



**2nd Annual Cultivating Cannabis
Awareness Symposium
January 7, 2026**

Powered by the Colorado School of Public Health

A wide-angle, aerial photograph of the Denver, Colorado skyline at sunset. The city is nestled in a valley, with the Rocky Mountains visible in the background under a sky filled with wispy clouds. The city lights are beginning to glow, and the buildings are illuminated from within. In the foreground, there are numerous residential and commercial buildings, including the iconic 16-story brown building on the left. The overall atmosphere is warm and welcoming.

Welcome

Agenda

1. Welcome
2. Overview of CO CERP and Work of Scientific Review Council
3. Tea on THC Campaign
 - a. Campaign Metrics
 - b. Website Metrics
 - c. Awareness → Engagement
 - d. Social Media
 - e. Influencers





Overview of CO CERP & Work of Scientific Review Council

Advancing Science

to use
ge, I want
w off as I
n the pool

He takes the
guitar and sings
a song that he has
written, although
he doesn't go
out afterwards. A
few days later,
I go to see him
and he's back and
he's writing
again. I'm really
impressed by
his originality,
his sense of
style and his
imagination.
He's a very
talented person.
He's the sort of
person I'd like
to have in my
band.

5

Colorado: at the Forefront of Cannabis Research & Education

BBC Sign In

Home News Sport Business Innovation Culture

NEWS

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US & Canada

MEERU MALDIVES Top Beach Resort For Family & Couples save up to 30% on over-water & beach Villas

Cannabis goes on legal sale in US state of Colorado

01 January 2014 • 1206 Comments



Shops selling cannabis have been preparing for a huge influx of customers on their first day of trading

The US state of Colorado is making history by becoming the first to allow stores to sell cannabis.

As many as 30 stores around the state are expected to start selling the drug for recreational purposes from 1 January, dubbed Green Wednesday.

THE DENVER POST

Marijuana

News Sports Business The Know Outdoors Opinion Classifieds Obituaries

TREND

NEWS > MARIJUANA

World's first legal recreational marijuana sales begin in Colorado



1 of 9

David Martinez, manager at 3D Cannabis Center in Denver, makes labels in the grow room on Monday as he gets ready for recreational pot sales. (R. Sangosti, The Denver Post)

By JOHN INGOLD | The Denver Post

PUBLISHED: January 1, 2014 at 12:27 AM MST | UPDATED: October 2, 2016 at 3:55 PM MDT

SPONSORED CONTENT

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AARP ad

Warning: This product contains nicotine. Nicotine is addictive.



