

Certified Johnny's Ambassadors Trainer

Information Session

With Laura Stack, Founder & CEO
Johnny's Ambassadors

Johnny's
AMBASSADORS



JOHNNYSAMBASSADORS.ORG



JOHNNY KENNETH STACK
02/07/2000-11/20/2019

Welcome!

Who Are We?

- Johnny's Ambassadors is a nonprofit formed after 19-year-old Johnny Stack died by suicide after becoming psychotic from dabbing high-potency THC concentrates in Colorado.
- Laura Stack is Johnny's mom, the Founder of Johnny's Ambassadors, and a 30-year Hall of Fame professional speaker.
- Johnny's Ambassadors educates parents and teens about the dangers of today's high-THC marijuana on adolescent brain development, mental illness, and suicide.
- We are seeking passionate Ambassadors to help us educate the public and raise awareness of the harms of teen marijuana use in our communities.



LAURA STACK



**JOHNNY'S
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Our Guiding Principles

Who is an Ambassador?

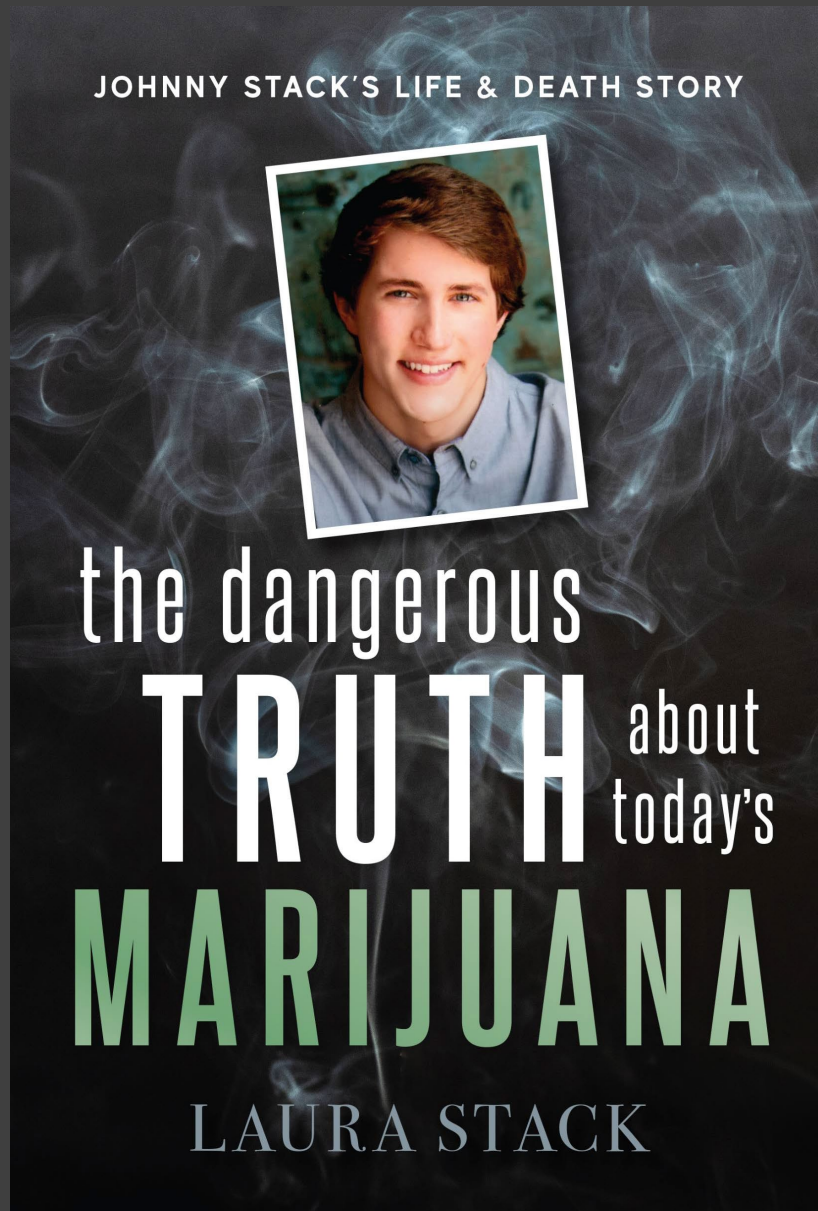
- An ambassador is “a person who acts as a representative or promoter of a specified activity.”

Who are Johnny's Ambassadors?

- The people and organizations who are working to share Johnny's warning that “Marijuana ruined my mind and my life” with other teens, their parents, and communities to save them from harm.

What do Johnny's Ambassadors teach and believe?

- We work inside our communities to teach the harms of youth marijuana use. We believe youth marijuana use can lead to addiction, mental illness, and suicide. We believe there is NO safe level of THC on the developing brain (there is no scenario in which marijuana is guaranteed to be harmless for anyone). Thus, we do not accept pro-marijuana teachers into this program (please self-select yourself out).



Give Me the Details!

When will it start?

