

Twenty-first Meeting of the HB 21-1317 Scientific Review Council

August 19, 2025

Welcome & Introductions

Dean Cathy Bradley, PhD, MPA & Christopher E. Urbina, MD, MPH

Colorado Cannabis Education, Research & Policy Project

2025-2026 CO CERP Project Team

Member	Sub-Team
<i>Cathy J Bradley, PhD</i>	<i>Principal Investigator</i>
Ashley Brooks-Russell, PhD, MPH	Subject Area Expertise
Annie Collier, PhD	Education Campaign, Administration
Zachary Giano, PhD	Education Campaign (Evaluation)
Travis Leiker, MPA	Administration
Louis Leslie, BA	Systematic Review
Tianjing Li, MD, PhD, MHS	Systematic Review
Jean-Pierre Oberste, MPH	Systematic Review
Christi Piper, MLIS	Systematic Review
Daphna Rubin, MPH	Education Campaign, Systematic Review
Neeloofar Soleimanpour, MPH	Administration
Greg Tung, PhD, MPH	Administration, Subject Area Expertise, Education Campaign
Tsz Wing Yim, MPH	Systematic Review

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
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

Review of Agenda

Christopher E. Urbina, MD, MPH
Chair, CO CERP Project Scientific Review Council

Scientific Review Council Meeting Agenda

9:00 AM	Opening Remarks, Introductions and Welcome, Updates on Conflict of Interest	Chris Urbina
9:05 AM	Review of Agenda and Meeting Minutes	Chris Urbina
9:10 AM	Current Status of the School and Project HB 1317	Cathy Bradley
9:25 AM	Review Team Updates <ul style="list-style-type: none">• Scoping Review• Mental Health Review	Greg Tung and Tianjing Li
9:35 AM	Education Campaign Updates	Annie Collier
9:50 AM	Updates from Initium	James Corbett
10:05 AM	Progress Report RE: Other Population Engagement	ALL
10:10 AM	Public Comment	ALL
10:30 AM	SRC Discussion, Next Steps & Closing Remarks <ul style="list-style-type: none">• Continue to ramp up campaign• Expand priority population	Chris Urbina

Review of Meeting Minutes

Christopher E. Urbina, MD, MPH
Chair, CO CERP Project Scientific Review Council

Prior Reports & Meeting Materials Available

 colorado school of public health Ap

Colorado Cannabis Education, Research, & Policy Project

Our Team	Scientific Review Council	Education Campaign	Resources & Reports	Publications	Events	Contact Us
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Visit "[The Tea on THC](#)" Campaign.



[oloradosph.cuanschutz.edu/research-and-practice/practice/cannabis-research](https://coloradosph.cuanschutz.edu/research-and-practice/practice/cannabis-research)



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

Current Status of Project & Legislative Considerations

**Cathy J. Bradley, PhD
Professor & Dean, Colorado School of Public Health**

Colorado Cannabis Education, Research & Policy Project

Review Team Updates

Greg Tung, PhD
Tianjing Li, MD, MHS, PhD



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Home » American Journal of Public Health (AJPH) » November 2024

Enhancing Methodological Approaches for Studying Health Effects of High-Concentration THC Products

Tianjing Li MD, PhD, MHS, George Sam Wang MD, Lisa Bero PhD, Ashley Brooks-Russell PhD, MPH, Gregory Tung PhD, MPH, and Jonathan M. Samet MD, MS

Accepted: May 06, 2024 Published Online: October 23, 2024

Abstract **Full Text** References PDF/EPUB

Abstract Section: Choose

For public health protection, informed decision-making relies on having a robust foundation of evidence concerning risks and their prevention. Application of an evidence-based framework depends on the availability of pertinent, scientifically sound data generated by well-directed and valid research endeavors.

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Health Effects of High-Concentration Cannabis Products: Scoping Review and Evidence Map

Lisa Bero PhD, Rosa Lawrence BA, Jean-Pierre Oberste BA, Tianjing Li MD, PhD, MHS, Louis Leslie BA, Thanitsara Rittiphairoj MD, MPH, Christi Piper MLIS, George Sam Wang MD, Ashley Brooks-Russell PhD, MPH, Tsz Wing Yim MPH, Gregory Tung PhD, MPH, and Jonathan M. Samet MD, MS

Accepted: August 14, 2023 Published Online: November 08, 2023

American Journal of EPIDEMIOLOGY



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Article Contents

Abstract

JOURNAL ARTICLE ACCEPTED MANUSCRIPT

Methodological challenges and actionable recommendations in studying the health effects of high-concentration THC products

Tianjing Li , George Sam Wang , Ashley Brooks-Russell , Gregory Tung , Louis Leslie , Thanitsara Rittiphairoj , Jean-Pierre Oberste , Tsz Wing Yim , Lisa Bero , Jonathan M Samet

