A MESSAGE FROM THE EXECUTIVE DIRECTOR OF MMERI

Fulfilling MMERI’s Mission, One Step at a Time

The phrase “you have to learn to walk before you can run” certainly applies to the Medical Marijuana Education and Research Initiative (MMERI) team’s strategy for carrying out its mission. Step by step, we have been methodically establishing MMERI as the leading resource for educating “Florida’s diverse population about medical marijuana and the impact of the unlawful use of marijuana,” as we’re mandated to do by the state Legislature.

So how does a lean staff that’s based at Florida A&M University in Tallahassee reach “Florida’s minority population?” By seeking and seizing opportunities that will help us raise awareness of the program whether on our own or through partnerships, one step at a time.

The second quarter of Fiscal Year 2021-22 delivered several opportunities for the MMERI team to connect with disparate communities across Florida and positioned the program to be even more impactful in the future.

We were honored to introduce the program at a lunch and learn event sponsored by FAMU’s Department of Military and Veterans Affairs in October. Veterans are a key group for us to reach, as many suffer from post-traumatic stress disorder (PTSD), a qualifying medical condition for treatment with medical marijuana in Florida. So, it came as no surprise when a veteran shared his PTSD experience and asked us how he could get a Medical Marijuana Use Registry Identification Card.

We advised him to fill out an application on the Florida Department of Health Office of Medical Marijuana Use (OMMU)’s website, knothefactsmmj.com. Perhaps, he wasn’t the only one in the room who benefitted from hearing this information.

On the following pages you’ll read about how the MMERI team made strides in expanding the program’s reach. In-person events in Jacksonville, Tampa and Miami, with each drawing unique audiences, gave up platforms for engaging one-to-one with attendees who stopped by our booth (page 14). Meanwhile, we continued to educate, learn and talk about marijuana through our Focus Group Program (pages 8-9) sessions and Conversations on Cannabis virtual forums (page 15).

In the second quarter, we also moved closer to forming new partnerships that would help MMERI secure greater access to aspiring and established health care professionals as well as the visually impaired in Florida (page 10). We are interested in providing our informational materials in Braille to the latter group.

One giant step we took in the second quarter was completing the redesign of our website, mmeri.famu.edu. The new site is rich in resources anyone can access and easy to navigate (page 22).

No matter how small or big they are, every step we take leads us toward fulfilling our mission. And judging by the successes we’ve had and will have, I’d say MMERI is poised to hit its stride.

Sincerely,
Patricia Green-Powell, Ph.D.
Executive Director, MMERI
EXECUTIVE SUMMARY

MMERI PROGRAM OVERVIEW

Florida A&M University (FAMU) established the Medical Marijuana Education and Research Initiative (MMERI) to educate minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities. Funding is provided by the Florida Department of Health (DOH) at the direction of the Florida Legislature.

Given the University’s historical role in educating minority students, FAMU is uniquely positioned to educate Florida’s diverse minority populations about medical marijuana. MMERI is operating under the following mandate from the Legislature: “Educate Florida’s diverse minority communities about medical marijuana and the impact of the unlawful use of marijuana on minority communities.”

See Appendix C to read Section 381.986, Florida Statutes (F.S.)

MISSION

To educate, inform, and engage Florida’s diverse population about medical marijuana and the impact of the unlawful use of marijuana.

VISION

Florida A&M University (FAMU) is the catalyst for statewide education and outreach efforts that ensure Florida’s multicultural and multigenerational communities are knowledgeable about medical marijuana and the impact of the unlawful use of marijuana.

GOALS

- Educate Florida’s diverse minority communities about medical marijuana and the impact of the unlawful use of marijuana
- Increase the body of research that promotes and advances knowledge about medical marijuana and the impact of the unlawful use of marijuana
- Conduct ongoing assessment and evaluation of the effectiveness and impact of the MMERI program

EDUCATION

Historically, FAMU has played an outstanding role in educating minority students. Therefore, it is in a unique position to educate Florida’s diverse minority populations about medical marijuana and the impact of the unlawful use of marijuana, while developing and delivering curriculum and certified training programs to increase knowledge and understanding of these subjects.

COMMUNITY ENGAGEMENT

Community engagement and education are integral parts of this initiative. To reach target populations, MMERI initiates activities, builds and expands relationships and partnerships, and collaborates with leaders, community groups, faith-based organizations, educational institutions and others.

COMMUNICATIONS

Partnerships and collaborations with broadcast outlets and other media generate timely delivery and dissemination of relevant information to communities across Florida. A statewide messaging campaign includes the use of various digital, audio, visual, print, virtual and in-person platforms to educate key audiences and stakeholders.
SECOND QUARTER SNAPSHOT
MMERI COMPONENTS and ACCOMPLISHMENTS

EDUCATION

MMERI by the NUMBERS

EDUCATION
October 1, 2021 - December 31, 2021

- 2 COURSES DEVELOPED
  Covering the history of marijuana, legalization, safety, qualifying conditions, and prevention

- 339 PARTICIPANTS
  Students and individuals who took the Basic Medical Marijuana Education course

- 51 PARTICIPANTS
  Students and individuals who took the Intermediate Medical Marijuana Education course

- 92 Pre/post surveys completed by participants in the Basic Medical Marijuana Education online course
- 247 Online surveys completed by participants in the Basic Medical Marijuana Education online course

