

# 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 Youth Marijuana Prevention Model



1

**Bring Laura in to speak** at a middle or high school or parent/community night for \$5000 plus \$1000 travel expenses. Or virtual webinars are \$1000 and include our GoToWebinar platform.

2

**Purchase a copy of Laura's book** as a gift for each person in attendance (\$355 for a box of 22 or buy on Amazon).

3

**Start an optional 8-week book club** for parents, school admin, counselors, legislators using *The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story* textbook and discussion guide. **free**

4

**Assign our online teen marijuana curriculum in schools** (with parallel parent track) with teacher discussion before/after: [johnnysambassadors.org/curriculum](http://johnnysambassadors.org/curriculum) **free**

5

**Use our PPT kit** (adult or teen) to continue training in the community. \$299 per person or free if you brought Laura in to your community.

6

**Begin monthly video webinar series** in community with facilitated discussion: [www.JohnnysAmbassadors.org/recorded-webinars](http://www.JohnnysAmbassadors.org/recorded-webinars) **free**

7

**Distribute our glossy teen marijuana prevention magazine** in the schools, library, and community centers (available summer 2022). **free**

8

**Use our graphics, toolkits, and one sheets** for a comprehensive social media awareness campaign: [johnnysambassadors.org/education](http://johnnysambassadors.org/education) **free**

9

**Host a #StopDabbing walk** to raise awareness of the harms of youth marijuana use on Sunday, Sept. 18: [www.stopdabbingwalk.com](http://www.stopdabbingwalk.com) **free**

10

**Discover many ways to join our mission and become an Ambassador:** [JohnnysAmbassadors.org/join](http://JohnnysAmbassadors.org/join) **free**

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# The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story



**JOHNNY'S**  
AMBASSADORS

*for Teens*

## Program Description

Laura Stack's 19-year-old son, Johnny, died by suicide on November 20, 2019, after becoming delusional from dabbing high-THC marijuana concentrates. Soon afterward, Laura started a nonprofit organization, Johnny's Ambassadors, to educate parents and teens about the dangers of youth marijuana use. 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. Three days before his death, Johnny issued his own warning about his marijuana usage. Through this tragic tale, Stack hopes to help teens understand how marijuana can harm them.

## Speaker Bio

Laura Stack is Johnny Stack's mom. After her son died by suicide because of his marijuana addiction and resulting psychosis, she now helps teens understand why today's high-potency THC products can cause problems with their brain development, the development of mental illness, and thoughts of suicide. Before Johnny died, Laura was a speaker and author for 30 years. Now, Laura sees it as her responsibility to share Johnny's warning with other teens to keep them from following Johnny's path. More than anything, Laura wants to help teens understand the science and potential harms of today's marijuana. She is determined to start a movement to get young people to #StopDabbing.

## Objectives

- Who's Johnny?
- "Then" vs. "Now" marijuana
- Why do youth use marijuana?
- Is marijuana medicine?
- Adolescent brain development
- Impacts of THC use on adolescents
- Risks of mental illness, psychosis, and suicide
- How the marijuana industry markets to youth (with media examples)
- Recognizing risky situations and learning refusal skills



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# The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story



## Program 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, teens, and communities about the dangers of today's high-THC marijuana on adolescent brain development, mental illness, and suicide. Through this tragic tale, Stack hopes to help parents talk to their children about the dangers of using marijuana. Laura's real-life story is backed by recent scientific research on how today's THC products can harm our youth. This presentation 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 their children.

## Speaker Bio

For 30 years, Laura Stack was best known in the business world as "The Productivity Pro." Her career as a keynote speaker, bestselling author of eight books, and corporate spokesperson came to a screeching halt after her son's death. Her platform now brings prevention education to drug prevention conferences, community groups, and schools to stop youth marijuana use. Johnny's story has been told in People Magazine, the New York Times, the Wall Street Journal, PBS, and Dr. Phil. Laura is a powerful speaker who brings Johnny's personal warning and solid research together in her book, *The Dangerous Truth About Today's Marijuana: Johnny Stack's Life and Death Story*. Described as a force of nature with unstoppable drive and unwavering purpose, Laura is determined to get teens to #StopDabbing.

## for Adults

## Objectives

- Participate in a Photo Tour of a Colorado Dispensary and See the High-Potency Marijuana Products Used by Today's Youth
- Learn About the Endocannabinoid System and How THC Interferes with Adolescent Brain Development
- See the Results of Legalizing Medical Marijuana for 18-Year-Old's in Colorado
- Understand How Adolescent Marijuana Use Can Lead to Mental Illness and Psychosis
- Discover the Connection Between Youth Marijuana Use and Suicidality



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JohnnysAmbassadors.org

# Preventing Youth Marijuana Use

Saving Our Youth from the Harms of Marijuana



*Distributed by*  
**Johnny's Ambassadors**  
**Youth Marijuana**  
**Prevention Nonprofit**

Download this prevention magazine at  
[JohnnysAmbassadors.org/onesheets](https://JohnnysAmbassadors.org/onesheets).