SHATTER



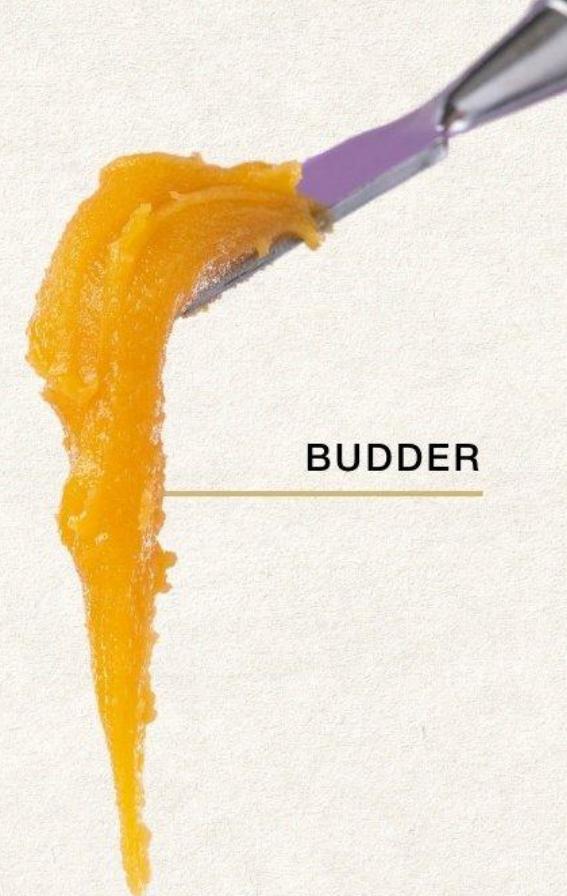
SUGAR



WAX



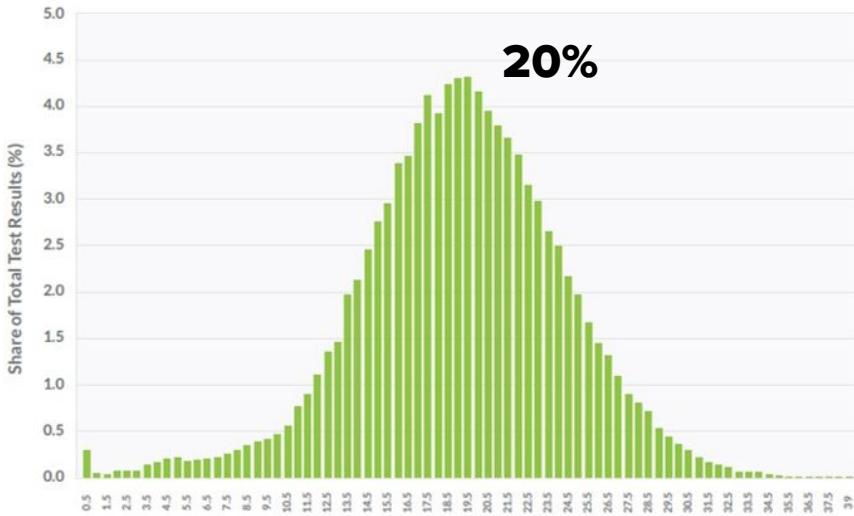
DISTILLATE



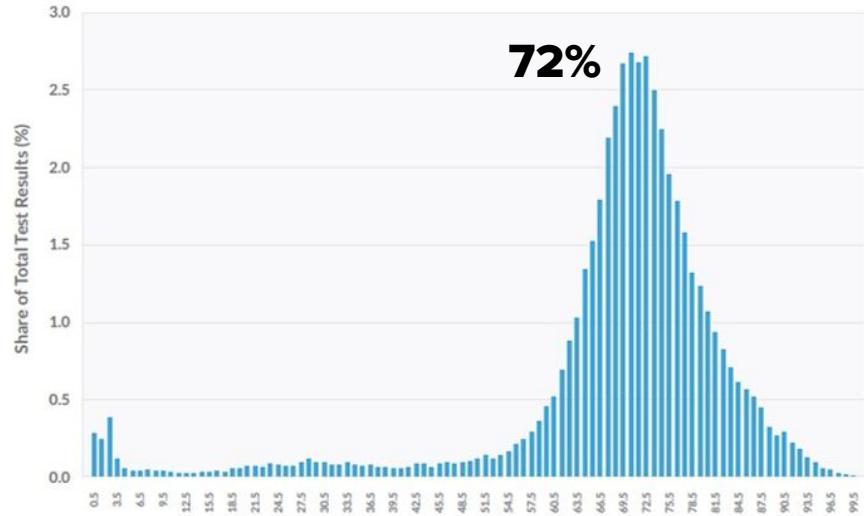
BUDDER

Potency Distribution for Flower & Concentrates

2020 FLOWER POTENCY DISTRIBUTION



2020 CONCENTRATE POTENCY DISTRIBUTION



The National Dialogue

≡ THE DENVER POST

National News | More people are addicted to marijuana, but...



More people are addicted to marijuana, but fewer of them are seeking help, experts say

Despite the rise in use, seeking treatment for cannabis use disorder has become less common



[Denver Post Article](#)

[New York Times article](#)

The New York Times

Psychosis, Addiction, Chronic Vomiting: As Weed Becomes More Potent, Teens Are Getting Sick

With THC levels close to 100 percent, today's cannabis products are making some teenagers highly dependent and dangerously ill.



State Turns to ColoradoSPH for Guidance



colorado school of public health

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Colorado Cannabis Education, Research, & Policy Project

[Our Team](#) [Scientific Review Council](#) [Education Campaign](#) [Resources & Reports](#) [Publications](#) [Events](#) [Contact Us](#)

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



The Colorado Cannabis Education, Research, and Policy Project
Advancing Evidence-Based Research, Policy, and Public Awareness on Cannabis and Its Impact on Health

Who we are

The Colorado Cannabis Education, Research & Policy Project team (CO-CERP) is a team of researchers and educators from the Colorado School of Public Health and the University of Colorado Anschutz Medical Campus. Through the CO-CERP, we explore how cannabis affects health, develop and share policy insights, and work to ensure Coloradans stay informed with clear, evidence-based information through active outreach and public awareness.

Legislative Action

First Regular Session | 75th General Assembly

Colorado General Assembly

Search CGA

Bills Laws Legislators Committees Initiatives Budget Audits Publications Agencies

HB21-1317

Regulating Marijuana Concentrates

TYPE Bill

SESSION 2021 Regular Session

SUBJECTS Liquor, Tobacco, & Marijuana

Concerning the regulation of marijuana for safe consumption, and, in connection therewith, making an appropriation.

 [Recent Bill File](#)

 [Recent Fiscal Note File](#)

BILL SUMMARY:

The act requires the Colorado school of public health to do a systematic review of the scientific research related to the possible physical and mental health effects of high-potency THC marijuana and concentrates using only funding provided by the general assembly. The act creates a scientific review council (council) to review the report and make recommendations to the general assembly. Based on the research and findings, the Colorado school of public health shall produce a public education campaign for the general public, to be approved by the council, regarding the effect of high-potency THC marijuana on the developing brain and mental health.

Prime Sponsors



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Paul Lundein

Colorado Cannabis Education, Research, and Policy Project (CO CERP)



