

Second Quarter Accomplishments

October 1, 2021 - December 31, 2021



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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, [knowthefactsmmj.com](https://www.fdh.state.fl.us/ommu/). 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

MMERI PROGRAM COMPONENTS

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*

**Cumulative data for FY 21/22*

4

FOCUS GROUP PROGRAMS

Moderated small group sessions hosted this quarter to gain insights from diverse audiences



129

PARTICIPANTS

In the focus group programs

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.

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.

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.

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.



COMMUNITY ENGAGEMENT



COMMUNITY ENGAGEMENT

October 1, 2021 - December 31, 2021

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

3.0 MILLION
ATTENDEES

3 CONVERSATIONS ON CANNABIS
VIRTUAL FORUMS
Streaming live to talk with diverse audiences across Florida about medical marijuana and the unlawful use of marijuana

1,126
TOTAL VIEWS

9 SPEAKING ENGAGEMENTS
In collaboration with community partners and organizations

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 of 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)*



MMERI TEAM CRISSCROSSES THE STATE TO ENGAGE DIVERSE AUDIENCES

Medical Marijuana Education and Research Initiative staff traveled across the state in the second quarter to participate in community events and 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. Osborne III Convention Center, the Expo showcased Black-owned small businesses. More than 3,000 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.

DJ Envy's Drive Your Dreams Car Show - Miami

On December 12, the MMERI team hosted a booth at DJ Envy's Drive your Dreams Car Show held in the Miami Beach Convention Center. This event is one of the largest car shows in South Florida, attracting more than 8,000 diverse audiences of all ages, including celebrities who showcased their exotic and customized vehicles. MMERI engaged attendees, which included many from the area's Black, Hispanic, Latin, and Caribbean communities, and educated them about the program, as well as Florida's laws regarding medical cannabis and unlawful use of marijuana.



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 County Health Council Meeting
October 13 | 24 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
November 1 | 41 Participants

Gadsden Community Health Council Meeting
November 10 | 25 Participants

Society of Cannabis Clinicians (SCC)-
Autism and Cannabis Seminar
November 18 | 162 Participants

Florida Agencies Serving the Blind
December 6 | 2 Participants

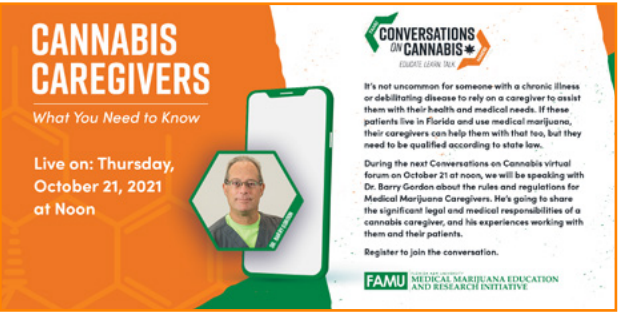
FAMU National Alumni Association (NAA)
Governmental Relations Committee Meeting
December 6 | 35 Participants

CONVERSATIONS ON CANNABIS VIRTUAL FORUM (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:

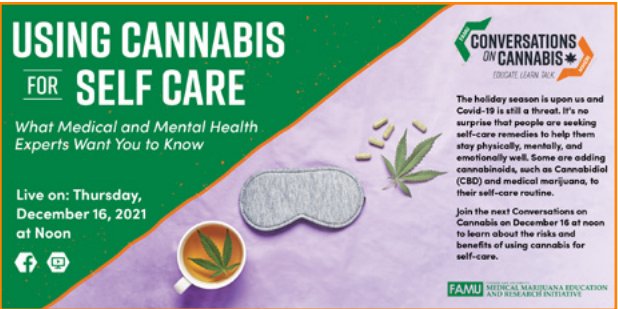
Cannabis and Prescription Drugs, with Dr. Caleshia Herring and Valeria Robinson-Baker

Live-streamed on November 18, this program featured pharmacist and consultant Dr. Caleshia Herring and pharmacy supervisor Valeria Robinson-Baker, BSP Pharm, 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 570 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

3

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

10.4 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

COMMUNICATIONS

MMERI leverages multiple media platforms to provide minority communities throughout Florida with factual information on the state's medical marijuana law and inform them of the potential consequences of the unlawful use of marijuana. A comprehensive communications strategy supports and promotes MMERI's education and community engagement activities. This holistic approach to public education has established Florida A&M University as a leading authority on medical marijuana and a trusted resource on the legal and illegal uses of marijuana.

