

The background is a dark blue surface with several cannabis leaves and glass containers. On the left, a large glass jar with a cork stopper contains a yellowish substance. In the center, a small glass bottle is open, showing an orange liquid. On the right, a glass dish contains a yellow liquid. Small cannabis seeds are scattered on the surface.

# EDUCATE. LEARN. TALK.

**FAMU** FLORIDA A&M UNIVERSITY  
MEDICAL MARIJUANA EDUCATION  
AND RESEARCH INITIATIVE

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MEDICAL MARIJUANA EDUCATION  
AND RESEARCH INITIATIVE

[mmeri.famu.edu](https://mmeri.famu.edu)

**Accomplishments**

October 1, 2022 –  
December 31, 2022

**2Q**



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## Meeting Floridians Where They Are

Meeting Floridians where they are is the driving force behind our approach to fulfilling our mission as a leading resource of information on marijuana. To accomplish this, the MMERI team travels across the state to participate in various events and community gatherings, and meet face-to-face with thousands of people from multicultural backgrounds.

As cannabis use becomes more mainstream, there's a growing need for trusted information on marijuana laws and the safe applications of medical marijuana. MMERI is filling that need, reaching multicultural audiences and engaging them through open and candid conversations on the topics.

Our experience tells us that in-person meetings are one of the most effective engagement methods, so we strive to make the MMERI program accessible by being visible in communities. This approach has been successful at providing a safe space where people feel comfortable talking about what some of them still consider taboo — marijuana use, whether for medicinal purposes or not. In this report you will see our team's presence at dozens of events across the state, from music festivals to football games to local community events.

The MMERI team's efforts to meet Floridians where they are has succeeded in garnering entry into previously hard-to-reach areas, allowing us to gain greater visibility and strengthen our credibility as a leading provider of marijuana information and education in the state.

We are also seeing audience growth and engagement with our online and virtual educational programs, especially the recently launched MMERI On-Demand platform. In all of our engagements, the people we connect with say we are meeting their needs and increasing their understanding about cannabis use.

The positive feedback is fueling our efforts as we continue generating partnerships and developing programs that further position MMERI as a top resource of marijuana information and education for Florida's multicultural communities.



# MMERI PROGRAM OVERVIEW

Florida Agricultural & Mechanical University (FAMU), has again been ranked as the number one public Historically Black College and University (HBCU) by the U.S. News and World Report. Proudly holding this distinction for four consecutive years, FAMU’s historic academic legacy is evidenced in the following honors:

- Highly-Ranked University for Social Mobility (U.S. News & World Report)
- Top Producer of African American Degrees in Architecture, Engineering, Pharmacy/Pharmaceutical Sciences (Diverse Issues)
- Top HBCU Producer of African American Baccalaureate Degrees (Diverse Issues)
- Highly-Ranked as One of the Most Affordable Colleges in Florida (College Choice)
- Fulbright HBCU Institutional Leader (U.S. Department of State)
- Among the Top HBCUs for STEM Majors (TheHundred-Seven.org)
- Highly-Ranked Most Innovative School (U.S. News & World Report)
- Nationally Ranked for Online Excellence (Affordable College Online)

Given the University’s historical role in educating students, FAMU is uniquely positioned to educate Florida’s multicultural populations about medical marijuana. MMERI is operating under the following legislative mandate: “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 multicultural 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.

# MMERI PROGRAM COMPONENTS



## EDUCATION

Historically, FAMU has played an outstanding role in educating students. Therefore, it is in a unique position to educate Florida’s multicultural 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 various digital, audio, visual, print, virtual and in-person platforms to educate key audiences and stakeholders.

