

# **Eighteenth Meeting of the HB 21-1317 Scientific Review Council**

**August 8, 2024**



**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

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| 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  | 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                    |

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# Cannabis Research & Policy Project Team Members

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| <b>Member</b>                    | <b>Sub-Team</b>  |
|----------------------------------|--|
| 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                | Systematic Review  |
| 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  |

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# Review of Agenda

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

# Scientific Review Council Meeting Agenda

|          |   |                          |
|----------|---|--------------------------|
| 10:00 AM | Opening Remarks, Introductions and Welcome, Updates on Conflict of Interest | Chris Urbina             |
| 10:05 AM | Review of Agenda and Meeting Minutes (6/07/24)                              | Chris Urbina             |
| 10:10 AM | Summary of 2023-2024 Activities   | Jon Samet & Greg Tung    |
| 10:20 AM | Review of Educational Campaign  | Annie Collier            |
| 10:35 AM | SRC Discussion of Educational Campaign                                      | Chris Urbina             |
| 10:45 AM | Discuss Plans and Resources for 2024-2025                                   | Jon Samet & Greg Tung    |
| 10:55 AM | SRC Discussion  | Chris Urbina             |
| 11:25 AM | 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



### Who we are

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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>



# Summary of 2023-2024 Activities

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

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

# Accomplishments of 2023-2024

- Administration Core:
  - Developed a monthly newsletter and detailed timeline that is posted on our project website; next update will be posted at the end of August 2024.
  - CME event with Children's Hospital Colorado
    - Focused on pediatricians and OB-GYNs
  - Hosted a virtual open session that provided a review of activities and an opportunity for the public to pose questions to the project team.
    - Thirty-seven attendees including members of advocacy organizations, cannabis industry organizations, government officials, and others.
    - Recording is available on our team website.
  - Hosted six Scientific Review Council meetings.
    - All meetings are recorded, and summaries are posted on the project website.

# Monthly Newsletter & Timeline

Cannabis Research & Policy Project colorado school of public health

## 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:

August 8, 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 sixth newsletter from the Cannabis Research and Policy Project. Since the last newsletter, our team continues to update the scoping review of research studies. We assessed 6,000 new publications from this past year. Ninety-nine studies met our inclusion criteria from the initial review and they will be added to the [interactive evidence map](#). We plan to publish an updated report on the totality of the studies included in the evidence map. Our goal will be to identify if any topics have a sufficient number of studies to conduct additional systematic reviews. We also conducted a detailed, systematic review of studies addressing high-concentration cannabis products and mental health. Findings will be available later this year. We are considering that the next detailed review will be on studies addressing high-concentration cannabis and respiratory health outcomes.

In the initial scoping review of scientific studies, the scientific evidence for decision-making was gravely limited by methodological flaws. Consequently, in June, we gathered key researchers who made recommendations to improve the standardization of methods used for research and surveillance. We continue to summarize the rich discussions from the workshop and will report the findings later this year.

Finally, we scheduled the next [Scientific Review Council \(SRC\) meeting for August 8, 2024](#) to provide an update on the ongoing reviews and activities of the educational campaign team. Information about the meeting registration will be available on the [project website](#).

| ACTIVITY                          | DETAILS  | STATUS      |
|-----------------------------------|--|-------------|
| Continuing Professional Education | Current Cannabis Marketplace for Pediatricians & OB-GYNs | Completed   |
|                                   | Mental Health Effects of High-Concentration Cannabis Use | In Progress |
| Evidence Reviews                  | Effects on Mental Health                                 | Completed   |
|                                   | Effects on Respiratory Health                            | In Progress |
|                                   | Modern Modalities in Behavioral Interventions            | In Progress |
| Workshop to Improve Research      | Mass-Media Behavioral Interventions                      | In Progress |
|                                   | Improving Methods for Cannabis Research                  | Completed   |

CONTACT US AT [cannabis.research@cuanschutz.edu](mailto:cannabis.research@cuanschutz.edu) | [SUBMIT FEEDBACK ON OUR WEBSITE](#) 1

## SPECIFIC UPDATES RELATING TO THE EDUCATIONAL CAMPAIGN ACTIVITIES UNDER HB 21-1317

### Educational Campaign Updates:

The educational campaign team has made progress across four core project components in July.

**1. Community Engagement:** A shortened version of motivational interviewing training (called "taste of MI") was provided to community youth and adult advisors in different regions of Colorado. Community members then met with our team to provide valuable feedback about how to modify and change the training so that it was most applicable for the types of conversations they want to have with youth and community members about high-concentration cannabis. Over 100 community members completed surveys on their knowledge and behaviors related to high-concentration cannabis.