MMERI CAMPAIGNS GET FLORIDA'S MINORITY POPULATION TALKING AND LEARNING ABOUT CANNABIS

During this quarter, MMERI launched three campaigns that addressed topics most people in the minority community would not discuss publicly because of the stigma associated with marijuana use. However, MMERI's virtual forums, social media platforms and participation in community outreach events created a safe space for people to talk frankly about cannabis.

MMERI's second-quarter campaigns focused on three topics — the growing use of cannabis as a medicinal treatment for athletes, the rules that guide medical marijuana caregivers, and the risks of using cannabis while taking prescription drugs. All of the campaigns were anchored by a *Conversations on Cannabis* virtual forum featuring subject matter experts who spoke on these issues.

In addition to posting and sharing the campaign information on its own multimedia channels, MMERI expanded its reach to diverse audiences statewide by leveraging partnerships with large media groups and several minority-owned media outlets across the state. These partners used multiple media channels — traditional, digital and social media — to deliver information and resources to Floridians in English, Spanish and Haitian-Creole. The campaigns' notable results are featured on the following pages.

OCTOBER CAMPAIGN | *The Growing Use of Cannabis in Sports Medicine* Advocates Say Cannabis and Cannabidiol (CBD) Are Proven Treatments for Athletes

Eugene Monroe is a retired professional football player who has openly challenged the NFL to remove cannabis from its list of banned substances and advocates for the use of cannabinoids to treat chronic pain and sports-related injuries.

Monroe has a well-qualified ally in Dr. Jeff Konin, who is advising athletic organizations to embrace cannabis and CBD as natural therapeutic supplements similar to vitamins. Dr. Konin is the Clinical Professor and the Director of the Doctor of Athletic Training Degree program at Florida International University (FIU) in Miami. He leads a team of FIU faculty, staff and students on cannabis research and educational initiatives.

In addition to educating the public about the use of cannabis as 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.



Eugene Monroe
Former NFL Player



Joline Rivera
Culinary Cannabis Expert



Dr. Jeff Konin
FIU Clinical Professor

NOVEMBER CAMPAIGN | *Rules and Regulations for Cannabis Caregivers* State Sets Guidelines for Caregivers of Medical Marijuana Patients

When it comes to overseeing the healthcare of someone being treated with medical marijuana, the State of Florida takes a strict approach to the caregiver-patient relationship to ensure responsible use.

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.



Dr. Barry Gordon
Founder, Compassionate Cannabis Clinic

DECEMBER CAMPAIGN | *Cannabis And Prescription Drug Interactions* Pharmacists explain prescription drug interactions with cannabis

In Florida, your typical pharmacy cannot dispense medical cannabis and cannabidiol (CBD) products recommended by a qualified medical marijuana physician. That's the job of Medical Marijuana Treatment Centers (MMTC), which under Florida law must be owned and operated by the same company that grows and cultivates medical marijuana.

However, pharmacists Dr. Caleshia Herring and Valeria Robinson-Baker, BSPharm, R.Ph., C.Ph., suggest patients consult members of their profession about potential drug interactions with medical marijuana and CBD products.

Herring, a "master herbalist" and researcher for a medical marijuana company, has extensive training in medication management, pharmacotherapy and herbal supplementation. She's also knowledgeable on regulatory and law updates concerning MMTCs' operational requirements and Florida patient-use requirements.

Robinson-Baker has served as director of pharmacy at four hospitals, and she's currently running the non-sterile compounding section and hazardous drugs program at Olympia Compounding Pharmacy in Orlando.

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.



Valeria Robinson-Baker
BSPharm, R.Ph., C.Ph.



Dr. Caleshia Herring

THE FOLLOWING MEDIA AND COMMUNICATIONS CHANNELS
DELIVERED THIS QUARTER’S CAMPAIGN INFORMATION AND PUBLIC
EDUCATION TO MINORITY POPULATIONS STATEWIDE.