- 39 TRAIN-THE-TRAINER SESSIONS
  Training an ethnically, culturally, and geographically diverse group of individuals to conduct minority-targeted community sessions about marijuana for medical use and the impact of the unlawful use of marijuana*

- 362 TRAIN-THE-TRAINER PARTICIPANTS
  Individuals from ethnically, culturally, and geographically diverse populations, who participated in a train the trainer session facilitated by the MMERI team, its trainers and partners*

- 4 FOCUS GROUP PROGRAMS
  Moderated small group sessions hosted this quarter to gain insights from diverse audiences

- 129 PARTICIPANTS
  In the focus group programs

*Cumulative data for FY 21/22
EDUCATION

Historically, Florida A&M University has played an outstanding role in educating minority students and is uniquely positioned to educate Florida’s diverse minority populations about medical marijuana and the impact of the unlawful use of marijuana, as well as develop and deliver curriculum and certified training programs.

MMERI REVAMPS MEDICAL MARIJUANA BASIC EDUCATION COURSE

During the second quarter, the MMERI team began producing a new version of its Basic Medical Marijuana Education Course. Scheduled to launch in the next quarter, the revised course features seven short interactive videos teaching fundamental information about cannabis — its origins, history and effects on the body, marijuana laws, and the use of cannabis as medicine. A quiz and survey at the end of each video will capture information about viewers and their understanding of the information provided. The new course will be accessible on MMERI’s website, on social media and other multimedia platforms, and at in-person engagements.

BLACK FARMERS SEEK EDUCATIONAL INFORMATION FROM MMERI

During the quarter, the MMERI team led two educational sessions with members of the Black Farmers and Agriculturalists Association of Florida (BFAAF) and others interested in learning about the state’s medical marijuana law and the cannabis plant.

Conducted on the Zoom platform in October and December, the sessions were organized with the help of Howard Gunn Jr., co-founder and a former president of the BFAAF. Mr. Gunn, who owns farms in Hernando and Marion counties and in Mississippi, currently serves on the group’s board. Approximately, 51 farmers participated in the sessions.

Mr. Gunn said farmers and other participants on the calls were very interested in the criteria of Florida’s medical marijuana law, specifically how to obtain a medical marijuana card and the qualifying conditions for treatment, and they wanted to know the benefits of using cannabis for medicinal purposes.

Some participants on the call, he added, shared their experiences with medical cannabis, saying it was a more effective treatment for their ailments than the prescription drugs they had been using.

“These calls were educational opportunities for us,” said Mr. Gunn. “Black farmers are interested in breaking into the cannabis industry and the discussions with MMERI helped us get a better understanding of the research behind medical marijuana and the state’s medical marijuana law. I think there will be more calls. We’re looking forward to future conversations.”

FOCUS GROUP SESSION PROMPTS EXCHANGE OF VIEWS

An Ocala minister’s concerns about people misusing medical marijuana cards and a South Florida college professor’s story of students “smoking loud” were among the conversations a diverse mix of Floridians shared during a virtual Focus Group session in November.

MMERI Focus Groups are moderated sessions that prompt discussions about marijuana in a small group of individuals representing different ethnicities, ages, genders and professions. MMERI gathers insights from participants’ opinions about cannabis or experiences with it, whether legally for medical treatment or illegally as a street drug.

The second quarter Focus Group brought 12 people together from Tampa, Ocala, Gainesville and Fort Lauderdale to offer their views on medical or recreational marijuana. Moderated by MMERI staff, the session yielded a free-wheeling exchange of opinions, concerns, and personal experiences.

FORUM EDUCATES COLLEGE STUDENTS ABOUT CANNABIS

On October 7, MMERI hosted a students forum on the campus of Florida A&M University. A panel talked about the state’s marijuana laws, including how to legally obtain medical cannabis and the consequences of illicit marijuana use. The speakers were attorney Mutaqee Akbar, FAMU School of Nursing instructor Takuma Womble, FAMU Police Chief Terrence Calloway, pharmacist Alexis McMillan and Dr. Mark Moore, a state-qualified medical marijuana physician.

The event attracted 47 students from FAMU, Florida State University and Tallahassee Community College, who participated in person or virtually.

The Baptist minister on the call said he believed medical marijuana card holders could smoke illegal marijuana without fearing arrest. After all, he said, both types of smokable cannabis smell the same, so how would law enforcement know what type of marijuana a card holder is smoking?

On the topic of smoking marijuana, the college professor shared a story of students coming to class reeking of pot. Students, he said, call that “smoking loud,” a phrase no one else on the call had heard.
EXPLORING NEW PARTNERSHIPS TO INCREASE ACCESS TO MARIJUANA EDUCATION

The second quarter saw the MMERI team lay the foundation for building new partnerships and expanding the program to educate diverse audiences, including people with disabilities.

Bringing MMERI to the Visually Impaired

Seeking to build a bridge to the visually impaired, MMERI reached out to the Florida Agencies Serving the Blind (FASB) and began discussions on how the two could work together. MMERI is interested in translating its informational collateral in Braille and wants to find a partner or partners that could help distribute the materials to groups serving the visually impaired. Under the leadership of Executive Director Amy Grisson, FASB is a nonprofit advocacy group with a statewide reach to organizations aiding the visually impaired, including the Lighthouse services across Florida.

