



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

Powered by the Colorado School of Public Health

An aerial photograph of a city skyline at dusk or dawn. The foreground is filled with dense residential buildings and green trees. In the middle ground, a cluster of tall, modern skyscrapers rises above the city. In the background, a range of mountains is visible under a sky with soft, wispy clouds. The word "Welcome" is overlaid in the center in a large, white, sans-serif font.

Welcome

Agenda

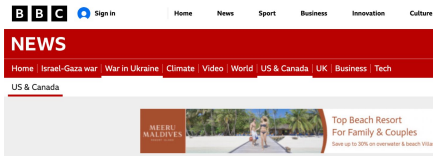
1. Welcome
2. Overview of CO CERP and Work of Scientific Review Council
3. Tea on THC Campaign
 - a. Campaign Metrics
 - b. Website Metrics
 - c. Awareness → Engagement
 - d. Social Media
 - e. Influencers





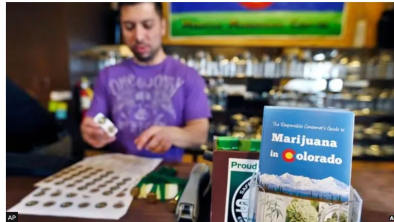
Overview of CO CERP & Work of Scientific Review Council

Colorado: at the Forefront of Cannabis Research & Education



Cannabis goes on legal sale in US state of Colorado

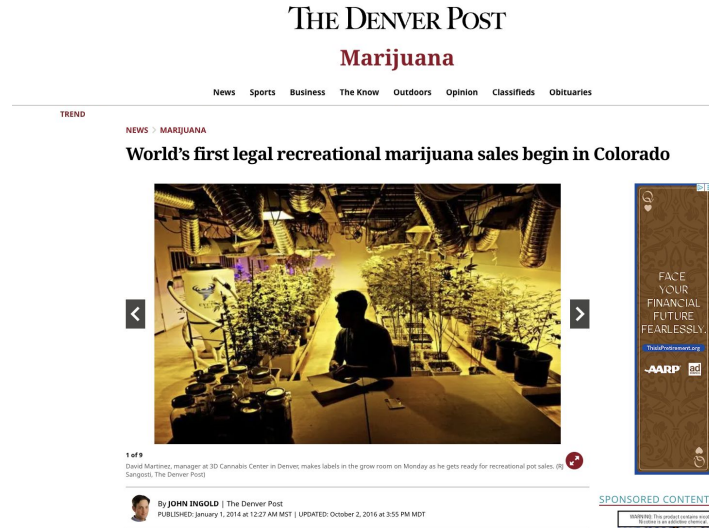
© 1 January 2014 • 1206 Comments



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.



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. (S. 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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SHATTER



