

Meeting Minutes

HB 21-1317 Sixteenth Meeting of the Scientific Review Council

May 14, 2024; 3:30 PM – 5:00 PM MT

General Remarks and Welcome:

- Dr. Chris Urbina, Chair of the Scientific Review Council (SRC), called to order the sixteenth meeting of the SRC on May 14, 2024, at 3:30 PM MT.

Scientific Review Council Introductions and Update on Conflicts of Interest:

- The Chair conducted a roll call for both the Council and the Colorado School of Public Health (SPH) project team members.
- The following Council members were present and introduced:
 - Chris Urbina
 - Joseph Schacht
 - Greg Kinney
 - Kennon Heard
 - Kent Hutchison
 - Archana Shrestha
 - Susan Calcaterra
 - Paula Riggs
 - Erica Wymore
 - Lesley Brooks
- The following Council members were absent:
 - Kelly Knupp, with advanced notice and apologies

The following SPH team members were present and introduced:

- Jonathan Samet
- Greg Tung
- Sam Wang
- Jean-Pierre Oberste
- Valerie Yim
- Meghan Buran
- Neeloo Soleimanpour
- Annie Collier
- Colleen Keenan
- James Corbett (Initium Health Principal)
- Mya Cappellino (Initium Health Project Manager)
- Elise Plakke (Initium Health Creative Director)
- The following SPH team members were absent:
 - Lisa Bero, with advanced notice and apologies

- Christi Piper, with advanced notice and apologies
 - Paige Buchanan-Hall, with advanced notice and apologies
 - Thanitsara Rittiphairoj, with advanced notice and apologies
 - Jenn Leiferman, with advanced notice and apologies
 - Charlene Barrientos Ortiz, with advanced notice and apologies
 - Ashley Brooks-Russell (with advanced notice of late arrival)
 - Tianjing Li, with advanced notice and apologies
 - Louis Leslie, with advanced notice and apologies
- Changes to COI forms for any Council members

No responses for Chair Chris Urbina.

Review of Agenda, Meeting Minutes, Charge to the Colorado SPH, and Recommendations to the SRC:

- Chair Urbina reminded everyone in attendance that meeting minutes and the response to SRC recommendations are available on the project website under the resources tab.
- Chair Urbina reviewed the agenda with the Council.
 - Agenda shown on screen for the panelists (Council and Colorado SPH) and public attendees.

No questions for Chair Urbina.

Overview Progress from the Cannabis Research & Policy Project:

- Dr. Greg Tung mentioned that the focus of today's meeting is the education campaign, but he provided a quick overall progress report on the project as well.
- Dr. Tung highlighted the monthly newsletter and project timeline that are uploaded to our website where updates will take place regularly to provide more consistent and detailed external communication updates from all parts of the project.
- Dr. Tung described the methods workshop that the Cannabis Research & Policy Project Team is planning. The event is scheduled to take place this June in Boulder, CO and planning is underway. The team has invited experts from around the country to come together and generate recommendations for the cannabis research field moving forward and to make future research more actionable and relevant.
- Dr. Tung touched on the scheduled continuing medical education event that is targeted at pediatric and OBGYN providers. This will take place tomorrow, May 15th in collaboration with Children's Hospital.
- Dr. Tung mentioned the active collaboration with the department of psychiatry at the University of Colorado School of Medicine to plan additional educational activities and develop resources and trainings for mental health providers related to high-concentration cannabis.
- Dr. Tung also provided a high-level overview of ongoing reports that the cannabis research and policy team has under development including the update of our overall scoping review and systematic reviews on mass media and behavioral interventions and modern modalities in

behavioral interventions, which will be a resource for our communication and education team. Dr. Tung mentioned that the team also has reviews in progress relating to mental health outcomes and respiratory health outcomes. The team is developing reports on funding bias and understanding the implications of the current state of research.

- Dr. Tung mentioned that the update to the scoping review is currently underway, and we will update the evidence map when data extraction and screening is completed. The goal is to have this done by the end of the fiscal year.
- Dr. Tung previewed the education campaign that Dr. Ann Collier will present additional details on.

Questions and Answers:

No questions for Dr. Tung.

