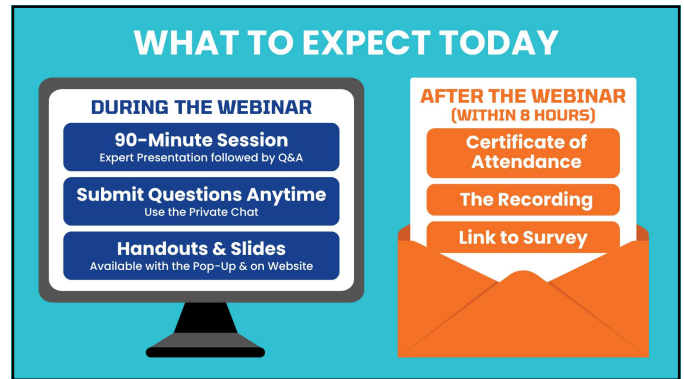
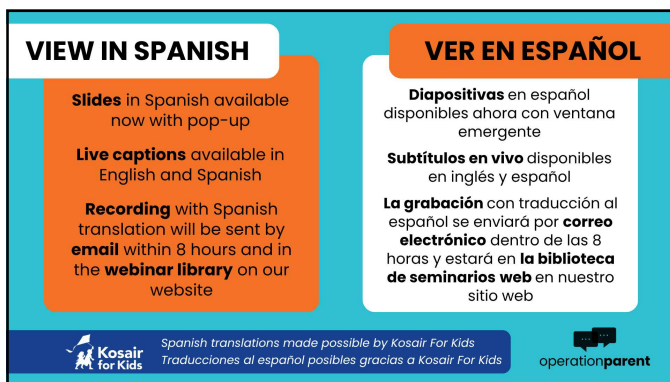




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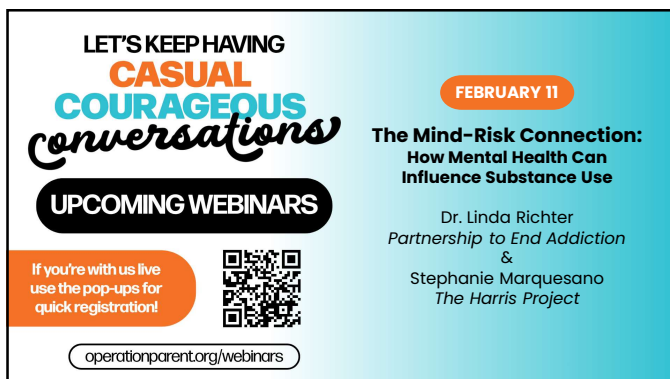
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Julie Dreifaldt

National Director of Community & Outreach Engagement



- 9 years at One Chance to Grow Up
- National expert who educates caregivers about today's THC and hemp
- Strong advocate for all kids
- Mom of 3 young adults, 2 giant Danes



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Key Takeaways

- 1 **Understand** the dramatic rise in THC potency and the mental health risks associated with today's ultra-potent THC and psilocybin products.
- 2 **Recognize** the appeal and accessibility of commercialized cannabis, kratom, and psychedelic products targeting youth.
- 3 **Identify** effective prevention, education, and communication strategies to protect young people and promote informed, proactive conversations.

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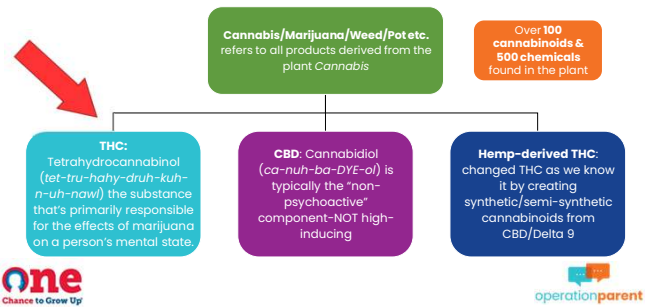


We are an **ally**
 We are a **resource**
 We are **hand-raisers**
 We are **advocates**
 We are **solution-drivers**
 We are **relentless**
 We are a **Voice**



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Today's Linguistics & Science Lessons 😊



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2023 Monitoring the Future has GOOD NEWS!

