

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

**November 20, 2025**

# **Welcome & Introductions**

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

**Colorado Cannabis Education, Research & Policy Project**

# 2025-2026 CO CERP Project Team

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

# Scientific Review Council Members

Member	Role on Council	Affiliation(s)
Chris Urbina, MD, MPH (Chair)	Preventive medicine specialist (or preventive medicine public health professional)	Arapahoe Department of Public Health and Environment; Former Director of CDPHE
Gregory Kinney, PhD, MPH	Epidemiologist	Colorado School of Public Health
Kennon Heard, MD	Medical Toxicologist	University of Colorado School of Medicine
Archana Shrestha, MD	Neurologist	University of Colorado School of Medicine
Erica Wymore, MD, MPH	Pediatrician, Neonatal-Perinatal Medicine	University of Colorado, School of Medicine
Paula Riggs, MD	Psychiatrist	University of Colorado, School of Medicine
Susan Calcaterra, MD, MPH	Internal medicine physician (or other specialist in adult medicine)	University of Colorado School of Medicine
Joseph Schacht, PhD	Licensed Substance Abuse Disorder Specialist	University of Colorado School of Medicine
Kent Hutchison, PhD	Neuropsychopharmacologist	University of Colorado School of Medicine
Lesley Brooks, MD	Medical professional (or public health professional) who specializes in racial and health disparities and systemic inequalities in health care and medicine	North Colorado Health Alliance; SummitStone Health Partners

# Review of Agenda

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

# Scientific Review Council Meeting Agenda

9:00 AM	Opening Remarks, Introductions and Welcome, Updates on Conflict of Interest	Bradley & Urbina
9:05 AM	Review of Agenda and Meeting Minutes	Urbina
9:15 AM	Legislative, Operational, and Funding Updates <ul style="list-style-type: none"><li>• State of Colorado Budget</li><li>• Legislative Briefing</li></ul>	Bradley & Leiker
9:25 AM	Scientific Team Updates <ul style="list-style-type: none"><li>• Updated Scoping Review<ul style="list-style-type: none"><li>• Policy Review</li></ul></li><li>• Older Adult Review</li></ul>	Li & Tung
9:40 AM	Education Campaign Updates <ul style="list-style-type: none"><li>• Collaborative Projects</li><li>• CME Programming 2026</li><li>• Community Engagement</li><li>• Program Evaluation</li></ul>	Collier
10:00 AM	Updates from Initium Health and Tea on THC Campaign	Corbett
10:20 AM	High-Concentration Definition Discussion	Tung & Collier
10:35 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

 colorado school of public health Ap

## Colorado Cannabis Education, Research, & Policy Project

<a href="#">Our Team</a>	<a href="#">Scientific Review Council</a>	<a href="#">Education Campaign</a>	<a href="#">Resources &amp; Reports</a>	<a href="#">Publications</a>	<a href="#">Events</a>	<a href="#">Contact Us</a>
--------------------------	---	------------------------------------	---	------------------------------	------------------------	----------------------------

Visit "[The Tea on THC](#)" Campaign.



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



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



# **Current Status of Project & Legislative Considerations**

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

**Colorado Cannabis Education, Research & Policy Project**

# Review Team Updates

Tianjing Li, MD, MHS, PhD

Greg Tung, PhD MPH



Sign In   Subscribe   e-Alerts   Cart

Search

Access provided by CU Anschutz Strauss Health Sciences Library

Home   Articles   Authors   Subscriptions   APHA Member Login   eBooks

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

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

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

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

Abstract   **Full Text**   References   PDF/EPUB

Abstract   Section: Choose

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

Previous Article   Next Article

#### TOOLS

Export Citation   Track Citations  
Reprints   Add To Favorites  
Permissions   Downloaded 698 times  
Download PDF

#### SHARE



Home   Articles   Authors   Subscripti

Home » American Journal of Public Health (AJPH) » December 2023

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

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

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

## American Journal of EPIDEMIOLOGY



Issues   More Content   Submit   Purchase   Alerts   About

American Journal of Epide

#### Article Contents

Abstract

JOURNAL ARTICLE   ACCEPTED MANUSCRIPT

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

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

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

Published: 29 October 2024   Article history

PDF   Split View   Cite   Permissions   Share

#### Abstract

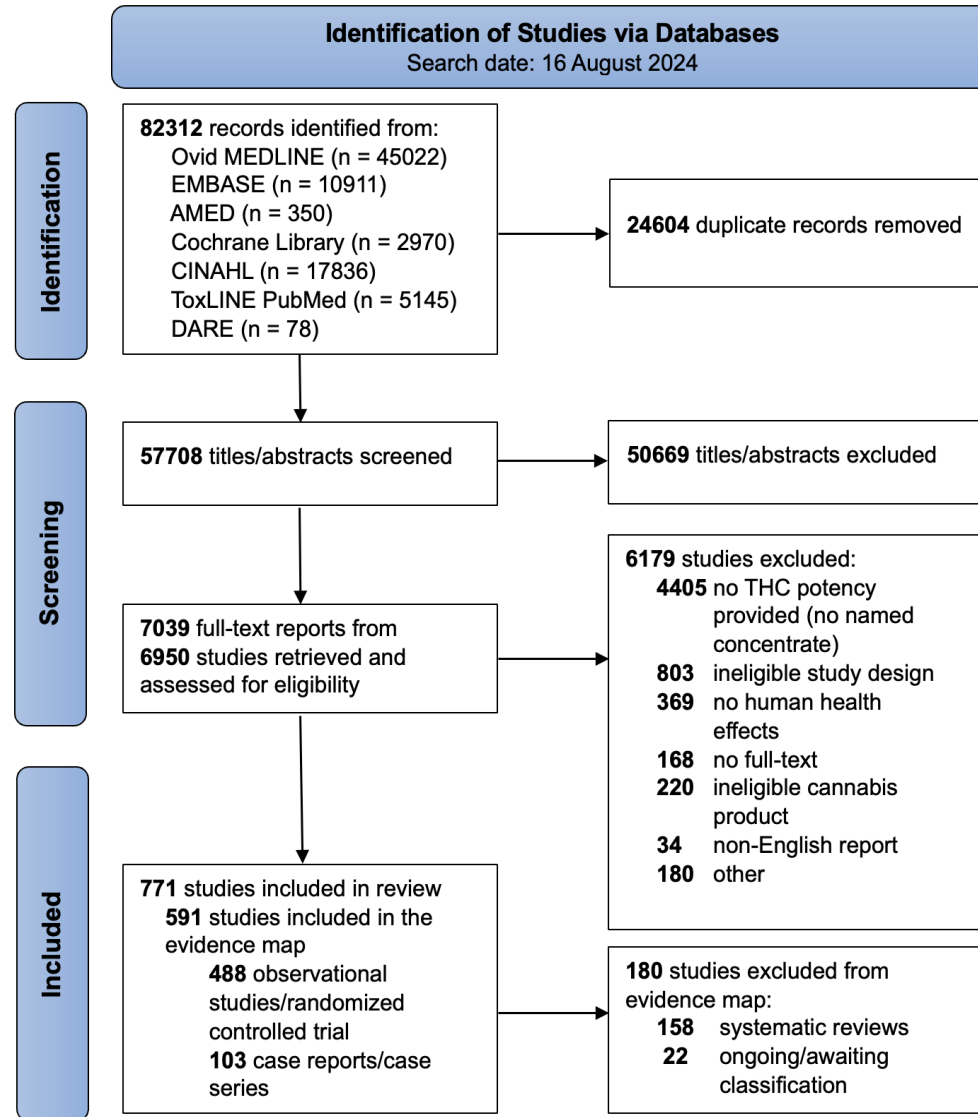
In conducting a scoping review on the health effects of high-concentration cannabis products, we have uncovered pervasive methodological shortcomings within the cannabis literature. This paper begins by defining the 'causal effect' of interest for public health and delineating the desirable features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

## Annals of Internal Medicine®



### Journal of Cannabis Research

# Scoping Review Studies



# Scoping review 2025 update (August 16 2024 to September 7 2025)

Search results	9302
Unique records screened	5656
Excluded TiAb	5157
Included TiAb	499
Excluded FT	338
Included FT	161
Excluded Tableau (reviews, awaiting classification, ongoing)	97
Included Tableau (RCT, Obs, case reports)	64

Tableau at present (search date: August 16 2024)	591
Tableau with update (search date: September 7, 2025)	655

# Publications in progress:

- Systematic Review of the human health effects of concentrated THC products in an older adult population
- Annual Review of Public Health: Invitation to contribute a critical literature review of Implementation of Medical and Recreational Cannabis Laws in the United States: Policy Disconnects and Research Gaps
- Update to policy recommendations

# Education Campaign Updates

Annie Collier, PhD

**Colorado Cannabis Education, Research & Policy Project**

# Motivational Interviewing (MI)i.e., Navigating Difficult Conversations About Cannabis



- Finalized curriculum to educate parents about cannabis:
  - Illustrates parenting styles consistent with MI
  - Demonstrates MI applications with family and loved ones
  - Identifies when to talk to a professional
- Integration of MI approaches into Tea on THC website, social media posts, social influencer content creation
- Disseminate web curriculum on Tea on THC website, including blogs



