Sixteenth Meeting of the HB 21-1317 Scientific Review Council

May 14, 2024







Opening Remarks, Introductions and Welcome; Updates on Conflict of Interest

Christopher E. Urbina, MD, MPH Chair, HB 21-1317 Scientific Review Council







Scientific Review Council Members

Member	Role on Council	Affiliation(s)
Chris Urbina, MD, MPH (Chair)	Preventive medicine specialist (or preventive medicine public health professional)	Arapahoe Department of Public Health and Environment; Former Director of CDPHE
Gregory Kinney, PhD, MPH	Epidemiologist	Colorado School of Public Health
Kelly Knupp, MD	Physician familiar with the administration of medical marijuana pursuant to current state laws to those aged zero to seventeen	University of Colorado School of Medicine
Kennon Heard, MD	Medical Toxicologist	University of Colorado School of Medicine
Archana Shrestha, MD	Neurologist	University of Colorado School of Medicine
Erica Wymore, MD, MPH	Pediatrician	University of Colorado, School of Medicine
Paula Riggs, MD	Psychiatrist	University of Colorado, School of Medicine
Susan Calcaterra, MD, MPH	Internal medicine physician (or other specialist in adult medicine)	University of Colorado School of Medicine
Joseph Schacht, PhD	Licensed Substance Abuse Disorder Specialist	University of Colorado School of Medicine
Kent Hutchison, PhD	Neuropsychopharmacologist	University of Colorado School of Medicine
Lesley Brooks, MD	Medical professional (or public health professional) who specializes in racial and health disparities and systemic inequalities in health care and medicine	North Colorado Health Alliance; SummitStone Health Partners

Cannabis Research & Policy Project Team Members

Member	Sub-Team
Charlene Barrientos Ortiz	Education Campaign
Lisa Bero, PhD	Systematic Review
Ashley Brooks-Russell, PhD, MPH	Subject Area Expertise
Paige Buchanan-Hall, BA	Education Campaign
Meghan Buran, MPH	Administration
Annie Collier, PhD	Education Campaign
Colleen Keenan, MPH	Education Campaign
Jenn Leiferman, PhD	Education Campaign
Louis Leslie, BA	Systematic Review
Tianjing Li, MD, PhD, MHS	Systematic Review
Jean-Pierre Oberste, BA	Systematic Review
Christi Piper, MLIS	Systematic Review
Thanitsara Rittiphairoj, MD, MPH	Systematic Review
Jonathan Samet, MD, MS	Administration
Neeloofar Soleimanpour, MPH	Administration
Greg Tung, PhD, MPH	Administration, Subject Area Expertise
Sam Wang, MD	Subject Area Expertise
Tsz Wing Yim, MPH	Systematic Review

Review of Agenda

Christopher E. Urbina, MD, MPH Chair, HB 21-1317 Scientific Review Council







Scientific Review Council Meeting Agenda

3:30 PM	I. Opening Remarks, Introductions and Welcome, Updates on Conflict of Interest	Chris Urbina
3:35 PM	II. Review of Agenda and Meeting Minutes (3/12/24)	Chris Urbina
3:40 PM	III. Overview of Cannabis Research & Policy Team's Overall Progress	Jon Samet & Greg Tung
3:50 PM	IV. Educational Campaign Presentation and Discussion: Update of Ongoing Activities	Annie Collier
4:15 PM V. Educational Campaign Presentation and Discussion from Initium Health		James Corbett
4:55 PM VI. Next Steps & Closing Remarks		Jon Samet & Chris Urbina

Review of Meeting Minutes

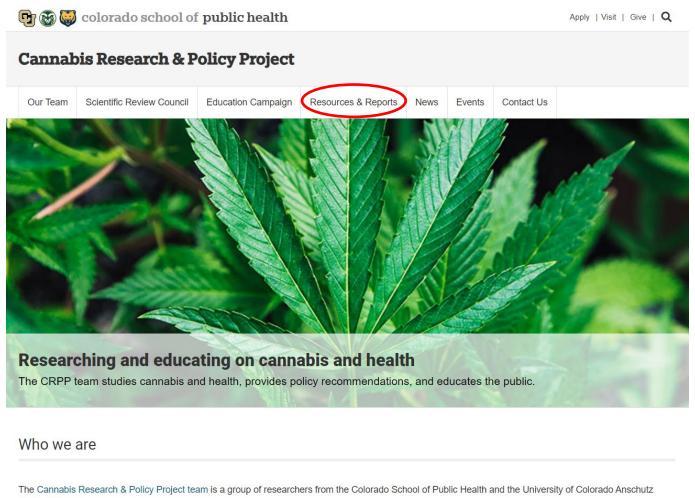
Christopher E. Urbina, MD, MPH Chair, HB 21-1317 Scientific Review Council