SUGAR



BUDDER



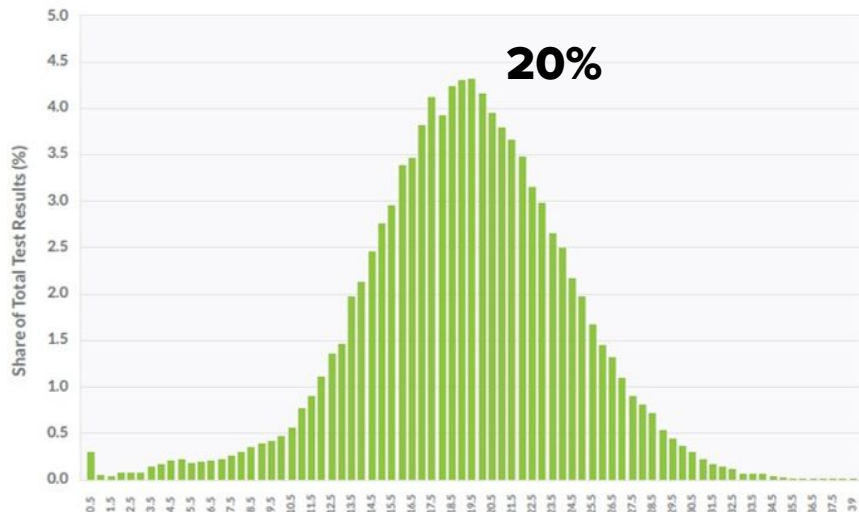
WAX



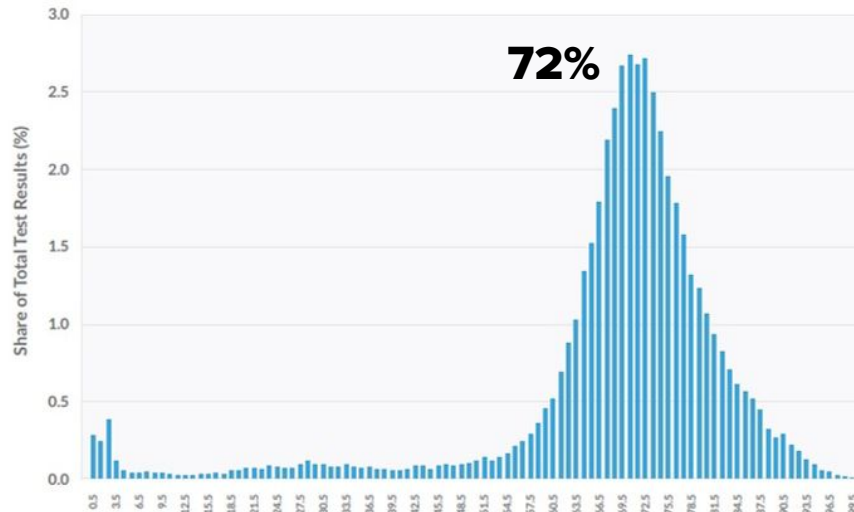
DISTILLATE

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.

Give this article 2.8K



State Turns to ColoradoSPH for Guidance



 colorado school of public health Apply | Visit | Give | Q

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

Bills

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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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Alec Garnett



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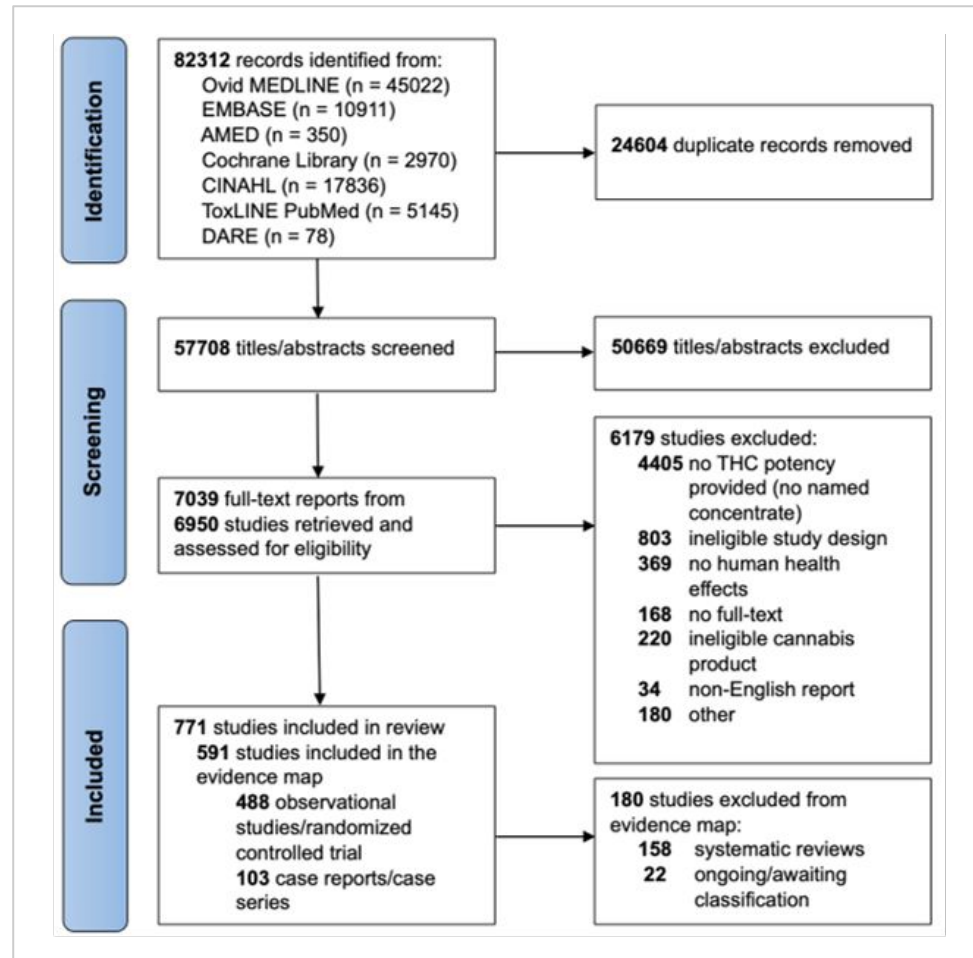
Colorado School of Public Health | Initium Health