# Using the Arts to Educate the Public About Risks Associated with Cannabis

## Grow Up Youth Art Curriculum:

- Tried at two high schools in Denver: Rise Up Academy and East High School
- Program evaluation data collected, and feedback will be integrated
- Final curriculum will be disseminated (via Initium) in February 2026.
- 20 youth have submitted art; 6 will be selected for Hear/Say exhibition

## Hear/Say Exhibition:

- Two sites secured for art exhibitions:
  - May 25-31, 2026 at the Center for Creativity in Fort Collins
  - June 5-27, 2026, at the Cottonwood Center for the Arts in Colorado Springs
- 10 artists completed training and 4 were selected by a multidisciplinary jury
- Will include a community engaged art activity for art patrons

Art Exhibition Training

33%

Overview

**Session 1: Zoom**

0/1 steps

**Session 2: Background & Pregnancy**

5/5 steps

Introduction

Annie Collier, PhD, MS,  
Associate Professor,  
ColoradoSPH

Rachel Ralph, Project Manager,  
Hear/Say Art Exhibition

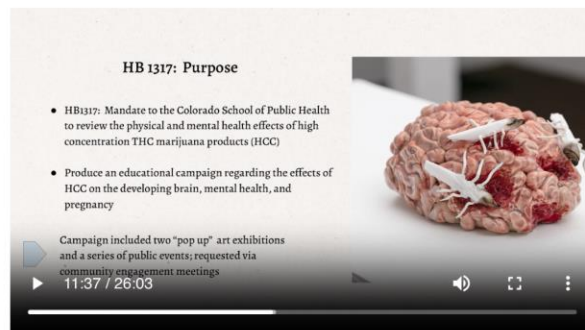
Jon Samet, MD, MS, Professor,  
ColoradoSPH

Greg Tung, PhD, MPH, Associate  
Professor, ColoradoSPH

**Session 3: Youth/Pregnancy**

1/9 steps

## Annie Collier, PhD, MS, Associate Professor, ColoradoSPH



Undo Step

Step completed. Keep it up!

Previous Next

## What You'll Learn

This multi-session training is designed to build a comprehensive understanding of cannabis use during pregnancy and adolescence, its health implications, and strategies for prevention and public education. Through presentations, expert interviews, multimedia resources, and interactive experiences, participants gain a well-rounded perspective from both scientific and community viewpoints.

## Meet the Experts

Annie Collier, PhD, MS, Associate Professor, ColoradoSPH



Annie Collier, PhD, MS, Associate Professor, ColoradoSPH

Dr. Annie Collier is a research-based clinical psychologist with an emphasis on health psychology. At the beginning of her career, she contributed to the fields of psychosocial oncology and psychoneuroimmunology. After living overseas, her professional focus

# Initium Will Conduct a High-Level Promotion Strategy for Hear/Say



*hearsayartcolorado.org* will serve as central hub for information on the exhibitions

## Social Media

- Organic media via Hear/Say account
- Paid media ads via Meta
- Stakeholder collaboration
  - Artists
  - Experts
  - Tea on THC

## Traditional Media

- Press/media press strategy in local regions
- Newspaper ad placements of relevant publications (5280)
- Email platforms

## Printed Media

- Guerilla marketing
  - Posters and flyers in local identified shops, etc.
- Stakeholder collaboration
- Postcards to local addresses
- Email from Initium Health software

# Community Events and Outreach

- Participation in 9 events for education and visibility across Colorado, Oregon and Washington, DC
- Outreach to diverse populations including Latino/a/x Coloradans, health and wellness specialists, clinicians, educators, policy makers as well as high school students, and college students
- 2000+ in person contacts, increasing visibility in multiple audiences, distributing materials to in-state and out-of-state organizations, exchanging information and expertise



**Sept 2025**

**Public Health in the Rockies**

**National Interdisciplinary  
Cannabis Symposium**

**Oct 2025**

**Cannabis Research Conference**

**Binational Health Week Health  
Fair**

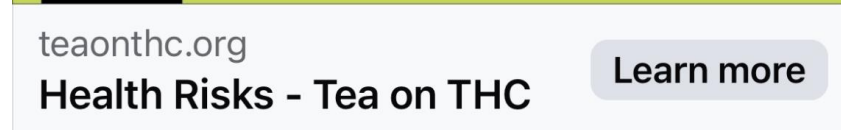
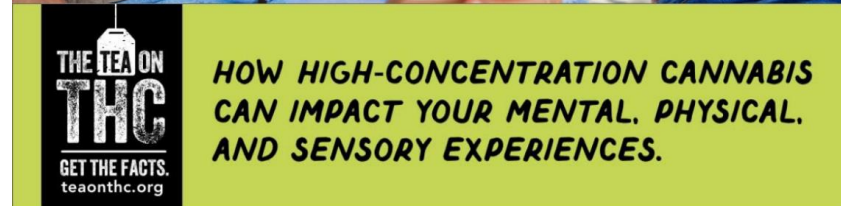
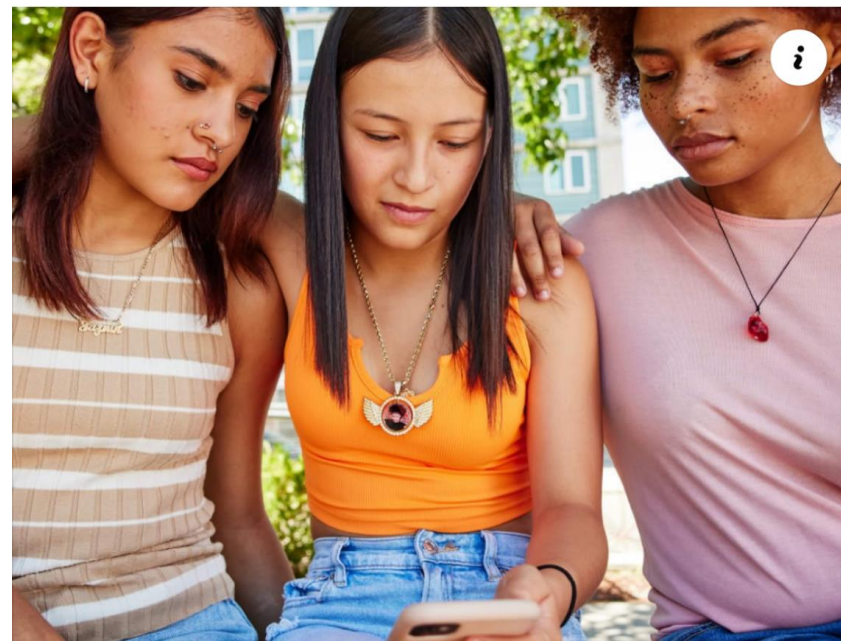
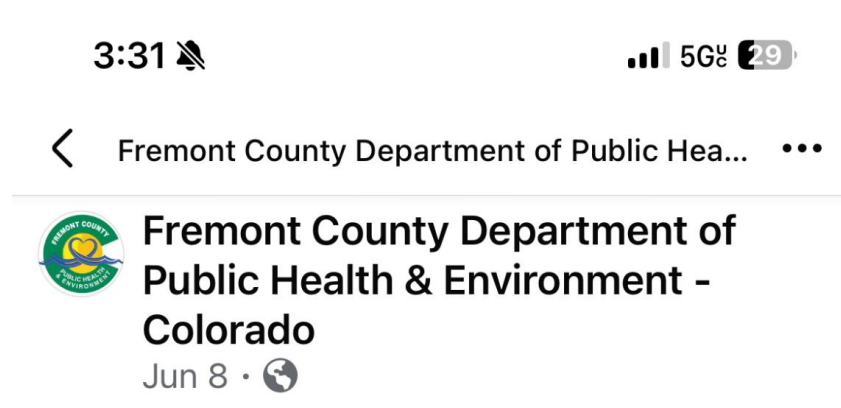
**Medical Cannabis Conference**

**Nov 2025**

**APHA Annual Meeting**

**ASAC Health & Safety  
Summit**





Today's cannabis is not the same as that of





# Centers for Health, Work & Environment (CHWE)

## FY 25 – 26 Deliverables:

- Participation in 3 – 5 events
- Integration of Tea on THC materials into Recovery Friendly Workplace (RFW) initiative email marketing, advising and newsletters
- Review of materials for suitability in RFW's industry sectors
- Strategic outreach to construction and hospitality employers, particularly who employ Tea on THC priority populations





# CHWE

## Status:

- **Participation in events:**
  - 3 Events to date
  - 3 upcoming events
  - 4.20.26 Healthlinks Webinar
    - Registration will include offer of Tea on THC material distribution
- **Strategic outreach planned:**
  - School districts – 6 – 7
  - Construction industry
  - Hospitality industry
  - Smaller municipalities



# Continuing Education for Providers



- Coordinated by Ashley Brooks-Russell
- Objective: Educate providers on the effects of cannabis use across the lifespan
- Audience: Providers (e.g., behavior health, nursing, PA, MD/DO's)
- Format: 5-part seminar series
  - Part 1– in person with keynote speaker and poster session (in collaboration with the Rocky Mountain Cannabis Research Center)
  - Part 2 – 5 – virtual presentations
- Cost: Pending Continuing Medical Education (CME) approval, offered at low to no cost



# Continuing Education for Providers

Topic*	Date 12-1 pm	Speaker
Effects of cannabis across the life course	1/29	Dr. Yasmin Hurd
Cannabis and older adults	2/5	Dr. Kent Hutchison
Cannabis and young adults, and treatment	2/12	Dr. Jesse Hinckley
Perinatal cannabis use	2/19	Dr. Jenn Leiferman
Practical framework for approaching cannabis related discussions	2/26	Dr. Thida Thant

\*Pending approval from planning committee

# Perinatal and Cannabis Well-being Project

## Perinatal Well-being Chatbot

- ***Completed beta-testing of a 4-week chatbot tool***, which can be used as a patient education tool for perinatal providers when addressing perinatal cannabis use.
- ***Final revisions underway to integrate feedback and backend usage data.*** To be completed by end of December.