Prior Reports & Meeting Materials Available





Medical Campus.

https://coloradosph.cuanschutz.edu/research-and-practice/practice/cannabis-research/resources

Overview of Progress by Cannabis Research & Policy Project

Jonathan Samet, MD, MS Professor & Former Dean, Colorado School of Public Health

Greg Tung, PhD, MPH Associate Professor, Colorado School of Public Health





Current Activities

- Monthly newsletter and timeline posted on our project website; next update will be posted at the end of May 2024.
- Planning Methods Workshop for June 2024.
- Scheduled Continuing Medical Education Event with Children's Hospital for Pediatric
 & OB-GYN Providers will take place tomorrow, Wednesday, May 15th
- Working with the Department of Psychiatry on provider educational activities
- Reports under development
 - Mass-Media Behavioral Interventions
 - Modern Modalities in Behavioral Interventions
 - Mental Health Systematic Review
 - Respiratory Review
 - Policy Translation
 - Funding Bias
- Educational Campaign

Monthly Newsletter & Timeline

Cannabis Research & Policy Project colorado school of public health

UPDATES OF ACTIVITIES UNDER HB 21-1317

EVIDENCE REVIEW REPORT

- Report of Scoping Review **Available Here**
- American Journal of Public Health
- Interactive Evidence Map
- Policy Approaches to High-Concentration Cannabis and THC Concentrates

OPEN FORUM MEETING:

May 7, 2024

NEXT SCIENTIFIC REVIEW COUNCIL MEETING:

May 14, 2024

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 The scoping review marijuana and resources available, such as the CDC's Marijuana and Public 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 third newsletter from the Cannabis Research and Policy Project, Since our last newsletter, our team continues to update the review of research studies. We are currently examining 6,000 new publications from this past year and studies that meet our inclusion criteria from the initial review will be added to the interactive evidence map. We are also conducting a detailed review on studies addressing high-concentration cannabis products and mental health. We will publish the findings later this year. Our next detailed review will be on studies addressing highconcentration cannabis and respiratory health outcomes.

The team is hosting an open forum on Tuesday, May 7th from 3:00 - 4:15 PM. The team will provide background on the project and answer questions from the attendees. This virtual forum will be open to the public and include a Q&A session. Please register in advance.

In the initial review of scientific studies, serious limitations of the literature were identified. Consequently, in June we are convening key researchers to develop recommendations to improve the standardization. generalizability, and quality of research on cannabis. We will publish material developed at the workshop later this year.

We have organized a continuing medical education meeting for Pediatric & OB-GYN providers to take place this May. We also plan a similar event for mental health providers later this year.

Finally, we have scheduled the next Scientific Review Council (SRC) meeting for May 14, 2024 to provide an update on the ongoing reviews and activities of the educational campaign team. Information about joining the meeting is available on the project website.

ACTIVITY

Continuing Professional Education

Evidence Reviews

Workshop to Improve Research

DETAILS

Current Cannabis Marketplace for Pediatricians Mental Health Effects of High-Concentration Cannabis Use

> Effects on Respiratory Health Modern Modalities in Behavioral Interventions Mass-Media Behavioral Interventions

> > Improving Methods for Cannabis Research

In Progress Effects on Mental Health In Progress In Progress In Progress

> June 24-25, 2024

In Progress

STATUS

May 15, 2024

CONTACT US AT cannabis.research@cuanschutz.edu | SUBMIT FEEDBACK ON OUR WEBSITE

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

Educational Campaign Updates:

The educational campaign team has made progress across our five core project components in April.

