

Smart Talk: Cannabis Awareness & Prevention Training



CDE TUPE

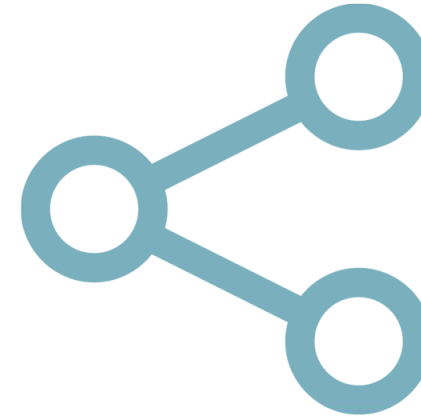
We gratefully acknowledge the support of the California Department of Education Tobacco Use Prevention Education program for this project. The contents do not necessarily reflect the position or policy of the CDE.



**For higher quality
audio, dial the
number from your
webinar invitation
link**



**The webinar is
being recorded**



**Supporting
materials will be
shared**

Putting Health Care in Schools

The California School-Based Health Alliance is the statewide non-profit organization dedicated to **improving the health & academic success** of children & youth by **advancing health services in schools**.

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schoolhealthcenters.org



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Building Transformational School Health for California's Future



April 29-30, 2024
Santa Clara Convention Center



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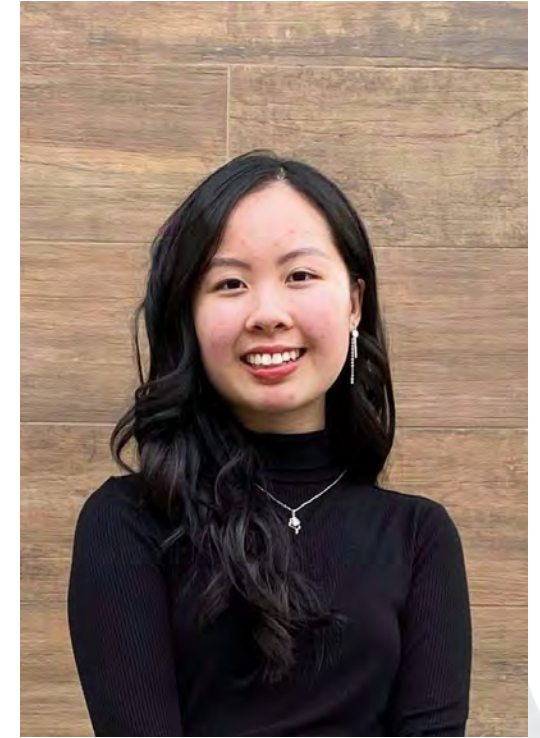
Presenter
Carly Noelani Kajiwarara

Education Coordinator
Stanford REACH Lab



Presenter
Scott Gerbert

Director of Outreach and Strategic
Partnerships
Stanford REACH Lab



Moderator
Tracy Nguyen

Training Manager
California School-Based Health
Alliance



SMART TALK:

CANNABIS PREVENTION &
AWARENESS CURRICULUM

Educator Training



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PRE-TRAINING SURVEY

**HTTPS://TINYURL.COM/CAPT-
TRAININGEVAL-PRE**



Hello!

I'm Bonnie Halpern-Felsher

PI/ Professor, Toolkit Founder,
and Reach Lab Director

You can find me at:
bonnieh@stanford.edu



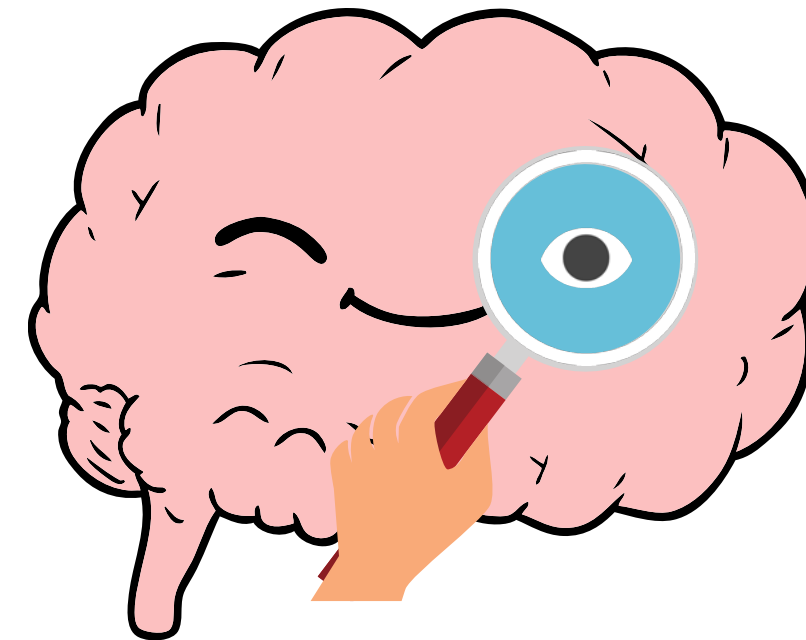
- INTERACTIVE DEEP DIVE INTO OUR NEW “SMART TALK: CANNABIS PREVENTION AND AWARENESS CURRICULUM”

- BECOME FAMILIAR WITH THE MATERIAL

- COLLABORATE WITH OTHER EDUCATORS

- GO OVER ANY QUESTIONS

GOALS OF OUR TRAINING



5 MINS

ARRIVE, PRE-SURVEY, OPENING, AND INTROS



AGENDA

10 MINS

INTRODUCTION OF CURRICULUM BACKGROUND

15 MINS

BRIEF OVERVIEW OF CURRICULUM

20 MINS

SMALL GROUP BREAK OUT AND LESSON DEEP DIVE

30 MINS

(5 MINS EACH GROUP) – TEACHER ROLEPLAY ACTIVITY

10 MINS

POST-SURVEY, CLOSING, AND QUESTIONS



CURRICULUM TEAM



Bonnie Halpern Felsher, PhD
Professor/PI
Executive Director & Toolkit
Founder



Marcia Zorrilla, DrPH
Director of Positive
Youth Development



Juanita Greene, BA
Director of Curriculum
Development



Carly Noelani Kajiwarra, BA
Education Coordinator



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Bonnie Halpern Felsher, PhD
Professor/PI



Shivani Galha, PhD
Instructor



Devin McCauley, PhD
Postdoctoral Scholar



Jessica Liu, PhD
Postdoctoral Scholar



Marcia Zorilla, DrPH
Director of Positive
Youth Development



Divya Ramamurthi
SRITA Research
Associate



Holly Lung, BS
Research Coordinator



Carly Noelani Kajiwarra, BA
Education Coordinator



David Cash, BA
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Research & Evaluation



Scott Gerbert, MBA
Director, Outreach and
Strategic Partnerships



Anabel Roza, BA
Project Co-Director,
Research & Evaluation



Juanita Greene, BA
Director of Curriculum
Development



Lauren Lempert, JD/MPH
Director of Policy



Brandon Tran
Graphic Designer



Stephanie Logarta, BS
Administrative Associate



Clea Sarnquist, DrPH
Associate Professor



Mike Baiocchi, PhD
Associate Professor,
Statistician



Bradley Zicherman, MD
Psychiatrist, Co-Founder
VISIT



Arash Anoshiravani, MD
Adolescent Medicine
Co-Founder VISIT

STANFORD REACH YOUTH ACTION BOARD (YAB)



SPECIAL THANKS TO OUR SPONSORS



National Institutes
of Health



UC MERCED
Nicotine & Cannabis
Policy Center



TOBACCO-RELATED DISEASE
RESEARCH PROGRAM



HAWAI'I COMMUNITY
FOUNDATION



MATERNAL & CHILD HEALTH
RESEARCH INSTITUTE



Presidio Giving Circle



California Department of
EDUCATION



CVS Health
FOUNDATION

The Briger Family

CASA – Los Gatos



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Research and Education to
Empower Adolescents and Young
Adults to Choose Health

MISSION

TO EMPOWER AND PROMOTE ADOLESCENT AND YOUNG ADULT HEALTH THROUGH
COLLABORATIVE RESEARCH, EDUCATION, AND POLICY

AIMS

1. IMPROVE ADOLESCENT AND YOUNG ADULT (AYA) HEALTH THROUGH:
CONDUCTING INTERDISCIPLINARY, HIGH-IMPACT RESEARCH FOCUSED ON
HEALTH-RELATED DECISION-MAKING
2. TRANSLATING EVIDENCE INTO EFFECTIVE PROGRAMS THAT REDUCE AND
PREVENT AYA RISK BEHAVIOR
3. INFORMING AND SUPPORTING POLICIES THAT IMPROVE AYA HEALTH
4. TRAINING THE NEXT GENERATION OF LEADERS IN AYA HEALTH AND RISK
PREVENTION

Halpern-Felsher REACH Lab

Our Team

Research

Publications

Preventions and
Interventions

Advocacy

In the News

YAB Corner

Parent Corner

Resources

Marketing and Promotion

Lab Fun



Research

Our research is driven to improve adolescent and young adult (AYA) health by:

- Conducting interdisciplinary, high-impact research focused on health-related decision-making
- Translating evidence into effective programs that reduce and prevent AYA risk behavior
- Informing and supporting policies that improve AYA health
- Training the next generation of leaders in AYA health and risk prevention

Current research projects/evaluations:

Understanding the Potential Impact of FDA Authorization and Marketing on Adolescents' Young Adults', and Adults' Perceptions, Intentions, and Actual Use of Tobacco (funded by the NIH)





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**FREE
RESOURCES!**

Stanford REACH Lab offers **free** curriculums and resources to supplement prevention, education, harm-reduction, interventions and cessation on: vaping/e-cigarettes, cannabis, drugs and other substances. Scan the QR code below to learn more!