Substance ¹	8 th grade	12 th grade
Alcohol	20.1%	52.8%
Cannabis	11.5%	36.5%
Vaping nicotine	16.5%	33.5%
Vaping cannabis	8.4%	25.5%
Cigarettes	5.8%	15.0%



www.monitoringthefuture.org
¹ 2023 lifetime prevalence



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What is **social norming**?

Using accurate info about group behavior to correct misperceptions, highlight healthy majority choices, and encourage safer actions.

- **False consensus:** Believing risky behavior is more common than it is.
- **Youth influences:** Family/peers strongly shape norms; disapproval lowers use, while the idea "everyone's doing it" raises use.
- **Prevention focus:** Share the fact that most youth don't use marijuana, instead of relying on scare tactics.



HOWEVER...



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3X↑ in vaping
Past month vaping of marijuana- 12th graders
from 2017-2022, Monitoring the Future Survey

WHY?

- Appeal of customizable devices
- Evolving cannabis policies
- Sweet, candy flavors & names
- Growing availability - including HEMP

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10045890/>



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False Messages
What other messages are you seeing/hearing? Tell us in the Private Chat!



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Public and Policy Misperceptions Persist
Legalization vs Mass Commercialization
Criminalized vs Decriminalization
Medical vs Recreational
It's no wonder kids & parents are confused!



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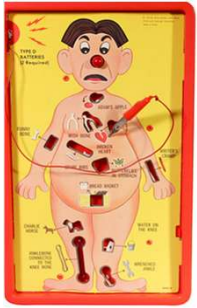
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THC products in ALL forms

Eye drops	Nasal sprays	Smoking, vaping, dabbing
Eating	Drinking	Inhalers
Topical body products	Lubricants	Suppositories




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PROBLEM PRODUCTS

psst... KID FRIENDLY



PUPPY CHOW!

ICE CREAM!

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Tobacco Past is the Marijuana Present

"Make a cigarette which is obviously youth-oriented. This could involve cigarette name, blend, flavor and marketing technique....for example, a flavor which would be **candy-like** but give the satisfaction of a cigarette."

-RJR Interoffice Memo



Campaign for Tobacco Free Kids, "Flavored Tobacco Products Attract Kids"



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Marketing to Kids

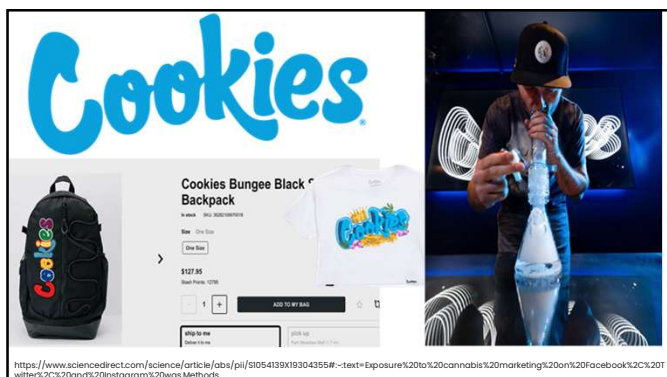


High potency =



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Marketing towards KIDS?
NOT even a question

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Changes in the Adolescent Brain

Teens who used marijuana often had greater thinning in their prefrontal cortex

- Part of the brain responsible for decision-making, planning, impulse control, and executive function skills
- This part of the brain naturally changes during adolescence, THC seems to speed up unhealthy changes

During adolescence, brain goes through synaptic pruning, cuts away weak or unused connections—"use it or lose it."