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. WTLY-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

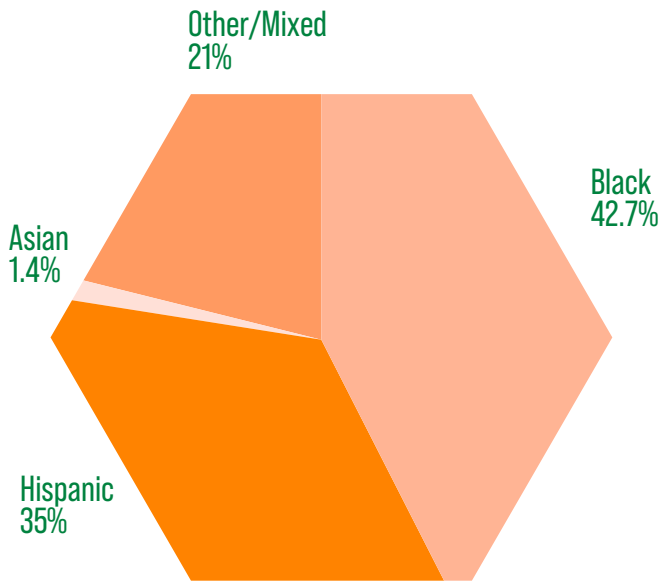
6 a.m. - 7 a.m. WKSL-FM HD2 (97.3 Talk-Spanish) in Jacksonville

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*

*Data Sources: Estimates provided by the radio station managers

Radio Stations



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.

FAMU

MEDICAL MARIJUANA EDUCATION
AND RESEARCH INITIATIVE

Contact Us850-561-2456

Home

Community Resources

Media

About MMERI

Educate. Learn. Talk.

About cannabis in Florida.

Educating and informing Florida's minority communities about medical marijuana and the potential consequence to health and well-being from recreational use.

Marijuana Education

Frequently Asked Questions

Basic Education Course

Fact Sheets

Repository

Digital Resource Center

Explore Our Free Resources

Find answers to your marijuana questions

Hear advice from leaders in your community

Join our in-person community events

Explore more resources

✓ Podcasts

✓ Videos

✓ News

✓ And more

Explore

We're Here to Help You Move Forward

At MMERI, our objective is to Educate Florida's minority communities about marijuana for medical use and the consequences of the unlawful use of marijuana

Send Us a Message

Give Us a Call

Using Cannabis for Self Care

The holiday season is upon us and Covid-19 is still a threat. It's no surprise that people are seeking self-care remedies to help them stay physically, mentally, and emotionally well. Join the next Conversations on Cannabis on December 16 at noon to learn about the risks and benefits of using cannabis for self-care.

Watch Now

Request for Presentation

Bring the MMERI to your community. Please complete the request form here.

Request form

Overcoming Stress & Anxiety During the Holidays

DATE: December 17, 2019

PLACE: VIRTUAL EVENT

COST: Free

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

News

CONVERSATIONS ON CANNABIS

Fall 2021

DR. GENESTER WILSON-KING'S NATURAL APPROACH TO PATIENT CARE

DR. GENESTER WILSON-KING

DR. GENESTER WILSON-KING

DR. GENESTER WILSON-KING

Conversations on Cannabis Magazine

Fall 2021

The purpose of this semiannual magazine is to connect with minorities and educate them about medical marijuana and the impact of the unlawful use of marijuana. In this issue, our cover story introduces you to Dr. Genester Wilson-King, a board-certified OB/GYN who transitioned her career to integrated wellness and runs a practice near Orlando.

Read More

Key Components

Education

Historically, FAMU has played an outstanding role in educating minority students and is in a unique position to educate Florida's diverse minority populations about medical marijuana and to develop and deliver curriculum and certified training programs.

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 collaboration with leaders, community groups, faith base organizations, educational institutions and others.

Communications

Partnerships 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.

Conversations on Cannabis

Community Forum

What is *Conversations on Cannabis*?

Conversations on Cannabis virtual forum invites 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.

Watch the Community Forum

FAMU

MEDICAL MARIJUANA EDUCATION
AND RESEARCH INITIATIVE

Educate

Take the free online Basic Education Course

Learn

Get the latest information

Talk

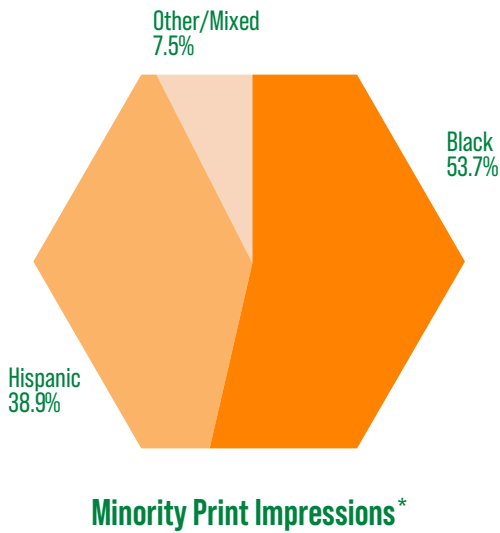
Join Conversations on Cannabis each month

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NEWSPAPER OUTREACH

To promote its public education programs and monthly campaigns, MMERI coordinates the placement of paid content and advertisements in newspapers targeting Black and Hispanic communities. This quarter, ads and editorial content were published in printed newspapers and posted on their news websites and social media platforms, as well as shared with their e-newsletter subscribers.



