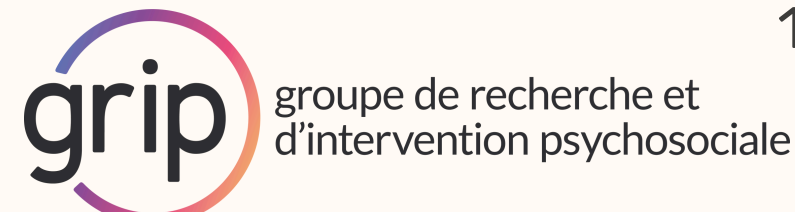


AU-DELÀ DU HIGH / ENLIGHTENED HIGH

LOWER-RISK CANNABIS USE GUIDELINES TAILORED TO EMERGING ADULTS IN MONTREAL, CANADA



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Issue

- In Montreal (Canada), emerging adults aged 18 to 24 represent the age group with the highest proportion of cannabis users in the general population
- In 2022, Canada’s Lower-Risk Cannabis Use Guidelines (LRCUG) were updated (Fischer et al., 2022)
- Joint project with multiple partners: GRIP, a harm reduction community-based organization, Montreal’s Public Health department and research institutions

Objective

Tailor Canadian LRCUG to Montreal’s French and English-speaking emerging adults (ages 18-24) who use cannabis

Methodology

Two participatory phases took place with the target audience:

- **Focus group - Round 1:** assess the audience’s understanding, appreciation, and applicability of the revised LRCUG
- **Focus group - Round 2:** assess the audience’s understanding of specific revised LRCUG and review visual design and dissemination strategy

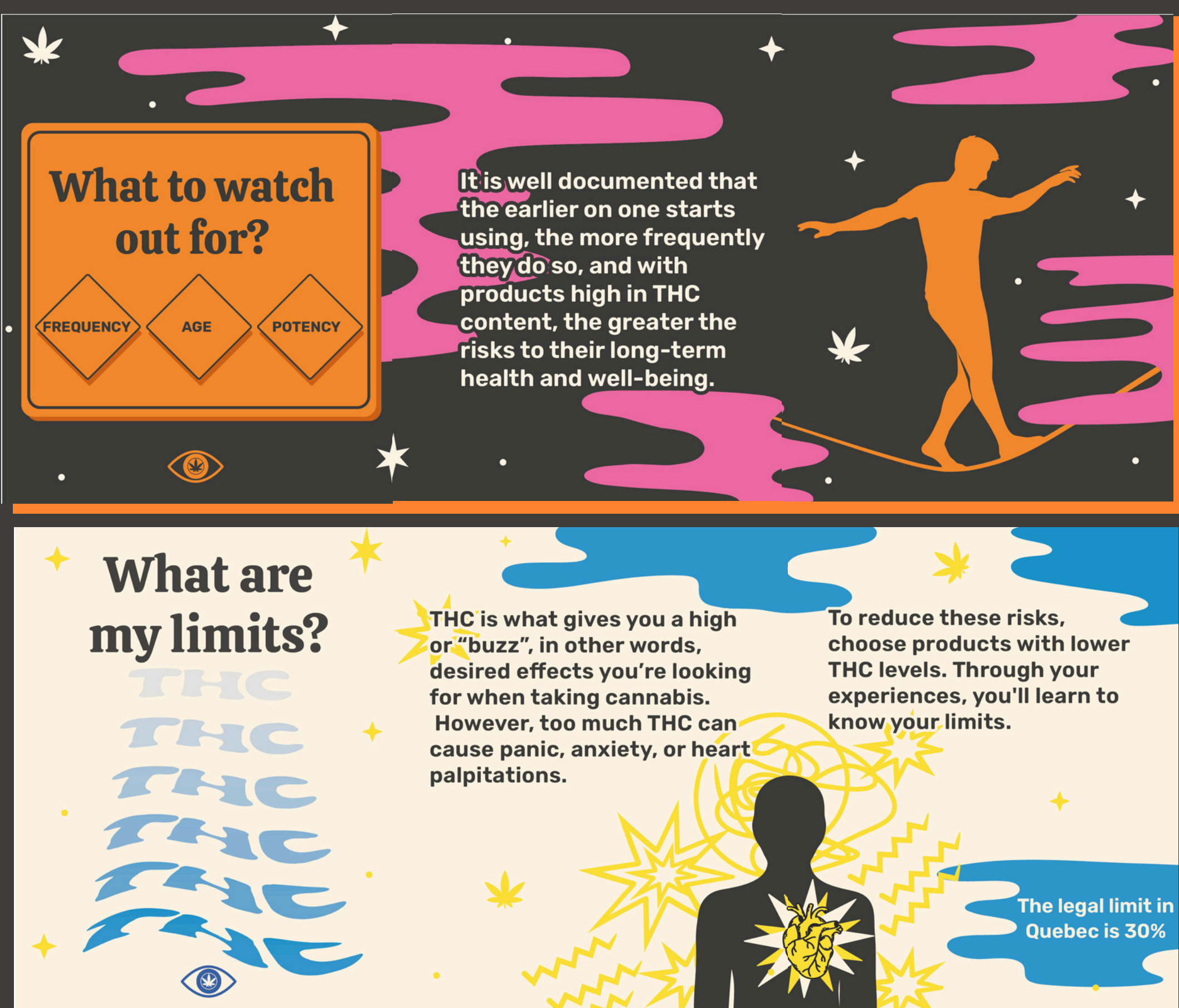
Results

Round 1: 6 groups (n=33)

- 4 French-speaking and 2 English-speaking groups
- Regarding **cannabis harm reduction messaging**, participants want:
 - Clear, concise and factual information about the risks of cannabis use, while also acknowledging its perceived benefits
 - An informal, non-medical and friendly tone
 - More precise terminology around THC dosing
 - To acknowledge unregulated cannabis supply sources
 - To highlight ‘Set & Setting’

Round 2: 5 groups (n=33)

- 3 French-speaking and 2 English-speaking groups
- Regarding **graphic design and dissemination strategy**, participants want:
 - Illustrated visuals with subtle cannabis iconography, not stereotyped or overdone
 - A poster directing users to an online platform hosting the full revised LRCUG
 - Mixed dissemination strategy: online via social media content and in-person using a ‘guerrilla-style marketing’ approach in youth spaces



Dissemination strategy

- The revised LRCUG were launched on April 20th, 2025, during Montreal’s 4/20 event
- In May 2025, the complete harm reduction toolkit will be distributed to partner harm reduction organizations. It includes: 15 digital visuals and 1 physical poster (French and English)

Conclusion

Future youth-focused cannabis harm reduction initiatives should consider:

- Messaging that balances risks with desired effects
- A relatable, non-judgemental tone
- Standard THC unit defined to support informed use
- Recognition of the diverse use patterns and perspectives of cannabis users (occasional, regular or daily)
- Acknowledgment of unregulated cannabis sources, even in legal markets
- Emphasis on set and setting as key to lower-risk use

For more info

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