## Perinatal Cannabis Provider Training

- ***Completed 40-page provider communication training program finalized***, based on current literature review and evidence-based 5A approach (Ask, Advise, Assess, Assist, Arrange).
- Training program was formally ***reviewed by nine perinatal providers across Colorado*** and feedback has been analyzed and integrated into a final document.
- Exploring submission of finalized content for CME accreditation.

# Perinatal and Cannabis Well-being Project

## Dissemination plan:

- **Dissemination to Providers:**
  - 3 professional events planned for 2026
- **Professional Dissemination:**
  - Manuscript Finalization by February 2026



# Program Evaluation

## Manuscripts Close to Submission

### Science-informed art exhibition (Hear/Say & Grow Up)

- Community art exhibitions, paired with scientific training for artists, significantly increased knowledge about high-concentration cannabis (HCC) among both artists and patrons. *Submitted by December 1, 2025 (Collier et al.)*

### High-concentration cannabis (HCC) demographic study

- Colorado survey found HCC users are younger, more likely male, non-heterosexual, and pregnant compared to traditional cannabis users and non-users, highlighting need for targeted prevention. *Submitted by December 1, 2025 (Giano et al.)*

### Pregnancy & cannabis use study

- Survey of Colorado adults showed cannabis use during pregnancy remains common despite potential harms to fetal development, emphasizing importance of tailored health messaging for pregnant and parenting people. *Submitted by February 1, 2025 (Leiferman et al.)*

# Program Evaluation: Refereed Conference Presentations & Posters

---

Tung, G., Bradley, C., Corbett, J., Collier, A.F., Samet, J., & Rubin, D. (2025, September). “The Tea on THC”: A Government-Academic Partnership to Address Harms from High Concentration-Cannabis. *Colorado Public Health Association Annual Meeting – 2025 Public Health in the Rockies*, Keystone, CO.

Corbett, J., Sisay, E., Lowe, T., Cappellino, M., Tung, G., Rubin, D., & Collier, A.F. (2025, November). Developing and evaluating public health campaigns on high concentration cannabis. *American Public Health Association Annual Meeting and Expo*, Washington D.C.

Tung, G., Rubin, D., Samet, J., Bradley, C., Corbett, J., & Collier, A.F. (2025; under review). Colorado Cannabis Education, Research and Policy Project: A government - academic partnership to inform policy and educate the public about the harms associated with high concentration cannabis. *Association of Schools and Programs of Public Health 2026 Annual Meeting*, Arlington, VA.

- Pull comments from ads and influencer content across Meta and TikTok
- Quantify qualitative responses (e.g., comments on social media and ads)
- Create a summary score that can be used across different influencers and ads



# Program Evaluation: What is Sentiment Analysis?

# Program Evaluation: How Will We Use Sentiment Analysis?

- To better understand how audiences respond to messaging, such as supportive vs. resistant reactions
- To detect early signs of stigma, defensiveness, dismissive tone, confusion, supportive or appreciative comments, anger, misinformation
- To identify messages that trigger reactance which in turn helps IH make quick adjustments for next ad or creative phase.
- To help measure behavior health change





# Program Evaluation Goals for Next Quarter

- ❑ Integration of survey outcome data with sentiment analysis
- ❑ Preparation of three **new** manuscripts:
  - Using latent profile analysis to investigate subgroups high concentration cannabis users and the associated beliefs, attitudes and knowledge of cannabis
  - Practice report on learning outcomes in youth who received Grow Up cannabis education program
  - Sentiment analysis and social influencer strategy to increase cannabis education and support behavior change
- ❑ Revision of master survey to reflect changes in how we communicate about cannabis concentration levels and content updates