PREVENTION, EDUCATION & AWARENESS CURRICULUMS

TOBACCO/VAPING

You & Me, Together Vape-Free
Elementary, Middle & High School Curriculum

CANNABIS

Smart Talk: Cannabis Prevention & Awareness
Elementary, Middle & High School Curriculum

HARM-REDUCTION & INTERVENTIONS

DRUG EDUCATION

**A Comprehensive Drug Education
and Harm-Reduction Curriculum**

CANNABIS/TOBACCO

**Self-Paced or Group Led
Alternative-to-Suspension**



DATA DASHBOARD FOR EDUCATORS & ADMINISTRATORS

We have developed and launched a data dashboard for educators, where you can see, in **real time**, anonymous student survey responses related to the curriculum and interventions you are implementing.

GET STARTED

or visit tinyurl.com/reachlabdatadashboard



Connect with us and learn more by scanning the QR Code:





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DRUG EDUCATION



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INTERVENTIONS

CANNABIS/TOBACCO



**Self-Paced or Group Led
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RTED

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HARM-REDUCTION & INTERVENTIONS

DRUG EDUCATION



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DATA DASHBOARD FOR E

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DEVELOPMENT & EVIDENCE



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REACH Lab

Theory

- + Research
- + Partnerships
- + Evidence-informed
- + Ability to revise/update quickly
- + Fact-checked

= Curriculums

WAYS TO USE THE CURRICULUMS



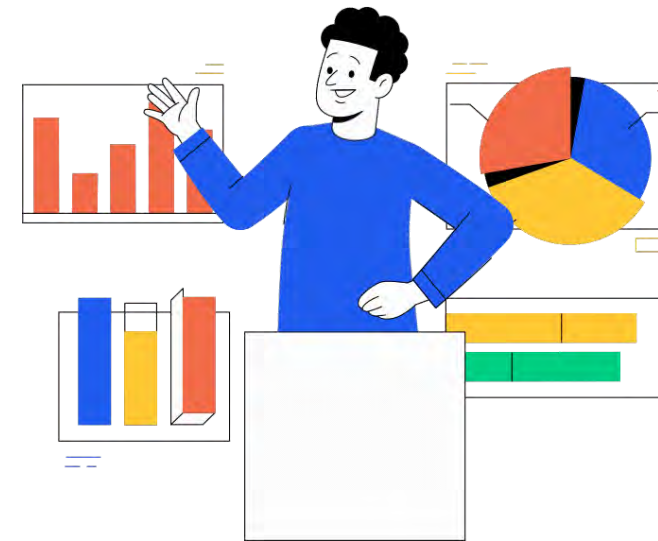
Use the curriculum to deliver **lessons** to your **class** or **entire school**



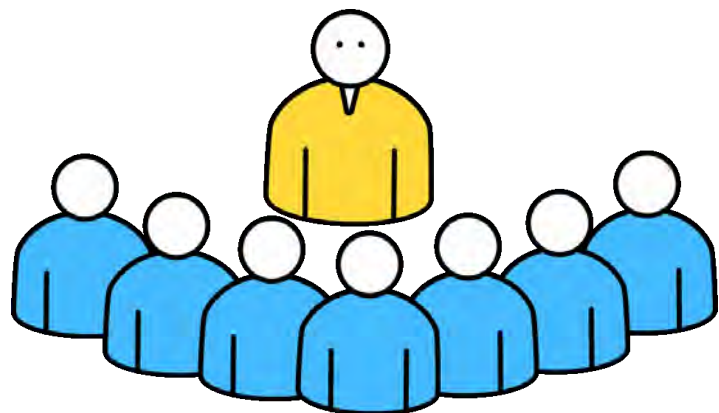
Use as a **resource** for **one-on-one** meetings or programs intended for students quitting cannabis



Use the **integrated activities** in your class



Have your **youth present** or do a **project** on the curriculum



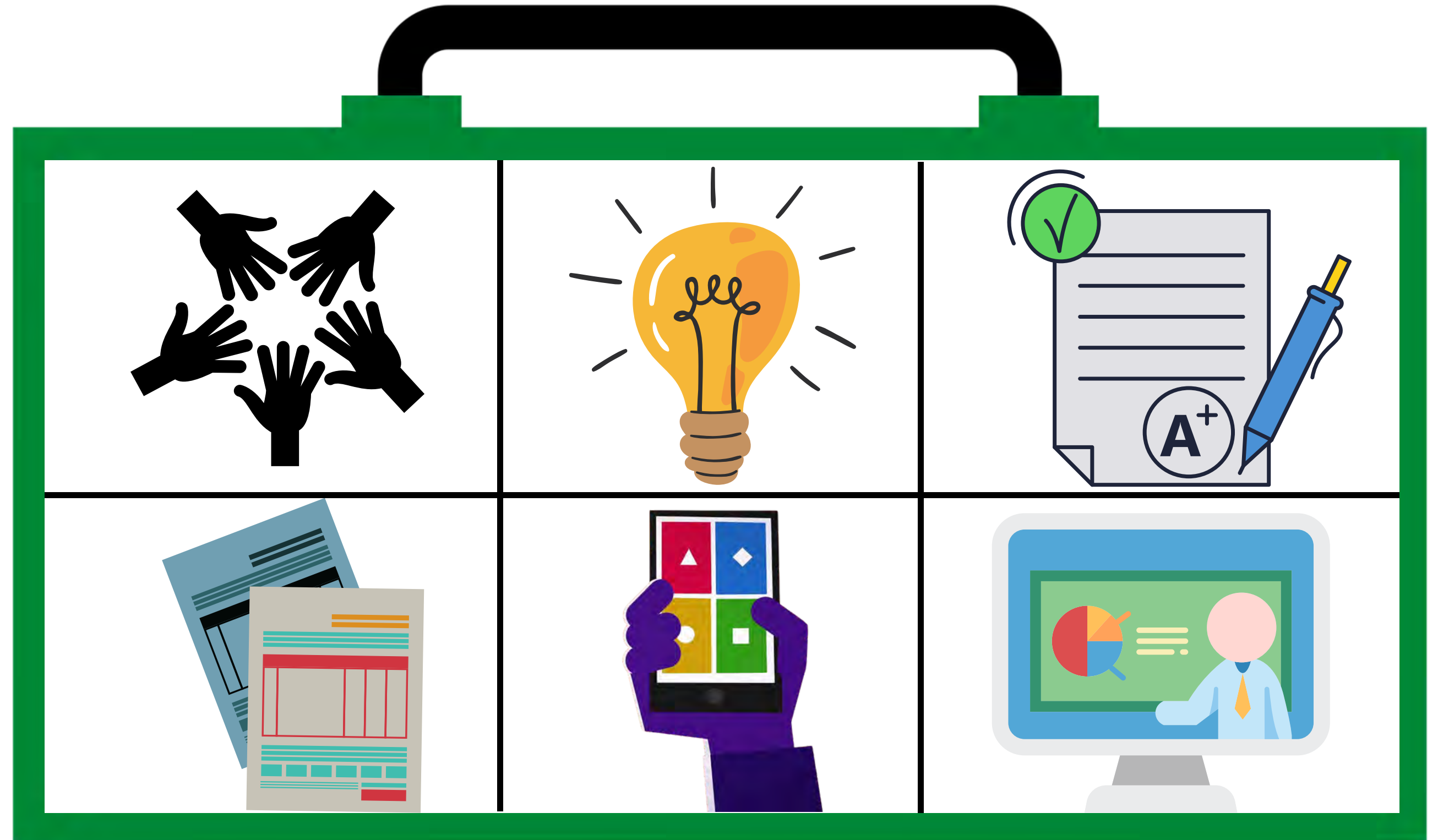
Present the slides at a community forum for parents and students



Link our toolkit to your **website's** resource page

**Cannabis Awareness
& PREVENTION
TOOLKIT**

**INTERACTIVE
ONLINE
FREE**



**Cannabis Awareness
& PREVENTION
TOOLKIT**

**INTERACTIVE
ONLINE
FREE**

Activities



**Educator
Crash Courses**



**Discussion
Guides**



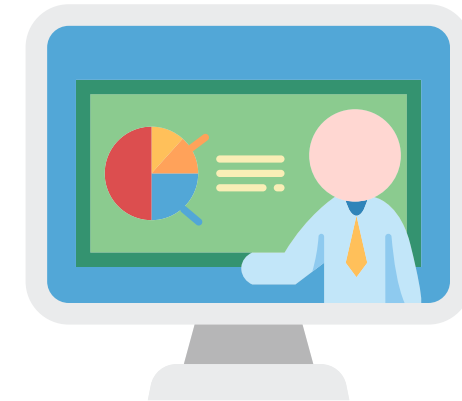
Factsheets

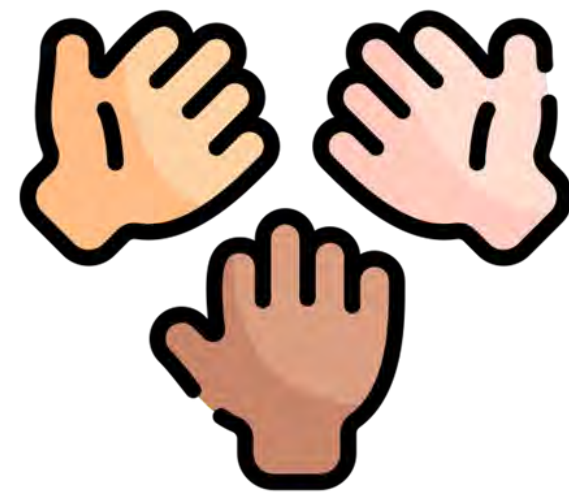


Kahoot!



