

Nineteenth Meeting of the HB 21-1317 Scientific Review Council

November 6, 2024

   colorado school of public health

Cannabis Research & Policy Project

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, Neonatal-Perinatal Medicine	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
Lisa Bero, PhD	Systematic Review
Ashley Brooks-Russell, PhD, MPH	Subject Area Expertise
Meghan Buran, MPH	Administration
Annie Collier, PhD	Education Campaign
Jenn Leiferman, PhD	Education Campaign
Louis Leslie, BA	Systematic Review
Tianjing Li, MD, PhD, MHS	Systematic Review
Jean-Pierre Oberste, MPH	Systematic Review
Christi Piper, MLIS	Systematic Review
Thanitsara Rittiphairoj, MD, MPH	Systematic Review
Daphna Rubin, MPH	Education Campaign
Jonathan Samet, MD, MS	Administration
Neeloofar Soleimanpour, MPH	Administration
Greg Tung, PhD, MPH	Administration, Subject Area Expertise, Education Campaign
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

2:30 PM	Opening Remarks, Introductions and Welcome, Updates on Conflict of Interest	Chris Urbina
2:35 PM	Review of Agenda and Meeting Minutes (8/08/24)	Chris Urbina
2:40 PM	Updates from the Research Team's Activities	Jon Samet & Greg Tung
2:50 PM	Updates from Initium	James Corbett
3:10 PM	SRC Discussion	Chris Urbina
3:20 PM	Review of Educational Campaign Evaluations	Greg Tung & Annie Collier
3:35 PM	SRC Discussion	Chris Urbina
3:50 PM	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

Cannabis Research & Policy Project

Our Team

Scientific Review Council

Education Campaign

Resources & Reports

News

Events

Contact Us



Researching and educating on cannabis and health

The CRPP team studies cannabis and health, provides policy recommendations, and educates the public.



Who we are

The Cannabis Research & Policy Project team is a group of researchers from the Colorado School of Public Health and the University of Colorado Anschutz Medical Campus.

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

Updates from the Research Team

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

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

Introduce Members & Partners of the Educational Campaign

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



Cannabis Research & Policy Project

Updates from Initium Health

James Corbett, MDiv, JD
Initium Health



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



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

High Concentration Cannabis Educational Campaign

November 6, 2024

Agenda

- **Review**
- **Year 2**
 - **Timeline**
 - **Press Conference**
 - **Workstreams**
- **Next Steps**



Review

Photoshoot



Website & Web-Based Curriculum



ROADMAP

WELCOME TO THIS LESSON ON CANNABIS AND ITS IMPACT ON YOUR HEALTH!

In this lesson:

- You will learn what cannabis is and understand what high concentration cannabis means.
- You will learn about the different types of cannabis products, including those with high concentrations.
- You will find out how using cannabis can affect your physical and mental health, especially when using high concentration cannabis.

CHEMICAL COMPOUND

About 60 of those chemicals can interact with our nervous system. Two key chemicals are THC (tetrahydrocannabinol) and CBD (cannabidiol).

THC IS WHAT MAKES PEOPLE FEEL "HIGH," WHILE CBD DOES NOT.

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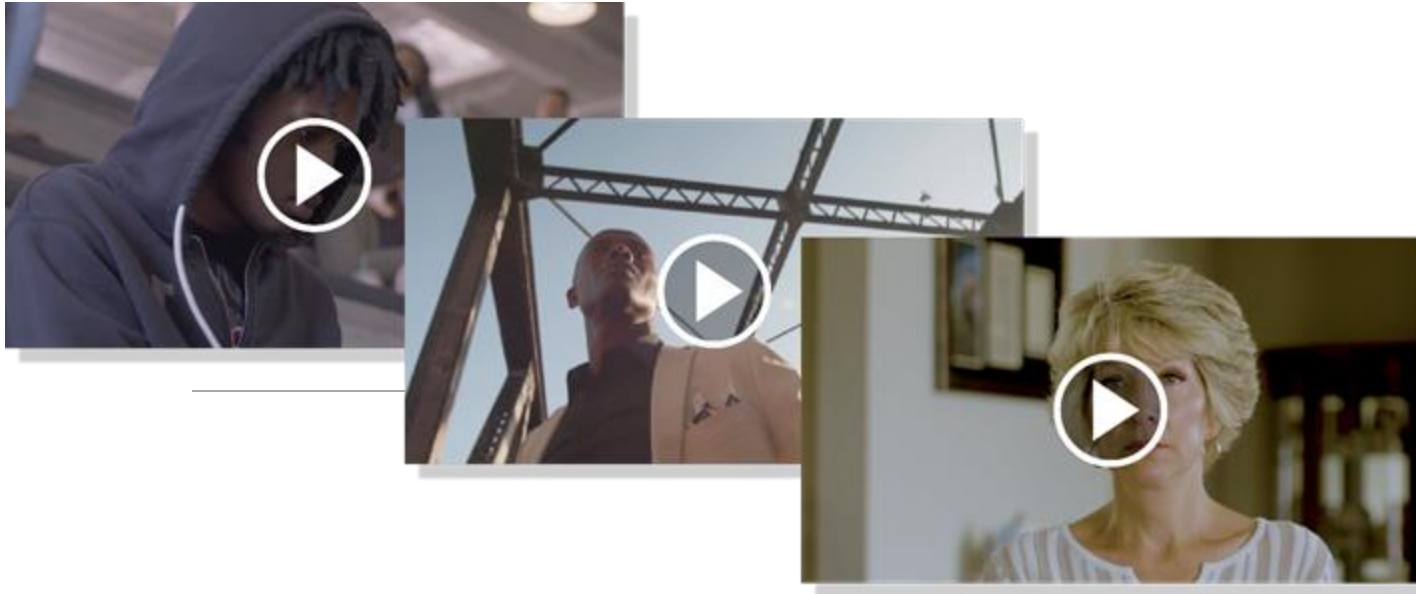
THC
PSYCHOACTIVE

CC1=CC=C(C=C1)C2=CC=CC=C2C1=O

CBD
NON-PSYCHOACTIVE

LESSON 1 | What is Cannabis? 2

Podcast & Video Series of Lived Experiences



Social Media & Illustrations



**THE TEA ON
THC**
GET THE FACTS.

**Cannabis is
complicated.**

With **500+ chemicals**, it's hard
to know what you're getting.

GET THE FACTS
theteaonthc.org

Powered by the Colorado School of Public Health

Art Exhibitions



Earned Media

Empowering Voices: How 'Grow Up' Art Exhibition Inspired Youth Expression and Community Connection

Overview
 "Grow Up," curated by Shaunie Berry, showcased student art from four Denver institutions, offering fresh perspectives on personal growth. Held at Bell Projects Gallery from June 7 to July 7, and sponsored by the University of Colorado School of Public Health, it supported a campaign on high-concentration cannabis awareness.

Objective
 To drive attendance to the opening night reception, we launched a targeted social media campaign, ran banner ads, sent out email newsletters, distributed eye-catching posters and flyers in key locations, and leveraged earned media efforts.

Additionally, used the exhibition as an educational tool to inspire other young people, educate the community about youth perspectives, and inform youth about the risks associated with high concentration cannabis use.