**Study high-potency
THC marijuana**

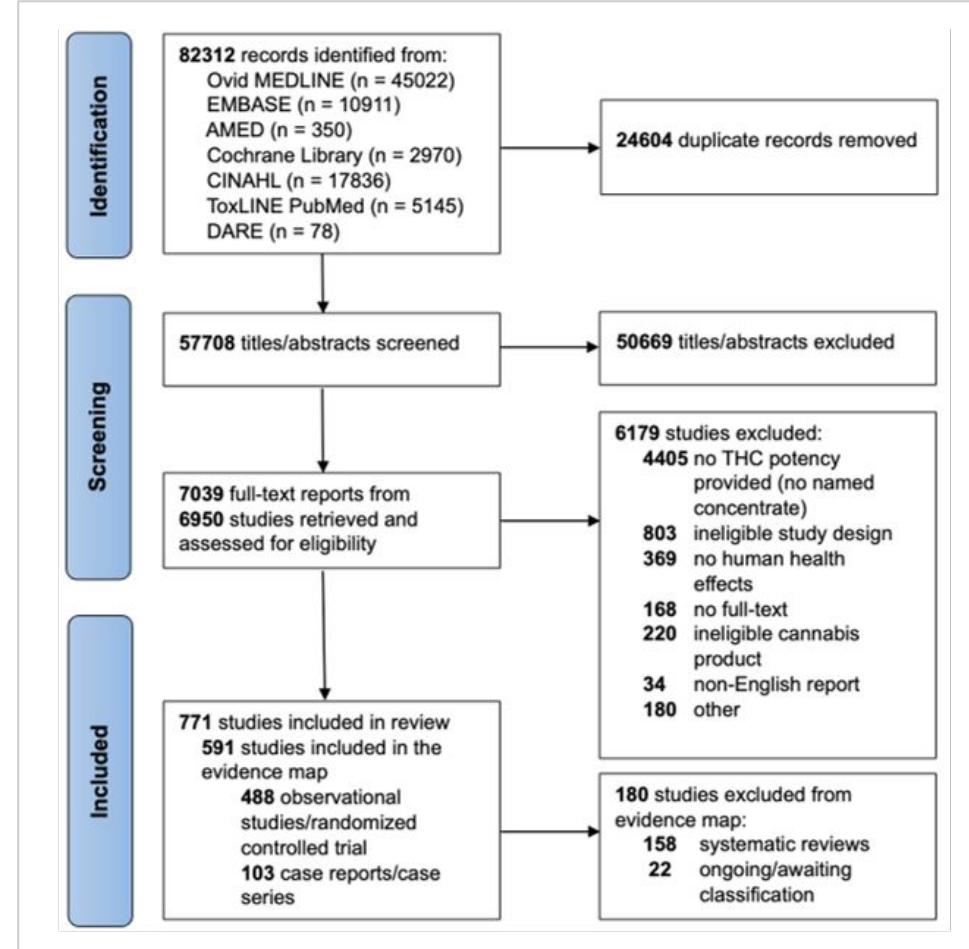


**Recommend
evidence-based
policy changes**



Educate the public

Science Has Been Foundational from Day One



Advance Scientific Research

Annals of Internal Medicine®

LATEST ISSUES IN THE CLINIC FOR HOSPITALISTS JOURNAL CLUB MULTIMEDIA SPECIALTY COLLECTIONS CME / MOC

Summaries for Patients | 26 August 2025

Summary for Patients: High-Concentration Delta-9-Tetrahydrocannabinol Cannabis Products and Mental Health Outcomes FREE

Publication: Annals of Internal Medicine • Volume 178, Number 10 • <https://doi.org/10.7326/ANNALS-24-03819-PS>

American Journal of EPIDEMIOLOGY

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American Journal of Epidemiology

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, Thanitarsa Rittipharo, Jean-Pierre Oberste, Tsz Wing Yim, Lisa Bero, Jonathan M Samet

American Journal of Epidemiology; kwea421; <https://doi.org/10.1093/aje/kwea421>

Published: 29 October 2024 Article history ▾

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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



Research Paper
Impact of cannabis legalization on healthcare utilization for psychosis and schizophrenia in Colorado

George Sam Wang ^a, Christine Buttorff ^b, Aia Wills ^c, Daniel Schwab ^b, Gregory Tung ^d, Rosalie Liccardo Pacula ^a

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<https://doi.org/10.1016/j.drugpo.2022.103685>

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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, Thanitarsa Rittipharo MD, MPH, Christi Piper MLS, 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



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

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

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

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

Abstract Full Text References DOI/PMID

Abstract
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.

High-Concentration Delta-9-Tetrahydrocannabinol Cannabis Products and Mental Health Outcomes

A Systematic Review

Thanitsara Rittiphairoj, MD, MPH; Louis Leslie, BA; Jean-Pierre Oberste, MPH; Tsz Wing Yim, MPH; Gregory Tung, MPH, PhD; Lisa Bero, PhD; Paula Riggs, MD; Kent Hutchinson, PhD; Jonathan Samet, MD, MS; and Tianjing Li, MD, MHS, PhD

Background: Rapid changes in the legalized cannabis market have led to the predominance of high-concentration delta-9-tetrahydrocannabinol (THC) cannabis products.

Purpose: To systematically review associations of high-concentration THC cannabis products with mental health outcomes.

Data Sources: Ovid MEDLINE through May 2025; EMBASE, Allied and Complementary Medicine Database, Cochrane Library, Database of Abstracts of Reviews of Effects, CINAHL, and Toxicology Literature Online through August 2024.

designs (11%); more than 95% had moderate or high risk of bias. In studies not testing for therapeutic effects, high-concentration THC products showed consistent unfavorable associations with psychosis or schizophrenia (70%) and CUD (75%). No therapeutic studies reported favorable results for psychosis or schizophrenia. For anxiety and depression, 53% and 41% of nontherapeutic studies, respectively, reported unfavorable associations, especially among healthy populations. Among therapeutic studies, nearly half found benefits for anxiety (47%) and depression (48%), although some also found unfavorable associations (24% and 30%, respectively).

Conclusion:

High-concentration THC products are associated with unfavorable mental health outcomes, particularly for psychosis or schizophrenia and CUD. There was some low-quality evidence, inconsistent by population, for therapeutic benefits for anxiety and depression.

Primary Funding Source:



Colorado General Assembly,
House Bill 21-1317.

Inform Public Policy

**Policy Approaches
to High
Concentration
Cannabis and THC
Concentrates**

MARCH 27, 2024

- Age restrictions
- Concentration-Based Taxation
- Marketing and Advertising Restrictions
- Warning Labels
- Public Education

Educating the Public

Long-Term Objectives



**Educate the
Public**



**Decrease Usage &
Delay Onset**

Priority Populations

Current:

Pregnant & Breastfeeding

Youth & Young Adults (ages 11-25 yrs)

Parents/Mentors

Translating the Science



Research first summarized from scoping review, additional relevant research, and clinical recommendations



Compiled materials were then reviewed, modified, and approved by the SRC



Toolkits provided to internal partners

Community Partnerships Have Supported the Campaign at Every Stage



During the initial formation of materials and as we continue to develop new materials



As we implement the campaign materials

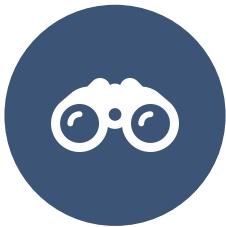


As we evaluate the materials



Iterative process-repeats

What Do We Mean by “Communities”?



FOCUS & WORK
GROUPS ACROSS
REGIONS IN
COLORADO



STAKEHOLDER
ORGANIZATIONS



LEVERAGED INTERNAL
COSPH EXPERTISE



COMMUNITY-BASED
EVENTS



MARKET
RESEARCH

Expertise Integrated across the ColoradoSPH

CU Anschutz, CSU, and UNC have each contributed

- Provider education
- Community and national events
- Informing the public, such as through workshops
- Development of new content

***Partnerships feed into the work of Initium and our Tea on THC campaign

Examples: Motivational Interviewing (MI): Navigating Difficult Conversations About Cannabis

Curriculum to educate parents and loved ones about cannabis:

- Illustrates parenting styles consistent with approach
- Demonstrates applications with family and loved ones
- Identifies when to talk to a professional

***Materials integrated into the Tea on THC campaign



Continuing Education for Providers

Objective: Educate providers on the effects of cannabis use across the lifespan

Audience: Providers include behavioral health, nurses, PAs, & MD/DO's

Approach: Live and online education, information integrated into Tea on THC website