American Journal of Epidemiology, kwae421, <https://doi.org/10.1093/aje/kwae421>

Published: 29 October 2024 Article history

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Abstract

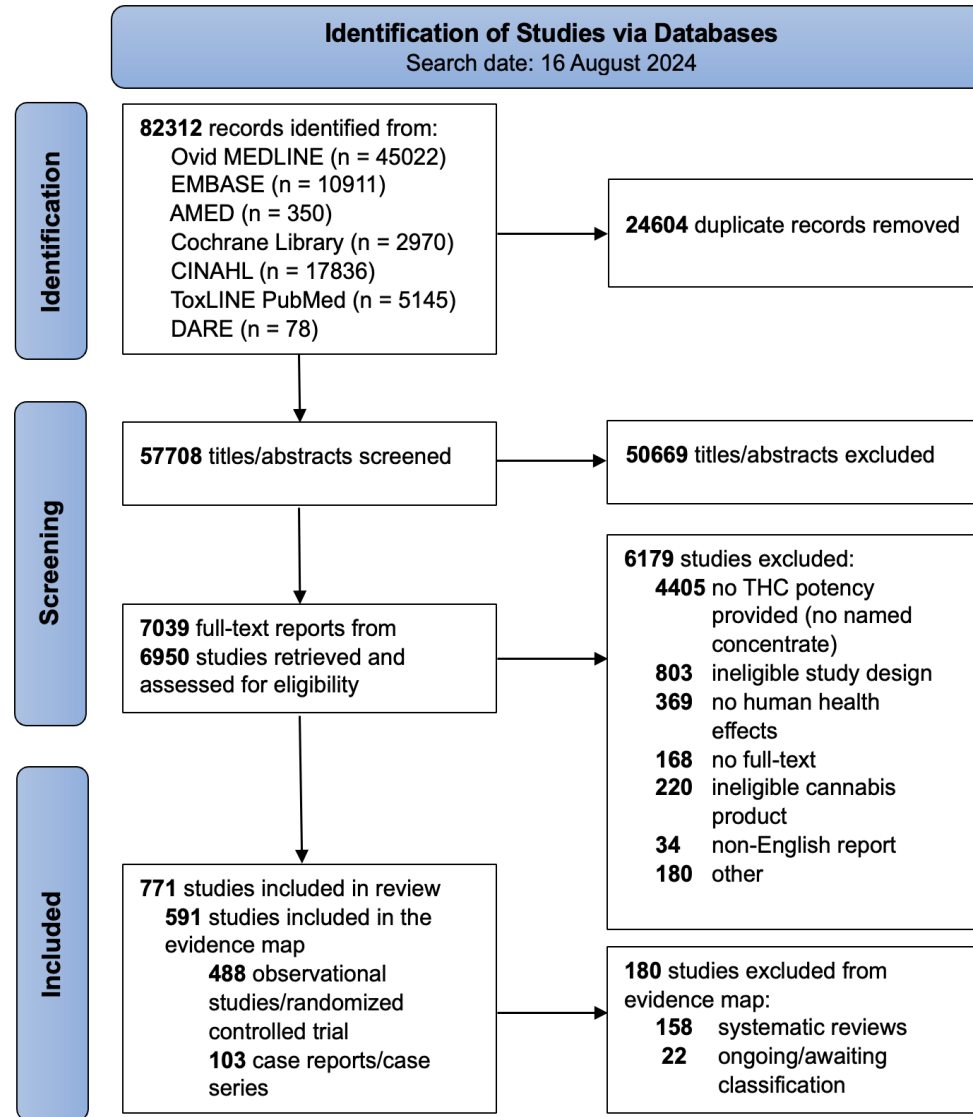
In conducting a scoping review on the health effects of high-concentration cannabis products, we have uncovered pervasive methodological shortcomings within the cannabis literature. This paper begins by defining the 'causal effect' of interest for public health and delineating the desirable features of study design that can address crucial questions pertaining to public health and policy. We

Annals of Internal Medicine®



Journal of Cannabis Research

Scoping Review Studies



**Search Update:
September 2025**

Education Campaign

Annie Collier, PhD

Colorado Cannabis Education, Research & Policy Project

Topics Covered

Update on continuing projects from last year (Pregnancy and MI)

Art Exhibition and School-Based Art Curriculum

Publications and Presentations

Events and outreach

Perinatal and Cannabis Well-being Project

In 2024-2025

- Chatbot developed/refined
- Infographics developed: unmanaged perinatal stress; reasons for cannabis use during pregnancy (and health risks); stress management and coping alternatives
- Survey determined interests and needs then beta tested chatbot
- Analyzed CINT survey on pregnant and parenting perceptions; manuscript currently under review by leadership for publication

In 2025-2026

Perinatal Well-being Chatbot Feedback integrated, finalizing last round of beta testing

Perinatal Cannabis Provider Training Ongoing content creation using evidence-based research and practices to inform training

Integration of Chatbot and Provider Training Disseminate chatbot and training to rural and urban locations in 2026

Motivational Interviewing: Navigating Difficult Conversations About Cannabis

Implementation with Initium

- 5 Modules created
- Materials available on the Tea on THC website and via chatbot
- Use of social influencers to promote concepts and applications
- Creation of short videos for applications
- Offerings available through workshops (prn)

Module 1: What you need to know about high concentration cannabis (HCC)

Module 2: Basic principles to consider when talking to youth

Module 3:
Motivational Interviewing (MI) with loved ones

Module 4: When (and how) should you suggest a loved one talks to a professional?