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



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 

Issues More Content Submit Purchase Alerts About 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, 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

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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

 International Journal of Drug Policy
Volume 104, June 2022, 103685

Research Paper

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

George Sam Wang^{a,*,} Christine Buttorff^{b,} Ana Wilks^{c,} Daniel Schwam^{b,} Gregory Tung^{d,} Rosalie Liccardo Pacula^a

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<https://doi.org/10.1016/j.drugpo.2022.103685> Get rights and content

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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, 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

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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, Christi Piper MLIS, Jean-Pierre Oberste BA, Tsz Wing Yim MPH, Jonathan M. Samet MD, MS

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

Abstract Full Text References PDF/Epub

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 Hutchison, 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:

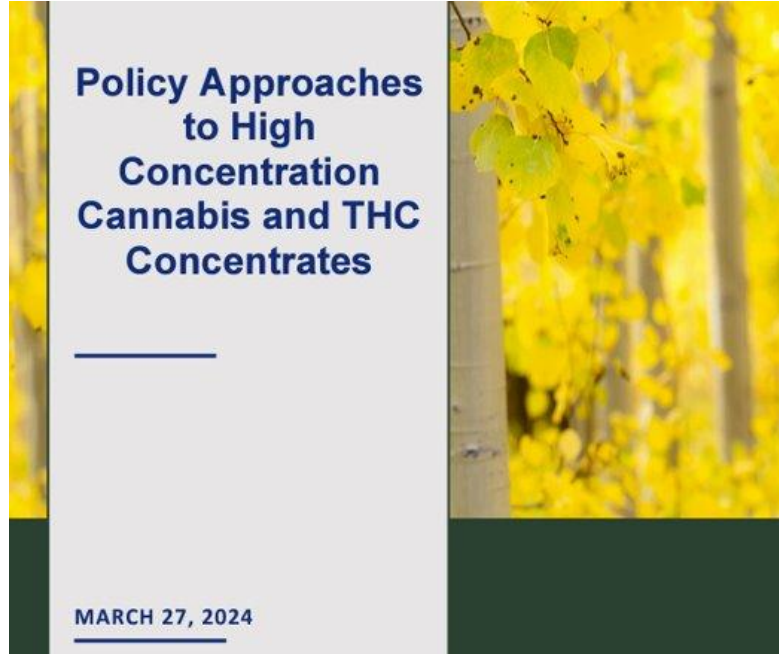
High-concentration THC products are associated with unfavorable mental health outcomes, particularly for psychosis or schizophrenia and CUD. There was some low-quality evidence, inconsistent by population, for therapeutic benefits for anxiety and depression.

Primary Funding Source:



Colorado General Assembly,
House Bill 21-1317.

Inform Public Policy



- 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

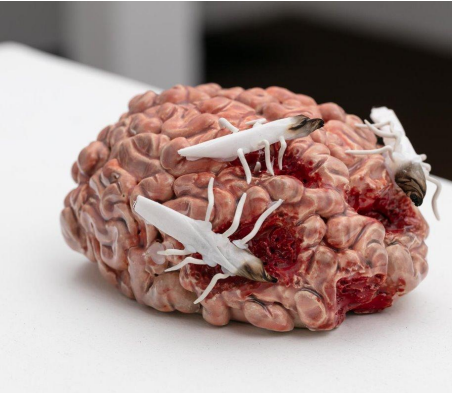


Servicios de La Raza
Services for the People



Sturm College of Law
UNIVERSITY OF DENVER

Educated Through the Arts



AR²

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'NEILL
JUNE 21, 2024

Program Evaluation

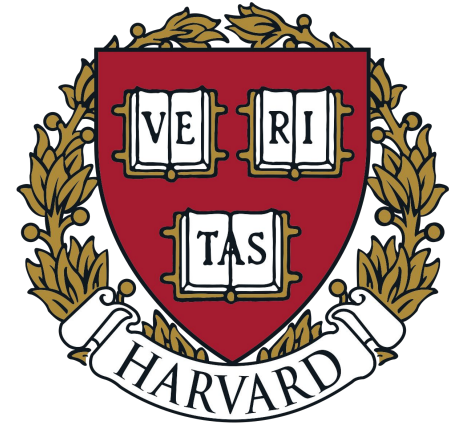
- Make data-driven decisions
- Revise campaign materials quickly
- Change how we communicate based on how audiences respond to messaging
- Measure behavior health changes