Piense en los farmacéuticos como un recurso sobre las interacciones de los medicamentos con el cannabis

A menudo se pasa por alto en las conversaciones sobre los tratamientos con la Marihuana medicinal farmacéuticos. En la Florida las farmacias no están autorizadas para dispensar el Cannabis medicinal o productos de CBD recomendados por un médico calificado sobre la Marihuana. Ese es el trabajo de los centros de tratamiento de la Marihuana medicinal que según la ley de la Florida deben ser propiedad y estar operados por la misma empresa que cultiva la Marihuana medicinal.



Valeria Robinson-Baker, Dr. Caleshia Herring

Pero ¿una estructura empresarial tan verticalmente integrada significa que un farmacéutico no debería estar involucrado en el tratamiento de un paciente de la Marihuana medicinal?

“No”, dicen las farmacéuticas Dra. Caleshia Herring y Valeria Robinson-Baker quienes abogan por consultar con los miembros de su profesión sobre las posibles interacciones de los medicamentos con la Marihuana medicinal y los productos de CBD por lo que aconsejan precaución en la dosificación.

Herring, un “maestro herbolario” e investigador de una empresa de la Marihuana medicinal tiene una amplia formación en gestión de medicamentos, farmacoterapia, suplementos de hierbas y medicina alternativa. También está bien informada sobre las actualizaciones regulatorias

y legales relacionadas con los requisitos operativos del centro de tratamiento de la Marihuana medicinal y los requisitos para uso en los pacientes de la Florida. Tiene un Doctorado en Farmacia de Florida A&M University (FAMU).

Robinson-Baker se ha desempeñado como directora de farmacia en cuatro hospitales y actualmente dirige la sección de compuestos no estériles y el programa de medicamentos peligrosos en Olympia Compounding Pharmacy en Orlando. Tiene una licenciatura en farmacia de FAMU y es miembro de MMERI del Consejo Asesor Externo.

Ambos dicen que los pacientes deben mantener a sus médicos de atención primaria informados sobre los regímenes de tratamiento recomendados con la Marihuana medicinal y

sangrado dice ella.

Los pacientes que toman ansiolíticos y/o antidepresivos también deben acercarse a la Marihuana medicinal con precaución, dice porque “puede acentuar los medicamentos que está tomando como Xanax [que se usa para tratar la ansiedad], o puede minimizar por completo o eliminar el efecto de la droga.”

El Dr. Arenque añade el alcohol y la medicina herbal del Saint John la pone en la lista de sustancias que podrían interactuar negativamente con el Cannabis lo que podría desencadenar “episodios siquiátricos.”

“Esas son algunas de las cosas en las que nosotros, como farmacéuticos, podemos desempeñar un papel fundamental de hecho muy integral en su atención médica con medicamentos que interactúan con la Marihuana medicinal”, dice Robinson-Baker.

Visite bit.ly/medicineandcannabis para ver el Foro virtual de conversaciones sobre cannabis de MMERI en YouTube con las farmacéuticas Dra. Caleshia Herring y Valeria Robinson-Baker.

Para obtener más información sobre la Marihuana medicinal y suscribirse al boletín MMERI, visite <http://mmeri.famu.edu>.

CANNABIS CAREGIVERS
What You Need to Know

Live on: Thursday, October 21, 2021 at Noon

Register Here

It's not uncommon for someone with a chronic illness or debilitating disease to rely on a caregiver to assist them with their health and medical needs. If these patients live in Florida and use medical marijuana, their caregivers can help them with that too, but they need to be qualified according to state law.

During the next Conversations on Cannabis virtual forum on October 21 at noon, we will be speaking with Dr. Barry Gordon about the rules and regulations for Medical Marijuana Caregivers. He's going to share the significant legal and medical responsibilities of a cannabis caregiver, and his experiences working with them and their patients.

Register to join the conversation.