- 1. Community Engagement: We scheduled a series of meetings with our community advisors and the content creators at Initium Health to receive feedback on the project name, logo, brand, and messaging. We also planned trainings for community members on motivational interviewing and have refined the curriculum for those sessions. These trainings will equip community members with the tools to have difficult conversations about the health impacts of high-concentration cannabis (HCC) with youth or pregnant people in their lives.
- 2. Partnerships: The University of Northern Colorado partner team held a two-day retreat on mindfulness as an alternative to cannabis use. They also planned events across the remainder of the school year to educate students about the health effects of HCC. The Colorado State University partner team conducted a series of focus groups with college-enrolled and non-college enrolled youth to understand their perceptions of cannabis and high-concentration cannabis. The focus groups will inform educational materials that the team will make and distribute in Larimer and Weld counties. The Clinic Chat, LLC partner team is close to completing the content that will serve as the foundation for the chatbot program offered on the HB1317 website. This involves identifying questions that people can ask of the artificial intelligence chatbot, relying on our pre-approved HCC educational toolkits for the appropriate answers. Last, the CU Department of Psychiatry team is developing two medical education events for both mental health providers and educators on the health impacts of HCC use among youth.
- 3. Initium Health: Initium Health made progress on the web-based curriculum, which will offer user-friendly education for youth, parents, and pregnant and parenting individuals on the project website. Initium Health also began their videography process and made progress on the project website. Lastly, they have created branding and websites for the project's two art exhibitions.
- 4. Art Exhibition: The artists continue to develop their pieces for both the adult and youth exhibitions - "Hear|Say" and Grow Up," which will occur on June 14 and June 7, respectively. The art exhibition team worked with Initium Health to develop a marketing strategy to raise awareness of each exhibition and are developing content for the exhibition display panels and catalog; these will be available to provide additional context to the topic of HCC throughout the exhibition space.
- 5. Evaluation: The program evaluation team, which will look close at how well these activities work, sought feedback on the assessment measures from a variety of stakeholders including members of the Scientific Review Council, internal subject matter experts, communities. and project partners. The team will address and incorporate feedback to prepare the final survey by the end of May.

CONTACT US AT cannabis.research@cuanschutz.edu | SUBMIT FEEDBACK ON OUR WEBSITE

EDUCATION CAMPAIGN Start Date: November 2022

Tentative Dissemination Date: June 2024

ACTIVITY DETAILS STATUS Completed Toolkits 1-3 Address Edits Completed **Toolkit** from SRC Review Content Toolkits 1-3 Completed Creation Send Toolkits 1-3 to Vendors to Disseminate Completed Vendors & Sent Contracts Completed Vendors Create Content In Progress

Secured Venue for Exhibition Completed Recruited Completed Exhibition Artist Education Completed Session Host Art

Exhibition

Content Review

by SRC &

Community

Advisors

In Progress

In Progress

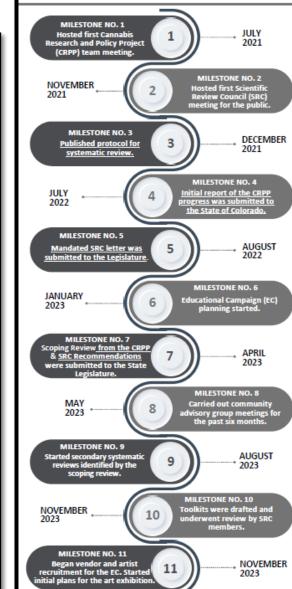
Community Registration In Progress Community In Progress Trainings Social Media In Progress Content Community In Progress

Logic Model Creation Completed Evaluation Evaluation Planning In Progress Development In Progress

MILESTONE NO. 12 Selected vendors for content creation. Held two community engagement workshops for JANUARY 2024

feedback on Toolkit #1.

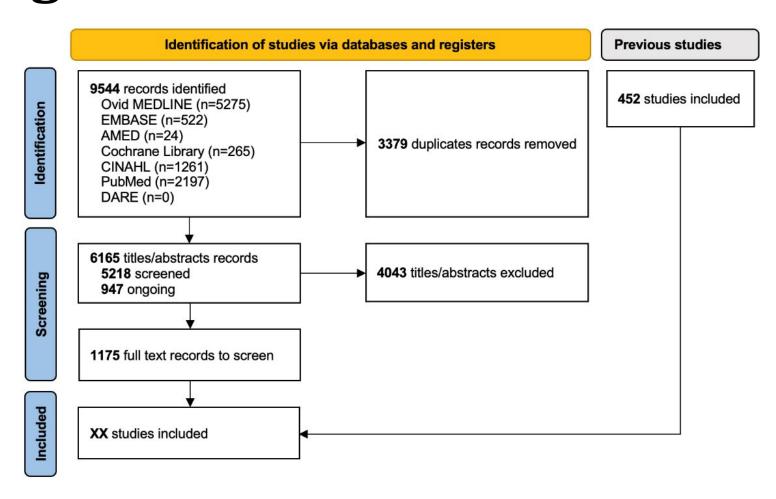
CANNABIS RESEARCH & POLICY PROJECT (CRPP) OF THE COLORADO SCHOOL OF PUBLIC HEALTH TIMELINE OF KEY EVENTS