Slides





SMART TALK:

CANNABIS PREVENTION &
AWARENESS CURRICULUM



GOALS OF THE CURRICULUM



REACH Lab

Increase their knowledge about cannabis use and the **harms it can cause.**

Gain awareness of strategies manufacturers and sellers of cannabis employ to increase use among adolescents, such as **deceptive** and **creative marketing strategies.**

Gain skills to **refuse experimentation** and **use of cannabis products.**

Ultimately, to **reduce** and **prevent cannabis use** of any type, including inhaled products (burning and e-cigarettes) and ingested products.

REACH



ALMOST 380,000 STUDENTS
REACHED ACROSS THE GLOBE



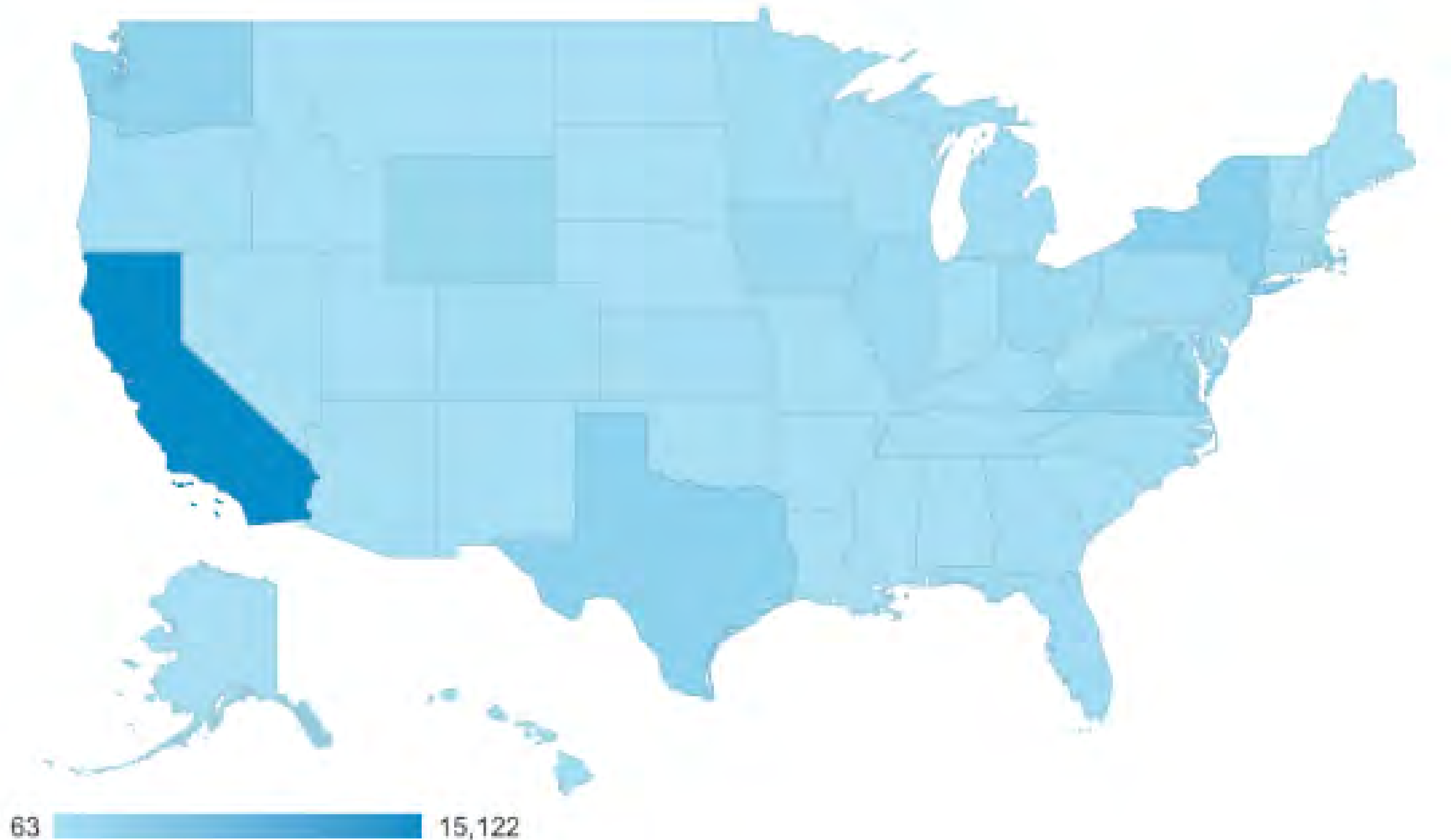
OVER 3,300 EDUCATORS TRAINED



FORMAL EVALUATION ON
OUR TOBACCO PREVENTION
TOOLKIT AND YOU AND ME,
TOGETHER VAPE-FREE

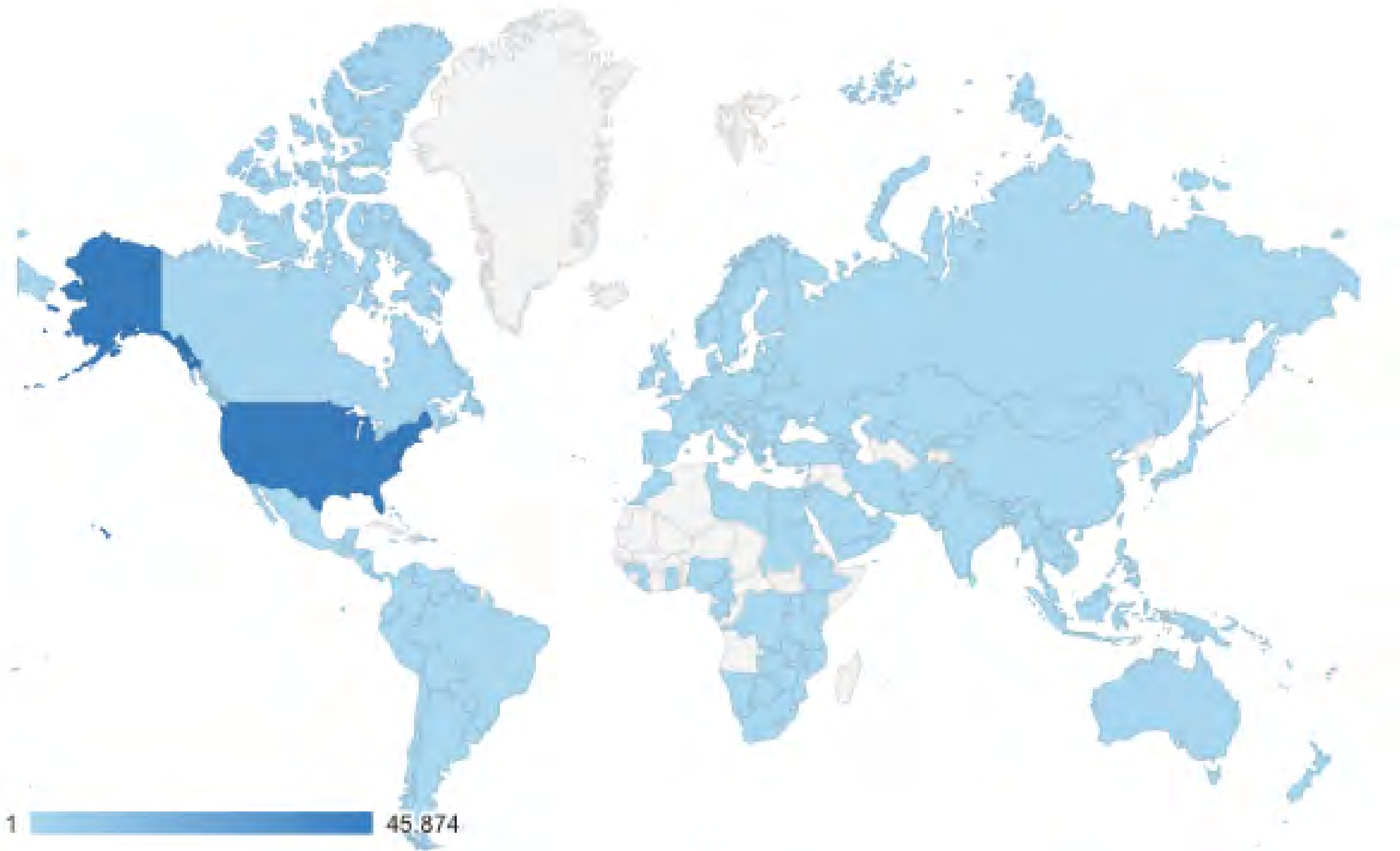
USA USAGE

Our Curriculum is being used by every state in the US...