# Updates from Initium Health

James Corbett, MDiv, JD  
Initium Health

# Agenda

1. Campaign Metrics
2. Website Metrics
3. Awareness → Engagement
4. Social Media
5. Influencers
6. Community Events



# Campaign Metrics

# Campaign Totals

Total Campaign Impressions

**51,256,525**

OOH Impressions:  
**27,703,819**

## OOH Mediums

1. Bus Tails
2. Bus Shelters
3. Kiosks
4. Billboards
5. Concrete Graphics

Digital Media Impressions:  
**23,552,706**

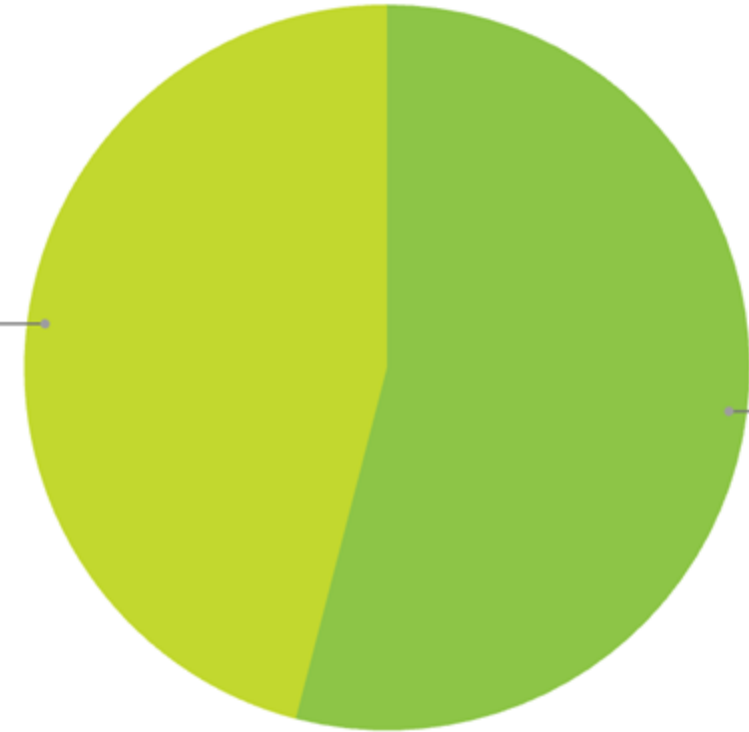
## Digital Media Mediums

1. Meta
2. TikTok
3. Video/YouTube
4. Google Search
5. Google Display

Impressions

Digital Media  
46.0%

OOH  
54.0%



# Comparative Campaigns



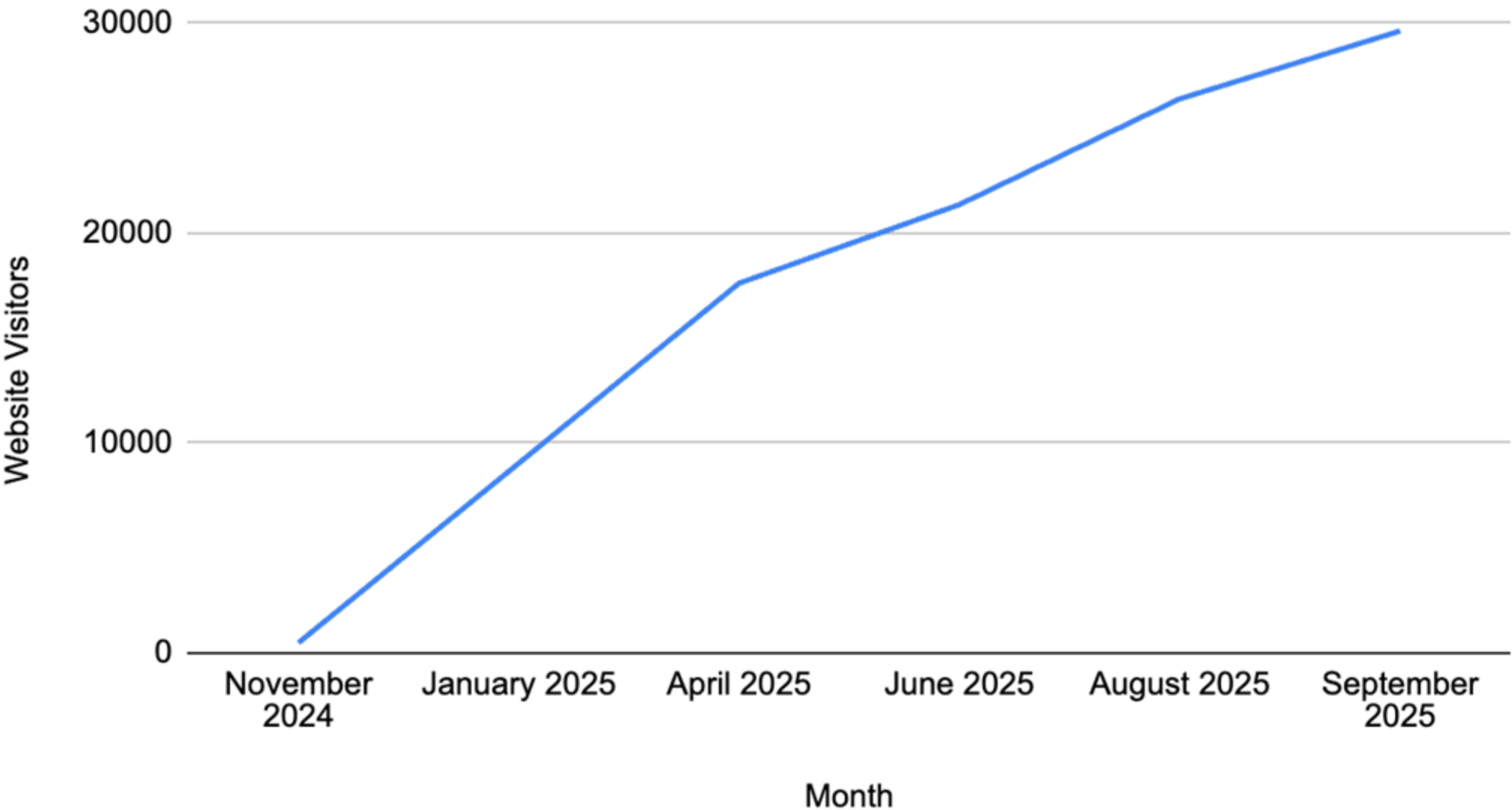
Metric	Tea on THC	Good to Know	Responsibility Grows Here
Campaign Funding	\$950,000	\$4,168,000	\$10,254,102
Reported Years	1 Year	1 Year	3 years
Campaign Duration	FY 2024–25	FY 2016–17*	FY 2018–21
Total Impressions	36,656,512	33,100,000	18,224,902
Click-Through-Rate	3.85%	0.34%	1.73%
Digital Ad Impressions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

\* Good to Know reporting 2016–2017 FY out of total 2014–2017FY.

Sources: Maffey, A., Neuwirth, J., Dunn, T., & Crawford, K. (2018). Retail marijuana education program 2017 annual report. Colorado Department of Public Health and Environment. <https://spl.cde.state.co.us/artemis/heserials/he1910014internet/he19100142017internet.pdf>  
 Amélie Company. (n.d.). Responsibility grows here. Amélie. <https://www.ameliecompany.com/work/we-added-responsibility-to-marijuana-consumption>  
 U.S. Department of Health and Human Services, Health Resources and Services Administration, Maternal and Child Health Bureau. (2021). State action plan - women/maternal health - annual report - Colorado - 2021. <https://mchb.tvisdata.hrsa.gov/Narratives/AnnualReport1/ee969843-c960-4eec-b182-0662d3733f13>

# Website Data

# Website Visitors vs. Month



# Comparative Website Visitors

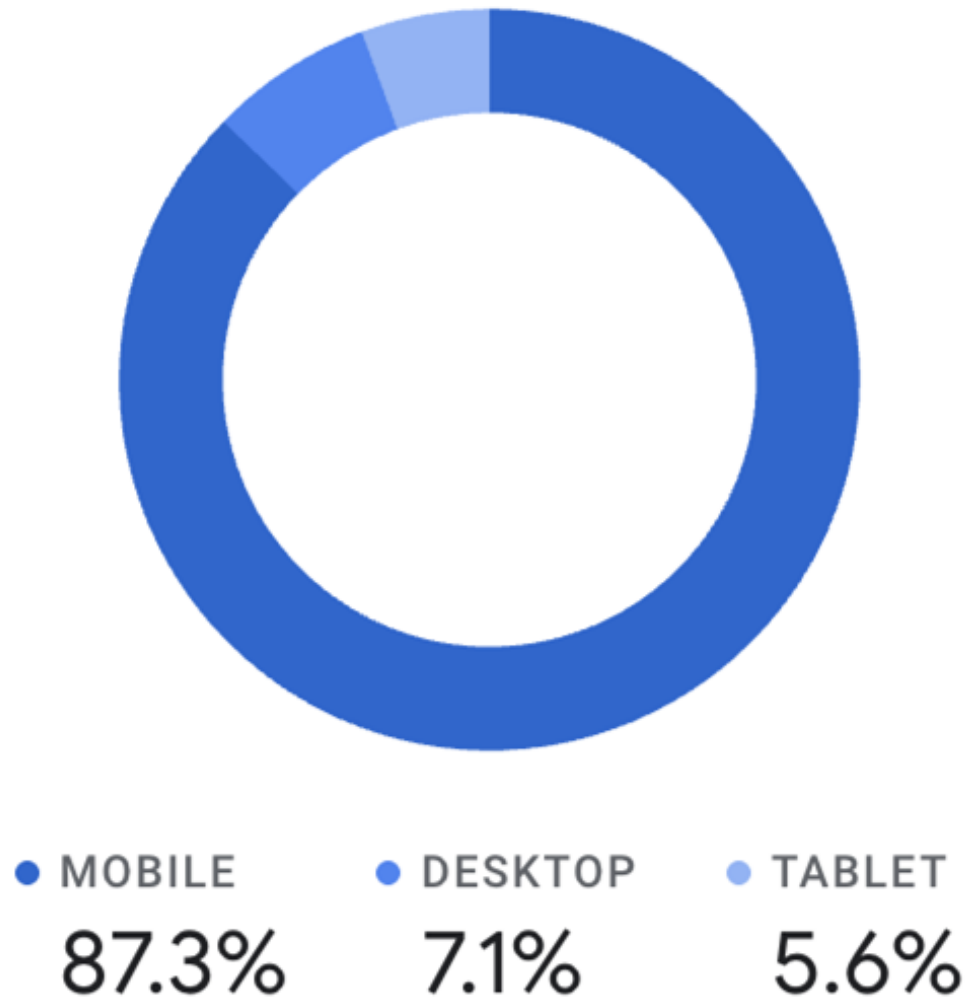
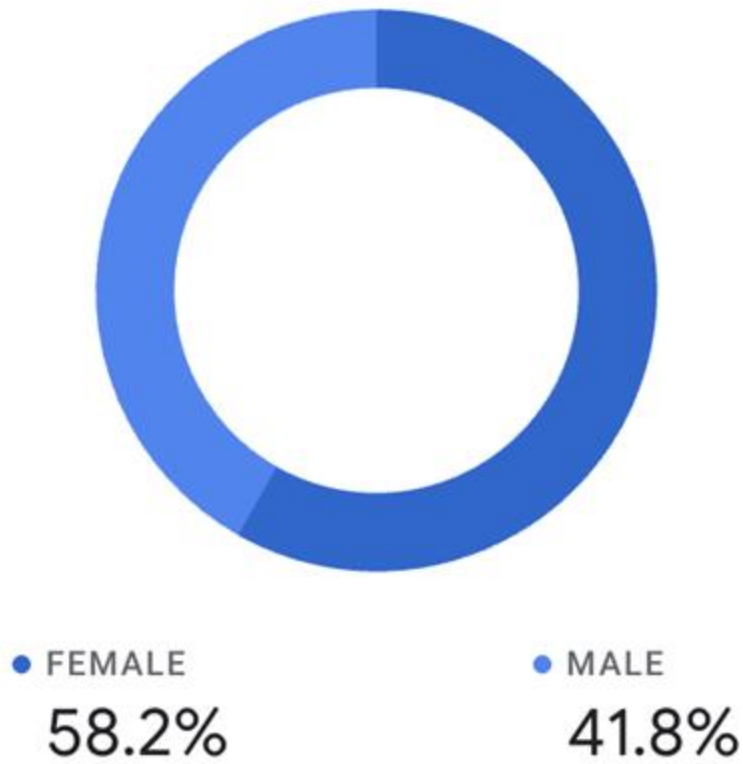
Campaign	Monthly Website Visits	Years Running
Truth Initiative	~266,000	26 years
D.A.R.E.	~38,000	42 years
The Tea on THC	~ 30,000	1 year
YouCanWA	~8,490	4 years
Know This About Cannabis	~3,140	5 years
Wasted on Weed	~545	3 years

Source: Similarweb. (2025, May). Traffic & Engagement. Website Performance.