Continuing Medical Education for Pediatric & OBGYN Providers

- Topics to be discussed:
 - Background of cannabis pharmacology, current marketing landscape, risk communication, evidence on health impacts of high concentration cannabis
- Taking place tomorrow, May 15, 2024, at Nighthorse Campbell Shore Family Forum, Anschutz Medical Campus
- Basis for development of educational materials
- Recording and presentation will be posted afterward

PRIMSA Diagram for Updating the Scoping Review



Educational Campaign Update

Annie Collier, PhD Associate Professor, Colorado School of Public Health





Community Advisor Meetings

- Scheduled a series of meetings between community advisors and Initium Health to receive feedback on:
 - Project name, logo, brand, and messaging
- Refined curriculum for motivational interviewing (MI) trainings
- Scheduled MI trainings with community advisors and community members on across late May and June



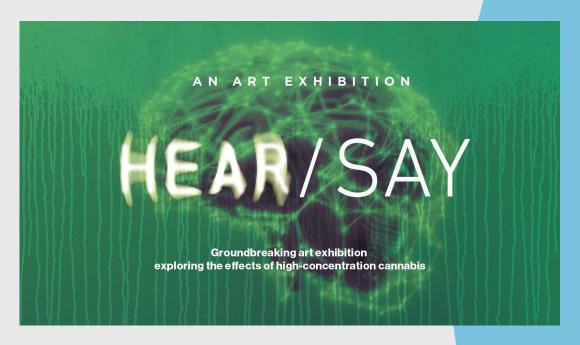
Partnership Updates

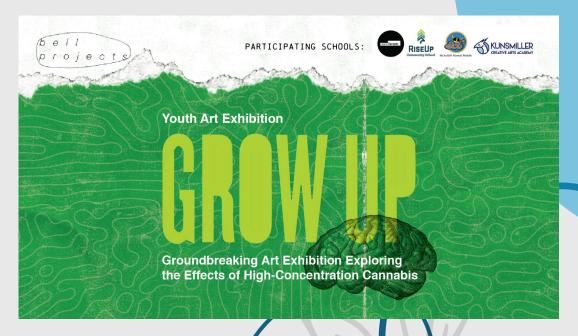
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Partner	Updates	
Shadow Consulting – Art Exhibitions Hear Say & Grow Up	 Artists continue to develop pieces Developed marketing strategy & websites with Initium Health Developed content for exhibition display panels and catalog Held second advisory committee meeting 	
<u>University of Northern Colorado</u> – College Educational Campaign	 Held a two-day retreat on mindfulness as an alternative to cannabis use with 30 students Engaging students in education events on the topic of HCC across remainder of school year 	
<u>Colorado State University</u> – Young Adult Educational Campaign	 Held a series of focus groups with college-aged youth both college-enrolled and non-college enrolled Elicited feedback on toolkits and perceptions of HCC 	
<u>Clinic Chat</u> – HCC Education via Chatbot	 Developing and reviewing content, derived from educational toolkits, that will serve as the foundation for the chatbot on the program website 	

Art Exhibition Updates

Key Dates:

- **June 7**th Opening reception of *Grow Up* youth art exhibition at Bell Projects Gallery from 6 9 PM
- **June 14**th Opening reception of *Hear/Say* art exhibition at BRDG Gallery from 6 9 PM
- **June 15**th Panel discussion with artists and scientists at BRDG Gallery at 4 PM
- **June 18**th Art/science talk at BRDG Gallery at 7 PM
- June 22nd Art/science talk at BRDG Gallery at 4 PM
- **July 14**th Closing reception with art/science talk at BRDG Gallery from 6 9 PM