If this pruning does not happen normally, it can be linked to mental health problems

If THC is used during this time, can interfere with pruning process—lead to long-term problems brain circuits, poor decisions, risky behavior, and lasting impacts on brain health



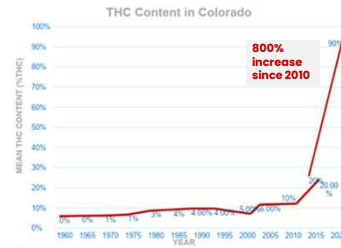
Cannabis points to the synaptic pathology of mental disorders: how aberrant synaptic components disrupt the higher psychological functions (<https://pmc.ncbi.nlm.nih.gov/articles/PMC7626217/>)
Cannabis Use in Adolescence May Alter Development of Cerebral Cortex (<https://barfoundation.org/content/cannabis-use-adolescence-may-alter-development-cerebral-cortex>)



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THC potency explosion- CO data

Commercialization has led to massive increases



Multiple studies show serious problems with high THC:

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



Mahmoud A. Elshahhat (2014) Potency Monitoring Program, Supported by NIDA (years 1960-2015), and Colorado Department of Health and Environment, THC Concentration in Colorado Marijuana (year 2020)



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Potential Physical Effects of Adolescent THC Use

Lungs: damage, bronchitis, wheezing, asthma complications

Heart: Increases heart attack & stroke risk

Vaping risks: may cause serious lung injuries

Smoking risks: raises blood pressure and heart rate shortly after use

Reproductive: negatively impact both genders - hormone disruption

Gastrointestinal: CHS



<https://pmc.ncbi.nlm.nih.gov/articles/PMC9530020/#:~:text=Cannabis%20can%20impact%20male%20and%20female%20developmental%20outcomes,https://my.clevelandclinic.org/health/articles/4382-marijuana-cannabis>



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Helps with School? NOPE.

Frequent marijuana use is associated with:

- › Lower grades
- › Impaired learning/memory-28 days after use
- › Increased school absenteeism
- › Higher risk of dropping out
- › Less likely of enrollment/completion of college/graduate degree
- › Prefrontal cortex impact - executive function

All marijuana user groups reported lower GPAs than non-users



<https://experts.mcmaster.ca/scholarly-works/3476475>



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Is Marijuana Addictive? YEP

- **17% teen users become addicted**, 25-50% of daily users
- Cannabis Use Disorder (CUD)- mild, moderate or severe. **Marijuana addiction** is most severe form of disorder.
- Among youth receiving substance use disorder treatment, **marijuana accounts for nearly 55%**



https://nida.nih.gov/sites/default/files/parents_mj_brochure_2018.pdf



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Progression from First Use to Regular Use

Alcohol

- First use: 16.53 yrs
- Regular use: 19.19 yrs

Marijuana

- First use: 16.31 yrs
- Regular use: 16.51 yrs

2.62 years

2.52 months



shared by Dr. Jesse Hinckley - at conference, not published



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Signs of Marijuana Addiction



<https://www.hazeldenbettyford.org/addiction/marijuana-symptoms>

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Withdrawal Symptoms

Usually begin **within a week**:

- Irritability, anger, or anxiety
- Trouble sleeping
- Low appetite or weight loss
- Restlessness, depression
- Physical issues: shaking, sweating, chills, headache

Treatment Options

- Cognitive-behavioral therapy (CBT)
- Motivational incentives (rewards for sobriety)

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Cannabinoid Hyperemesis Syndrome (CHS)

- Recurrent vomiting episodes
- Classically relieved by hot showers
- 'Scromiting'
- Does not respond to typical meds
- ONLY** cure is cannabis cessation
- Multiple reports of death published

one Chance to Grow Up <https://my.clevelandclinic.org/health/diseases/21665-cannabis-hyperemesis-syndrome> operationparent

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High-potency THC linked with **TRIPLED** risk for psychosis

Definition = over 15% THC

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

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

NOTE: 93% of products in CO, WA, OR over 15%

one Chance to Grow Up **New medical diagnostic code: Cannabis-Induced Psychosis (CIP)** [Diforti et al. Lancet Psychiatry, 2015](https://doi.org/10.1192/bip.2015.97) operationparent

