

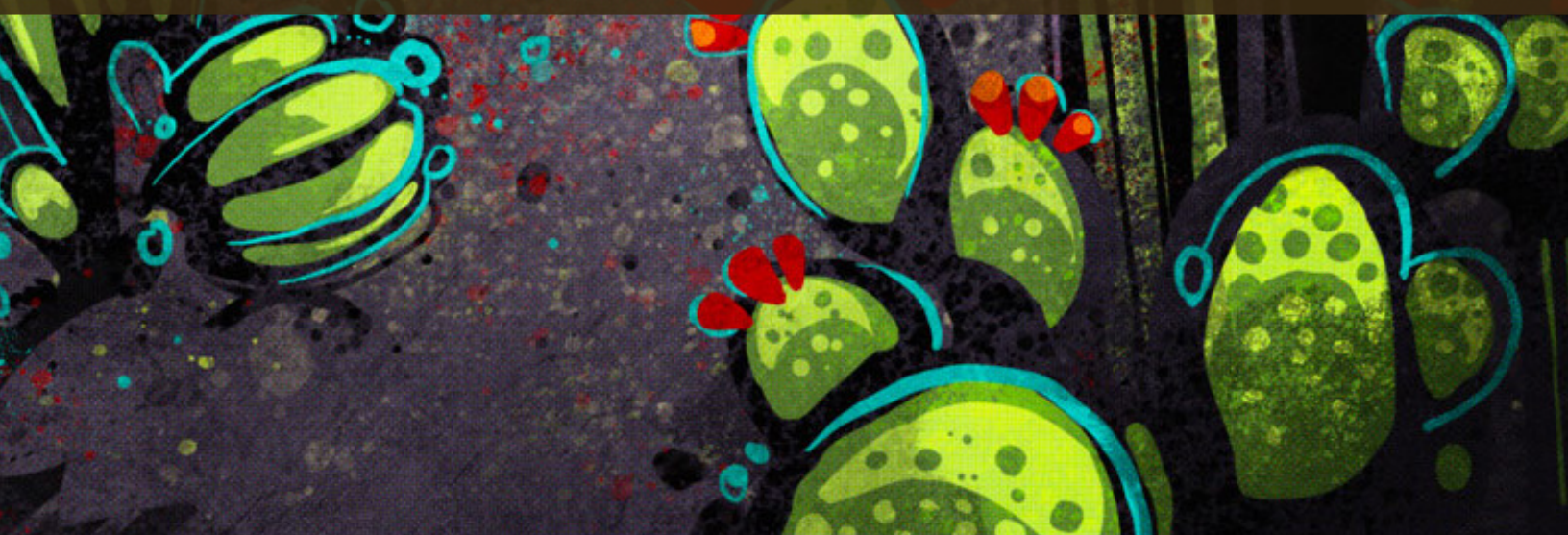


AzCANN Impact Report

Cannabis education and training for health care professionals,
the public and young people in Arizona

Dec. 1, 2022 - December 31, 2023

Program evaluation prepared by:
Comprehensive Center for Pain & Addiction, University of Arizona Health Sciences





Acknowledgements

We are grateful for the contributions of program participants, including young people, families, current and future health professionals, policy makers, industry professionals and policymakers, all of whom have supported and improved our work. We hope this report rewards your efforts. We acknowledge the numerous Arizona agency personnel, including Project Officer Alicia Kenney and the executive leadership at the Arizona Department of Health Services (ADHS), who made themselves available and provided invaluable feedback and connections. We are indebted to Galen Dara for original illustrations and to Stacy Pigott for editorial and publishing support, to Erich Healy for layout and design consultation work, to Stephanie Valencia and Victoria Silva for administrative support, and to our colleagues at Center for Transformative Interprofessional Healthcare (CTIPH) and Arizona Poison & Drug Information Center (AZPDIC) and Western Region Public Health Training Center (WRPHTC) for support in content creation and statewide outreach. AzCANN is funded by the Arizona Department of Health Services (ADHS). The contents are solely the authors' responsibility and do not necessarily represent the official views of ADHS.