Module 5: Applying what you have learned

Science-informed Art

FY 2024 – 25 Completed

- Created online resources to educate artists asynchronously
- **7** pieces of art purchased for traveling exhibition
- **30** artists applied, **10** selected for training
- Commissioned Shaunie Berry, MPH, to produce an arts-based curriculum for middle and high school students

FY 2025-26 Goals

- **2** new exhibitions will be held in Spring 2026: Ft. Collins and Colorado Springs. Locations to be announced.
- **4** final artists (juried) will be commissioned to produce new art for Spring exhibitions from the **10** selected for training
- Artist training resource will launch via a 'sub-website'
- Outstanding youth artists will be selected to participate in the Hear/Say exhibition

Grow Up Curriculum

Shaunie Berry, MPH

- Based on Denver's youth art show *Grow Up* by Shaunie Berry, and the Tea on THC web-based curriculum for youth, Shaunie created a 6-unit HCC curriculum geared for middle and high school teachers
- Teachers provided with an "off the shelf" curriculum, 3 lessons per unit. Topics emphasize the impact of HCC on youth developing brains and mental health
 - Fun, game approach, e.g., jeopardy, 2 truths and a lie, peer pressure board games
 - Role playing for difficult situations
 - Culminates with a community specific art show, with suggestions to teachers for how to make that happen
- Pre and post knowledge testing to evaluate outcomes
- Curriculum trialed in two schools this Fall, updated, and then disseminated by Winter (via Tea on THC)
- *Best student art offered prizes and winners will have pieces in the Hear/Say exhibition this Spring*

New CINT Data Collection

New data collected via CINT, a 3rd party data collection platform managed by Initium

- 809 participants Colorado residents
- 54% Female; 33% Non-White; 9% Pregnant or have a child <2
- 21.1% HCC users
- 24% of the sample saw the “Tea on THC” campaign; these numbers went up when looking within targeted markets (31% for <25; 28% for pregnant or child <2; 26% for parenting)

Future analyses:

- Investigate use, knowledge, and behavior of people who saw the campaign as well as by target markets
- Examine trends in HCC use and knowledge compared to CINT round 1 data collection

Current Papers

- **Science-informed art (Hear/Say & Grow Up)**
 - Community art exhibitions, paired with scientific training for artists, significantly increased knowledge about high-concentration cannabis (HCC) among both artists and patrons.
- **High-concentration cannabis (HCC) demographic study**
 - Colorado survey found HCC users are younger, more likely male, non-heterosexual, and pregnant compared to traditional cannabis users and non-users, highlighting need for targeted prevention.
- **Pregnancy & cannabis use study**
 - Survey of Colorado adults showed cannabis use during pregnancy remains common despite potential harms to fetal development, emphasizing importance of tailored health messaging for pregnant and parenting people.

Accepted Abstracts

CPHA 2025 Annual Meeting - Public Health in the Rockies - Keystone

“The Tea on THC”: A Government-Academic Partnership to Address Harms from High Concentration-Cannabis

Gregory Tung, PhD, Cathy Bradley, PhD, James Corbett, JD, Annie Collier, PhD, Jonathan Samet, MD, Daphna Rubin, MPH

APHA 2025 Annual Meeting – Washington DC

Developing & Evaluating Public Education Campaigns on High-Concentration Cannabis

James Corbett, Mdiv, JD¹, Emnet Sisay, MS¹, Trisha Lowe, BS¹, Mya Cappellino, BA¹, Gregory Tung, PhD², Daphna Rubin, MPH², and Ann Collier, PhD²

(1)Initium Health, Denver, CO (2) Colorado School of Public Health, Aurora, CO

Community Events and Outreach

- Events throughout the state – Colorado Springs, Denver, Glenwood Springs
- Outreach to diverse populations including LGBTQ+, public health practitioners, researchers, various industry professionals, rural Coloradans & communities of color
- Over 1200 in-person interactions so far



May 2025	Women's Health Summit Outside Festival
June 2025	Pikes Peak Pride Festival Denver Pride Festival
July 2025	**Colorado Rural Peer Conference
August 2025	Healthlinks Annual Meeting**
Sept 2025	Public Health in the Rockies National Interdisciplinary Cannabis Symposium
Oct 2025	Cannabis Research Conference
Nov 2025	APHA Annual Meeting

**Participation in these events is thanks to this year's partnership with the Centers for Health, Work and Environment.

Updates from Initium Health

James Corbett, MDiv, JD
Initium Health



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



August 19, 2025

The Tea on THC Campaign

Agenda

1. 2024–2025
Campaign Results
2. 2025–2026
Priorities



2024–2025 Campaign Results

Campaign Objectives

- Raise awareness of high-concentration cannabis (HCC) and its impacts on health and mental health, especially among youth and pregnant or parenting individuals.
- Equip parents, caregivers, and mentors with tools and messaging to help them have informed, supportive conversations about HCC.
- Support the development of healthy coping skills and encourage the adoption of positive strategies to reduce stress and achieve life goals.



