




Cannabis education
Think Outside the **Box**

**CUSTOM TRAINING
PROGRAMS**

**UTILISE OUR
PURPOSE BUILT
LEARNING PLATFORM**



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 www.cannabis-education.online

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– Background and introduction



Government inquiries around the world have highlighted the lack of high quality education programs in the cannabis space. For example an Australian Senate Committee recently released recommendations which included urgent calls for more focus on educating medical health professionals on medicinal cannabis, for example:

Recommendation 1: The committee recommends that the Department of Health, in collaboration with the Australian Medical Association, the Royal Australian College of General Practitioners and other specialist colleges and health professional bodies, develop targeted education and public awareness campaigns to reduce the stigma around medicinal cannabis within the community.

Recommendation 2: The committee recommends that the Department of Health allocate funds to relevant medical colleges and peak bodies to support the development and delivery of accredited face-to-face and online training programs on medicinal cannabis for medical practitioners.

Cannabis Education Online was developed to address this lack of education not only in medical cannabis but cannabis more broadly. It brings best in class technology and instructional design principles to achieve this aim.

– Background and introduction



Cannabis Education Online (CEO) is a subsidiary of and leverages expertise from parent company Kaizen Digital (www.kdigital.com.au), a digital infrastructure provider in Sydney, Australia. It specializes in the development of web-based training solutions for cannabis health professionals, industry and consumers.

With over 10 years experience in web project management and a PhD in US cannabis policy, the founder has developed a proprietary learning platform specifically designed to meet the needs of the emerging cannabis industries in Asia Pacific and Europe, while also benefiting the more established market in North America.

The learning management system (LMS) is intended to be the UDEMY of cannabis education and is the flagship CEO product. To view a demo of the platform please go [here](#) (password is “demo”)

Mission Statement

CEO's mission is to provide balanced, trustworthy, accessible, and affordable web-based cannabis education to cannabis health professionals, industry, and consumers.

– Custom options

Our platform is highly flexible and we are able to offer a range of custom options to develop and disseminate high quality cannabis information. All courses developed with our partners are featured on our home page and promoted in monthly newsletters as well as via our social media channels. Partners are also encouraged to employ their own marketing channels to advertise the material.

Option 1: Sponsorship of free branded courses

We create customised strategies with our partners. The material may be of ‘infomercial’ style (although still needs to pass our peer review process for objectivity and factual accuracy). Courses may be anywhere from 2 hours to several months in length. All courses must adhere to the highest professional standards to ensure the integrity of the educational resources on our platform. Of course, our partners retain the Intellectual property of any courses developed.

Under our sponsored course model, our partners fund the development of branded courses and the educational resource is freely available to end users. The cost of course development is dependent on numerous factors including the number of modules and the extent to which content is provided or developed by us. In this model, sponsors also fund the ongoing maintenance required to administer the course on our platform.



Option 2: Shared revenue model

In the shared revenue model, our partners fund the development of courses while we freely contribute the learning platform, its ongoing maintenance and course administration. We negotiate in good faith on a case by case basis with potential partners to ensure a transparent and mutually beneficial arrangement for all parties.

Option 3: Development of paid courses

In this option, we work with our partners to develop exceptional quality courses that are sold at a cost determined by our partner. All revenues from sales are distributed to our partner and we charge a monthly fee to host, maintain, and administer the courses. Take advantage of exceptional learning platform to display allow your content to available to relevant students around the world.

Option 4: White label

If your organisation would like to develop an internal training program not for public consumption that's not a problem with our flexible platform which can be fully branded and allows complete control to add, edit and sell courses.

Get in touch with us so we can discuss the options that best suit your needs.



— Content development

01

Academic integrity - Extensively researched, referenced and concisely written, our content is also peerreviewedto ensure objectivity and factual accuracy.

02

White label options available - If your organisation would like to develop an internal training program, that's not a problem with our flexible platform. which can be fully branded and allows full control to add, edit and sell courses.

03

World class online lecture development includes intros, outros and other visually dynamic elements to ensure the highest level of professionalism. To view a demo lecture please visit here

04

Huge amount of high quality content already available in draft form on a wide range of cannabis specific topics. Let us help you develop the content or contribute your own.

05

Appropriate for an electronic format and easily accessible, readable and understandable by end user.

