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

September 3, 2026

Colorado Cannabis Education, Research & Policy Project

Welcome & Introductions

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

2025-2026 CO CERP Project Team

Member	Sub-Team
Cathy J Bradley, PhD	***Principal Investigator***
Ashley Brooks-Russell, PhD, MPH	Subject Area Expertise
Annie Collier, PhD	Education Campaign, Administration
Zachary Giano, PhD	Education Campaign (Evaluation)
Ben Harnke	Systematic Review
Travis Leiker, MPA	Administration
Louis Leslie, BA	Systematic Review
Tianjing Li, MD, PhD, MHS	Systematic Review
Jean-Pierre Oberste, MPH	Systematic Review
Daphna Rubin, MPH	Education Campaign, Systematic Review, Administration
Greg Tung, PhD, MPH	Administration, Subject Area Expertise
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)	Pueblo 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
Diane Straub, MD, MPH	Adolescent Medicine	University of Colorado School of Medicine

Review of Agenda

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

Scientific Review Council Meeting Agenda

10:00 AM	**Welcome and Introductions, Reporting on Conflicts of Interest**	Bradley & Urbina
10:05 AM	**Review of Agenda and Meeting Minutes**	Urbina
10:15 AM	**Legislative, Operational, and Outreach Updates**	Leiker
10:20 AM	**Scientific Team Updates** • Older Adult review update • Updating scoping review publications • Data visualization demo	Li & Tung
10:35 AM	**Education and Evaluation Updates** • Internal partnerships • Hear/Say exhibitions • Community Engagement • Program Evaluation • LGBTQ toolkit	Collier
10:50 AM	**Publications** • In press • Under review • In progress	Bradley, Collier, and Tung
11:00 AM	**Updates from Initium Health and Tea on THC Campaign** • Strategic Planning • Tea on THC metric updates • Content update • Awards	Corbett & Leiker
11:15 AM	**SRC Discussion, Next Steps & Closing Remarks**	Urbina

Review of Meeting Minutes

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

Prior Reports & Meeting Materials Available



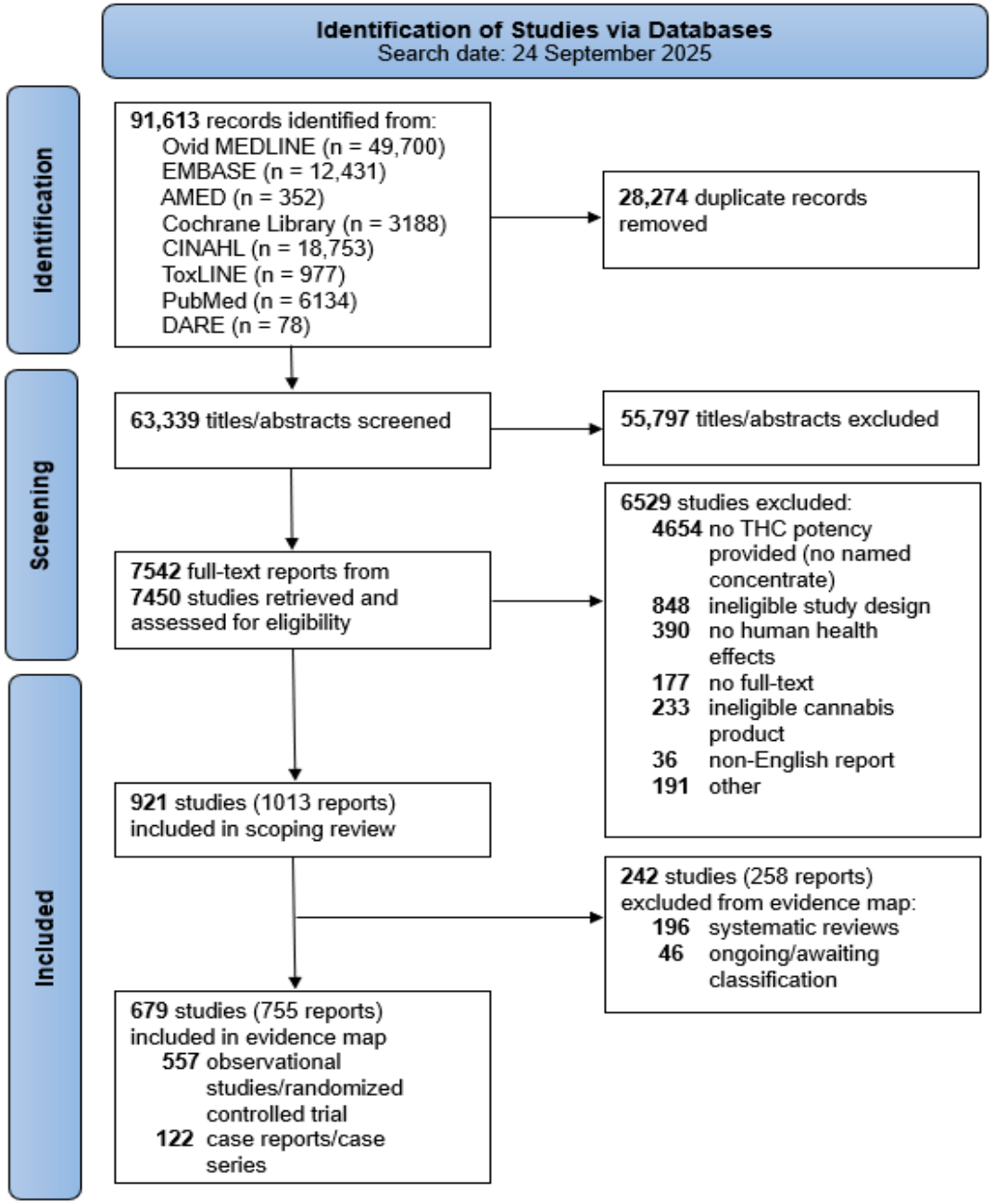
https://coloradosph.cuanschutz.edu/research-and-practice/practice/cannabis-research/resources

Legislative, Operational & Media Updates

Travis Leiker, MPA
Assistant Dean, External Relations
Colorado School of Public Health