New Wellness Magazine Presents Opportunities

MMERI is coordinating a partnership with a new wellness magazine that shares a common goal of reaching communities of color. Launched by Michelle Greene Rhodes, a 1995 graduate of Florida A&M University’s School of Nursing, Color of Wellness publishes “holistic wellness” content written by Black nurses. The publication is available in print and online.

Nursing School Shows Interest in Collaboration

MMERI leveraged its relationship with a former guest of its Conversations on Cannabis forum to explore a partnership with Florida International University’s Nicole Wertheim College of Nursing & Health Sciences. Dr. Jeff Konin, Clinical Professor and Director of the Athletic Training Program at FIU in Miami, helped introduce the MMERI team to Dr. Ora Strickland, Dean of the nursing school, and members of her staff. The MMERI and FIU teams are interested in working together to develop marijuana-related curriculum tailored for students studying to enter health care fields.
MMERI by the NUMBERS

COMMUNITY ENGAGEMENT

October 1, 2021 - December 31, 2021

OUTREACH EVENTS

41

Attendance at community events and group meetings in cities and neighborhoods across the state

CONVERSATIONS ON CANNABIS VIRTUAL FORUMS

3

Streaming live to talk with diverse audiences across Florida about medical marijuana and the unlawful use of marijuana

SPEAKING ENGAGEMENTS

9

In collaboration with community partners and organizations

3.0 MILLION

ATTENDEES

1,126

TOTAL VIEWS

356

PARTICIPANTS

MULTILINGUAL STREET TEAMS ENGAGE HARD-TO-REACH AND DIVERSE AUDIENCES

MMERI’s media and community outreach partners have assembled multilingual street teams to share information about the program with diverse populations in hard-to-reach areas. The teams engage people in such places as bars, clubs, churches, malls, train/bus stations, festivals and sports venues, as well as at community events.

These trained multilingual street teams were active statewide during the second quarter, reaching thousands of people from African American, Caribbean, Hispanic, Caucasian, Native American and Asian communities. The teams toured Pahokee, Belle Glade, South Bay, Clewiston, Moore Haven, Daytona, South Daytona, Port Orange, Holly Hill, Ormond Beach, Sanford, Deltona, New Smyrna Beach, Miami, Plantation, Sunrise, Pompano, Fort Lauderdale, Margate, Davie, Boynton Beach, Delray Beach, Boca Raton, Tallahassee, Quincy, Ocala, Williston, and West Palm Beach.

At these locations, team members had face-to-face interactions that generated several levels of engagement and public education. They prompted people to download a QR Code to follow MMERI on social media and encouraged them to learn more about medical marijuana on MMERI’s website, take the free Basic Medical Marijuana Education Course, register for the Conversations on Cannabis forum, listen to podcasts and watch videocasts.

OCTOBER

• The Southwood Harvest Festival - Tallahassee (Leon County)
• The National Hispanic Heritage Month Celebration - Quincy (Gadsden County)
• French Town Rising - Tallahassee (Leon County)
• Marion County Football League - Ocala (Marion County)

NOVEMBER

• A Day of Thanks - Tallahassee (Leon County)
• Outreach Ministry at Core Ministries - Ocala (Marion County)
• Florida Blue Florida Classic Football Game - Orlando (Orange County)
• Farmshare Outreach Ministries at Unity Temple International Fellowship - Williston (Levy County)

DECEMBER

• Central Florida Culture Fest - Orlando (Orange County)
About cannabis.

Meetings in North, Central and South Florida. During these well-attended events, they engaged diverse audiences and facilitated conversations about cannabis.

Florida Black Expo - Jacksonville

In October, the MMERI team introduced its public education program to scores of attendees at the Florida Black Expo in Jacksonville. Held at the Prime F. Osbourne III Convention Center, the Expo showcased Black-owned small businesses. More than 5,000 people attended the event. At the MMERI booth set up at the event, Expo attendees received information on the program and some discussed their experiences with medical or recreational marijuana.

Tampa Bay Wellness Festival - Tampa

The Tampa Bay Wellness Festival, held outdoors at Water Works Park on Dec. 4, presented an excellent opportunity to raise awareness of the MMERI program. The event drew an estimated 800 diverse attendees interested in healthy living solutions, fitness and alternative medicines. The MMERI booth served as a hub for people to learn about the program and receive informational materials. MMERI's staff were interviewed during a live radio broadcast on WTMP-AM to promote the program and invite people to come visit them during the festival.

Presentations to local, state, and national groups

Organizations in Florida and across the country recognize MMERI as a leader in providing the public with information and resources about cannabis. As such, the MMERI Team participated in a number of events, both in-person and virtual, to talk about MMERI programs and initiatives.

Events this quarter included:

- **FAMU National Alumni Association (NAA)**
  - **Governmental Relations Committee Meeting**
    - October 4 | 44 Participants
  - **Gadsden Community Health Council Meeting**
    - November 10 | 25 Participants
  - **Society of Cannabis Clinicians (SCC)**
    - **Autism and Cannabis Seminar**
      - November 18 | 162 Participants
  - **FAMU Office of Veteran Affairs Lunch and Learn**
    - October 14 | 15 Participants
  - **Train-the-Trainer Session**
    - October 15 | 8 Participants
  - **FAMU National Alumni Association**
    - **Governmental Relations Committee Meeting**
      - November 1 | 41 Participants

Conversations on Cannabis Virtual Forums (October, November, December)

Conversations on cannabis virtual forums invite viewers to engage program guests in discussions on medical marijuana and the impact of the unlawful use of marijuana. Live-streamed on Facebook and YouTube, each program features stakeholders and/or experts in fields such as health care, business, law enforcement, theology or other professions. In the second quarter, virtual forums were held in October, November and December, drawing a total of 1,126 views on the streaming platforms.