Initial Health Invite:
 Open Rate: 23.59%
 Click Rate: 8.36%
 Click Through Rate: 35%

Denver Post Invite:
 Open Rate: 15.65%
 Click Through Rate: 2.80%

CPR Banners:
 Impressions: 41,702
 CTR: .04%

All Events
 Colorado Public Radio
 Colorado Community Media
 Colorado Hometown
 Weekly
 303 Everwordr Magazine
 Colorado Parent
 Fox31 Denver Kdvr

Media Metrics

Westward Exclusive Invite:
 Total Delivered: 50,159
 Total Opens: 12,264
 Open Rate: 24.45%
 Unique Clicks: 138
 Total Clicks: 439
 CTR: 3.58%

Westward Print Invite:
 Size: 1/2H
 Page: 39
 Print Circulation: 20,000
 Flipbook Impressions: 8,698
 95% Pick up rate
 1071 pick up locations
 200,000 monthly readers

Earned Media

Front Porch
 Patch Denver
 Nextdoor
 5280
 City Spark
 Visit Denver
 Out Front

Boulder Daily Camera
 Reddit
 The Vamp Deville
 BRDG
 Your Hub/Denver Post
 Frontporche
 Denverite
 Eventbrite

Guerrilla Marketing Locations

Highlands Farmers Market
 Denver Central Market
 Loh Residential
 Vibe Cafe 15th
 Larimer Square
 Dairy Block Market
 Mcgregor Square
 Lab Bocce
 Slice Works
 Base Camp
 Central Market Larimer St
 Bars
 Little Owl Coffee
 Bundry Cafe Market
 Avanti
 Happy Camper
 The Post Chicken
 Maci Cafe
 Dimestone Delibar
 Denver Vapor Convenience
 Alma Fonda Fina
 910 Arts

Bald
 Coolhills
 Ee Crepe Burger Bar
 Velvet Cellar
 Upstairs Circus
 AS Steak
 Optique Denver
 Elixir
 The Kitchen
 La Roux
 Cholon
 Jovannas
 Little Finch
 The Passport
 Moda Man
 Show Pony Vintage
 Mirada Art Gallery
 Rino Art District
 Center (Grace)
 Globeville Riverfront Art

Art Gym
 Artist On Santa Fe
 Woodward Studios
 Walker Fine Art
 Continuum Art Studios
 Spectra Art Space
 Blue Tile Gallery
 Prism Workspace
 40 West Arts
 Denrac Downtown
 The Giving Tree Of Denver
 Denver Kush Club
 Life Flower Dispensary
 Verde Natural
 Krystaleaves
 Modu Love
 Oasis Super Store
 Simply Pure
 The Green Solution
 Green Dragon
 Best Buds Dispensary
 Georgia's

Empowering Conversations: How the Hear/Say Art Exhibition Transformed Perspectives on High Concentration Cannabis

Overview
 "Hear/Say," curated by Tya Anthony, featured innovative works by 11 artists, exploring the science and impact of high-concentration cannabis. Held at BRDG Gallery from June 14 to July 14, and sponsored by the University of Colorado School of Public Health, it aimed to spark critical conversations and raise awareness about cannabis use through art.

Objective
 To drive attendance to the Hear/Say opening night reception, we launched a targeted social media campaign, ran banner ads, sent out email newsletters, distributed eye-catching posters and flyers in key locations, and leveraged earned media efforts.

Additionally, the exhibition served as an educational tool to inspire other artists, educate the community about high-concentration cannabis, and inform the public about the scientific and social implications of its use.

Initial Health Invite:
 Open Rate: 19.33%
 Click Rate: 15.30%
 Click Through Rate: 79.33%

Initial Health Closing:
 Open Rate: 4.53%
 Click Rate: .13%
 Click Through Rate: 2.79%

Initial Health Closing RS:
 Open Rate: 9.21%
 Click Rate: .20%
 Click Through Rate: 2.17%

All Events
 Colorado Public Radio
 Colorado Community Media
 Colorado Hometown
 Weekly
 303 Everwordr Magazine
 Colorado Parent
 Fox 31

Media Metrics

Denver Post Invite:
 Open Rate: 16.49%
 Click Through Rate: 2.46%

CPR Banners:
 Impressions: 58,167
 CTR: .06%

Westward Exclusive Invite:
 Total Delivered: 50,258
 Total Opens: 13,553
 Open Rate: 26.97%
 Unique Clicks: 196
 Total Clicks: 577
 CTR: 4.26%

All Events
 Colorado Public Radio
 Colorado Community Media
 Colorado Hometown
 Weekly
 303 Everwordr Magazine
 Colorado Parent
 Fox 31

Front Porch
 Patch Denver
 Nextdoor
 5280
 City Spark
 Visit Denver
 Out Front

Boulder Daily Camera
 Reddit
 The Vamp Deville
 Brdg
 Your Hub/Denver Post
 Denverite
 Eventbrite

Guerrilla Marketing Locations & Print Media Mailers

Highlands Farmers Market
 Denver Central Market
 Loh Residential
 Vibe Cafe 15th
 Larimer Square
 Dairy Block Market
 Mcgregor Square
 Lab Bocce
 Slice Works
 Base Camp
 Central Market Larimer St
 Bars
 Little Owl Coffee
 Bundry Cafe Market
 Avanti
 Happy Camper
 The Post Chicken
 Maci Cafe
 Dimestone Delibar
 Denver Vapor Convenience
 Alma Fonda Fina
 910 Arts

Bald
 Coolhills
 Ee Creperie & Burger Bar
 Velvet Cellar
 Upstairs Circus
 AS Steak
 Optique Denver
 Elixir
 The Kitchen
 La Roux
 Cholon
 Jovannas
 Little Finch
 The Passport
 Moda Man
 Show Pony Vintage
 Mirada Art Gallery
 Rino Art District
 Center (Grace)
 Globeville Riverfront Art
 Art Gym
 Artist On Santa Fe

Woodward Studios
 The Green Solution
 Walker Fine Art
 Best Buds Dispensary
 Continuum Art Studios
 Spectra Art Space
 Blue Tile Gallery
 Prism Workspace
 40 West Arts
 Denrac Downtown
 The Giving Tree Of Denver
 Denver Kush Club
 Life Flower Dispensary
 Verde Natural
 Krystaleaves
 Modu Love
 Oasis Super Store
 Simply Pure
 Green Dragon
 Georgia's

5280 Magazine
 June 21, 2024
 Earned media story released on both art exhibitions featuring Tya Anthony and a few artists.

Hard Launch Timeline

Proposed Hard Launch Timeline (Subject to change)

11/13/2024	Podcast: Episodes Published
11/13/2024	YouTube: Videos Published
11/13/2024	Digital Marketing: Organic Social Media
12/??/2024	Press Conference
12/17/2024	Digital Marketing: Paid Social Media
12/17/2024	Digital Marketing: Programmatic Display
12/17/2024	Digital Marketing: Search Engine Marketing
01/02/2024	Podcast: Advertising Promotions
01/14/2025	OOH: Digital OOH / Unique In-Place
01/14/2025	OOH: Traditional Billboards
01/14/2025	Digital Marketing: Streaming Video (OTT)
01/14/2025	Digital Marketing: Streaming Audio

Press Conference

Governor's Press Conference Strong as Granite Campaign Launch, National Suicide Prevention Week



Help is here, it's for you. There are lots of ways to get connected.

Different pathways all leading to the same place: a New Hampshire where getting help is the strong thing to do.

In need of mental health or substance use support?

