

UPDATES OF ACTIVITIES UNDER HB 21-1317

EVIDENCE REVIEW REPORT

- [Report of Scoping Review Available Here](#)
- [American Journal of Public Health Publication](#)
- [Interactive Evidence Map](#)
- [Policy Approaches to High-Concentration Cannabis and THC Concentrates](#)

NEXT SCIENTIFIC REVIEW COUNCIL MEETING:

June 7, 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 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 fourth newsletter from the Cannabis Research and Policy Project. Since our last newsletter, our team continues to update the review of research studies. We are assessing 6,000 new publications from this past year. Studies that meet our inclusion criteria from the initial review will be added to the [interactive evidence map](#). We are also conducting a detailed, systematic review of 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 high-concentration cannabis and respiratory health outcomes.

The team hosted an open forum session this past month to actively reach out to people interested in our work. The team provided background on the project and answered questions from the attendees. [This virtual forum was recorded and it is available on our website](#). We plan to host another session in the next few months. Registration details will be available on our website.

We also hosted a continuing medical education meeting for Pediatric & OB-GYN providers this past month. We plan to host a similar event for mental health providers later this year.

In the initial scoping 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.

Finally, we are scheduling the next [Scientific Review Council \(SRC\) meeting for June 7, 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	DETAILS	STATUS
Continuing Professional Education	Current Cannabis Marketplace for Pediatricians	Completed
	Mental Health Effects of High-Concentration Cannabis Use	In Progress
Evidence Reviews	Effects on Mental Health	In Progress
	Effects on Respiratory Health	In Progress
	Modern Modalities in Behavioral Interventions	In Progress
	Mass-Media Behavioral Interventions	In Progress
Workshop to Improve Research	Improving Methods for Cannabis Research	June 24-25, 2024

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 May.

1. Community Engagement: We received feedback from community members about the campaign’s branding, taglines, messaging, videography, and chatbot (created by Clinic Chat, LLC). Continued planning for motivational interviewing training with community members, which will be held at the beginning of June.

2. Partnerships: The Colorado State University partner team conducted additional focus groups with non-college enrolled youth to understand their perceptions of cannabis and high concentration cannabis. They will use insights from the focus groups to inform the creation of marketing materials, which will be distributed throughout Larimer and Weld counties. The Clinic Chat, LLC partner team continued to refine the chatbot messages to reach a reading level that is accessible by a broad range of ages given our diverse target audiences of youth, parents, and pregnant people.

3. Initium Health: Initium Health made progress on their seven workstreams: brand identity, video production, campaign website, web-based curricula, social media and state-wide media, art exhibitions, and a podcast. Initium Health incorporated feedback from community members, the HB 1317 team, Scientific Review Council members, and marketing leaders from the School of Public Health. Their videographers began filming across Colorado to highlight personal stories with high concentration cannabis and healthy coping mechanisms. Initium staff also developed a social media strategy and began to engage local influencers to promote campaign messages and events. They helped create marketing materials for the two art exhibitions and spoke with local media to raise awareness about the exhibitions, their purpose, and opening dates. Lastly, Initium started recruiting guests for the podcast to share a variety of perspectives about and experiences with high concentration cannabis—from scientists to athletes to behavioral health leaders.

4. Art Exhibition: The art exhibition held its second advisory committee meeting to discuss the educational content that will be displayed throughout the exhibition space in addition to the actual art pieces. The display panels will include background on the topic of high concentration cannabis, statistics on high concentration cannabis use in Colorado, quotes from public health leaders, and personal quotes from students and adults in Colorado. Openings for the exhibitions will be held on June 7 (Bell Projects, youth show) and June 14 (BRDG Gallery, main show).

5. Evaluation: The program evaluation team finalized sub-surveys for different project components: motivational interviewing trainings, art exhibitions, and chatbot. Mechanisms were created so that respondents will receive incentives for participation. By administering surveys in different settings, we will maximize engagement and increase our understanding of how the campaign materials influence knowledge and behaviors related to high concentration THC cannabis products.

EDUCATION CAMPAIGN

Start Date: November 2022

Tentative Dissemination Date: June 2024

ACTIVITY	DETAILS	STATUS
Toolkit Content Creation	Drafted Toolkits 1-3	Completed
	Address Edits from SRC Review	Completed
	Toolkits 1-3	Completed
	Send Toolkits 1-3 to Vendors to Disseminate	Completed
Content Creation	Selected Vendors & Sent Contracts	Completed
	Vendors Create Content	In Progress
	Content Review by SRC & Community Advisors	In Progress
Art Exhibition	Secured Venue for Exhibition	Completed
	Recruited Artists	Completed
	Artist Education Session	Completed
	Host Art Exhibition	June 7, 2024 & June 14, 2024
Dissemination	Community Events Registration	In Progress
	Community Trainings	In Progress
	Social Media Content	In Progress
	Community Events	In Progress
Evaluation	Logic Model Creation	Completed
	Evaluation Planning	In Progress
	Instrument Development	In Progress