October Virtual Forum:

**Medical Marijuana Caregivers in Florida, with Dr. Barry Gordon**

This program aired live on October 21 and provided information about the rules and regulations that guide people who are caregivers for patients using medical marijuana. Dr. Barry Gordon, the Chief Medical Officer at VeniceCare and Compassionate Cannabis Clinic, led the conversation with a staff member. They discussed the state’s definition of a caregiver, how a caregiver can become qualified to administer medical marijuana, and the benefits and risks of having a caregiver oversee someone’s medical marijuana intake. More than 470 people participated in the live virtual event or watched the recorded program posted on MMERI’s Facebook and YouTube pages.

November Virtual Forum:

**Cannabis and Prescription Drugs, with Dr. Caleshia Herring and Valeria Robinson-Baker**

Live-streamed on November 18, this program featured pharmacist and consultant Dr. Caleshia Herring and pharmacy supervisor Valeria Robinson-Baker, BPharm, R.Ph., C.Ph. Both talked about issues that may happen if patients use cannabis (medical or recreational) with prescribed drugs, and the current role of pharmacists in Florida’s growing medical marijuana industry. More than 340 people participated in the live virtual event or watched the recorded program posted on MMERI’s Facebook and YouTube pages. The session also drew more than 50 comments from viewers by the end of the quarter.

December Virtual Forum:

**Cannabis and Self-Care, with Dr. Alishea Rowley, Dr. Gwendolyn Singleton, and Dr. Genester Wilson-King**

On December 16, Dr. Alishea Rowley, a psychotherapist, Dr. Gwendolyn Singleton, an associate professor at FAMU, and qualified medical marijuana physician Dr. Genester Wilson-King talked about self-care and how people are incorporating medical cannabis into their routines. The three explained the benefits of self-care and the benefits and risks of using cannabinoids as part of a self-care routine. More than 340 people participated in the live virtual event or watched the recorded program posted on MMERI’s Facebook and YouTube pages.
COMMUNICATIONS

MMERI by the NUMBERS

COMMUNICATIONS
October 1, 2021 - December 31, 2021

STATEWIDE CAMPAIGNS
Addressed various cannabis-related topics with subject matter experts and minority communities

6,955
TELEVISION COMMERCIALS
Aired in 10 major media markets

9.9 MILLION
IMPRESSIONS

104 MILLION
RADIO COMMERCIALS
Aired in 10 major media markets

90.3 MILLION
IMPRESSIONS

9
E-NEWSLETTERS (ENGLISH/SPANISH)
Sent monthly to provide timely information about MMERI programs and initiatives

1.7 MILLION
IMPRESSIONS

151
PRINT ADVERTISEMENTS
Published in 12 Minority Media News Outlets

5.1 MILLION
IMPRESSIONS

30
NEWS ARTICLE PLACEMENTS
Published in 12 Minority Media News Outlets

5.1 MILLION
IMPRESSIONS

3.0 MILLION
PROMO ITEMS DISTRIBUTED
By MMERI partners and street teams at events across Florida
In addition to educating the public about the use of cannabis as a sports medicine, this campaign also featured culinary cannabis expert Joline Rivera, who provided information about the nutritional and recuperative effects of consuming the cannabis plant, which Monroe and some other athletes have done as an alternative to using opioids for pain management.

During the campaign, the pharmacists outlined how cannabis treatments pose some health risks when used with some prescriptions, including blood thinners Warfarin or Coumadin which could lead to increased bleeding. They also said patients on anti-anxiety drugs and/or taking anti-depressants also should approach medical marijuana with caution because using it could minimize or completely negate the effect of the prescription drugs.

Both say patients should keep their primary care physicians in the loop on recommended medical marijuana treatment regimens, and they encourage talking with pharmacists about concerns over interactions with prescription medications.

During the campaign, the pharmacists outlined how cannabis treatments pose some health risks when used with some prescriptions, including blood thinners Warfarin or Coumadin which could lead to increased bleeding. They also said patients on anti-anxiety drugs and/or taking anti-depressants also should approach medical marijuana with caution because using it could minimize or completely negate the effect of the prescription drugs.

During this campaign, qualified medical marijuana physician Dr. Barry Gordon and a member of his staff explained what caregivers can and can’t do under the state’s medical marijuana law. For example, they have to receive a Medical Marijuana Use Registry Identification Card, just as the patient they’re caring for does. The Florida Department of Health also has set rules on who can be a caregiver of a medical marijuana patient.

Gordon is the founder of Compassionate Cannabis Clinic, one of the largest medical marijuana treatment facilities in Florida. He’s served more than 5,000 patients and provides patient and caregiver education on medical cannabis. He says caregivers need to have as much, if not more, education on medical marijuana than the patients using it.
RADIO COMMERCIALS ON MAINSTREAM AND MINORITY STATIONS

MMERI coordinated the placement of paid content and advertisements on mainstream radio stations as well as stations targeting Black, Caribbean, Haitian-Creole and Hispanic listeners. Several stations also aired the Conversations on Cannabis forums in their entirety in cities across Florida.