**2. Partnerships:** The Colorado State University partner team finalized their [marketing materials](#) on high-concentration cannabis for young adults aged 18-25 living in Larimer and Weld counties. The Clinic Chat, LLC partner team finalized their chatbot program, which will be offered on the "Tea On THC" website when it is launched. The [Grow Up](#) (Bell Projects, youth art show) and [Hear/Say](#) (BRDG Project Gallery, main art show) art exhibitions closed on July 7th and July 14th. Both galleries provided opening and closing receptions as well as artist and educator talks. A catalogue has been produced which includes all the artwork and educational materials exhibited in the BRDG Project Gallery. Each partnership has provided us with an end-of-year report, reviewing their progress, expenditures, deliverables, and ideas if funded in the future.

**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. Their videographers are finalizing films on high-concentration cannabis and healthy coping mechanisms. Initium staff finalized their social media strategy and continued to engage local influencers to promote campaign messages and events. They supported the launch and closing of the two art exhibitions and finalized edits of three podcasts; these will share a variety of perspectives about and experiences with high-concentration cannabis — from scientists to athletes to behavioral health leaders. They have completed the creation of three webinars on high-concentration cannabis. All materials will be available when the website "The Tea on THC" goes live.

**4. Evaluation:** The program evaluation team is finalizing data analyses for each of the partnerships; these will be presented at a subsequent meeting. They worked with Initium and community members to collect data on 600 people across Colorado to understand knowledge and behaviors related to high-concentration THC cannabis products before the hard launch of the media campaign. These surveys will then be repeated approximately nine months after the media campaign has been launched.



Photos of Hear | Say Exhibit Pieces

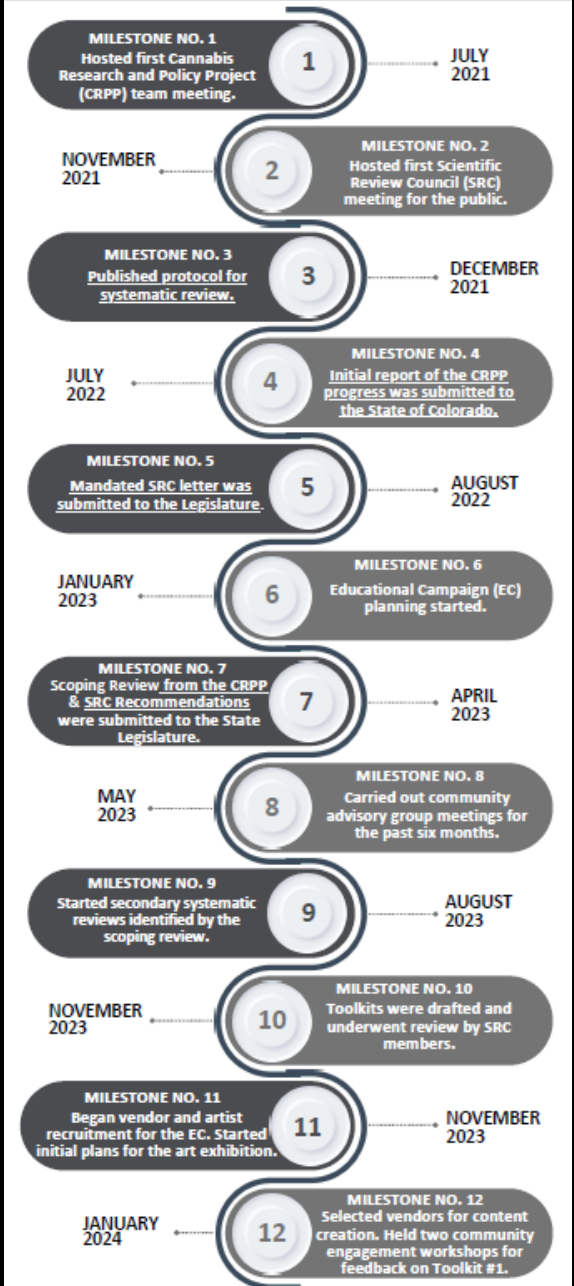
### EDUCATION CAMPAIGN

Start Date: November 2022

| ACTIVITY                 | DETAILS                                     | STATUS      |
|--------------------------|---|-------------|
| Toolkit Content Creation | Drafted Toolkits 1-3                        | Completed   |
|                          | Address Edits from SRC                      | Completed   |
|                          | Review 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  | Ongoing     |
| Art Exhibition           | Secured Venue for Exhibition                | Completed   |
|                          | Recruited Artists                           | Completed   |
|                          | Artist Education Session                    | Completed   |
| Dissemination            | Host Art Exhibition                         | Completed   |
|                          | Community Events Registration               | Completed   |
|                          | Community Trainings                         | Completed   |
|                          | Social Media Content                        | In Progress |
| Evaluation               | Community Events                            | Completed   |
|                          | Logic Model Creation                        | Completed   |
|                          | Evaluation Planning                         | Completed   |
|                          | Instrument Development                      | Completed   |