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio @MMERIForumRadio

USO DEL CANNABIS PARA EL CUIDADO PERSONAL
Lo que los expertos en medicina y salud mental quieren que usted sepa

Ver Ahora

Siga 'Conversations on Cannabis' en:

MMERI Forum Radio @MMERIForumRadio

La temporada navideña está sobre nosotros y Covid-19 sigue siendo una amenaza. No es de extrañar que las personas busquen remedios de autocuidado que les ayuden a mantenerse física, mental y emocionalmente bien. Algunos están agregando el cannabinoide como el cannabidiol (CBD) y la Marihuana medicinal, a su rutina de cuidado personal.

Vea el foro virtual Conversations on Cannabis para escuchar a expertos médicos y de salud mental hablar sobre los riesgos y beneficios del uso del Cannabis para el cuidado personal.

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

CANNABIS AND PRESCRIPTION DRUGS
What Pharmacists Want You to Know

Medical cannabis use is on the rise as more states make the plant-based drug legal. However, some doctors, pharmacists, and researchers are warning patients about the possible side effects and unwanted symptoms of using cannabinoids with prescribed medications.

Watch the Conversations on Cannabis virtual forum to hear a panel of pharmacists explain how cannabis use may interact with other medications.

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio @MMERIForumRadio

Join the conversation.

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

USO DEL CANNABIS PARA EL CUIDADO PERSONAL
Lo que los expertos en medicina y salud mental quieren que usted sepa

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Siga 'Conversations on Cannabis' en:

MMERI Forum Radio @MMERIForumRadio

Did you know?

There are more than 10 conditions that can qualify a patient for a Medical Marijuana Use card in Florida.

Source: Florida Department of Health Office of Medical Marijuana Use

TEST YOUR KNOWLEDGE ABOUT MEDICAL MARIJUANA AT MMERI.FAMU.EDU/EDUCATE

CUIDADORES DE CANNABIS
Lo que necesita saber

En vivo el 21 de octubre de 2021 al mediodía

Register Here

No es raro que alguien con una enfermedad crónica o debilitante dependa de un cuidador para que lo ayude con sus necesidades médicas y de salud. Si estos pacientes viven en Florida y usan marihuana medicinal, sus cuidadores también pueden ayudarlos con eso, pero deben estar calificados de acuerdo con la ley estatal.

During the next Conversations on Cannabis virtual forum on October 21 at noon, we will be speaking with Dr. Barry Gordon about the rules and regulations for Medical Marijuana Caregivers. He's going to share the significant legal and medical responsibilities of a cannabis caregiver, and his experiences working with them and their patients.

Register to join the conversation.

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio @MMERIForumRadio

¿Sabías?

Hay más de 10 condiciones que pueden calificar a un paciente para una tarjeta de uso de Marihuana medicinal en la Florida.

Fuente: Oficina de Uso de Marihuana Medicinal del Departamento de Salud de la Florida

PON A PRUEBA TUS CONOCIMIENTOS SOBRE LA MARIHUANA MEDICINAL EN MMERI.FAMU.EDU/EDUCATE

*Data Sources: Circulation estimates provided by the newspaper publishers and staff

TELEVISION COMMERCIALS

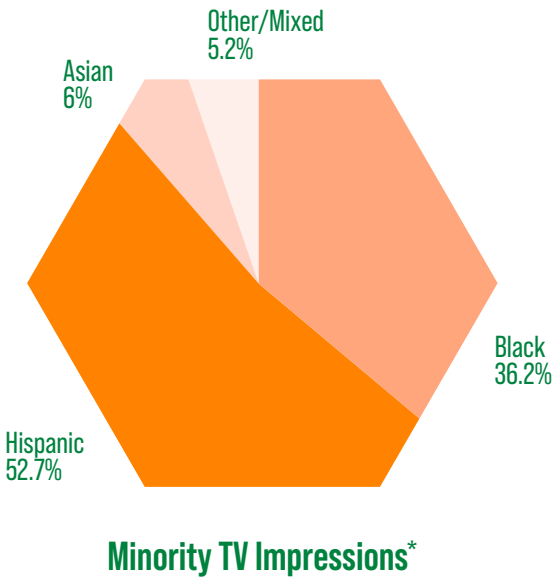
Television commercials in English and Spanish blanketed the state’s airwaves with information about the MMERI program, the monthly campaign topics and public education related to medical marijuana and the impact of the unlawful use of marijuana.

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.



*Data provided by MMERI partners

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.

CONVERSATIONS ON CANNABIS

EDUCATE. LEARN. TALK.

