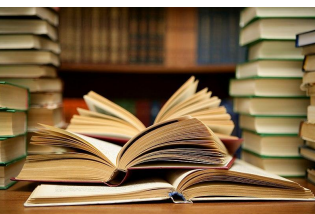
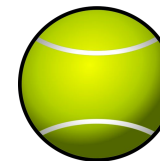


**Colorado
Safe Schools
Summit
October 20, 2023**

**A Cautionary Tale:
Cataloging Harms into
Actionable Narratives for
Policy Changes**

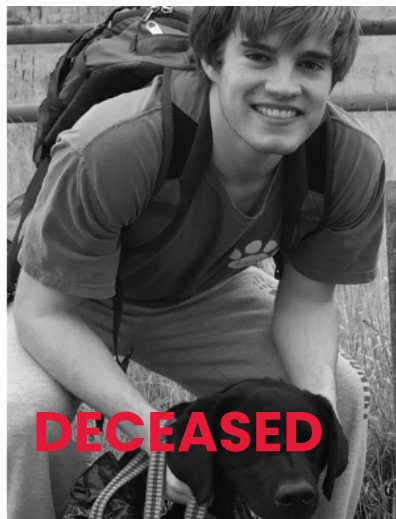
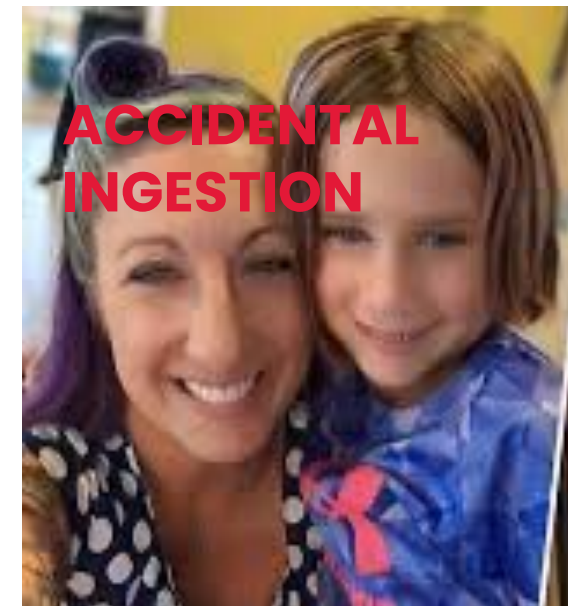
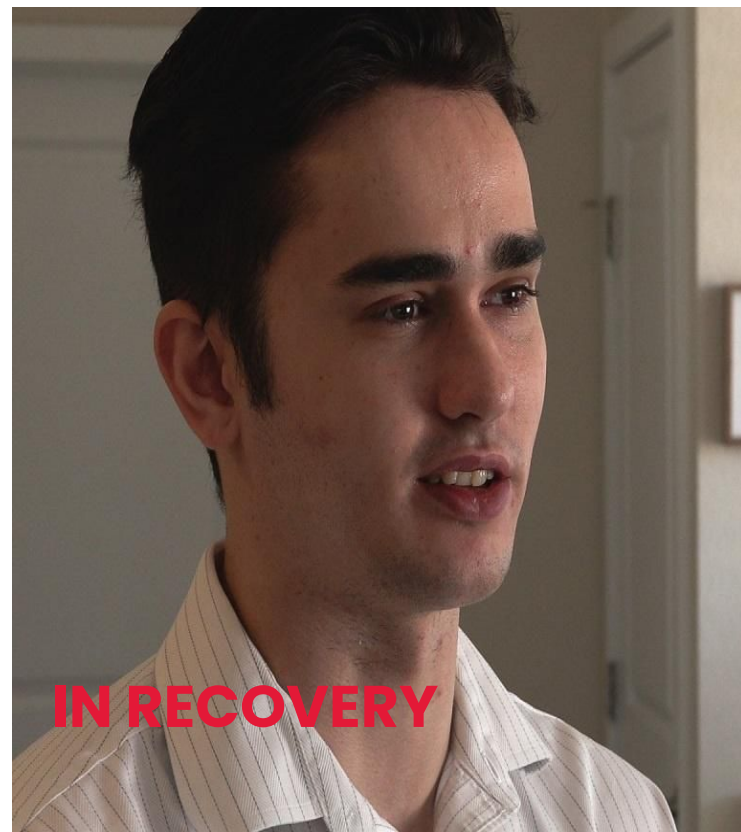


**Julie Dreifaldt
Community Liaison**



People protect what they love.

