

Johnny's Ambassadors

Youth Marijuana Prevention



Johnny's Ambassadors educates parents, teens, and communities about the dangers of today's high-THC marijuana on adolescent brain development, mental illness, and suicide.



JohnnysAmbassadors.org

Laura@JohnnysAmbassadors.org • 303-471-7401

Johnny's Ambassadors *Webinar Series for Teens!*

Tuesdays, 5:00 PM to 6:00 PM Mountain

Register at
JohnnysAmbassadors.org/webinars



Tuesday, January 11, 2022



Ed Gerety
Stand Up for
Your Greatness!

Tuesday, February 22, 2022



Bobby Petrocelli
You Matter, "IT"
Doesn't! How to Leave
Your "IT" Behind!

Tuesday, March 22, 2022



Matt Bellace
A Better High:
The Spirit of
Natural Highs

Tuesday, April 26, 2022



Harriet Turk
Waking Up
to Your Life

Tuesday, May 24, 2022



Cara Filler
Driven: Rules of the
Road to Success

Tuesday, June 21, 2022



Ray Lozano
ContrADDICTION

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303-471-7401 • johnnysambassadors.org • Laura@JohnnysAmbassadors.org

CERTIFIED JOHNNY'S AMBASSADORS TRAINERS

Have you been asked to give a presentation in your community, school, or business on youth marijuana prevention? You can go through our train-the-trainer class, license our materials, and save yourself countless hours of time by using our PowerPoint, instructor manual, handouts, and videos! You do not need to be a "speaker." You will receive all the files you need with the exact script on what to say! You'll also receive a video of Laura Stack presenting the content, so you can practice.

As a Certified Johnny's Ambassadors Trainer in your community, you'll be teaching a one-hour, science-based class on "The Dangerous Truth About Today's Marijuana: The Harms of Youth Marijuana Use." Currently, we offer an adult/parent version (for audiences with no teens present) and a teen/student version.

Each class is only \$299 for individuals who wish to use the class in their work, or \$999 for organizations with multiple trainers (such as schools – per location). If you want to host an event to raise funds for Johnny's Ambassadors, please email Laura@JohnnysAmbassadors.org.

You will be added to our directory by city and state, in case someone in your area is looking for someone to give a presentation.



Parent Version



Teen Version

WHAT WILL YOU GET AS A CERTIFIED AMBASSADORS TRAINER?

- All materials including PowerPoint, Trainer Notes, Handouts, and Videos
- 50% off Laura's book, *The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story*, direct through our publisher
- Quarterly meetings to brainstorm ideas with the other Certified Johnny's Ambassadors Trainers across the U.S.
- Intel on how to teach the course, find a location, recruit partners, and promote your event through local and social media
- A copy of Laura's book and special "Johnny's Ambassador" lapel pin/tie tack to wear during your presentations!

For more information or to register, visit
johnnysambassadors.org/trainers

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IN-PERSON, VIRTUAL, AND RECORDED EDUCATIONAL PRESENTATIONS BY LAURA STACK, JOHNNY'S MOM

Laura Stack is Johnny Stack's mom and his lead Ambassador. In the business world, Laura Stack is better known by her professional moniker, The Productivity Pro®. She is a Hall-of-Fame Speaker and corporate spokesperson for many major brands. Laura is a bestselling author of eight books on productivity and performance topics with a large social media following, and she has given keynote speeches and training seminars to major corporate, association, and government audiences for over 30 years.

On November 20, 2019, Laura suddenly acquired the undesired wisdom of knowing what it's like to lose one's child, when her 19-year-old son, Johnny, died by suicide. He suffered from delusion from marijuana-induced psychosis and thought the mob was after him.

Laura's world took a 180. She founded a 501(c)(3), Johnny's Ambassadors, with the mission to educate parents and teens about the dangers of today's high-THC marijuana on adolescent brain development, mental illness, and suicide. She authored *The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story*. Johnny's Ambassadors now provides a world-class repository of education from the world's leading experts on marijuana.

Described as a woman with unstoppable drive and unwavering purpose, Laura hopes to help other parents, grandparents, teachers (and frankly all adults with teens in their lives) by honestly and boldly sharing Johnny's story of his high-potency marijuana use, psychosis, and suicide. The devastating loss of her child gives Laura a powerful voice and a platform for change. Laura sees it as her responsibility to share Johnny's warning to prevent other families from having to go through what she did and save other young lives.