National Conferences



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



Program Evaluation Academic Deliverables



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

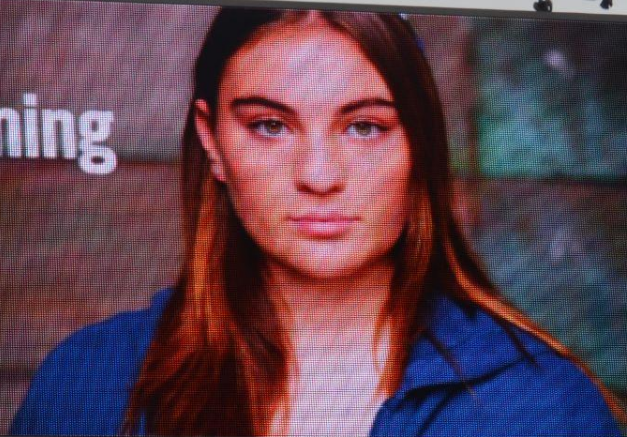
- American Public Health Association (APHA)
- Association of Schools and Programs of Public Health (ASPPH)
- Colorado Public Health Association (CPHA)



THE TEA ON THC

Is marijuana becoming
your best friend?

teaonthc.org



THE TEA ON
THC

GET THE FACTS.

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School of Public Health

LAMAR

THE TEA ON THC

Is your teen

dabbing?

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GET THE FACTS
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THE TEA ON THC

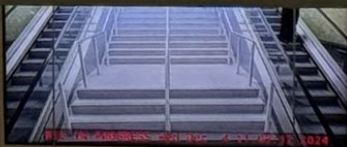
Some get high.
Some get lost.

THC can increase psychosis risk.

Powered by the Colorado School of Public Health



GET THE FACTS.
teaonthc.org





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

Is marijuana
becoming your
best friend?

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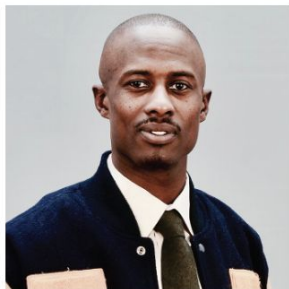
**THE TEA ON
THC**
GET THE FACTS.

If you use, baby uses.
KNOW THE RISKS.

teaonthc.org
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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



Gold: Integrated Marketing



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

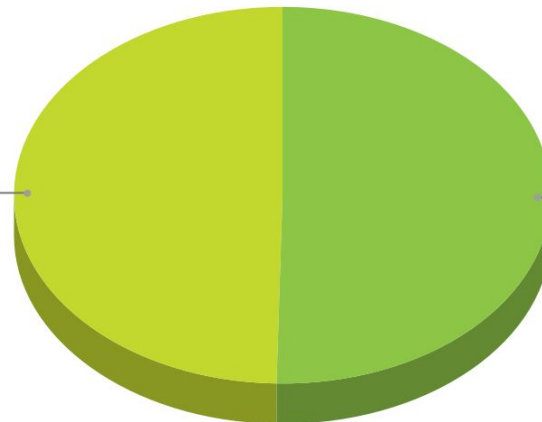
OOH Mediums

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

Digital Media
49.6%



OOH
50.4%

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](#)

