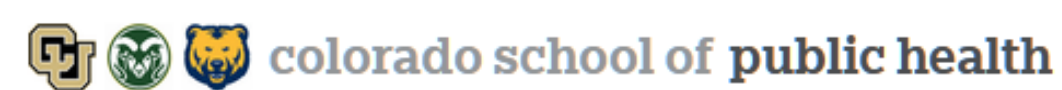


Seventeenth Meeting of the HB 21-1317 Scientific Review Council

June 7, 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

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

Cannabis Research & Policy Project Team Members

Member	Sub-Team
Charlene Barrientos Ortiz	Education Campaign
Lisa Bero, PhD	Systematic Review
Ashley Brooks-Russell, PhD, MPH	Subject Area Expertise
Paige Buchanan-Hall, BA	Education Campaign
Meghan Buran, MPH	Administration
Annie Collier, PhD	Education Campaign
Colleen Keenan, MPH	Education Campaign
Jenn Leiferman, PhD	Education Campaign
Louis Leslie, BA	Systematic Review
Tianjing Li, MD, PhD, MHS	Systematic Review
Jean-Pierre Oberste, BA	Systematic Review
Christi Piper, MLIS	Systematic Review
Thanitsara Rittiphairoj, MD, MPH	Systematic Review
Jonathan Samet, MD, MS	Administration
Neeloofar Soleimanpour, MPH	Administration
Greg Tung, PhD, MPH	Administration, Subject Area Expertise
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

1:00 PM	I. Opening Remarks, Introductions and Welcome, Updates on Conflict of Interest	Chris Urbina
1:05 PM	II. Review of Agenda and Meeting Minutes (5/14/24)	Chris Urbina
1:10 PM	III. Overview of Cannabis Research & Policy Team's Overall Progress	Jon Samet & Greg Tung
1:15 PM	IV. Educational Campaign Update of Ongoing Activities	Annie Collier
1:30 PM	V. Educational Campaign Update from Initium Health	James Corbett
1:50 PM	VI. SRC Discussion of Educational Campaign	Chris Urbina
2:25 PM	VII. 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

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>

Overview of Progress by Cannabis Research & Policy Project

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

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

Current Activities

- Monthly newsletter and timeline posted on our project website; next update will be posted at the end of June 2024.
- Planning Methods Workshop for June 2024.
- Hosted an Open Forum last month. Future forums will be scheduled.
- Hosted a Continuing Medical Education Event with Children's Hospital for Pediatric & OB-GYN Providers.
- Working with the Department of Psychiatry on provider educational activities
- Reports under development
 - Mass-Media Behavioral Interventions
 - Modern Modalities in Behavioral Interventions
 - Mental Health Systematic Review
 - Respiratory Review
 - Funding Bias
- Educational Campaign

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](#)

OPEN FORUM MEETING:

May 7, 2024

NEXT SCIENTIFIC REVIEW COUNCIL MEETING:

May 14, 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 third newsletter from the Cannabis Research and Policy Project. Since our last newsletter, our team continues to update the review of research studies. We are currently examining 6,000 new publications from this past year and studies that meet our inclusion criteria from the initial review will be added to the [interactive evidence map](#). We are also conducting a detailed review on studies addressing high-concentration cannabis products and mental health. We will publish the findings later this year. Our next detailed review will be on studies addressing high-concentration cannabis and respiratory health outcomes.

The team is hosting an open forum on Tuesday, May 7th from 3:00 - 4:15 PM. The team will provide background on the project and answer questions from the attendees. This virtual forum will be open to the public and include a Q&A session. [Please register in advance.](#)

In the initial review of scientific studies, serious limitations of the literature were identified. Consequently, in June we are convening key researchers to develop recommendations to improve the standardization, generalizability, and quality of research on cannabis. We will publish material developed at the workshop later this year.

We have organized a continuing medical education meeting for [Pediatric & OB-GYN providers to take place this May](#). We also plan a similar event for mental health providers later this year.