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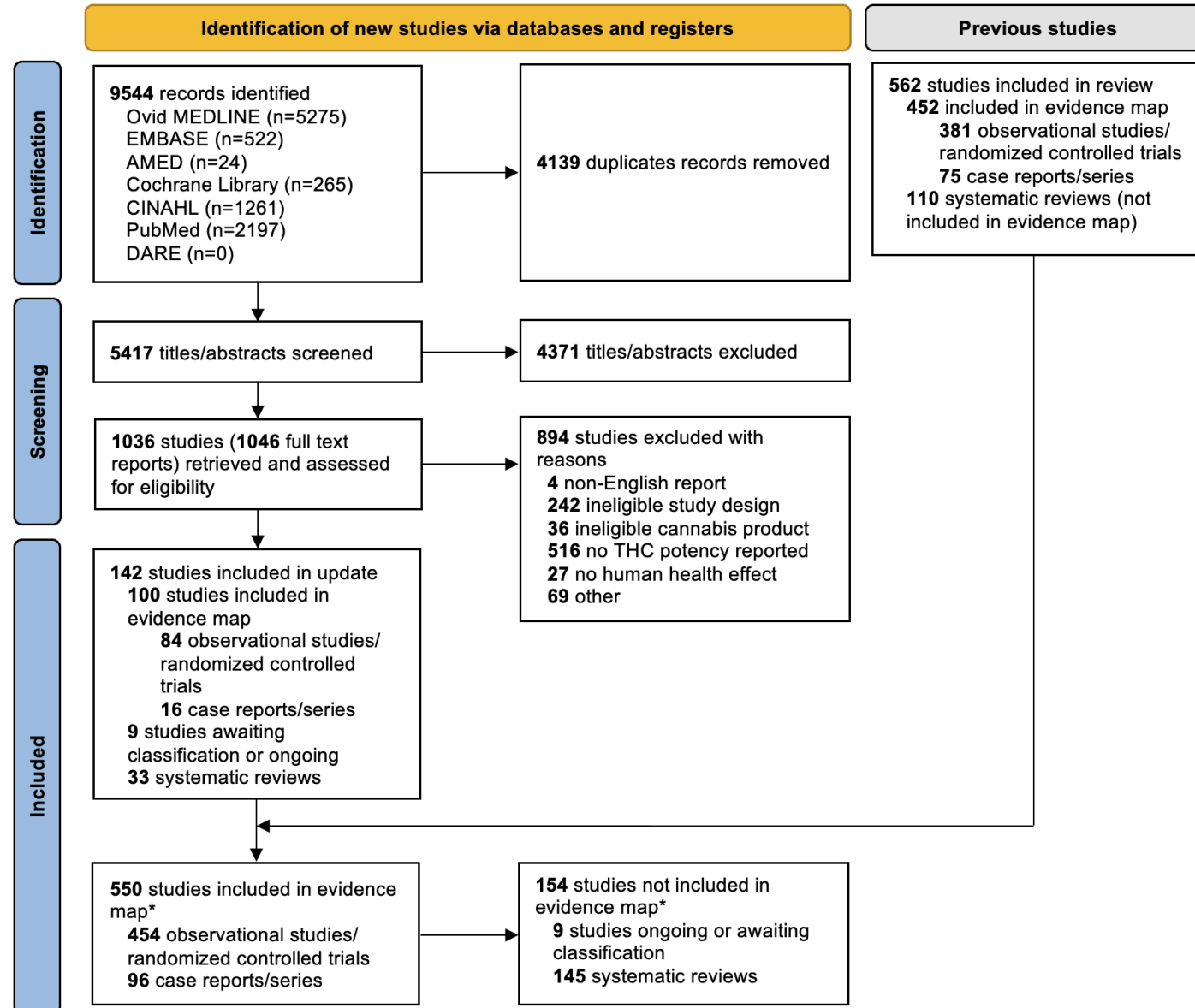
## CANNABIS RESEARCH & POLICY PROJECT (CRPP) OF THE COLORADO SCHOOL OF PUBLIC HEALTH TIMELINE OF KEY EVENTS