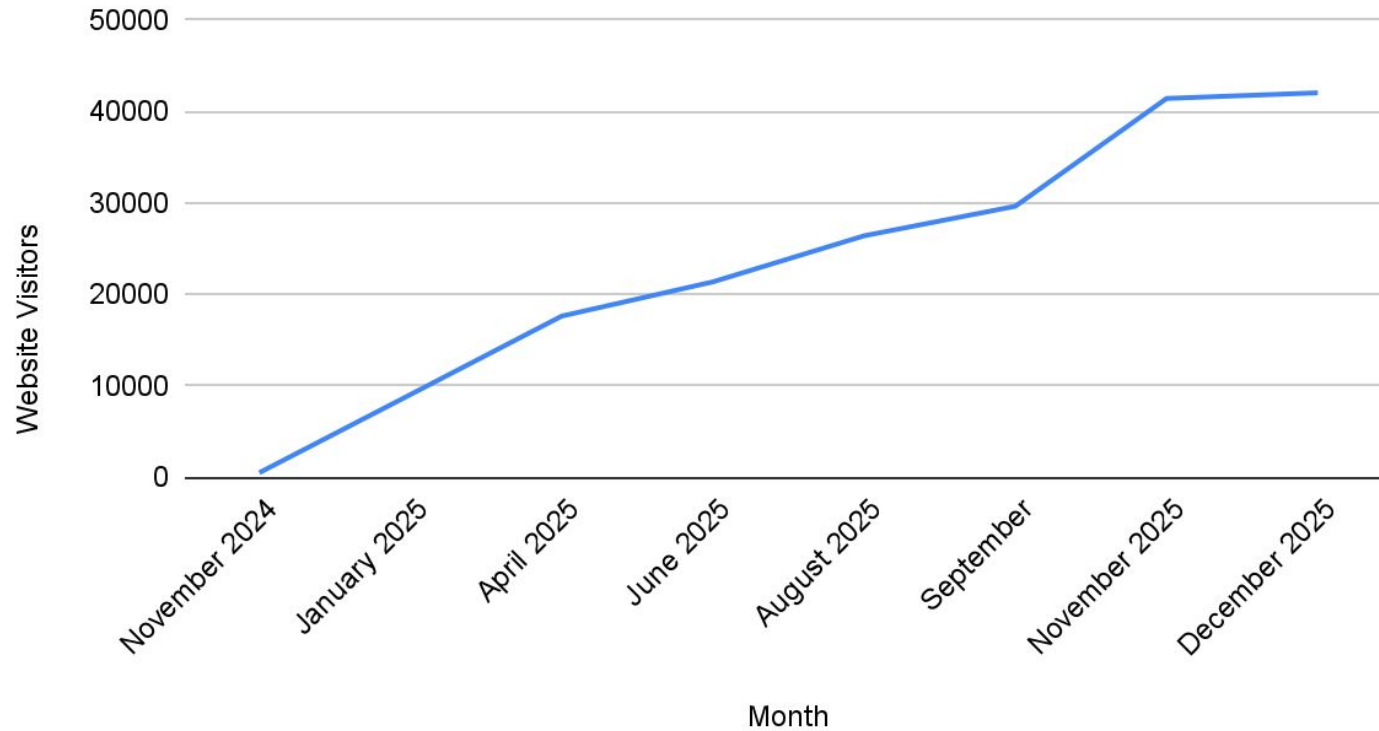
Website Data

**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.

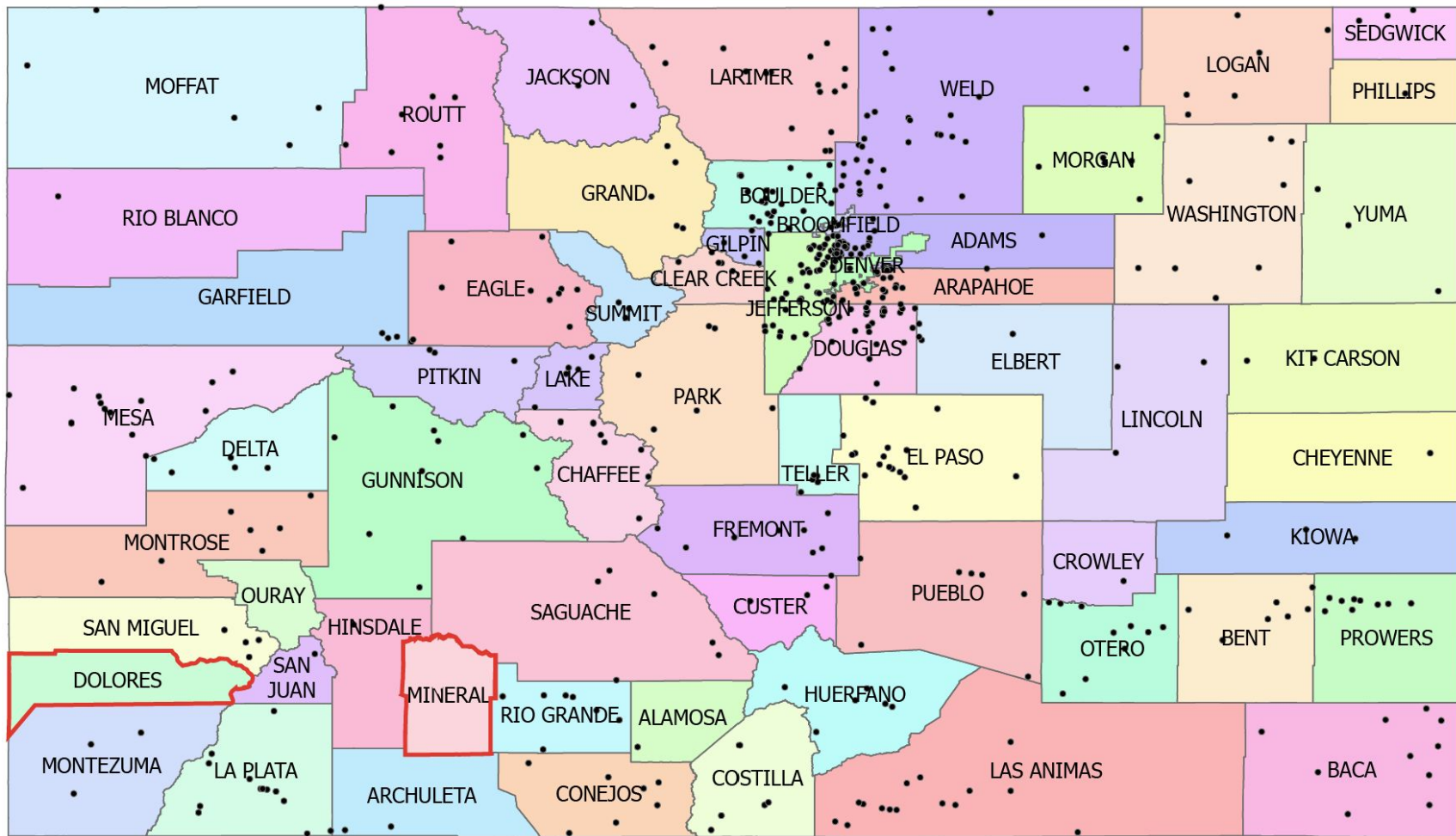
Website Visitors vs. Month



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



teaonthc.org

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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).

A photograph of three young women sitting outdoors on a bench, looking at a smartphone held by the woman in the middle. The woman on the left has long brown hair and is wearing a striped tank top. The woman in the middle has curly brown hair and freckles, wearing a pink t-shirt. The woman on the right has long dark hair and is wearing an orange tank top. They are all smiling and looking at the phone. The background shows a park-like setting with trees and a building.

Social Media

All Paid Channels Total Data



Platform	Impressions	CTR	CTR Benchmark	% Above Benchmark
Meta	20,853,119	4.30% ↑	0.50%	+760%
TikTok	3,622,049	0.65% ↑	0.27%	+141%
Display	2,641,871	7.90% ↑	0.90%	+778%
Search	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.



