



2024 TOOLKIT
NATIONAL
MARIJUANA FACTS WEEK[®]

JOHNNY'S
AMBASSADORS

JULY 4-10, 2024



Preventing Marijuana Use Conference

Attend our Preventing Youth Marijuana Use Conference in Person or Virtually



This hybrid conference will be held LIVE in Lone Tree, CO, and LIVE STREAMED to virtual attendees. All attendees, live and virtual, will receive access to the recordings for 90 days to watch on your own time. This event is appropriate for educators, community-based organizations, school administrators, drug prevention specialists, mental health professionals, parents, teachers, coalitions, law enforcement, counselors, and anyone else working with youth, who need to understand the latest science around the harms of youth marijuana use.

You'll participate in real-time conference presentations and interact with the speakers through Q&A sessions (via chat if you're virtual).

DATE: Wednesday, July 10 and Thursday, July 11, 2024

TIME: 7:30 registration – 8:00 start – 5:00 end (MOUNTAIN) both days

PRICE: \$349 in person and \$149 livestream

LOCATION: The IN PERSON session will be held at the Conference Center at Ridge Gate, 9878 Schwab Way Suite 401 (Summit Room), Lone Tree, CO 80124 (fly into Denver). The virtual session will be LIVE STREAMED to any internet browser (not Zoom). All attendees will receive access to the recordings for 90 days to watch or review at their convenience. In-person registration includes breakfast, lunch, materials, parking, and all-day beverages for both days.

[MORE INFO OR REGISTER](#)





Recorded Webinar: What is 710 Day?

Watch a One-Hour Webinar with Laura Stack on a tour of a Colorado dispensary.

Johnny's Ambassadors Expert Webinar Series for Parents and Trusted Adults

July 10, is celebrated by the stoner culture as "Dab Day." Do you know what July 10 (7/10 or 710) is known as Dab Day? Read about it here.

To wrap up National Marijuana Facts Week, which is July 4-10, Laura Stack will present a special FREE one-hour webinar, taking adults on a pictorial tour through a local Denver marijuana dispensary, so you can see what it's REALLY like in a legal marijuana store today. Colorado is GROUND ZERO for marijuana – the first state to legalize recreational marijuana. Laura will help you understand "dabbing," and how concentrates, such as shatter, wax, and oil are made, and why they are so harmful for youth brain development. Everyone who registers for this webinar will automatically receive the recording from GoToWebinar 24 hours later, whether you attended or not.

Laura Stack was best known in the business world for her professional moniker, The Productivity Pro. Her 30-year career as a keynote speaker, bestselling author of eight productivity books, and corporate spokesperson came to a screeching halt on November 20, 2019, when her 19-year-old son, Johnny, died by suicide after becoming psychotic from dabbing high-THC marijuana concentrates. Laura responded by forming the nonprofit, 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. Her platform now brings education, awareness, and prevention curriculum to parents, drug prevention conferences, community groups, and schools to stop youth marijuana use. She is a powerful speaker who brings Johnny's personal warning and solid research together in her new 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.



[WATCH WEBINAR](#)



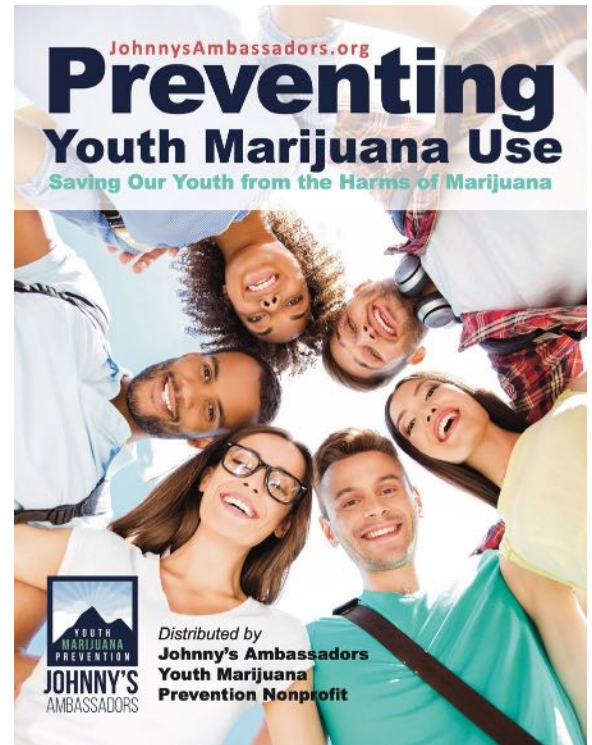
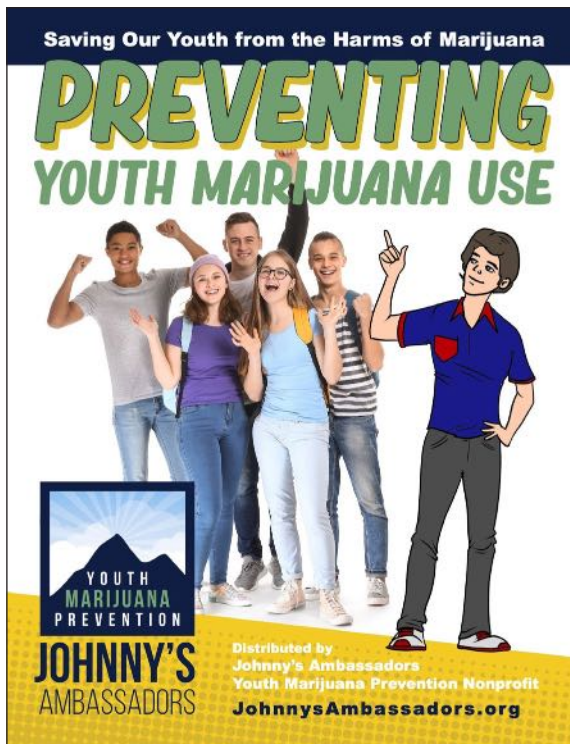