Program Evaluation

- Refined evaluation instrument and sought feedback from:
 - ☐ Subset of Scientific Review Council members
 - ☐ Internal subject matter experts
 - ☐ Community members
 - ☐ Project partners

- Tailoring survey questions for distinct project components:
 - ☐ Motivational interviewing trainings
 - ☐ Chatbot
 - ☐ Art exhibitions

Educational Campaign Update -Initium Health

James Corbett, MDiv, JD Principal, Initium Health













High-Concentration Cannabis Educational Campaign

May 14, 2024

Agenda

- Initium Background
- Authentic Stories
- Work Streams
- Process/Market Research
- Evaluation





Initium is a public benefit corporation committed to using innovation to improve human health.







JAMES CORBETT, MDIV, JD Principal





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Owner, Director, Cinematographer at
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YASMEEN ATTIA, MPH Candidate Public Health Analyst



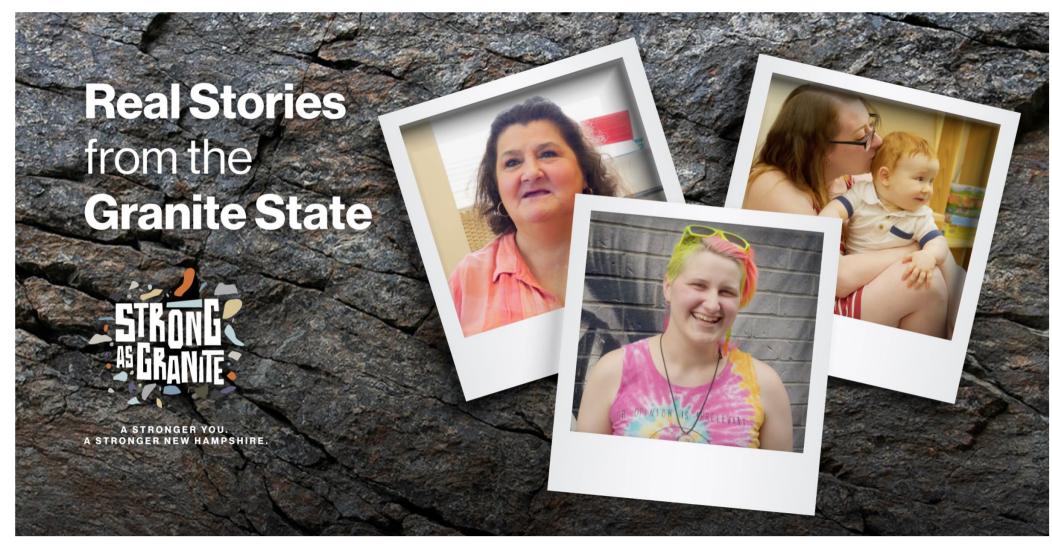


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Authentic Stories

New Hampshire

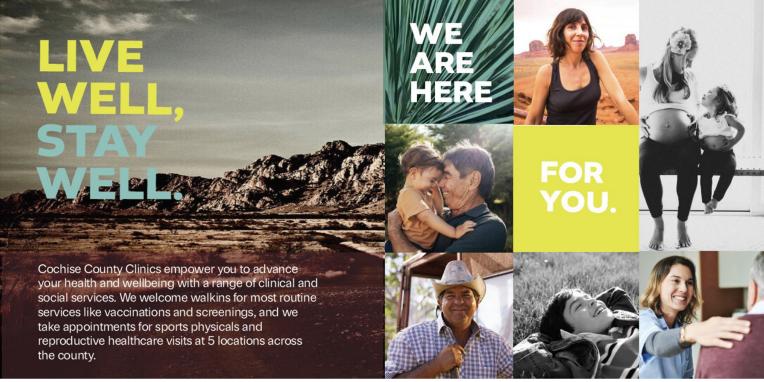




COCHISE COUNTY HEALTH SERVICES



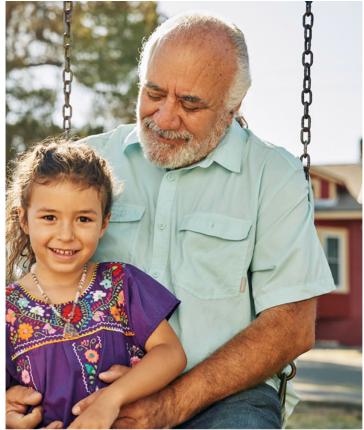










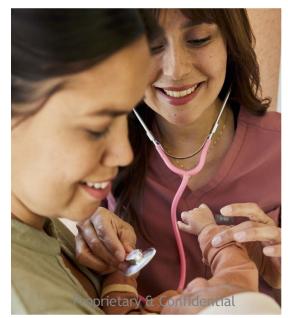
























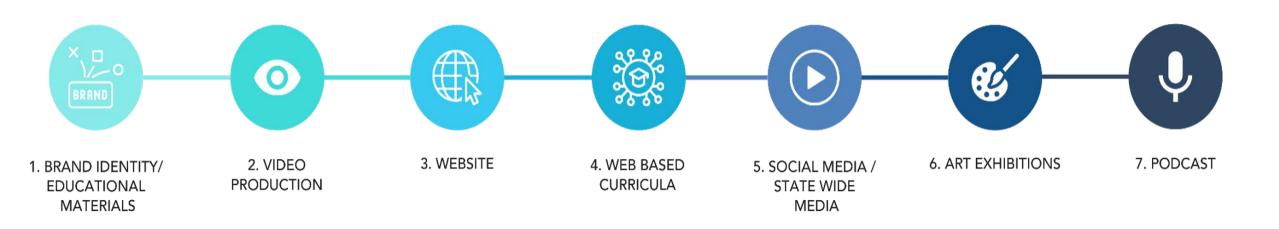






WORKSTREAMS





NATIONAL GUIDELINES FOR MESSAGING



MARIJUANA USE AND TEENS

What you need to know



The teen years are a time of growth, exploration, and risk-taking. Some risk-taking may foster identity development and independence (e.g., running for student council, asking someone out on a date). However, some risk behaviors—such as using marijuana—can have adverse effects on a teen's health and well-being.