06

Easily navigated - It is key that the information is concise and can be accessed by cannabis professionals at any time as a convenient reference.

07

Online and face-face training programs (blended workshops & seminars) - Our team is highly experienced at developing training programs that are not only perfect for online, but also delivered in face-to-face contexts.

08

Course overviews, workshop guides & quiz development

— Course delivery options

Option 1: eBook

Many organisations' preferred format is an eBook style document. Our team has extensive experience in developing high quality eBook material and we can offer the following options



Static Pdf

Page flipping pdf (on website).
For a demo of previous work please [go here](#)

.epub

All three of these options offer good flexibility including compatibility with a wide range of electronic devices, solid content protection and easily editable content. While eBook is stated as the preferred option by in the RFP, and we would be delighted to develop the content via one of the above options, it is not our recommended delivery option.

Option 2 Custom built learning platform (recommended)

Over the past 12 months our team have developed a specialised learning platform for the delivery of cannabis education materials. This platform has a number of advantages and comes with extensive built in functionality including:

- 01 Responsive layout adaptable to mobile device, tablet, laptop and desktop.
- 02 Easily navigate to desired section
- 03 Conveniently include audio visual material to supplement the resource
- 04 Easily accessible from or integrated with your organisation's website
- 05 Advanced quizzing with multiple question and assignment options
- 06 Gradebook with detailed reporting and built in student feedback
- 07 Multi-level admin, easy editing
- 08 Built in certification if desired for CPD
- 09 Additional options such as topic specific student forums can also be included
- 10 Floating glossary and so much more! Let us walk you through it

To view a demo of the platform please [visit here](#) (password "demo")

— Peer review methodology

Our team proposes a highly iterative peer review methodology working closely with our partners while also leveraging the expertise of our exceptional team of international and NZ peer reviewers in order to achieve the desired outcomes. All education resources we produce are reviewed in draft form by renowned individuals chosen for their diverse perspectives and technical expertise.

The purpose of this independent review is to provide candid and critical comments that will assist in ensuring all training material meets institutional standards for objectivity, evidence and responsiveness to the key requirements. All reviewer comments and draft content remain confidential to protect the integrity of the deliberative process.

Although the peer review team will provide many constructive comments and suggestions to ensure the integrity of the material, final content decisions will be decided in discussion with our partners who may undertake additional review and support from other professional organisations. For a detailed overview of our proposed iterative peer review methodology please refer to figure 1 below.