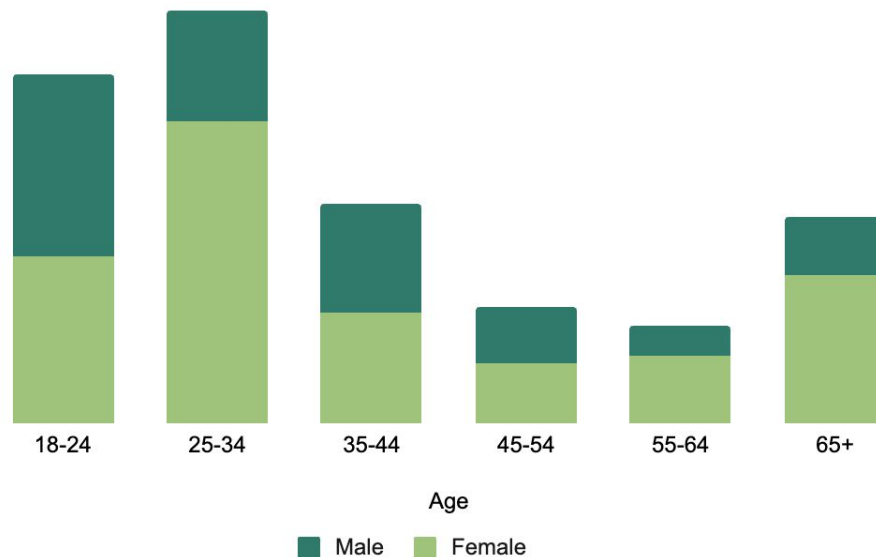
Young Adults (18–24): Strong engagement and high impression share.



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



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

¿Su hijo adolescente está consumiendo?

About this ad

THC
GET THE FACTS.

¿Su hijo adolescente está consumiendo?

CONOZCA LOS HECHOS
teaonthe.org

Powered by the Colorado School of Public Health

teaonthe.org
La verdad sobre el THC
teaonthe.org

Learn more

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

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

Si usted consume, el bebé consume. Conozca los riesgos.

About this ad

THC
GET THE FACTS.

Si usted consume, el bebé consume. Conozca los riesgos.

CONOZCA LOS HECHOS
teaonthe.org

Desarrollado por la Escuela de Salud Pública de Colorado

teaonthe.org
La verdad sobre el THC
teaonthe.org

Learn more

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

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

There is no known safe dose. THC is secreted into breast milk, reaching your baby.