December 2021

Educate. Learn. Talk about Marijuana in Florida.

IN THIS ISSUE

Let's talk about Cannabis Use and Your Self-Care

Pharmacists Warn About Cannabis and Prescription Drug Interactions

How To Get a Florida Medical Marijuana ID Card

What Medical and Mental Health Experts Want You To Know

The holiday season is upon us and Covid-19 still a threat. It's no surprise that people are seeking self-care remedies to help them stay physically, mentally, and emotionally well. Some are adding cannabinoids, such as Cannabidiol (CBD) and medical marijuana, to their self-care routine.

Join the next Conversations on Cannabis on December 16 at noon to learn about the risks and benefits of using cannabis for self-care.

CLICK HERE TO REGISTER

EDUCATE

Think of Pharmacists as a Resource On Drug Interactions with Cannabis

Often overlooked in conversations about medical marijuana treatments is the role of pharmacists. In Florida, your typical pharmacy cannot dispense medical cannabis and Cannabidiol (CBD) products recommended by a qualified medical marijuana physician. That's the job of Medical Marijuana Treatment Centers (MMTC's), which under Florida law must be...

CONVERSATIONS ON CANNABIS

EDUCATE. LEARN. TALK.

FLORIDA A&M UNIVERSITY'S MMERI
Creating a safe space for Floridians to Educate Learn and Talk about Marijuana.

DR. PATRICIA GREEN-POWELL
Executive Director, MMERI

ABOUT MMERI
FAMU's Medical Marijuana Education and Research Initiative (MMERI) is the only program mandated by the state to talk with Florida's diverse populations about cannabis.

MEDICAL MARIJUANA CAREGIVERS

MEDICAL MARIJUANA CAREGIVERS MUST FOLLOW THE RULES IN FLORIDA
Did you know that people caring for patients using medical marijuana must be qualified by the state of Florida? Watch the latest Conversations on Cannabis virtual forum with Dr. Barry Gordon as he talks about the rules and regulations for Medical Marijuana Caregivers, including their legal and medical responsibilities.

EDUCATE
Pon a prueba tus conocimientos sobre la marihuana. Tome el curso gratuito de educación básica sobre marihuana medicinal.

APRENDE
¿POR QUÉ LA INDUSTRIA DEL DEPORTE ESTÁ CAMBIANDO SU OPINIÓN SOBRE EL CONSUMO DE CANNABIS?
A medida que el Cannabis medicinal se normaliza hay más conversaciones acerca de la industria del deporte sobre la reducción de las restricciones y sanciones a los atletas que consumen Marihuana. Haga clic para ver un video foro de Conversations on Cannabis con el entrenador atlético y consultor de cannabis reconocido a nivel nacional, el Dr. Jeff Konin, el ex jugador de la NFL y defensor del cannabis Eugene Monroe, y la experta culinaria en cannabis Joline Rivera, hablando sobre el Cannabis en los deportes.

HABLA
"CANNABIS Y MEDICAMENTOS RECETADOS. LO QUE LOS FARMACÉUTICOS QUIEREN QUE SEPAS."
El consumo de Cannabis medicinal está en aumento a medida que más estados legalizan la droga de origen vegetal. Sin embargo, los médicos, farmacéuticos e investigadores advierten a los pacientes sobre los posibles efectos secundarios y síntomas no deseados del uso de los cannabinoides con algunos medicamentos recetados. Únase a las próximas conversaciones sobre Cannabis el 18 de noviembre al mediodía para escuchar a un panel de farmacéuticos explicar cómo el consumo de cannabis puede interactuar con otros medicamentos.

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.

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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*

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.