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Study found **even one** psychotic episode after cannabis use  the risk of developing schizophrenia or bipolar disorder by **47%**


The risk was higher for those between the ages of 16-25.



one Chance to Grow Up Check out OP's webinar with Laura Stack <https://vimeo.com/111697889?si=sm5le=ec> operationparent

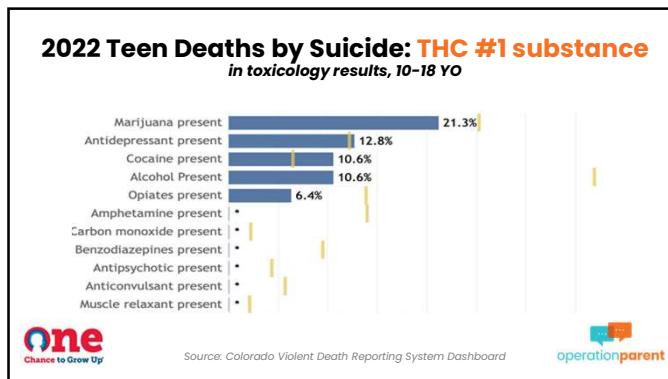
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More marijuana = higher suicide risk

- Compared to non-users 
 - +10.4%** suicidal thoughts (non-weekly users)
 - +13.4%** suicidal thoughts (weekly+ users)
 - +16.9%** suicide attempts (weekly+ users)
- Adolescents with a history of THC use = **50%+ increase** in the odds of developing suicidality in adulthood

one Chance to Grow Up <https://www.ardp.org/sites/default/files/2024/04/04/psa-hls-adolescent-cannabis-use-suicidality.html> <https://www.columbia.edu/~c4i/psychiatry/news/recreational-cannabis-use-among-u-s-adolescents-pose-risk-adverse-mental-health-and-life-outcome> operationparent

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WARNING

Use of marijuana concentrate may lead to

- psychotic symptoms and/or psychotic disorder
- mental health symptoms/problems
- uncontrollable and repetitive vomiting
- cannabis use disorder/dependence

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FACT:

THC use at 14 is **strongly associated** with opioid use at 19

Society for the Study of Addiction, Johannes T.

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NOTE:

Early initiation of marijuana use, coupled with **increased frequency and potency**, is associated with a **higher risk** of developing cannabis use disorder (CUD) and other **negative health outcomes**, particularly in **adolescents**. U.S. Surgeon General's Advisory: Marijuana Use and the Developing Brain

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PROBLEM in the neighborhood

- Not FDA approved
- INTOXICATING
- Not safe
- False claims
- Deaths

Marketed As:

- alternative to controlled substances
- anxiety
- depression
- pain management
- fun

Hemp THC Kratom "Mushrooms" Nitrous Oxide

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We don't know what we don't know

psilocybin

"We are not going to regulate this new industry based on what it's and fear."

Governor's Special Adviser on Cannabis & Natural Medicine

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Words Matter

"Natural"

is a word that, to impressionable teens, may be synonymous with "healthy"

"Medicine"

implies a doctor is prescribing for good health

"Healing Center"

suggests that even though no diagnosis, condition, or doctor is required to participate, use is safe and healthy



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KRATOM mitragynine(my-trag-i-nine)

- Alabama
- Arkansas
- Indiana
- Louisiana
- Rhode Island
- Vermont
- Washington D.C.
- Wisconsin

"This is a public health crisis waiting to happen."
Christopher R. McCurdy, University of Florida medicinal chemistry professor & trained pharmacist

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FDA Side Effects

Weight loss	Nausea, vomiting	Liver damage/toxicity
High BP	Potential for SUD	Dizziness/drowsiness
Hallucinations/delusions	Depression	Trouble breathing
Confusion	Tremors	Seizures
Linked to deaths		

No Warning Symbol

No Age Gate

<https://www.fda.gov/news-events/public-health-focus/fda-and-kratom>

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Nitrous Oxide/Galaxy Gas/Huffing

- “Galaxy Gas” is street name for nitrous oxide misused for short-term high
- Whipped cream canisters, vape shops, online, parties
- Social media often makes nitrous oxide use look fun and harmless; “chroming” challenges can be deadly.