Community Outreach

- Events throughout Colorado and in Oregon and Washington, DC
- Attend events focused on health and wellness
- 2000+ in person contacts, increased our visibility in multiple audiences

**Working together with CSPH partners and Initium



Examples of where we show up in communities

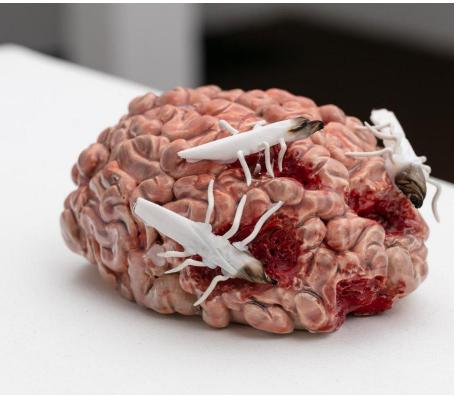


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Services for the People



Sturm College of Law
UNIVERSITY OF DENVER

Educated Through the Arts



Art Exhibition Press & Media



5280 Everything Denver, Everywhere You Are

New Art Exhibit Explores the Effects of High-Concentration Cannabis

Hear/Say at BRDG Project Gallery is part of an effort from the University of Colorado School of Public Health to get Coloradans informed on the impacts of marijuana concentrates.

 BARBARA O'NEIL
JUNE 21, 2024



Program Evaluation

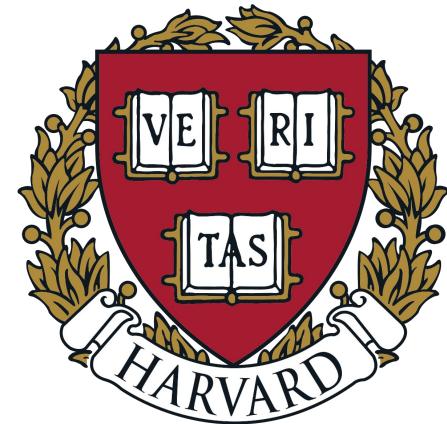
- Make data-driven decisions
- Revise campaign materials quickly
- Change how we communicate based on how audiences respond to messaging
- Measure behavior health changes



National Conferences



AMERICAN PUBLIC HEALTH ASSOCIATION
For science. For action. For health.



Program Evaluation Academic Deliverables



Arts & Health

An International Journal for Research, Policy and Practice

In summary, the education campaign has led to strong statewide and national interest

Colorado

- Multiple Colorado organizations
- Fremont County
- 6 – 7 School districts

Nationally

- New York
- Rhode Island
- Hawaii
- Wisconsin

Public Health Organizations

- American Public Health Association (APHA)
- Association of Schools and Programs of Public Health (ASPPH)
- Colorado Public Health Association (CPHA)



THE TEA ON THC

Is marijuana becoming
your best friend?

teaonthc.org



THE TEA ON
THC

GET THE FACTS.

Powered by the Colorado
School of Public Health

LAMAR



THE TEA ON THC

Is your teen
dabbing?

Powered by the Colorado School of Public Health

GET THE FACTS
teaonthc.org



THE TEA ON THC

**Some get high.
Some get lost.**

THC can increase psychosis risk.

Powered by the Colorado School of Public Health



GET THE FACTS.
teaonthc.org



Podcast Series



Brandon Lloyd, MBA

Brandon Lloyd discusses his NFL career and journey to overcome high-concentration cannabis addiction, highlighting challenges, coping strategies, and a healthier life.



Dr. Annie Collier

Annie Collier, PhD, MS, Associate Professor, ColoradoSPH, blends art and science in cannabis education, promoting positive coping mechanisms and meaningful community conversations.



Dr. Gregory Tung

Greg Tung, PhD, MS, Associate Professor, ColoradoSPH, highlights the challenges of high-concentration cannabis research and stresses cautious policies to protect youth and pregnant women.



Tya Anthony

Tya Anthony, artist and curator, explores how art bridges science and community to spark dialogue on the impact of high-concentration cannabis.



Dr. Jon Samet

Jon Samet, PhD, MS, Associate Professor, ColoradoSPH, discusses cannabis research challenges, public health impacts, and educating on THC risks.

Short Films



The Breaking Point: A Life Lost to THC



"Devastating": Students Describe the Chaos of High Concentration Cannabis Use



Former NFL Receiver Brandon Lloyd Catches Good Health After Dropping Cannabis

Awards



Silver Winner in Poster and Brochure Design for Social Change



Silver Winner in Mix Media/Moving Image for Social Change



Bronze Winner in Branding for Social Change



Winner: Short-Form Video
Finalist: Integrated Content Marketing Campaign
Finalist: Public Health Campaign



Colorado School of Public Health

The Tea on THC

Gold: Social Awareness
Gold: Documentary Series

Campaign Metrics



Campaign Totals

Total Campaign Impressions

55,018,201

OOH Impressions:
27,703,819

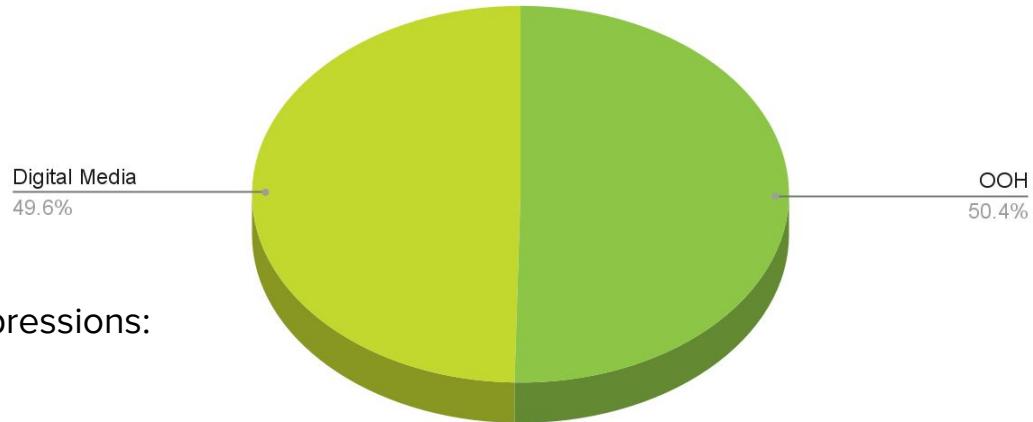
Digital Media Impressions:
27,314,382

OOH Mediums

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

Digital Mediums

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



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 Year	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