Review Team Updates

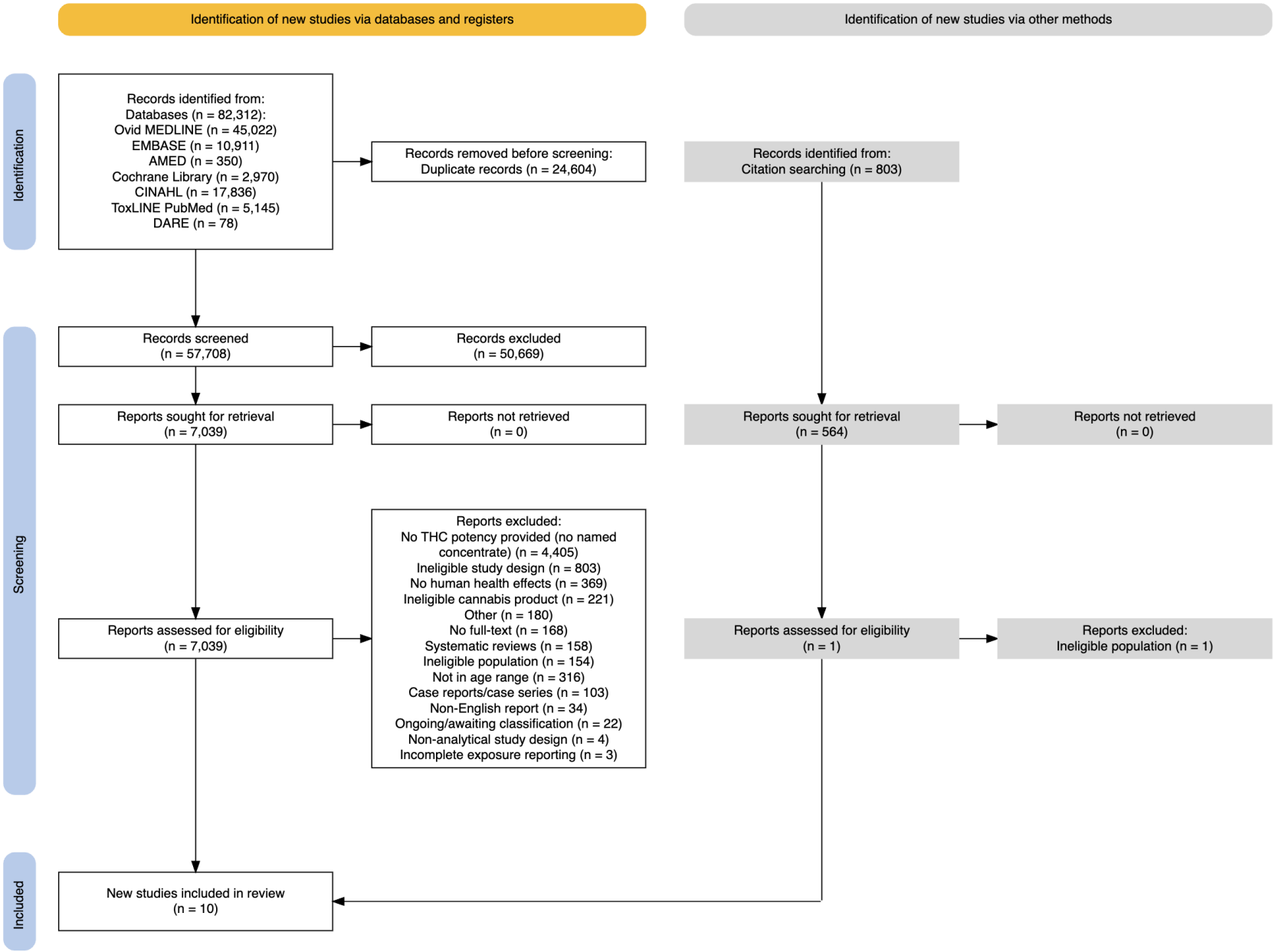
Tianjing Li, PhD, MD, MHS,
Greg Tung, PhD, MPH



Scoping Review Studies

- Updating protocol for living review format
- Plans to publish the updated evidence map with the next search since the last publication was in 2023
  - https://ajph.aphapublications.org/doi/full/10.2105/AJPH.2023.307414

High concentration THC use in older adults



Data visualization enhancement



Scrollytelling

- A combination of the words 'scrolling' and 'storytelling'
- A digital storytelling technique that allows users to read and engage with content revealed as you move down the page
- Flourish: scrollytelling tool used by BBC, Financial Times, S&P 500, and many others

Scrollytelling demo

Tung GJ, Leslie L, Murphy N, Samet JM, Li T, Bradley CJ. 2027.State cannabis policy and public health research in the United States: policy disconnects and research gaps. Annu. Rev. Public Health 48. doi: 10.1146/annurev-publhealth-062325-064412. Under review

Education Campaign Updates

Annie Collier, PhD

Updating **Content Guidance Documents**



- Called "toolkits" in the past, now called content guidance documents
- Existing (developed in 2023)
  - Cannabis Basics
  - Youth
  - Pregnant and parenting
  - Coping
- New
  - MI for community members (completed in 2025/2026)
  - LGBTQ+ content -- under review

New Internal Partnership

Molly Gutilla, PhD

Associate Professor, Colorado School of Public Health - Colorado State University

Director, Rural Public Health Initiative

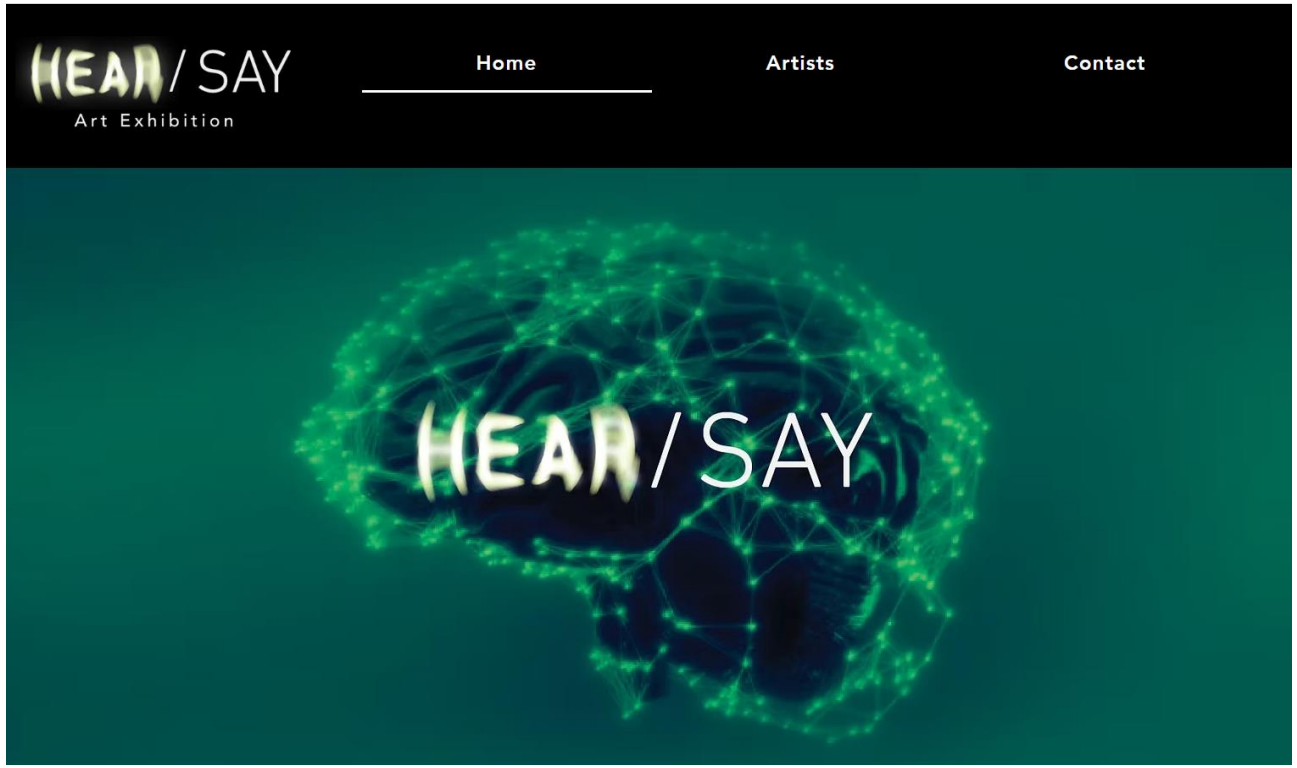
Goals:

- Expand Tea on THC dissemination in rural communities
- Support increased provider education in rural communities



2026-2027 Plans for Hear/Say

- April or May 2027
- Identifying new venues
- What's new:
  - New artists with national reputations
  - Keynote speaker on the arts in public health education



Motivational Interviewing: Applied



- Curriculum now available for community members and providers
- Finalizing the development of interactive online modules with videos that rely on avatars to facilitate practice (Initium/Ed Campaign)

Community Engagement & Outreach: June – August 2026



























Colorado-Based Community Events and Outreach June 2026-August 2026

- Participation in 17+ engagement opportunities – events and presentations – with CBOs and other groups across Colorado

- Expanded outreach through internal partners, student ambassadors and other contacts

- About 1300 in person contacts at the table and in the audience

- About 2000 materials (flyers, posters, branded items, wallet cards, etc) distributed

- Coming up: Public Health in the Rockies 2026, Colorado Mesa University/WC AHEC sponsored event





June 2026

Aurora Women's Health

PRIDE events: Erie, Pikes Peak, Longmont

Aurora Fest

Hear/Say events

Village Exchange health resource fair

Denver high school presentation

July 2026

Servicios De La Raza Children's Day Fair

August 2026

Erie Fest

Baby & Me events in Mesa through partner

Village Exchange summer youth cohort activity

Associated General Contractors Behavioral Health working group presentation

Durango – Four Corners CBOs resource fairs and in person presentation

Aurora Pride

Program Evaluation Update



Currently updating our metrics and surveys to review data collection on campaign development, exposure (reach and awareness), engagement (interaction and processing), and behavior change (action and impact)

Two Approaches:

- Collaborating with Initium on metrics they have and will collect for future manuscripts
- Reviewing our own surveys and data

Continuing Education 2026-2027
Ashley Brooks-Russell, PhD

Identified gaps:

- Many providers lack cannabis-specific training
- Gap in knowledge about today's highly concentrated products
- Lack of training for decision-making in clinic

Opportunity:

- Colorado requires 30 hours of CME's every 2 years.