# GOALS

Educate Florida’s multicultural 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





# SECOND QUARTER SNAPSHOT

7	EDUCATION
11	COMMUNITY ENGAGEMENT
21	COMMUNICATIONS



2Q

# EDUCATION

Florida A&M University is nationally recognized for its outstanding role in educating students. Through the Medical Marijuana Education and Research Initiative, the University plays a significant part in educating Florida's multigenerational and multicultural populations about medical marijuana and the impact of the unlawful use of marijuana. The following are notable public education initiatives that took place during the second quarter of 2022-2023:

## MMERI BY THE NUMBERS

October 1, 2022 - December 31, 2022



60,221



MMERI PUBLIC EDUCATION  
WEBSITE  
VISITORS

Individuals who visited the Medical Marijuana Education and Research Initiative website

1,642



MMERI ON-DEMAND  
SITE VISITORS

Individuals who visited the online and interactive public education platform from October through December

508 MMERI ON-DEMAND  
SUBSCRIBER VIEWS

Number of views by MMERI On-Demand subscribers who visited MMERI's online and interactive public education platform modules from October through December

65 MMERI  
ON-DEMAND  
SUBSCRIBERS

Individuals who visited and registered to MMERI's online and interactive public education platform from October through December



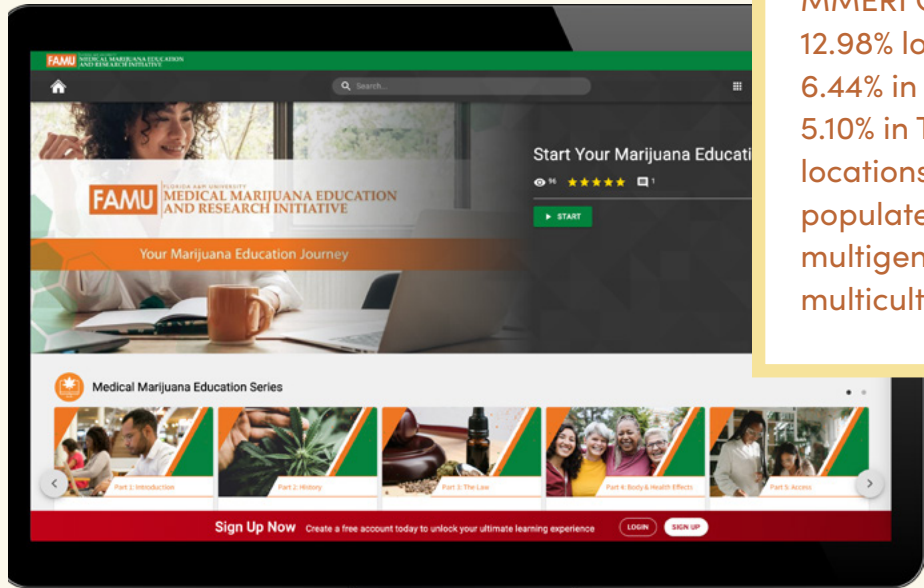
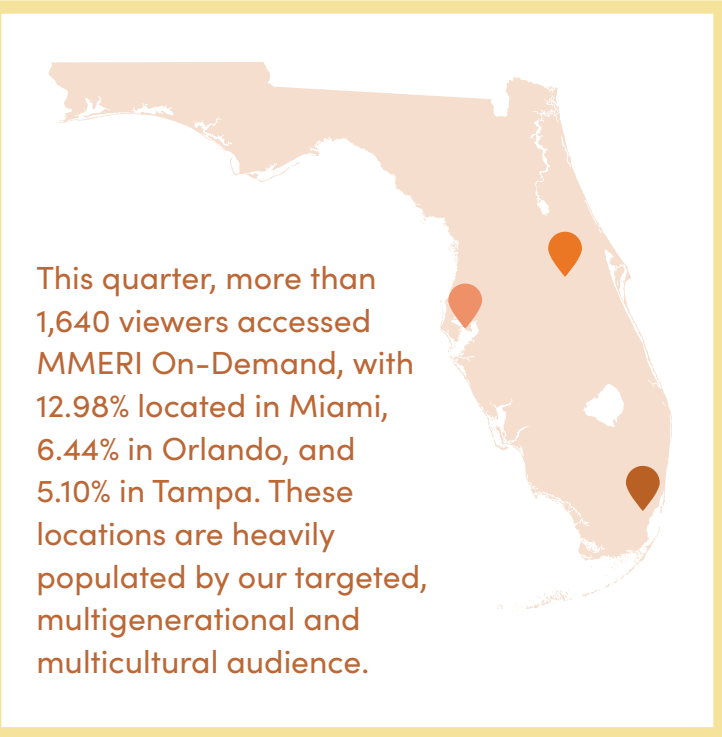


# MMERI On-Demand Increases Statewide Access to Marijuana Education

Last quarter the MMERI team launched MMERI On-Demand, an interactive marijuana education platform through Learner Mobile, one of the nation’s leading software companies. This platform houses MMERI’s Basic and Intermediate Education courses, which are presented and taught through approximately 40 modules covering various topics about marijuana.