This quarter, radio advertisements and the monthly forums were played on stations across the state.

Broadcast Schedule for Conversations on Cannabis Forums

**Saturday**
- 7 a.m. - 8 a.m. WZZR-FM HD2 (The New 93.3) in West Palm Beach
- 7 a.m. - 7:30 a.m. WTVY-AM (Throwback 96.5 FM) in Tallahassee- Panama City
- 6 a.m. - 7 a.m. WTKS-FM HD2 (104.5 The Beat) in Orlando
- 6 a.m. - 7 a.m. WTKS-FM HD2 (104.1 Real Radio) in Orlando
- 6 a.m. - 6:30 a.m. WZZR-FM (Real Radio) in West Palm Beach and the Treasure Coast
- 10 a.m. - 11 a.m. WCCF-AM (WCCF News Radio 1580) in Punta Gorda
- 6 p.m. - 7 p.m. WMMB (92.7 FM, 1240 AM and 1350 AM) in Melbourne- Titusville - Cocoa

**Sunday**
- 1 a.m. - 2 a.m. WMIB-FM HD2 (Throwback 105.5) in Miami
- 6 a.m. - 7 a.m. WFXJ-AM (930 Talk-Spanish) in Jacksonville
- 6 a.m. - 7 a.m. WKSL-FM HD2 (97.3 Talk-Spanish) in Jacksonville
- 11 a.m. - 12 p.m. WZZR-FM (92.1 Real Radio) in West Palm Beach and the Treasure Coast
- 11 a.m. - 12 p.m. WCZR-FM (101. Talk-Spanish) in Jacksonville

"Best of MMERI Radio" Shows also aired on the following stations:
- WBTP-FM (95.7 The Beat) in Tampa-St. Petersburg
- WBTT-FM (105.5 The Beat) in Fort Myers
- WSDV-FM (103.9 Kiss FM) in Sarasota

**Minority Listener Impressions**

- **Black**: 42.7%
- **Hispanic**: 35%
- **Asian**: 1.4%
- **Other/Mixed**: 21%

*Data Sources: Estimates provided by the radio station managers*

**MMERI PODCASTS**

MMERI Radio Forums and the new Conversations on Cannabis videocasts and virtual forums are featured as podcasts on their web or mobile devices.

**Download the Podcast**

MMERI Website: http://mmeri.famu.edu/podcasts/
MMERI OUTREACH and PUBLIC EDUCATION MATERIALS

NEW MMERI WEBSITE LAUNCHED WITH UPDATED DESIGN AND FUNCTIONALITY

MMERI refreshed the design and functionality of its website in the second quarter. The site serves as the main hub for diverse audiences to access information and educational resources about the legal and unlawful uses of marijuana in Florida.

See the new site at www.MMERI.FAMU.edu.

Overcoming Stress & Anxiety During the Holidays

Join mental health professionals in a virtual discussion about overcoming stress and anxiety during the holiday season in the COVID-19 pandemic.

Using Cannabis for Self Care

Explore our free resources

Request for Presentation

Conversations on Cannabis Magazine

Conversations on Cannabis Magazine Fall 2021

News

Communications

Partnerhips and collaborations with the Florida Association of Broadcasters and other entities will ensure timely delivery of relevant information to communities statewide. MMERI will launch a statewide messaging campaign through various digital, audio, visual, print and in-person platforms.

Key Components

Research

As a research institution, FAMU offers a vast platform and a cadre of researchers to study and understand the science and the impact of medical marijuana from diverse perspectives.

Community Engagement

Community Engagement and education are integral parts of this initiative and will build and expand relationships and partnerships and collaborations with leaders, community groups, faith-based organizations, educational institutions and others.
Pienso en los farmacéuticos como un recurso sobre las interacciones de los medicamentos con el cannabis

A pesar de que hay poco por escrito en los compendios sobre los tratamientos con cannabis, los farmacéuticos son una gran fuente de información. En la Florida, tenemos la advantage of working with them and their patients. Estos profesionales tiene una pequeña superficie y está operado por la misma empresa que controla el Medicinal.

Pero, una entrevista empresarial no verticales integrado significan que un farmacéutico no debería estar involucrado en el tratamiento de un paciente de medicación medicinal.

"No, dice los farmacéuticos Dr. Cale Ia Robinson-Baker y Valeda Robin-son-Baker quienes abogan por consultar con los profesionales de la profesión sobre las posibles interacciones de los medicamentos con los Canabinoides. Ellos se niegan a hacer cualquier afirmación que los farmacéuticos en la consultoría.

Hearing en "Conocer la Evolución de un especialista en el uso de cannabis medicinal tiene una amplia formación en medicina, farmacología, nutrición y dietética. También está bien informado sobre los interacciones entre medicamentos.

Los pacientes que toman medicamentos / e anticonceptivos también deben informarse a la Marihuana Medicinal con precaución: Días porque "se puede alterar los medicamentos que está tomando y puede ser necesario ajustar la dosis," dice, también puede minimizar efectos secundarios y interacciones de los medicamentos.
TELEVISION COMMERCIALS

Television commercials in English and Spanish blanketed the state’s airwaves with information about the MMERI program, the monthly campaign topics and public education related to medical marijuana and the impact of the unlawful use of marijuana.