Call or text 833-710-6477
NH RAPID RESPONSE

Call or text 988
SUICIDE & CRISIS LIFELINE

Call 211
YOUR LOCAL DOORWAY FOR SUBSTANCE USE RESOURCES

STRONG AS GRANITE
A STRONGER YOU. A STRONGER NEW HAMPSHIRE.



Go-to-Market Strategy Pre Launch

- **Phase 1**
 - **Press Kits Preparation** (Campaign overview, key statistics about hcc, testimonial videos, website, press release)
 - **Event Coordination**
 - Prepare materials for release and approve.
 - Launch organic presence.
 - Artwork and materials for event.
- **Phase 2**
 - Release press release to local outlets.
 - Send personalized invitations to key media outlets.
 - LinkedIn press release out to stakeholders.

Go-to-Market Strategy Launch Day

- **Launch Day: Press Conference**

- Location: TBD
- Time: 10 AM
- Speakers: Legislative Representative & Dean Bradley
- Content:
 - Announce the Tea on THC campaign and its objectives.
 - Present key statistics on the rise of high-concentration cannabis use.
 - Showcase campaign videos and social media content for the public.
 - Q&A session with media and audience.

- **Live Broadcast**

- Livestream the press conference on social media (YouTube, Facebook, Instagram Live).
- Partner with local TV and radio stations to broadcast highlights.

- **Social Media Push**

- Immediately push press conference on CSPH and Teaonthc organic channels.
- Stakeholder collaboration: Coordinate launch day posting of content.

- **Press Tour Following Conference**

- Coordination of news outlets to talk on live or pre-recorded channels. (Speakers TBD)

Go-to-Market Strategy Post Launch

Public Relations

- Follow up with media outlets to ensure maximum coverage in news cycles.
- Pitch feature stories to targeted publications, focusing on personal testimonials, the science of high-concentration THC, and expert opinions.

Ongoing Social Media Engagement

- Maintain momentum with 3x/week posts on Instagram, Facebook, and YouTube.
- Feature a mix of educational content, user-generated content, and influencer collaborations.

Campaign Continued

- Proceed with launch strategy as previously discussed.

Workstream Progress

Year 2 Overview

Social Media

Videography

Digital Media

Print Media

Project Management

Web-Based Curriculum

Educator Tools

Provider Tools

Peer Support Tools

Objectives:

- (a) Raise awareness of HCC and its impacts on health and mental health – especially for youth, pregnant and parenting individuals. These targeted groups may be expanded during the contract.
- (b) Support the development of healthy coping skills and encourage the development of positive strategies to pursue and achieve life goals
- (c) Engage and reach a diverse set of stakeholder groups that can support education on these topics with key audiences.

Provider Education

- **Behavioral Health Integration in Primary Care**
 - Tea on THC Campaign introduction
- **Provider Resources:**
 - DSM-5 Criteria for Cannabis Use Disorder
 - High-Risk Groups to Avoid Cannabis Use
- **Continued Efforts & Stakeholders:**
 - Colorado Hospital Association
 - Health System/Physician practices
 - Federally Qualified Health Centers/Community Health Centers
 - Behavioral Health Facilities
 - Colorado Association of Healthcare Executives Nov. 13



Letter to Providers & Pin Buttons

Syphilis cases are surging in Lubbock and nationwide. Lubbock Public Health needs your help with addressing syphilis in our community.

Put a **stop** to syphilis.

Syphilis often doesn't have symptoms, or symptoms can be easily missed. People don't always seek testing while showing signs recognized to be primary or secondary syphilis. Syphilis can be deadly for adults, but even deadlier for newborns whose mothers were infected with syphilis during their pregnancy and not treated.

In regions with high infection rates like Lubbock, the CDC recommends testing for all sexually active people, especially people aged 15-44.

This Syphilis Toolkit from Lubbock Public Health includes:

- An "Ask Me About Syphilis" button
- Posters for both the staff lounge and the waiting room
- Our "2024 Guidance for Syphilis Screening, Testing, and Treatment" document

The guidance for screening, testing, treating, and reporting syphilis is intended for anyone who needs to understand syphilis testing and the next steps for a patient who tests positive.

Syphilis testing can be complicated, but our enclosed guidance document seeks to make 2024's testing and treatment recommendations easier to use. Recent recommendations for using rapid point-of-care (POC) tests are also discussed. If ordering labs on a patient, please add syphilis testing.

Together, we can put a stop to syphilis!



Staff Lounge Poster



Waiting Room Poster



Pin Buttons

After reviewing the **2024 Guidelines for Syphilis Screening, Testing, and Treatment**, we would greatly appreciate your feedback.

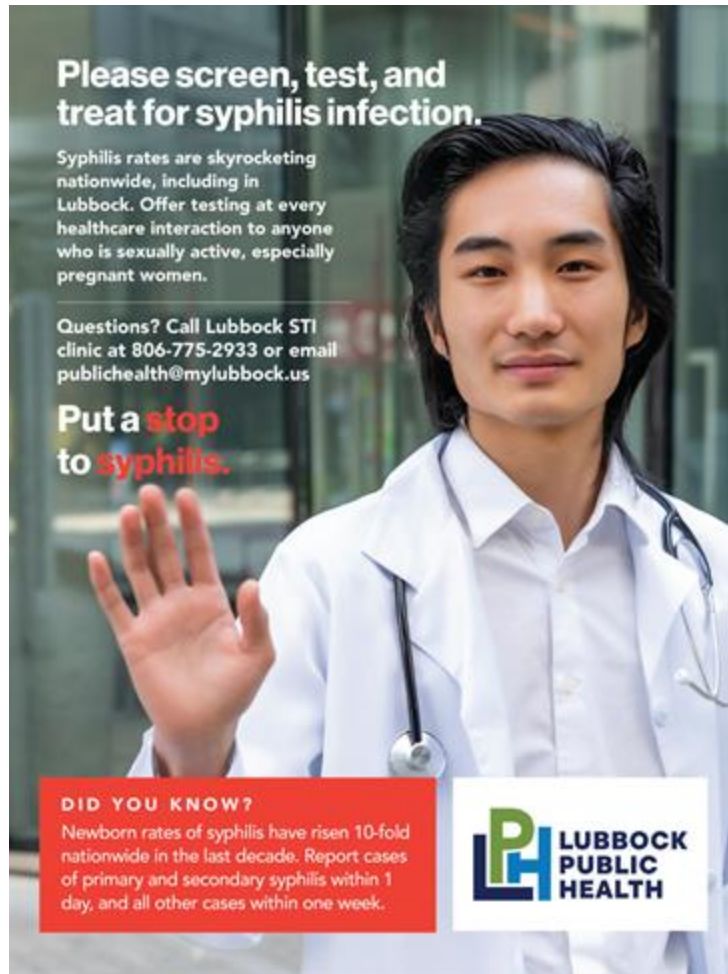
Please [take this survey](#), administered by 3rd-party consultants at Initium Health, to be entered to win a \$100 gift card. The survey must be completed by the end of day on 11/30/2024 (11:59PM). One winner will be selected to win the gift card, and notified via email.



Put a **stop** to syphilis.



Posters




Please screen, test, and treat for syphilis infection.

Syphilis rates are skyrocketing nationwide, including in Lubbock. Offer testing at every healthcare interaction to anyone who is sexually active, especially pregnant women.

Questions? Call Lubbock STI clinic at 806-775-2933 or email publichealth@mylubbock.us

Put a stop to syphilis.