Jacques Cousteau



Today's Goals

1. Help identify the problems with THC potency, kid friendly products (including hemp-derived)
2. Mental health concerns of THC on the adolescent brain
3. Learn to create an actionable story
4. Education , Empowerment and Engagement

Who we are:

- Citizens who came together in 2013
- Governor's task force ranked "health, safety and well-being" of kids last in priorities
- For 10 years, the sole voice dedicated to kids
- A non-profit, non-partisan, citizen-led organization with 10,000 members from every state
- 37 pieces of legislation improving outcomes for kids

Roadmap of our 11 years

- Smart Colorado founded



- Marking edibles to identify THC
- Smart Appointed by Governor to State Education Committee



- Medical marijuana advertising limits
- THC & CBD potency labeling
- No human, animal, or fruit shaped edibles
- Launched THC Photos website
- Expanded THC education for parents and schools



- Rebranded to One Chance to Grow Up--new national focus
- Met with 50+ members of Congress/staffers



- 10 years in-
 - Transparency
 - Education
 - Empowerment
 - Policy Change
- A national leader

2012

2013

2014

2015

2016

2017

2018

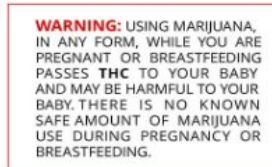
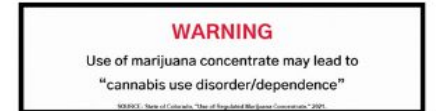
2019

2020

2021

2022

2023



- Child-resistant packaging
- Testing for products
- Labeling and warnings
- Ad Restrictions
- Mandated data collection

- THC labeling and universal symbol
- Banned THC-sprayed pre-made foods
- Blocked repeal of marketing effort

- Blocked social consumption clubs
- Home grow plant count reduced from 99 to 12

- Secured law requiring mandatory pregnancy warning to be placed in dispensaries

- Groundbreaking THC concentrates legislation--state mandated warning
- Secured scientific review council on THC concentrates