Through readily accessible and easily consumable information about marijuana, users can learn how to legally obtain a medical marijuana card, where medical marijuana is legally sold, marijuana use laws, and the potential consequences and impacts of illicit marijuana use.

The History of Marijuana module was the most visited lesson during the second quarter. In this module, participants learned when and how cannabis was first used as a medicinal supplement, the discovery of THC and its medicinal significance, and when the federal government outlawed marijuana as a Schedule 1 drug.



# MMERI Team Explores FAMU’s Industrial Hemp Pilot Project

In November, the MMERI team toured FAMU’s Industrial Hemp Pilot Project (IHPP) plant in Tallahassee to better understand the relationship between hemp and marijuana use. The Florida Legislature launched IHPP in 2017 to conduct research on cultivating industrial hemp in rural areas throughout the state. Hemp Planting Site Monitor Matthew Mizereck guided the tour and provided insights about the pilot project and the burgeoning hemp industry.







2Q

# COMMUNITY ENGAGEMENT

Community engagement is an integral part of this initiative and positions MMERI to educate, learn and talk with multigenerational and multicultural communities across the state about cannabis. 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. These partnerships have also raised MMERI’s profile as a trusted source for information and education about the state’s cannabis laws, especially in multicultural communities.

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## MMERI BY THE NUMBERS

October 1, 2022 - December 31, 2022



1 MILLION  
ATTENDEES

At community events and group meetings in cities and neighborhoods across the state

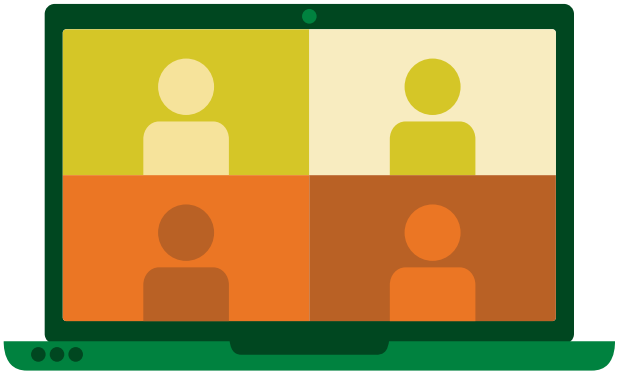


12  
OUTREACH  
EVENTS

2,980 COLLATERALS  
DISTRIBUTED

10 CITIES FOR DOOR-TO-DOOR  
CANVASSING

Neighborhood outreach in collaboration with MMERI partners



819 TOTAL  
VIEWS

Streamed live, these virtual forums reach multigenerational and multicultural audiences across Florida and engage them in discussions about medical marijuana and the impact of the unlawful use of marijuana

3 CONVERSATIONS ON CANNABIS VIRTUAL FORUMS



# MMERI’S Big Presence At Big Events

During the second quarter, the MMERI team leveraged partnerships with the largest multimedia company in the United States and the athletic departments at Florida’s top Historically Black Colleges and Universities (HBCUs) to staff large-scale events to engage thousands of multicultural and multigenerational attendees from across the state. During these well-attended events, team members engaged audience members and facilitated conversations about cannabis.

## OCTOBER



### Fiesta Latina

The MMERI team traveled to Miami to attend the biggest Latin festival in the country, which featured top performers and celebrated the best in Latin music. Fiesta Latina drew thousands of people to FTX Arena, and allowed the MMERI team to engage multicultural groups of people and talk with them about cannabis. MMERI’s booth was positioned front and center, serving as a place for attendees to receive educational materials in Spanish and take home MMERI-branded items, such as fans, pens, and bags featuring the program’s website and social media handles.

Approximately 15,000 people were in attendance.

## NOVEMBER



### Florida Classic

Held in November in Orlando, the annual Florida Classic featuring Florida A&M University and Bethune Cookman University is the nation’s largest football game between two HBCUs. MMERI took advantage of this event’s popularity to talk about cannabis with attendees, present information, and distribute materials, such as the MMERI *Conversations on Cannabis* magazine and fact sheets about legal and illegal cannabis use in Florida. The MMERI team also staffed a booth at a pregame event’s exhibition hall and attended all signature events.