DID YOU KNOW?
Newborn rates of syphilis have risen 10-fold nationwide in the last decade. Report cases of primary and secondary syphilis within 1 day, and all other cases within one week.



More sex partners means increased risk of getting and spreading syphilis.

Syphilis doesn't always have symptoms, but it has serious health effects and can even kill. Get tested for syphilis at least once a year if you're at increased risk.

Put a stop to syphilis.

DID YOU KNOW?
You can help prevent syphilis by using barrier methods like condoms and dental dams. Syphilis is preventable, and it's curable if you test positive. Get tested today.



If you've ever had sex, get tested today for syphilis.

It doesn't always have symptoms. Syphilis can cause blindness, hearing loss, and permanent brain damage if untreated. Babies born to infected mothers have a high chance of dying near birth or can have lifelong health problems.

Put a stop to syphilis.

DID YOU KNOW?
You can help prevent syphilis by using barrier methods like condoms. Syphilis is preventable, and it's curable if you test positive. Get tested today.



2024 Guidelines for Syphilis Screening, Testing, and Treatment

2024 GUIDELINES FOR SYPHILIS SCREENING, TESTING, AND TREATMENT

LUBBOCK PUBLIC HEALTH

2024 GUIDELINES FOR SYPHILIS SCREENING, TESTING, AND TREATMENT

Dear Healthcare Community of Lubbock:

Between 2018 and 2022, rates of syphilis increased 648% in Lubbock. Lubbock Public Health and the U.S. Centers for Disease Control and Prevention (CDC) are recommending that all sexually active adults in Lubbock be screened for syphilis. **Syphilis can cause blindness, deafness, and damage to almost every organ system, especially the cardiovascular and nervous systems.**

Syphilis can kill adults and lead to significant permanent health impacts for both adults and infants. **If a pregnant person is infected, the infant has a high chance of being stillborn, of dying near birth, or of having lifelong health problems.**

Newborn (aka. congenital) syphilis rates have increased 10-fold nationwide in the last 10 years. In 2022, 25% of the country's newborn syphilis cases came from Texas. We know that it can be challenging to choose and interpret syphilis tests, then to determine treatment options in light of contradictory results, intermittent drug shortages, and penicillin allergies. Screening, testing, and treatment recommendations for *Treponema pallidum* (syphilis) infections have changed over time, and we want to empower all community health providers in Lubbock to tackle syphilis with current information.

This toolkit is designed to help you find much of the information you need about syphilis screening, testing, treatment, and reporting in one convenient location. This includes recent federal guidance about point-of-care (POC) testing and doxycycline post-exposure prophylaxis ("Doxy PEP").

We urge all providers to **SCREEN, TEST, and TREAT** for syphilis in every possible healthcare encounter. Clinicians should **REPORT** cases (and probable cases) of Primary and Secondary syphilis within 1 day to the Health Department, and all other stages of syphilis and newborn (congenital) syphilis within 1 week.

For any questions or comments, please contact the STI department of Lubbock Public Health at 806-775-2933, publichealth@mylubbock.us.

¹Berns et al. UT Health Houston: School of Public Health. Congenital Syphilis: A Report to the Texas Research-to-Policy Collaboration Project. Feb 16, 2024. (<https://sph.uth.edu/research/centers/dell/legislative-initiatives/docs/Congenital%20Syphilis022724%20update.pdf>).

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2024 GUIDELINES FOR SYPHILIS SCREENING, TESTING, AND TREATMENT

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- CDC Syphilis Screening Guidelines by Risk Group 5

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MGMA Conference Highlights

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Empowering Practices: Navigating Behavioral Health

James Corbett, MDiv, JD
Erin Archer, RN, PHN, CIC

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Substance Use

In 2023, according to the CDC, 17% of Americans over 12 used illicit drugs.

- 17% of people over 12 used illicit drugs
- 10% of people had an opioid use disorder
- 2% of people had a stimulant use disorder
- 1 in 30 people misused a stimulant like cocaine, meth, or prescriptions

An estimated 107,543 people lost their lives to drug overdoses in 2023.

Cannabis is the most common illicit drug used by Americans. In 2023, 24% of people over aged 12 used illicit drugs. 9% used a drug other than cannabis, but approximately 22% of Americans used cannabis, including over 18% of youth aged 12 to 20.



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THE ED ON THC
GET THE FACTS

HIGH CONCENTRATION CANNABIS

Some get high, some get lost.
THC can increase psychosis risk.

GET THE FACTS
thetaxonthc.org



THE ED ON THC
GET THE FACTS

Some get high, some get lost.

THC can increase psychosis risk.

GET THE FACTS
thetaxonthc.org



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THE ED ON THC
GET THE FACTS

If you use, baby uses.

Know the risks.

GET THE FACTS
thetaxonthc.org



THE ED ON THC
GET THE FACTS

Is your teen dabbing?

A third of teen cannabis users are using high concentration dabs.

GET THE FACTS
thetaxonthc.org



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Speaking Engagements

- **CLIO Event NYC:** Annie spoke at CLIO networking event
- **Region 16 Opioid Abatement Council:** Greg spoke to members of this council in Colorado Springs
- **Harvard University:** Brandon Lloyd to speak at their Business of Doing Good event on his testimonial