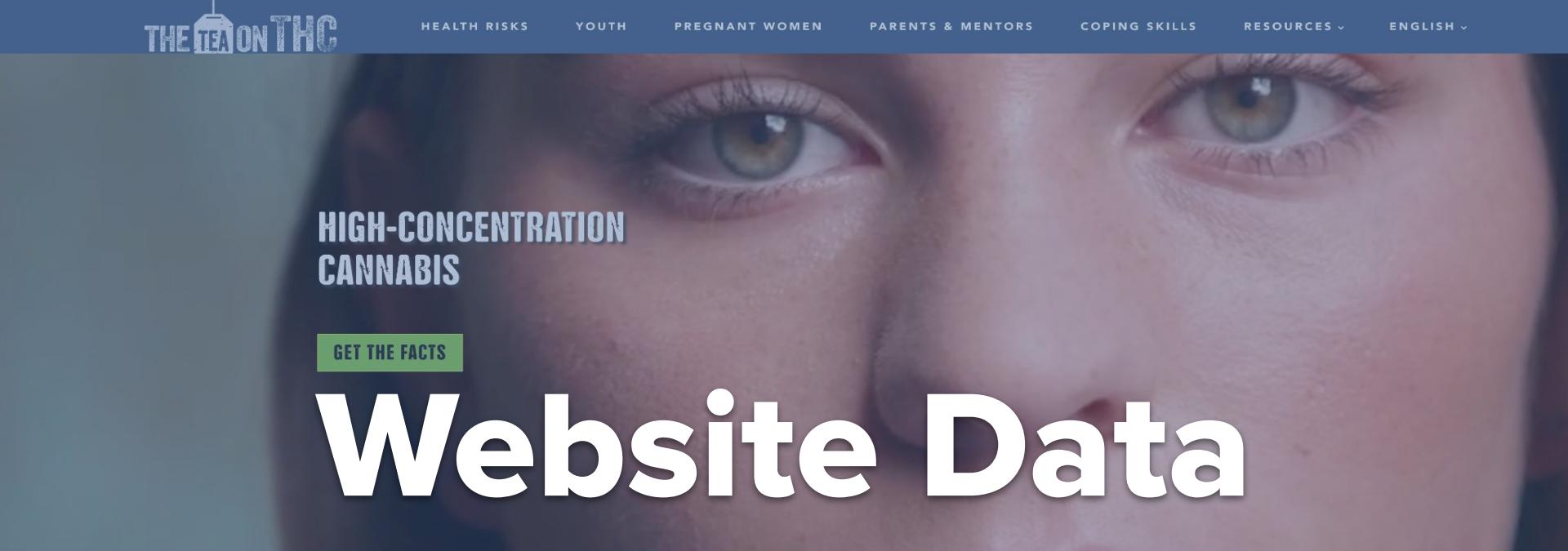
* Good to Know reporting 2016-2017 FY out of total 2014-2017FY.

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>



HIGH-CONCENTRATION CANNABIS

[GET THE FACTS](#)

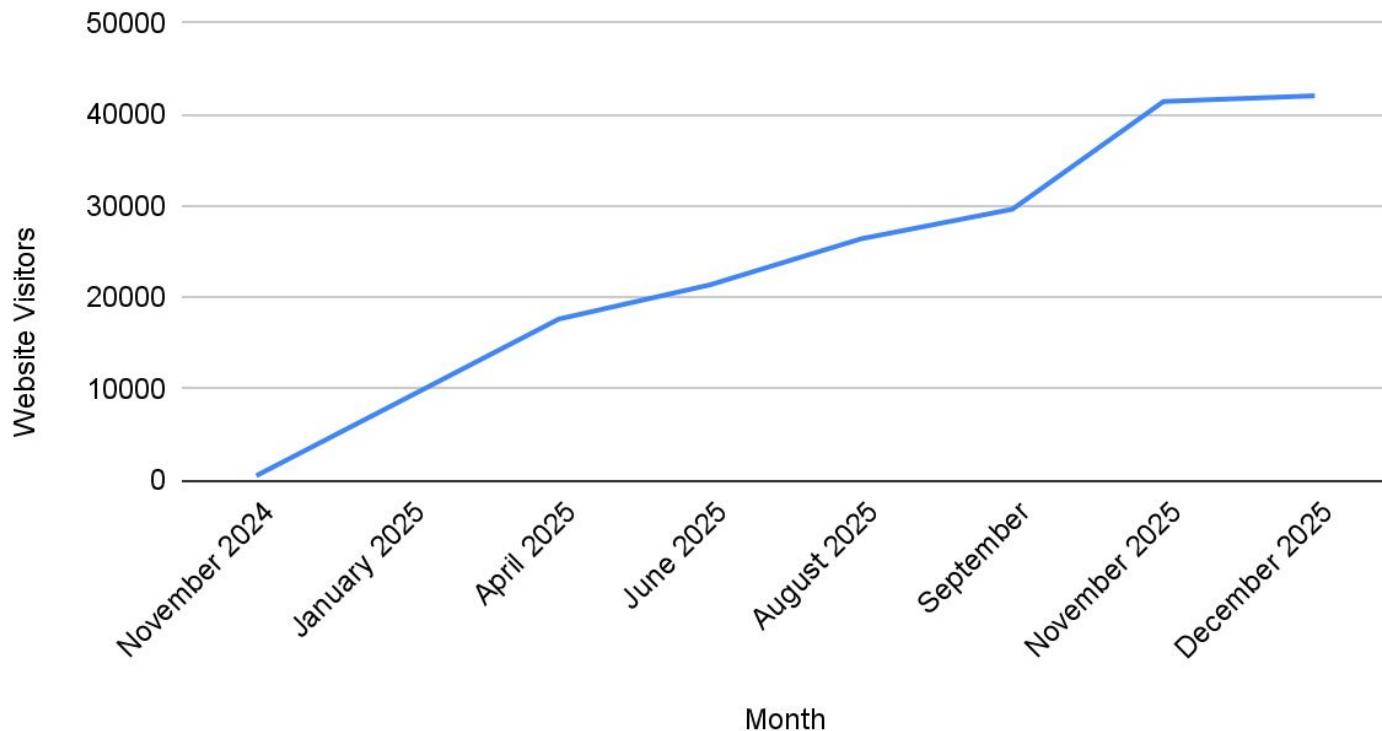
Website Data

Do you know what high-concentration cannabis is doing?

