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Nonprofit launches ad campaign about State of Colorado marijuana concentrate warning
Goal is to expand awareness of THC risks noted by Marijuana Enforcement Division resource

An official State of Colorado warning about marijuana concentrates offers essential information for parents but many aren't aware of the resource, according to One Chance to Grow Up, a nonprofit that today launched an ad campaign to highlight the risks highlighted.

[The Colorado Marijuana Enforcement Division published the resource](#), which includes the following warning:

Use of Marijuana Concentrate may lead to:

- 1. Psychotic symptoms and/or Psychotic disorder (delusions, hallucinations, or difficulty distinguishing reality);*
- 2. Mental Health Symptoms/Problems;*
- 3. Cannabis Hyperemesis Syndrome (CHS) (uncontrolled and repetitive vomiting);*
- 4. Cannabis use disorder / dependence, including physical and psychological dependence.*

Colorado requires dispensaries to provide this resource to people buying concentrates.

“Unfortunately, our research visits to Colorado dispensaries found that few are proactively providing this important resource,” said Henny Lasley, executive director of One Chance to Grow Up, a nonpartisan nonprofit organization focused on protecting kids from the dangers of today’s marijuana. “Furthermore, those who don’t go to dispensaries aren’t benefiting from this important information. Hyper-potent marijuana products have created a new, increased risk to young people, whose brains are growing until they’re 25. We wanted to make sure parents and others can access this important warning.”

The educational resource was required by [House Bill 21-1317](#), a law enacted with broad bipartisan majorities in the Colorado Legislature and signed by Gov. Jared Polis. [One Chance to Grow Up and a broad coalition of youth advocates supported the legislation.](#)

The One Chance to Grow Up awareness campaign includes digital advertisements that highlight excerpts from the State warning and direct people to the full State resource, which is provided at OneChancetoGrowUp.org/Get-the-facts.

“This clearly stated warning from the State of Colorado is a breakthrough public health event so we wanted to highlight it to the broadest possible audience,” Lasley said. “We used excerpts from the warning itself to encourage people to read the whole thing, which we hope will reach a wider audience, including parents of teens. We hope the State and others also highlight this important document to the broadest possible audience.”

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