Preventing Youth Marijuana Use One-Pagers

Distribute Our Middle and High School Prevention One-Pagers

Marijuana Printable Sheets

Print or distribute our Johnny's Ambassadors Youth Marijuana Prevention sheets at prevention events, exhibit tables, or classrooms for your substance prevention unit! Or bind the pages together and use it as a workbook in health, PE, prevention, or biology classes! These sheets must be used as is with no modifications.



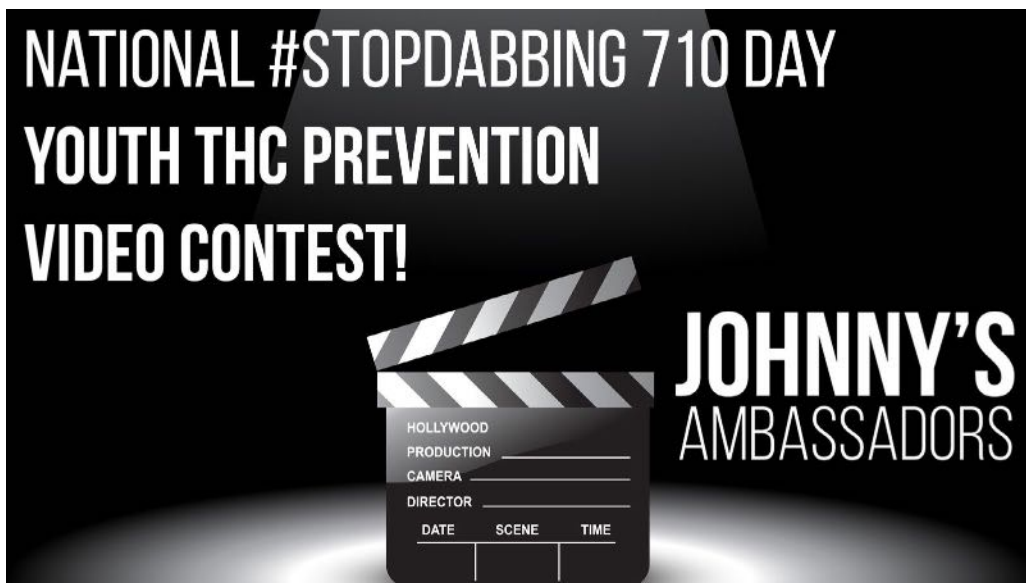
[DOWNLOAD ONE-PAGERS](#)





Anti-Marijuana Poster Contest

Enter the #StopDabbing Video Contest



Enter our #StopDabbing video contest and encourage teens to be THC free and discover a natural high in life! To counter 710 Dab Day (July 10), Johnny's Ambassadors is continuing our #StopDabbing social movement, with a youth peer-to-peer educational campaign to prevent THC use.

Videos will be accepted from 4/20/24 to 7/10/24. Voting will commence on 7/11/24, and winners will be announced on 8/12/24. We want to inspire as many teens as possible to participate and encourage other teens to avoid marijuana use and become the best version of themselves.