We respectfully acknowledge the University of Arizona is on the land and territories of Indigenous peoples. Today, Arizona is home to 22 federally recognized tribes, with Tucson being home to the O'odham and the Yaqui. Committed to diversity and inclusion, the University strives to build sustainable relationships with sovereign Native Nations and Indigenous communities through education offerings, partnerships, and community service.

About the Comprehensive Center for Pain & Addiction

The University of Arizona Health Sciences' Comprehensive Center for Pain & Addiction is an innovative, diverse team of experts reimagining and transforming health care for pain and addiction. We advance science to provide students, educators, professionals, leaders and communities with evidence-based insights, therapies and resources. Together, we empower those of us affected by pain and addiction to thrive.

Spanning six colleges, and more than 30 departments, the center is rapidly being recognized as a national leader in cannabis across scientific, clinical, outreach and policy domains. In 2023, 94% of Arizonan medical marijuana cardholders report chronic pain as a qualifying condition. In the fast-evolving cannabis landscape, the nation is awash in chaotic and conflicting information. The CCPA's commitment to advancing the interdisciplinary science of pain and addiction is an essential resource at the forefront of the cannabis conversation.

About AzCANN

One of the center's signature training programs, AzCANN, (pronounced A - Z - CAN), provides cannabis education and training for health care and social service professionals, the public, Arizona families and young people. Through a service contract with the ADHS, our core suite of cannabis trainings and materials are made available to all Arizonans free of charge. The goal of AzCANN is to provide useful and necessary information for Arizonans to help them make responsible and informed choices about medicinal and recreational cannabis in the context of cannabis legalization. The program champions a people-centered approach where all Arizonans feel included to seek and find answers to health questions. AzCANN invites Arizonans' curiosity and rewards it with credible, current and evidence-based content that encourages informed choice and responsible behavior.

Contact

painandaddiction@arizona.edu

Suggested Citation

Cronin, Sean P., Sabrina Butler, Elena R. Cameron, Josué Cruz, Alyssa R. Padilla, Tally Largent-Milnes, Bridget S. Murphy, Todd W. Vanderah, Jennifer S. De La Rosa (2024). "AzCANN Impact Report: Cannabis education and training for healthcare professionals, the public and young people in Arizona." Tucson, AZ. An Impact Report of the Comprehensive Center for Pain & Addiction, University of Arizona Health Sciences, IRCCAP-20240119.

AzCANN Executive Spotlight

Collaboration

In its first year, AzCANN built strategic and mission-based partnerships both formal and informal to share knowledge and relationships and to maximize outreach of vital information to the Arizona community. Key organizational partnerships included Arizona Poison & Drug Information Center (AZPDIC), Center for Transformative Interprofessional Healthcare (CTIPH) and Arizona Center for Rural Health (AzCRH). Additional conversations included the Arizona Dispensary Association, Arizona Justice Project, Marijuana Expungement Programs and Will Humble, MPH – allowing for insight into the recreational and medical cannabis industry landscape and subject matter consultations. Developing relationships with interprofessional experts in cannabis science, policy and public health augments our position as an unbiased resource of information pertinent to AZ cannabis issues.

Media Coverage

Media coverage about the program has boosted our services providing a core suite of trainings focused on the community’s need for a reliable and trust-worthy source of evidence-based and judgement-free cannabis information.

Future Outlook

AzCANN is committed to high-quality content informed by the expertise of strategic partnerships. In future years, AzCANN will continue to leverage relationships and media visibility to guide current and future content. It will incorporate feedback gained through formalized and organic feedback sessions with professional stakeholders, the general public and youth and families. In this way AzCANN will be in conversation with the communities it serves to better reflect Arizona’s diverse needs and populations.

Educational Sessions and Content

In its first year, AzCANN produced seven educational resources, presented to 215 registered participants, and obtained 289 YouTube views and 275 impressions on social media posts.

Our program provides accessible and useful information at the individual and interpersonal level, the organizational and community level and policy and environmental level by engaging with its target audience of professionals, pre-professionals, youth & families and the general public in educational, community-based and professional development/clinical settings.