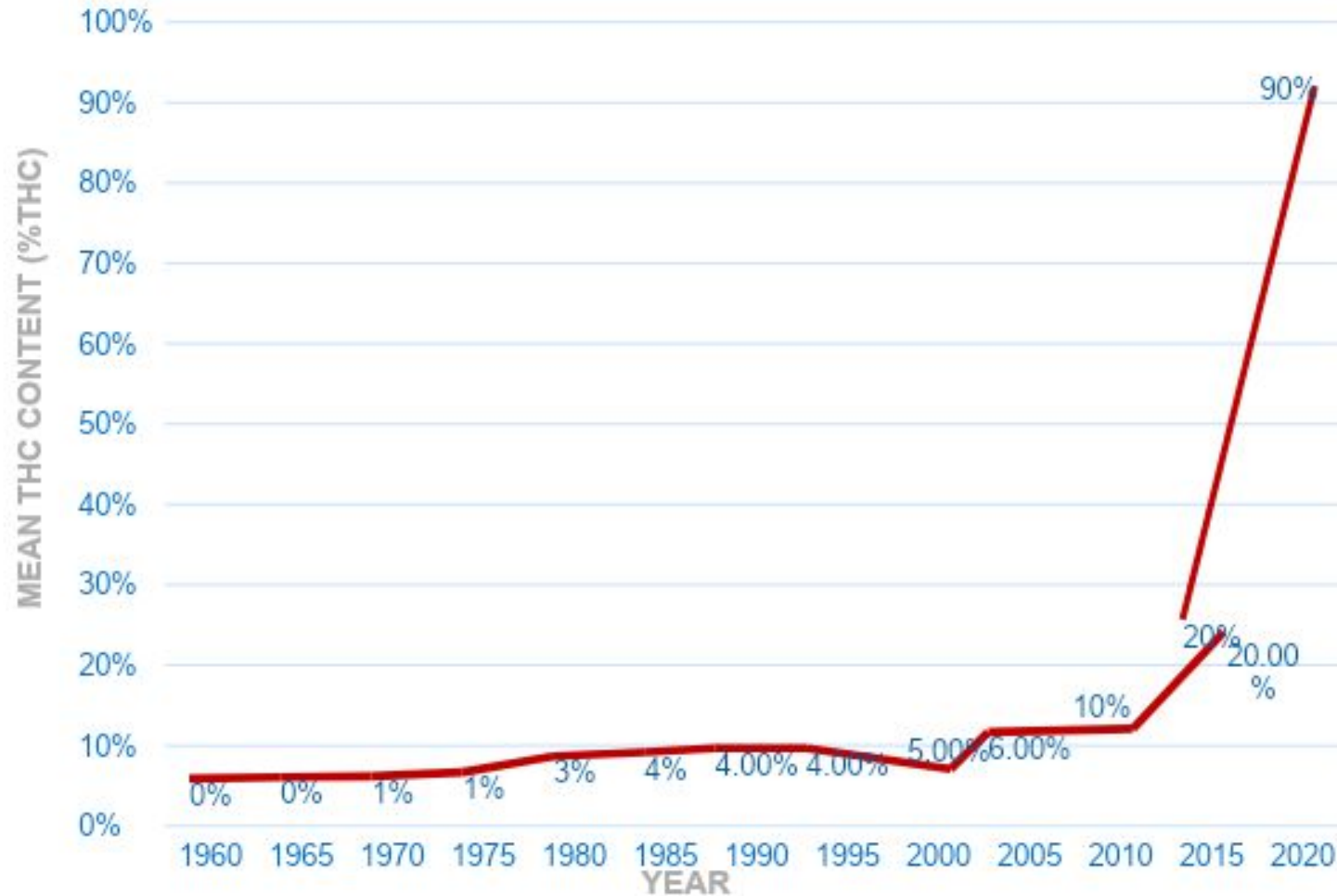
Why our work Matters



THC potency explosion

Commercialization has led to massive increases

THC Content in Colorado



Multiple studies show serious problems with high THC:

- addiction
- psychosis
- depression
 - anxiety
- sleep problems