CONTEST RULES





Johnny's Ambassador's Research Summaries

Distribute our Research Toolkits

- 1 – What is High-THC Marijuana
- 2 – What Are the Effects of Marijuana on Youth
- 3 – Impact of Marijuana on the Adolescent Brain
- 4 – Marijuana and Adolescent Mental Illness
- 5 – Impact-of-Marijuana-on-Adolescent-Suicide

SUMMARY OF RESEARCH ARTICLES BY JOHNNY'S AMBASSADORS
Excerpted from johnnysambassadors.org/mental-illness

IMPACT OF MARIJUANA ON MENTAL ILLNESS IN ADOLESCENTS
2022

Adolescent cannabis use and later development of schizophrenia: An updated systematic review of longitudinal studies – January 2022. Both high- and low-frequency marijuana usage were associated with a significantly increased risk of schizophrenia. The frequency of use among high- and low-frequency users is similar in both, demonstrating statistically significant increased risk in developing schizophrenia.

Association of Cannabis Use Related Predictor Variables and Self-Reported Psychotic Disorders, U.S., Adults, 2001-2002 and 2012-2013 – A study of 90,000 members of the general American population shows that those with cannabis use disorder during the previous year have a 2.5-fold increase in the rate of formally diagnosed schizophrenia-like psychotic disorder. Their findings on the association of cannabis use and self-reported psychosis adds to the growing literature that suggests there is a relationship between marijuana use and psychotic disorders.

Cannabis and Psychosis: Recent Epidemiological Findings Continuing the "Causality Debate" – January 2022. In summary, much of the available evidence supports the criteria of strength, consistency, biological gradient, and temporality for cannabis causing psychosis. Furthermore, supporting specificity, while many substances are known to induce psychosis, the risk for conversion to schizophrenia is greater with cannabis-induced psychosis. As noted earlier, there is robust experimental evidence from placebo-controlled studies that THC can induce transient psychotic symptoms. Lastly, some of the neurobiological markers of chronic cannabis exposure (e.g., P300, synaptic vesicle density) overlap with those seen in psychotic disorders, supporting biological plausibility and coherence.

Geographical variation in hospitalization for psychosis associated with cannabis use and cannabis legalization in the United States – January 2022. This is the first cross-sectional population-based study of hospital discharges that revealed there is geographic variation in hospitalizations for psychosis associated with cannabis use that was associated with implementation of cannabis legalization policies.

Dore to PhD: Examining the Association Between Cannabis Use and Medical Psychiatric Disorders (Editorial) – February 2022. Multiple lines of evidence ranging from epidemiological studies (3-5) (both cross-sectional and within-subject studies (6)), human laboratory studies using delta-9 tetrahydrocannabinol, the main psychoactive constituent in cannabis (7, 8), and more recently, genetic studies (9, 10) suggest that cannabis use is a risk factor for the later development of psychosis.

Is Cannabis Use Increasing Schizophrenia? January 2022. The publication of 2 recent research reports should give us pause for concern. In September, the National Institute on Drug Abuse reported that cannabis use among college students reached 44% in 2020, a significant increase from 30% in 2015 and at its highest level since the 1990s. The cannabis currently available is more potent than that used in the past. This follows a July report from researchers in Denmark who claim that the increasing use of cannabis is a likely cause of increasing incidence of schizophrenia noted in that country over the past 2 decades. An increasing incidence of schizophrenia, or psychosis in general, has also been reported in England.



Fact or Crap

Play Our Marijuana Trivia Online Gameshow!



PLAY NOW!





Social Media Graphics

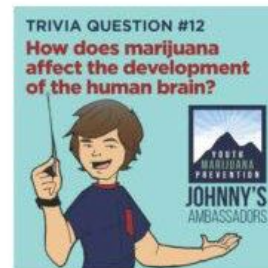
Use One of Our Free Social Media Campaign Graphical Series!