Laura's talks now bring marijuana education, awareness, and prevention curriculum around the globe to raise awareness of THC use, mental illness, and suicide. She presents live and virtual keynotes, breakout sessions, and training for parents, teens, schools, civic organizations, healthcare, law enforcement, anti-drug coalitions, community-based prevention organizations, corporate wellness programs, and government agencies. By sharing Johnny's own warning about marijuana, Laura helps parents understand and talk to their children about the potential harms of today's marijuana. She is determined to start a movement to bring teen marijuana use, mental illness, and suicide into the spotlight and get adolescents to #StopDabbing.

Laura lives with her husband near Denver, Colorado and has two surviving adult children, ages 25 and 20.

Laura is a member of the National Marijuana Initiative Speakers Bureau for the High Intensity Drug Trafficking Area program (HIDTA) program in the United States, so her travel expenses are covered to speak at your meeting or conference (separate fair-market donation requested for her speaking fee).



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“Forge ahead despite your pain and give meaning to your loss.” – Laura Stack

Presentation Title: The Dangerous Truth About Today’s Marijuana: Johnny Stack’s Life and Death Story

Description: Laura Stack’s 19-year-old son, Johnny, died by suicide on November 20, 2019 after becoming psychotic from dabbing high-THC marijuana concentrates. Soon afterward, Laura started a 501c3, Johnny’s Ambassadors, to educate parents and teens about the dangers of today’s high-THC marijuana on adolescent brain development, mental illness, and suicide. In this session, Laura will share the story of Johnny’s marijuana addiction from a parent’s point of view, a poignant chronicle of the shocking descent from innocence to eventual suicide. Before marijuana, Johnny was a computer whiz with a 4.0 GPA and a perfect math score on the SAT. After marijuana, he stole his family dog from the home and threatened to kill it without payment from his mother. With moving candor, Laura traces the first warning signs, their attempts at rehabilitation, her desperation, and his eventual demise. Three days before his death, Johnny issued his own warning about marijuana usage. Through this tragic, transparent tale, Stack hopes to use her pain to help parents talk to their children about the dangers of today’s marijuana.

Sample Objectives (customized to your audience and needs):

- Meet Johnny Stack: a Beautiful Boy, a Tragic End
- Learn About the High-Potency Marijuana Products Used by Today’s Youth
- Understand the Negative Effects of Marijuana Use on Adolescents
- Recognize Legalization Loopholes and Regulatory Needs
- Increase Awareness of Harm and Prevent Marijuana Use by Young People

Sample Topics (one to three hours):

1. Who’s Johnny? A Beautiful Boy, a Beautiful Life
2. Let’s Talk About Dabbing
3. Understanding the High-Potency Marijuana Products Used by Today’s Youth
4. High-Potency Marijuana and Adolescent Brain Formation
5. The Impacts of Marijuana Use on Adolescents
6. Addiction and Cannabis Use Disorder
7. The Result of Legalizing Medical Marijuana for 18-Year-Old’s
8. How the Pot Industry Markets to Youth
9. The Impacts of Growing Up in Colorado: Legalization Loopholes and Regulatory Needs
10. How Colorado House Bill 1317 Protects Our Children in a Legal Marketplace
11. How Parents Can Tell if Their Child is Using Marijuana
12. How Teens are Using Snapchat to Sell Marijuana to Classmates
13. Marijuana, Mental Illness, and Psychosis
14. The Marijuana and Suicide Connection
15. What Can Parents Do to Prevent Marijuana Use?
16. The Death of a Son and Birth of a Mission: Be One of Johnny’s Ambassadors

Popular Audiences: parents, students, educators, community-based organizations, school administrators, healthcare providers, therapists, school resource officers, drug-prevention specialists, law enforcement, coalitions, and anyone else working with youth.

“This was truly the best presentation I’ve seen to date on the current state of marijuana. Those of us who work in prevention need to fully understand what you shared with us.”