Health risks:

- Nerve damage
- Memory loss,
- Oxygen deprivation
 - Fainting
 - Seizures
 - Death



Warning signs:

- Discarded canisters
- Chemical-smelling balloons
- Sudden laughter
- Dizziness,
- Blue lips/fingertips
- Slurred speech



<https://drugfree.org/article/galaxy-gas-risks-of-nitrous-oxide-misuse-among-teens/>



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

...and growing

Psychoactive Hemp-derived Compounds



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Hemp – The Wild West!

- Age limits varied
- ID checks?
- CONTAIN THC
- Synthetics
- Gas Stations
- Online sales
- No research
- LEGAL??



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THC is THC is THC is THC is THC is THC is THC



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⚠️ Hemp-Derived THC Warnings from FDA

Delta 8 Not FDA Approved /Evaluated

- Marketed as “hemp” products, misleading
- Unsubstantiated medical claims, posing public health risks

Adverse Health Events Reported (12/2020–2/2022)

- Hallucinations, vomiting, anxiety, confusion, unconsciousness
- 2500 + poison control cases-40% unintentional
- **Psychoactive & Intoxicating**
- Effects similar to delta-9 THC, can be higher THC exposure

High Risk to Children

- Kid-friendly products-often sold w/o age restriction



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BUT WAIT...Hemp Loophole Closed What You Need to Know

What the Law Does

- Caps THC at 0.4 mg/package
- Bans synthetic/chemically converted THC mimics
- Ends sales of intoxicating "hemp" in gas stations, convenience stores, and online

What the Law Does NOT Do

- Does NOT ban legitimate hemp or CBD
- Preserves industrial hemp (fiber, grain, textiles, research)



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BUT WAIT...Hemp Loophole Closed Next 12 Months are Critical to Defend These Protections

Why It Matters

- Industry is already trying to weaken the law
- Gives states real authority
- Restores clear, enforceable standards for regulators, law enforcement, parents, and communities

Beyond Hemp

- Strengthens foundation for smart marijuana policy, including rescheduling
- Reinforces that laws should be based on ingredients, potency, and risk—not just product labels
- Sets a precedent for addressing other emerging psychoactive substances in retail



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WSJ

January 11, 2024

"This is a lot of my life, figuring out what to do with these kids."

Dr. Sharon Levy, Boston Children's Hospital

"This is attacking young brains."

Dr. Roneet Lev, San Diego ER physician

"We're just making this huge population of people who we can no longer fix."

Dr. Karen Randall, Pueblo, CO ER physician



<https://www.wsj.com/us-news/marijuana-depression-psychosis-20240111>



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So, what can parents do?

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Parents are the **MOST** powerful influence on their children

- **60% of youth say they don't use as they fear losing their parents' respect**
- **Youth who know their parents disapprove of their marijuana use are 72% less likely to use**



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Conversations

No Substance Use

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

Progression To Regular Use (monthly)

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

Occasional Substance Use (less than monthly)

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

Moderate To Severe Substance Use (weekly+)

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



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So, what can schools do?

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It's **NEVER** too early to talk with kids



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Elementary School:

- Teach emotional regulation & positive coping skills
- How to solve social problems in healthy ways
- Support their academic success, especially reading

Middle/ High Schoolers:

- Keep communication open, talk honestly
- Build confidence with strong study habits, academic success, & activities
- Encourage healthy friendships & remind many choose to stay drug-free

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So, what can communities do?