Johnny's Warning



Marijuana Facts



Marijuana Trivia



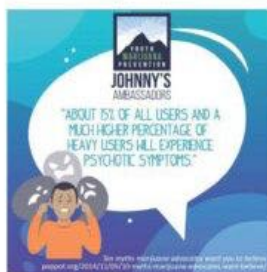
FACT or CRAP



Top Ten Teen Toking Tip-offs



Dirty Dozen



Mental Health



Laura's Book



Marijuana Fact Sheets



Johnny's Cartoons



Social Media Badges



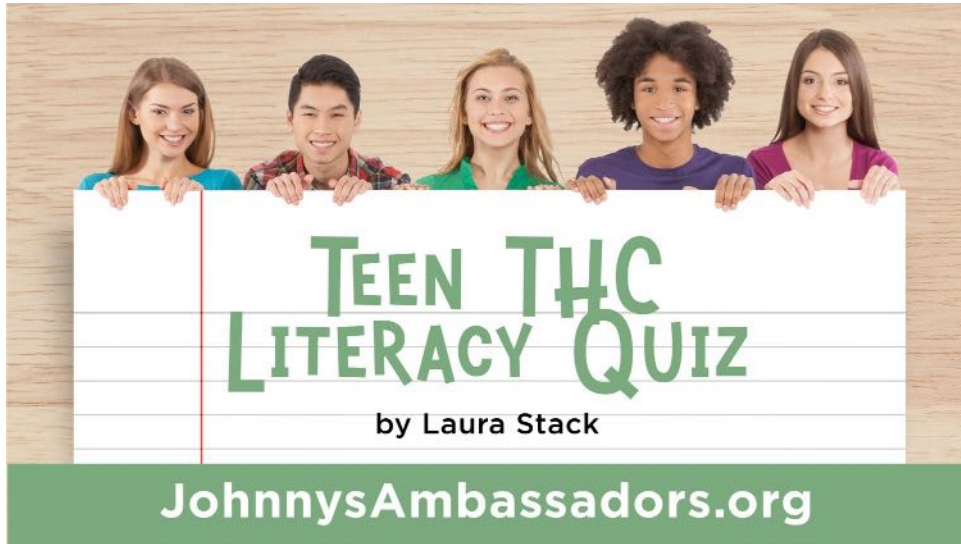
Holiday Graphics for Parents

GET SOCIAL GRAPHICS





Take the Teen THC Literacy Quiz



TAKE THE QUIZ



Host a Watch Party Expert Webinars

Host a watch party of one of our Johnny's Ambassadors Expert Webinars

**THE IMPACT OF CANNABIS USE
ON THE FREQUENCY OF
PSYCHOSIS ACROSS
COUNTRIES AND TIME**

SIR ROBIN MURRAY FRS

FRIDAY, MARCH 12, 2021
11:00 AM TO 12:00 PM MOUNTAIN

JOHNNY'S
AMBASSADORS

Play one of our **75+ expert videos** from our world-class library of education by the foremost experts in marijuana prevention.

EXPERT VIDEOS





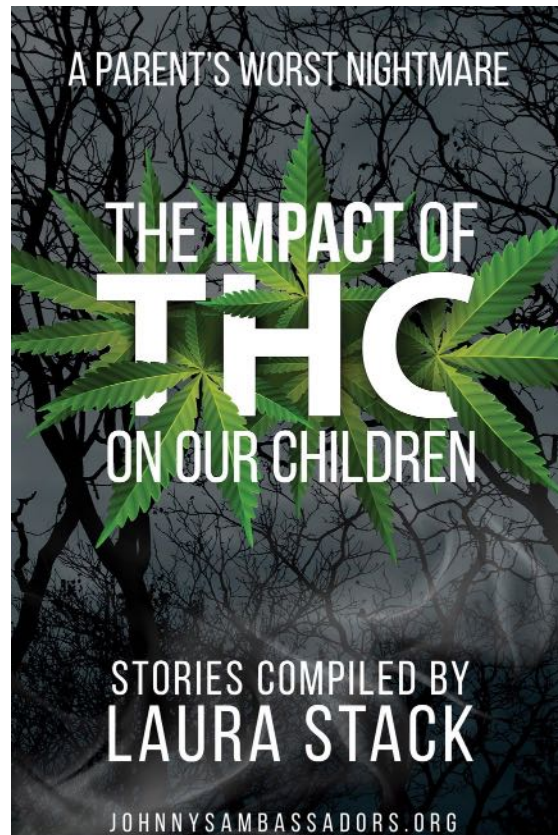
The Impact of THC on Our Children

Start a Book Club Using *The Impact of THC on Our Children: A Parent's Worst Nightmare* Book

In *The Impact of THC on Our Children: A Parent's Worst Nightmare*, twenty-five Parents of Children with Cannabis-Induced Psychosis (POCCIP) share their real-life stories of their children's THC use, addiction, mental illness, psychosis, and sometimes, sadly, suicide.

This book is published by Johnny's Ambassadors Youth THC Prevention, a nonprofit in Colorado, with a mission to educate parents, teens, and communities about the dangers of today's potent THC products on adolescent brain development, psychosis, and suicide.

Learn the REAL truth about today's potent THC products and what they are doing to our children's mental health. When THC products are legalized in some states, there is often a misperception they are safe. To the contrary, there is NO safe level of THC in the developing adolescent mind, and these products are not harmless for teens.



BOOK CLUB MATERIALS