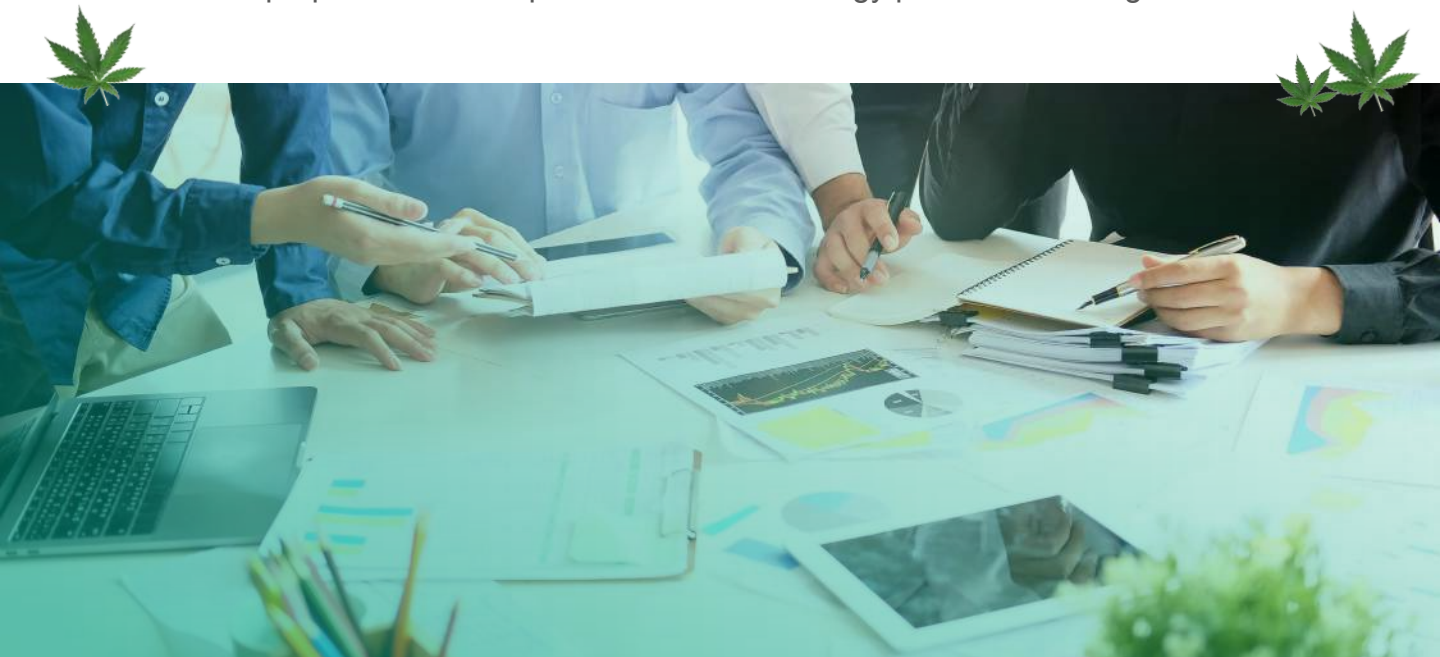
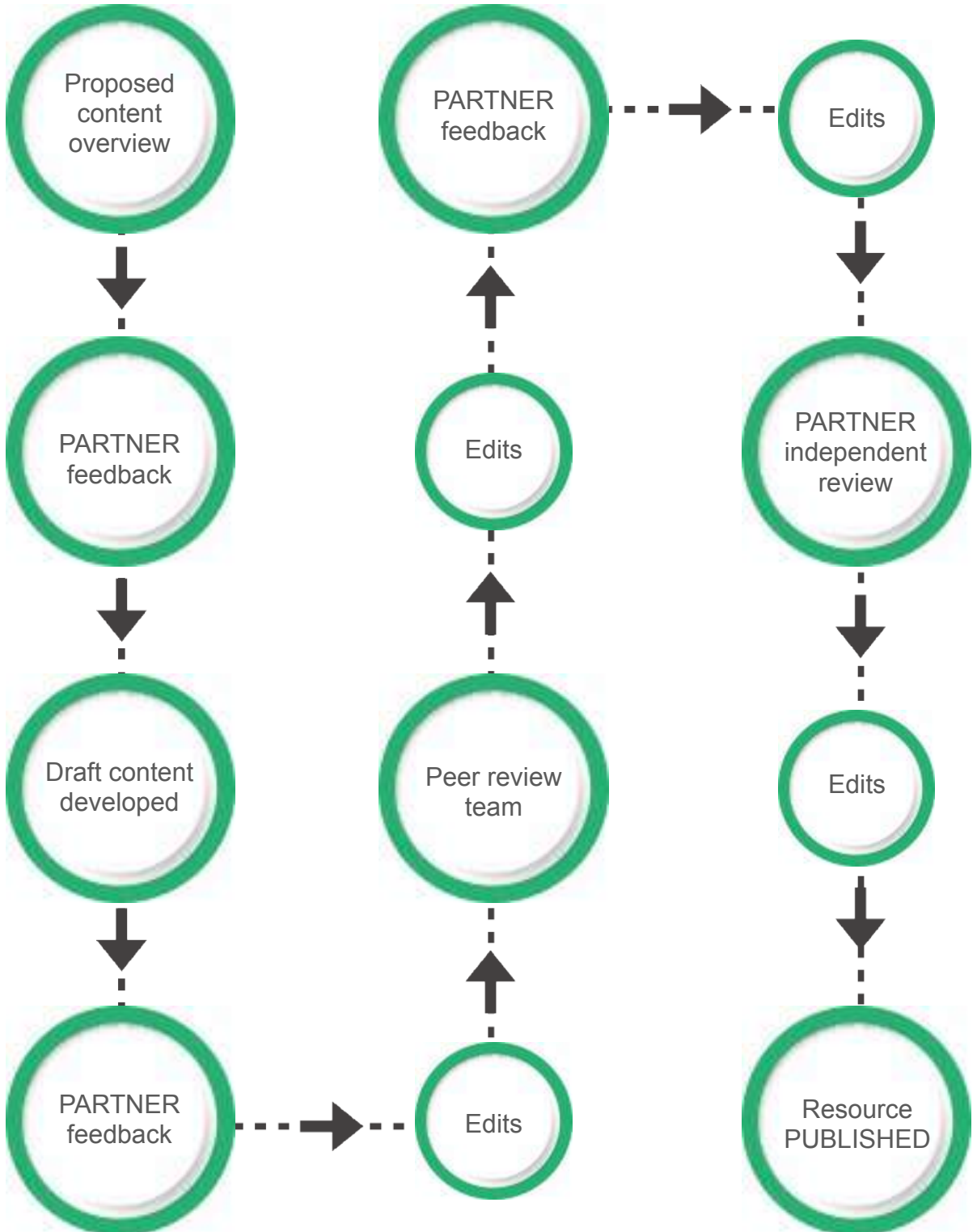