– Carie Wimberly, Executive Director, Addiction Prevention Coalition

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The Dangerous Truth About Today's Marijuana

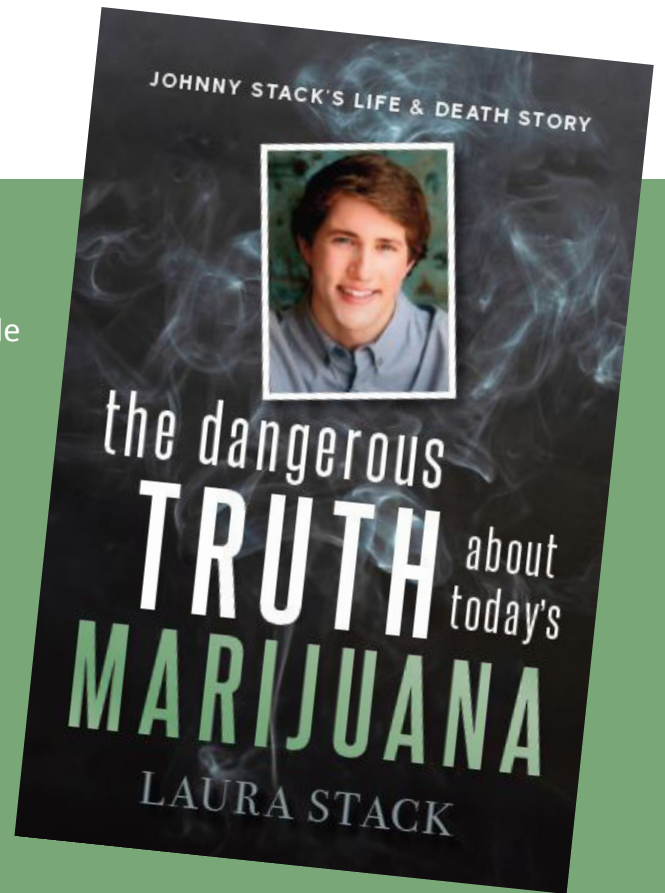
Johnny Stack's Life & Death Story

By Laura Stack

With Foreword by Kevin Sabet

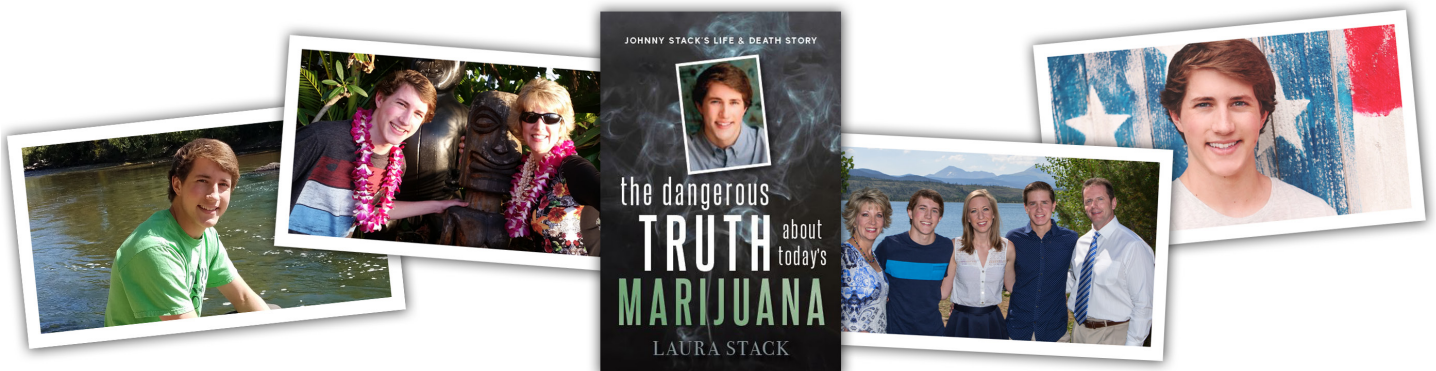
ABOUT THE BOOK

This is the poignant life-and-death story of Johnny Stack, whose young and vibrant life ended by suicide after his descent into addiction to high-potency marijuana and cannabis-induced psychosis. You'll laugh and cry with his mother, Laura Stack, as she retells the story of Johnny's joyful childhood and then takes you through the unthinkable tragedy of his loss. It's every parent's nightmare. But this book is much more than Johnny's story. Today Laura, who is a nationally recognized speaker and best-selling author, leads a national effort of parents, impacted family members, healthcare professionals, teachers, and trusted adults who are concerned about the harmful effects of marijuana on our children, teenagers, and emerging adults. This book is a clarion call for parents across America to educate themselves about the risks of today's high-THC marijuana products and to better understand the potentially devastating effects on youth mental health. Laura's real-life story is backed by recent scientific-based research on how today's potent THC products lead to mental illnesses such as anxiety, depression, paranoia, psychosis, and sadly, suicidal ideation. This book is her vision to dramatically decrease adolescent marijuana usage, mental illness, and suicide, to allow our youth to live productive, happy lives.



ORDER NOW!

JohnnysAmbassadors.org/book



PRAISE for *The Dangerous Truth About Today's Marijuana*

"As an enduring tribute to her son, Laura Stack has pulled together an invaluable analysis of the common misconceptions surrounding marijuana which led to his eventual downfall. Marijuana is a large part of the minefield that all teens must navigate in today's world before they reach adulthood, a sobering reality that parents need to see clearly in order to help their children survive and thrive. This book provides a solid framework to assist in that process while making ample use of references to the best and most relevant scientific literature out there."

– Christine L. Miller, PhD, Neuroscientist
MillerBio, Baltimore, Maryland

"Laura Stack has constructed a beautiful legacy for her son, allowing Johnny's story to help guide the actions and decisions of other teenagers and families. Laura has long had an unmistakable passion and gift for writing; it's no mistake that she has created such a seamless blend of personal narrative and empirical science. If you do your family the favor of reading this book, you'll come away with all the tools and information you'll need to protect your children from the ever-increasing social pressures of marijuana normalization. Your time could not be better spent."