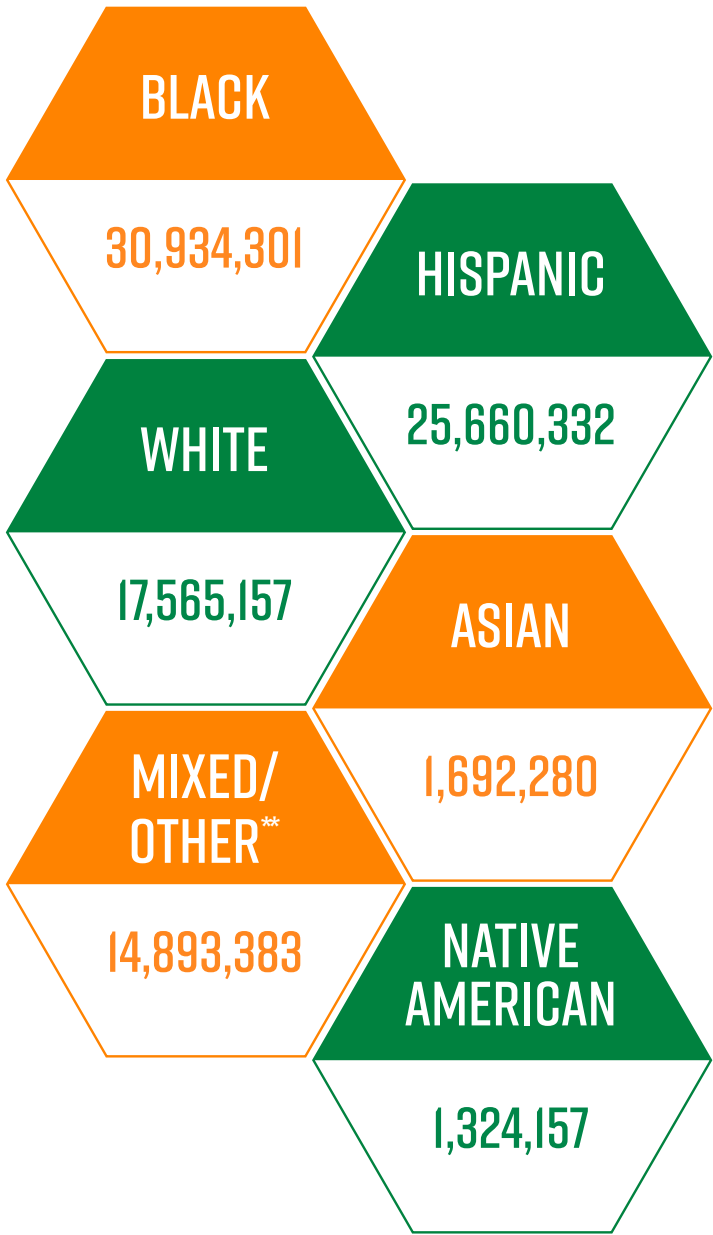


AUDIENCE REACH & ENGAGEMENT

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.



Aggregated data of audiences reached and engaged from the following public education programs, multimedia channels, engagement activities, and other communications tactics:

- Online Education Surveys and Assessments
- Community Outreach
- Television Outreach
- Radio Outreach
- Print Outreach
- Digital Media Outreach
- Social Media Outreach

* 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.

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
Derrick B. Coffin, Ph.D.
Associate Vice President for Research, Division of Research
Maurice Edington, Ph.D.
Professor and Provost/Vice President Academic Affairs
Patricia Green-Powell, Ph.D.
Executive Director, MMERI

Cynthia Hughes Harris, Ph.D.
Dean of School of Allied Health Sciences
B. Virginia King, MPA
Program Administrator, MMERI
GP Mendie
Budget-Program Manager, MMERI
David Self, Esquire
Associate General Counsel

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 times a year, and each member is required to participate in at least two MMERI activities annually.

COUNCIL MEMBERS

Valeria Robinson-Baker, BSPharm, R.Ph., C.Ph.
Consultant Pharmacist
Edward L. Clark II, DrPH, MSW
Program Evaluator, Bureau of Chronic Disease Prevention at Florida Department of Health
Patricia Dawson
Chair of MMERIEAC, solo practitioner of the Law Office of Patricia Dawson, P. A.

Patrick Mason, Ph.D.
Professor of Economics and Director of African American Studies Program, Florida State University
Dr. Bhavin Patel
Consultant and physician
Patricia Snyder, Ph.D.
University of Florida distinguished professor

Barney Spann
Vice President, Wells Fargo Bank, and co-owner of Avela Day Spa, Jacksonville
Rev. Lonnie D. Wesley, III
Pastor of Greater Little Rock Baptist Church, Pensacola
De’ Anthony Shamar
Gadsden County, Florida