- The live training is in December 2021 and then on-demand via recording.
- Training begins in January 2022 (materials will also be translated into Spanish!).

What will I teach?

A high-level, science-based, one-hour course (two-hour option for teens with videos) called, *"The Dangerous Truth About Today's Marijuana: The Harms of Youth Marijuana Use"*

Who is the audience?

- Two classes available: ADULTS/PARENTS and TEENS/STUDENTS
- Each requires a separate license.



Tell Me More About the Classes!

Who is in the audience?

- Adults—parents, PTO, coalitions, law enforcement, healthcare, counselors
- Teens—Schools, suspension and legal trouble, clubs, youth group, leadership councils
- Hybrid—You MUST use the teen version. The adult version uses actual photos of marijuana, which we can't show to teens, as it may inadvertently increase use.

Where will I teach it?

- Schools, libraries, churches, restaurants, community centers, coalitions (or just about anywhere you can get someone to give you a free space!)

How long is the certification training?

- Adult: 3 hours Teen: 4 hours

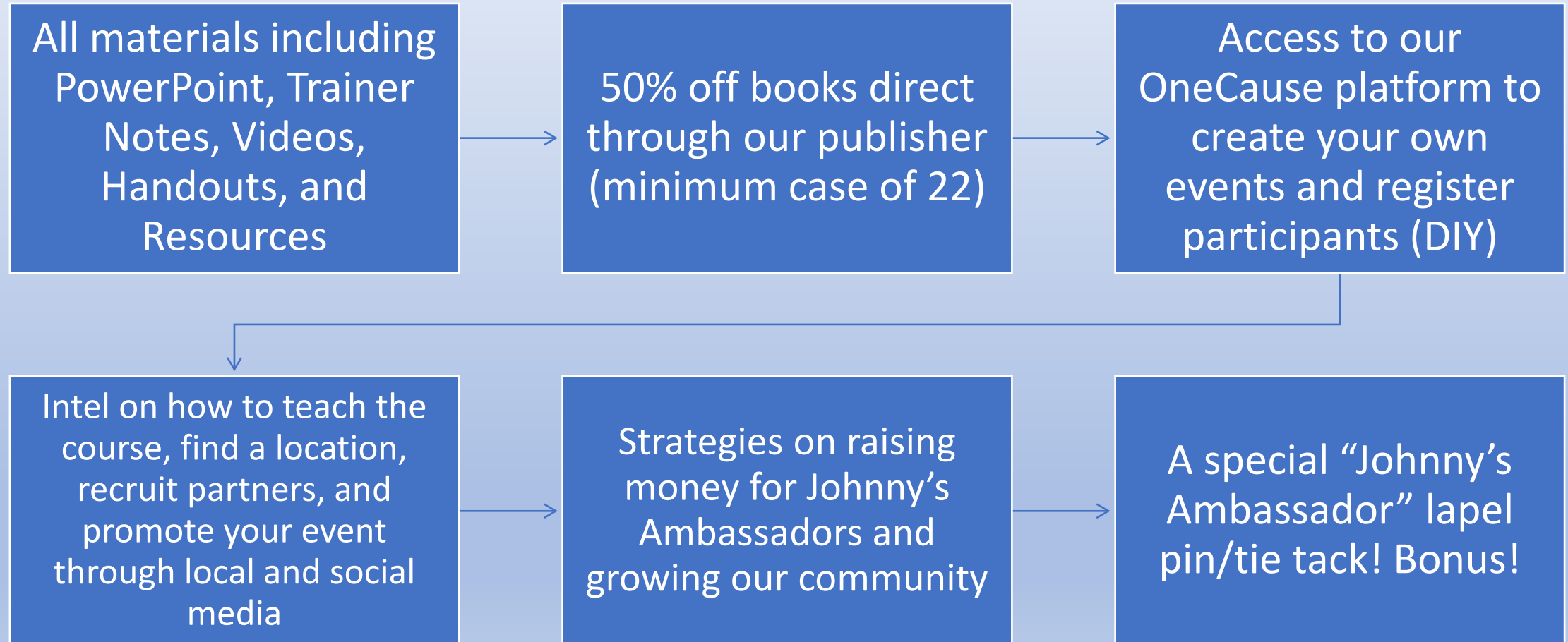
How often are materials updated?

- Quarterly

How often do we meet with other trainers?

- Quarterly

What do you receive as a Certified Johnny's Ambassadors Trainer?





What Content is Covered in the Adult/Parent Curriculum?

- The potency of today's "new" marijuana (with actual photos)
- Adolescent brain development
- Impacts of THC use on adolescents
- Outcomes of legalization for youth
- Risks of mental illness, psychosis, and suicide
- What parents can do to prevent teen use
- How to spot warning signs (Top Ten Teen Toking Tip-off Game)



What Content is Covered in the Teen/Student Curriculum?