– Aaron Weiner, PhD, ABPP, Licensed Clinical Psychologist
Board-Certified in Counseling Psychology (ABPP) and Master Addiction Counselor (MAC), Lake Forest, IL

"This is a remarkable book with a powerful message for parents about the devastating and unpredictable negative consequences of marijuana use for some youth. It is also a passionate story of the painful struggles families often have trying to help youth who are addicted to marijuana and other drugs. A wake-up call in the face of widespread denial of the serious adverse consequences many people suffer from marijuana use, this book sends a powerful message to parents about the importance of helping youth grow into adulthood drug-free because of the unique vulnerability of the adolescent brain to the chemical seduction of drug use."

– Robert L. DuPont, MD, President, Institute for Behavior and Health, Inc.
First Director, National Institute on Drug Abuse; Second White House Drug Chief

"Laura and John's brave account of their son's devastating tragedy serves as a warning sign and a critical call to action for all who love and care for young people. Their story illustrates how the foe we face rides on the wheels of capitalism and runs over our children. When regulation and consumer protection are absent, we need ambassadors to arm our children with neurodevelopmental science and empower parents' voices. Thank you, Laura, for sharing your story and for starting Johnny's Ambassadors."

– Crystal Collier, PhD, LPC-S, Therapist, Researcher, Educator,
BrainAbouts Prevention Program Creator & Director, Houston, Texas

"This is a powerful book for everyone; parents, grandparents, and young people should read it. Written from the heart of a mother, Laura Stack, who has transformed her immense pain from losing a son into something extremely valuable for everyone. The message is clear: strong cannabis risks mental well-being and can even lead to fatality, as it sadly did in her son Johnny's case."

– Atakan, MD, Senior Cannabis Researcher
King's College, London, UK

"Laura Stack is a new and powerful voice on this important subject. She is knowledgeable, passionate, and sensible—a rare combination in this space. Laura has taken the time to be educated, and she is using what she knows to impact lives. While many will focus on the tragedy of her story, I see her words and actions as a beacon of light, shining to help others find their way through the dark. Laura and her family's true legacy is sharing Johnny's story to keep them from following his path."

