



Northeast & Caribbean (HHS Region 2)

**PTTC**

Prevention Technology Transfer Center Network

Funded by Substance Abuse and Mental Health Services Administration

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**The HHS Region 2 Northeast and Caribbean Prevention Technology Transfer Center presents:**

## **Cannabis: New Conversations for Changing Times. Responding to a Changing Landscape with Prevention Strategies**

Webinar: Friday, May 10, 2024  
1:00 PM – 3:00 PM (EST)

During this training preventionists will be called to shift their approach in response to the changing cannabis policy and industry landscape. Cannabis marketing trends have moved far beyond selling a “high” to promoting a lifestyle. The times have changed, and so must our conversations in the community.

This session will highlight prevention strategies applicable to a variety of HHS Region 2 regulatory frameworks and help to build confidence and skills for more effective conversations about cannabis.

### Learning Objectives

After the session participants will be able to:

- Describe the current cannabis landscape and industry marketing trends.
- Identify prevention strategies for a variety of cannabis regulatory frameworks.
- Formulate messages that resonate with a range of audiences.
- Formulate content from available tools and resources for the prevention field.

Presented by: Jamie Comstock & Robin Carr @ Info Inspired, LLC

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Questions? Please contact [cneary@ssw.rutgers.edu](mailto:cneary@ssw.rutgers.edu)