Audiences

- **Youth (ages 12–26):**
 - Middle school youth
 - High school
- **Pregnant and Breastfeeding Women**
- **Parents, Caregivers, and Trusted Adults**

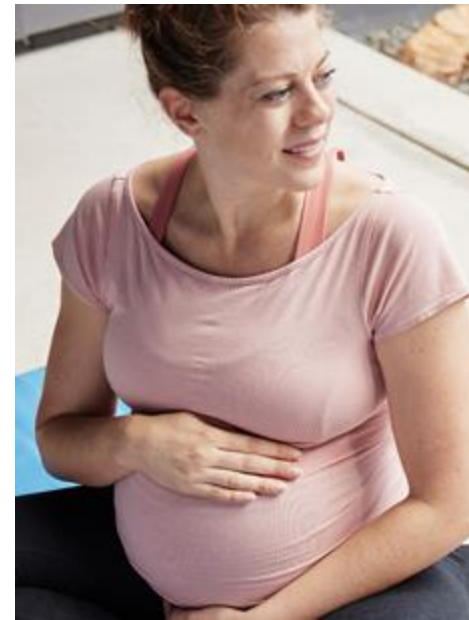


Content Development

- **Grounded** by scientific research, national best practices (e.g., Preventing Marijuana Use Among Youth by SAMHSA), and community feedback gathered through focus groups.
- **Informed** by Health Belief Model and Social Norms Theory.
- Prioritized open, judgment-free dialogue and promoted practical coping strategies.



Photoshoot



Real People & Real Stories

- **Why Real Faces Work in Behavioral Health Impact**
 - Builds trust: Real people increase message credibility.¹
 - Reduces stigma: Authentic visuals foster emotional connection.¹
 - Encourages help-seeking: Peer stories motivate action.²
 - Improves recall: Human expression boosts retention.³



¹ Wahl & Lefkowitz, Psychiatric Rehabilitation Journal, 2011

² NAMI, In Our Own Voice Program, nami.org

³ Sundar, Journalism & Mass Communication Quarterly, 2008

Testimonials



**Former NFL Receiver
Brandon Lloyd Catches
Good Health After
Dropping Cannabis**



**Devastating: Students
Describe the Chaos of
High-Concentration
Cannabis Use**



**The Breaking Point: A
Life
Lost to THC**

Podcast Series



Brandon Lloyd, MBA

Brandon Lloyd discusses his NFL career and journey to overcome high-concentration cannabis addiction, highlighting challenges, coping strategies, and a healthier life.



Dr. Annie Collier

Annie Collier, PhD, MS, Associate Professor, ColoradoSPH, blends art and science in cannabis education, promoting positive coping mechanisms and meaningful community conversations.



Dr. Gregory Tung

Greg Tung, PhD, MS, Associate Professor, ColoradoSPH, highlights the challenges of high-concentration cannabis research and stresses cautious policies to protect youth and pregnant women.



Tya Anthony

Tya Anthony, artist and curator, explores how art bridges science and community to spark dialogue on the impact of high-concentration cannabis.