- suicide

High-potency THC linked with a tripled risk for psychosis

Study analyzed 780 people ages 18–65,
410 with first-episode psychosis and 370 healthy
controls

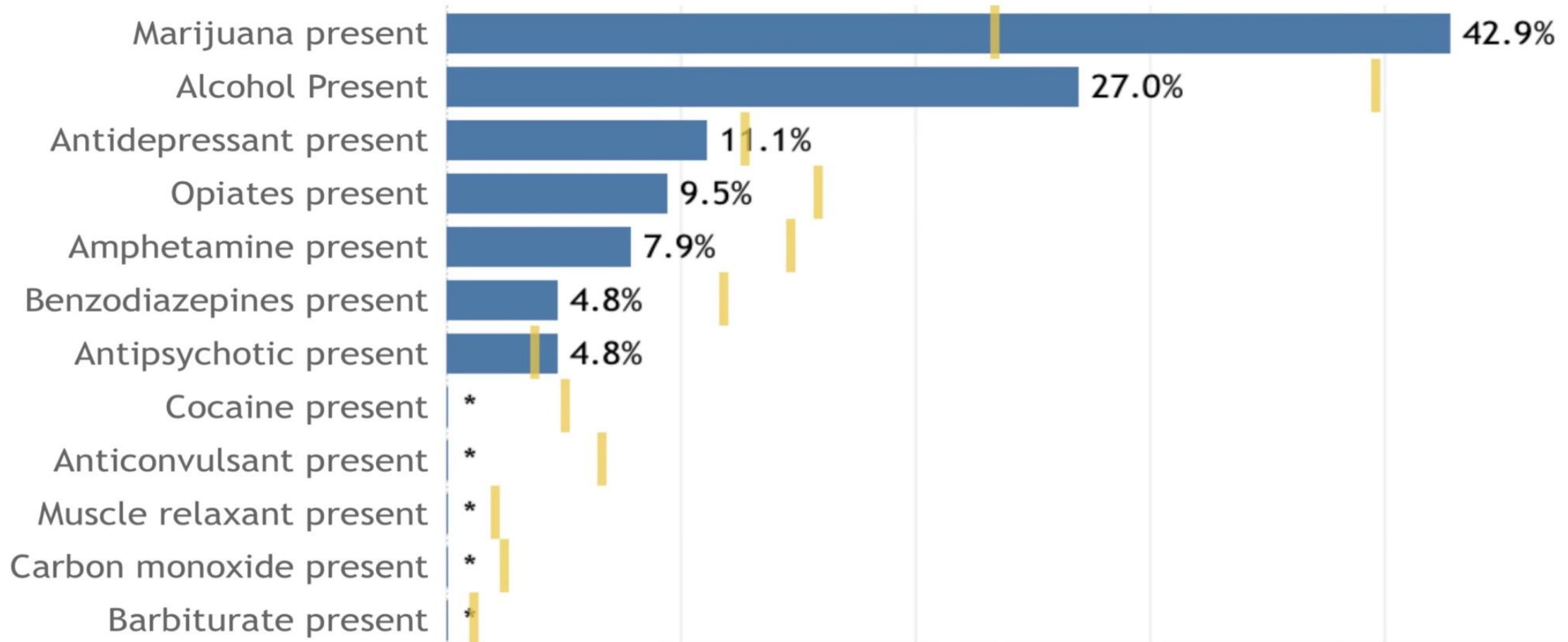
HIGH-POTENCY THC (15% THC or more) **3X** INCREASED RISK OF PSYCHOSIS

