

**Summarized Meeting Minutes | May 14, 2024**  
**HB 21-1317 Sixteenth Meeting of the Scientific Review Council (SRC)**

**Overview Progress from the Cannabis Research & Policy Project (CRPP) Since Last SRC Meeting:**

- CRPP continues to release a monthly team newsletter and project timeline that is available on the project [website](#) to provide the public with updates on the project's progress.
- (Working) Methods Workshop – June 2024 in Boulder, CO
  - **Goal:** Develop a report that addresses the concern about the quality of studies and the consistency issues in the methods that are used in cannabis research. Also, disseminate the workshop product through multiple channels including the CRPP website and a peer-reviewed journal.
- Continuing Medical Education (CME) Event with Children's Hospital of Colorado – May 15, 2024
  - **Audience:** Pediatric and OBGYN providers.
  - **Goal:** Educate providers on the background on cannabis pharmacology, current market, landscape risk, communication and the current state of the evidence from the scoping review.
  - **Where:** Nighthorse Campbell building on the Anschutz Medical Campus. Registration is [available here](#).
- CRPP is also partnering with the Department of Psychiatry to develop resources and trainings for mental health providers related to high-concentration cannabis use. We plan to host a CME event for mental health providers in the fiscal year 2025 and potentially partner with the education campaign team for outreach to K-12 educators.
- CRPP has multiple reports that are under development; see meeting recording for full details.

**Educational Campaign Update Following an Evidence-Based Strategy:**

- The educational campaign team provided a progress overview and how the team plans to disseminate the campaign to the Colorado public with the focus to decrease consumption of high-concentration cannabis use among youth, young adults, pregnant, and post-partum people. Initium Health was also present to discuss their method behind developing the marketing content, social media campaign, and integrated media using authentic stories from the community to increase engagement and relatability.
- The educational campaign team and Initium Health discussed their ongoing involvement with our community partners and their engagement with how we will deliver this information. We continue to meet with our community adult and youth advisory groups in Denver, Pueblo, and the San Luis Valley.
- Evaluation of Campaign Efforts and How to Adjust Future Activities:
  - Evaluation survey tool is under development.
- Key Dates Regarding the Art Exhibitions:
  - **June 7th** – Opening reception of *Grow Up* youth art exhibition at Bell Projects Gallery from 6 – 9 PM
  - **June 14th** – Opening reception of *Hear/Say* art exhibition at BRDG Gallery from 6 – 9 PM
  - **June 15th** – Panel discussion with artists and scientists at BRDG Gallery at 4 PM

- **June 18th** – Art/science talk at BRDG Gallery at 7 PM
- **June 22nd** – Art/science talk at BRDG Gallery at 4 PM
- **July 14th** – Closing reception with art/science talk at BRDG Gallery from 6 – 9 PM
- The table below describes the ongoing activities of the educational campaign; for more details please visit our website and prior SRC meeting recordings.

Organization	Activities & Deliverables
Initium Health – Marketing Content Development	Six videos, six written products, three online educational modules, program branding
Initium Health – Social Media Campaign	Program website; content across relevant social media platforms; podcast on topic of HCC
Initium Health – Integrated Media Campaign	Integrated advertising campaign across various channels (e.g., print, television, radio, social media); supports all relevant initiatives
Shadow Consulting – Art Exhibitions HEAR SAY	Two art exhibitions (adult and youth) and mural, printed catalog, display panels, accompanying events (e.g., artist talks, youth performances)
Community Partner Training (CSPH) – Motivational Interviewing Trainings	Six, 2-hour trainings on the basics of motivational interviewing & one, 4-week online course on the details of motivational interviewing
Clinic Chat, LLC – HCC Education via AI Chatbots	Artificial intelligence (AI) chatbot on the topic of HCC, delivered through web-based conversations and telephone- and What’s App-based text messages in English and Spanish
University of Northern Colorado – College Educational Campaign	Development of HCC screening and educational materials and resources disseminated through UNC’s Office of Health Promotion; Mindfulness training certification for UNC’s faculty that focuses on positive alternatives to cannabis consumption
Colorado State University Faculty – Young Adult Educational Campaign	Social marketing campaign targeted at college-aged youth in Larimer and Weld counties
CU Department of Psychiatry – CME Events	Educator trainings on HCC impact and how to have conversations

For more information, please review the [meeting recording](#) and meeting minutes.