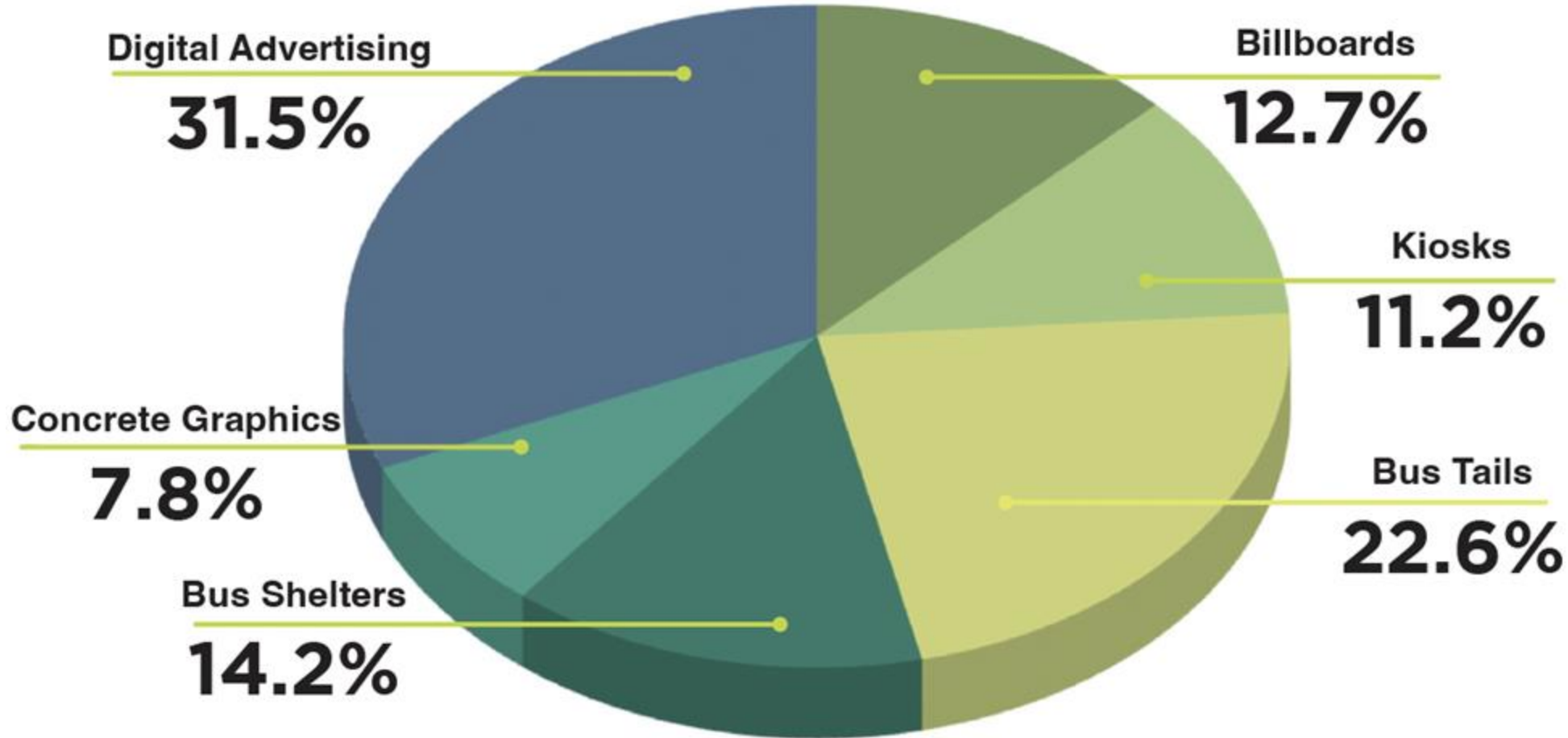
Dr. Jon Samet

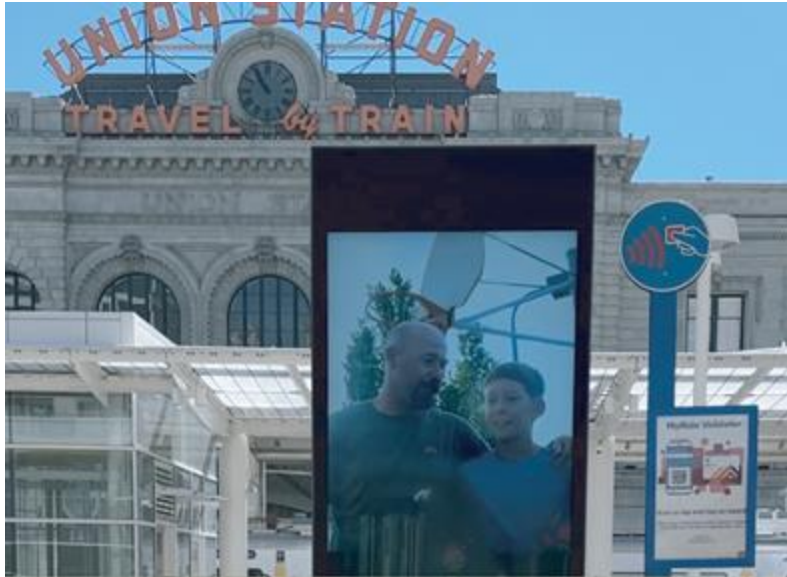
Jon Samet, PhD, MS, Associate Professor, ColoradoSPH, discusses cannabis research challenges, public health impacts, and educating on THC risks.

Results

Total Impressions

36,656,512
total impressions





Comparative Campaigns

Metric	Tea on THC	Good to Know	Responsibility Grows Here
Campaign Funding	\$950,000	\$4,168,000	\$10,254,102
Reported Years	1 Year	1 Year	3 years
Campaign Duration	FY 2024–25	FY 2016–17	FY 2018–21
Total Impressions	36,656,512	33,100,000	18,224,902
Click-Through-Rate	3.85%	0.34%	1.73%
Digital Ad Impressions	11,553,333	11,300,000	11,000,000

Website Traffic

Campaign	Monthly Website Visits	Years Running
Truth Initiative	~266,000	26 years
D.A.R.E.	~38,000	42 years
The Tea on THC	~20,123	1 year
YouCanWA	~8,490	4 years
Know This About Cannabis	~3,140	5 years
Wasted on Weed	~545	3 years

Engagement Achievements

Platform	Tea on THC CTR	Benchmark
Meta	2.61%	0.50%
Boosted Meta	3.60%	0.50%
Display Ads	13.98%	0.90%
Search	10.19%	3.78%
TikTok	0.36%	0.27%

Survey

To help the ColoradoSPH measure changes in knowledge, attitudes, and behaviors related to high-concentration cannabis, we facilitated recruitment for the “HB1317 Master Survey.”



THE TEA ON THC
GET THE FACTS.

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

“Safe” dose.
milk, reaching your baby.

Cannabis & youth: physical and mental health risks
From memory gaps to uncontrollable vomiting to increased risk of schizophrenia, the list of symptoms associated with early use of high concentration cannabis makes for disturbing reading.

Here’s a rundown of what researchers have observed.

Short-term use is associated with:	Long-term use is associated with:
<ul style="list-style-type: none">• Cognitive impairment, memory and learning problems, lower academic achievement, increased dropout risk• Memory and concentration problems• Increased car accidents• Worsening of underlying mental health conditions such as mood changes, suicidal thinking, and increased risk of psychosis• Acute vomiting	<ul style="list-style-type: none">• Cannabis use disorder• Breathing problems, same as from smoking tobacco• Decreased motivation or interest in academics or work• Increased risk for schizophrenia, depression, anxiety, anger, irritability, moodiness, suicide• Reduced intellectual functioning, poor educational and psychosocial outcomes• Persistent neurocognitive impairment, even after cessation, especially if use began before age 17

teaonthc.org
Powered by the Colorado School of Public Health

Scan the QR code or visit teaonthc.org/pregnant-people to learn more.

Scan the QR code or visit teaonthc.org/youth to learn more.