DAILY USE (15% THC or more) **5X** INCREASED RISK OF PSYCHOSIS

In same study, low THC potency (less than 5%) showed no risk for psychosis

NOTE: 93% of products in CO are over 15%– HIGH THC

2021 Teen Deaths By Suicide: Marijuana is #1 substance in toxicology results among 15-19 year olds



Public health statements regarding adolescent marijuana use

- Weekly or more frequent use is **strongly associated** with failure to graduate from high school
- Daily or near-daily use is **strongly associated** with developing a psychotic disorder such as schizophrenia in adulthood.
- Use is **strongly associated** with developing psychotic symptoms in adulthood. The risk is higher among those who start use at a younger age.
- Any amount of use is **strongly associated** with future high-risk use of alcohol, tobacco, and other drugs.
- Starting use during adolescence is **strongly associated** with future marijuana addiction.
- Weekly or more frequent use is associated with not attaining a college degree.
- Use is associated with an increased likelihood of developing suicidal thoughts or attempting suicide.

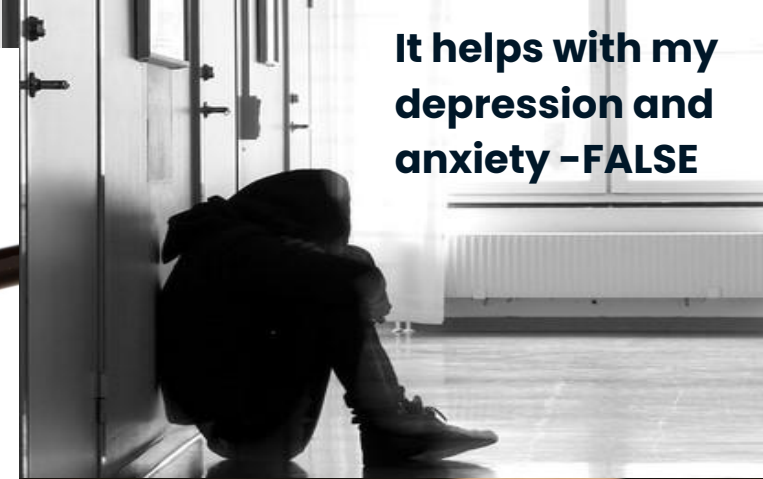


**It's just a little pot,
natural and organic -FALSE**

**It's sold as medicine
so it must be safe -
FALSE**



**It helps with my
depression and
anxiety -FALSE**



**It helps me
sleep - FALSE**

**It helps me focus on
school - FALSE**



**I'm a safer driver
when I'm high -
FALSE**



**It's natural so it must be safe
for my baby - FALSE**



**It's safer
than
Alcohol
- FALSE**



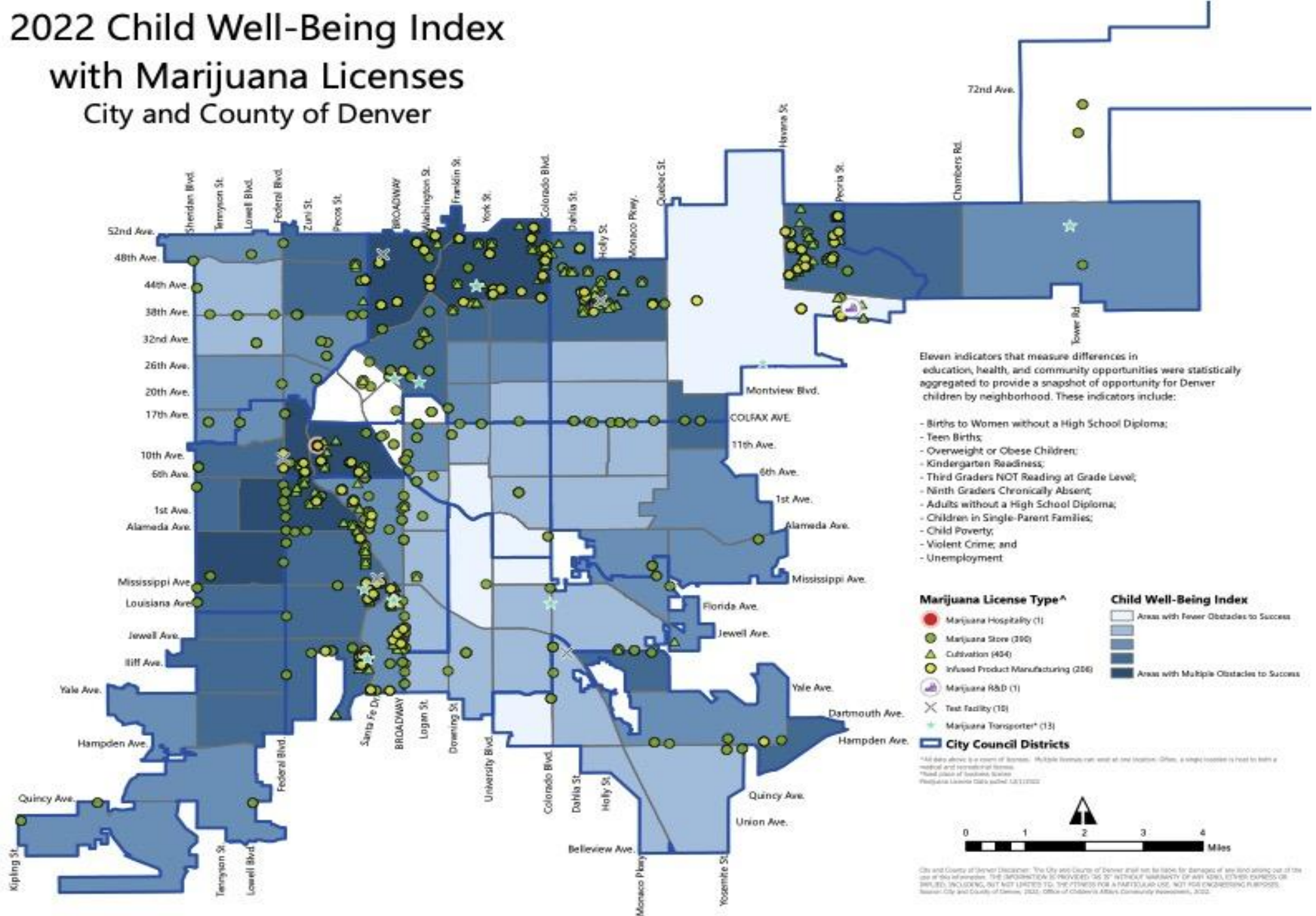


Colorado 2014



Massachusetts 2021

2022 Child Well-Being Index with Marijuana Licenses City and County of Denver



Education campaigns driving change





thcphotos.org

Can *you* spot the pot?

THC
PHOTOS

- 18+
- 21+
- DELTA 8 illegal
- ID NEEDED
- DELTA 8 LEGAL
- No ID NEEDED
- ILLEGAL
- LEGAL
- ONLINE SALES
- No age verification
- ALL INTOXICATING



HEMP--THE WILD WEST!