GLOBAL USAGE

AND in many other countries!



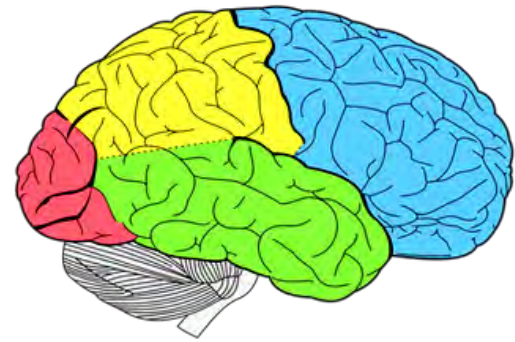
PUBLICATIONS & FAQ



<https://tinyurl.com/FAQ-TPT>

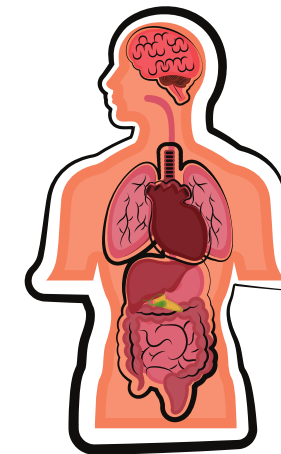
5 CURRICULUM LESSONS

(50 MINS
EACH)



1. Full of Potential: Your Brain Cannabis-Free

2. Healthy Body, Healthy YOU-th: Effects of Cannabis on the body



3. Healthy People, Healthy Community

4. Is the Cannabis Industry misleading YOU-th?
Exploring Messaging and Marketing Tactics Used
in Media



5. Be Your Strength: Stress, Coping, and Wellness

NEW! DATA DASHBOARD



<https://qrco.de/REACH-TEACH>



Data Dashboard

THE WHY



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- To gather and analyze data for growth and improvement, both locally and system wide
- To evaluate the effectiveness of the curriculum and interventions
- To simplify reporting to funders



HOW TO REGISTER



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TEACHER DASHBOARD

Pre- and Post- Curriculum

<https://qrco.de/REACH-TEACH>

Open the above URL and create an account



safety
first



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WHAT YOU SEE



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REACH Lab



Home



Metrics



Profile



Dashboard

Scott Gerbert

647e829f

Teacher Code



1

Total Responses



What Students See
and Enter for Pre- and Post-

<https://qrco.de/REACH-LEARN>

Enter Code

Teacher Code

647e829f

Go To Form

Don't have a teacher code? [Click here](#)

You Have Joined Scott Gerbert's Class

School Name

Choose your School

Grade Level

Grade Level

Form Type

Choose your Form

When Are You Taking This Form

Choose When

Submit

You can create a free account with your email address, facebook account or google (gmail account).

CREATE A FREE CANVA ACCOUNT

WITH CANVA, EDUCATORS WILL BE ABLE TO:



- SEE THE SLIDES AND TALKING POINTS IN THE NOTES SECTION.
- MAKE A COPY AND SAVE SLIDES TO ADD PERSONAL ADJUSTMENTS.
- SHARE THE SLIDES WITH ANYONE WHO HAS OR DOESN'T HAVE A CANVA ACCOUNT.
- DOWNLOAD THE SLIDES AS PDF, POWERPOINT OR VIDEO (DEPENDING ON IF THE LESSON INCLUDES VIDEOS).

Get started with Canva

Create an account, it's free. Canva is loved by beginners and experts, teams and individuals.



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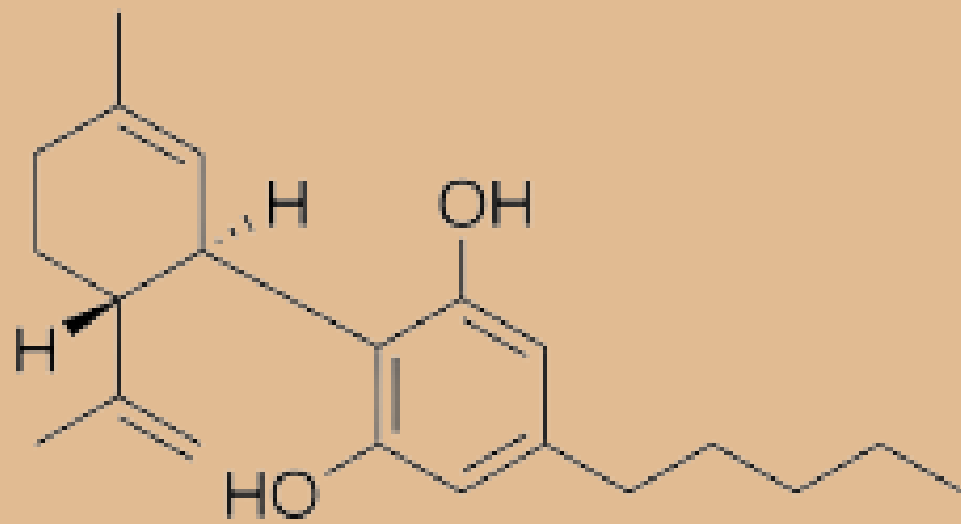


Full of Potential: Your Brain

Cannabis-Free



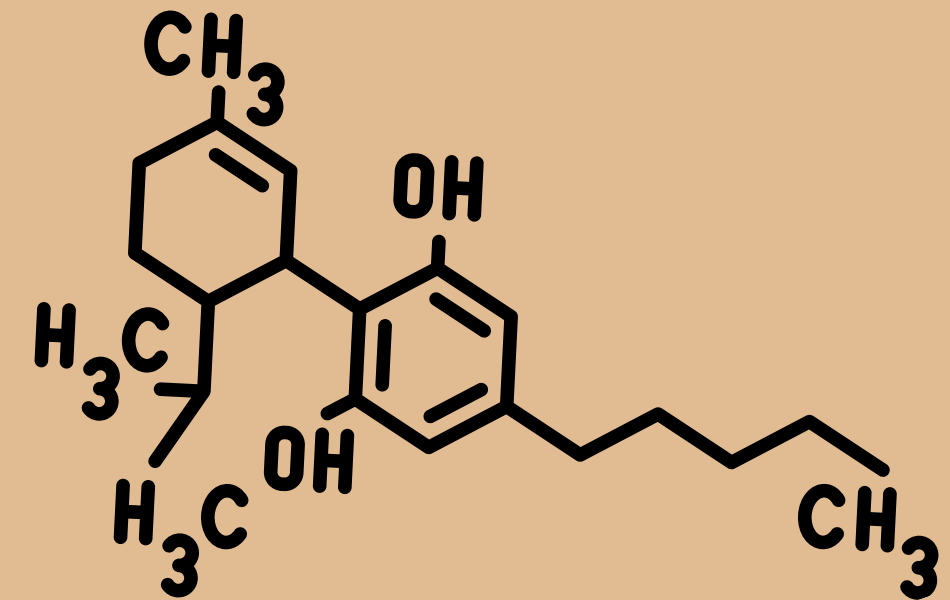
What is Cannabis?



CBD

Cannabidiol

- non-psychoactive



THC

Tetrahydrocannabinol

- psychoactive*

***Psychoactive = makes the user feel "high."**



Using Cannabis?



YES

Consider stopping
until your brain is
finished developing

Consider reducing
how much you use

NO

Consider not starting

Consider waiting until
your brain is finished
developing to decide





Key Takeaways

The teen
brain's job is
to figure out
what make
you – you!