Earned Media

HIGH TIMES

5280 Everything Denver,
Everywhere You Are


THE COLORADO SUN

mg
Connecting People
Building Brands
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CBS

 **iHeart**

PR Newswire

 **msn**

KOA
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850 AM • 94.1 FM


The Denver Gazette

 **CPR News**

9NEWS 

MORNINGSTAR

Events



June 2024
Hear/Say Opening Night

July 2024
Hear/Say Scientist Panel

Oct 2024
MGMA Conference

Dec 2024
Press Conference

Apr 2025
Fight the Funk

May 2025
Outside Festival

June 2025
Denver Pride Festival

June 2024
Grow Up Opening Night
July 2024
Grow Up Closing Event

Nov 2024
CLIO Health Awards

Mar 2025
DC Briefing on Cannabis

May 2025
Women's Health Summit

June 2025
Pikes Peak Pride Festival

Collateral

Is marijuana...

Cannabis & youth

From memory gaps to uncontrollable vomiting to increased risk of schizophrenia, the list of symptoms associated with early use of high concentration cannabis makes for disturbing reading.

Here's a rundown of what researchers have observed.

Short-term use is associated with:

- Cognitive impairment, memory and learning problems, lower academic achievement, increased dropout risk
- Memory and concentration problems
- Increased car accidents
- Worsening of underlying mental health conditions such as mood changes, suicidal thinking, and increased risk of psychosis
- Acute vomiting

Long-term use is associated with:

- Cannabis use disorder
- Breathing problems, same as from smoking tobacco
- Decreased motivation or interest in academics or work
- Increased risk for schizophrenia, depression, anxiety, anger, irritability, moodiness, suicide
- Reduced intellectual functioning, poor educational and psychosocial outcomes
- Persistent neurocognitive impairment, even after cessation, especially if use began before age 17

Cannabis & youth: physical and mental health risks

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

There is no known "safe" dose. THC is secreted into breast milk, reaching your baby.

The prevalence of cannabis use during pregnancy

Researchers are finding that THC is increasingly being used during pregnancy across all age groups, with rates particularly high among younger, urban, and socioeconomically disadvantaged people. National surveys indicate a doubling in reported cannabis use among pregnant women from 2002 to 2017, with usage rates ranging from 2% to 5% overall, and skyrocketing to 15% or even 26% in certain demographics. Study after study reveals a persistent rise in cannabis consumption during pregnancy.

Myth

- Cannabis is safer and less expensive than tobacco
- Cannabis is a safe and effective treatment for chronic pain
- There is no risk, or just a slight risk, in using cannabis only once or twice a week during pregnancy

Fact

- For the fetus, cannabis poses risks similar to tobacco
- No evidence supports this claim
- Researchers already know that THC poses risks to fetal development, including to the immune system. Research is still being conducted, but cannabis experts don't think there is any "safe" dose during pregnancy

KNOW THE RISKS.

teaonthe.org

Powered by the Colorado School of Public Health

Scan the QR code or visit teaonthe.org/youth to learn more.

Is your teen dabbing?

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

Understanding youth & cannabis

As cannabis use among youth has increased, so has the risk of psychosis, especially for those with a family history of mental illness.

Prevalence

Cannabis use is on the rise among youth, and cognitive impairment and a loss of interest in school are common. This is because of the way cannabis affects the brain, especially in young people who are still developing.

Physical and mental health risks

Using high concentration cannabis makes for disturbing reading. Researchers have observed that...

Long-term use is associated with:

- Cannabis use disorder
- Breathing problems, same as from smoking tobacco
- Decreased motivation or interest in academics or work
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KNOW THE RISKS.

teaonthe.org

Powered by the Colorado School of Public Health

Scan the QR code or visit teaonthe.org/youth to learn more.

After struggling with cannabis addiction, Brandon found new ways to cope through fitness, community, and mental resilience. His story shows that recovery is possible.

Former NFL Receiver Brandon Lloyd Catches Good Health After Dropping Cannabis

Scan the QR code to...

Learn the story of a person who has lived with psychosis and how they have managed it.

"The Breaking Point: A Life Lost to THC"

Students share the chaos of high concentration cannabis use.

"Devastating: Students Describe the Chaos of High Concentration Cannabis Use"