Educational Campaign Update:

- Dr. Ann Collier provided an overview of the progress of the education campaign. Dr. Collier discussed how the community advisory meetings in San Luis Valley, Pueblo, and Denver are going, and a series of meetings have been scheduled with Initium Health to receive feedback on the project name, logo, brand, and messaging.
- Dr. Collier and her team are refining the motivational interviewing curriculum which will provide community members with the tools to carry out difficult conversations about cannabis use with their loved ones including youths who live with them or work with them. Two types of trainings will be offered, a brief training called 'A Taste of MI' that introduces community members to the approach and then for those interested in continued training, we have a longer four-week training program available.
- Dr. Collier provided an update on their partnership with the University of Northern Colorado. They have implemented and completed a mindfulness training session for 30 students. Outcome data was gathered and is currently under analysis. The hope is to model future programs the same way.
- Another project is in collaboration with CSU and UNC to reach college aged individuals using screening and educational material and resources to promote through their Office of Health Promotion. The anticipation is for this material to be developed for a larger audience as funding is available.
- Another project includes developing AI chatbots, which will be housed on the website that Initium Health is developing and implemented in the next several weeks.
- Art Exhibitions are close to taking place. The youth exhibition is called 'Grow Up' and will open on June 7th while the other exhibition titled 'Hear/Say' will be targeted towards an adult audience and will open on June 14th.

- Dr. Collier has invited some members on the call today to join the panel discussions and engage communities about these topics, but all members of the SRC are invited to attend if available.
- A catalog of the artwork will be made available to participants, and it will also include the health information we have developed.
- Dr. Collier reviewed the program evaluation tool to be used after each educational campaign activity that participants attend. The responses of these evaluations will help gauge how we will proceed with future activities.

Questions and Answers

- Chair Urbina asked if Dr. Collier can expand on panel discussions.
 - Dr. Collier mentioned that we plan to have a series of posters that will be made with additional information to go hand in hand with the artwork.

No further questions for Dr. Collier.

Educational Campaign Update from Initium Health:

- Mr. James Corbett, Principal of Initium Health, provided an overview of the materials that Initium Health has developed for the educational campaign on high-concentration cannabis and the benefit of integrating authentic stories.
- Mr. Corbett mentioned his team's meetings with our community advisory groups in San Luis Valley, Pueblo, and Denver to ensure those in the community who may benefit from the campaign are being heard and represented. Mr. Corbett and his team are aware of the benefit community participation plays in conducting an effective campaign. With the use of stories and community participation, he noted that we are lucky to have some brave individuals speak on film about their experiences. Studies have shown that brief interventional videos that aren't too contrived can impact viewers. Mr. Corbett provided examples of this and the plan to go into local communities to shoot videos and photos of real people in these communities.
- Mr. Corbett emphasized the importance of people being able to see themselves in the images used. Mr. Corbett explained the Initium approach of starting out with stock photos to see if the idea resonates with the demographic in this state and then they insert real people from these communities for the final product. Mr. Corbett explained that knowing the communities and the people in these communities is key to encouraging behavioral change and the decisional balance that is required of people to move from ambivalence to a decision.
- Mr. Corbett highlighted the use of market research, and the findings show that we want to utilize multiple communication channels for a successful campaign.
- Mr. Corbett and his team are developing the following: brand identity/educational materials, video production (10-minute videos and shorter clips for social media), website, web-based curricula (will create an audio version as well), social media/statewide media, art exhibitions, and a monthly podcast to have an unfiltered voice in the community. His team meets weekly

with Dr. Collier and her team to check in, discuss ideas, co-create, and track the progress made. Mr. Corbett, his team and the educational campaign team are planning to meet with the branding team for the university to ensure compliance before it is published.

- Mr. Corbett acknowledges the need to communicate with different populations separately, in a way that is applicable to them and will resonate with them.
- Mr. Corbett touched on how his team will carry out evaluation measures to determine the success of the campaign through each method of delivery. His team will examine passive/active usage, engagement with the chat, time spent on the website/social media, number of clicks through the campaign, see if the survey was completed, etc. Mr. Corbett and his team will also leverage the survey evaluation through multiple mediums to get higher response rates.
 - Mr. Corbett hopes to have some data to present at the next SRC meeting.
- Mr. Corbett conducted an audit of campaigns and podcasts. He provided examples of similar campaigns and what the takeaway is from each that we can examine to see what our audiences will respond to.