Your brain is
awesome
and full of
potential

Everyone's
brain is
unique

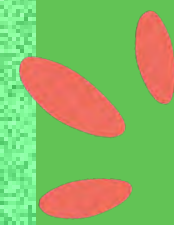
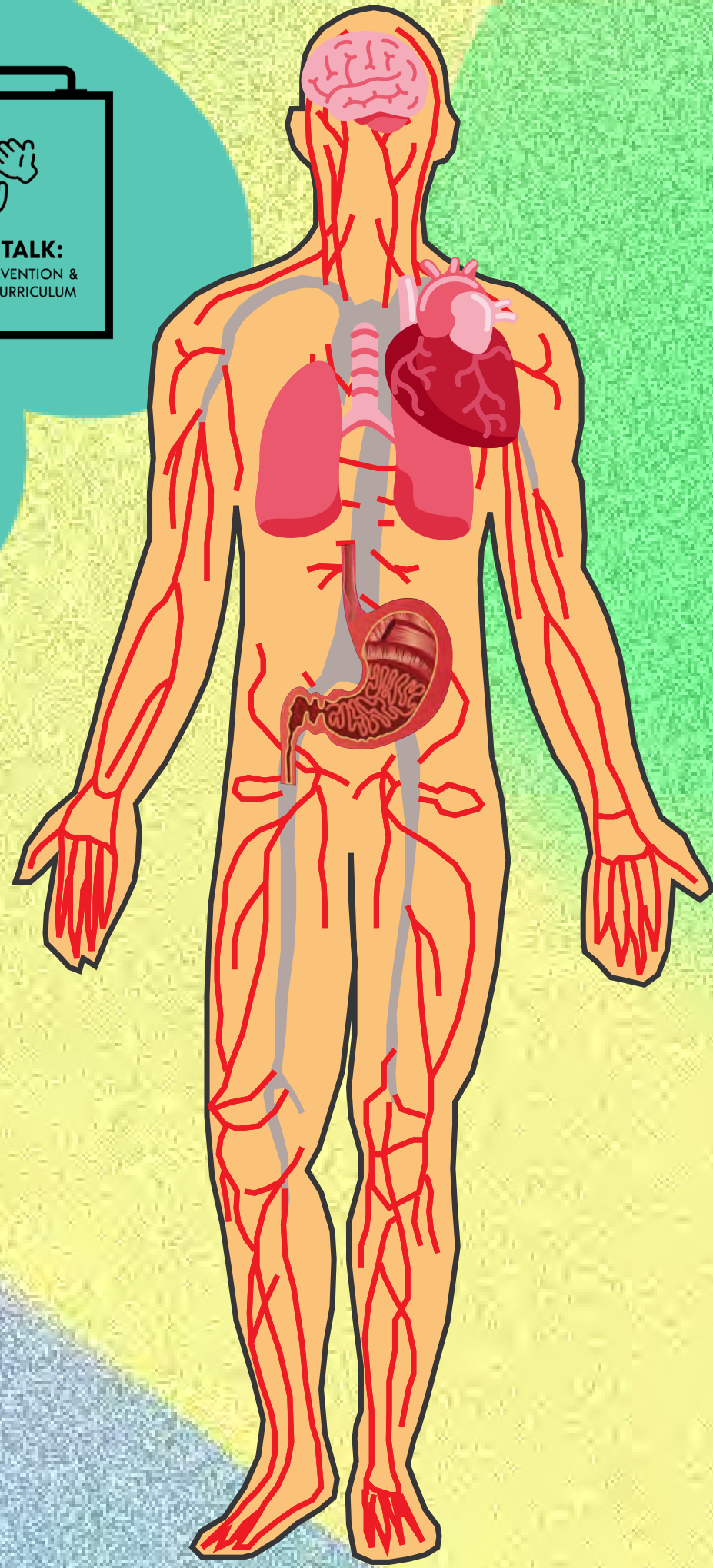


Key Takeaways

An
adolescent's
brain is
especially
vulnerable to
drugs



Drugs like
cannabis are
tricky for the
brain, because
they may feel
good at first
but damage
the brain over
time.



HEALTHY BODY, HEALTHY YOU-TH:

Effects of Cannabis on The Body



REFUSAL SKILLS: NO FUN IN THE LUNGS!

1

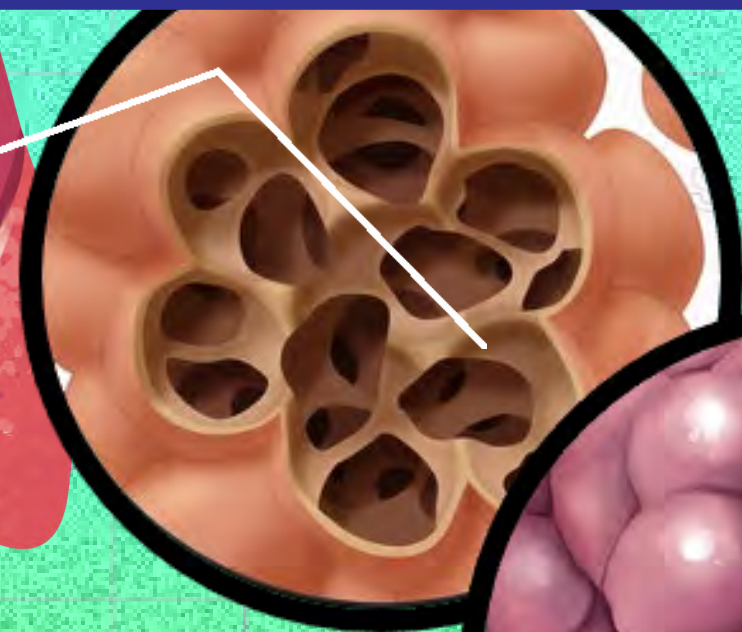
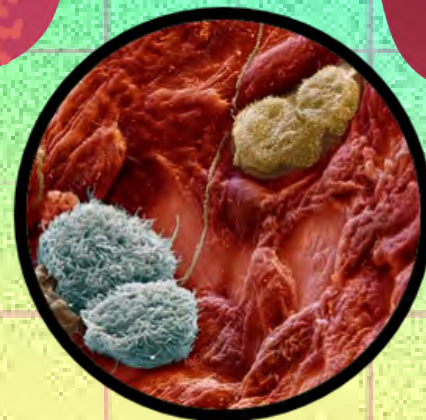
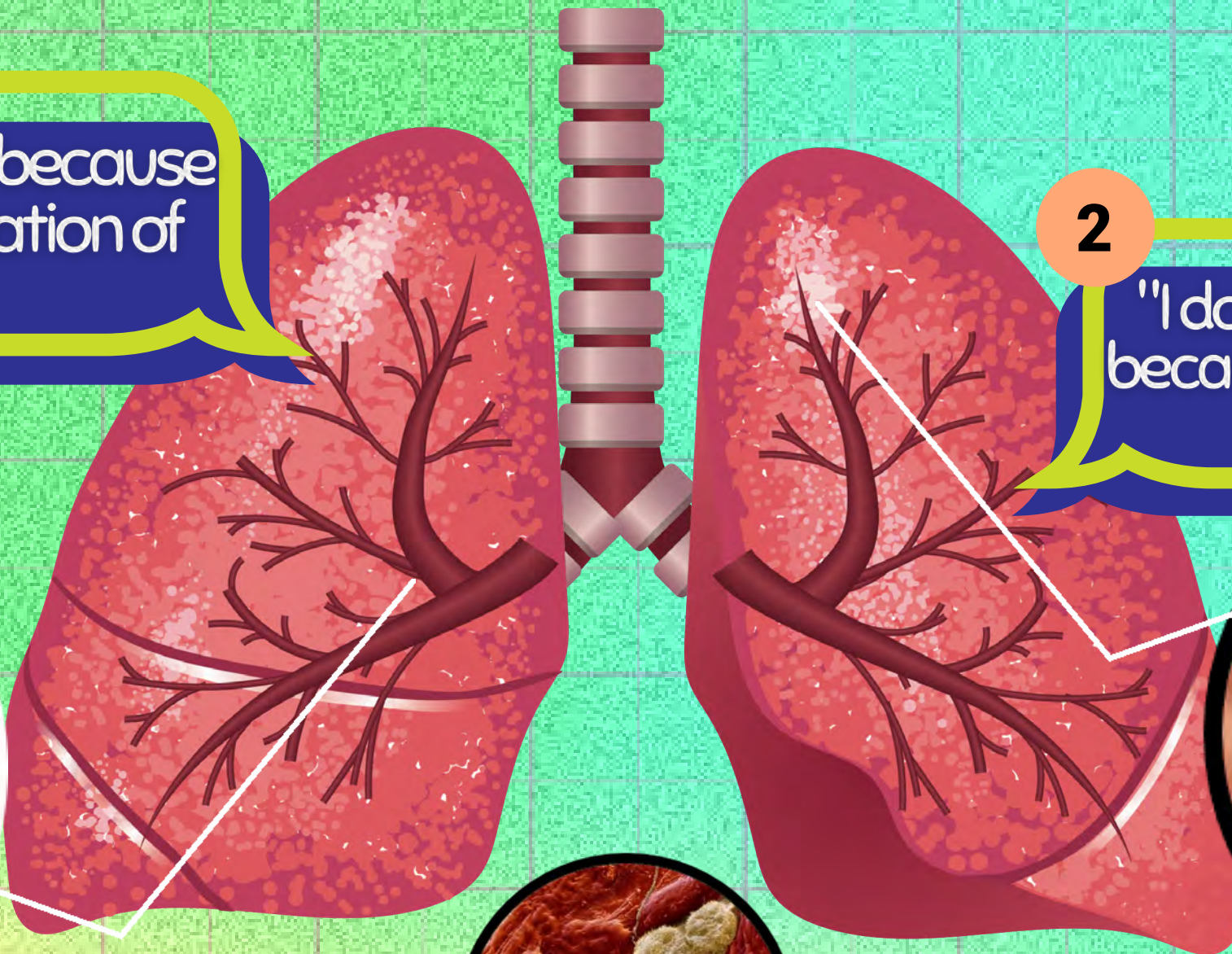
"I don't smoke or vape cannabis because it causes inflammation and irritation of the airways."