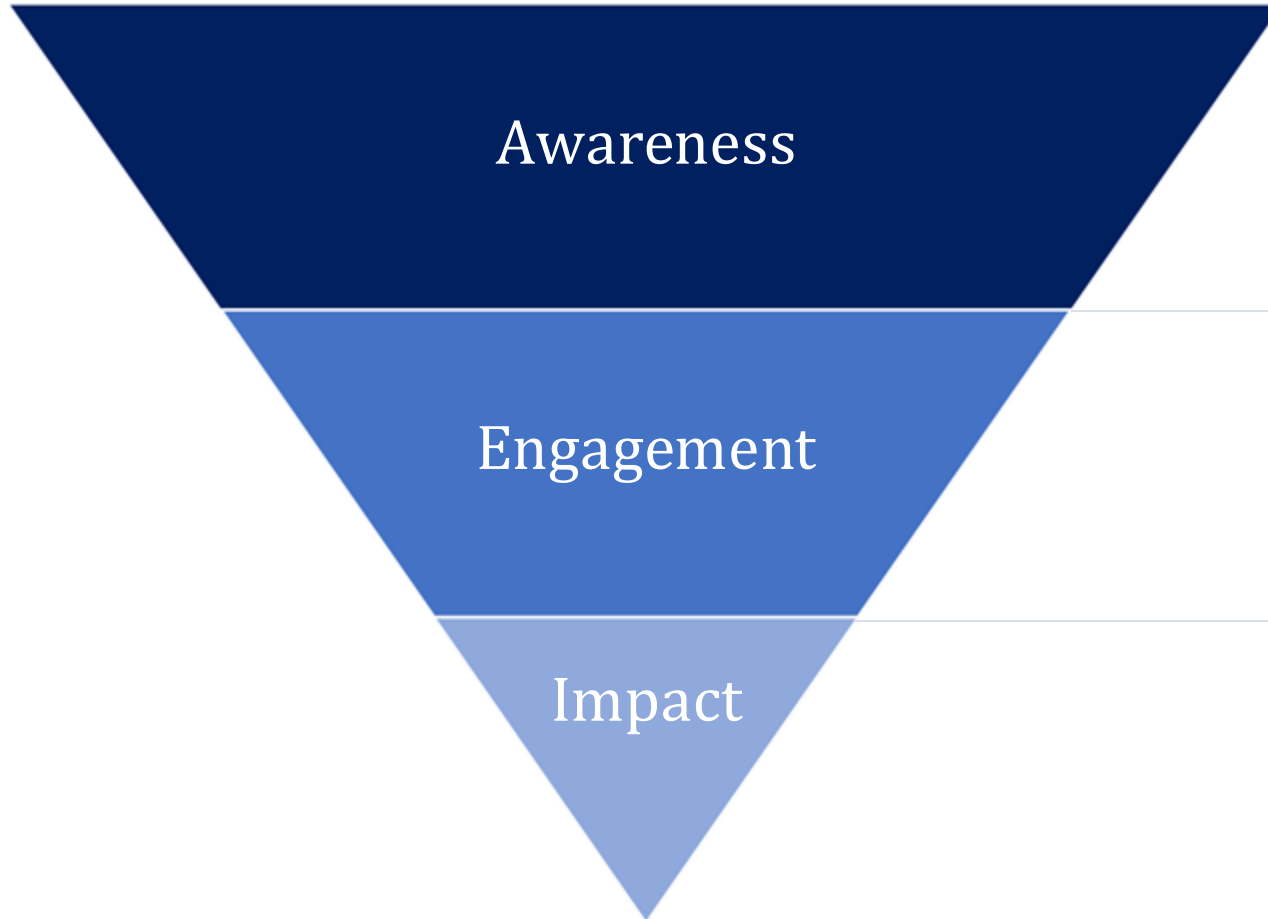


Social Media Strategy & Content

- **Scope:** Expanding reach through influencers and community-driven content
- **Goals:** Increase engagement, audience growth, and message resonance
- **Key Tactics:**
 - Influencer partnerships & micro-influencers
 - Culturally relevant, diverse content
 - Ongoing engagement and optimization

Success Metrics

For “Tea on THC” Campaign, we are monitoring metrics across the funnel & optimizing as the campaign progresses



Awareness

Drive awareness through high-visibility channels that pique interest & drive consideration.
Key Metrics: ad impressions, PR, site traffic

Engagement

Engage audience by meeting them where they are with the **educational content** they need.
Key Metrics: digital marketing (ex. CTR, likes, subscribes, video plays), site (ex. time on page, content explored)

Impact

Impact attitudes, knowledge, and behavior in order to **change health outcomes**.
Key Metrics: pre- & post- survey data, in-experience measures (ex. Web curriculum knowledge checks)

Key Metrics

- **Key Metrics:**
 - Reach and Impressions: Measures the number of people exposed to the campaign.
 - Engagement Metrics: Shows the depth of audience interaction (e.g., likes, shares, comments).
 - Sentiment & Brand Health: Tracks audience perception through sentiment and mentions.
- **Reach & Impressions:**
 - Total Reach: Unique users who saw the content (indicates visibility).
 - Impressions: Total number of content displays (frequency of exposure).
 - Post Reach: Reach of individual posts, useful for comparing content performance.
- **Engagement:**
 - Likes/Reactions: Initial interest in content.
 - Comments: Shows deeper engagement and conversation.
 - Shares/Retweets: Amplifies content to new audiences, extending reach.
 - Mentions: Organic reach through user mentions of the campaign.
- **Paid Performance:**
 - Impressions & Reach (Paid): Total views and unique audience reach.
 - Cost Per Thousand Impressions (CPM): Cost efficiency per 1,000 impressions.
 - Frequency: Average number of times each person sees the ad, balancing exposure.

SRC Discussion

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

Review of Educational Campaign Evaluation

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

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

HB 1317 Evaluation Team

We are collecting rigorous evaluation metrics across every component of the HB 1317 health education campaign:

- University of Colorado team collects qualitative and quantitative data (e.g., Initium webinars; Colorado HCC Survey; partner project surveys)
- Initium collects additional metrics (e.g., earned media, engagement metrics, website traffic how people look at website)

We want to ensure that decisions about the educational campaign are data driven and inform every aspect of our activities

You will see that our results support our approach, i.e., to increase knowledge about high concentration cannabis (HCC) in youth, young adults, and pregnant and parenting people, and to emphasize reliance on positive psychological approaches

Today, we will briefly review the evaluation metrics collected during 2023 - 2024:

1. Colorado HCC survey
2. Hear/Say and Grow Up art exhibitions
3. Motivational Interviewing Training
4. Oasis – UNC partnership

1. Colorado HCC Survey

What are high concentration cannabis (HCC) use patterns across Colorado, and what do people know about coping alternatives?

Where are we starting: Information to serve as a baseline prior to the media launch

Collected in collaboration with Initium via CINT. CINT is a survey panel marketplace for researchers that manages participant pool selection, verification/validation tools, incentives, etc.

	Desired Sample	Actual Sample
Living in Colorado	100%	100%
Young Adult (ages 18-24)	25%	19%
Pregnant or recently postpartum	10%	9%
Parents of children ages 11-17	25%	17%

Highlights of Findings

Age	mean age = 41.4 years (18-25 years = 19%; 26+ years of age = 81%)
Gender	45% male
Users	42% were current users (past 30 days) ¹ 14% of the 235 “current users” were either pregnant or had a child < 2 yrs 54.4% of the “non-current users” had consumed cannabis before Thus, 74% of the sample had used cannabis before ²
Rurality	36.5% urban, 46.5% suburban, 13.7% rural
Education	28% high school education or lower
Parents	58% had children; 9% had children under 2; 24% had children 3 to 10; 17% had children between ages of 11-17; 24% had children 18+

^{1, 2} Higher use in CO sample than general adult population (49 % lifetime, 14% past 30 days, NSDUH)

Current Users Are Statistically Different than Non-Users in the Following Ways:

Younger

More likely to be male

More likely to be gay

More likely to live in urban settings

Trend towards being less educated and having lower rates of health insurance

No significant differences in race, Latina/o/x ethnicity, pregnancy, children <2,

Table 1. Demographic Characteristics

	Full Sample (n=564)		Current Users (n=235)		Non-Current Users (n=329)		Sig.
	μ	%/SD	μ	%/SD	μ	%/SD	
Age	41.0	16.0	38.7	13.2	42.7	17.6	.004
Gender							.003
Man		45.4		54.5		38.9	
Woman		53.7		44.7		60.2	
Another not listed here		0.9		0.9		0.9	
Pregnant?		6.6		6.8		6.4	.848
Children \leq 2?		9.0		9.8		8.5	.899
Latina/o/x/Hispanic?		32.9		31.6		33.7	.599
Race							.601
White		60.7		61.3		60.4	
Black		14.6		15.7		13.7	
African American		4.6		4.7		4.6	
American Indian or Alaska Native		8.0		8.1		7.9	
Asian		3.4		1.7		4.6	
Native Hawaiian/Pacific Islander		2.0		1.3		2.4	
Prefer not to say		0.5		0.9		0.3	
Another not listed here		6.2		6.4		6.1	
Sexual Orientation							.022
Gay		2.8		4.3		1.8	
Lesbian		2.3		2.1		2.4	
Straight		80.8		76.2		84.1	
Bisexual		10.8		14.9		7.9	
Another		1.8		2.1		1.5	
Prefer not to say		1.4		0.4		2.1	
Rurality							<.001
Urban		36.5		46.4		29.5	
Suburban		46.5		39.6		51.4	
Rural		13.7		11.1		15.5	
Not sure		3.4		3.0		3.6	
Education							.073
<High School		3.7		3.8		3.6	
High School Degree/GED		24.3		27.2		22.2	
Some College/Associates		39.2		37.9		40.1	
Bachelors Degree		22.0		24.3		20.4	
Graduate Degree		10.8		6.8		13.7	
Have Health Insurance?		91.8		89.4		93.6	.069