# Accomplishments of 2023-2024

- Research Core:
  - Updated the scoping review, screening more than 6,000 new studies from July 1, 2022, to October 31, 2023.
    - 100 new studies will be added to the Tableau Dashboard
    - We plan to publish an updated report on the entire 550 studies.
  - Conducted a Systematic Review on the 100+ studies identified to have a Mental Health Outcome from our initial scoping review.
    - Manuscript of findings is under development
  - Methods Workshop
    - Report is under development, will be published

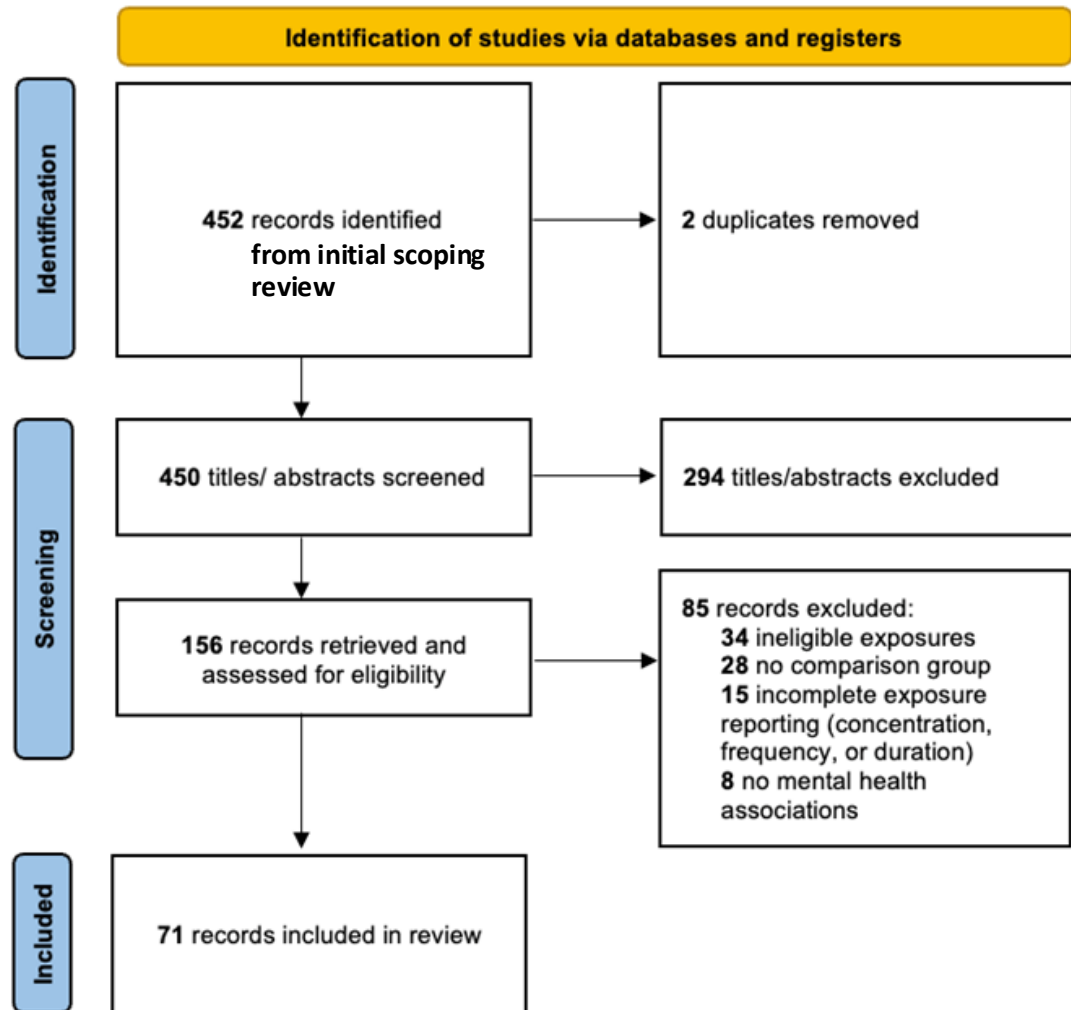
# Update to Scoping Review - PRISMA Diagram



\*The difference in study numbers is due to Distiller AI screening checks, combining multiple reports of the same studies, and duplicates identified while conducting the review update.

# Mental Health Systematic Review

Manuscript is drafted, will update from additional scoping review findings.