2

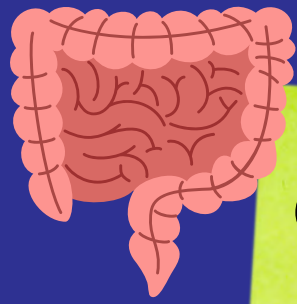
"I don't like to smoke or vape cannabis because it causes damage to the air sacs in the lungs."

3

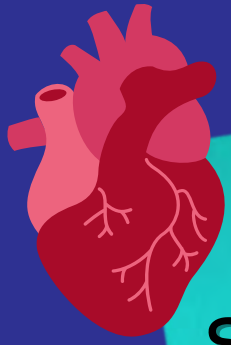
"I prefer not smoke or vape cannabis because it causes weaker immune response to infection."



REMEMBER!



Consuming cannabis edibles can take longer to feel the effects and ingesting high amounts of THC can cause nausea and vomiting.



Smoked or aerosolized cannabis like joints, vapes, or dabbing cause short- and long-term damage to the lungs, heart, and brain.



Going cannabis-free allows the body to heal right away.



KEY TAKEAWAYS

Secondhand & thirdhand cannabis smoke and/or aerosol is not just harmful for the person who is using but to the people and animals around them.



Healthy People, Healthy Community

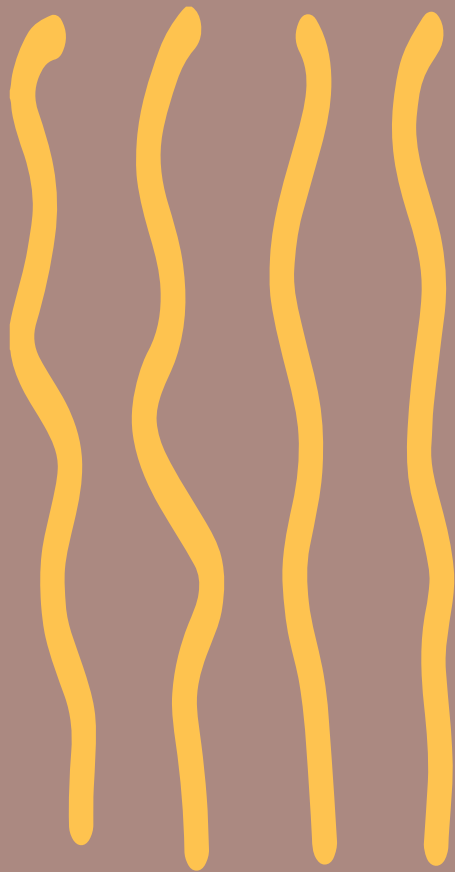


Secondhand Cannabis Smoke



Secondhand cannabis smoke easily goes from apartment to apartment and location to location

- Walls
- Vents
- Windows
- Pipes
- Hallways
- Stairways



The Plastic

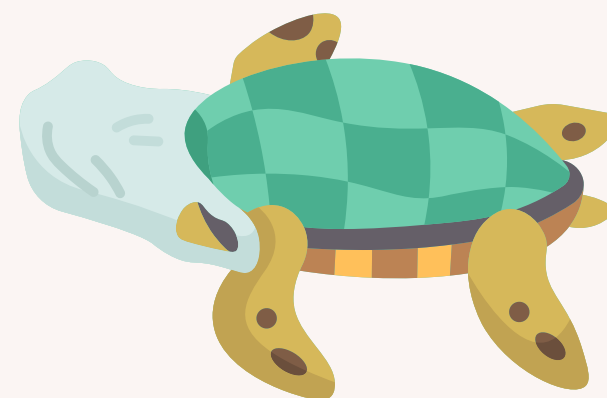
Cannabis vapes are mostly made out of plastic!



Plastic takes hundreds of years to break down, and even then they break down into microplastics.



Microplastics can get into waterways, nature, soil, and even our food!



Key Takeaways

Cannabis affects
the whole
community



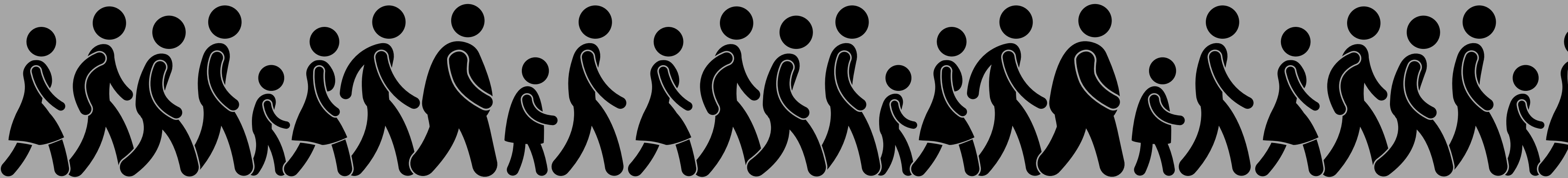
Second and third
hand cannabis
smoke is not just
harmful for the
person who is
smoking but also
for the people
around them.



Photovoice is a
tool that can be
used to document
community
concerns.



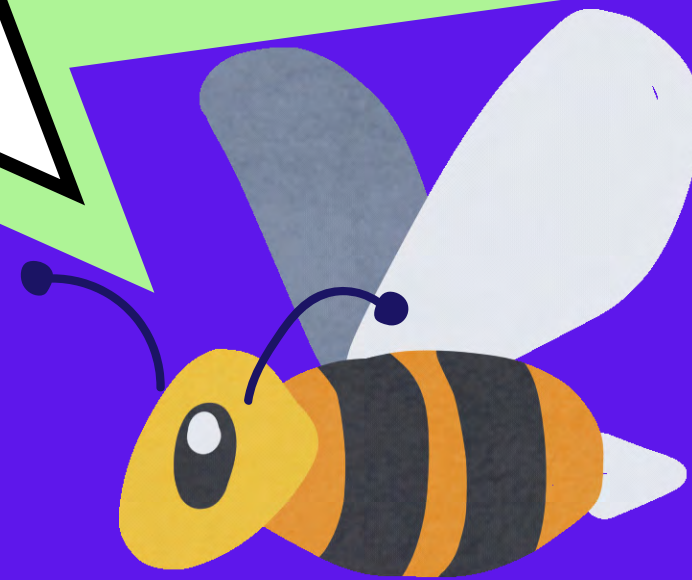
You have a voice
and can make a
difference in
improving the
health of your
community!



IS THE CANNABIS INDUSTRY MISLEADING YOU-TH?