Finally, we have scheduled the next Scientific Review Council (SRC) meeting for May 14, 2024 to provide an update on the ongoing reviews and activities of the educational campaign team. Information about joining the meeting is available on the [project website](#).

ACTIVITY	DETAILS	STATUS
Continuing Professional Education	Current Cannabis Marketplace for Pediatricians	May 15, 2024
	Mental Health Effects of High-Concentration Cannabis Use	In Progress
Evidence Reviews	Effects on Mental Health	In Progress
	Effects on Respiratory Health	In Progress
	Modern Modalities in Behavioral Interventions	In Progress
	Mass-Media Behavioral Interventions	In Progress
Workshop to Improve Research	Improving Methods for Cannabis Research	June 24-25, 2024

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

Educational Campaign Updates:

The educational campaign team has made progress across our five core project components in April.

1. Community Engagement: We scheduled a series of meetings with our community advisors and the content creators at Initium Health to receive feedback on the project name, logo, brand, and messaging. We also planned trainings for community members on motivational interviewing and have refined the curriculum for those sessions. These trainings will equip community members with the tools to have difficult conversations about the health impacts of high-concentration cannabis (HCC) with youth or pregnant people in their lives.

2. Partnerships: The University of Northern Colorado partner team held a two-day retreat on mindfulness as an alternative to cannabis use. They also planned events across the remainder of the school year to educate students about the health effects of HCC. The Colorado State University partner team conducted a series of focus groups with college-enrolled and non-college enrolled youth to understand their perceptions of cannabis and high-concentration cannabis. The focus groups will inform educational materials that the team will make and distribute in Larimer and Weld counties. The Clinic Chat, LLC partner team is close to completing the content that will serve as the foundation for the chatbot program offered on the HB1317 website. This involves identifying questions that people can ask of the artificial intelligence chatbot, relying on our pre-approved HCC educational toolkits for the appropriate answers. Last, the CU Department of Psychiatry team is developing two medical education events for both mental health providers and educators on the health impacts of HCC use among youth.

3. Initium Health: Initium Health made progress on the web-based curriculum, which will offer user-friendly education for youth, parents, and pregnant and parenting individuals on the project website. Initium Health also began their videography process and made progress on the project website. Lastly, they have created branding and websites for the project's two art exhibitions.

4. Art Exhibition: The artists continue to develop their pieces for both the adult and youth exhibitions – "Hear|Say" and "Grow Up," which will occur on June 14 and June 7, respectively. The art exhibition team worked with Initium Health to develop a marketing strategy to raise awareness of each exhibition and are developing content for the exhibition display panels and catalog; these will be available to provide additional context to the topic of HCC throughout the exhibition space.

5. Evaluation: The program evaluation team, which will look close at how well these activities work, sought feedback on the assessment measures from a variety of stakeholders including members of the Scientific Review Council, internal subject matter experts, communities, and project partners. The team will address and incorporate feedback to prepare the final survey by the end of May.

EDUCATION CAMPAIGN

Start Date: November 2022

Tentative Dissemination Date: June 2024

ACTIVITY DETAILS STATUS

ACTIVITY	DETAILS	STATUS
Toolkit Content Creation	Drafted Toolkits 1-3	Completed
	Address Edits from SRC Review	Completed
	Review Toolkits 1-3	Completed
	Send Toolkits 1-3 to Vendors to Disseminate	Completed