# Methods Workshop



| Attendees                        | Affiliation  |
|----------------------------------|--|
| Jessica Barrington-Trimis, PhD   | University of Southern California                                |
| Lisa Bero, PhD*                  | Colorado School of Public Health                                 |
| Ashley Brooks-Russell, PhD, MPH* | Colorado School of Public Health                                 |
| Meghan Buran, MPH*               | Colorado School of Public Health                                 |
| Julia Dilley, PhD, M.E.S.        | Oregon Health Authority  |
| Darin Erickson, PhD              | University of Minnesota  |
| Marilyn Huestis, PhD             | National Institute on Drug Abuse & National Institutes of Health |
| Kent Hutchison, PhD**            | University of Colorado School of Medicine                        |
| Tom Jeanne, MD, MPH              | Oregon Health Authority  |
| Heather Kimmel, PhD              | National Institute on Drug Abuse & National Institutes of Health |
| Michael Kosnett, MD, MPH         | Colorado School of Public Health                                 |
| David Kroll, PhD                 | University of Colorado School of Pharmacy                        |
| Stephen Lankenau, PhD            | Drexel University  |
| Richard Miech, PhD               | University of Michigan   |
| Rosalie Pacula, PhD              | University of Southern California                                |
| Paula Riggs, MD**                | University of Colorado School of Medicine                        |
| Jonathan Samet, MD, MS*          | Colorado School of Public Health                                 |
| Neeloofar Soleimanpour, MPH*     | Colorado School of Public Health                                 |
| Steven Teutsch, MD, MPH          | University of Southern California                                |
| Gregory Tung, PhD, MPH*          | Colorado School of Public Health                                 |
| George Sam Wang, MD*             | University of Colorado School of Medicine                        |

\* Indicates attendees who are members of the Colorado School of Public Health Cannabis Research & Policy Project Team.

\*\* Indicates attendees who are members of the House Bill 21-1317 Scientific Review Council.

# 2023-2024 Publications

- [Policy Approaches to High Concentration Cannabis and THC Concentrates](#)
  - Cannabis Research & Policy Project Team. (2024). Policy Approaches to High Concentration Cannabis and THC Concentrates. *Colorado School of Public Health*.
- Methodological Challenges and Actionable Recommendations in Studying the Health Effects of High-Concentration THC Products (Manuscript submitted for publication)
  - Li, T., Wang, G.S., Brooks-Russell, A., Tung, G., Leslie, L., Rittiphairoj, T., Oberste, J. P., Yim, T.W., Bero, L., & Samet, J. M. *Methodological Challenges and Actionable Recommendations in Studying the Health Effects of High-Concentration THC Products*. Manuscript submitted for publication.
- Enhancing Methodological Approaches for Studying Health Effects of High-Concentration THC Products (Accepted by AJPH)
  - Li, T., Wang, G.S., Bero, L., Brooks-Russell, A., Tung, G., & Samet, J. M. (in press). Enhancing Methodological Approaches for Studying Health Effects of High-Concentration THC Products. *American Journal of Public Health*.
- [Health Effects of High-Concentration Cannabis Products: Scoping Review and Evidence Map](#)
  - Bero, L., Lawrence, R., Oberste, J. P., Li, T., Leslie, L., Rittiphairoj, T., Piper, C., Wang, G.S., Brooks-Russell, A., Yim, T.W., Tung, G., & Samet, J. M. (2023). [Health Effects of High-Concentration Cannabis Products: Scoping Review and Evidence Map](#). *American Journal of Public Health*, 113(12), 1332-1342.



# Review of Educational Campaign

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

# COMMUNITY ENGAGEMENT UPDATES

- Shortened version of Motivational Interviewing (MI) training was offered (“taste of MI”) to several different youth and adult advisor groups in SLV, Pueblo and Denver metro; feedback was provided about training
- CE team attended several different community events (e.g., Pride) to discuss project with community members. Over 100 surveys were completed about their beliefs, attitudes and behaviors regarding high concentration cannabis

# PARTNERSHIP UPDATES

- CSU team finalized marketing materials in English and Spanish for young adults (18-25) living in Larimer and Weld counties. See [www.findthehighwithin.org](http://www.findthehighwithin.org)
- Clinic Chat, LLC, trialed and finalized chatbot program, which is offered on the “Tea on THC” website.
- Grow Up and Hear/Say exhibitions closed on July 7 and July 14. Multiple artist talks and a closing reception were held. Catalogues are available.
- Each partnership provided us with end-of year-report, including metrics.



# PROGRAM EVALUATION UPDATES

All programs have metrics and deliverables. These will be available in the comprehensive report and presented at a future SRC meeting.

