

Summarized Meeting Minutes | June 7, 2024
HB 21-1317 Seventeenth Meeting of the Scientific Review Council (SRC)

Overview of Progress from the Cannabis Research & Policy Project (CRPP) Since Last SRC Meeting:

- CRPP continues to produce a monthly team newsletter and project timeline that is available on the project [website](#) to provide the public with updates on the project's progress.
- CRPP successfully hosted an open forum for the community. The recording is available on the project [website](#). The CRPP also hosted a continuing medical education (CME) event for pediatric and OB-GYN providers. We plan to host additional CME events in the future.
- (Working) Research Methods Workshop – June 2024 in Boulder, CO
 - **Goal:** Develop a report that addresses concerns about the quality of studies and the consistency issues in the methods that are used in cannabis research. Also, disseminate the workshop products through multiple channels including the CRPP website and a peer-reviewed journal.
- CRPP is continuing to update the overall scoping review. About 168 studies have been identified as meeting inclusion criteria and are currently undergoing data extraction. The Tableau dashboard will be updated once the data extraction is completed.
- CRPP has multiple reports that are under development; see meeting recording for full details.

Educational Campaign Update Following an Evidence-Based Strategy:

- The educational campaign team provided a progress overview describing how the team plans to disseminate campaigns to the Colorado public with focus on decreasing consumption of high-concentration cannabis use among youth, young adults, pregnant, and post-partum people.
- Initium Health was also present to discuss the approach to developing the marketing content, social media campaign, and integrated media using authentic stories from the community to increase engagement and relatability. In addition, Initium Health presented the branding, logo, and campaign identity to the SRC. The SRC voted unanimously to approve proceeding with the proposed brand, logo, and campaign identity.
- The educational campaign team and Initium Health discussed their ongoing involvement with our community partners and the use of focus groups to improve their content prior to dissemination.
- Evaluation of Campaign Efforts and How to Adjust Future Activities:
 - Evaluation results will be analyzed and discussed at the next SRC meeting.
- Key Dates Regarding the Art Exhibitions:
 - **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 Gallery from 6 – 9 PM
 - **June 15th** – Panel discussion with artists and scientists at BRDG Gallery 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

- The table below describes the ongoing activities of the educational campaign. Not all activities were discussed in depth during the SRC meeting; for more details, please visit our website and prior SRC meeting recordings.

Organization	Activities & Deliverables
Initium Health – Marketing Content Development	Six videos, six written products, three online educational modules, program branding
Initium Health – Social Media Campaign	Program website; content across relevant social media platforms; podcast on topic of HCC
Initium Health – Integrated Media Campaign	Integrated advertising campaign across various channels (e.g., print, television, radio, social media); supports all relevant initiatives
Shadow Consulting – Art Exhibitions HEAR SAY	Two art exhibitions (adult and youth) and mural, printed catalog, display panels, accompanying events (e.g., artist talks, youth performances)
Community Partner Training (CSPH) – Motivational Interviewing Trainings	Six, 2-hour trainings on the basics of motivational interviewing & one, 4-week online course on the details of motivational interviewing
Clinic Chat, LLC – HCC Education via AI Chatbots	Artificial intelligence (AI) chatbot on the topic of HCC, delivered through web-based conversations and telephone- and What’s App-based text messages in English and Spanish
University of Northern Colorado – College Educational Campaign	Development of HCC screening and educational materials and resources disseminated through UNC’s Office of Health Promotion; Mindfulness training certification for UNC’s faculty that focuses on positive alternatives to cannabis consumption
Colorado State University Faculty – Young Adult Educational Campaign	Social marketing campaign targeted at college-aged youth in Larimer and Weld counties
CU Department of Psychiatry – CME Events	Educator trainings on HCC impact and how to have conversations

For more information, please review the [meeting recording](#).