During this quarter, MMERI commercials aired on 50 television stations in 10 major media markets across Florida:

- Fort Myers-Naples
- Gainesville-Ocala
- Jacksonville
- Miami-Fort Lauderdale
- Orlando-Daytona Beach-Melbourne
- Panama City
- Pensacola
- Tallahassee
- Tampa-St. Petersburg-Sarasota
- West Palm-Fort Pierce

The estimated potential television reach statewide from October through December 2021 was 9,936,093 viewers.

Of those estimated television viewers, 1,581,717 were African American; 2,302,449 Hispanic; 5,563,782 White; 260,451 Asian; 227,694 Mixed.

MMERI E-NEWSLETTERS

Consumer-focused newsletters and e-blasts in English and Spanish are distributed monthly to provide public education about cannabis. Articles highlight the monthly campaign’s subject matter experts talking about an issue or concern, the latest marijuana news in Florida and around the country, and a section featuring comments from people who have engaged with MMERI through its community engagement activities. MMERI has recorded an increase in e-newsletter recipients, noticeable audience engagement and positive feedback from stakeholders.

In addition, FAMU Communications sends the monthly Conversations on Cannabis e-newsletters to the university’s main outreach, FAMUInfo. This newsletter platform reaches more than 12,000 people in the university’s email system, which includes faculty and students.
STATEWIDE PROMOTIONS AND SPECIAL EVENTS BY MMERI PARTNERS

MMERI was featured in multimedia promotional campaigns for various events and activities held in cities and around the state. The promotions were designed to raise brand awareness and prompt audiences at the following events to participate in MMERI’s education programs and forums.

**OCTOBER**
- Florida Black Expo
- Florida Jerk Festival-Orlando
- Fiesta Latina
- PK’s Pop Ups
- Q4 Cash Contest
- Storm Watch
- The Breakfast Club Show Feature
- Enrique Morning Show Feature
- Local Clout Sponsorship
- BIN (Black Information Network)
- TTWN Promotion
- Live Forum Awareness Campaign

**NOVEMBER**
- Jingle Ball
- PK’s Pop Ups Turkey Drive
- Q4 Cash Contest
- Storm Watch
- The Breakfast Club Show Feature
- Enrique Morning Show Feature
- Local Clout Sponsorship
- BIN (Black Information Network)
- TTWN Promotion
- Live Forum Awareness Campaign

**DECEMBER**
- DJ Envy’s Dream Car Show
- Jingle Ball
- PK’s Pop Ups Toy Drive
- 12 Guitars of Christmas
- 12 Days of Castronovo Christmas Cash
- Q4 Cash Contest
- The Breakfast Club Show Feature
- Enrique Morning Show Feature
- Local Clout Sponsorship
- BIN (Black Information Network)
- TTWN Promotion
- Live Forum Awareness Campaign

AUDIENCE REACH & ENGAGEMENT
in the SECOND QUARTER

(October 2021 - December 2021)

The following data represents the estimated* aggregated audience reach by demographics through public education programs, multimedia channels, engagement activities, and other communications tactics in the second quarter of FY 2021-2022.

The Ultimate Giveaway contests were promoted via streaming and broadcast commercials, and social and audience targeting that reached adults ages 18-65, African Americans, Hispanics, Caribbeans, Native Americans, Asians, and Caucasians.

*Estimates based on data collected by MMERI staff and provided by program partners, media outlets, and vendors
**Mixed/Other is defined as people from two or more races.

JINGLE BALL 2021

In November and December, the MMERI program was featured in statewide promotions of the annual Jingle Ball, a national multi-city holiday concert featuring top artists. Multimedia placements about the Florida concerts generated more than 20 million impressions and helped raise MMERI’s name recognition among diverse audiences to further the program’s mandate.

MMERI’S ONLINE FAN BASE GETS A BOOST WITH CONTESTS

MMERI was featured on a media partner’s social contest platform as a value-add in the statewide advertising campaign. Exposure from the Ultimate Giveaway campaigns helped increase the fan base and followers on MMERI’s social media, including Facebook, Instagram, Twitter, and YouTube. Contest promotions throughout the quarter included calls to action to visit the MMERI website, register for Conversations on Cannabis virtual forums, or participate in a MMERI education survey.

The Ultimate Giveaway contests were promoted via streaming and broadcast commercials, and social and audience targeting that reached adults ages 18-65, African Americans, Hispanics, Caribbeans, Native Americans, Asians, and Caucasians.
APPENDIX A
MMERI Oversight Committee and Advisory Committee members

MMERI OVERSIGHT AND COMPLIANCE WORKGROUP
The MMERI Oversight and Compliance Workgroup was formed in 2019 and charged with a mandate to monitor four key areas of the Medical Marijuana Education and Research Initiative:

1. Fiscal Affairs/Reconciliation
2. Achievement of Project Goals and Fulfillment of Mission
3. Impact and Assessment
4. General Compliance

The panel includes 13 members of FAMU faculty and staff and is led by the Principal Investigator of MMERI, Charles Weatherford, Ph.D., Vice President for Research, Professor of Physics and Director of Center for Plasma Science and Technology. The workgroup meets monthly.