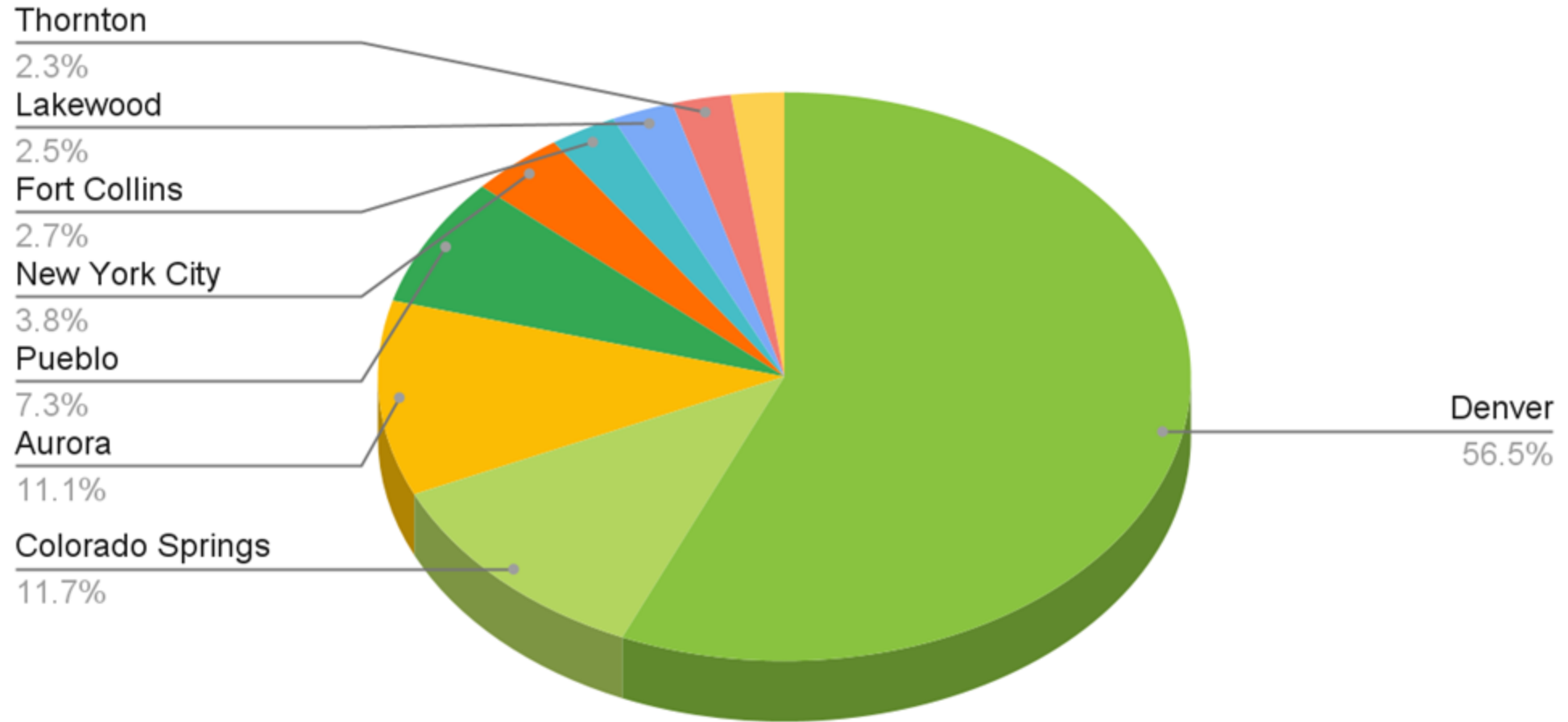


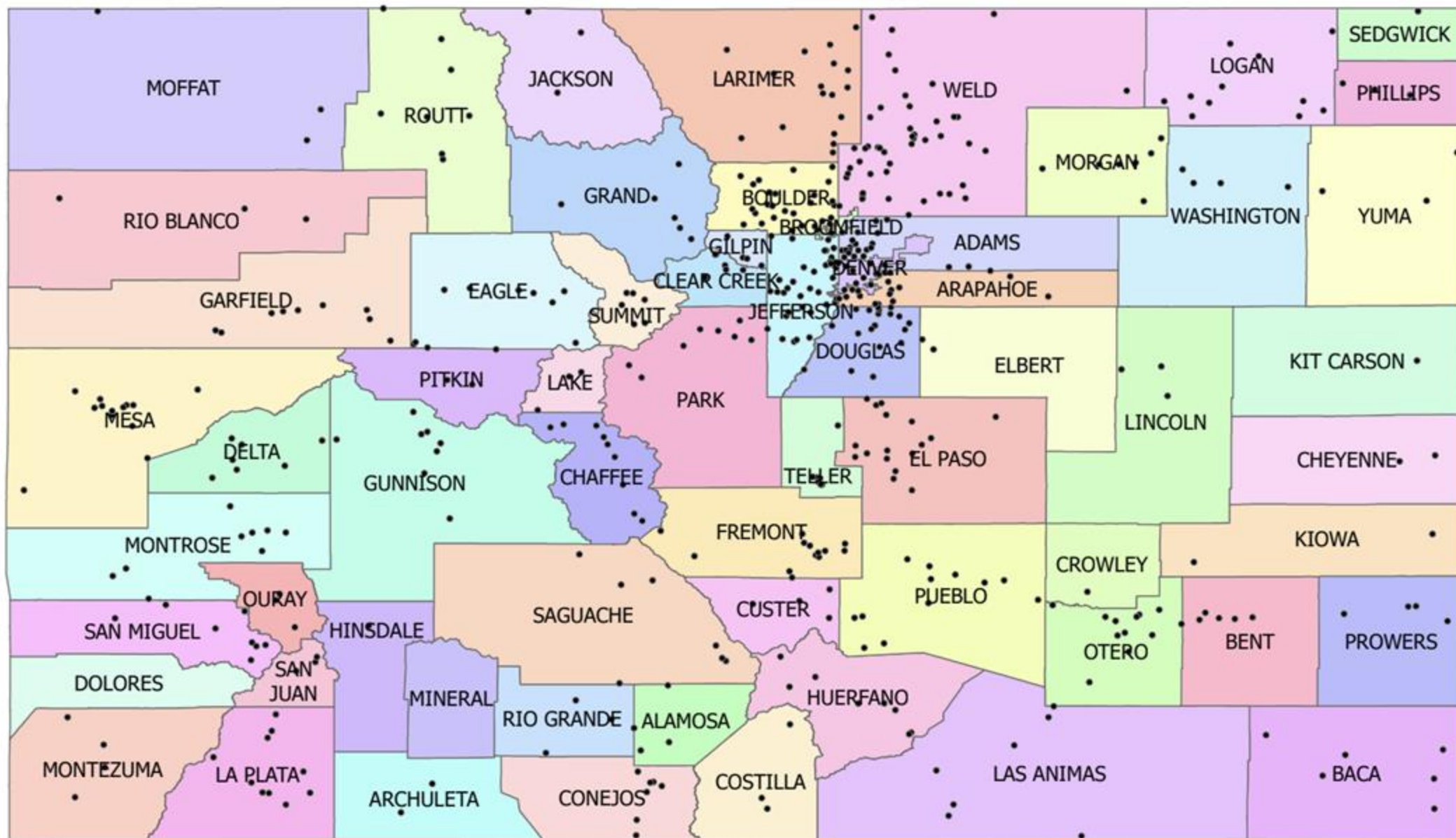
# Additional Attributes

Active users▼ by  
Device category



# Known Active Users by City





# Top Visitor States

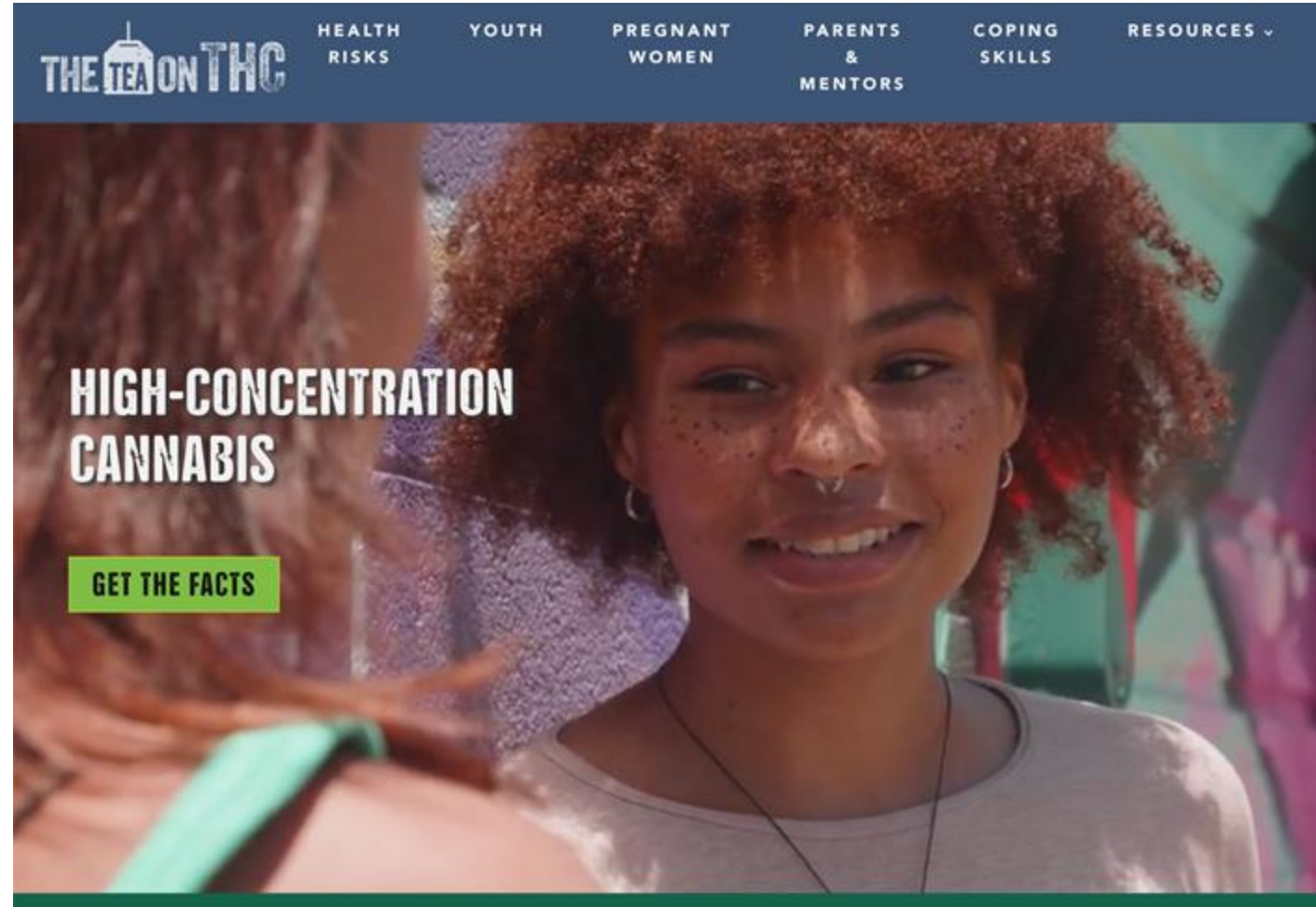
Rank	State	Visitors
1	California	9,954
2	Texas	8,681
3	Florida	5,050
4	New York	4,684
5	Arizona	3,875
6	Illinois	3,451
7	Pennsylvania	3,186
8	Virginia	2,871
9	Ohio	2,849

# Landing Page Visits - All Time

Page	Views	Event Count
Parents & Mentors - Tea on THC	101,786	187,850
Pregnant Women - Tea on THC	51,589	91,071
Youth - Tea on THC	28,154	55,424
Dr. Tung - Tea on THC	23,957	49,144
Home - Tea on THC	18,818	36,687
Resources - Tea on THC	14,637	29,159
Johnny's Story - Tea on THC	7,207	14,565

# Summary of Website

- 30k visitors a month and growing
- Multiple states visiting site
- Parent/Mentors highest visitors
- 62/64 counties in CO visited the website



Awareness→  
Engagement





AWARENESS

ENGAGEMENT

BEHAVIOR CHANGE



## Using Social Media to Support Youth Cannabis Prevention



**1 in 3 youth engage with cannabis promotions on social media;** adolescents who engage with cannabis promotions have 5x higher odds of cannabis use (Trangenstein et al., 2019).

---

Normalization of cannabis use by cannabis businesses, who are using **social media as a primary form of marketing**, is affecting youth acceptability (Jenkins, et al., 2020). Adherence to state-based regulations for required content warnings is infrequent (Moreno et al., 2022)

There are **no age restrictions** on social media content that portray cannabis use on popular platforms such as TikTok, much of which is depicted positively (i.e., entertaining, humorous, socially/culturally acceptable; (Rutherford et al., 2022).

---

There is a significant increase in social media discussions on cannabis use and emerging cannabis forms (e.g., dabs, edibles, concentrates), **specifically among first-time users and those seeking information or advice** (Meacham et al., 2018).

# Audiences



FB serves as our strongest channel for reaching pregnant women, parents, and caregivers.



TikTok ensures strong visibility among youth, particularly 13–17-year-olds, meeting them where they naturally consume content and engage with short-form video.