- “Then” vs. “Now” marijuana
- Why do youth use marijuana?
- Is marijuana medicine?
- Adolescent brain development (with videos)
- Impacts of THC use on adolescents (cartoon series)
- Risks of mental illness, psychosis, and suicide
- How the marijuana industry markets to youth (with media examples)
- Marijuana FACT or CRAP gameshow

Additional Resources to Support You

- Listing on our website to help people find you in your local area.
- Ideas on approaching local businesses to sponsor the facility, a book, or the online curriculum for each person (teen or adult)
- A Discussion Guide to start a book club
- Graphics to share, event flyers to modify, and press releases to customize
- Educational resources such as research, expert webinars, and demo videos from Laura.



How Much Does It Cost?

- **FREE** for volunteers in unrelated job roles who want to raise money for Johnny's Ambassadors only. You would politely ask for donations following your presentation (no co-branding with other organizations).
- **FEE** for those who will license the materials as part of their work, are being paid a fee, raising funds, or representing another organization: consultants, volunteers repping other orgs, government agencies, mental health facilities, coalitions, prevention, nonprofits, teachers, counselors, etc. You **MAY** solicit donations for your organization or use the materials as part of your offerings.
- Annual license cost (both versions):
 - \$299 – individual license
 - \$999 – organizational license



Using the amazing Sally Schindel as an example: Sally is a Johnny's Ambassadors Advisory Council Member, and she is ALSO an active volunteer with many other prevention organizations. Several speakers' bureaus also call her to speak for a fee or cover her travel expenses. **How should she register?**

- **\$999**: if she were an employee of a larger organization, they could pay the annual organizational license, and she would be one of their licensed speakers (they would have other speakers besides her). If she weren't speaking for that organization, she could not present using their license.
- **\$299**: if she continues her work as a prevention speaker, she would register for an individual license, which would allow her to use our materials in her speaking (even if she is paid a fee). This license allows her to also mention other partners and be a member of other speaker's bureaus, etc.
- **Free**: if she presented as Sally Schindel the individual, an impacted mom who lost her son Andy from marijuana use, she is working on behalf of Johnny's Ambassadors as a volunteer. For this option, the understanding would be she is only representing Johnny's Ambassadors, not including other coalitions/prevention organizations in her work, and not getting paid.

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Boring Legal Stuff



- Slides must remain intact. You can add your logo to the cover page (or create a new cover page) but not on the slides. You may add your email and phone number to the handouts.
- You can add your own slides to the front or the back of the Johnny's Ambassadors slides or remove slides as desired. Additions must be approved to make sure they are scientifically correct and on message.
- Volunteers are unpaid. Payment of any speaker fees would be donated to Johnny's Ambassadors. If you will be accepting any fees or donations, please register at the \$299 rate.
- Organizational licenses include employees on staff only, not volunteers. Individuals need to have their own license if going out on behalf of another organization in addition to Johnny's Ambassadors.
- This certification grants you a license to use our materials, not own them. Participation doesn't transfer ownership or copyright to you, so you can't sell, post, distribute, or give them to others to use.
- Your license must be renewed each year to continue using the curriculum.
- Your license doesn't preclude others' ability to teach in your local area if invited (no one "owns" a territory).
- You agree to respect Johnny's Ambassadors copyright and intellectual property, which means you specifically agree not to take our materials and recreate your own materials.



What Do We Ask of Our Trainers?

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- Give a minimum of one presentation a year and send us your event info to publicize
- Update your curriculum each quarter as provided
- Engage in quarterly meetings and share success stories
- Add the #StopDabbing frame to your Facebook photo (optional)
- Lead/speak at a #StopDabbing walk Sept. 18, 2022 (optional)
- Provide feedback, suggestions, and ideas for new classes to Laura (we already have requests for classes on the outcomes of marijuana legalization in CO, youth suicide prevention, and resiliency)

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Important Dates

Tuesday,
December
14, 2021:

PARENT/ADULT certification class (3 hours).

Wednesday,
December
15, 2021:

STUDENT/TEEN certification class (4 hours).

Tuesday,
February
15, 2022

Live 90-minute demo by Laura Stack in Highlands Ranch CO at a community event at Cornerstone Church (fly in)



The Ten-Step Certification Process

1. Sign up on the OneCause platform as a VOLUNTEER or a PARTNER at <https://p2p.onecause.com/ambassadors>. Pay the applicable fees for teen, adult, or both versions as an individual or organization.
2. Receive your login info from Laura for the certification class.
3. Take our 8-module online marijuana training (adult version).
4. Submit your certificate of completion for the online training.
5. Receive your training materials from Laura and get listed on our Certified Trainers website page to be referred for training inquiries.
6. Work with a learning buddy (optional) and practice the class.
7. Give your course to our educational consultant, or present to a small friends/family group (optional).
8. Organize an event and teach the class!
9. Meet quarterly with your fellow trainers to share ideas, successes, and questions and post in the Facebook group.
10. Send suggested changes to Laura and update your curriculum quarterly with the latest research as applicable.



We invite you to become a
Certified Johnny's Ambassadors Trainer!
Email me with any questions: Laura@JohnnysAmbassadors.org