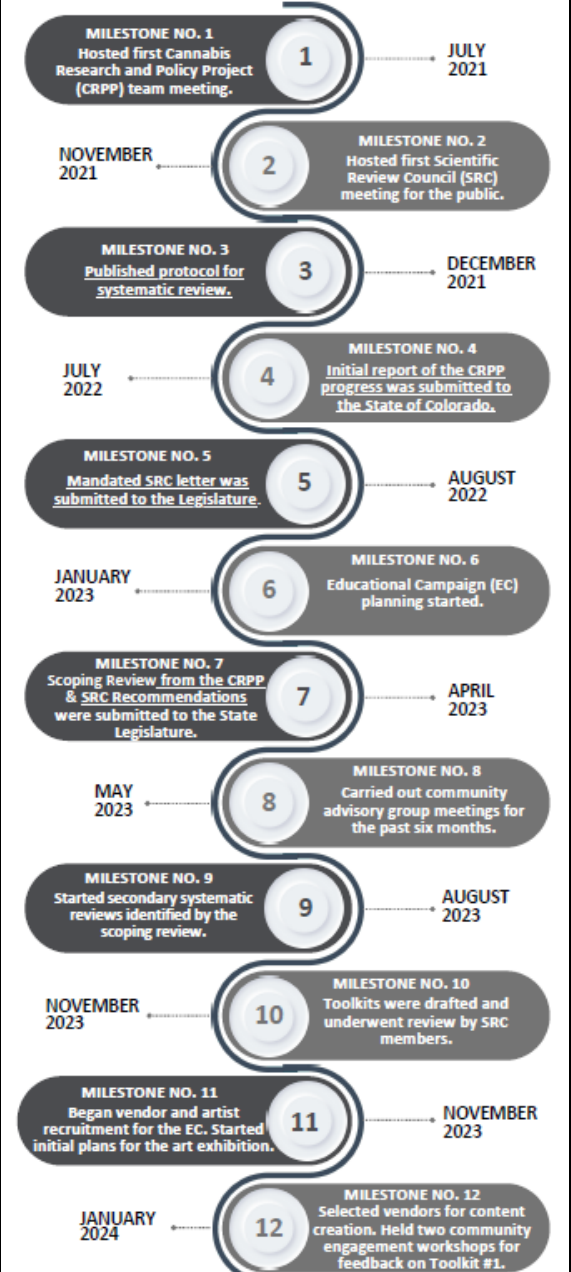
ACTIVITY	DETAILS	STATUS
Content Creation	Selected Vendors & Sent Contracts	Completed
	Vendors Create Content	In Progress
Content Creation	Content Review by SRC & Community Advisors	In Progress

ACTIVITY	DETAILS	STATUS
Art Exhibition	Secured Venue for Exhibition	Completed
	Recruited Artists	Completed
	Artist Education Session	Completed
Art Exhibition	Host Art Exhibition	In Progress

ACTIVITY	DETAILS	STATUS
Dissemination	Community Events Registration	In Progress
	Community Trainings	In Progress
	Social Media Content	In Progress
	Community Events	In Progress

ACTIVITY	DETAILS	STATUS
Evaluation	Logic Model Creation	Completed
	Evaluation Planning	In Progress
	Instrument Development	In Progress

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



Educational Campaign Update

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



Cannabis Research & Policy Project

Community Advising Activities

Received community advisor feedback on overall campaign, website chatbot, motivational interviewing intervention, and evaluation instruments.

Held motivational interviewing trainings with community members in the San Luis Valley and Denver metro areas.

Engaged, recruited and trained community members to staff Juneteenth and Pride Fest community events.