We effectively engage young adults on Instagram, with strong interaction rates among users 18–24



Google Search & Display captures audiences actively seeking information, helping us reach parents and caregivers during key moments of intent.

# Social Media

# All Paid Channels Total Data

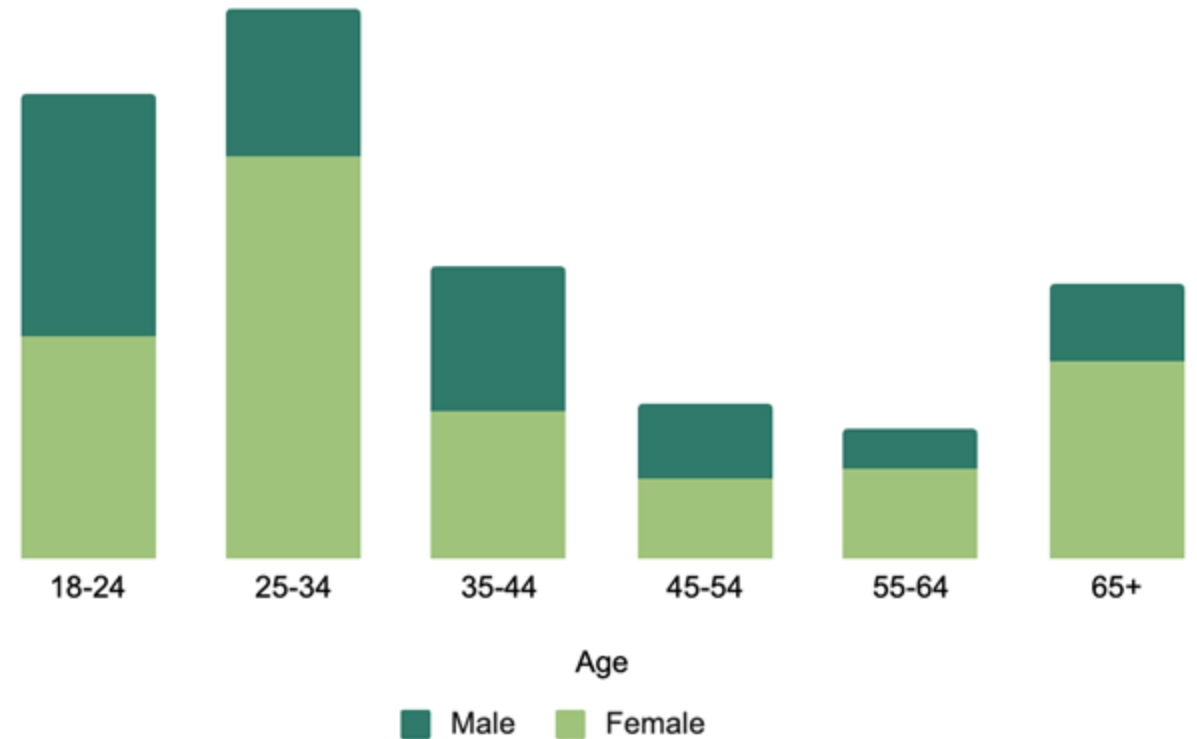
Platform	Impressions	CTR	CTR Benchmark
Meta	19,314,652	3.85%	0.50%
TikTok	2,355,756	0.51%	0.27%
Display	1,294,222	8.27%	0.90%
Search	166,826	7.55%	3.78%

These benchmarks are drawn from commonly cited sources for [TikTok](#), [Meta](#), [Display Ads](#), [Youtube](#) and [Search Ads](#); actual averages vary by industry, campaign objective, and time period, but these figures were established to provide a consistent reference point.

# Meta Ads: Audiences

Our Meta ads are effectively reaching across all audiences.

- Young Adults (18–24): Strong engagement and high impression share.
- Pregnant Women (25–34): Highest concentration of impressions, showing accurate delivery.
- Older Adults (45+): Additional reach across broader adult audiences.



*Impressions by Age and Gender*

# Top Performers: Impressions



Impressions: 669K  
CTR: 0.76%  
CTR Benchmark:  
.5%



Impressions: 337K  
CTR: 0.59%  
CTR Benchmark:  
.5%



Impressions: 220K  
CTR: 0.63%  
CTR Benchmark:  
.5%



Impressions: 150K  
CTR: 0.79%  
CTR Benchmark:  
.5%



Impressions: 148K  
CTR: 1.05%  
CTR Benchmark:  
.5%



# Top Performers: CTR

**The Tea on THC**  
Sponsored ·  

Risks of Cannabis Use During Pregnancy:  
⚠️ Impaired judgment and coordination: Can cause dizziness, poor motor skills, ...See more



Risks of Cannabis Use During Pregnancy

READ IN CAPTION!

teaonthc.org  
Pregnant Women - Tea on THC

Learn more

Impressions: 10.27K  
CTR: 9.48%  
CTR Benchmark: .5%

**The Tea on THC**  
Sponsored · Paid for by The Tea on THC ·  

Is your teen dabbing? Get the facts on high concentration cannabis.



About this ad

**THC**  
GET THE FACTS.

Is your teen dabbing?

GET THE FACTS  
teaonthc.org

Powered by the Colorado School of Public Health

teaonthc.org  
The Tea on THC  
Researchers at the Color...