Figure 1: Example peer review methodology (can be modified according to partner requirements)



– Contributors:

A dream team of internationally renowned peer reviewers. We work with the best in the business



We have assembled a truly outstanding international team of cannabis ‘rockstars’ in order to produce a ‘best in class’ training resource so we recommend this process to ensure the integrity of any training material offered.

Our network includes several world renowned medical practitioners, industry executives, master cultivators and consumers.

Regional cannabis experts are also recruited to the peer review team to guarantee the content is relevant to the diverse and multi-cultural health landscape.

— Introducing the course coordinator & instructional designer

DR Todd Subritzky, PhD

Is currently a lecturer with La Trobe University (Sydney campus) on the Health Information Management (HIM) program where he teaches health informatics, data analytics and other evidence-based research subjects. His PhD thesis with the National Drug Research Institute in Australia analysed the implementation of US cannabis policy from a public health perspective.



It examined the harms and benefits of cannabis among other aspects including basic pharmacology, the endocannabinoid system and methods of consumption. As lead author, he has written multiple publications in high impact international journals based on his research and his work had been cited almost 200 times at time of writing <https://scholar.google.com/citations?user=6CCIH6AAAAAJ&hl=en> . His doctoral thesis received an examiner's recommendation for commendation for outstanding work.

In addition to his PhD, Dr Subritzky has completed several relevant courses with the Medical Cannabis Institute including the Clinical Cannabinoid Medicine Curriculum, the Medical Cannabis Curriculum for Nurses and the New York State Healthcare Provider Course on the medical use of cannabis. He is also a member of the American Academy of Cannabinoid Medicine. In addition, Dr Subritzky recently completed the online course at Harvard University: The Opioid Crisis in America.

Dr Subritzky has also founded the site www.medicalcannabisdoctors.com.au which advocates for better patient access to medical cannabis for patients in need in Australia and provides free medical cannabis education resources for health professionals. Relatedly he has written a number of literature reviews relating to medicinal cannabis.

In 2017 he was awarded the Research Training Program (RTP) Stipend Scholarship (formerly known as Australian Postgraduate Award or APA) and the Curtin Research Scholarship (CRS) for students with exceptional research potential. Dr Subritzky completed postgraduate courses in quantitative and qualitative health research methodologies with distinction and high distinction respectively.

Although Dr Subritzky is currently based in Sydney, he originally hails from New Zealand and spent 10 and 7 years in Denmark and China respectively. As such he has in depth understanding of regional diversity that is an essential component for effective training.

Instructional design principles

Dr Subritzky has been facilitating knowledge transfer for more 2 decades in both corporate and university environments. His extensive instructional design experience includes creating, delivering, and assessing training programs for university students and health professionals in both face-to-face and online contexts. In general Dr Subritzky embraces highly interactive instructional design principles for adult learners as laid out by the National Research Council (2012), which stipulate the importance of for example:

Choosing the appropriate level of difficulty

Presenting material in a clear, organised & easily accessible format

Regular knowledge checks

Using concrete, real world examples

— Foundation content

In order to ensure a truly world class resource our training programs draw on a wide range of content which includes both academic and grey literature together with further contributions from subject matter experts:



The academic literature provides basic foundations of course content to ensure the training program is up to date and evidence based. While the science will provide the basis, content will be written in an easy to read, widely accessible language to ensure that the full range of students benefit from the resource.