AzCANN content ranges from continuing education

workshops for health care and behavioral health professionals and pre-professionals to classroom content for health educators reaching youth and families. All content unites current cannabis science with evidence-based concepts of Harm Reduction, Trauma-Informed and Person-Centered Care and Positive Youth Development. Special consideration is given to accessibility to reach people of all abilities and diverse linguistic backgrounds.

TABLE 1: Number of educational resources by audience and setting

Audience	Educational Setting	Community-based Setting	Professional development/ Clinical setting
Adults, Youth and families	NA	3 events	NA
Health care pre-professionals and professionals	2 events	NA	2 events
TOTAL	2	3	2

Educational Content Presented in Educational Settings

Student Lecture Video | “Principles of Promoting Responsible Cannabis Use: Lessons for Future Professionals”

THE NEED: Pre-professionals in public health and courses focused on substance use in society need to understand the new cannabis legalization landscape, AZ trends and the variety of legalization models nationwide.

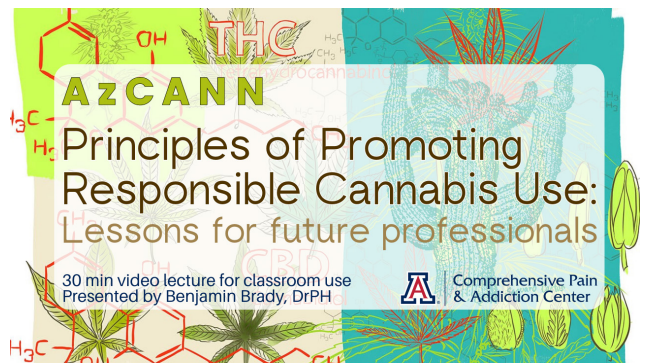
THE CONTENT: Benjamin Brady, DrPH recorded a 30-minute lecture “Principles of Promoting Responsible Cannabis Use: Lessons for Future Professionals” for use by all College of Public Health students seeking a Substance Use/Misuse Minor. Topics included an introduction to the principles of Harm Reduction, various models for legalization and patient-centered cannabis conversations.

THE LEARNING OUTCOMES: This curricular content was implemented as a learning tool and was included in two courses: 1) UArizona’s course offering HPS 306, Drugs and Society Fall semester by Dr. Bridget Murphy – 63 students took part in discussions about the video. This video received 149 views since its publication.

AzCANN Interprofessional Education Events| Cannabis is Legal, Now What?

THE NEED: Pre-professionals in public health and healthcare need accurate information about the benefits and risks of cannabis use and guidance about using person-centered approaches to adequately engage patients and clients in achieving positive health and promoting health outcomes.

THE CONTENT: We presented in partnership with AZPDIC and marketed through the University of Arizona Health Sciences’ Interprofessional



Education Events (IPEs) to cross-disciplinary audience of pre-service professionals. The IPE provided up-to-date information regarding recreational and medical cannabis, specifically focusing on cannabis epidemiology, treatment and safety recommendations and learned and applied skills in having person-centered conversations through an interdisciplinary scenario activity. Presenters included Tally Largent-Milnes, Ph.D., Cori Cantin and Sean P. Cronin.

THE LEARNING OUTCOMES: A total of 152 pre-professionals participated in two virtual events held on November 9, 2023, and November 17, 2023, respectively. Students represented under-graduate and graduate students from all three state universities and included 48.2% Pharmacy Doctorate students, 13.1 % Bachelor Science in Nursing and 18.6% Masters Entry Programs in Nursing students, 11% Masters in Public Health students and 7.6% of students were completing other degree programs. In post-survey analyses, 94% of attendees reported the training was moderately, very or extremely relevant to their planned professions. Ninety-five percent reported increased confidence making informed choices about personal cannabis use, and 94% reported being more likely to provide information to others to help them make informed choices.

“The responsible cannabis use and harm reduction video is an exceptional learning tool. In fact, I used it in the in-person Drugs & Society course I teach during the Fall 2023. Students engaged in some important discussions about cannabis. I also added it to the online version of this course as an optional learning resource. I will continue to use this in upcoming semesters.”

— Dr. Bridget Murphy, Professor

“It was really interesting to learn that over time THC concentration in cannabis products has significantly increased, and that the THC concentration in products used for medical study is much lower.”