Comparing Users to Non-Users:

Non-users have significantly more confidence in refusing, choosing other options, and communicating about HCC concerns with others

Users that are younger (25 and under) have less confidence in refusing and choosing other options than people 26 years and older

Cannabis Use Questions: Current Users vs. Non-Current Users

	Full Sample (n=564)		Current Users (n=235)		Non-Current Users (n=329)		Sig.
	μ	%/SD	μ	%/SD	μ	%/SD	
Confidence in refusing HCC (1=not confident, 5=very confident)	4.1	1.2	3.7	1.3	4.5	1.0	<.001
Confidence in choosing other option (1=not confident, 5=very confident)	4.2	1.2	3.9	1.2	4.4	1.1	<.001
Confidence in talking to others about HCC (1=not confident, 5=very confident)	3.6	1.2	3.6	1.2	3.6	1.2	.714
Likely to talk to others about HCC (1=ext unlikely, 5=ext likely)	3.4	1.2	3.3	1.2	3.4	1.3	.830
Importance that others know about HCC (1=not imp., 5=ext imp)	3.9	1.1	3.7	1.1	4.0	1.1	<.001

Cannabis Knowledge

Users know significantly more about concentrate products than non-users

Non-users know significantly more about health consequences of HCC than non-users

Users recognize significantly fewer healthy coping mechanisms for stress than non-users (meditation, connecting to nature, spending time with family and friends, the importance of good sleep habits)

Deeper dive:

Females know significantly more about HCC health harms than males

Pregnant people/children < 2 know significantly less than the rest of the sample about health consequences of HCC

Knowledge does not differ by age

Cannabis Use Questions In Current Cannabis Users (43% of full sample or n = 235)*

		%/SD
Which products have you used?		
Edibles or drinks		37.4
Concentrates		47.2
Flower		67.7
Other products		9.4
In last 30 days, how many days have you used:		
Edibles or drinks	8.1	8.8
Concentrates	12.0	9.9
Flower	14.9	10.1
Other products	8.8	9.8
Do you want to decrease cannabis use? (yes)		36.7
Likelihood of cannabis free in next 30 days? (1=ext unlikely, 5=ext likely)	2.8	1.6
Likelihood of decreased cannabis use in next 30 days? (0=ext unlikely, 10=ext likely)	3.9	3.6
Belief have skills to decrease cannabis use? (0=ext unlikely, 10=ext likely)	6.6	3.1
Confidence about making this change? (0=ext unlikely, 10=ext likely)	6.0	3.3

36.7% of the current users want to decrease cannabis use
Users consume close to 50% each month

Comparing HCC Knowledge in Current Users and Non-Current Users- Percent Correct

	Full Sample (n=564)	Current Users (n=235)	Non-Current Users (n=329)	
	%/SD	%/SD	%/SD	Sig.
How much THC is in each of these products?				
Cannabis flower	57.2	59.3	55.7	.391
Concentrates	63.4	71.7	57.6	<.001
Edibles or drinks	56.4	59.3	54.4	.257
Which of the following have high concentrations of THC?	60.4	57.3	62.6	.201
Which of the following influence how high someone gets?	67.7	60.0	73.2	<.001
Which of the following are impacts of youth using HCC?	32.4	29.2	34.7	<.001
Which of the following are impacts from pregnant people who use cannabis?	68.8	57.4	76.9	<.001
Is cannabis harmful for: - Youth brain development?	80.4	71.2	86.9	<.001
Is cannabis harmful for: - Pregnant people and their fetus?	83.4	72.1	91.4	<.001
True or False? As concentrations of THC increase, the harms are likely to increase	82.2	72.6	89.1	<.001
Based on what is known about harms, who should avoid using recreational cannabis?	73.5	59.0	83.9	<.001
Which of the following are healthy ways to cope with stress?				
Meditation/deep breathing	78.9	74.9	81.8	.049
Taking anger out on others	92.9	90.6	94.5	.076
Alcohol or drugs	94.7	92.8	96.0	.087
Exercising	85.1	84.3	85.7	.631
Connection to nature	72.9	66.0	77.8	.002
Having good sleep habits	77.5	72.1	82.1	.002
Spending time with friends family	73.2	66.0	78.4	<.001

33 (14%) of the 235 “current users” are either pregnant or have a child <2

2. Hear/Say and Grow Up Art Exhibitions

Led by Dr. Annie Collier

Highlights of Art Exhibition Findings

Patrons:

Attendees were predominantly female, 32% Latina/o/x, urban/suburban, and higher educated

Self-report of knowledge significantly different pre to post across each exhibition, but greater changes seen across Hear/Say exhibition patrons

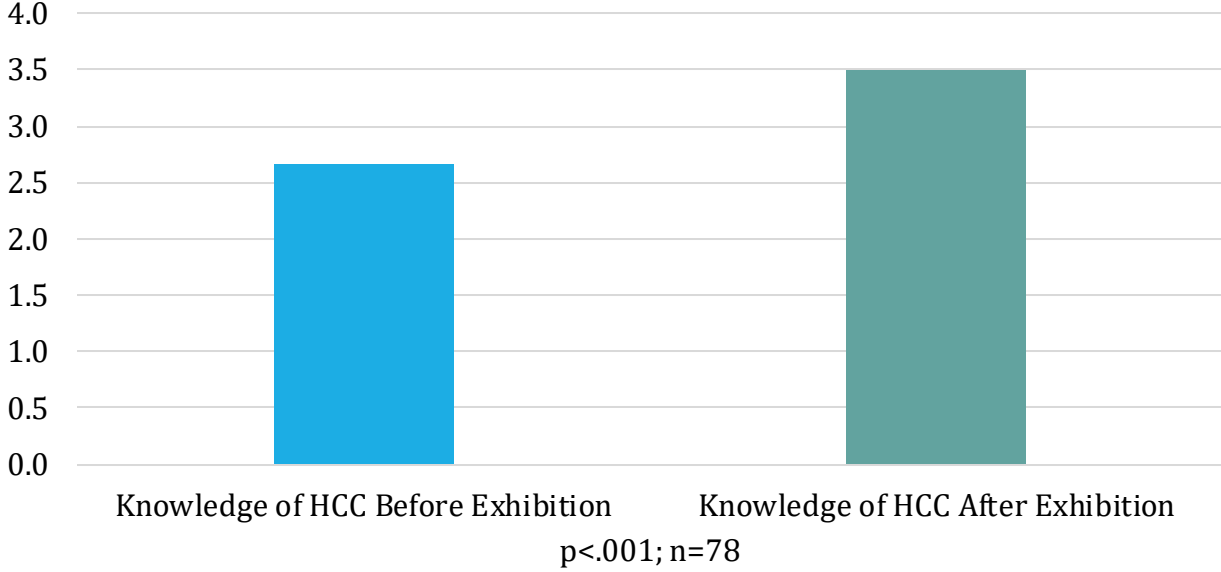
When knowledge scores were compared to the CINT findings, art patrons had greater knowledge of products and health effects than the general Colorado sample

