



**"CANNABIS-INDUCED PSYCHOSIS"
TV PUBLIC SERVICE CAMPAIGN**

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

About Johnny's Ambassadors

Johnny's Ambassadors is a nonprofit working to educate teens, parents, and communities about the dangers of today's high-potency THC products (marijuana, dabs, vapes, edibles) on addiction, adolescent brain development, and mental illness. We focus on universal primary THC prevention education for youth.

Our goal is to reduce the likelihood teens will use marijuana and stop progression to more problematic use. We share our evidence-based program with data-driven facts with teens in middle and high school assemblies (and their parents) and prevention conferences.

To learn more, please visit JohnnysAmbassadors.org.



Learn more about Johnny's Ambassadors

JOHNNYSAMBASSADORS.ORG



FACEBOOK



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Dear Public Service Director,

My name is Laura Stack, and I'm the Founder & CEO of Johnny's Ambassadors, a youth marijuana abuse prevention nonprofit in Denver, CO. I formed Johnny's Ambassadors after my 19-year-old son, Johnny, died by suicide in 2019 after becoming psychotic from using high potency THC vapes and wax. He started vaping at 14 years old when marijuana was first legalized in Colorado, brought to a party by an 18-year-old with a "medical marijuana card."

While there are FDA-approved versions of cannabis-derived medications used to treat debilitating illnesses such as rare seizure disorders in children (Epidiolex), eating disorders, and nausea from chemotherapy, there are zero FDA approved marijuana or THC products sold in a dispensary.

Half of the United States have legalized recreational marijuana, even though it's still illegal federally. As a result, we've seen a huge increase in the use of high potency THC products (vapes, dab pens, edibles, and smokes) by teens. Even if you're in a state where marijuana isn't legal, teens can buy intoxicating Delta-8-THC products made from hemp, so it's everywhere.

Today's marijuana isn't the same as the weed smoked in the 70s, 80s, and 90s. Concentrated, lab-made vapes, dabs, and edibles can contain 80% to 90% or more THC (tetrahydrocannabinol—the active ingredient in marijuana that gives the high feeling), compared to 5% THC in the average weed in the year 2000.

With increased potency comes increased addiction in a dose-dependent fashion. Unfortunately, most teens are woefully ignorant about the potency of today's THC products. Many young people mistakenly believe cannabis is natural and harmless and "better for them" than other substances. According to government data, millions of teens now use THC each year, and nearly half have become addicted. THC use under the age of 30 can be extremely harmful since the brain is still growing. THC changes brain formation; reduces IQ, motivation, and graduation rates; and increases truancy, fighting, and mental illness.

Adolescent THC use can lead to the onset of mental illnesses such as depression, bipolar disorder, anxiety, and schizophrenia. Youth use of high potency THC can also trigger Cannabis-Induced Psychosis (CIP). CIP triggers a loss of contact with reality. Symptoms include hallucinations, intense paranoia, and delusions. Even when the THC is withdrawn, the psychosis might not go away. This is what happened to Johnny Stack, and Johnny's Ambassadors was formed.

Our Mission: Johnny's Ambassadors is a nonprofit working to educate teens, parents, and communities about the dangers of today's high-potency THC products (marijuana, dabs, vapes, edibles) on addiction, adolescent brain development, and mental illness. We focus on universal primary THC prevention education for youth.

Our Goal: Reduce the likelihood that teens will use marijuana and stop progression to more problematic use. We share our evidence-based program with data-driven facts with teens in middle and high school assemblies, community events, and prevention conferences.

Our Vision: To dramatically increase the perception of harm from using THC products and decrease the intention to use, so teens can live productive, happy adult lives.

As parents, grandparents, friends, and anyone working with youth, it's vital that we educate ourselves about the dangers of high potency THC before they begin to experiment with these dangerous products.

Please help us inform your audience about the dangers of youth THC use by airing the new PSA "**Cannabis-Induced Psychosis**" (available in :60, :30, and :15 versions). This PSA demonstrates how high THC levels can cause serious harm to developing young brains and lead to the onset of mental illness. The PSA also encourages parents to speak to their children about the risks of using high potency THC products and instructs viewers to go to CannabisInducedPsychosis.org for more information. We hope you will air this PSA, which has **no end date for use**, as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (stthomas@c360m.com; 212-624-9187).

Thank you in advance for your support of this campaign.

Sincerely,

Laura Stack

Laura Stack, MBA, CSP, CPAE
Founder & CEO, Johnny's Ambassadors Youth THC Prevention

TV PSA SCRIPTS

"Cannabis-Induced Psychosis" (:60)

YOUNG MAN 1: I was at a point where I was just smoking weed and started losing touch with reality that like people were going to kill me.

YOUNG MAN 2: It was probably one of the scariest experiences I've ever had in my life.

YOUNG MAN 3: When I was coming out of the psychosis I wouldn't understand exactly what happened or what was said.

YOUNG MAN 1: After that psychosis was a crazy like depression that I had like never experienced in my life. So that one event scarred the next six to eight months.

YOUNG MAN 2: When you're in a mental state like that, just going sober in itself does not reverse the effects.

YOUNG MAN 3: I've seen more and more kids my age going into treatment for marijuana induced psychosis. Bouncing from mental hospital to mental hospital, or dead.

TV PSA SCRIPTS

"Cannabis-Induced Psychosis" (:30)

YOUNG MAN 1: I was at a point where I was just smoking weed and started losing touch with reality that like people were going to kill me.

YOUNG MAN 2: Just going sober does not reverse the effects, the psychosis will, you know, trickle back in.

YOUNG MAN 3: I've seen more and more kids my age bouncing from mental hospital to mental hospital, or dead.

"Cannabis-Induced Psychosis" (:15)

YOUNG MAN 1: I was at a point where I was just smoking weed and started losing touch with reality that like people were going to kill me.

YOUNG MAN 2: I've seen more and more kids my age bouncing from mental hospital to mental hospital, or dead.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://psaconnect.c360m.com/ja/>

This PSA has no end date for use.

"Cannabis-Induced Psychosis" (:60, :30, :15)

Please let us know your preferences on receiving PSAs by contacting:

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAY 12 2020**

JOHNNYS AMBASSADORS INC
9948 COTTONCREEK DRIVE
HIGHLANDS RANCH, CO 80130

Employer Identification Number:
85-0593925
DLN:
26053500002940
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
April 2, 2020
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947



Laura@JohnnysAmbassadors.org

<https://JohnnysAmbassadors.org>

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