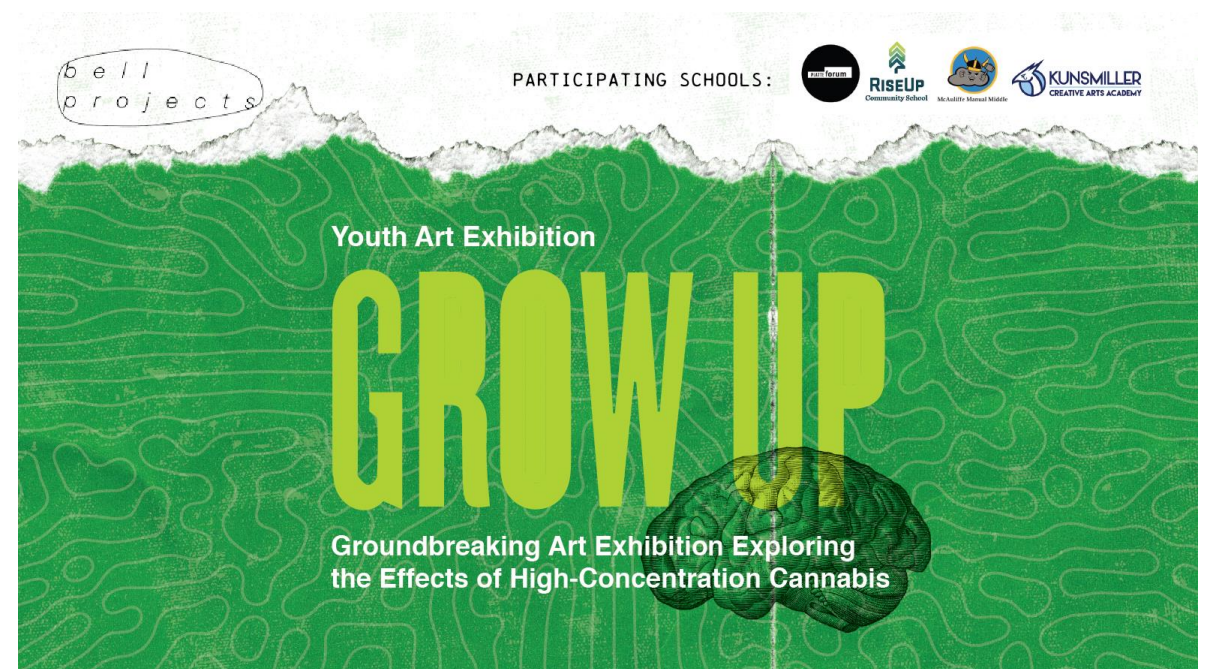
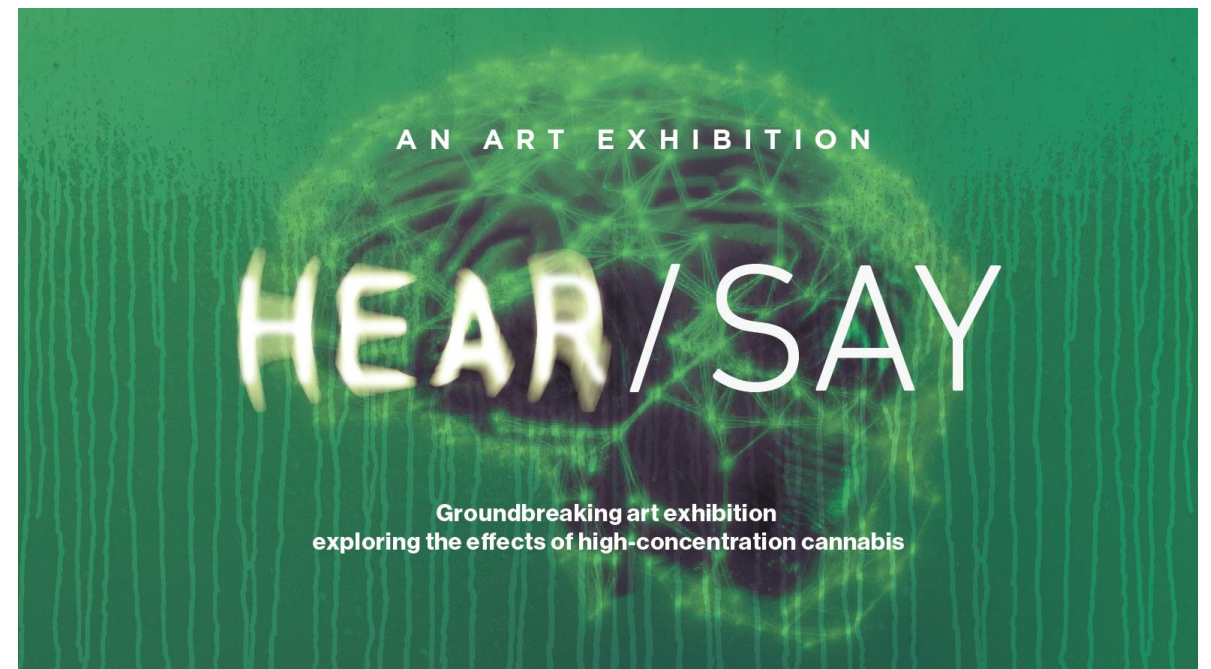
Partnership Updates