# SUMMARY OF EVALUATION SURVEYS

| <u>Survey Name</u>                     | <u>Responses</u> |
|--|------------------|
| <b>Master Survey</b>                   |                  |
| General Knowledge Community Survey     | 90               |
| General Knowledge CINT Survey          | 389              |
| <b>Taste of MI</b>                     | 9                |
| <b>Art Eval Survey</b>                 | 9                |
| <b>Artists Education Survey- Day 1</b> | 9                |
| <b>Artists Education Survey- Day 2</b> | 14               |
| <b>Artists Education Survey- Day 3</b> | 13               |
| <b>Youth Artist Training Survey</b>    | 16               |
| <b>Youth Artist Knowledge Survey</b>   | 26               |
| <b>Art Patron Survey</b>               | 102              |
| <b>Artists Post Art Exp</b>            | 9                |
| <b>Oasis Day 1, Pt 1</b>               | 32               |
| <b>Oasis Day 1, Pt 2</b>               | 23               |
| <b>Oasis Day 2</b>                     | 37               |
| <b>Total Surveys: 14</b>               |                  |
| <b>Total Responses: 778</b>            |                  |

## **Types of Surveys:**

We have developed several types of surveys, including:

- A general knowledge survey on high concentration cannabis (2 versions were made: one for community events, such as Denver Pride, and one designed specifically for an online data collection team).
- Evaluations of motivational interview training
- Adult and youth artists' knowledge of high concentration cannabis
- Adult and youth artists' motivations for participation
- Evaluation and perception survey of Oasis, a meditation and mental health curriculum

## **Analysis:**

To date, we have completed analysis of 4 surveys, including "Taste of Motivational Interviewing," "Oasis meditation and mental health," "Artist patron evaluation," and "Artists' education and knowledge survey." We have preliminarily completed analysis of our high concentration knowledge and beliefs survey and are still waiting for more responses.

\*\*\*Initium has administered the General Knowledge survey via CINT; N = 500 will be completed.

# ADMINISTRATIVE UPDATES

- Finalizing PRA position hire
- RFP is live - to select media firm through an open and competitive process; closes end of August.
- Finalizing plans for new projects
- Restructuring role of “Director”
  - Greg will take on more of the day-to-day operations
  - Annie will overview projects and evaluation, and participate in leadership decisions

# INITIUM UPDATES



## Finalizing Workstreams:

- Brand identity
- Video production
- Campaign website
- Web-based curricula
- Social media and state-wide media
- Art exhibitions
- Podcasts

SCAN ME



- Website is live  
(<https://teaonthc.org/>)
- More content will be added

# Website

The cornerstone of our campaign's digital presence will be the launch of the dedicated website, [TeaOnTHC.org](http://TeaOnTHC.org). This hub will provide detailed information on high concentration cannabis, its risks, and its effects, especially on youth and pregnant individuals. It will also educate parents and mentors on how to talk to their youth about high concentration cannabis. The website will feature interactive tools, educational articles, downloadable materials, support links, videos, podcast episodes and web-based curriculum lessons. Designed for user-friendliness and mobile compatibility, TeaOnTHC.org will ensure easy access to crucial information and will be the foundation of the campaign for years to come.





# Podcast Series

This podcast sheds light on the often-overlooked risks of high concentration cannabis use, particularly among youth and pregnant people. Our mission is to provide clear, evidence-based facts and foster open conversation. **Episodes break down the science behind cannabis and its impact on developing brains and prenatal health, and share real-life stories.** We feature experts from medicine, psychology and public health, as well as individuals with firsthand experience of the risks of using high concentration products. In addition, we use podcast advertising to reach a broader audience and ensure our message resonates widely.



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

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Featuring  
**Brandon Lloyd, MBA**



# Videography

High-quality videography is central to our campaign's storytelling approach. **We produced a series of short, impactful videos to highlight key messages on our website and social media channels, and at community events.** These videos include animations explaining the effects of high concentration cannabis, interviews with experts, and real-life stories such as those from students at Denver's 5280 Sober School; Laura, a mom who lost her son to suicide after he used high concentration cannabis; and Brandon Lloyd, a former NFL player who shares his story of using cannabis during stressful times until he learned to use healthy coping strategies instead.



# Illustrative Characters

To make complex information more digestible and engaging, we commissioned a series of custom illustrations for use in all campaign materials. The visuals were designed to be relatable and impactful, helping to convey key messages about the risks of high concentration cannabis in a way that is easy to understand and remember.



# Web-Based Curriculum

The interactive web-based curriculum on [TeaOnTHC.org](https://TeaOnTHC.org) includes modules developed by the Colorado University School of Public Health, the following titles:

- **“Unlock the Truth About Cannabis,”** which educates youth on what cannabis is, its various forms and its health impacts.
- **“Stress Smart: Strategies to Cope with Stress,”** which teaches stress management and substance use prevention for youth.
- **“Balanced Beginnings: Stress Management for Expecting and New Parents,”** which provides similar content tailored to pregnancy and the postpartum period.
- **“Cannabis & Youth: Health Impacts and Effective Conversations,”** which equips parents and trusted adults with essential information and effective strategies for discussing cannabis with youth.