**Saving Our Youth from the Harms of Marijuana**

# **PREVENTING YOUTH MARIJUANA USE**



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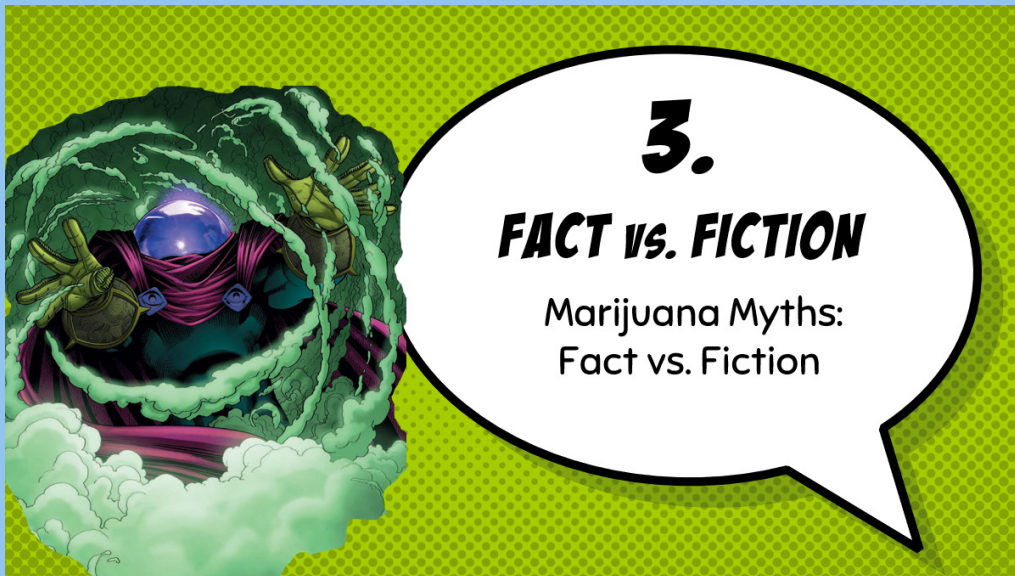
Distributed by  
Johnny's Ambassadors  
Youth Marijuana Prevention Nonprofit  
**[JohnnysAmbassadors.org](http://JohnnysAmbassadors.org)**

# Use Our Online, Self-Paced THC Prevention Curriculum As a School Suspension Alternative



In recent years, THC levels in marijuana has been rising. This isn't the hippie weed some people remember from the 1960s. It's lab-designed, high-potency, and dangerous for the developing brains of young people. Doctors say new, high-potency marijuana is responsible for a growing number of psychotic episodes among teenage users. Unfortunately many young people believe there's no harm in using marijuana products. They need to be educated about the possible dangers of today's high-THC products for their brains, the development of addiction, and mental illness.

When caught with marijuana at school, teens can take this web-based curriculum as an alternative to suspension. This training is FREE for up to 20 students per month.



This isn't just any ol' boring training! 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.

## Our innovative online marijuana prevention course is:

- A self-paced, research-based, evidence-informed, direct-to-teen curriculum
- Created by researchers, doctors, and Ph.D. curriculum designers and approved by our Scientific Advisory Board
- Targeted to middle and early high school students (with a parallel track for parents and concerned adults)
- Designed to educate and prevent marijuana use and raise awareness (this is not an intervention)
- Intended to reduce the gap between the perceived and actual harm of marijuana and lower the use.

This is a single-incident curriculum in the drug prevention space and takes about 60 to 90 minutes total, broken up into eight separate modules. It can be taken multiple times as you wish and started and stopped as desired. Students receive a certificate when finished, which they can forward as proof of completion.

**Visit [johnnysambassadors.org/curriculum](https://johnnysambassadors.org/curriculum)**  
**for more details on frameworks and results.**  
Email [Laura@JohnnysAmbassadors.org](mailto:Laura@JohnnysAmbassadors.org) to request a login.

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# TEACH OUR STUDENT MARIJUANA PREVENTION CLASS



If you are a middle or high school teacher and have a substance use prevention module in your lesson plan, you can receive Johnny's Ambassadors Youth Marijuana Prevention content at no charge! 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. Everything is self paced, and you don't have to wait for an in-person class to get certified.

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.

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

The train-the-trainer class was recorded, so you don't have to wait for it to be held again person. You'll simply watch us teach the course until you feel comfortable teaching it on your own.