Proposed Two-Part Training for 2026-2027

PART 1 · SHARED CORE · 60 MIN

- Overview of today's products and marketplace
- Data about use, modes of administration, frequency and concentration
- Review of findings from the evidence map
- Screening and referral
- Colorado resources

PART 2 · SPECIALTY TRACK · 45–60 MIN

1. **Behavioral health**
2. **Adolescent & young adult primary care**
3. **Emergency & urgent care**

Delivery: recorded and accredited for reach. Could include live case-based sessions for Part 2

Questions to SRC Regarding Proposed Provider Education

Publication Updates

Dean Cathy Bradley, PhD, MPA, Annie Collier, PhD & Greg Tung, PhD

In Press Manuscripts

Collier, A.F., Giano, Z., Anthony, T., Berry, S., Corbett, J., & Tung, G. (in press) Science-informed art as a public health strategy: Evaluation of an exhibition on high-concentration cannabis. *Arts & Health.*

Gelinas, S. S., Giano, Z., Collier, A. F., & Leiferman, J. A. (in press). Cannabis use, knowledge, and counseling needs during pregnancy and early parenthood. *Journal of Midwifery & Women's Health.*

Tung, G. J., Leslie, L., Murphy, N., Samet, J. M., Li, T., & Bradley, C. J. (in press). State cannabis policy and public health research in the United States: Policy disconnects and research gaps. *Annual Review of Public Health.*

Manuscripts – Revised & Resubmitted

High-concentration cannabis (HCC) demographic study

- Giano, Collier, et al. Demographic Correlates of High-Concentration Cannabis Use in Colorado. *Submitted to Journal of Cannabis Research.*

Publications In Progress

- Collier, Corbett, Giano et al. Examine whether influencer-delivered cannabis prevention content is associated with less resistance or more constructive audience response than non-influencer campaign content

- Collier, Corbett et al.: Describe Tea on THC as a model for translating emerging cannabis research into a statewide, multi-audience public health campaign

- Hutchison, Li, Calcaterra, Bradley, Tung, Leslie & Collier: Systematic Review of the human health effects of concentrated THC products in an older adult population

- Leslie et al: CO CERP Scoping review of cannabis policy research

- Leslie et al: Updated publication of the scoping review and evidence map report

Refereed Conference Presentations & Posters (Presented or Under Consideration)

Tung, G., Corbett, J., Collier, A.F. (Accepted: 2026, July). Science to Public Awareness: Translating Evolving Evidence on THC Concentrations in Today's Cannabis Into Public Education in a Legalized Cannabis Marketplace. *National Association of County & City Health Officials, Louisville, KY.*

Collier, A.F., Sexton, E., Rubin, D. & Corbett, J. (Accepted: 2026, September) Leveraging digital messengers to reach teens in a public health campaign. *Colorado Public Health Association Annual Meeting – 2026 Public Health in the Rockies, Keystone, CO.*

Giano, Z., Tung, G., Leiferman, J., Bradley, C., Leiker, T., Rubin, D., & Collier, A.F. (Accepted: 2026, Nov). Colorado Cannabis Research, Education and Policy Project: Demographic Correlates of High- Concentration Cannabis Use in Colorado. *American Public Health Association - 2026 Annual Meeting. San Antonio, TX.*

Collier, A.F., Rubin, D., Chen, M., & Corbett, J. (2026). Case Study: Science-informed art exhibitions as a public health strategy. [Conference presentation abstract submitted for review]. *Art & Science of Health Promotion Conference.*

Corbett, J., Chen, M., & Collier, A.F. (2026). The Tea on THC: How Evolving Science Became a Statewide Public Education Campaign on THC Concentrations in Today's Cannabis. [Conference presentation abstract submitted for review]. *National Council on Mental Wellbeing.*