How many teens use marijuana?

In 2019, 37% of US high school students reported lifetime use of marijuana and 22% reported use in the past 30 days. Past-year vaping (e-cigarette use) of marijuana also remained steady in 2020 following large increases in 2018 and 2019. However, large percentages of middle and high school students reported past-year marijuana vaping—8% of eighth graders, 19% of 10th graders, and 22% of 12th graders.

O How marijuana can impact a teen's life

Increased risk of mental health issues. Marijuana use has been linked to a range of mental health problems, such as depression and social anxiety.³ People who use marijuana are more likely to develop temporary psychosis (not knowing what is real, hallucinations, and paranoia) and long-lasting mental disorders, including schizophrenia (a type of mental illness where



Marijuana and the teen brain:

The teen brain is actively developing and continues to develop until around age 25. Marijuana use during adolescence and young adulthood may harm the developing brain.³⁴



Negative effects of teen marijuana use include³:

- Difficulty thinking and problem-solving
- Problems with memory and learning
- Reduced coordination
- Difficulty maintaining attention
- Problems with school and social life

1-800-CDC-INFO (232-4636) www.cdc.gov



EVIDENCE-BASED RESOURCE GUIDE SERIES

Preventing Marijuana Use Among Youth



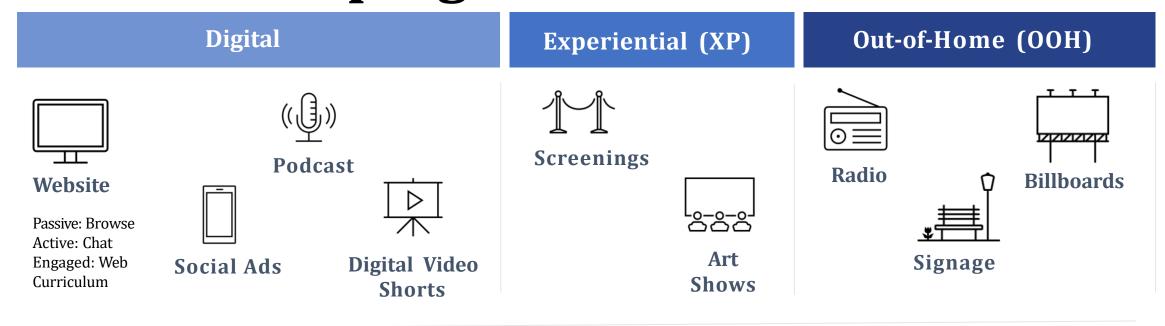
EVIDENCE-BASED RESOURCE GUIDE SERIES

Preventing the Use of Marijuana: Focus on Women and Pregnancy



We'll Evaluate Reach & Engagement Across Campaign Channels





Digital Campaign Data:

- Impressions
- Unique visitors
- Quality of engagement (eg., time, pathing)
- Conversions (eg., click-through, video complete)

Experiential Campaign Data:

- Digital registration page metrics (eg., Impressions, visitors, quality of engagement)
- Attendance
- Engagement observations (eg., # of questions asked by audience, type)

Out-of-Home Campaign Data:

• Estimated impressions

We Will Integrate Survey Measures into Campaign Touchpoints



Digital

- Web Curriculum include knowledge checks &perception/usage questions, and postcompletion questions
- Website in-content questions
- **Chat** in-chat questions
- Social "quiz your knowledge", "let us know in the comments" CTAs
- **Podcast** Q&A feature
- Digital Video Shorts Q&A feature,
 "comment" CTAs

Experiential (XP)

- Event Registrant Lists Post- survey
- **At Event** Exit polls
- At Event In-programming polls, eg., text your answer, live results shown (may be more suitable for video screening than art shows)

Market Research

Logo Competitive Audit



	POSITIONING STATEMENT OR TAGLINE	BRAND MISSION OR DESCRIPTION
CANNABIS	NA	Let's Talk Cannabis pulled together proven facts and tips to help you understand the rules and health effects so you can make safe and informed decisions.
STAY TRUE TO YOU	The Truth about Drugs	Being a teenager is hard enough. I'm not sure pot or vaping would help.
▲ GOOD <u>E</u> KNOW	Be safe. Be educated. Be responsible.	Cannabis is legal in Maine for people ages 21+. There are a few things you should know about cannabis in Maine to help make informed decisions.
CANNABIS	NA	New York State has launched Cannabis Conversations to help you understand the facts on the Cannabis Law, important information on health and safety, and the opportunities the new industry will create.
YES& knows	Yes Cannabis is Legal. Know the Rules.	Cannabis is now legal in New Mexico for medicinal and adult use. In order to have a safe cannabis experience, it's important to know the rules and tips regarding safe cannabis consumption, how to buy it, how much to consume, and what is still restricted by law.
Truth (or nah!?)	Truth or Nah? Ask the right questions, Find the right answers.	Myths about weed passed around in schools and online can make getting real, honest answers difficult for teens. The information included here is shared with the intent to reduce the negative consequences associated with cannabis consumption for young people.

Podcast Competitive Audit



2000
195
H U B EVR M A N
LAB

POSITIONING STATEMENT OR TAGLINE

BRAND MISSION OR DESCRIPTION

Professor of Neurobiology & Ophthalmology at Stanford Medicine

Huberman Lab discusses neuroscience — how our brain and its connections with the organs of our body control our perceptions, our behaviors, and our health.



The Truth about Drugs

Drug Science works to provide an evidence base free from political or commercial influence, creating the foundation for sensible and effective drug laws, and equipping the public, media and policy makers with the knowledge and resources to enact positive change.



NA

The podcast features an overview of evidence-based insights, research updates, treatment options and other helpful information pertaining to substances commonly associated with substance use disorders.



NA

Enlighten U helps college students discover they are not alone in their mental health struggles.



An addiction medicine podcast

Behind the Evidence is the addiction medicine podcast of the Grayken Center for Addiction at Boston Medical Center, and a project of the free bimonthly newsletter Alcohol, Other Drugs, and Health: Current Evidence (AODH).

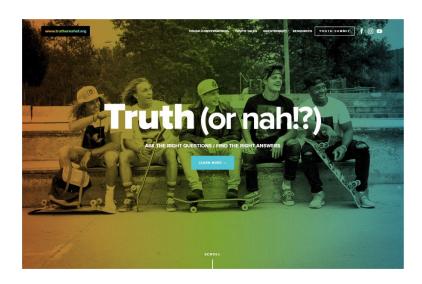


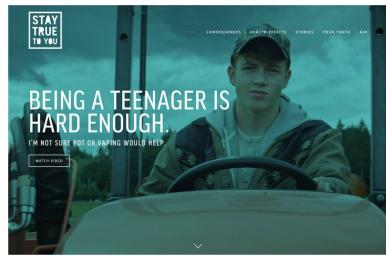
Where addiction research meets human experience

We talk a little about the science of addiction and its treatment, and we talk a lot about what it's like to use drugs, recover from drug use, and treat drug-related disorders.