How did we get here? Challenges created by 2018 Farm Bill

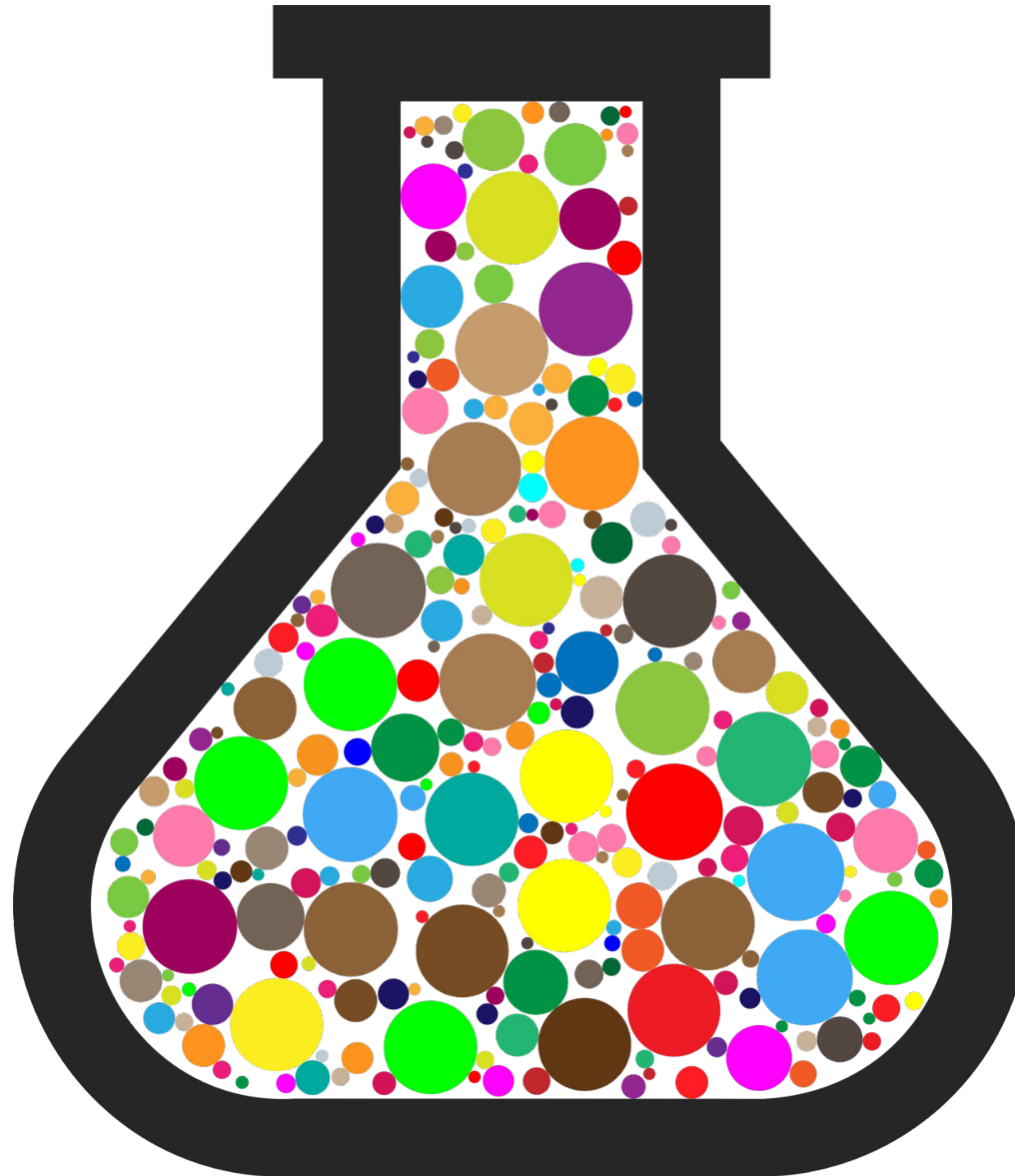


- The .3% limit of THC-9 works reasonably well for plants.
- Food however is measured in ounces and THC in milligrams.
- A 1 oz package could have 85mg of THC and remain under the .3% limit ($.003 \times 28,350$).
- A 12 oz can of adulterated soda could have over **1,000mg** of THC.

Psychoactive hemp-derived compounds

Delta 8
Delta 10
Delta 11
Delta 9P
PHC
THCM
HHC
HHC-P
HHC-0
THCA
THC-P
THC-H
THC-B
THCV

...and more



Today's unregulated hemp-derived THC looks like this:



Delta 8 THC Wet Sugar, CO
800mg total cannabinoids



Delta 9 THC Chocolate, CA
150mg per package



THC "Pop Rocks", CO
10mg Delta 9 + 5mg THCO



"Cereal Milk" HHC vape, FL
2850mg HHC



THC Cookie, CA
500mg total cannabinoids



CBD Delta 8 gummies, CO
100mg per package



The Problem

**Denver 420 festival
had no age restrictions**

The Solution: Grassroots efforts

PROVIDING TRANSPARENCY

DATA: CORA request showed DPS attendance is 42% lower than average when 4/20 falls on a school day.

STORY: Kids skip school on 4/20 and parents bring young children exposed to the “smoke fest”