Updates from Initium Health

James Corbett, MDiv, JD
Initium Health



SRC
September 2026

Agenda

1. Tea on THC Metrics
2. Strategic Planning
3. Content Update
4. Awards





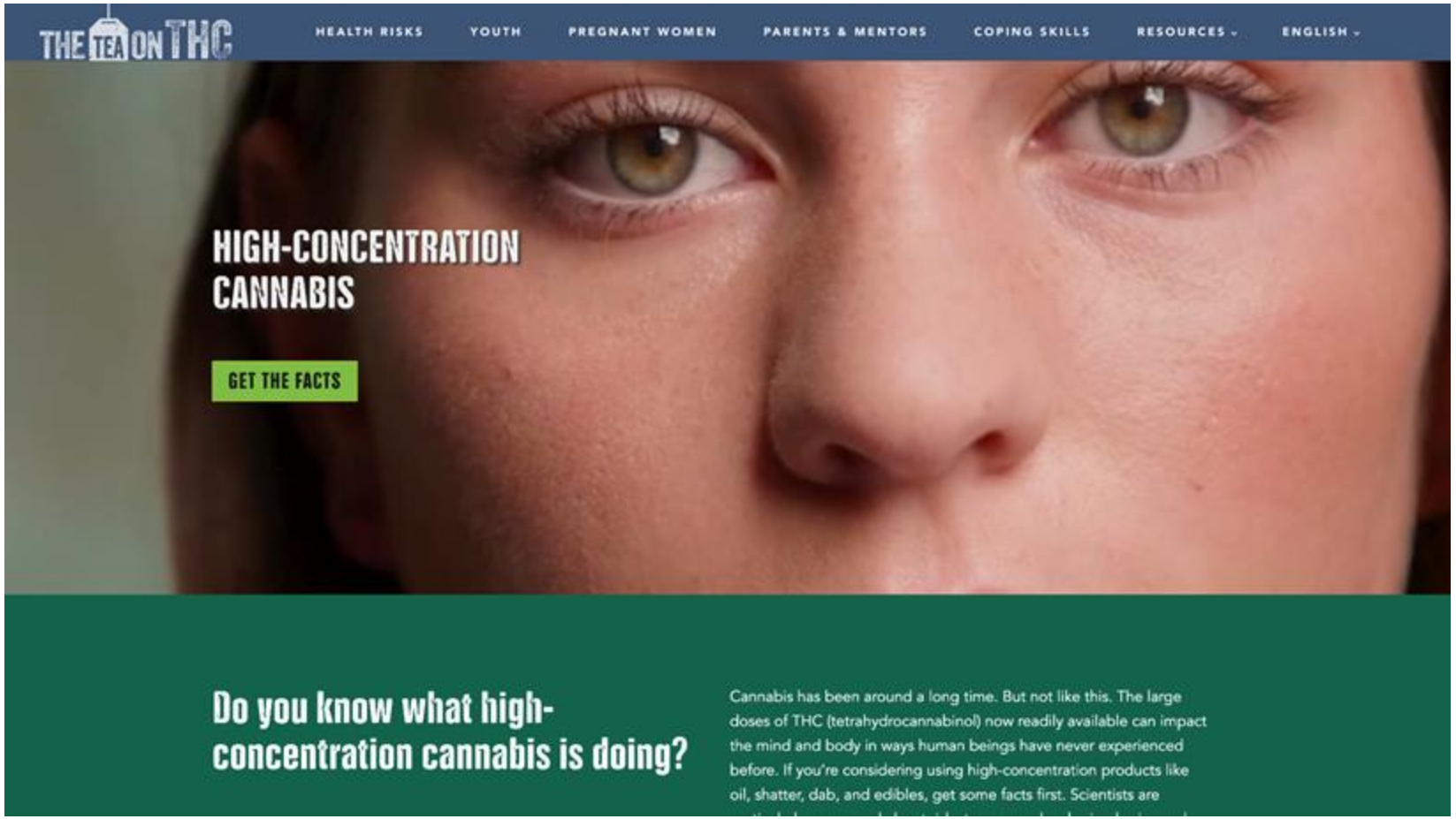
Campaign Metrics

Campaign Totals

77.3M+
Lifetime Campaign

608K+
Lifetime Website

40K+
Avg Monthly Web Visits



Year 2: Engagement

1.2M+
Total Interactions

26.8K+
Link Clicks

21K+
Reactions

4.5K+
Saves/Shares







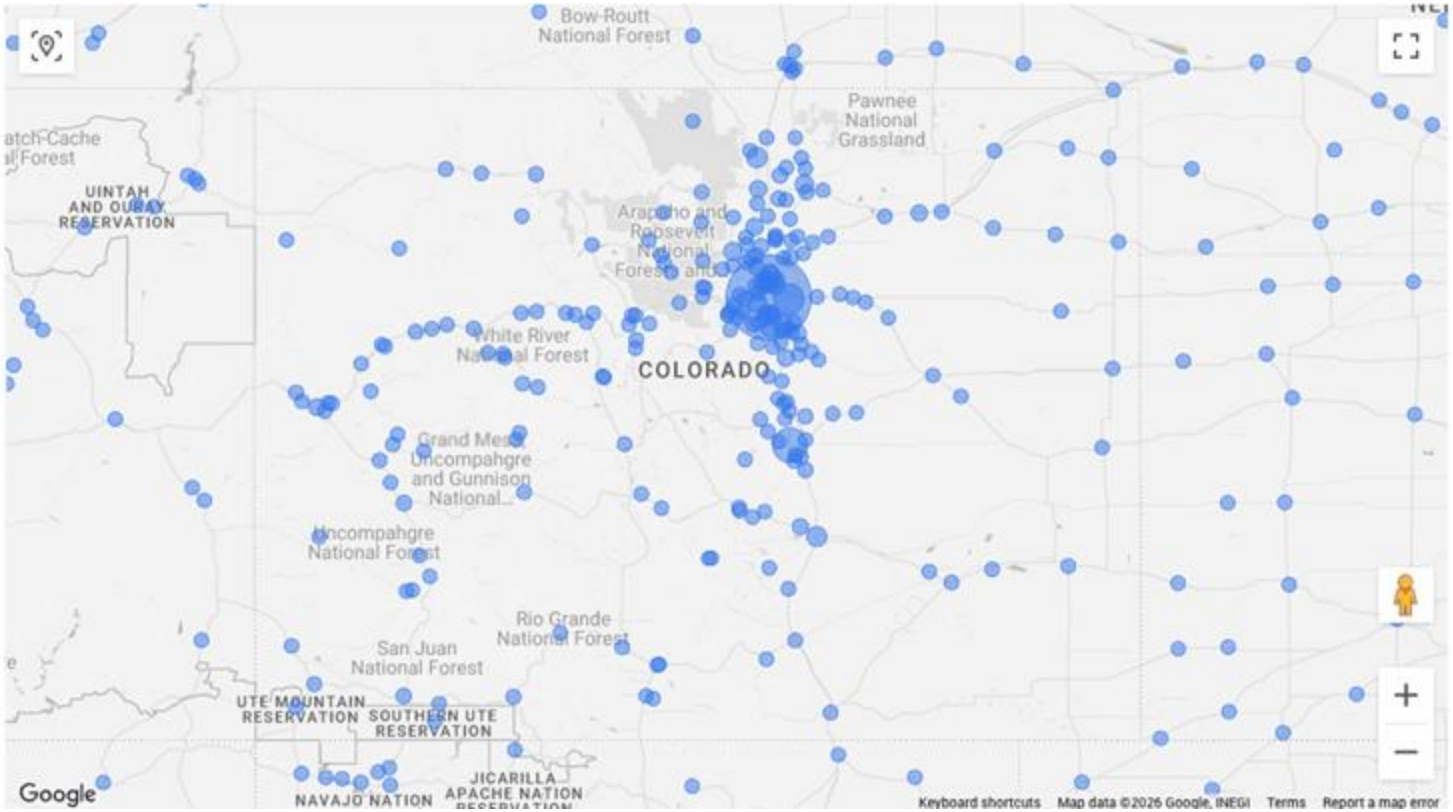
Website Locations Year 2

	TOP STATES		TOP CITIES
1	**Colorado**	1	**Denver**
2	Texas	2	**Colorado Springs**
3	California	3	**Aurora**
4	Florida	4	New York
5	New York	5	Houston
6	Illinois	6	Los Angeles
7	Ohio	7	Chicago
8	Pennsylvania	8	Phoenix
9	Georgia	9	**Fort Collins**
10	North Carolina	10	**Pueblo**

Website Views - Top Locations **Year 2**

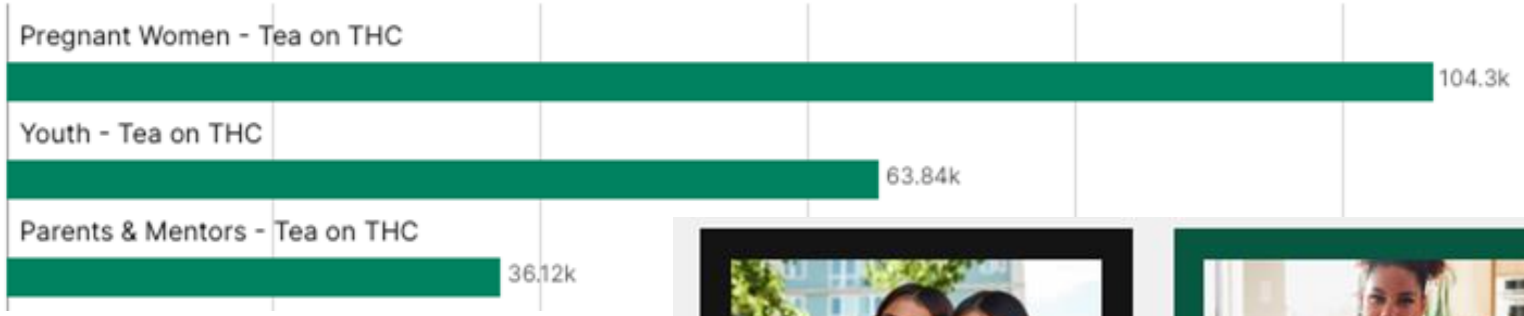
Top cities in August!