Artists:

Predominantly female, multiple different races, highly educated

Reported significantly greater changes in knowledge before and after experience

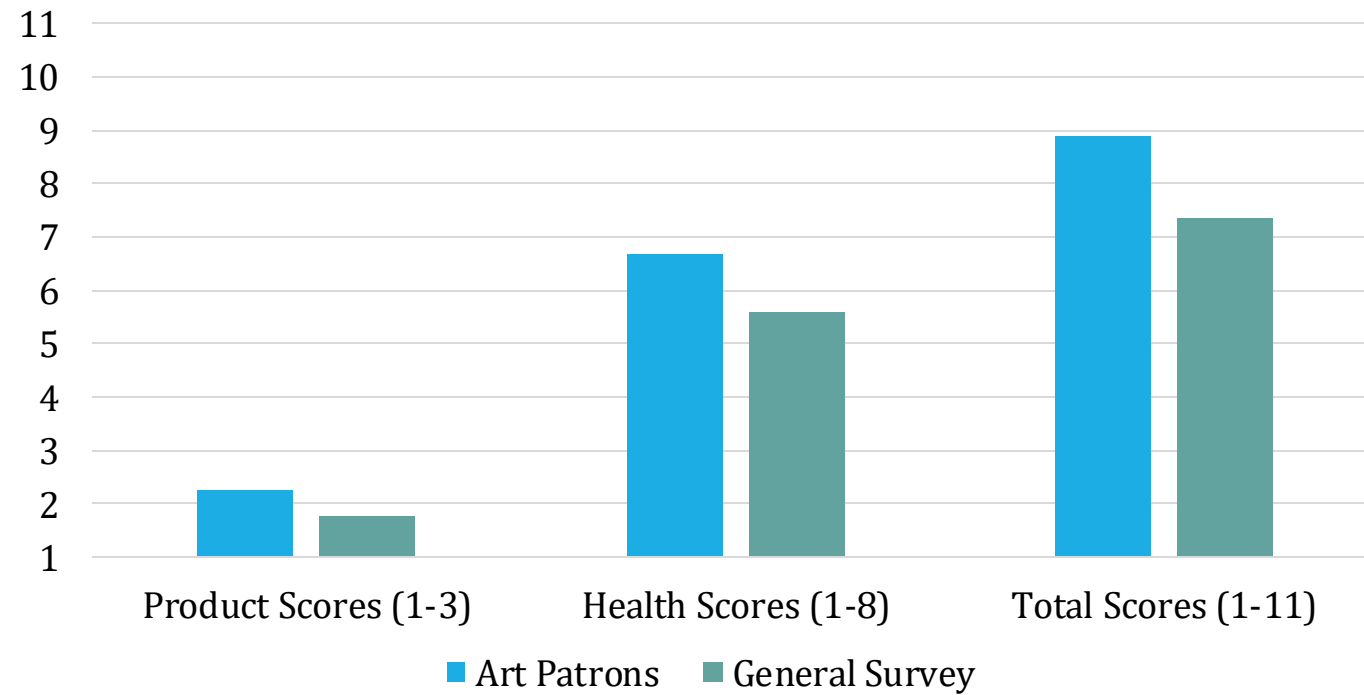
Patron HCC Knowledge Before and After Exhibition- Combined Exhibitions



Patron vs. General Survey HCC Scores

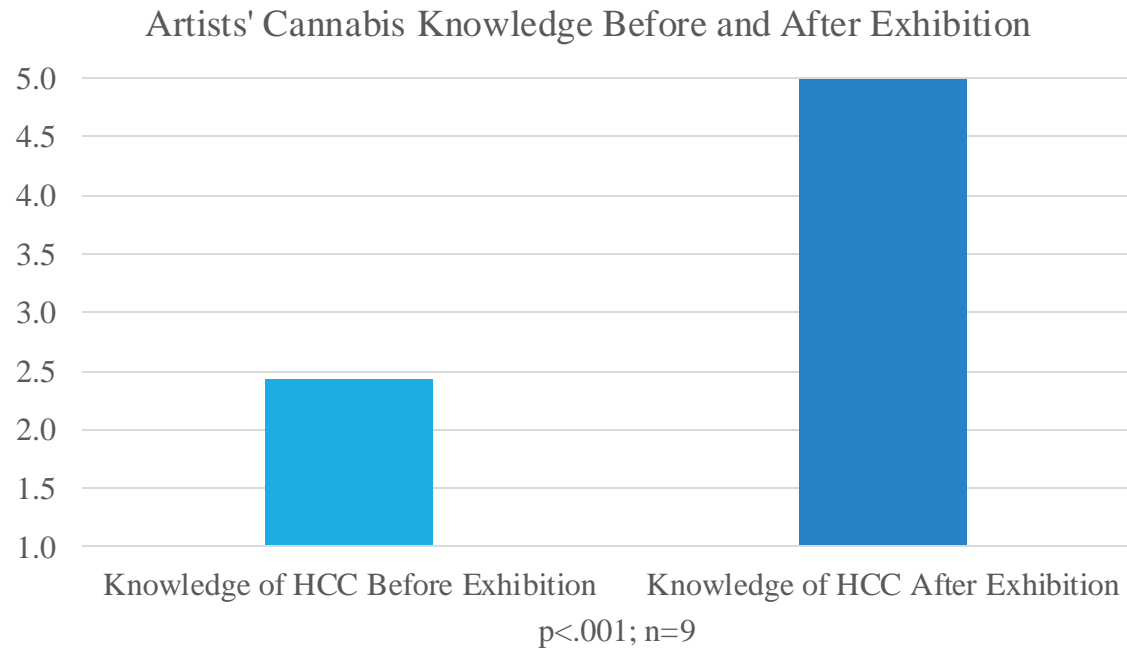
	Art Patrons	General Survey	Sig.
Product Scores (1-3)	2.2466	1.7589	<.001
Health Scores (1-8)	6.6892	5.5887	<.001
Total Scores (1-11)	8.9054	7.3351	<.001

Patron vs. General Survey HCC Knowledge Scores



Artists Self-Report of HCC Knowledge

<i>Knowledge of HCC Before Exhibition</i>	2.4
<i>Knowledge of HCC After Exhibition</i>	5.0



3. Motivational Interviewing (MI) Training

Coordinated by Erin Martinez, Patient Navigation & Community Health Worker Training, University of Colorado, Anschutz Medical Campus