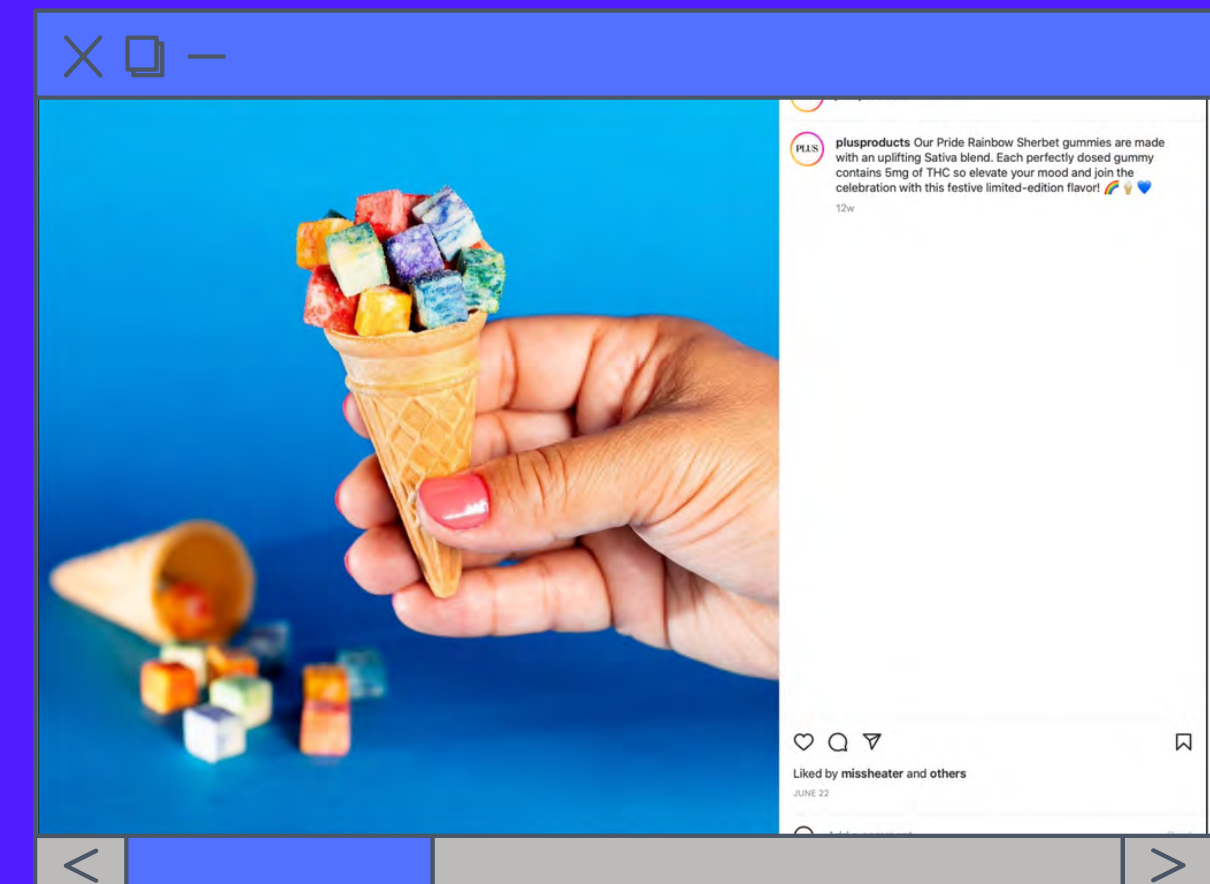
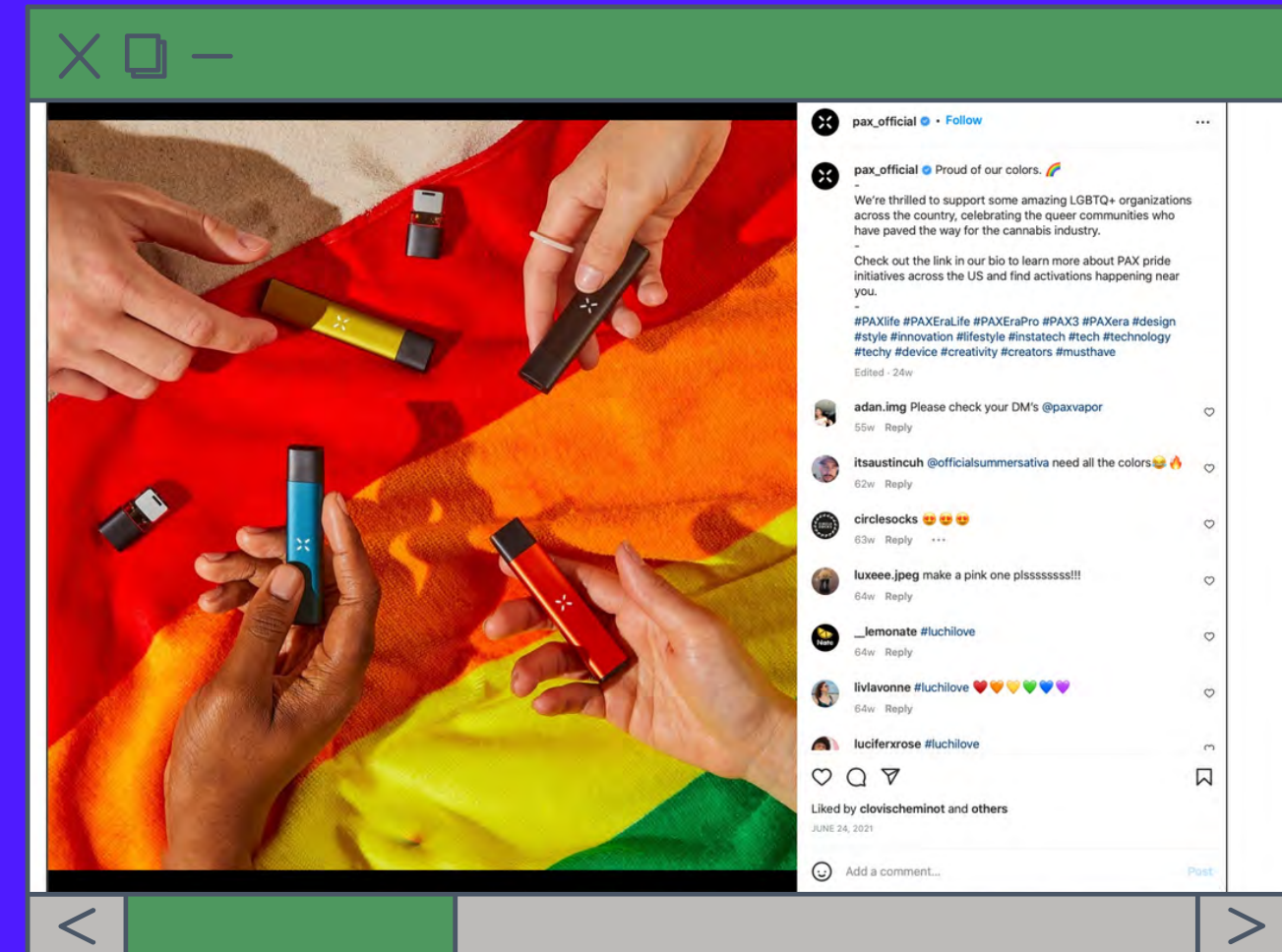


EXPLORING MESSAGING
AND MARKETING TACTICS
USED IN MEDIA





**CANNABIS
COMPANIES KNOW
THAT CERTAIN
COLOR
COMBINATIONS
CAN TRANSMIT
THE RIGHT
EMOTIONS FOR
YOUNG
CONSUMERS TO
WANT TO BUY AND
USE THEIR
PRODUCTS.**



Key Takeaways

1

The cannabis industry uses deceptive marketing tactics to make cannabis use and their products appear "cool".

2

The cannabis industry uses attractive packaging and a variety of products to appeal to young people.

3

Exposing deceptive marketing tactics used by the cannabis industry can reduce their influence.

