

# UPDATES OF ACTIVITIES UNDER HB 21-1317

## KEY RESOURCES

- [Scoping Review Report](#)
- [Interactive Evidence Map](#)
- [Health Effects of High-Concentration Cannabis Products: Scoping Review & Evidence Map](#)
- [Policy Approaches to High-Concentration Cannabis and THC Concentrates](#)
- [Enhancing Methodological Approaches for Studying Health Effects of High-Concentration THC Products](#)
- [Methodological Challenges & Actionable Recommendations in Studying the Health Effects of High-Concentration THC Products](#)

## NEXT SCIENTIFIC REVIEW COUNCIL MEETING:

TBA

## REMINDER:

**Note:** We offer the reminder that our activities under HB 1317 are directed at high-concentration marijuana and THC concentrates and not at cannabis and THC generally. The scoping review available on our [project website](#) is subject to this specific focus. For those seeking information on marijuana and concentrates generally, there are general resources available, such as the CDC's [Marijuana and Public Health](#) page and NIDA's [Cannabis \(Marijuana\) DrugFacts](#) page. This report and the scope of our work under the charge of HB 1317 do not address cannabinoids other than THC.

## Updates from the Administrative and Research Cores of the Cannabis Research and Policy Project

Welcome to the tenth newsletter from the Cannabis Research and Policy Project. The team continues to update the scoping review covering research studies published in the last year. The plan is to update the [interactive evidence map](#) by early 2025 and to continue to do so on an annual basis.

The team has now submitted a manuscript for publication that provides a systematic review of the scientific evidence provided by 194 studies in the evidence map that address mental health. The team plans to begin using the studies identified in the scoping review to carry out another systematic review of the evidence available on respiratory health.

Our team continues to work on developing a series of continuing education events for healthcare providers that will focus on high-concentration cannabis and such topics as the current marketplace, cannabis use and driving, risks to health, and clinical management issues. Information will be posted on our website as these events are scheduled.

This past month, we launched the educational campaign, [The Tea on THC](#). This campaign is a culmination of work driven by the research that focuses on providing trusted resources to Coloradan youth, pregnant people, and parents or mentors. Check out the [campaign website](#) and use our [project website](#) to provide comments.

In collaboration with The Institute for Science and Policy, Dr. Jonathan Samet provides his insight every month on public health issues. Check out his [latest piece on the background of cannabis and Colorado](#).

We plan to hold the next Scientific Review Council (SRC) meeting in early 2025 to provide an update on the ongoing reviews and activities of the educational campaign team. Prior meeting minutes are available on our [website](#).

# SPECIFIC UPDATES RELATING TO THE EDUCATIONAL CAMPAIGN ACTIVITIES UNDER HB 21-1317

## Educational Campaign Updates:

### 1. Partnerships:

The UNC Youth Mindfulness team, led by Dannon Cox, PhD with Jenn Leiferman, PhD, is finalizing their mindfulness resource guide to use with students at the Fight the Funk Spring Leadership Summit.

Building on the success of the first Hear/Say exhibit, the Science-Informed art team, led by Annie Collier, PhD, is recruiting artists to participate in educational training and development of art for the next show. This team has also added a few more pieces of art to its collection for an upcoming traveling exhibit to raise awareness and educate the public about the health effects of high-concentration cannabis through interaction with art.

The Promoting Perinatal Wellness team, led by Jenn Leiferman, PhD with Sheana Bull, PhD, Clinic Chat, is wrapping up message testing and preparing for focus group recruitment with pregnant and parenting people.

### 2. Initium Health: We Made Headlines!

The Tea on THC campaign officially launched at a press event held on Tuesday, December 17th at the University Club of Denver from 9:00 – 11:00 AM. In attendance were reporters from Colorado Public Radio, Channel 7, the Colorado Sun, and others. The event was also covered by Initium's production team. Earned media coverage of the campaign from the reporters who attended the event and others can be [found here](#). Our campaign also received national attention in the [Wall Street Journal](#) including a quote from the campaign's co-Director, Greg Tung, PhD. Also in attendance were members of advocacy groups and organizations that work with young people experiencing substance use disorder. To check out the latest content, please visit [The Tea on THC Instagram](#), [YouTube channel](#), and [website](#). There, viewers can also find resources to share within their own networks and organizations. Early data collected from Initium's marketing metrics show that the campaign is reaching parents and trusted adult populations at rates that far exceed typical benchmarks.



The press event took place at the University Club of Denver.



Speakers at the Campaign Launch Press Event from left to right: Dean Cathy Bradley, Jon Samet, Chris Urbina, Annie Collier, Brandon Lloyd, and Greg Tung with James Corbett.



Sample of the banners featuring campaign messages, visuals, and branding.

### 3. Evaluation:

The program evaluation team, led by Annie Collier, PhD, is analyzing data from youth who participated in the Fight the Funk Leadership Summit in October. Going forward the team is working on producing a couple of reports, potentially for publication, featuring findings pertaining to beliefs, knowledge and attitude about cannabis use in Colorado amongst young adults and pregnant people.

## EDUCATION CAMPAIGN

**Website Launch Date:**  
December 2024

ACTIVITY	DETAILS	STATUS
UNC Youth Mindfulness	"Fight the Funk" Fall Leadership Summit	In Progress
	Mindfulness Resource Guide	In Progress
Clinic Chat	Coping Strategies for Website Chatbot	In Progress
	MI Informed Chatbot for Youth and Pregnant People	In Progress
Science-Informed Art Exhibition	Purchasing or Leasing Art for Proposed Traveling Exhibit	Completed
	Develop Supporting Curriculum & Manage Art Exhibit	In Progress
Promoting Perinatal Wellness	Content Review	In Progress
Initium Health	<u>Website</u>	Completed
	<u>Social Media Content</u>	Completed
	<u>Podcasts</u>	Completed
	<u>Video Content</u>	In Progress
	<u>Press Conference</u>	Completed
	<u>Paid Media Content</u>	In Progress
	<u>Official Campaign Launch</u>	Completed