APPENDIX B
MMERI TEAM

Dr. Patricia Green-Powell, Ph.D.	B. Virginia King, MPA
Executive Director	Program Administrator
GP Mendie	Michelle M. Wilson
Budget-Program Manager, MMERI	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. Arial II
- 7. Association of Blind Services Florida
- 8. Athletes for CARE
- 9. Axxcess 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
- 20. Butterfly Life Journeys, Inc.
- 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. Danzy Bail Bonds
- 38. Darrin Thomas, President (Thomas Media)
- 39. Dawn Powell, Life, Health Consultant
- 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. HELIO
- 69. Hemp Up Caring
- 70. HempLade Vegan Café
- 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. Lauderhill Police Department
- 86. Lauderhill 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. LULAC Florida
- 95. Macedonia Missionary Baptist Church
- 96. Marthe Brun, Community Member
- 97. Max-Olivier Carre, Naturalist
- 98. Medical Marijuana Treatment Clinics of Florida
- 99. Medicus Cannabus
- 100. Melbourne Police Department
- 101. Miami-Dade County Community Advocacy
- 102. Miami-Dade Police Department
- 103. Mimose 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. Naleo 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. ReleafMD
- 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. Sanders-Beach Corinne Jones Resource Center
- 146. Sickie 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 Veterans Outreach
- 157. Tampa Bay Wellness Festival
- 158. Tampa Hispanic Heritage Inc.
- 159. Tampa Police Department

- 160. The Holistic Cannabis Community
- 161. The Image Makers
- 162. The MaxOut Church
- 163. Tiffany Bowden, PhD
- 164. TK Education and Consulting PLLC
- 165. Total Pain Relief
- 166. Town of Century Florida
- 167. Trulieve
- 168. UF Health Shands Pastoral Services Team
- 169. University of West Florida
- 170. Valencia Community College
- 171. Volusia County FAMU Alumni Association
- 172. Volusia County of African American Leadership Council, Inc
- 173. Veriheal
- 174. Wedgewood Community Center and Park
- 175. West Florida Baptist District Association
- 176. Whole Child Leon
- 177. Wholistic ReLeaf
- 178. Woodland Heights Neighborhood Association
- 179. World Financial Group

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 Cannabis* Virtual Forum (Recorded): <http://mmeri.famu.edu/talk/>

- MMERI Forum [Radio YouTube](#)
- MMERI Forum Radio Podcast: <https://www.iheart.com/podcast/269-mmeri-forum-radio-51146091/>
- MMERI Videocast: <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
<https://www.diariolasamericas.com/bienestar/marihuana-medicinal-un-posible-medicamento-deportivo-n4235289>
- **October 29, 2021** | *Daytona Times*
Advocates: Cannabis and cannabidiol (CBD) are proven winners as sports medicines
https://www.daytonatimes.com/news/advocates-cannabis-and-cannabidiol-cbd-are-proven-winners-as-sports-medicines/article_2b8c86a4-38ab-11ec-ae24-eb7fd89ab4df.html
- **October 29, 2021** | *Florida Courier*
Advocates: Cannabis and cannabidiol (CBD) are proven winners as sports medicines
https://www.flcourier.com/news/advocates-cannabis-and-cannabidiol-cbd-are-proven-winners-as-sports-medicines/article_a73aaa88-38bf-11ec-b289-8b4117b461c5.html
- **October 30, 2021** | *The Florida Star*
Advocates Say Cannabis and Cannabidiol (CBD) Are Proven Winners as Sports Medicines
<https://www.thefloridastar.com/articles/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** | *Daytona Times*
State sets rules for caregivers of medical marijuana patients
https://www.daytonatimes.com/commentaries/state-sets-rules-for-caregivers-of-medical-marijuana-patients/article_3cf3c704-4e81-11ec-b4dd-87779dbfb62a.html

- **November 25, 2021** | *Florida Courier*
State sets rules for caregivers of medical marijuana patients
https://www.flcourier.com/commentaries/state-sets-rules-for-caregivers-of-medical-marijuana-patients/article_1f4a5ac4-4e0e-11ec-8ffe-0b5e23a8fd13.html
- **November 27, 2021** | *The Florida Star*
State Sets Rules for Caregivers of Medical Marijuana Patients
<https://www.thefloridastar.com/articles/state-sets-rules-for-caregivers-of-medical-marijuana-patients/>

- **November 27, 2021** | *Caribbean National Weekly*
State Sets Rules for Caregivers of Medical Marijuana Patients
www.caribbeannationalweekly.com/lifestyle/health-fitness/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
<https://thewestsidegazette.com/think-of-pharmacists-as-a-resource-on-drug-interactions-with-cannabis/>

CONTACT US



FLORIDA A&M UNIVERSITY
MEDICAL MARIJUANA EDUCATION
AND RESEARCH INITIATIVE

625 E. TENNESSEE STREET
SUITE 210
TALLAHASSEE, FLORIDA 32308
(850) 561-2456
MMERI@FAMU.EDU