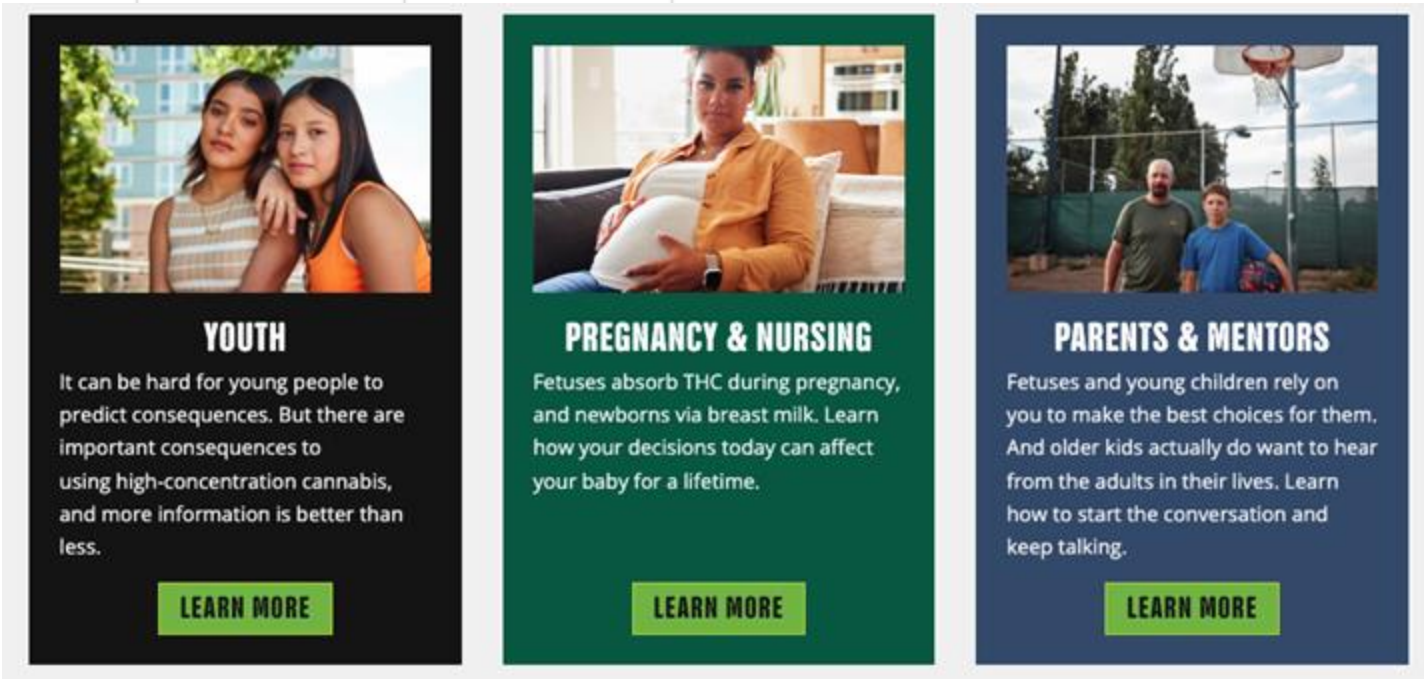
Top Cities	
1	Denver
2	Aurora
3	CO Springs
4	Fort Collins
5	Thornton
6	New York
7	Pueblo
8	Centennial
9	Greely
10	Highlands Ranch



2026 Map

Website: Top Pages in 2026





A Platform Strategy Built Around Our Audiences

How Channels Work Together

All channels drive reach, meeting audience segments where they spend the most time:

Parents and Mentors

Pregnant Women and Young Adults

Teenagers

A multi-platform strategy helps us reach teens across different interests, behaviors, and lifestyles.

Tiktok
Entertainment consumers

Twitch
Gamers

Snapchat
Social/Messaging

Prime
TV/Movie watchers

Instagram drives the most engagement through strong behavior signals (likes, shares,

Existing Platforms (Year 2)

TikTok

18.3M
Impressions

Video-first Platform

What changed from January to July was focusing on youth reach (13-17 year olds) as the main audience vs. trying to reach general audiences.

FB+IG

8M+
Impressions

Parents and Mentors

FB and IG reaches parents and mentors plus pregnant women and new parents.

Google

3.7M+
Impressions

Broad Reach

We meet people actively searching for information that our campaign answers.

Channel Expansion

Snapchat

5.8M+
Impressions

Youth Focused Platform

Reaching younger audiences, where they're being exposed to content promoting marajauana.

Since February 2026

Amazon

4M+
Impressions

Youth Focused Platform

Display ads reaching youth as they're shopping on Amazon and streaming content on Prime.

Since April 2026

Twitch

1.6M+
Impressions

Youth Focused Platform

Display ads reaching youth on the platform where they spend the most time during one session—gaming and live streams.

Since April 2026

Reddit

450K+
Impressions

Niche Communities

Reaching into Reddit's interest-based and location specific communities, specifically new parents and parents of teens.

Since March 2026

Year 2: Above-Benchmark Engagement Across Channels

CHANNEL	Year 1 CTR	YEAR 2 CTR	BENCHMARK*
Google	10.19%	7.27%	**3.78%**
Facebook	1.27%	**4.70%**	**0.5%**
Instagram	0.71%	**2.09%**	**0.5%**
TikTok	0.36%	**2.08%**	**0.27%**

Facebook, Instagram and TikTok CTR increased significantly in Year 2, while all four channels continue to outperform benchmarks.

*These benchmarks are drawn from commonly cited sources for TikTok, Meta, Display Ads, Youtube and Search Ads

Influencers by Impressions Across Platforms



Keith

4M+ Impressions



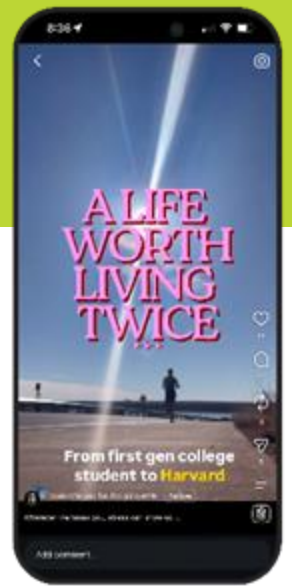
Jacqueline

3.2M Impressions



Brandis (Nurse Practitioner)

1.9M+ Impressions



Praxedes

1.3M Impressions



Drake

1.2M+ Impressions



Laura

788K Impressions



Kaitlyn

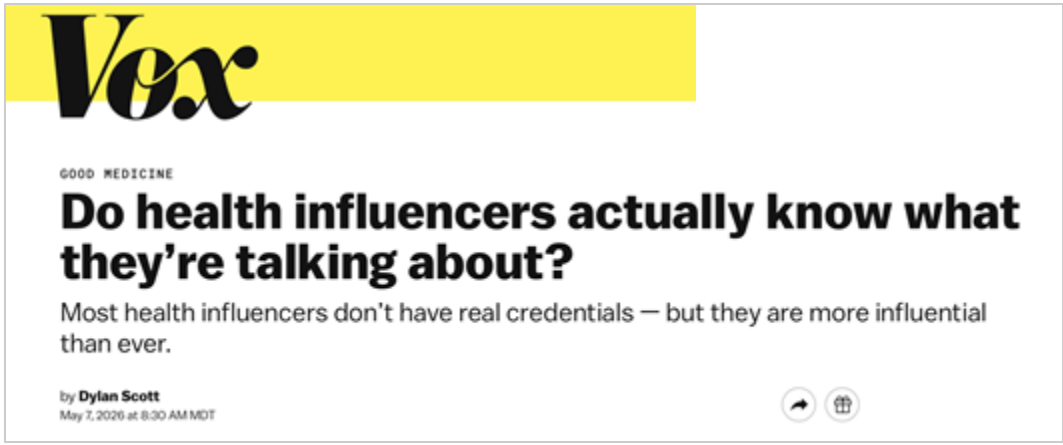
637K Impressions



Aylen

427K Impressions


JMIR Publications
Advancing Digital Health & Open Science
Influencing the Influencers: How Health Experts Are Partnering With Content Creators to Fight Misinformation Online
Wendy Glauser, JMIR Correspondent


Vox
GOOD MEDICINE
Do health influencers actually know what they're talking about?
Most health influencers don't have real credentials — but they are more influential than ever.
by Dylan Scott
May 7, 2026 at 8:30 AM MDT


Pew Research Center
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REPORT | MAY 7, 2026
MOMS, COACHES, DOCTORS, ENTREPRENEURS: WHO ARE AMERICA'S HEALTH AND WELLNESS INFLUENCERS?
Why do Americans get information from health and wellness influencers, and how do they find them?
Add Us On Google
BY GALEN STOCKING, REGINA WIDJAYA, ANNA LIEB, KAITLYN RADDE, AARON SMITH AND EILEEN YAM


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AMERICAN PUBLIC HEALTH ASSOCIATION
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2025 ANNUAL MEETING
Public health needs content creators now
November 4, 2025 • Sophia Meador







According to a major new study by the **Pew Research Center,**

40%

of all Americans — **and half of adults under the age of 50** — get medical and/or wellness information from social media accounts.