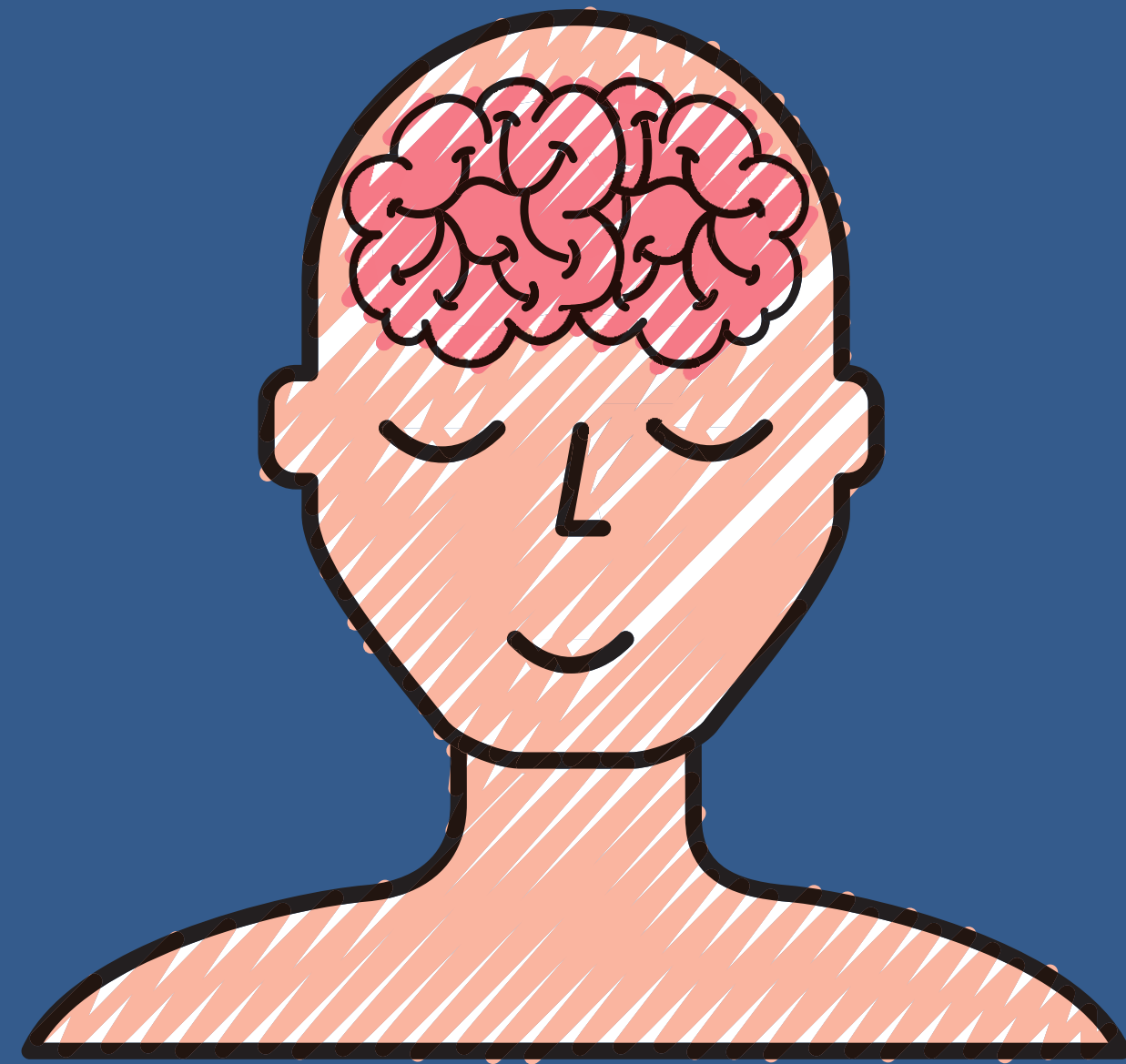
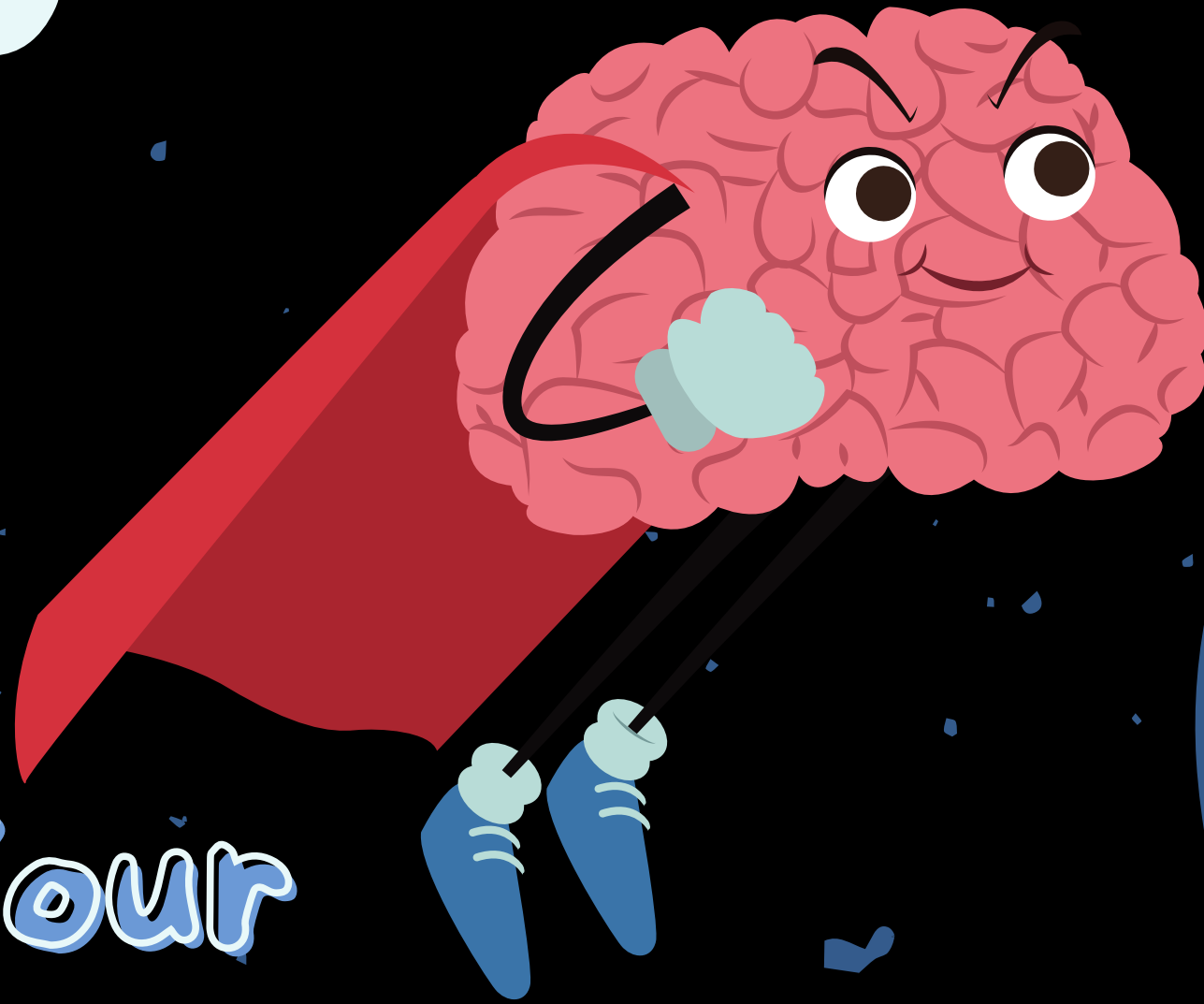
4

YOU-TH ARE IN
CHARGE OF
THEIR
NARRATIVE NOT
THE CANNABIS
INDUSTRY!



Stress, Coping, and Wellness

Be Your
Strength



Mental Health & Self-Medication

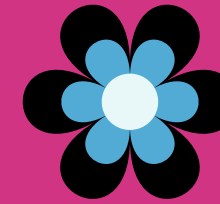
We may respond by choosing activities that we think will help us reduce the stress like using cannabis



Self-medication is when someone uses substances to repeatedly and consistently deal with stress, anxiety, or other mental health issues.



Key Takeaways



Stress is a part of everyone's life

There are healthy ways to cope with stress



Using cannabis products are unhealthy ways to cope with stress



Stigma of substance use may worsen mental health and underlying stressors







POST-TRAINING SURVEY



[HTTPS://TINYURL.COM/CAPT-
TRAININGEVAL-POST](https://tinyurl.com/capt-trainingeval-post)



**SAVE
THE
DATE**



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REACH Lab

**5TH Annual Teaching
Cannabis Awareness
& Prevention Virtual
Conference**

APRIL 17TH & 18TH, 2024

A Focus on the Triangulum of Cannabis,
Tobacco/Nicotine, and Vaping

GET UPDATES BY VISITING:

[TINYURL.COM/CANNABISCONF2024](https://tinyurl.com/cannabisconf2024)

FOLLOW US ON SOCIAL MEDIA!



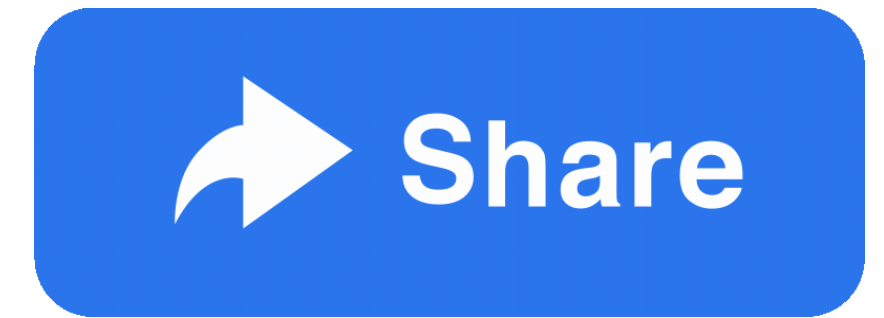
@StanfordTPT



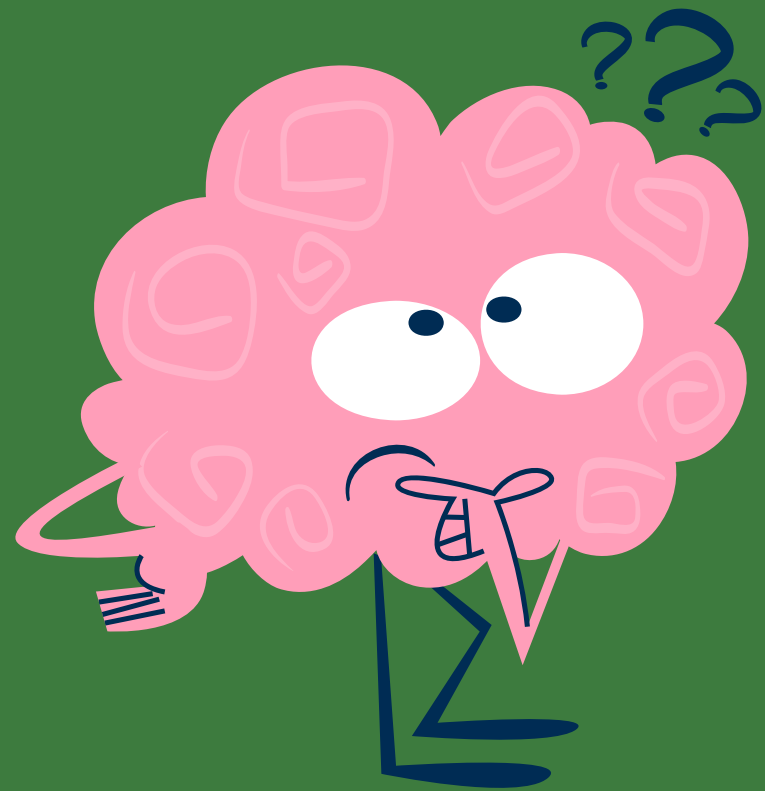
@Stanford REACH Lab



@Stanford REACH Lab



THANK YOU!
ANY QUESTIONS?



stanfordreachlab@stanford.edu

Upcoming Webinar!

Healthy Futures: Effective Alternatives to Suspension for Nicotine and Cannabis Smoking/Vaping

Date & Time: Wednesday, November 1st from 12:00 to 1:00 PM

Registration Link:

<https://www.eventbrite.com/e/healthy-futures-educatoradministrator-training-tickets-721606182517?aff=ebdsoporgprofile>

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Gracias

謝謝

Thank you

Cảm ơn

Salamat

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