

JUNE  
2024

36

**MILESTONE NO. 36**  
Held motivational interviewing trainings for community members.

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## TIMELINE OF KEY EVENTS

**MILESTONE NO. 37**  
Attended Juneteenth and  
Pride Fest events to raise  
campaign awareness.

37

JUNE  
2024

JUNE  
2024

38

**MILESTONE NO. 38**  
Launched Beta version of  
online chatbot & tested  
messages and functionality.

**MILESTONE NO. 39**  
Finalized “The Tea on THC”  
to be the campaign’s brand.

39

JUNE  
2024

JUNE  
2024

40

**MILESTONE NO. 40**  
Started recording content for  
“The Tea on THC” podcast.

**MILESTONE NO. 41**  
Engaged illustrator and  
designer to create online web-  
based curriculum visuals.

41

JUNE  
2024

JUNE  
2024

42

**MILESTONE NO. 42**  
Launched Grow Up and  
Hear/Say art exhibitions.

**MILESTONE NO. 43**  
Distributed various sub-  
surveys for program  
evaluation.

43

JUNE  
2024

JUNE  
2024

44

**MILESTONE NO. 44**  
Hosted methods workshop to develop  
recommendations to improve the  
standardization, generalizability, and  
quality of research on cannabis.

**MILESTONE NO. 45**  
Fourth year of funding  
launched.

45

JULY  
2024

SEPTEMBER  
2024

46

**MILESTONE NO. 46**  
Updated the evidence map.

**MILESTONE NO. 47**  
Initium Health was selected  
to carry out the media  
campaign for the project.

47

OCTOBER  
2024