With only

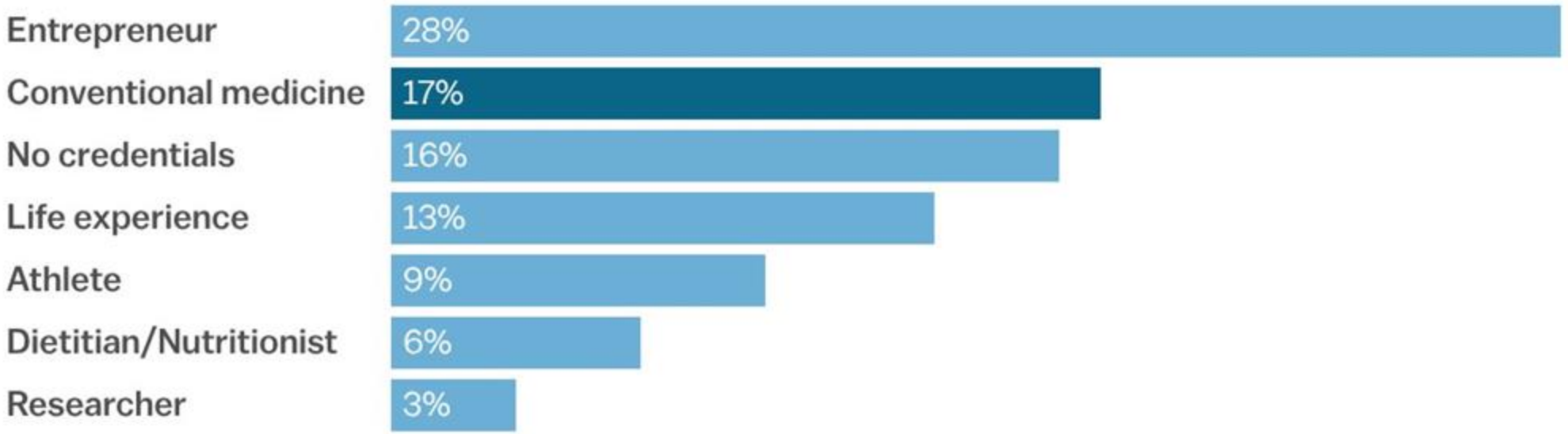
17%

of health influencers possessing traditional clinical credentials.

*public health bodies should collaborate to fill voids where unverified wellness advice or pseudoscience might otherwise thrive.

Most influencers do not have a conventional medical background

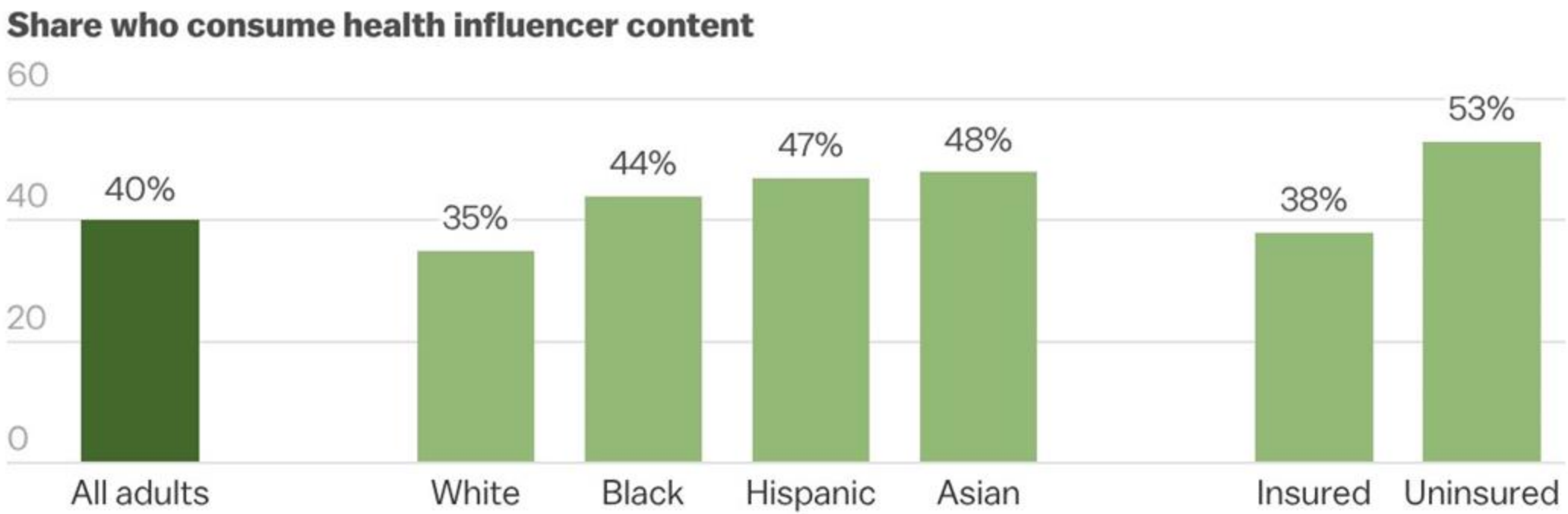
Percentage of health and wellness social media accounts that claim one of the following credentials in their bio.



Pew analysis of 6,828 influencers with over 100,000 followers who regularly posted about health and wellness in mid-2025.

Source: Pew Research Center

People of color and the uninsured are more likely to consume health influencer content on social media

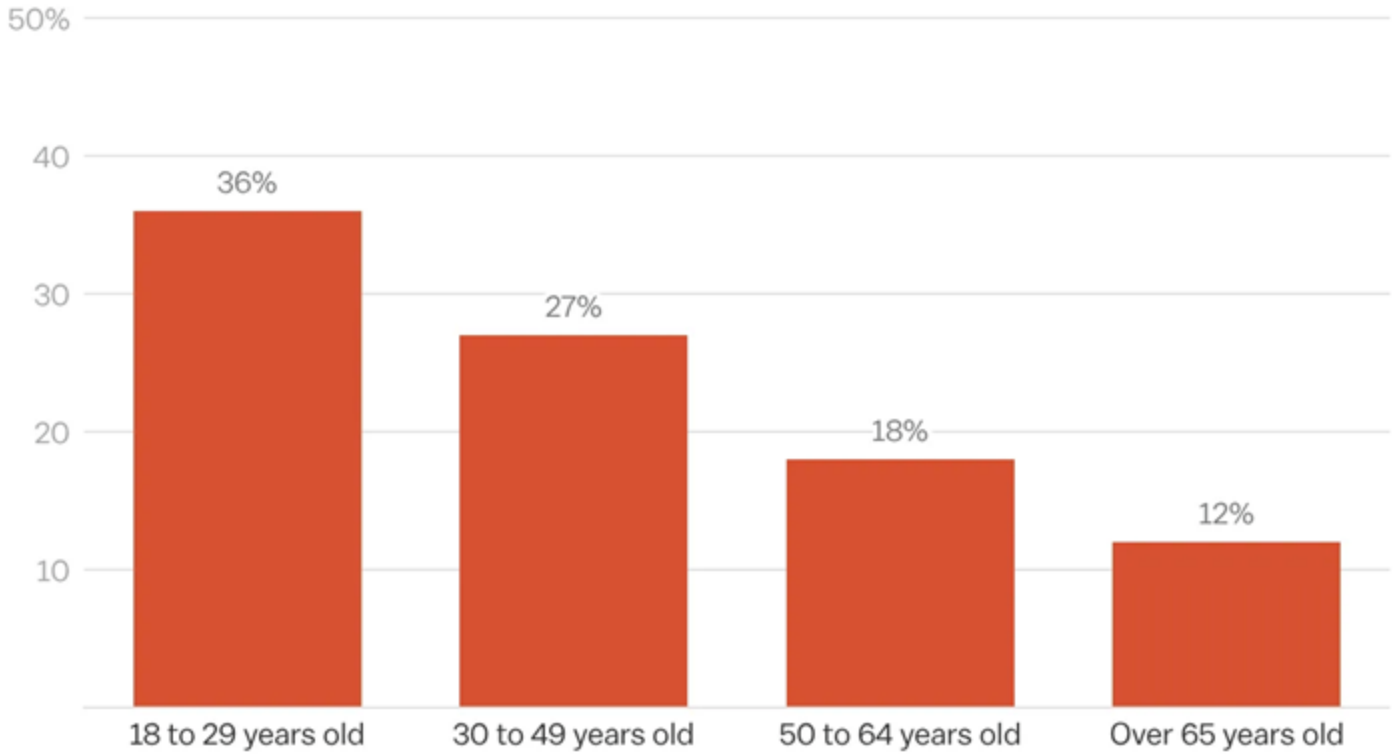


Survey of US adults conducted October 20-26, 2025. Asian sample includes English speakers only.