[LEARN MORE](#)

Cannabis has been around a long time. But not like this. The large doses of THC (tetrahydrocannabinol) now readily available can impact the mind and body in ways human beings have never experienced before. If you're considering using high-concentration products like oil, shatter, dab, and edibles, get some facts first. Scientists are particularly concerned about risks to young, developing brains and pregnant and nursing people.

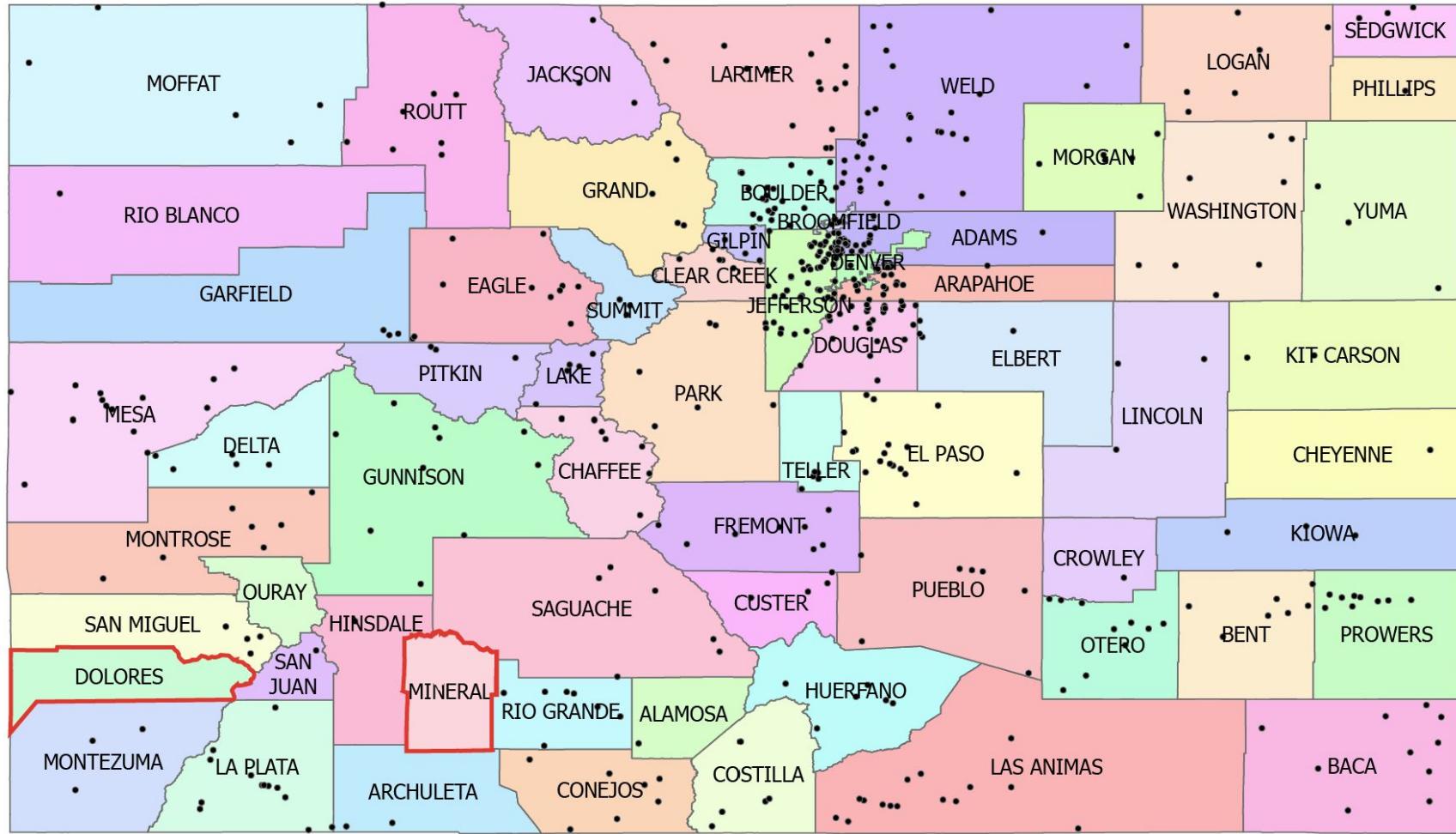
Website Visitors vs. Month



Comparative Website Visitors

Campaign	Monthly Website Visits	Years Running
Truth Initiative	~266,000	26 years
The Tea on THC	42,040	1 year
D.A.R.E.	~38,000	42 years
YouCanWA	~8,490	4 years
Know This About Cannabis	~3,140	5 years
Wasted on Weed	~545	3 years

Source: Similarweb. Traffic & Engagement. Website Performance.



Top Visitor States

Rank	State	Visitors
1	California	14,338
2	Texas	13,177
3	Florida	7,448
4	New York	6,581
5	Arizona	6,354
6	Illinois	5,200
7	Virginia	4,709
8	Washington	4,653
9	Pennsylvania	4,638

Landing Page Visits - All Time

Page title	Views	Event Count
Parents & Mentors - Tea on THC	125,964	114551
Pregnant Women - Tea on THC	63,667	91071
Youth - Tea on THC	37,804	55424
Dr. Tung - Tea on THC	23,979	49144
Home - Tea on THC	29,780	36687
Resources - Tea on THC	19,095	29159
Johnny's Story - Tea on THC	15,746	14565



Awareness
↓
Engagement





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)



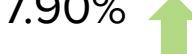
There are **no age restrictions** on social media content that portray cannabis use on popular platforms such as TikTok, much of which is depicted positively (i.e., entertaining, humorous, socially/culturally acceptable; (Rutherford et al., 2022).