2025–2026 Priorities

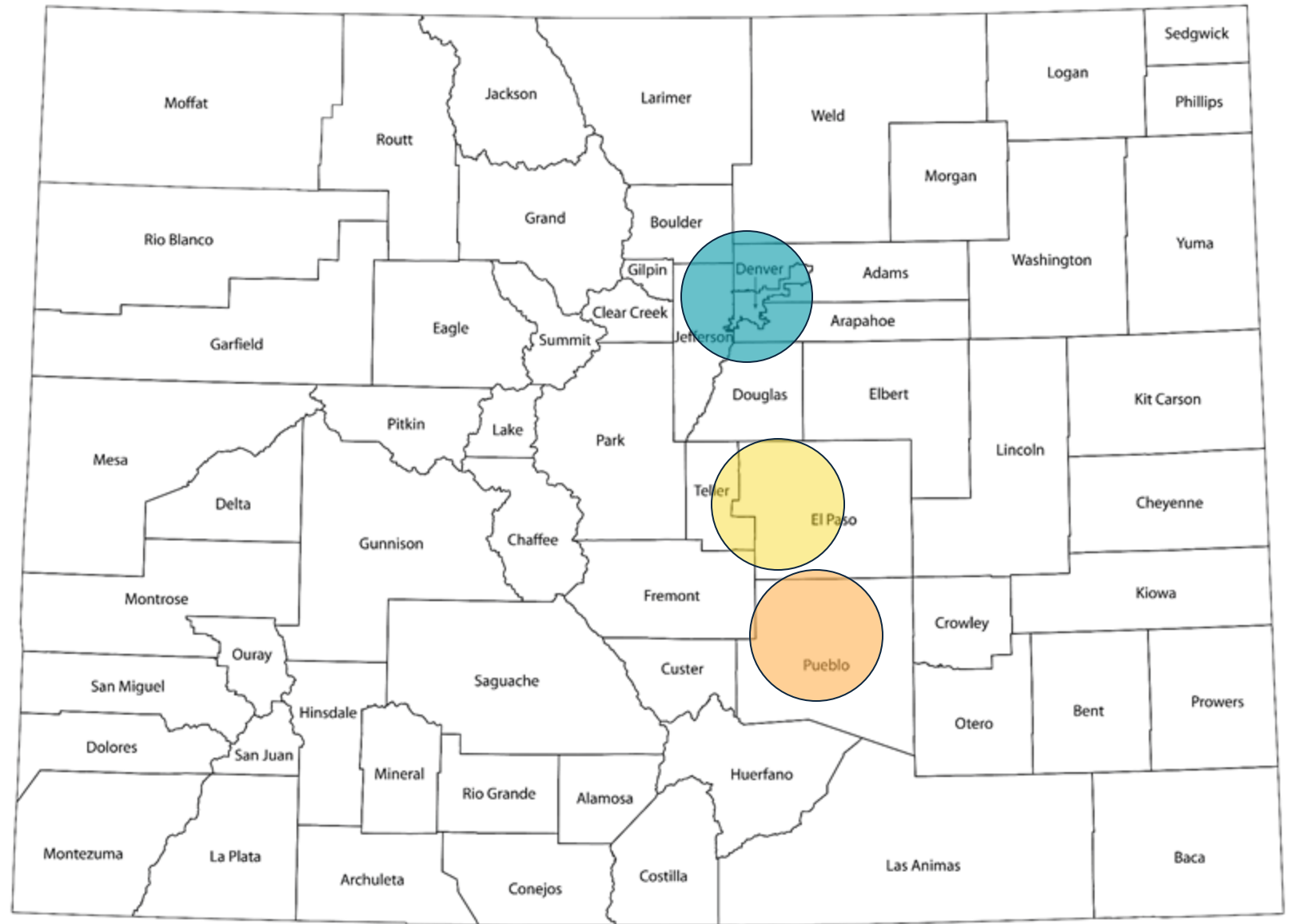
Expanded Audiences

Expanded Audiences



Increasing Rural Impact

- Colorado Springs, Colorado
- Denver, Colorado
- Pueblo, Colorado



New Creative & Expanded Media

New Creative & Expanded Media

- Traditional Broadcast & Local TV Advertising
- Connected TV (CTV) & Over-the-Top (OTT) Advertising
- Radio