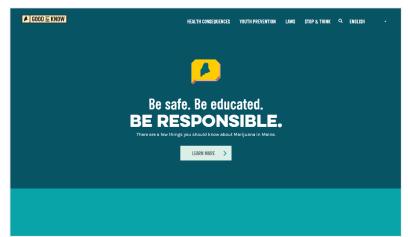
Website Competitive Audit







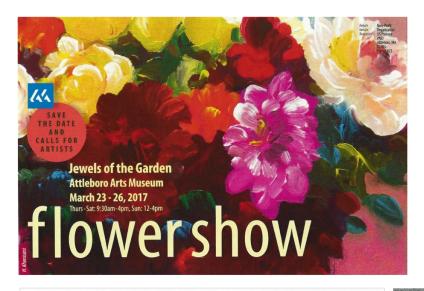






Art Exhibit Competitive Audit



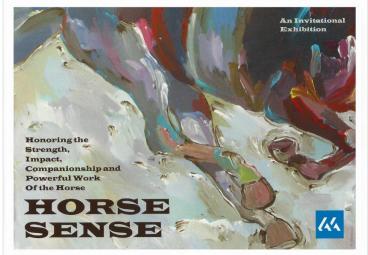




3rd Annual Art Exhibition
December 3-5, 2010
Boston Court Performing Arts Center, Pasadena

BOSTON COURT

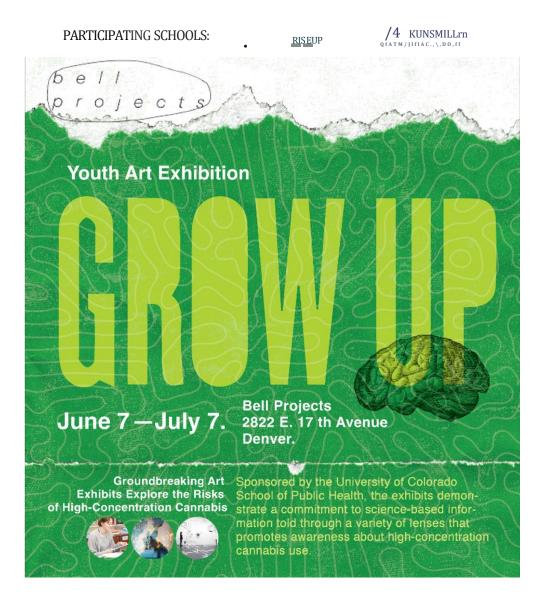
Linda Arreola Clark Branson Beverly Crist Nancy del Riego Peter Goldberg Stephanie Pryor Marshall Roemen

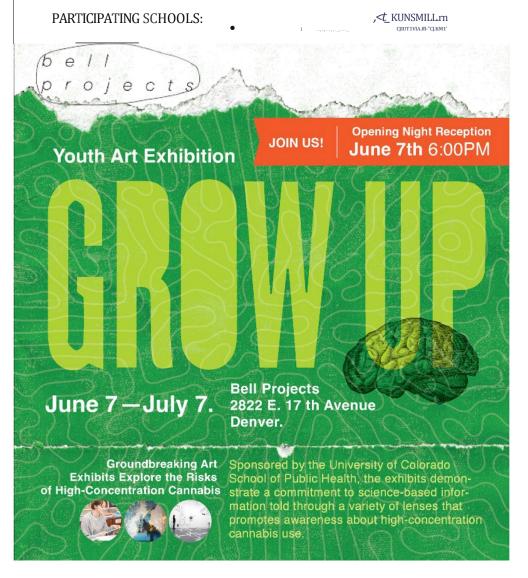






Proprietary & Confidential SUBJECT MATTER EXPERTS WHO DELIVER initiumhealth.org





Next Steps & Closing Remarks

Jonathan Samet, MD, MS Professor & Former Dean, Colorado School of Public Health

> Christopher E. Urbina, MD, MPH Chair, HB 21-1317 Scientific Review Council