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).

A photograph of three young women of diverse ethnicities sitting on a bench outdoors. They are all looking down at a smartphone held by the woman in the center. The woman on the left has long dark hair and a nose piercing, wearing a striped tank top and denim shorts. The woman in the center has curly hair and a nose piercing, wearing a light pink t-shirt and denim shorts. The woman on the right has long dark hair, wearing an orange tank top and denim shorts. They are all smiling and appear to be engaged in a shared activity on the phone.

Social Media

All Paid Channels Total Data

Platform	Impressions	CTR	CTR Benchmark	% Above Benchmark
  Meta	20,853,119	4.30% 	0.50%	+760%
	3,622,049	0.65% 	0.27%	+141%
	2,641,871	7.90% 	0.90%	+778%
	197,343	7.81% 	3.78%	+107%

Across all platforms, our CTR consistently outperforms industry benchmarks - in some cases by **600–800%**, demonstrating exceptionally strong relevance and audience fit across channels.

Meta Ads: Audience

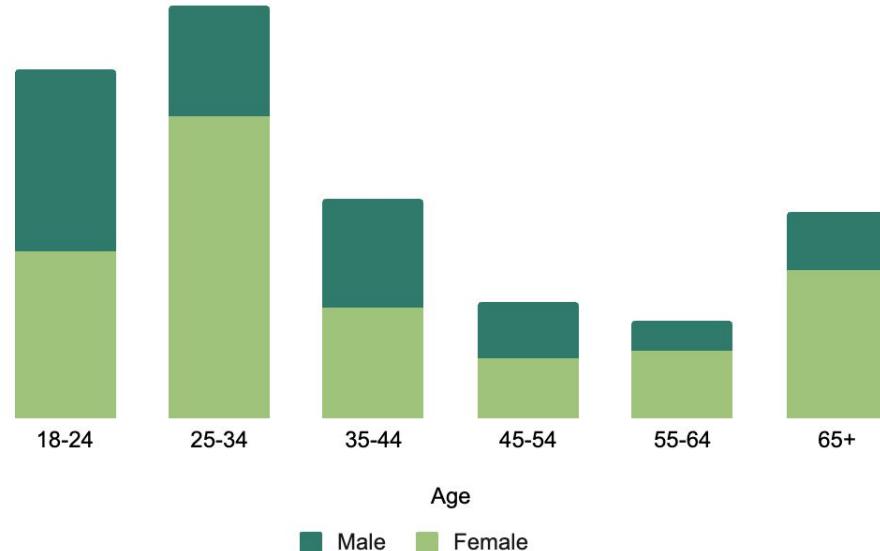


Our Meta ads are effectively reaching across all audiences.

 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: 727K
CTR: 0.76%
CTR Benchmark: .50%



Impressions: 414K
CTR: 0.59%
CTR Benchmark: .50%



Impressions: 220K
CTR: 0.63%
CTR Benchmark: .50%



Impressions: 151K
CTR: 0.79%
CTR Benchmark: .50%



Impressions: 148K
CTR: 1.05%
CTR Benchmark: .50%

Top Performers: CTR



The Tea on THC
Sponsored · Paid for by The Tea on THC · 1 min ago

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

Risks of Cannabis Use During Pregnancy

teaonthc.org Pregnant Women - Tea on THC [Learn more](#)

The Tea on THC
Sponsored · Paid for by The Tea on THC · 1 min ago

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

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

teaonthc.org Powered by the Colorado School of Public Health [Learn more](#)

The Tea on THC
Sponsored · Paid for by The Tea on THC · 1 min ago

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

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

teaonthc.org Powered by the Colorado School of Public Health [Learn more](#)

The Tea on THC
Sponsored · Paid for by The Tea on THC · 1 min ago

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

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

teaonthc.org GET THE FACTS [Learn more](#)

The Tea on THC
Sponsored · Paid for by The Tea on THC · 1 min ago

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

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

teaonthc.org Catch up at [teaonthc.org](#) [Learn more](#)

Impressions: 10.27K
CTR: 9.48%
CTR Benchmark: .50%

Impressions: 137K
CTR: 6.63%
CTR Benchmark: .50%

Impressions: 18K
CTR: 5.52%
CTR Benchmark: .50%

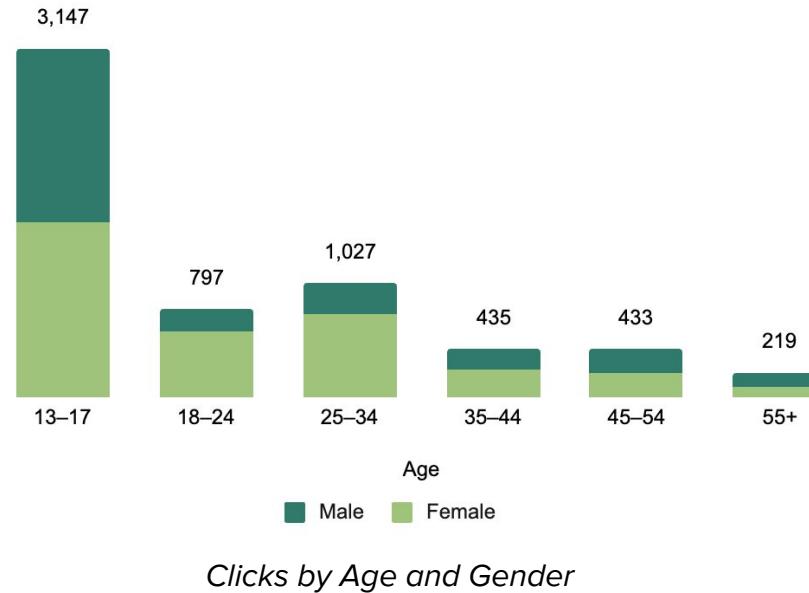
Impressions: 57.4K
CTR: 4.69%
CTR Benchmark: .50%

Impressions: 85.3K
CTR: 4.63%
CTR Benchmark: .50%

TikTok Ads: 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.