— Master of Public Health Student

Educational Content Presented in Community-based Settings

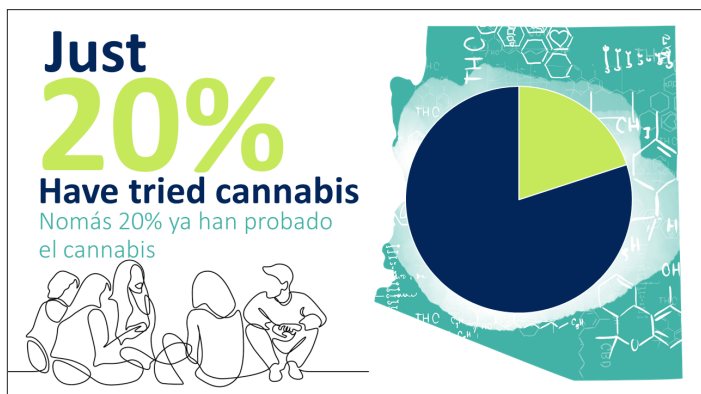


AzCANN General Public Health Outreach | Adult & Youth Video Resources

Adult Safety Video

THE NEED: Safety recommendations and laws for responsible driving with alcohol are well-understood by the general public. With the legalization of cannabis, similar messaging is needed for driving as it relates to cannabis use.

THE CONTENT: We created a short video for Arizona adults, “Know Your Plan: Safer Driving Tips for Cannabis.” Featuring commissioned graphics from in-house illustrator, viewers receive responsible consumption information related to cannabis use in Arizona, including Arizona’s zero-tolerance laws for impaired driving and strategies everyone can use to keep Arizona roads safe. This video is suitable for anybody of driving age who may have initiated cannabis use or have peers who use cannabis.



Youth Education Videos

THE NEED: Prevention content for youth heavily favors a primary prevention approach. This often assumes youth have not initiated use. Young people and educators need content that acknowledges use and encourages responsible use strategies in addition to the option of non-use.

THE CONTENT: We created two 2-minute youth-oriented videos, covering the health considerations for different methods of cannabis use, safety and harm reduction.

Video 1: Cannabis and Your Body: This video addresses the endocannabinoid system, the effects of different ingestion methods and considerations for Harm Reduction for youth using cannabis. Because of its frank discussion of drug effects, this is a suitable tool for youth who may have already initiated cannabis use, are thinking about initiating cannabis use or are at an age where it is likely they have peers who have initiated cannabis use.

Video 2: Weighing the Risks of Cannabis: This video frames the benefits of pursuing healthy risks and Harm Reduction strategies for unhealthy risk behaviors associated with cannabis use. It is suitable for a wider range of young-people, including youth who may or may not have initiated use but may be entering an age or an environment where their peers may be initiating use or thinking about it.

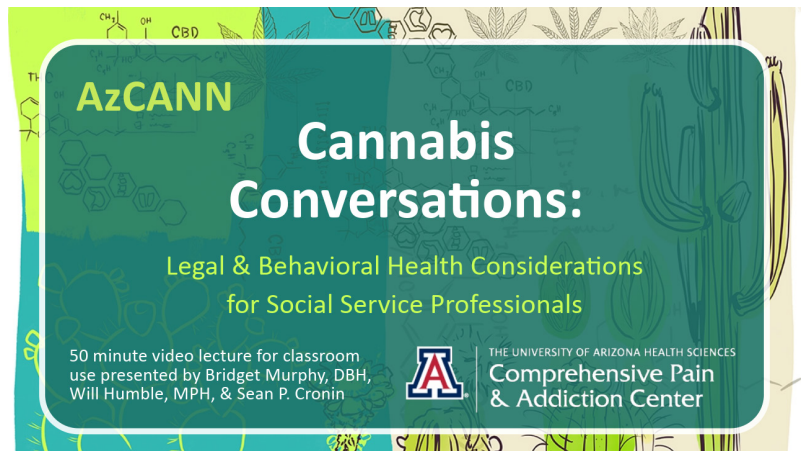


Educational Content Presented in Professional Development/ Clinical Settings

AzCANN Webinar| Cannabis-What do we know? Health Considerations in a new cannabis landscape.