– Ben Cort, CEO, the Foundry
Author, Weed, Inc., Steamboat Springs, CO

DIRTY DOZEN FACT SHEET



EFFECTS OF ADOLESCENT MARIJUANA USE



JohnnysAmbassadors.org

Laura@JohnnysAmbassadors.org • 303-471-7401

Johnny's Ambassadors, Inc. • 9948 Cottoncreek Dr., Suite 101 • Highlands Ranch, CO 80130



RESEARCH LINKS

- FACT #1** <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4827335/pdf/nihms762992.pdf>
- FACT #2** <https://sci-hub.se/10.1073/pnas.1206820109>
- FACT #3** <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6991277/>
- FACT #4** <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3552239/pdf/nihms388189.pdf>
- FACT #5** <https://pubmed.ncbi.nlm.nih.gov/29768651/>
- FACT #6** <https://sci-hub.se/10.1046/j.1360-0443.2000.951116213.x>
- FACT #7** <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4988731/>
- FACT #8** <https://pubmed.ncbi.nlm.nih.gov/26283092/>
- FACT #9** <https://www.sciencedaily.com/releases/2016/09/160901211303.htm>
- FACT #10** <https://www.nih.gov/news-events/news-releases/cannabis-use-may-be-associated-suicidality-young-adults>
- FACT #11** <https://www.drugabuse.gov/publications/research-reports/marijuana/what-are-marijuanas-effects-lung-health>
- FACT #12** <https://www.nhtsa.gov/sites/nhtsa.gov/files/documents/812440-marijuana-impaired-driving-report-to-congress.pdf>

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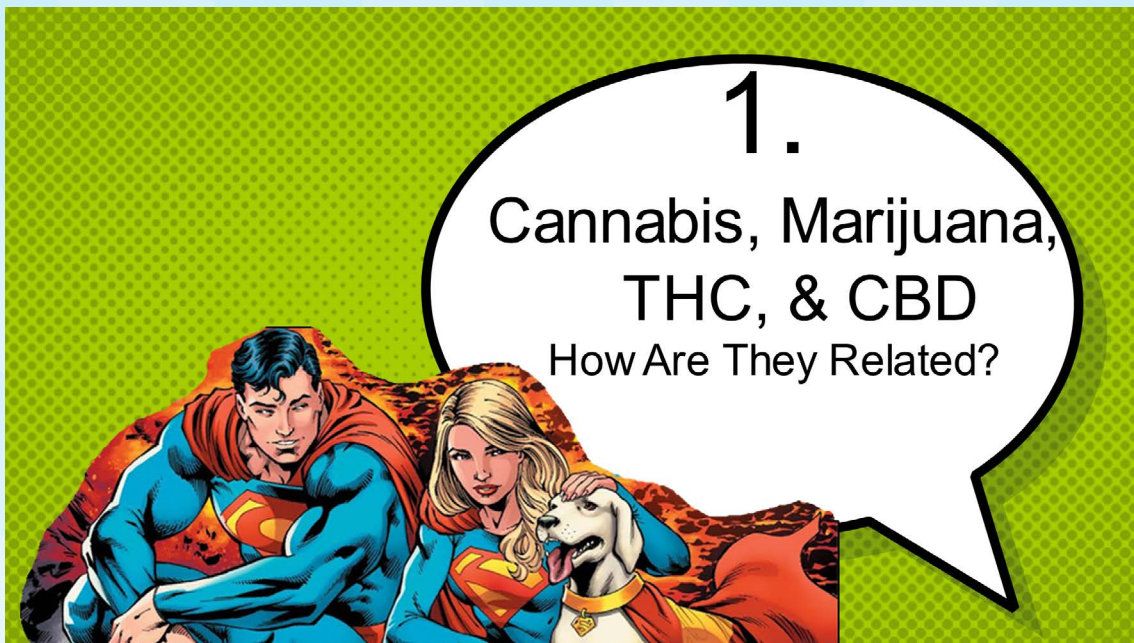
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ONLINE MARIJUANA CURRICULUM

Because of the legalization in some states and normalization in our media, many adolescents and teens believe there's no harm in using marijuana products. **Teens need to be educated about the dangers of today's high-THC marijuana on adolescent brain development, mental illness, and suicide.**

Our NEW, INNOVATIVE online marijuana training is:

- A research-based, evidence-informed, direct-to-teen curriculum
- Created by researchers, doctors, and Ph.D. curriculum designers
- Targeted to middle and early high school students (with a parallel track for parents and concerned adults)
- Designed to prevent marijuana use
- Intended to reduce the gap between the perceived and actual harm of marijuana.



