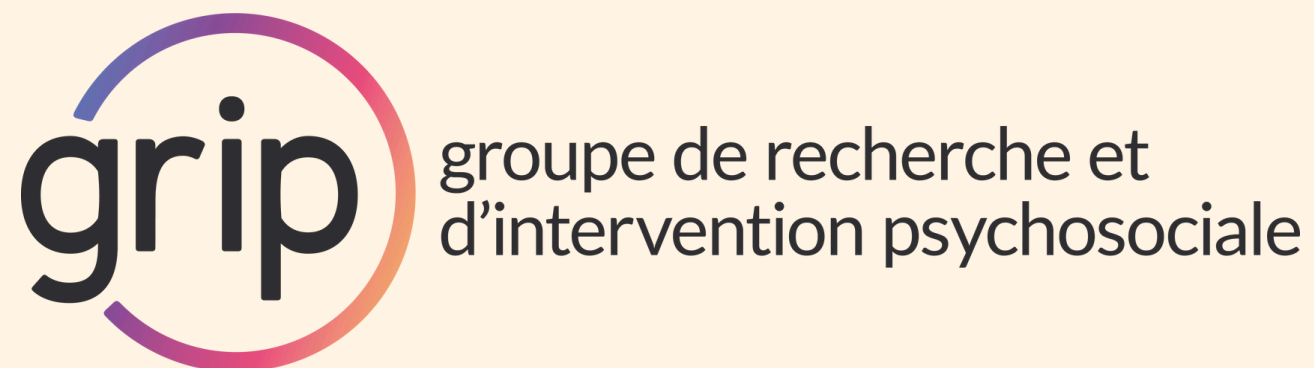


Challenges in tailoring updated lower-risk cannabis use guidelines to Montreal's emerging adults



Laura Maria Bernal & Natalia Gutierrez

Harm Reduction International 2025. Bogotá, Colombia



**Centre intégré
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de-l'Île-de-Montréal**

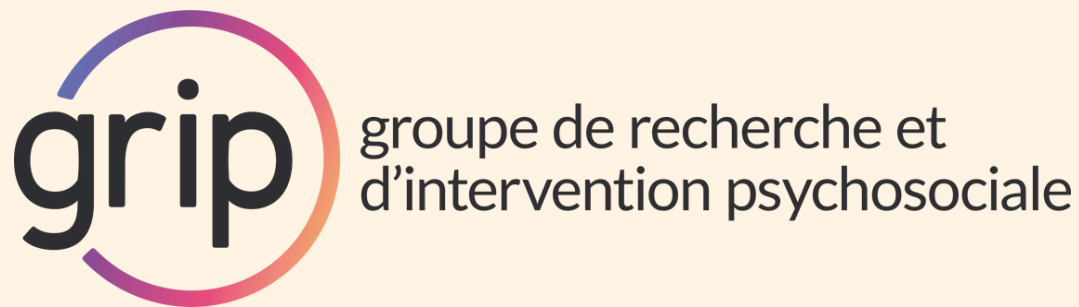
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Project Objectives & Partners

Objectives

- **Review and adapt** cannabis harm reduction messages tailored to Montreal emerging adults (French and English-speaking 18-24 yrs.)
- **Disseminate** French and English toolkit across youth spaces

Joint project with multiple partners



Methodology

Online survey

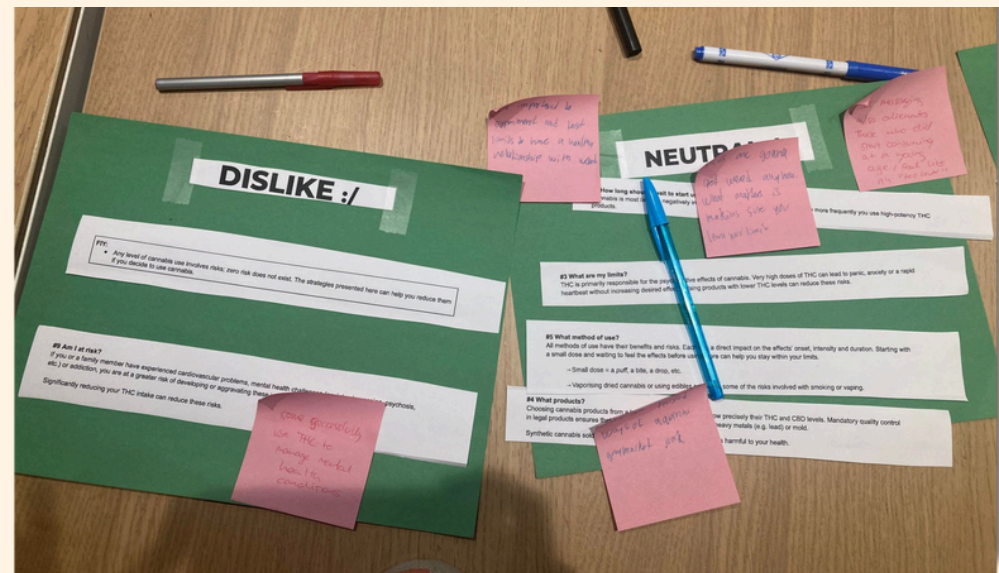
Assess youth's
perception and exposure
to Montreal's 2019 LRCUG



November - December 2023

Focus groups Round 1

Assess youth's
understanding of updated
LRCUG, their perceived
relevance and applicability



April - June 2024

Focus groups Round 2

Review and approve
messaging, graphic design,
and dissemination strategy



January - February 2025



Au-delà du high / Enlightened High

Bilingual cannabis harm reduction toolkit



Findings & avenues

Using concise and factual information + informal, friendly tone



Balance messaging by informing about cannabis-related risks and acknowledging desired effects

Clarifying dosage terminology (e.g. "small dose", "puff", "bite")



Define and disseminate a standard THC unit to promote informed decision-making

Accounting for legalization parameters (Legal age + un/regulated sources)



Recognize multiple cannabis markets (regulated, grey and unregulated markets)

¡Muchas gracias!

grip-prevention.ca/en/enlightened-high/



Laura Maria Bernal

✉ cannabis@grip-prevention.ca

🌐 grip-prevention.ca

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universitaire de santé
et de services sociaux
du Centre-Sud-
de-l'Île-de-Montréal

Québec



Natalia Gutierrez

✉ natalia.gutierrez.ccsmtl@ssss.gouv.qc.ca

🌐 santepublicquemontreal.ca