Educate



RESULTS



420 WEEK IMPACTS



Families of

93,000

students reached through
partnership with Denver Public
Schools newsletter

15,000

People reached on
Facebook and Twitter



401

Signatures On petition to
limit 420 to ages 21+

ONECHANCETOGROWUP.ORG

9

news mentions and
interviews



3

number of tv stations
covering press
conference



1

outcome: event
organizers agree to
make 420 21+ in 2023

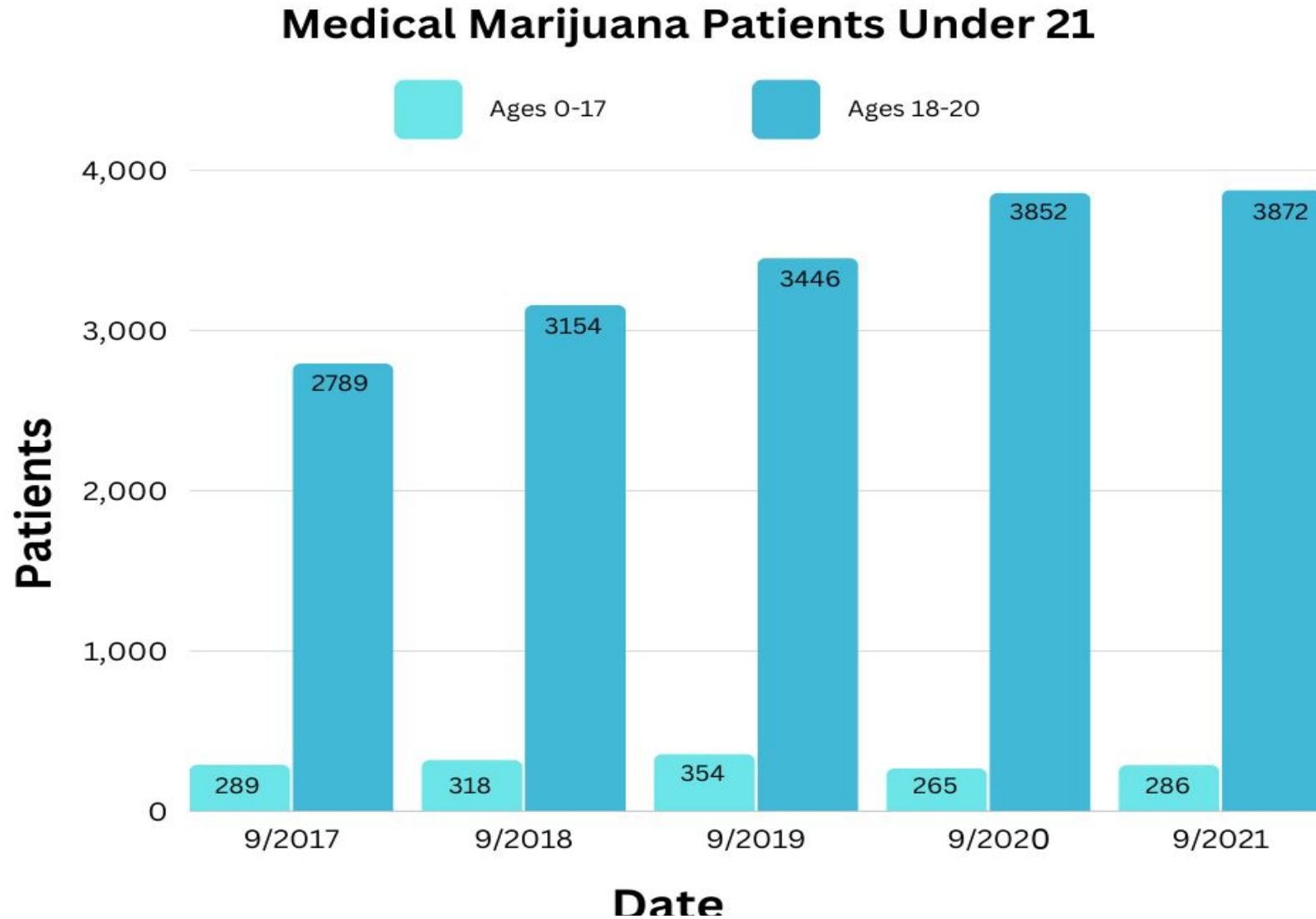


The Problem

Medical Marijuana Pipeline to High Schools

The Solution: HB21-1317

Abuses in medical marijuana regulatory framework



Most reported condition for 0-17 getting medical card: autism

18-20-year olds report severe pain as their reason for holding a medical card

OUR STRATEGY:

Educate on High THC & Empower the Community

- **THC potency digital advertising campaign with 2M views**
- **Petition signed by concerned 400+ citizens**
- **Media outreach to newspaper editorial boards**



- **Met with 72 CO legislators**
- **Gave 58 presentations to community organizations**
- **Found 100+ champions willing to testify**



RESULTS

Common sense protections for 18–20 year old medical marijuana patients:

- 2 physicians from separate practices required to make diagnosis w/In-person assessment
- Requiring physicians to provide the same level of drug information for marijuana that the physician has to provide for all other drugs:
- 6 month physician follow up required
- Real time tracking of MMJ purchases by dispensaries
- Marijuana concentrate purchase amount reduced
- Valuable education resource with visual representation of a serving size and risks & warnings



70%

*decrease in # of
patients 18–20*

WARNING

Use of marijuana concentrate may lead to



ADVERTENCIA
El uso del concentrado de
marihuana puede ocasionar:
vómitos incontrolados
y repetitivos



OneChanceToGrowUp.org

122U

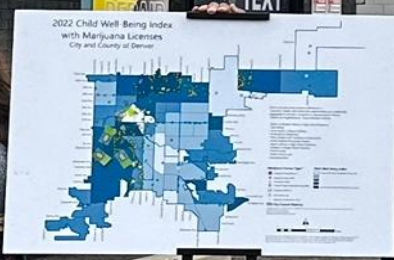
OUTFRONT

WIRELESS IMAGE
Phone Repair • Activation • Payment

PHONE & TABLET REPAIR
If we can't repair it, no one can.

boost
verizon
AT&T

unlimited
TALK, TEXT



one
Chance to Grow Up
onechancetogrowup.org

Sportsfan
WIRELESS IMAGE
PHONE REPAIRS
303.482.1288

The need to talk to kids- LIKE NOW!