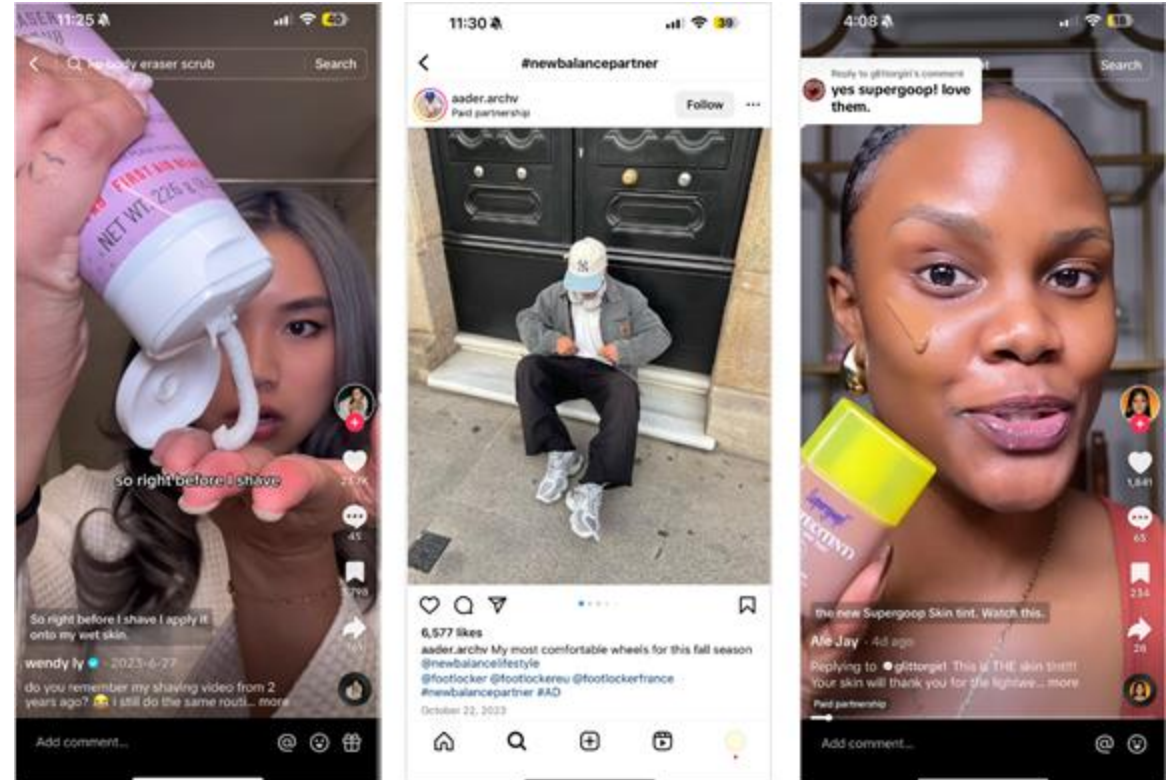
Awareness→
Engagement

What is Influencer Marketing?

Leveraging campaigns from individuals with a dedicated social following and perceived expertise within their niche.

Why it Works!

Trust with their audience, making their messages a form of social proof.

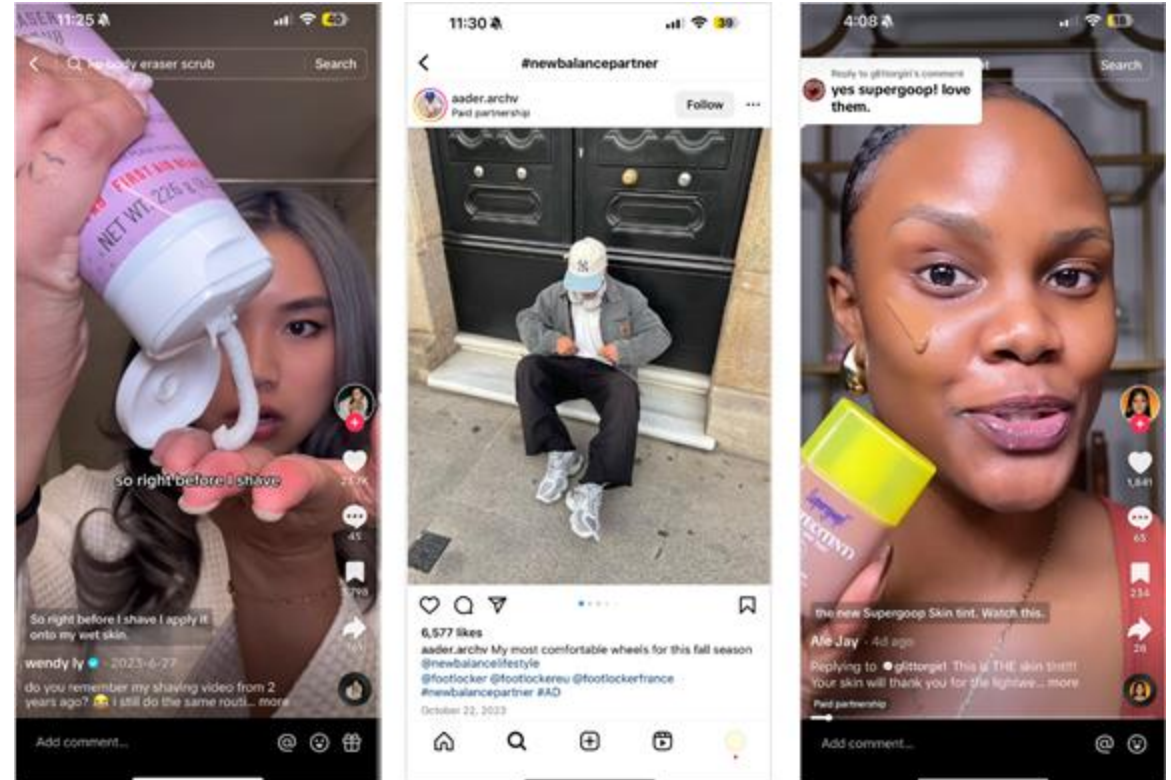


Social Proof

Social proof is the psychological phenomenon where people mimic the actions of others in an attempt to reflect correct behavior in a given situation.

Why it Works!

- Builds Trust Quickly
- Reduces Perceived Risk
- Creates FOMO (Fear of Missing Out)
- Reinforces Brand Credibility



Types of Influencers



Mega/Celebrity Influencers: Over 1 million followers; broad reach but may lack niche engagement.



Macro Influencers: Dr. Shannon Clark 500K–1M followers; significant reach with more targeted audiences.



Micro Influencers: Nae Noelle 10K–500K followers; high engagement rates within specific niches.



Nano Influencers: Oly Glam 1K–10K followers; highly engaged, close-knit communities.

Results



Breastfeeding & Stress

Liz Howe

- 23,331 views
- 263 interactions (likes, comments, shares, saves)
- 4 hours, 3 minutes of total watch time (includes replays)

Results



Tips for Breastfeeding

Sarah Emmanuel

- 11,088 views
- 327 interactions (likes, comments, shares, saves), notably very positive commentary from the comments section.
- 16 hours, 40 minutes of total watch time (includes replays)

Public Comment

SRC Discussion

Christopher E. Urbina, MD, MPH
Chair, CO CERP Project Scientific Review Council

Next Steps & Adjourn

Christopher E. Urbina, MD, MPH
Chair, CO CERP Project Scientific Review Council