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Communities

Make kid spaces clearly substance-free

Establish marijuana-free zones around schools, parks, libraries, and youth centers with visible signage and *Marijuana-Free Zone* stickers

Educate families & trusted adults

Offer free spaces to share education on THC potency, emerging products, deceptive marketing, and risks to developing brains

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Communities

Ensure regulations and age restrictions are enforced

Build healthy coping skills

Teach stress-management alternatives like physical activity, mindfulness, creativity, peer support, and emotional regulation

Create fun, substance-free opportunities

Invest in sports, arts, clubs, faith-based organizations, youth groups, 4H, and other community events that foster connection, confidence, and belonging

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Powered by the Colorado School of Public Health

THE TEA ON
THC
GET THE FACTS.

**Some get high;
some get lost.**

THC can increase psychosis risk.

GET THE FACTS

theteaonthc.org

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Resources to Check Out!

THC Photos: <https://thcphotos.org/>

SAMHSA-Talk they hear you: <https://library.samhsa.gov/product/talk-they-hear-you-talking-your-child-about-marijuana-keeping-your-kids-safe-parent-brochure/sma18-508>

Partnership to End Addiction: <https://drugfree.org/>

Johnny's Ambassadors: <https://johnnysambassadors.org/>

Texas Pictures (Stories/Science - Cannabis Induced Psychosis):

https://www.youtube.com/watch?v=_cCSy2eYWO&t=28s

Your local & state health department

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 LinkedIn: One Chance to Grow Up
 YouTube: @1Chance2GrowUp

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PARENT HANDBOOKS:
 YOUR GUIDE TO MEANINGFUL CONVERSATIONS!

"Parents' voices are one of the most powerful tools in shaping children's health and well-being. This handbook is invaluable in equipping families with practical tools to navigate meaningful conversations and support healthy, substance-free choices."
 -Julie Dreifaldt

KNOW THE FACTS

FORGET THE MAINstream OF THE NEWS AND PARENTS' WORRIES THAT THE RISK OF THC IN MARIJUANA IS INCREASING.

THC is a psychoactive substance that can alter perception and mood. It is not the same as marijuana. The risk of THC in marijuana is increasing.

08% of teens use marijuana daily.
 19% of teens use marijuana weekly.

Too Early to Talk About Drugs & Alcohol?

Although it seems early, it is the parents' role to have these conversations with their children. The earlier the conversation, the more likely the child will have a healthy relationship with substances. The handbook provides parents with practical tools to navigate these conversations and support healthy, substance-free choices.

THE GOOD NEWS: YOUR INFLUENCE MATTERS!

Parents have a powerful influence on their children's choices. The handbook provides parents with practical tools to navigate these conversations and support healthy, substance-free choices.

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INFOGRAPHICS CONVERSATION STARTERS RED FLAGS

MIDDLE | HIGH: \$14.99
ELEMENTARY: \$9.99
 SPANISH & CHRISTIAN EDITIONS AVAILABLE

VAPING SOCIAL MEDIA BULLYING ALCOHOL SCREEN TIME DEPRESSION GAMING OPIOIDS ANXIETY

SEE A PREVIEW →
 OPERATIONPARENT.ORG



FOR INFORMATION ABOUT BULK PRICING:
 INFO@OPERATIONPARENT.ORG

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TNT TRENDS 'N' TRAINING

YOUR TRUSTY SIDEKICK, LOADED WITH CLEAR INSTRUCTIONS, VIBRANT BRANDING, AND PROMOTIONAL TOOLS TO THROW A SUCCESSFUL AND EXCITING PREVENTION EVENT!

Engage students with vital knowledge and tools for prevention

Equip parents with talking tips and the signs and symptoms of substance use

Encourage the community as they come together to help create a healthier place to live

Alcohol

Fentanyl

Time to say "no"

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LET'S KEEP HAVING **CASUAL COURAGEOUS** conversations

BECOME A PROMO PARTNER

The Mind-Risk Connection:
 How Mental Health Can Influence Substance Use
 Partnership to End Addiction & The Harris Project

UPCOMING WEBINARS

@OPERATIONPARENT



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