National Academies of Sciences, Engineering, and Medicine. 2017. The Health Effects of Cannabis and Cannabinoids: The Current State of Evidence and Recommendations for Research. Provides a comprehensive review of scientific evidence related to the health effects and potential therapeutic benefits of cannabis.



International Clinical Guidelines for Medical Grade Cannabis



Subject matter experts with decades of experience in the cannabis industry

In addition to our 'dream team' outlined above, materials from other subject matter experts will also be included in the proposed resource.

– Structure & proposed content

All content produced with our partners will be in accordance with industry leading communication standards that stipulate principles of good writing, accessible communication, preferred style of language, spelling, formatting and referencing (e.g. Ministry of Health, 2012). Adherence to the communication standards ensures that all content is written concisely, easily understandable and conveniently accessible to a wide range of health professionals for reference.



An example course may consist of 9 modules/ sections with each module including a broad required reading, a 30 minute lecture (in both video and transcribed formats), a 10 - 15 minute video interview with subject matter experts and relevant knowledge checks such as multiple choice questions to reinforce understanding of the material. To view a demo lecture go [here](#). All video material will be accompanied by full transcripts and PPTs for easy readability. A section of recommended further reading is included in each module. In addition, a glossary of specialised terms and an index will be developed for convenient access for end users of the material. Finally, references from reliable and trusted sources are included to support the material.



Dependent on Partner objectives, the material may also include built-in certification and can be eligible for continued professional development (CPD) accreditation. We are currently seeking partners to develop content on the following topics:

We aim for our cannabis learning platform to become a one stop shop for high quality cannabis education. Some of the subjects we are developing courses for include:

01 Medicinal cannabis

- For health professionals
- For patients
- See p.19-20 for a detailed breakdown of a demo medical cannabis course

02 Regulating cannabis

- Regulatory models
- Evidence-based recommendations
- History of prohibition & advocating reform
- Cultivation standards

03 All about hemp

- Cannabinoids
- Fiber
- Oilseed

04 The cannabis plant

- Cannabis botany
- Naturally occurring cannabinoids
- The variety of cannabis strains
- The 'entourage' effects

05 Cannabis entrepreneurs

- Business plan development
- Operations
- Legal & accounting
- Demand & markets

06 Jobs & the economy

- Pharmacokinetics of cannabinoids (absorption, metabolism, etc)
- Drug interactions

07 General interest

- Consumption
- Edibles
- Roll a joint
- Pick a strain
- Consumption diaries
- Vaping vs smoking
- Home growing

08 Cannabidiol (CBD)

- Overview
- Market potential
- Legalities

09 Cannabis wellness

- Therapeutic consumption

Contact us with your ideas and lets make it happen!

– Case example



Medical Cannabis Education

Prescribing doctors act as a 'gateway' to patient access under many medicinal cannabis schemes around the world. However, many health practitioners do not feel sufficiently informed to confidently discuss the risks and benefits of recommending the substance. This situation is not specific to Australasia and studies have shown that only around 10% of medical professionals in the region have received enough education regarding cannabinoid medicine and the endocannabinoid system to confidently administer medicinal cannabis (e.g. Evanoff et al, 2017; Allen, 2016).

In addition, other health practitioners such as nurses and pharmacists are likely to be involved in the post prescription lifecycle via activities such as dispensing, patient counselling and medicines administration. To address this gap in knowledge we are seeking corporate, academic and private partners to sponsor high quality medical cannabis courses on our purposely built platform for online and face to face cannabis education delivery.



The following modules/ sections are proposed for the resource/ training program, although of course our team is open to other suggestions inline the MOH's requirements:

01 Introduction

- Background: why this resource?
- Avoiding stigmatising language
- Subject intended learning outcomes (SILOs)

02 History of medical cannabis

- Ancient history
- The origins of modern medical cannabis
- Pharmacopeias
- Patent medicines

03 The endocannabinoid system (ECS)

- Overview of the ECS
- Physiology of the ECS

04 The cannabis plant

- Cannabis botany
- Naturally occurring cannabinoids
- The variety of cannabis strains
- The 'entourage' effects

05 Cannabis dosing

- Cannabis delivery systems
- Which cannabinoids & what ratios?
- Dose variability in individuals
- Tolerance

06 Cannabis pharmacology

- Pharmacokinetics of cannabinoids (absorption, metabolism, etc)
- Drug interactions