THE NEED: Cannabis is being chosen by individuals to treat a large range of conditions and is in use for medical purposes in AZ and other states. Understanding the evidence-based therapies for cannabis, our body's cannabinoid system and patient safety considerations is an increasingly important competency for clinical practitioners.

THE CONTENT: We recorded a video with a broad overview of cannabis effects in the body to clinical professionals in medicine and pharmacy. Todd Vanderah presented in partnership with AZPDIC, contributing to their series of cannabis-related professional development trainings. We marketed through AZPDIC's website AzMedMJ.org. The AzCANN team provided additional marketing through Train.org – a public health online course catalog – and distributed to internal and external partners.



AzCANN Webinar| Cannabis Conversations: Legal and Behavioral Health Considerations for Social Services professionals.

THE NEED: When working with individuals in the community, behavioral health counselors, therapists, social workers, etc., may be working with individuals with varying levels of risk. Understanding the legal considerations for cannabis use in Arizona, Harm Reduction approaches and person-centered methods are necessary in an environment where cannabis use is legal for adults.

THE CONTENT: Bridget Murphy, Will Humble and Sean P. Cronin presented a webinar. They provided an overview of Arizona cannabis laws and shared about a method to adequately screen and broach topics of cannabis use for profes-

sionals in social service and clinical settings. They presented in partnership with AZPDIC and contributed to their series of cannabis-related professional development trainings. We marketed it through AZPDIC's website AzMedMJ.org. The AzCANN team provided additional course marketing through the online platform Train.org, a public health course catalog and internal and external partnerships.

Will Humble, MPH contributing presenter, was manager of the state medical marijuana system, implementing all original policies, fees and other logistics. Dr. Bridget Murphy, DBH is a harm reductionist and UArizona professor educating future professionals in public health policy and substance use topics with an expertise in educational outreach. This webinar is published in coordination with AZPDIC and will be hosted on their platforms.

Community Outreach

We completed nine total outreach activities with an estimated reach of 64, 527 individuals through articles and media coverage.

Our AzCANN promotion strategy centers and uplifts the community need for scientifically accurate and bias-free information about cannabis on diverse marketing platforms. To increase visibility of its core suite of trainings and its development of new educational resources, we pursue publication and visibility in professional, academic and lay settings.

This year’s outreach includes articles written by AzCANN affiliated subject matter experts on cannabis topics in professional, academic and lay news sources, attendance and presentations at community, professional development, policy, and youth-driven events helping drive relationships with youth gatekeepers and youth leaders.

TABLE 2: Outreach activities by audience and setting

Audience	Educational Setting	Community-based Setting	Professional development/ Clinical setting
Adults, Youth and families	1	3	1
Health care pre-professionals and professionals	1	1	2
TOTAL	2	4	3

Community Outreach in Educational Settings

- Sean Cronin and Todd Vanderah were interviewed by the Arizona Daily Wildcat “Project AzCANN: An honest cannabis education on campus and beyond”. The article was written for a class assignment with the possibility of publication in the Daily Wildcat; editorial staff did publish it. In addition to describing the program rationale and content, they did include some of our educational content (e.g., the pivotal period of brain development for adolescents). The Daily Wildcat is published for UArizona students, staff and faculty, and alumni, counted at 244,417 potential readers.
- Todd Vanderah was interviewed for an article, “Should Cannabis Still Be a Schedule 1 Drug?” on the University of Arizona Health Sciences’ website regarding the DEA license of Cannabis and suggesting for a number of practical reasons that cannabis should be rescheduled from Schedule I to schedule III. This article was shared in the Health

Sciences Connect newsletter, received 4,800 page views and an additional 1,500 impressions on social media channels.