About this ad

THC
GET THE FACTS.

There is no known "safe dose".
THC is secreted into breast milk, reaching your baby.

GET THE FACTS
teaonthe.org

Powered by the Colorado School of Public Health

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

Learn more

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

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

Your brain develops until 25. Get the facts on high concentration cannabis.

About this ad

THC
GET THE FACTS.

Your brain develops until 25.

GET THE FACTS
teaonthe.org

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

Learn more

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

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

Your brain develops until 25. Get the facts on high concentration cannabis.

About this ad

THE TEA ON THC
GET THE FACTS.

Your brain develops until 25.

GET THE FACTS
teaonthe.org

Powered by the Colorado School of Public Health

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

Learn more

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

Top Performers: CTR



The Tea on THC
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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: .50%

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

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

Learn more

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

The Tea on THC
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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?

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The Tea on THC
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Learn more

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

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

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

The Tea on THC
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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

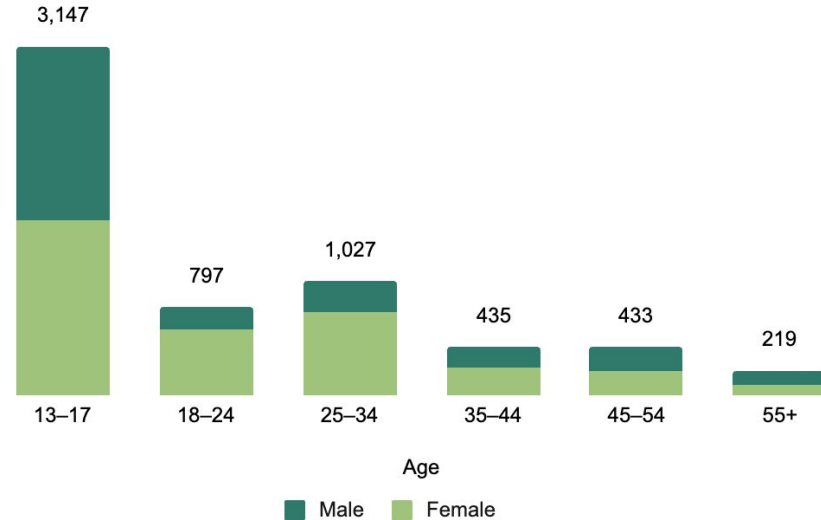
Learn more

Impressions: 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.



Clicks by Age and Gender

Top Performers



Total Impressions: 3,622,049

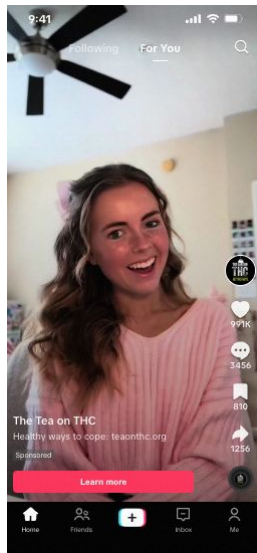
Total Avg CTR: 0.65%
Benchmark: 0.27%



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



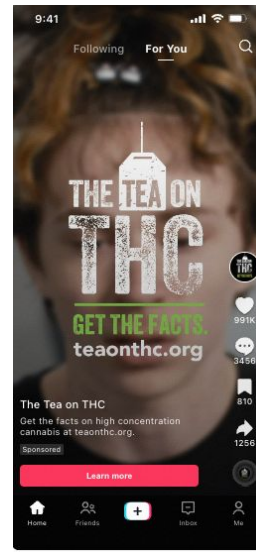
CIP
Impressions: 1M
CTR: 2.04%
Benchmark: 0.27%



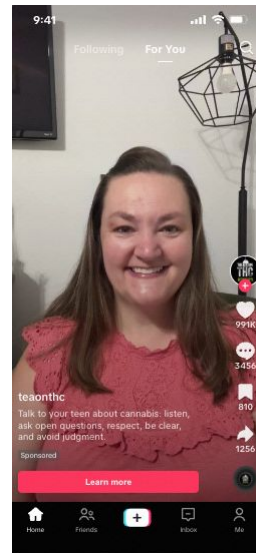
Saylor
Impressions: 262K
CTR: 2.46%
Benchmark: 0.27%