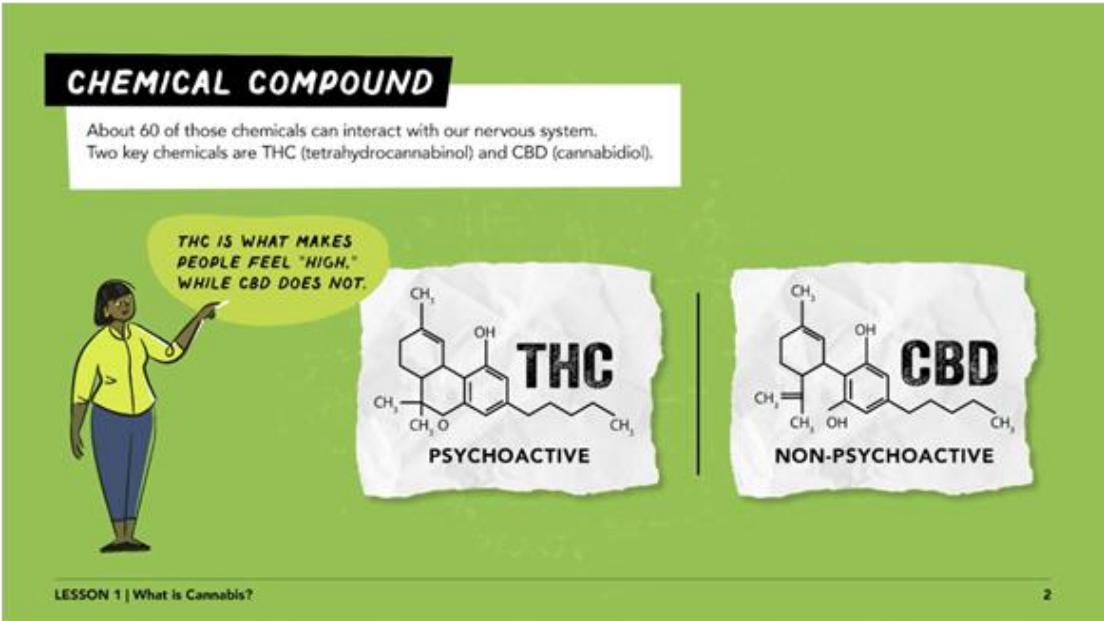
**ROADMAP**

**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.

The slide features a woman in a yellow shirt pointing to a vertical list of green circles on the left side.



**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.**

**THC**  
PSYCHOACTIVE

**CBD**  
NON-PSYCHOACTIVE

The slide features a woman in a yellow shirt pointing to a speech bubble on the left. To her right are two chemical structures on torn paper backgrounds. The first is THC, labeled 'PSYCHOACTIVE', and the second is CBD, labeled 'NON-PSYCHOACTIVE'. The slide footer reads 'LESSON 1 | What is Cannabis?' and '2'.

# TARGET: PARENTS & MENTORS

# Photoshoot



# TARGET: PREGNANCY & EARLY PARENTHOOD

## Photoshoot



# Social Media

This podcast sheds light on the often-overlooked risks of high concentration cannabis use, particularly among youth and pregnant people. Our mission is to provide clear, evidence-based facts and foster open conversation. **Episodes break down the science behind cannabis and its impact on developing brains and prenatal health, and share real-life stories.** We feature experts from medicine, psychology and public health, as well as individuals with firsthand experience of the risks of using high concentration products. In addition, we use podcast advertising to reach a broader audience and ensure our message resonates widely.



# GROW UP



## 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.



## Media Timeline

- Website Finished**  
April 25th, 2024  
Science-Informed Art website finished to drive traffic to
- Denver Media PR**  
May 2nd, 2024  
Released press release to over 600 Denver media outlets
- Mailed Post Cards**  
May 20th, 2024  
Released postcards via direct mail to Denver residents!
- DARIA**  
May 29th, 2024  
Released creative in newsletter in bi-monthly email publication.
- Denver Post**  
June 5th, 2024  
Emailed event promotion to Denver area art enthusiasts.
- Colorado Public Radio**  
June 5th, 2024  
Released banner ads on websites targeting art enthusiasts.
- Initium Health**  
June 6th, 2024  
Resent event promotion to 7k Denver area art enthusiasts.
- Westward**  
June 6th, 2024  
Released event promotion in issue to Denver area art enthusiasts
- Westward**  
June 7th, 2024  
Promoted event in publication's 'Exclusive Events' for Denver art enthusiasts.
- Westward**  
June 7th, 2024  
Released event promotion in newspaper/digital publication
- 5280 Magazine**  
June 21, 2024  
Earned media story released on both art exhibitions featuring Tya Anthony and a few artists.