Learn more

Impressions: 126K  
CTR: 6.57%  
CTR Benchmark: .5%

**The Tea on THC**  
Sponsored · Paid for by The Tea on THC ·  

Is marijuana becoming your best friend? Get the facts on high concentration cannabis.



About this ad

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

Is marijuana becoming your best friend?

GET THE FACTS  
teaonthc.org

Powered by the Colorado School of Public Health

teaonthc.org  
The Tea on THC  
Learn more at teaonthc.org

Learn more

Impressions: 18K  
CTR: 5.52%  
CTR Benchmark: .5%

**The Tea on THC**  
Sponsored · Paid for by The Tea on THC ·  

They're starting young. Most new cannabis users are under 21. That's still illegal.



About this ad

**THC**  
GET THE FACTS.

They're starting young.

Most new cannabis users are under 21. That's still illegal.

GET THE FACTS  
teaonthc.org

Powered by the Colorado School of Public Health

teaonthc.org  
The Tea on THC  
Learn more at teaonthc.org

Learn more

Impressions: 57.4K  
CTR: 4.69%  
CTR Benchmark: .5%

**The Tea on THC**  
Sponsored · Paid for by The Tea on THC ·  

Gas, wax, shatter ... what? Old words, new meanings - new risks for kids trying cannabis.



About this ad

**THC**  
GET THE FACTS.

Gas, wax, shatter ... what?

Old words, new meanings - new risks for kids trying cannabis.

Catch up at teaonthc.org

teaonthc.org  
Parents & Mentors - Tea on THC

Learn more

Impressions: 63.3K  
CTR: 4%  
CTR Benchmark: .5%

# Meta Ads: October Launch



teaonthe.org  
Parents & Mentors - Tea on THC

Learn more

Impressions:  
63.3K  
CTR: 4%  
Benchmark:  
0.50%



teaonthe.org  
Parents & Mentors - Tea on THC

Learn more

Impressions:  
21.1K  
CTR: 2.4%  
Benchmark:  
0.50%



teaonthe.org  
Parents & Mentors - Tea on THC

Learn more

Impressions:  
10.4K  
CTR: 2.9%  
Benchmark:  
0.50%



teaonthe.org  
The Tea on THC  
Don't give up. Learn how t...

Learn more

Impressions:  
16.6K  
CTR: 2.03%  
Benchmark:  
0.50%



Learn more

Paid for by The Tea on THC  
Sick of hearing about your future from people who don't have to live it? Fair. But there really are th... more

Impressions:  
21.2K  
CTR: 1.8%  
Benchmark:  
0.50%

\*Mid Nov. Launch

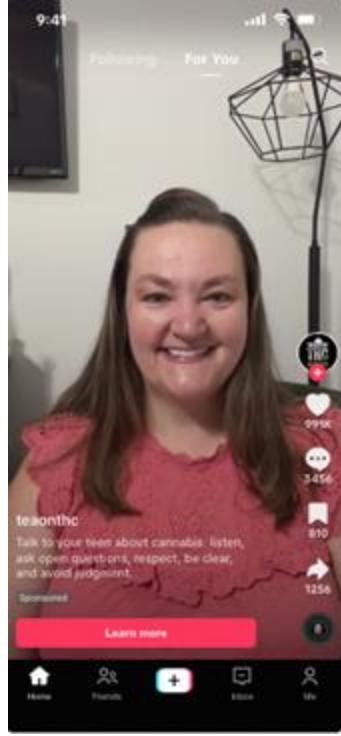
These benchmarks are drawn from commonly cited sources for [TikTok](#), [Meta](#), [Display Ads](#), [Youtube](#) and [Search Ads](#); actual averages vary by industry, campaign objective, and time period, but these figures were established to provide a consistent reference point.



# TikTok: Top Performers

**Total Impressions:**  
2,355,756

**Total Avg CTR: 0.51%**  
**Benchmark: 0.27%**



**Coping Strategies**  
Impressions: 760K  
CTR: 0.29%  
Benchmark: 0.27%

**Nae Noelle**  
Impressions: 411K  
CTR: 0.49%  
Benchmark: 0.27%

**Saylor**  
Impressions: 226K  
CTR: 0.55%  
Benchmark: 0.27%

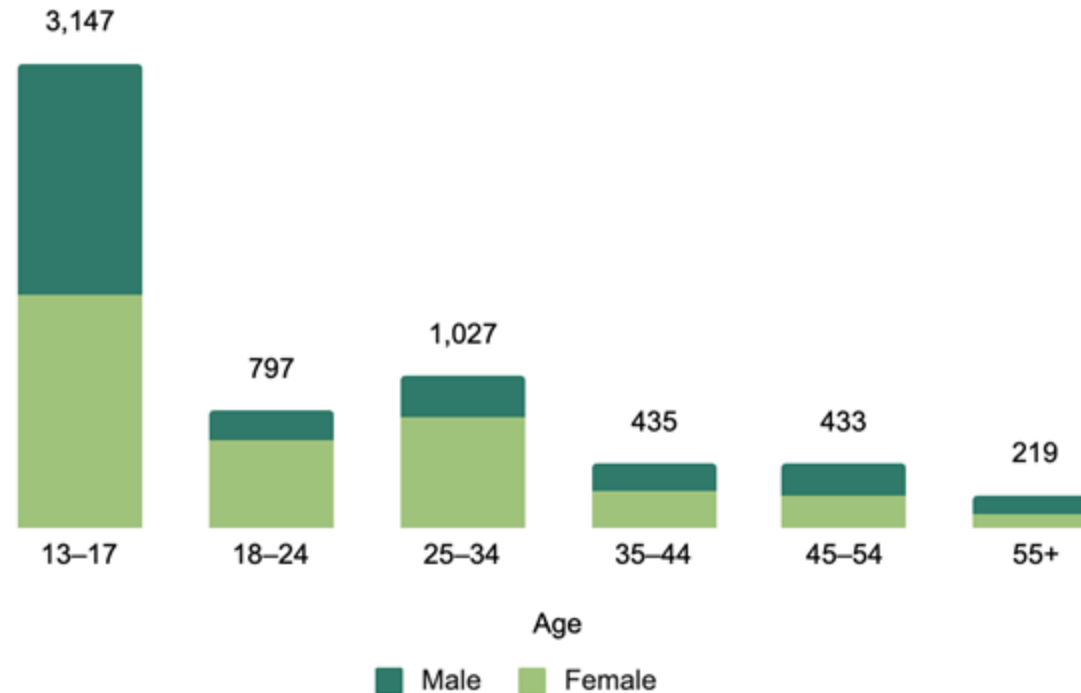
**Best Friend**  
Impressions: 253K  
CTR: 0.70%  
Benchmark: 0.27%

**CIP**  
Impressions: 150K  
CTR: 0.53%  
Benchmark: 0.27%

**Laura Funk**  
Impressions: 60K  
CTR: 0.76%  
Benchmark: 0.27%

# TikTok Audience

- Teens drive the majority of website clicks, showing strong interest and message relevance.
- Balanced gender split, with slightly higher engagement from females (58%).
- TikTok remains our most effective channel for reaching youth with prevention messaging.



*Clicks by Age and Gender*

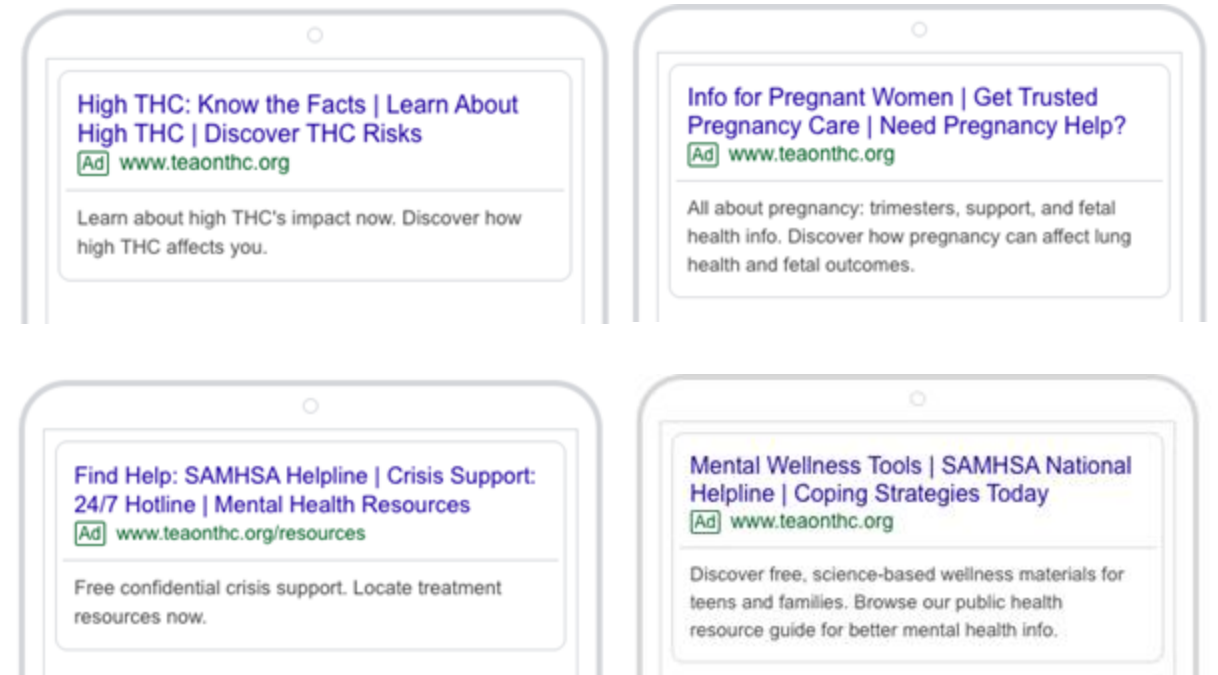
# Google Search

**Total Impressions: 166,826**

**Total Avg CTR: 7.55%**  
**Benchmark: 3.78%**

**Clicks:**  
**12,304**

Keyword	Impressions	CTR
Colorado Crisis Services	85,390	11.88%
Emotional Support	17,687	5.38%
Coping Strategies Resources	17,253	7.29%
Crisis Hotline	14,762	5.19%
Wellness Resource Guide	1,193	10.63%
Youth Health Education	893	12.09%