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

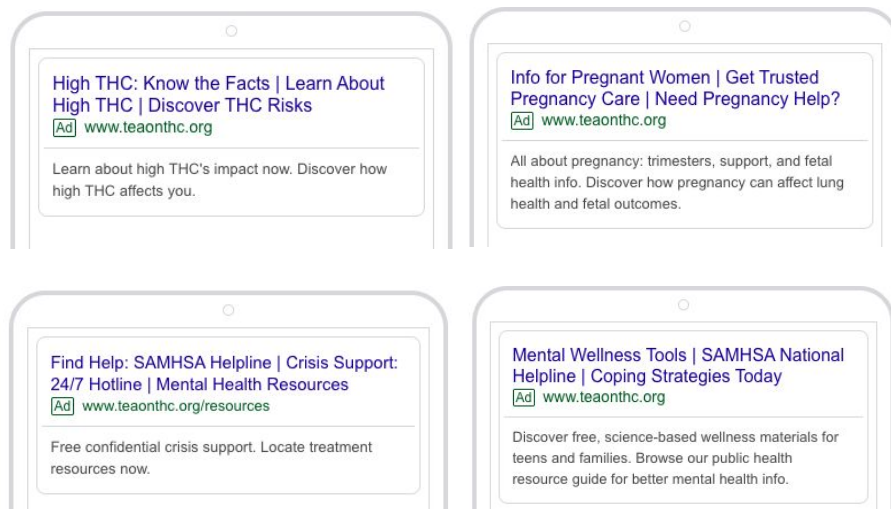


Total Impressions:
197,343

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%



Current search campaigns reaching Coloradans

Google Display

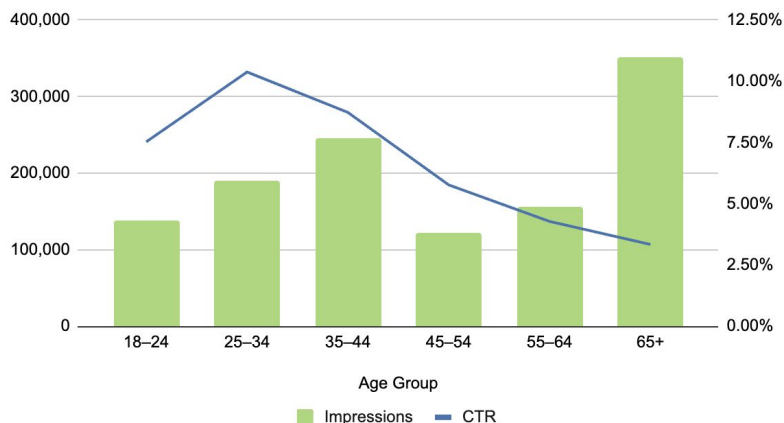
Total Impressions:
2,641,871

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



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

THE TEA ON THC
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Sigue habiendo consecuencias.
Los menores que consumen cannabis pueden perder su licencia.




CONOZCA LOS HECHOS
teaonthc.org

Desarrollado por la Escuela de Salud Pública de Colorado

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

THE TEA ON THC
GET THE FACTS.

Is your teen dabbing?



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



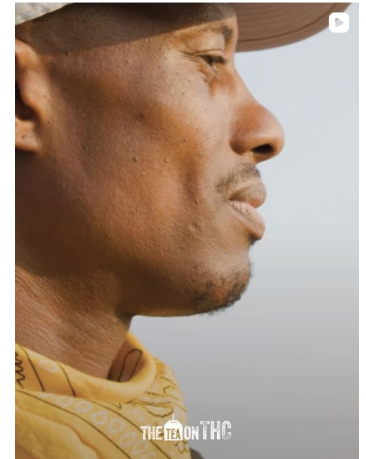
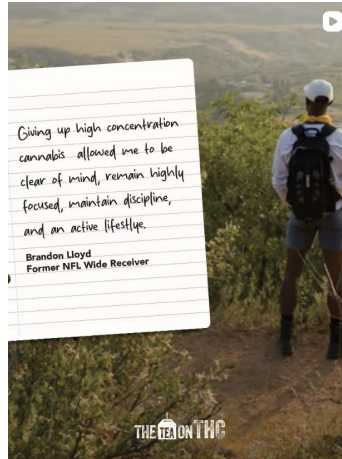
Influencers



Influencers | Brandon Lloyd

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

Ragan
PR Daily



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



A young man with reddish-brown hair, wearing a grey t-shirt, is walking and looking down with a slight smile. A young woman with long brown hair, wearing a blue jacket over a grey top, is walking beside him, looking off to the side. They are on a train platform with a white railing. In the background, a train is visible, and a large mural of two people is on the wall. The text "Thank you" is overlaid in the center in a large, white, sans-serif font.

Thank you