# HEAR / SAY

## Media Timeline

- Website Finished**  
April 25th, 2024  
Science-Informed Art website finished to drive traffic to
- Denver Media PR**  
May 2nd, 2024  
Released press release to over 600 Denver media outlets
- Mailed Post Cards**  
May 25th, 2024  
Released postcards via direct mail to Denver residents!
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June 5th, 2024  
Released creative in newsletter in bi-monthly email publication.
- Initium Health**  
June 9th, 2024  
Emailed event promotion to 7k Denver area art enthusiasts.
- Denver Post**  
June 12th, 2024  
Emailed event promotion to Denver area art enthusiasts.
- Initium Health**  
June 13th, 2024  
Resent event promotion to 7k Denver area art enthusiasts.
- Westward**  
June 13th, 2024  
Released event promotion in issue to Denver area art enthusiasts
- Westward**  
June 13th, 2024  
Promoted event in publication's 'Exclusive Events' for Denver art enthusiasts.
- Banner at BRDG**  
May 20th, 2024  
Banner released and hung at BRDG Project for public viewing
- Colorado Public Radio**  
June 12th, 2024  
Released banner ads on websites targeting art enthusiasts.
- Guerilla Marketing**  
May 20th, 2024-July 7th, 2024  
Distributed postcards and posters to targeted Denver businesses.
- Denver Media PR**  
May 2nd, 2024  
Released press release to over 600 Denver media outlets

## 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.





## Media Metrics

**Initium 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%

**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: 6,698  
 95% Pick up rate  
 1071 pick up locations  
 200,000 monthly readers

## Earned Media

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

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

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

## Guerilla Marketing Locations

Highlands Farmers Market  
 Denver Central Market  
 Lohi 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  
 Bindery Cafe Market  
 Avanti  
 Happy Camper  
 The Post Chicken  
 Maci Cafe  
 Dimestore Delibar  
 Denver Vapor Convenience  
 Alma Fonda Fina  
 910 Arts

Bald  
 Coolhills  
 Eq Crepe Burger Bar  
 Velvet Cellar  
 Upstairs Circus  
 A5 Steak  
 Optique Denver  
 Elixir  
 The Kitchen  
 Le Roux  
 Cholon  
 Jovaninas  
 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  
 Denrec Downtown  
 The Giving Tree Of Denver  
 Denver Kush Club  
 Life Flower Dispensary  
 Verde Natural  
 Krystaleaves  
 Kind Love  
 Oasis Super Store  
 Simply Pure  
 The Green Solution  
 Green Dragon  
 Best Buds Dispensary  
 Georgie's

**GROW UP**  
 June 30, 2024  
 12:00 pm - 5:00 pm  
 Bell Projects 2822 E. 17th Ave.  
 Join us for an inspiring exhibition by Shaunta B. and teachers from Community School, Mac School, and Kunschiller Community School. Explore the risks of high-concentration cannabis through art and science.

**GROW UP**  
 YOU'RE INVITED TO A YOUTH SCIENCE-INFORMED ART EXHIBITION  
 Groundbreaking Art Exhibition Explores the Risks of High-Concentration Cannabis  
 In conjunction with a campaign led by the University of Colorado School of Public Health, this exhibition is a science-informed art by student artists on the health impacts of high-concentration cannabis.  
 Opening Night Reception June 7, 2024 6:00 pm - 9:00 pm  
 Bell Projects, 2822 E. 17th Ave, Denver, CO 80206  
 Open and free to the public. More discounts and refreshments will be provided. Scan the QR code to register for this free event.  
 Art Exhibit June 7 - Learn in science  
 CLICK HERE TO RSVP  
 Art Exhibition Dates | June 7 - July 7, 2024  
 PARTICIPATING SCHOOLS:

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# SRC Discussion of Educational Campaign

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

# Discuss Plans and Resources for 2024-2025

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

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

# Plans for 2024-2025

- Budget for Fiscal Year 2024-2025
  - \$2 Million to support the activities
- Activities
  - Administration Core:
    - Continuing medical education
    - Policy recommendations
  - Research Core:
    - Update scoping review on fiscal year cycle
    - Complete mental health systematic review
    - One further systematic review, focus TBD
  - Educational Campaign Core:
    - Media firm contract
    - Partnership projects
    - Project evaluation

# **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