07 Potential applications of medicinal cannabis: the emerging evidence

- Chronic pain
- Insomnia
- Palliative care
- Anxiety
- Seizure disorders
- Nausea
- Opioid reduction (exit drug)

08 Public health issues

- Youth vulnerability
- Cannabis use disorder
- Associations with mental health problems
- Respiratory issues
- Added risks when driving

09 Prescribing cannabis

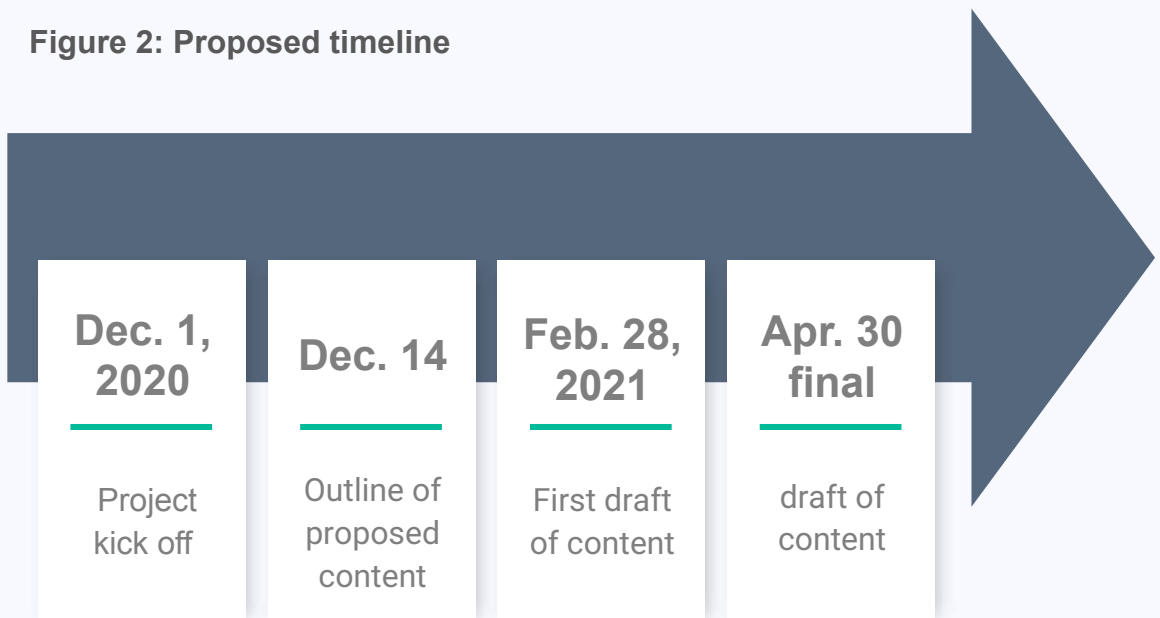
- Content to be developed in association MOH provided materials as stipulated in the RFP

— Development roadmap

We suggest three phases for the project, namely:



Figure 2: Proposed timeline



— List of Services

Sponsored Content

White Label

Revenue sharing

Pay for service

Text, video , research and quiz content development

— References

Allen, D. (2016). Survey Shows Low Acceptance of the Science of the ECS (Endocannabinoid System) at American Medical Schools. Retrieved 26/04/2019 from <http://www.outwordmagazine.com/inside-outword/glb-news/1266-survey-shows-low-acceptance-of-the-science-of-the-ecs-endocannabinoid-system>.

Evanoff, A., Quan, T., Dufault, C., Awad, M., & Bierut, L. (2017). Physicians-in-training are not prepared to prescribe medical marijuana. *Drug and Alcohol Dependence*, 180, 151.

Ministry of Health (2012). Communication Standards for the Ministry of Health. Retrieved 3/11/2020 from [https://www.moh.govt.nz/notebook/nbbooks.nsf/0/78B3BF97A1A15361CC257A98000516AC/\\$file/communication-standards-may-2012.pdf](https://www.moh.govt.nz/notebook/nbbooks.nsf/0/78B3BF97A1A15361CC257A98000516AC/$file/communication-standards-may-2012.pdf)

National Research Council (2012). *Improving Adult Literacy Instruction: Supporting Learning and Motivation*. Washington, DC: The National Academies Press. <https://doi.org/10.17226/13469>.