## 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
- 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 Adult/Teen/Student Curriculum?

- "Then" vs. "Now" marijuana
- Why do youth use marijuana?
- Is marijuana medicine?
- Adolescent brain development (with whiteboard 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)

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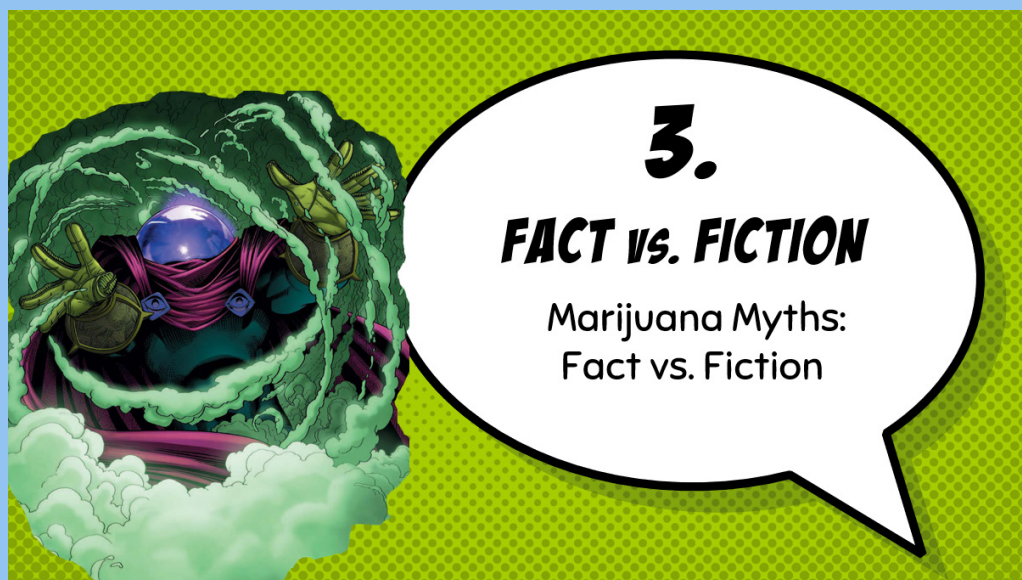


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# Johnny's Ambassadors

## Youth Marijuana Prevention Graphics to Share

[johnnysambassadors.org/graphics](http://johnnysambassadors.org/graphics)



*Johnny's Warning*



*Marijuana Facts*



*Marijuana Trivia*



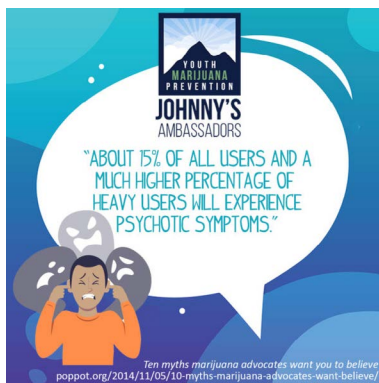
*FACT or CRAP*



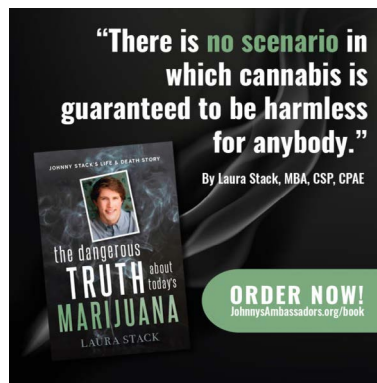
*Top Ten Teen Toking Tip-offs*



*Dirty Dozen*



*Mental Health*



*Laura's Book*



*Marijuana Fact Sheets*



*Johnny's Cartoons*



*Social Media Badges*



*Holiday Graphics for Parents*



# 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 27 and 21.

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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# ***The Dangerous Truth About Today's Marijuana***