• Source: Pew Research Center

Younger people are more likely to worry about their health based on influencer content

Percentage of consumers who said influencer information made them feel more worried about their health.



Survey of US adults conducted October 20-26, 2025.

• Source: Pew Research Center

Vox

JMIR Publications
Advancing Digital Health & Open Science

Journal of Medical Internet Research

Influencing the Influencers: How Health Experts Are Partnering With Content Creators to Fight Misinformation Online

Wendy Glauser, JMIR Correspondent

TikTok videos on mental health, 6.3% contained disinformation, which was defined as providing false or scientifically unsupported information, and 15.7% contained misinformation, which was defined as providing only partially supported information.

6.3%

Of TikTok videos on mental health contained **disinformation**

15.7%

Of TikTok videos on mental health contained **misinformation**

COUNTY OF ALBANY

REQUEST FOR QUOTES #2026-127
SOCIAL MEDIA INFLUENCER SERVICES
ALBANY COUNTY EXECUTIVE'S OFFICE

SECTION 1: PURPOSE:

1.1 The County of Albany is seeking quotes from qualified social media influencers, digital content creators, and online personalities with a strong, authentic connection to the Capital Region to support the County's marketing, communications, and promotional efforts.

SECTION 2: RECEIPT OF QUOTES:

2.1 Quotes must be received original form or by fax or email, by close of business (4:30 p.m.) on Monday August 3, 2026 , at the following address, fax number, or email address:

Pamela O Neill
Albany County Purchasing Agent
112 State Street, Room 820
Albany, NY 12207

Fax # (518) 447-5588
Email: pamela.oneill@albanyny.gov



Strategic Planning

Expand Video Library

New Diversified Creative

Develop Behavior Change Metrics

Expand Influencer Presence and Rationale on Website

Expand Art Exhibition

Strategic Opportunities for Award Recognition

Prevention and Protective-Factor Communication Framework

A framework illustrating how Tea on THC translates prevention science into accessible, actionable communications that help people understand today's high-concentration THC products, reflect on their choices, start meaningful conversations, access trusted support, and protect their tomorrow, today.

Values/Identity-Based Decision Making

Helps individuals connect their choices about THC use with what matters most, including their identity, future aspirations, personal goals, relationships, and overall well-being.

Social Norms

Reinforces that most young people are not regularly using cannabis or high-concentration THC products, helping reduce perceived pressure to use and show that making healthy choices feel normal.

Social Resistance

Strengthens confidence to resist peer pressure, practice refusal skills, and engage in open, informed conversations about substance use while making choices that align with long-term goals and values.

Supportive Connections

Normalizes seeking support and empowers parents, mentors, and other trusted adults to have informed, supportive conversations and connect young people with resources when needed.

Coping & Resilience

Empowers individuals with healthy coping skills and stress management tools to navigate life's challenges without turning to substance use.



Content Update

Video

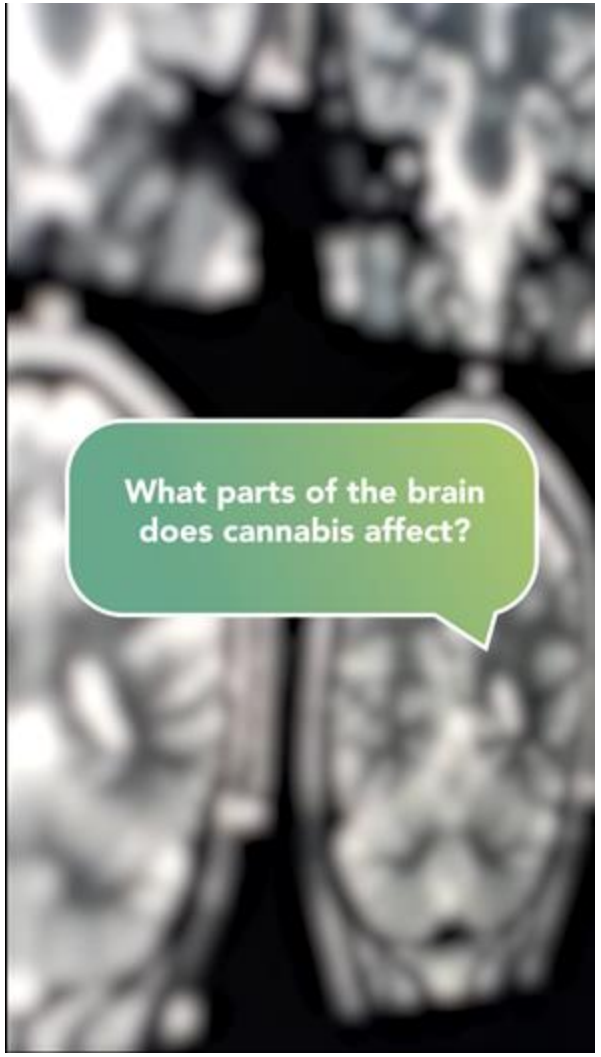


Click here to play.

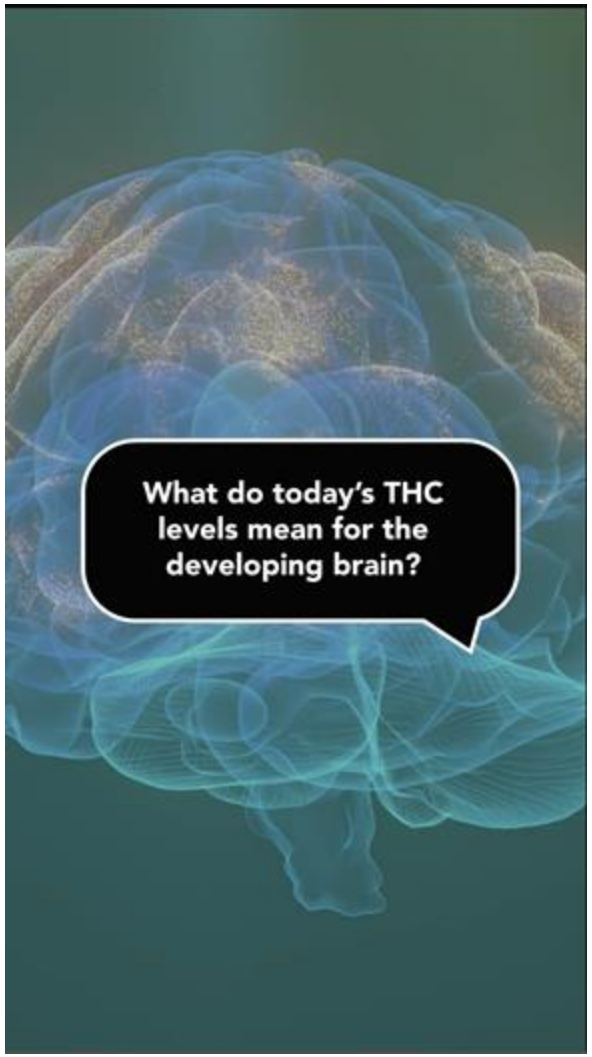
Parents / Youth



Dr. Hurd



Dr. Hurd



Dr. Hurd



Dr.Schact

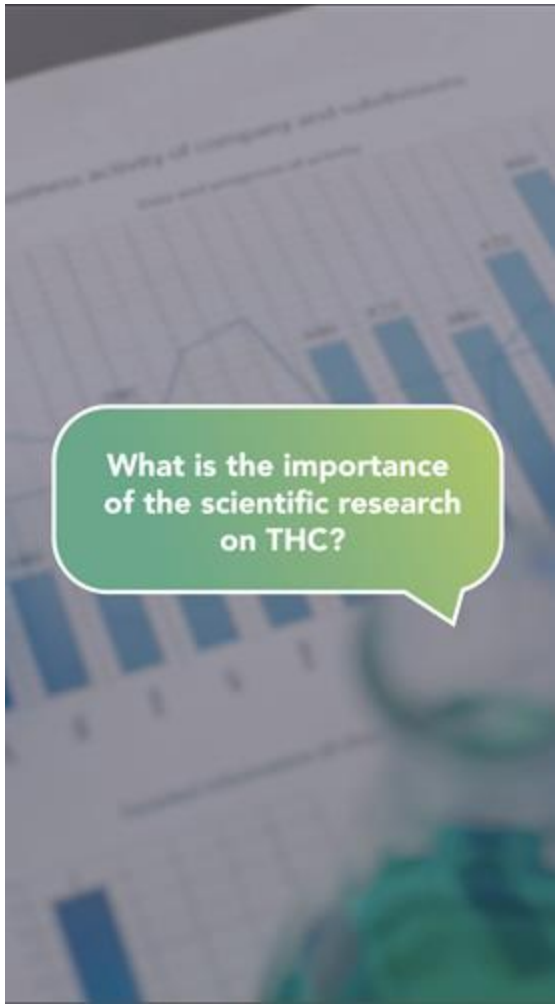
Research. Campaign. Community.