Partner	Updates
<u>Initium Health</u> – Integrated Educational Campaign	<ul style="list-style-type: none">• Refined campaign branding, logo, and tagline• Began filming to highlight personal stories from across CO about HCC and healthy coping mechanisms• Developed social media strategies and began engaging local influencers• Began recruiting guests for podcasts (e.g., behavioral health leaders, athletes)
<u>Colorado State University</u> – Young Adult Educational Campaign	<ul style="list-style-type: none">• Finished focus groups with college and non-college aged youth (18-25 yo)• Started to develop messaging for this demographic
<u>Clinic Chat</u> – HCC Education via Chatbot	<ul style="list-style-type: none">• Refined chatbot messages to appropriate content and reading level• Working with Initium Health to integrate chatbot on campaign website• Preparation to launch chatbot in What’sApp
<u>Shadow Consulting</u> – Art Exhibitions Hear Say & Grow Up	<ul style="list-style-type: none">• Held second advisory committee meeting• Advertised exhibitions throughout the Denver area• Finalized exhibition catalog that will be distributed; it provides background on HCC and showcases each artist’s work• Exhibitions will occur on June 7 (Bell Projects) and June 14 (BRDG Project) in Denver

Art Exhibition

Key Dates

- **June 7th** – Opening reception of *Grow Up* youth art exhibition at Bell Projects Gallery from 6 – 9 PM
- **June 14th** – Opening reception of *Hear/Say* art exhibition at BRDG Project from 6 – 9 PM
- **June 15th** – Panel discussion with artists and scientists at BRDG Project at 4 PM
- **June 18th** – Art/science talk at BRDG Gallery at 7 PM
- **June 22nd** – Art/science talk at BRDG Gallery at 4 PM
- **July 14th** – Closing reception with art/science talk at BRDG Gallery from 6 – 9 PM



Program Evaluation

General Survey

Finalized survey to collect pre- and post- data across Colorado and at dissemination events.

Unique Surveys

Finalized surveys for each sub-project (e.g., Motivational interviewing trainings; Art exhibitions; Chatbot).

SRC Approval Touchpoints

Received Approval:	Need Approval:
<ul style="list-style-type: none">✓ Educational toolkits✓ Evaluation instruments✓ Youth web-curriculum modules✓ Chatbot messages	<ul style="list-style-type: none">○ Campaign branding○ Pregnancy web-curriculum modules

Note: Content reviews and feedback comes from SRC members and subject matter experts (based on expertise and availability) to avoid overburdening SRC members.

Educational Campaign Update - Initium Health

James Corbett, MDiv, JD
Principal, 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

June 7, 2024

Agenda

- Campaign Identity
- Research
- Next Steps





**THE TEA ON
THC**

GET THE FACTS.

The brain is still developing until the age of 25,
and smoking marijuana can change structures
in the growing brain.

Visit teaonthc.org for more information.

Powered by Colorado School of Public Health





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If a pregnant woman uses marijuana, the drug may affect certain developing parts of the fetus's brain.

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**THE TEA ON
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GET THE FACTS.

DID YOU KNOW?
If a pregnant woman uses marijuana, the drug may affect certain developing parts of the fetus's brain.

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Powered by Colorado School of Public Health.