Project AzCANN: An honest cannabis education on campus and beyond

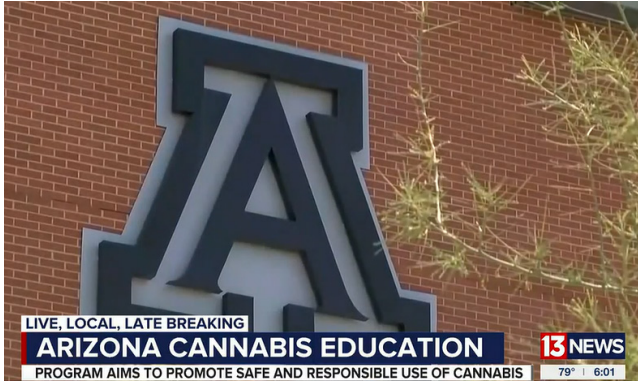
Noor Haghighi
November 1, 2023



Sela Margalit

The Comprehensive Pain and Addiction Center launched program AzCANN in March 2023. The grant will be used to educate the community on responsible uses of cannabis.

Community Outreach in Community-based Settings



- Todd Vanderah and University of Arizona Health Sciences leadership hosted a policy discussion in Washington, D.C., related to opioids and cannabis in October 2023.
- Benjamin Brady and Todd Vanderah were interviewed by [KOLD 13 News](#) in Tucson to kick off the project. “New Arizona program promotes responsible use of cannabis”. KOLD reaches an estimated audience of 10,641 viewers.
- Todd Vanderah was interviewed by KVOA’s “Tucson Today” and outlining the safety benefits for the public that come from improved cannabis research because of rescheduling cannabis from Schedule I to Schedule III. KVOA reaches an estimated 6,155 viewers.
- Health Education Coordinators disseminated information at “Southwest Prevention Fest”, a state-wide, youth-led prevention event organized by Vive18. Staff engaged in feedback with youth and educators on responsible-use and their cannabis-related questions. The event reached 123 youth and adults, and 16 youth engaged directly to share personal questions on cannabis.
- Ben Brady was interviewed for a featured news article “UA Health Sciences’ Compre-

hensive Pain and Addiction Center develops cannabis educational materials for the state” as a news story for the State of Reform website. State of Reform is a prestigious organization focused on bridging the gap between healthcare and policy, hosting national conferences promoting collaborative conversations about the complex issues facing the health sector.

- AzCANN participated in a tour of a grow facility, G4 Growhouse and Sol Flower dispensary hosted by Arizona Dispensary Association. Shared information about AzCANN’s community education goals, gained insight into cannabis production and retail processes, and made valuable connections for marketing future educational content to industry professionals. Sixteen professionals connected during this tour.
- Ben Brady was interviewed for This is Tucson, a digital publication highlighting Tucson events and news. The article discussed AzCANN goals and shared the need to develop content that centers self-directed decision making when it comes to cannabis in an environment of legal use. The article reached an estimated audience of 42,931 readers.



UA Health Sciences’ Comprehensive Pain and Addiction Center develops cannabis educational materials for the state

By Hannah Saunders | May 3, 2023
Arizona, Featured, News

Community Outreach in Professional Development / Clinical Settings

AzCANN presentations at Rural Health Policy Conference “An ecological approach to increase workforce capacity for addiction prevention, harm reduction, and treatment.” June 6th-8th 2023

THE NEED: Inform conference attendees- healthcare workers, public health workers, students, volunteer and other industry professionals working in rural areas about AzCANN and related programs.

THE CONTENT: Program Manager Sean P. Cronin engaged participants in an interactive session –including a Q&A discussion– to discuss the social ecological model and how it relates to three programs funded by ADHS that focus on at least one of the social ecological spheres including: (1) Arizona Medication Assisted Treatment Mentors (individual/organizational sphere), (2) AzCANN (community sphere), and (3) naloxone leave behind program (policy/environment sphere).

“I was struck by the breadth of topics during the Q&A discussion, from the relationship of cannabis to mental health and suicidality to a harm-reduction method for opioid use disorder. The professional audience is asking for more opportunities to improve their competency on cannabis issues.”
–Sean P. Cronin, AzCANN Program Manager



For more information about AzCANN,
visit the website at
painandaddiction.arizona.edu/azcann
or email us at
painandaddiction@arizona.edu.

 THE UNIVERSITY OF ARIZONA HEALTH SCIENCES
**Comprehensive Center
for Pain & Addiction**