Top Performers



Total Impressions: 3,622,049

Total Avg CTR: 0.65%
Benchmark: 0.27%



Coping Strategies
Impressions: 1M
CTR: 2.27%
Benchmark: 0.27%



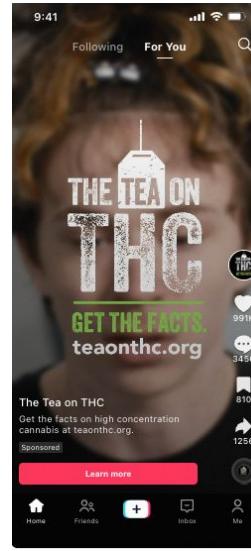
CIP
Impressions: 1M
CTR: 2.04%
Benchmark: 0.27%



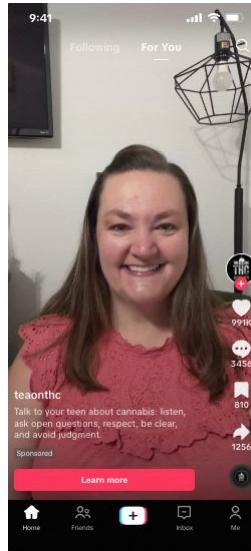
Saylor
Impressions: 262K
CTR: 2.46%
Benchmark: 0.27%



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



Best Friend
Impressions: 291K
CTR: 0.77%
Benchmark: 0.27%



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

Google Search



Total Impressions:
197,343

Total Avg CTR: 7.81%
Benchmark: 3.78%

Clicks:
15,555

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%

The image displays four smartphone screens, each showing a different Google search result. The screens are arranged in a 2x2 grid.

- Top Left Screen:** Shows a search result for "High THC: Know the Facts | Learn About High THC | Discover THC Risks". The result is marked as an Ad from www.teaonthc.org. Below the result is a snippet: "Learn about high THC's impact now. Discover how high THC affects you."
- Top Right Screen:** Shows a search result for "Info for Pregnant Women | Get Trusted Pregnancy Care | Need Pregnancy Help?". The result is marked as an Ad from www.teaonthc.org. Below the result is a snippet: "All about pregnancy: trimesters, support, and fetal health info. Discover how pregnancy can affect lung health and fetal outcomes."
- Bottom Left Screen:** Shows a search result for "Find Help: SAMHSA Helpline | Crisis Support: 24/7 Hotline | Mental Health Resources". The result is marked as an Ad from www.teaonthc.org/resources. Below the result is a snippet: "Free confidential crisis support. Locate treatment resources now."
- Bottom Right Screen:** Shows a search result for "Mental Wellness Tools | SAMHSA National Helpline | Coping Strategies Today". The result is marked as an Ad from www.teaonthc.org. Below the result is a snippet: "Discover free, science-based wellness materials for teens and families. Browse our public health resource guide for better mental health info."

Current search campaigns reaching Coloradans

Google Display



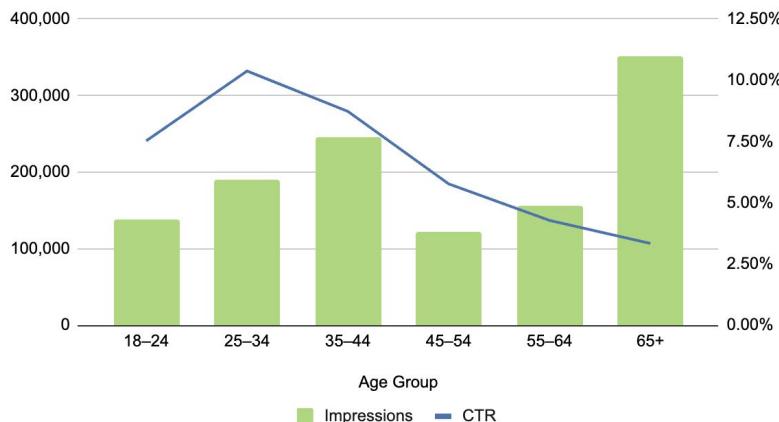
Total Impressions:
2,641,871

Total Avg CTR: 7.80%
Benchmark: 0.90%

Clicks:
106,828

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

Impressions and CTR by Age



Impressions: 406K
CTR: 4.56%
Benchmark: .90%



Impressions: 202K
CTR: 5.28%
Benchmark: .90%



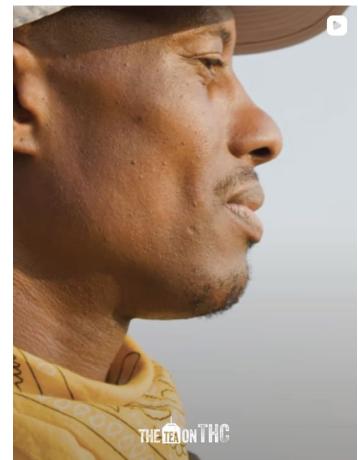
Impressions: 206K
CTR: 5.52%
Benchmark: .90%

Influencers



Influencers | Brandon Lloyd

- Influencer: Brandon Lloyd
- Audience: Youth
- Impressions: 2.5M+
- Mediums:
 - Press/media
 - Podcast
 - Film
 - Social Media
 - Speaking
 - Engagements



Influencers | Laura Funk

- Influencer: Laura Funk
- Audience: Parents/Mentors
- Impressions: 125,118
- Content Interactions: 27,920
- CTR: 4.37% (.50% Benchmark)
- Content:
 - Video #1: Motivational Interviewing Tips for Parents
 - Video #2: Back to School Routines



Influencers | Elizabeth Howe

- Influencer: Elizabeth Howe
- Audience: Pregnant Women
- Impressions: 146,217
- Content Interactions: 10,881
- CTR: 11.31% (.50% Benchmark)
- Content:
 - Video #1: Tips for Breastfeeding & Stress and Cannabis/Pregnancy Fact





Thank you