*Current search campaigns reaching Coloradans*

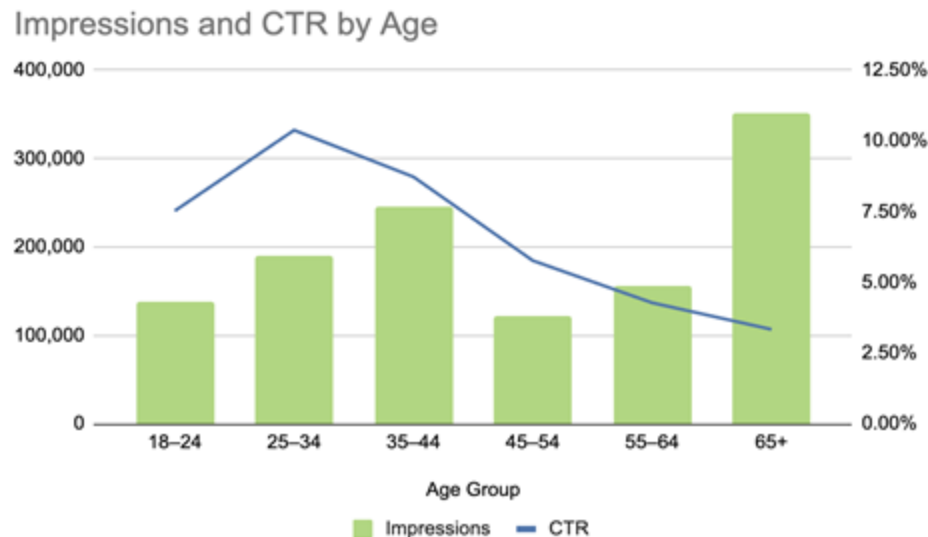
# Google Display

**Total Impressions:**  
1,294,222

**Total Avg CTR: 8.27%**  
**Benchmark: 0.90%**

**Clicks:**  
84,188

- Massively outperforming benchmarks.
- Strongest engagement comes from 25-44 year olds.
- Reach driven by 65+ age bracket.



Impressions: 227K  
CTR: 7.56%  
Benchmark: 0.9%



Impressions: 169K  
CTR: 1.62%  
Benchmark: 0.9%



Impressions: 116K  
CTR: 9.18%  
Benchmark: 0.9%

# Influencers



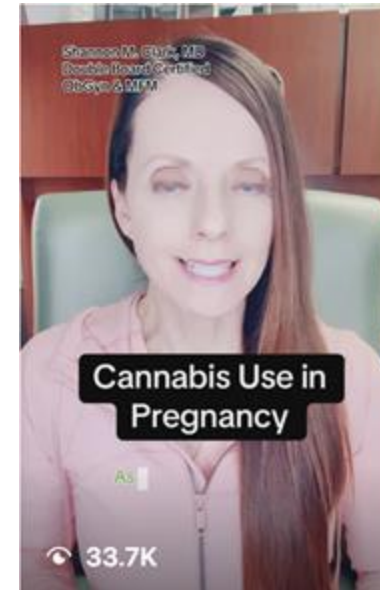
# Influencers



**Influencer:** Saylor Gilliam  
**Audience:** Youth  
**Followers:** 47.2K  
**Style:** Lifestyle College



**Influencer:** Laura Funk  
**Audience:** Parents/Mentors  
**Followers:** 11.8K  
**Style:** Family Local Adventures



**Influencer:** Shannon M. Clark, MD, FACOG  
**Audience:** Pregnant Women  
**Followers:** 338K  
**Style:** OBGYN Information



**Influencer:** Jacqueline  
**Audience:** Pregnant Women  
**Followers:** 4K  
**Style:** Lifestyle

# Influencers



**Influencer:** Liz Howe

**Audience:** Pregnant Women

**Followers:** 6,818

**Style:** Journey Through Motherhood



**Influencer:** Sarah Emmanuel

**Audience:** Pregnant Women

**Followers:** 207K

**Style:** Journey Through Motherhood



**Influencer:** Oly Glam

**Audience:** Pregnant Women

**Followers:** 8,022

**Style:** Mom & Lifestyle



**Influencer:** Nae Noelle

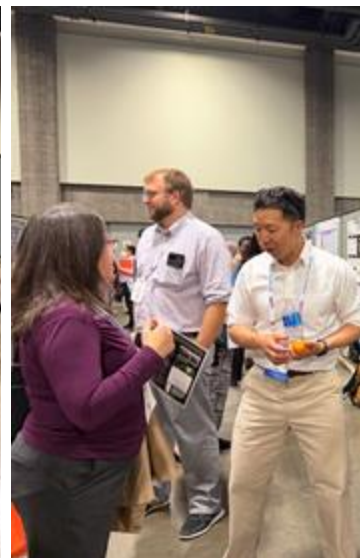
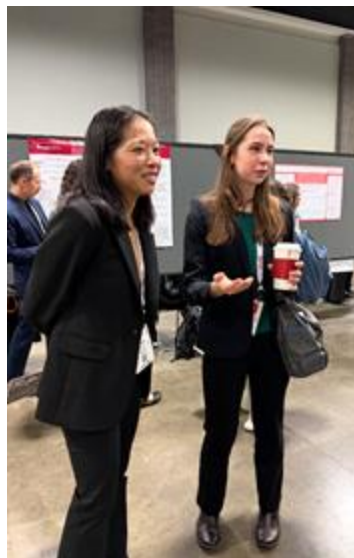
**Audience:** Pregnant Women

**Followers:** 152K

**Style:** Journey Through Motherhood & Family Adventures

# Community Events





# Events

AUGUST 14

**Healthlinks (Aurora Campus)**

SEPTEMBER 19 - SEPTEMBER 21

DENVER @ STURM COLLEGE OF LAW

**2025 National Interdisciplinary Cannabis Symposium**

SEPTEMBER 23

**Cornhole for the Soul - Construction Industry  
Overdose Prevention Fundraise**

OCTOBER 18

**Servicio de las Raza Health Fair Summit**

OCTOBER 27

**Colorado Opioid Abatement Conference**

SEPTEMBER 9 - SEPTEMBER 11

**Public Health in the Rockies (PHiR) (Keystone)**

SEPTEMBER 23

**2025 Bernie Valdez Awards Luncheon**

OCTOBER 6 - 8

**Cannabis Research Conference (Portland, Oregon)**

OCTOBER 25

**Medical Cannabis Conference**

NOVEMBER 2 - NOVEMBER 5

**APHA (Washington, DC.)**

# **High-Concentration Definition Discussion**

Greg Tung, PhD & Annie Collier, PhD  
Co-Directors

# High-Concentration Cannabis Definition

- Background and intent of HB21-1317
- How our review science activities have informed our thinking
- How other states are approaching
  - California High Potency Cannabis Think Tank
- Recommendation
  - Adopt a continuous approach to HCC
- Implications
  - Education campaign



**Table 2.** *Dichotomous versus Continuous Approaches to the Problem of High potency Cannabis*

<i>Dichotomous Approach</i>	<i>Continuous Approach</i>
Easier to understand and communicate to the public	More challenging to understand and communicate to the public
Insufficiently captures drivers of THC intake in real-world cannabis use	Better reflects real-world cannabis use and how product design and use interact to impact total THC intake and adverse effects
Cutoffs capture only part of increased risk, since increases in risk begin at or below current market characteristics.	More consistent with the evidence

# Recommendation

- Adopt a continuous approach/definition of HCC
- Recognize that the current cannabis marketplace in Colorado is predominantly high concentration products
- Emphasize that concentration matters



# Implications for the Education Campaign

- Transition away from terminology that includes "HCC" products
- While we will still talk about the high concentration products in the marketplace, we would emphasize more that *concentration matters*
- Approach would lead to broader discussions about the health impacts associated with cannabis use, which we already do
- Approach is more consistent with existing research and how the campaign has evolved

# **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