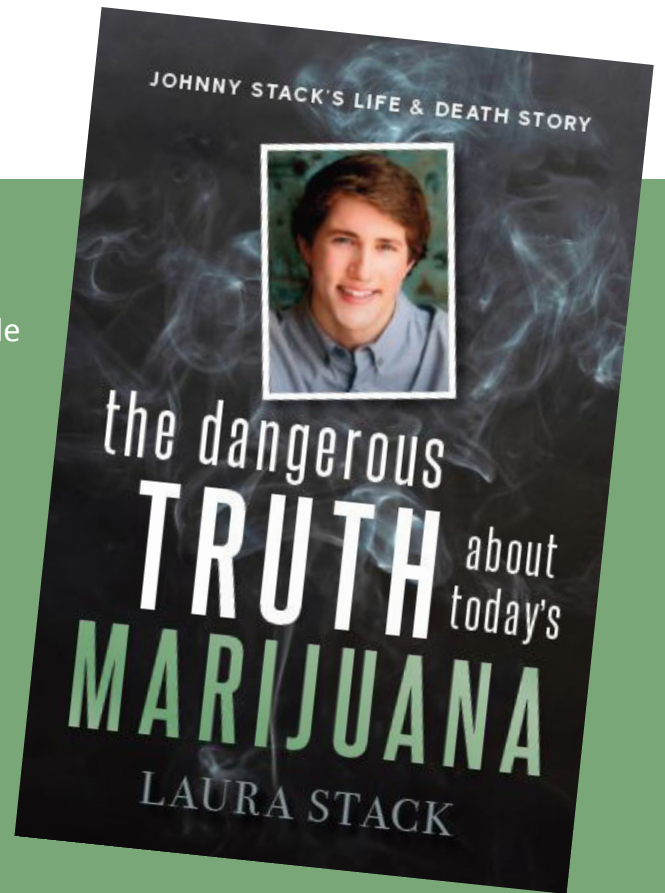
## ***Johnny Stack's Life & Death Story***

By Laura Stack

With Foreword by Kevin Sabet

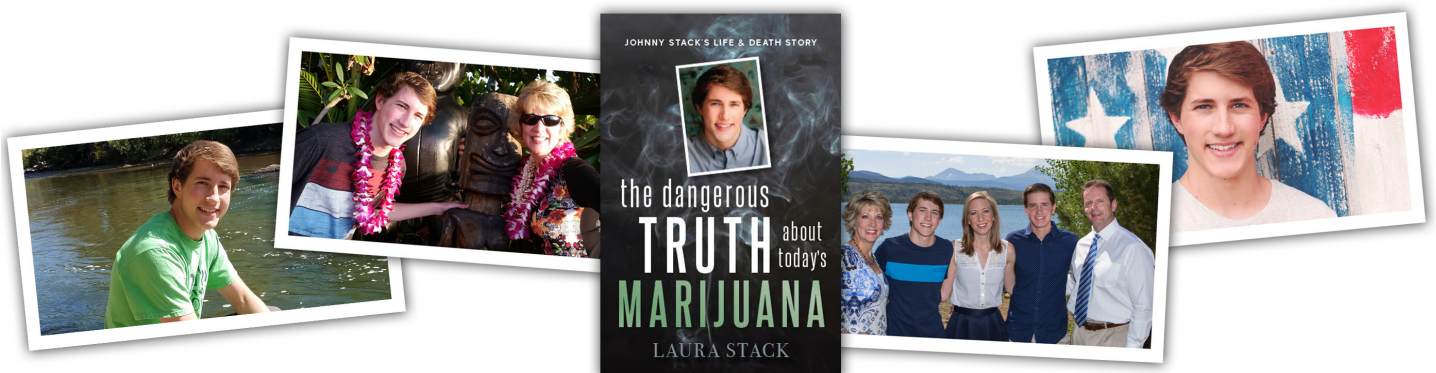
### **ABOUT THE BOOK**

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](http://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

# JOHNNY'S AMBASSADORS

YOUTH MARIJUANA PREVENTION  
JohnnysAmbassadors.org

## Laura Stack's Presentation Fees as of 3/15/2023

Type	One talk (up to 90 minutes)	Two talks (same day)	Three talks (same day)
<i>In-person outside Colorado</i>	\$5,000	\$6,500	\$7,500
<i>In-person inside Colorado (90 min radius max)</i>	\$3,000	\$4,000	\$4,500
<i>Remote/virtual (in- person webinar)</i>	\$1,250 60 min \$1,500 90 min	\$2,500	\$3,250
<i>Video (previously recorded)</i>	\$250	\$450	\$600
<i>Travel fee (extra)</i>	Actual if not covered by ONDCP (inquire)		

### Your investment includes:

- Presentation/delivery (all proceeds go directly to Johnny's Ambassadors)
- Travel *if funding is available* through the National Marijuana Initiative Speakers Bureau. They ran out of funding in 2022 but may have funding again in 2023.
- If travel funding isn't available, we will send you an invoice for actual expenses after the event, OR we can charge a flat travel buy-out of \$1500.
- Conference call with your administration or committee if desired
- Completion of pre-program questionnaire: <https://johnnysambassadors.org/preprogram>
- Access to promotional materials: <https://JohnnysAmbassadors.org/mediakit>
- Pre/post survey of students at schools to measure results if desired
- 16-page Youth Marijuana Prevention Magazine for classroom use if desired
- Access to our online teen marijuana curriculum as an alternative to suspension