WORKGROUP MEMBERS
Herbert Bailey
Assistant Vice President for Fiscal Management

Pamela Blount
Director, Contracts & Grants, Division of Research

Glory Brown
Director, Office of Sponsored Programs

Rica Calhoun
Chief Compliance and Ethics Officer, Office of Compliance and Ethics

Charles Weatherford, Ph.D.
Principal Investigator of MMERI, Vice President for Research, Professor of Physics and Director of Center for Plasma Science and Technology

Michelle Wilson
Coordinator of Education, Training and Community Engagement, MMERI

MMERI EXTERNAL ADVISORY COUNCIL (MMERIEAC) MEMBERS
This nine-member volunteer panel serves as an impartial and objective adviser to the leadership of the Medical Marijuana Education and Research Initiative. With its makeup of well-respected active and retired professionals from a wide range of professional backgrounds, the Council is able to provide unique perspectives as MMERI builds on its successes and identifies new opportunities. A key responsibility of membership is helping MMERI make connections with community leaders and potential partners in minority communities. The group meets three to four times a year, and each member is required to participate in at least two MMERI activities annually.

COUNCIL MEMBERS
Valeria Robinson-Baker, B.S.Pharm., R.Ph., C.Ph.
Consultant Pharmacist

Edward L. Clark II, DrPH, MSW
Program Evaluator, Bureau of Chronic Disease Prevention at Florida Department of Health

Maurice Edington, Ph.D.
Professor and Provost/Vice President Academic Affairs

Barney Spann
Vice President, Wells Fargo Bank, and co-owner of Avela Day Spa, Jacksonville

Patricia Dawson
Chair of MMERIEAC, solo practitioner of the Law Office of Patricia Dawson, P.A.

APPENDIX B
MMERI TEAM
Dr. Patricia Green-Powell, Ph.D.
Executive Director

GP Mendie
Budget-Program Manager, MMERI

B. Virginia King, MPA
Program Administrator

Michelle M. Wilson
Coordinator of Education, Training and Community Engagement

APPENDIX C
How Florida’s Medical Marijuana Law Led to the Creation of MMERI at FAMU
Section 381.986, Florida Statutes (F.S.), better known as Florida’s medical marijuana law, includes a funding provision that entrusts Florida Agricultural and Mechanical University with “educating minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities.” The following excerpt from the statute set in motion the creation of FAMU’s Medical Marijuana Education & Research Initiative. To read the entire statute, go to http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&URL=0300-0399/0381/Sections/0381.986.html

IDENTIFICATION CARDS.—

(d) Applications for identification cards must be submitted on a form prescribed by the department. The department may charge a reasonable fee associated with the issuance, replacement, and renewal of identification cards. The department shall allocate $10 of the identification card fee to the Division of Research at Florida Agricultural and Mechanical University for the purpose of educating minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities. The department shall contract with a third-party vendor to issue identification cards. The vendor selected by the department must have experience performing similar functions for other state agencies.
APPENDIX D
Directory of Community Engagement and Outreach

Partner Groups (faith-based, law enforcement, colleges and universities, community-based organizations, health organizations, etc.)