Research

What the Research Has to Say About Cannabis Messaging— What To Do

- Use factual information, backed by credible research (Sukle et al., 2021)
- Segment the audience to specify and target information (Potterf and Unnithan, 2022)
- Utilize multiple communication channels and ensure interactivity potential (Potterf and Unnithan, 2022)
- Consider cannabis use status among the audience and utilize multiple message themes to target (Stevens et al., 2021)
- Highlight immediate and personal consequences, including legal and upon relationships (Sukle et al., 2021)
- Youth want to protect their brains and don't want to be experimented on (Sukle et al., 2021)

What the Research Has to Say About Cannabis Messaging– What to Avoid

- Just Say No" or full abstinence campaigns, can potentially result in the development of pro-marijuana beliefs. Participants exposed to such campaigns may feel more positively inclined towards marijuana use (Ferri, 2013).
- Avoid messages that may heighten reactance, such as those perceived as overly restrictive or controlling. These messages may inadvertently lead to greater craving and intent to use (Slavin & Earlywine, 2019).
- Avoid fear-based appeals, as this promoted negative reactions (Kelly et al., 2006)
- Avoid focusing solely on long-term health risks and instead highlight positive youth norms (Kelly et al., 2006)
- Avoid exaggeration and unbelievability (Leshner et al., 2021)
- Avoid Just Say No and abstinence campaigns (Ferri 2013)
- Avoid restrictive and controlling messages, which may heighten resistance (Slavin and Earlywine, 2019)

We Conducted Two Types of Research on Our Concepts

Concept Test

Multiple rounds of research on
“Tea on THC” & other campaign names

Semantic Study

“Know the risks” vs. “Get the facts”

Concept Test - Feedback from Young Adults



- ❑ *“this one the tea on THC is like a logo“ (in a good way)”*
- ❑ *“I know Tea is a term for like, the news or the scoop, especially in the circles that I'm in.”*
- ❑ ***“I think this was perfect to show and spread awareness to people who might be taking cannabis now or later in the future.”***
- ❑ *“it gives me the impression that this organization is trying to help those who use, wean off of it in a healthy way, and maybe help them not use it at all, given the risks that would be presented.”*
- ❑ *Relevance of “click” ads for this audience is low; even when interested, often said would not click... but may look up URL on own → memorability of URL & campaign is significant*
- ❑ *“I don't click on stuff, but this is interesting.. I'd look up ‘The Tea on THC’ later”*
- ❑ *I will try to find the ad [after participating in research] so I can learn the risks of THC.*

Concept Test - Feedback from Recently or Potentially Pregnant People

- ❑ *“Catchy... I’m likely to pause to look at this”*
- ❑ *“Nice logo”*
- ❑ *High memorability: participants referred to concept by name (“The Tea on THC”)*
- ❑ *“It’s straight to the point”*
- ❑ *“I love that the vibe is informative rather than alarming.”*
- ❑ *“Thank you for talking about the potential risks of THC and pregnancy. I don't think it is a topic talked about enough!”*
- ❑ *“it’s very important for people to know the risks of using THC while pregnant.”*
- ❑ *“I think the concepts are great! Learning more about cannabis use during pregnancy is really important and I think the content could be really beneficial to pregnant people, those trying to get pregnant, or new parents in general.”*

Know the Risks vs. Get the Facts

“Know the Risks”

- **Recently & Potentially Pregnant People -**
 - Actively seeking to make informed choices → **“risk” drives urgency**
 - *“I should ‘Know the Risks’, even if that is negative.”*
- **Young Adults -**
 - Want to make informed choices, but without being told what to do or talked down to → **“risk” drives them away**
 - **“I don’t want to be lectured.”**
 - *“Do not shame people for their use, but try to just bring awareness”*
 - *‘Know the Risks’ is judgmental and more biased... “*
- **Best for** targeted content reaching recently & potentially pregnant people and audiences actively looking to understand risks

“Get the Facts”

- **Recently & Potentially Pregnant People-**
 - Want the research & data to make informed choices → **“facts” are relevant**
- **Young Adults -**
 - Want to make informed choices, but without being told what to do or talked down to → **“facts” is inviting**
 - **“‘Get the Facts’ is more approachable.”**
 - **“[it’s] more helpful** because it’s less judgy...”
- **Best for** general audiences (ex. Billboards, primary site) and content targeted to Young Adults / Youth
- **Provide a fact that demonstrates the risk:**
 - **“Seeing statistics in the ad itself really draws me in... this would make me share it.”**
- YA
 - **“listing specifics of how cannabis can affect the brain would be really helpful for me”** - YA

Q & A

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