Dr. Riggs

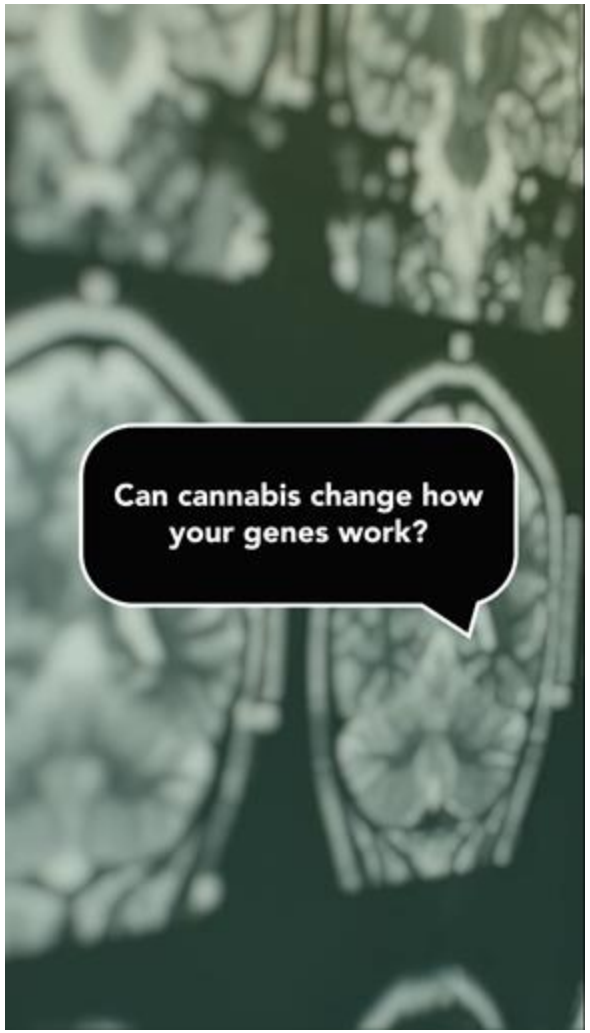


Dr. Riggs



Dr. Riggs

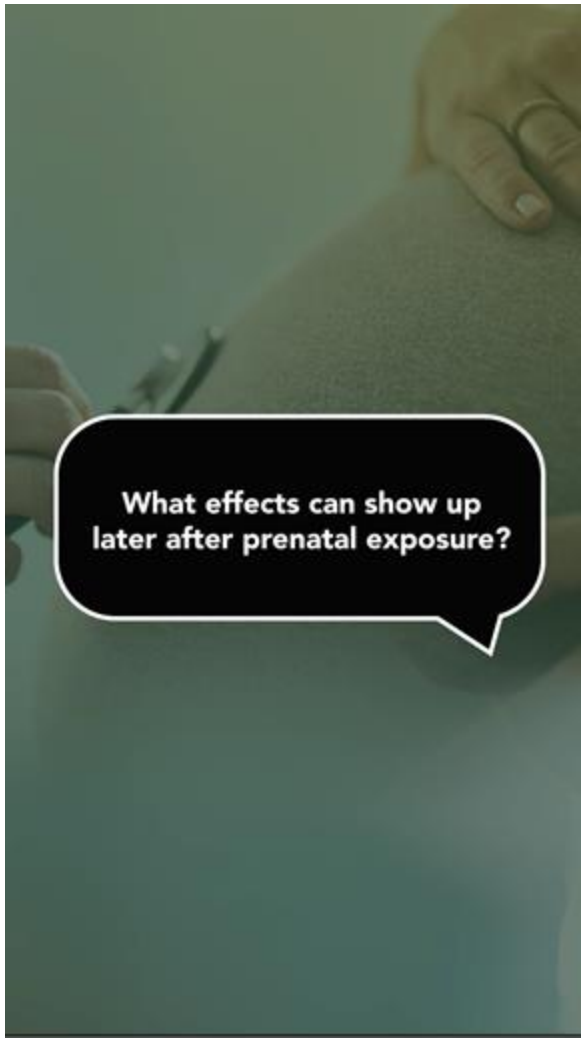
Ask an Expert: Pregnant Women



Dr. Hurd



Dr. Hurd



Dr. Hurd

Impaired Driving Teens/Youth



Dr. Brooks-Russell



Dr. Brooks-Russell



Dr. Brooks-Russell


colorado school of public health
Public Health Elevated
Tea on THC
s the first state to legalize recreational
low, high-concentration cannabis
more common—and more
n ever.
o School of Public Health launched Tea
hare trusted facts and research about
tration cannabis.
pregnancy is one experience I would never forget
EASIER
Colorado Crisis & Treatment Resources
a on THC
ign Overview
MIND-BODY WELLNESS STARTS WITH YOUR BRAIN
2026 Ideas for NEW YEAR'S RESOLUTIONS
1. Give your brain time to reset and notice how your focus, sleep, and mood improve.
2. Replace cannabis use for stress with movement, journaling, or time outdoors.
3. Start open conversations about cannabis, without stigma.
4. Keep learning about high-concentration cannabis and how it affects your health.
5. Encourage loved ones to set their own goals around use and wellness.
Regular cannabis use in adolescence is associated with poorer performance on skills necessary for learning.
(American Academy of Pediatrics, 2024)

Awards

initium HEALTH

NATIONAL & INTERNATIONAL RECOGNITION

THE TEA ON THC
GET THE FACTS.



colorado school of public health
Public Health Elevated

1
3
AWARDS

5
FINALISTS

1
HONORABLE MENTIONS

ColoradoSPH 2026-2027 Awards to Submit

For these awards, the submission should position Tea on THC as a **research-to-public-health-practice initiative**, not primarily as an advertising campaign. The central achievement is ColoradoSPH's creation of a sustained statewide system that translates evolving cannabis research into practical education for the public, healthcare providers and other trusted adults.

Priority award	Award information
ASPPH Awards	View award information
AAMC Awards for Excellence	View award information
CASE Circle of Excellence	View award information
Colorado Public Health Association Awards	View award information
SOPHE Program Excellence Award	View award information
APHA Public Health Communication Awards	View award information
Research!America Advocacy Awards	View award information

National Engagement















2026 APHA Annual Meeting & Expo
Nov 1 - 4, San Antonio, TX

2027 ASPPH Annual Meeting
March 17 - 19, Baltimore, MD

2027 Hear/SAY Art Exhibits - April

2027 NATCON (National Council for Mental Wellbeing)
April 12 - 14, New Orleans, LA

2027 Art & Science of Health Promotion
April 14 - 16th, Tampa, FL

2027 NACCHO 360 - July 20-23, Orlando, FL


pregnancy is one experience I would never forget
691
SEAMOS REALISTAS
NO AMOUNT IS KNOWN TO BE SAFE DURING PREGNANCY OR BREASTFEEDING
Is your teen dabbing?
45.5K

Thank You!

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