

**Summarized Meeting Minutes | May 22, 2025**  
**HB 21-1317 Twentieth Meeting of the Scientific Review Council (SRC)**

**Attendees:**

**Cannabis Research & Policy Project (CRPP):** Jon Samet, Cathy Bradley, Greg Tung, Tianjing Li, Lisa Bero, Ashley Brooks-Russell, Sam Wang, Annie Collier, Valerie Yim, Louis Leslie, Christi Piper, Travis Leiker, Meghan Buran, Neeloo Soleimanpour

**Scientific Review Council (SRC):** Chris Urbina, Greg Kinney, Archana Shrestha, Erica Wymore, Joesph Schacht, Susan Calcaterra, Paula Riggs

**Guest:** James Corbett (Initium Health)

**General Updates:**

- Dean Bradley provided an update that the project received \$2 million in funding for FY 25-26. Funding will be distributed between the scientific review and the education campaign including community outreach.
- Chair Urbina asked for each SRC member to provide him, Cathy, and Greg with notice if they will remain on the SRC for the upcoming fiscal year.
- Dean Bradley and the team thanked Dr. Jonathan Samet for his involvement and leadership on this project as he transitions off.

**Updates from the Research Team Activities from the CRPP:**

- The research core highlighted publications relating to the project that summarizes the findings from the systematic review. Two more publications are under review.
- The research core has updated the scoping review through August 2024, and the update is available on the [Tableau Dashboard](#). The team last updated the dashboard in early 2025 and will continue to be updated as funding support allows.
- The group discussed broadening our focus populations and funding sources.
- See the meeting recording for full details discussed in this portion of the meeting.

**Educational Campaign Update:**

- The education campaign provided a summary of the campaign's goals to decrease initiation and use of high-concentration cannabis among youth, youth adults, and pregnant women through accessible, engaging, and culturally relevant content, combining personal stories and rigorous science.
- The target audiences for the campaign were highlighted, including but not limited to youth, young adults under 25, pregnant, and parenting people. The group discussed broadening populations that we focus the campaign on, for example LGBTQ+ populations, people 65+, high-use dependent populations.
  - The SRC members present are in agreement to broaden the scope of our focus populations. Will further discuss at next meeting and how to build supporting material to address these populations from the available literature.
  - The SRC would like to further discuss harm reduction efforts and referral to treatment resources at our next meeting.

- Dr. Collier will further discuss the findings of their evaluation of the campaign's engagement, impact, and areas of impact at a future SRC meeting.
- Dr. Collier highlighted three publications that are under journal review relating to the education campaign. The education campaign team plans to publish additional manuscripts in the near future.
- Dr. Collier discussed the future directions of the education campaign.
- See the meeting recording and presentation for in-depth data details discussed in this portion of the meeting.

**Update from Initium Health:**

- Initium reviewed industry entries/awards that "The Tea on THC" campaign has won and competed against, data-driven campaign optimization, campaign workstreams, and outcomes.
- Initium provided samples of the campaign and presented performance metrics for various aspects of the campaign.
- Review the meeting recording for full details discussed in this portion of the meeting.

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