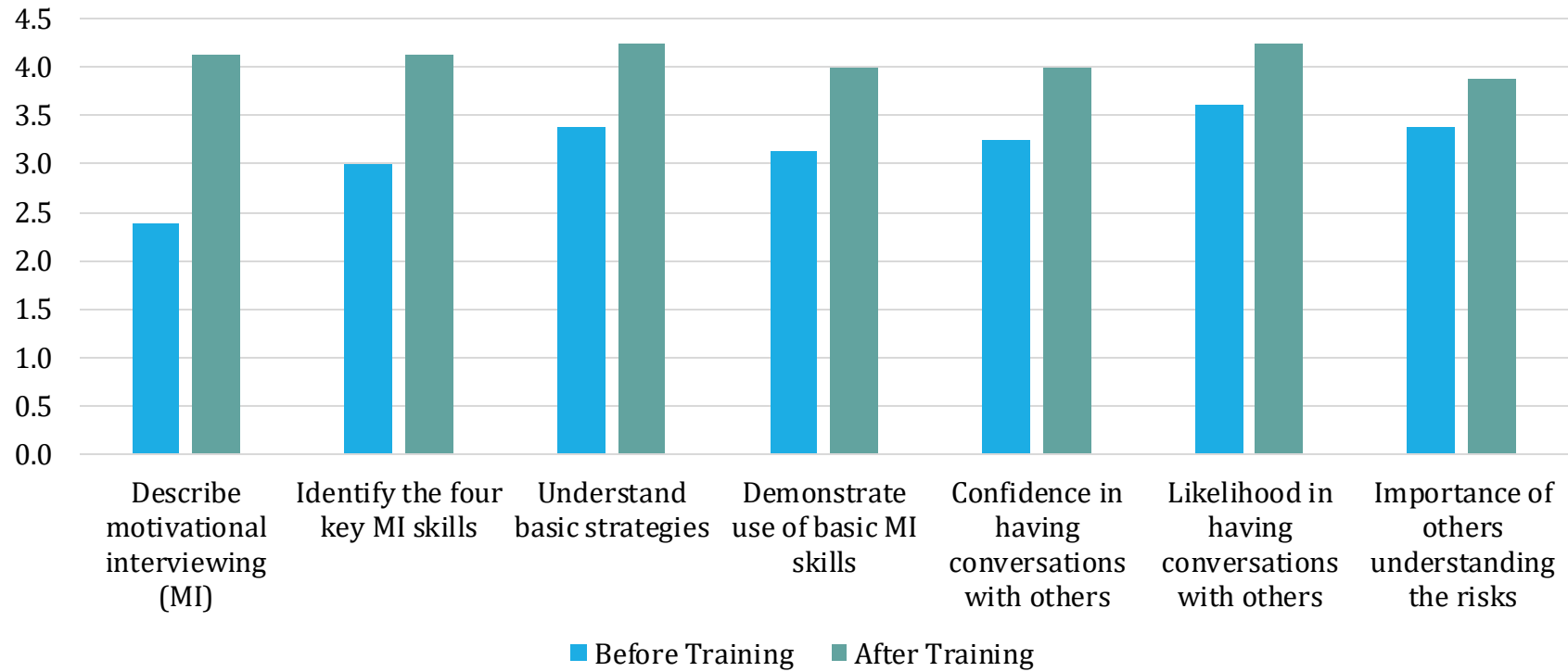
MI Highlights

Very diverse sample, with 63% Latina/o/x and 38% African American/Black; most lived in urban settings; average age was 26 years

Majority indicated they were moderately likely (43%) or highly likely (57%) to apply what they learned and very likely to recommend the workshop to others (average was 8.3, range 1 to 10)

Reported that after attending a 2-hour training, they understood the basic ideas behind MI and how to apply it

Before and After MI Training



4. UNC Oasis Event

Led by Dr. Dannon Cox, Colorado School of
Public Health,
Northern Colorado University

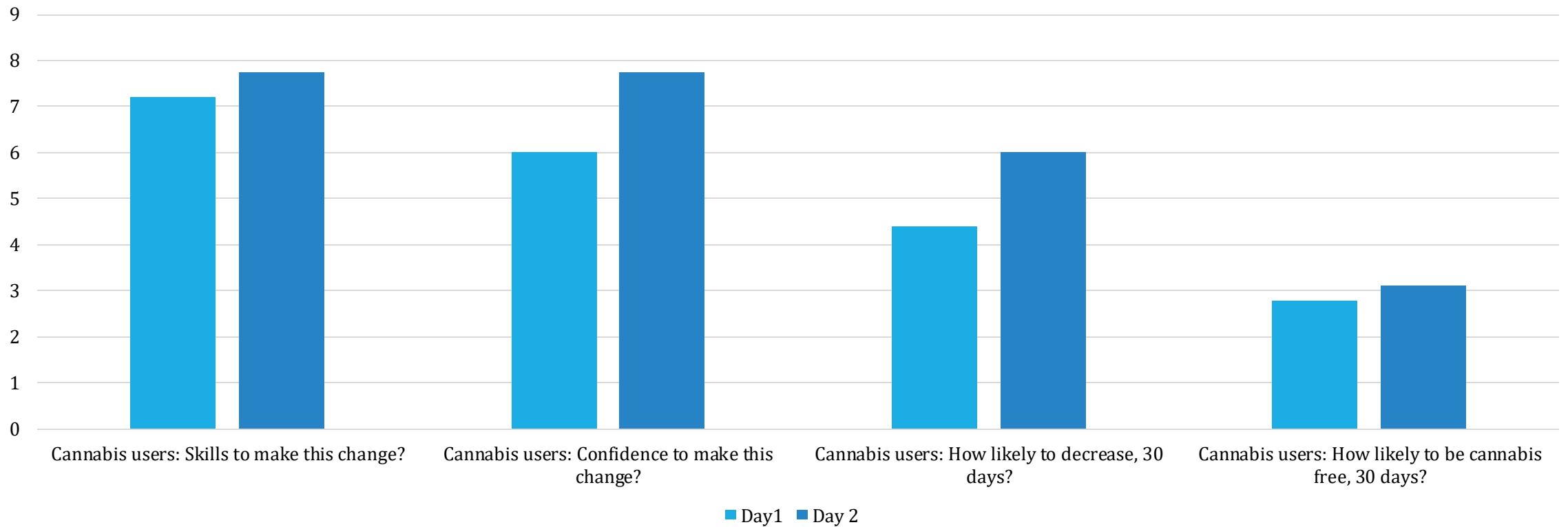
Highlights of Oasis Event

Held at UNC and attended by predominantly female, White, non-Hispanic, college students

After 2-day event, attendees had greater confidence in decreasing their HCC usage and said they were more likely to decrease their usage in the next 30 days

No change in confidence about remaining cannabis-free after 30 days

OASIS Cannabis Users Pre and Post



Summary of Findings

In this Colorado sample, users:

- Higher use than NSUDH
- Participants younger, more likely to be male, gay, live in urban and suburban settings, and trended towards being less educated and having less health insurance
- Knew more about the product, less about the health ill effects of HCC and alternative coping mechanisms
- Younger users had less confidence in refusing and choosing other options than older users
- Approximately 36% wanted to decrease their use; used about half of the month and predominantly flower, followed by high concentrates

Non-users had significantly more confidence in refusing cannabis, choosing other options, and communicating about HCC concerns to others than users

Simple interventions designed to teach people about the harms of HCC (e.g., art exhibition, OASIS) and how to talk to others about HCC (MI training) showed notable changes in knowledge, increased confidence and skills in making changes to cut back, as well as increased confidence in having conversations with others about HCC

Evaluation Data Supports the Approach of the Health Education Campaign

1. Focusing on youth and young adults under 25 years of age, pregnant, and parenting people
2. Educating people about the harms associated with HCC
3. Providing skills to have discussions about cannabis use
4. Teaching people about positive alternatives to cannabis use
5. Ensuring that materials reach urban/suburban, male, and gay populations

Final Considerations.....

Harm reduction approaches for young adults who use cannabis may be warranted:

- Many want to cut back, but may not have the skills or confidence to do so
- Many do not appear to have knowledge about the potential harms associated with HCC, or positive alternatives

Continued evaluation of the health education campaign will continue to provide us with feedback about what is working and what needs to be modified and/or added. We will rely on an iterative approach.

SRC Discussion

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

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