1. Affordable Care Clinics
2. African American Research Library and Cultural Center
3. Akbar Law Firm
4. All Access CBD LABS
5. Alpha Kappa Alpha Sorority, Inc./ Delta Iota Omega Chapter
6. Ariel
7. Association of Blind Services Florida
8. Athletes for CARE
9. Aexels Pharmacy
10. Aza Health
11. Baptist Healthcare
12. Barrineau Park Community Center
13. Barrineau Park Historical Society
14. Bay County Parkinson Support Group
15. Bernard Cannabis Center
16. Big Bend AHEC
17. Black Farmers and Agriculturalists of Florida
18. Broward College
19. Brownsville Community Resource Center
21. Cannady and Associates, PLLC
22. Cantonment Family Medicine
23. Cantonment Improvement Committee
24. CDAC Behavioral Healthcare, Inc.
25. Central Florida Urban League
26. Century Village Pembroke Pines
27. Chinese Association of Tallahassee
28. City of Miami Gardens
29. City of Palm Bay
30. Color of Wellness Magazine
31. Cognitive Big Data Systems
32. Community Action Program Committee, Inc. (CAPC)
33. Community Healthcare Northwest Florida
34. Comprehensive Health Center
35. CORE DC
36. CVS Pharmacy
37. Danny Bail Bonds
38. Darrin Thomas, President (Thomas Media)
40. Drone 360 Solutions
41. Earl Britt, MD
42. ECAT - Transit Marketing
43. Economy Drug Store
44. Edward Waters College
45. Ellen Grizzle, PhD
46. Epiphany Life
47. Escambia County Neighborhood and Human Services Department
48. Escambia County Sheriff’s Office
49. Evans Center, Inc.
50. Faith Health Network
51. Families First Network of Lakeview
52. FAMU National Alumni Association
53. First Baptist Church of Piney Grove
54. First West Florida Baptist District Association
55. Florida Association of Community Action
56. Florida Department of Juvenile Justice
57. Florida International University
58. Florida Rights Restoration Coalition
59. Gadsden County Health Council
60. Grassroots Leadership
61. Grassroots Wellness
62. Greater Frenchtown Revitalization Council
63. Greater Little Rock Baptist Church
64. Gulf Coast Minority Chamber of Commerce
65. Gumbs Media Group
66. Health and Wellness Centers of North Florida
67. Heart Community Capital
68. HELLO
69. Hemp Up Caring
70. HempLade Vegan Cafe
71. Herve Damas, MD, MBA
72. Hillsborough County Public Schools
73. Hispanic Federation
74. Hispanic Services Council
75. Hispanic Unity of Florida
76. Honorable Dr. Henry Lowe, PhD
77. InterCultural Advocacy Institute
78. Jean Gary Joseph, MD, Acupuncture and Oriental Medicine
79. Jeffrey Block, MD
80. John Reeves Photography
81. JQuad Multimedia
82. Kitchen Toke Media & Red Belly Honey
83. Lakeview Center
84. Latino Leadership
85. Lauderdale Police Department
86. Lauderdale Towne Center Library
87. Leafwell
88. Leo Bridgewater, Veteran
89. Leon County Sheriff’s Office
90. Leon County Urban League
91. Letresia Wilson, MD
92. Lighthouse of the Big Bend
93. Lighthouse Foundation, Inc.
94. LLUAG Florida
95. Macedonia Missionary Baptist Church
96. Marthe Brun, Community Member
97. Max-Oliver Carre, Naturalist
98. Medical Marijuana Treatment Clinics of Florida
99. Medicus Cannabis
100. Melbourne Police Department
101. Miami-Dade County Community Advocacy
102. Miami-Dade Police Department
103. Mimoso Hyppolite, Community Member
104. Miracle Hill Nursing
105. Miramar Library
106. Modern Woodmen Fraternal
107. Most Worshipful Union Grand Lodge (Prince Hall Affiliated Masons)
108. Mother Wit Institute, Inc.
109. Mount Bethel Human Services Corporation
110. Mount Calvary Missionary Baptist Church
111. My Florida Families/Florida Department of Children and Families
112. Nalco Educational Fund
113. National Alliance for Hispanic Health
114. National Coalition of 100 Black Women/Pensacola Chapter
115. National Hispanic Medical Association
116. Neville Ballin, MD
117. NORML Central Florida
118. NORML Tallahassee
119. North Dade Regional Library
120. North Florida Hispanic Association
121. Northwest Florida Area Agency on Aging Inc./Aging and Disability Resource Center
122. Northwest Florida Heart Group
123. Oasis/Florida Department of Health
124. Office of State Attorney, 2nd Judicial Circuit
125. Office of State Attorney, 13th Judicial Circuit
126. Olivia Jones, Mary Kay Consultant
127. Olympia Compounding Pharmacy
128. Orange County Sheriff’s Office
129. Order of the Eastern Star – Jerusalem Chapter
130. P3 Community Church
131. Panama Pharmacy
132. Panhandle Area Education Consortium
133. Pensacola Habitat for Humanity
134. Pensacola Police Department
135. Pompano Christian Clergy Council
136. Powerhouse COGIC
137. Prospera Florida
138. Quintette Community Center
139. RelafMD
140. Restoring the Village
141. Riverdale Foot, Ankle & Leg Clinic, Riverdale, GA
142. Robert Robino Productions
143. Robert W Saunders, Sr. Public Library
144. Roberto Dorneval, Community Member
145. Sands-Beach Corinne Jones Resource Center
146. Sickle Cell Disease Association
147. Sigma Lambda Beta International Fraternity, Inc
148. Singleton Legal PLLC
149. Sixth Avenue Missionary Baptist Church
150. South Florida Men’s Wellness
151. Southwest Focal Point Senior Center
152. Southwood Towne Center
153. St. John Progressive Missionary Baptist Church
154. Tallahassee Community College Gadsden Center
155. Tallahassee Senior Center
156. Tallahassee Hispanic Outreach
157. Tampa Bay Wellness Festival
158. Tampa Hispanic Heritage Inc
159. Tampa Police Department
Appendix E

Below are links to MMERI-owned channels (websites, podcast, links to PSAs, newsletter signup), and media clips and news coverage about the program.

MMERI Communication Channels
- Website: http://mmeri.famu.edu/
- Basic Medical Marijuana Education Course: http://mmeri.famu.edu/education/
- MMERI Forum Radio Conversations on Cannabis Facebook: https://www.facebook.com/MMERIForumRadio/
- MMERI Forum Radio Conversations on Cannabis Instagram: @MMERIForumRadio
- MMERI Forum Radio Conversations on Cannabis Twitter: @MMERIForumRadio
- MMERI Conversations on Canabdo Virtual Forum (Recorded): http://mmeri.famu.edu/talk/
- MMERI Forum Radio YouTube
- MMERIVideocast: http://mmeri.famu.edu/videocasts/
- MMERI Repository: http://mmeri.famu.edu/repository/

News About MMERI
- October 27, 2021 | Diario Las Americas
  Marihuana medicinal, un posible medicamento deportivo
- October 29, 2021 | Daytona Times
  Advocates: Cannabis and cannabidiol (CBD) are proven winners as sports medicines
- October 29, 2021 | Florida Courier
  Advocates: Cannabis and cannabidiol (CBD) are proven winners as sports medicines
- October 30, 2021 | The Florida Star
  Advocates Say Cannabis and Cannabidiol (CBD) Are Proven Winners as Sports Medicines
- November 23, 2021 | Diario Las Americas
  Marihuana medicinal y reglas para cuidadores de pacientes
  https://www.diariolasamericas.com/bienestar/marihuana-medicinal-y-reglas-cuidadores-pacientes-n4237566
- November 25, 2021 | Florida Courier
  State sets rules for caregivers of medical marijuana patients
- December 22, 2021 | The Westside Gazette
  Think of Pharmacists as a Resource On Drug Interactions with Cannabis