Progression from first use to regular use

Alcohol

- First use: 16.53 years
- Regular use: 19.19 years



2.62 years

Cannabis

- › First use: 16.31
- › Regular use: 16.51



2.52
months

Talking with teens– the 4 principles of MI

1. Expressing empathy: finger-wagging doesn't work
2. Develop discrepancy: help recognize inconsistencies between current behaviors and goals/values
3. Rolling with Resistance
4. Support self-efficacy with each patient encounter

No substance use

- › Goal: Prevent or delay onset of problem use
- › Technique: Offer praise, provide feedback that most peers do not use substances regularly

*"I think you're making a **great choice** to stay away from drinking and smoking. From our conversations I know getting good grades and doing your best on the track team are important to you and **avoiding substances makes those things easier**. The truth is **most kids your age aren't drinking or smoking**, and I'm glad you've made that decision too. If that changes and you decide to experiment with alcohol, marijuana, or tobacco, please talk about it with me so I can help answer any questions you might have and **make sure you have the facts** you need to make an educated decision."*

Occasional substance use (less than monthly)

- › Goal: Prevent or delay onset of problem use
- › Technique: Praise honesty, brief advice

"Thanks for answering the substance use screening questions honestly. I see that you used marijuana once or twice last year. As someone who cares about you, my hope is you will stop using it completely for the sake of your health. If it's okay, I'd like to give you a little information about marijuana. Over time it will interfere with your brain's development, making it harder to do well in school, as well as impact your lungs, which works directly against all the training you are doing at track practice. I'm worried it's going to make it harder to do the things you say are important to you. For these reasons, I recommend that you quit. You may have heard lots of different things about marijuana and all of that information can be confusing. Do you have any questions about how marijuana can affect your body, mood, or brain?"

Progression to regular use (monthly)

- › Goal: Empower the adolescent to be responsible for change and advise
- › Technique: Brief intervention, treatment options as indicated

*"It seems that **you depend on marijuana** to help you manage stress and is a way that you feel connected to your friends. At the same time, marijuana use is causing tension between you and your mother and has gotten you into trouble at school. As your **TEACHER**, I recommend that you quit. Marijuana does not reduce stress in the long term. I can understand that the tension between you and your mother has been hard to manage. Would you be **willing to quit for a couple of months to see how that goes?** That would give you the opportunity to see how you feel when you are not using marijuana, and it may also be a great first step in **rebuilding trust** with your parents."*

Moderate to severe substance use (weekly+)

- › Goal: Guide adolescent to recognize problems and facilitate services
- › Technique: Brief intervention, referral to treatment

"Thank you for being so open about your use of marijuana and alcohol. It sounds like there are some benefits to your use – it helps you relax and deal with your life – and also some major costs – you aren't doing as well as you want in school, your girlfriend thinks it is a problem and you've stopped playing football. Because I am so worried about you, I'd like to speak with your parents about this and I'm thinking it's important to get more expert help. I strongly suggest getting connected with a program that works with people in your situation – thinking about cutting down or cutting out their use but conflicted – so you can get back to doing the things you said were important to you. I'd still like to work with you and will be available while you participate in the program and afterward. How does that sound?"

Tools to Empower and Engage Community Partnerships

Today's Marijuana

It's not just a plant



THC appears in a variety of deceptive products.

In the past 30 years, potency of the high-inducing chemical THC has soared from 3.8% to 99% in a rapidly evolving variety of products. Learn about the damaging effects this is having on the teenage brain at

OneChanceToGrowUp.org

THC PHOTOS

AMERICAN ACADEMY OF CHILD & ADOLESCENT PSYCHIATRY


Chance to Grow Up





Community Voices



Before the school bell rings?

All products shown infused with THC.



© THCPhotos.org

Breathe easier or get high?



Can you tell the difference between a THC inhaler vs an asthma inhaler?



inform


Chance para Crecer



KnowTHC

False Messages


Chance to Grow Up

Partnerships with Colorado schools

- MFZ: To establish & clearly identify a designated marijuana free zone for kids, families and community members
- Reinforces commitment to teaching young people healthy habits & our promise of protecting kids
- Excited to make a positive impact through MFZ community partners throughout the state
- For more details contact:
julie@onechancetogrowup.org



What you can do today:

- › Sign up at onechancetogrowup.org to receive timely information/action alerts
- › Get involved with One Chance
- › Testify & sign onto like-minded legislation
- › Youth Council nominations
- › Invite One Chance to speak with your community and/or leaders
- › Urge your elected officials to better support kids
- › Talk about the harms of today's marijuana
- › Marijuana Free Zone partnership
- › Speak out to media (with our help!)
- › Follow on Facebook, Twitter, Instagram, LinkedIn & YouTube—share messaging

Julie Dreifaldt

julie@onechancetogrowup.org



onechancetogrowup.org



**Protecting kids from the dangers
of THC through
transparency, education,
empowerment
and policy change**



Please scan this
QR code to
provide
anonymous &
honest feedback
on my
presentation
today!
THANK YOU