This isn't just any ol' boring training! This is a single-incident curriculum in the drug prevention space and takes about 90 minutes total, broken up into eight separate modules. This highly engaging course uses a colorful, superhero theme with **gamification, simulations, music, interactive quizzes, gameshows, hand-drawn whiteboard videos, and peer-to-peer testimonials.** The course is built on an innovative, mobile Learning Management System (LMS) and can be taken from any device.

Visit www.johnnysambassadors.org/curriculum/ for more details.

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Johnny's Ambassadors

Youth Marijuana Prevention Graphics to Share

johnnysambassadors.org/graphics



Johnny's Warning



Marijuana Facts



Marijuana Trivia



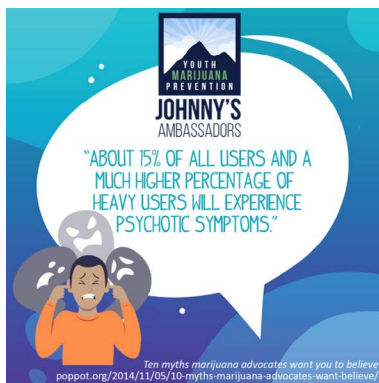
FACT or CRAP



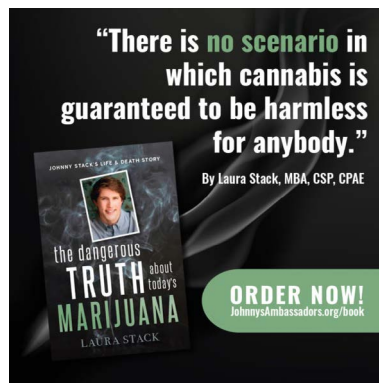
Top Ten Teen Toking Tip-offs



Dirty Dozen



Mental Health



Laura's Book



Marijuana Fact Sheets



Johnny's Cartoons



Social Media Badges



Holiday Graphics for Parents

Johnny's Ambassadors Educational Resources and Offerings



1. FREE TOOLKITS, VIDEOS, AND RESEARCH

Weekly Johnny's Ambassadors Expert Webinar Series for Teens:

<https://JohnnysAmbassadors.org/webinars>

On-demand past webinars: www.JohnnysAmbassadors.org/recorded-webinars

Weekly marijuana newsletter: <https://JohnnysAmbassadors.org/blog>

Marijuana videos: <https://JohnnysAmbassadors.org/videos>

Marijuana toolkits: <https://JohnnysAmbassadors.org/toolkits>

Parent resources: <https://JohnnysAmbassadors.org/parents>

Facebook group:

<https://www.facebook.com/groups/JohnnysAmbassadors>

Marijuana research library: <https://JohnnysAmbassadors.org/research>

2. LIVE FUNDRAISING EVENTS

The Annual Johnny's Ambassadors #StopDabbing Walk will be Sunday, September 18, 2022.

Put a team together for your coalition or community! <https://stopdabbingwalk.com>

3. PRESENTATIONS (LIVE, VIRTUAL, AND RECORDED): see johnnysambassadors.org/speaking

- a) Recorded one-hour presentation, "The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story": \$250 donation requested. Teen or adult version to show to your group at your convenience.
- b) Virtual presentation by Laura Stack (30 to 90 minutes): \$1000 speaking fee requested (fair market value fees set by the Johnny's Ambassadors Board of Directors)
- c) Live presentation by Laura Stack: \$5000 speaker fee (daily rate). Laura's travel expenses are covered by the National Marijuana Initiative Speakers Bureau. Laura presents marijuana education to teens, parents, schools, coalitions, and conferences.

4. ONLINE TEEN AND ADULT MARIJUANA TRAINING: see johnnysambassadors.org/curriculum

Teen or adult version (self-paced): free for small groups of 50. Call for pricing.

Facilitator guide and train-the-trainer. Offer the Johnny's Ambassadors curriculum to your school or group. Includes Power Point, facilitator guide, and a private one-hour training with Laura.

White-labeled branch for your organization: call to discuss. Johnny's Ambassadors will assign administrators and instructors, create groups for separate programs or classes, upload users, run reports on student quiz scores and course progress, host private discussion groups, and provide training and support.