Questions and Answers

- Dr. Lesley Brooks commented that she appreciated the interaction and inclusion of local places, local faces, and local images.
- Drs. Greg Kinney and Erica Wymore commented that use of marijuana rather than cannabis may alienate some people.
 - Mr. Corbett appreciated the comment and mentioned that they continue to speak with communities about what terms resonate and the importance of word choice. Mr. Corbett and his team have a 5-hour workshop session planned with SRC members to talk through word choice and the meaning behind words, images, color theory, and more before presenting the branding back to the project and the university.
- Chair Urbina suggested adding a table of definitions for the various products and terms used in the campaign.
 - Mr. Corbett notes the importance of portraying facts and the use of trusted resources to get the message across. Youth populations want the information to make their own decisions, so we must be sure we are effectively communicating it to them.
- Dr. Wymore appreciated the slides and information. She emphasized the intention to heighten education and publish accurate information with an awareness of limitations of what we do know. Dr. Wymore acknowledged that this messaging is challenging and complex especially with the decrease in the value of public institutions and the medical community in recent years.
 - Mr. Corbett acknowledged the comment and values the importance of information coming from a trusted source.
- Dr. Kennon Heard asked what the plan is if one message resonates more with the target audience than another? Will ongoing adjustments be made after it is initially published?
 - Mr. Corbett commented that we plan to publish the material but based on engagement and feedback, pivots will be made as needed.

- Dr. Jonathan Samet mentioned that we will use the term “powered by” to identify the various activities associated with and funded through the Colorado School of Public Health and the University of Colorado. Also, the term risk will be used throughout the campaign to give the understanding that things could happen from using these products that you may not want to happen as a result.
 - Mr. Corbett echoed these comments, especially for youth audiences. Currently, there is an emerging understanding that folks are seeing the perception of risk being associated with cannabis use, but we will highlight the risk especially for our target audiences.
- Dr. Paula Riggs clarified that it is a perception of risk. Dr. Riggs also mentioned that she did not see recuse agencies mentioned like Rescue: The Behavior Change Agency among the cannabis messaging agencies. Dr. Riggs notes that they are top notch and research based emphasizing the importance of specific messaging to different adolescent peer and demographic groups (i.e. rural v urban; etc.) which can support the work.
 - Mr. Corbett appreciated the comment and echoed that the language needs to be different for subgroups and those in rural vs urban areas.
 - Ms. Elise Plakke added that any words placed on ads are thoroughly vetted to avoid stigmatization and to build confidence. They want to come across from an institution's point of view to illustrate their awareness and benefit of providing education using the available research.
 - Dr. Riggs commented that it seems Mr. Corbett and his team are leveraging indigenous leaders in the community who have the respect within their communities.
 - Mr. Corbett and Ms. Plakke agreed.
- Dr. Samet added that the Workshop being held in June and our recently published study accepted by the American Journal of Public Health both suggest the need for better research at a time where more and more states are allowing recreational/ adult use of cannabis. This recent publication goes along with another larger paper on the general problems in the literature. The hope is that the workshop will help and make a mark.
 - Chair Urbina agrees and notes that Mr. Corbett is noting this is a dynamic process as we learn more, adjustments will be made from evaluating and learning what the research is telling us to give the audience the best information we can.
 - Mr. Corbett agreed with Chair Urbina’s comments.
- Chair Urbina asked if the SRC will approve the current direction of the educational campaign.
 - All 10 present SRC members were in agreement with the direction.
- Chair Urbina asked if SRC members can join upcoming subcommittee meetings.
 - Dr. Collier welcomed the SRC’s involvement, and she especially will reach out if specific feedback is needed.
- Dr. Kennon Heard asked if there are an expected number of people who will be reached by this campaign.
 - Mr. Corbett said he is developing a dashboard that will highlight the number of people who will reach, click, and interact with the campaign. The hope is to reach all throughout the state, but since we are in the building stage right now, there will likely

be minimal exposure by the end of June. However, the intent is to increase exposures throughout the summer and into the next year.

Next Steps from the Cannabis Research and Policy Team:

- Chair Urbina and Dr. Samet appreciated the group's feedback and complimented the team's hard work. The legislative session has ended, and this project will receive continued funding into the next fiscal year. Next fiscal year will be critical in getting our messaging and education campaigns plus trainings out to the public across the state. This is an ever-changing process and as we learn more on the education training side and the science side. So, this will be an ongoing effort.
- Chair Urbina will reach out to SRC members to confirm their involvement for the next fiscal year.
- Dr. Samet told the team to look for a poll to determine when the next meeting will be to discuss the educational campaign's progress.
 - Towards the middle to end of June is the desired time to meet again as a group.

No further questions or comments for Chair Urbina and Dr. Samet.

Next Meeting Timing and Closing Remarks:

- No final questions or comments.
- Meeting Adjourned 4:37 pm (MT).