The game drew a reported 55,000 fans.

## DECEMBER

### Jingle Ball Events

The Jingle Ball Tour is known as one of the holiday season’s most spectacular music events, featuring performances by some of the year’s biggest artists. The MMERI team and brand were well represented at Jingle Ball events held in Tampa and Miami. MMERI staffed booths and engaged concert attendees in conversations about Florida’s cannabis laws while also providing them with educational materials.

Approximately 10,000 people attended Jingle Ball Tampa and 12,000 people attended Jingle Ball Miami.





# OUTREACH EVENTS

## MMERI Multilingual Street Teams Engage Hard-to-Reach Audiences

MMERI’s media and community outreach partners traveled the state this quarter to share information about the program with multicultural and multigenerational populations in hard-to-reach areas.

Trained, multilingual street teams reached these audiences by visiting local establishments, including bars, clubs, churches, malls, and train/bus stations, as well as festivals, sports venues, and community events. At these venues, team members had in-person interactions about legal and illegal marijuana use with people from the African American, Caribbean, Hispanic, Native American, and Asian communities.



### OUTREACH LOCATIONS

During this quarter, the street teams toured:

• Tampa	• Hawthorne
• Ybor City	• Crescent City
• South Tampa	• Quincy
• Brandon	• Havana
• Riverview	• Tallahassee
• Orlando	• Gretna
• Ocala	• Chattahoochee
• Kissimmee	• Greensboro
• Lakeland	• Saint John
• Winter Haven	• Midway
• Daytona Beach	• Sycamore
• Palatka	



# OUTREACH EVENTS

(CONT'D)

## MMERI On The Move

FAMU’s Homecoming Week in late October attracted thousands of people who traveled to Tallahassee for the festivities and football game. The MMERI team participated in several events that gave us direct access to attendees. After Homecoming, staff traveled across the state to participate in other community events and meetings hosted by local organizations. During all these well-attended events, we facilitated conversations about cannabis.

### October 26, 2022 FAMU Beauty and Wellness Day - Tallahassee

FAMU Homecoming festivities included the Beauty and Wellness Expo, an event that the MMERI team leveraged to interact with the general public, students, community members, alumni and university personnel. MMERI staffed a booth and distributed educational materials and swag bags to visitors. Hundreds of people attended the event, and many received insights and educational information about cannabis use in Florida, and learned about the MMERI program and the resources it provides.





OUTREACH EVENTS

(CONT'D)



October 27 & 28 2022

Black on Black Rhymes – Tallahassee

Also during Homecoming Week, Black on Black Rhymes featured a collection of poets, singers, musicians, comedians, photographers, and designers sharing their talents. The MMERI team attended the event, which was held at Signature Lounge in Tallahassee, and distributed educational materials while educating participants about the MMERI program and Florida’s marijuana laws. More than 110 people attended the two-day event.

October 28, 2022

Frenchtown Rising – Tallahassee

Frenchtown is a historic African American neighborhood in Tallahassee. Every Friday night before a FAMU home football game, community leaders create a festive atmosphere in the center of the neighborhood, featuring live performances by local and national artists. The Frenchtown Rising show during Homecoming attracted hundreds of people. The MMERI team attended the October 28 event and spoke with attendees about cannabis education, the MMERI program and its initiatives.

October 29, 2022

FAMU Homecoming Football Game – Tallahassee

MMERI partnered with FAMU’s health staff to distribute MMERI-branded handheld fans to spectators of the mid-afternoon, sold-out Homecoming game. In addition to keeping spectators cool, the fans featured content promoting MMERI’s contact information and mission.



October 30, 2022

Tallahassee Nights Live – Tallahassee

Tallahassee Nights Live, an event featuring live music, created another opportunity for MMERI to raise awareness about its initiatives and the state’s cannabis laws. Approximately 750 people, ranging from college students to retirees, attended the closing event of FAMU’s Homecoming Week. MMERI educational materials were distributed, and public service announcements during intermissions promoted MMERI’s on cannabis education resources.



November 17, 2022

MIA Top Black Healthcare Professionals – Ft. Lauderdale

The 2022 MIA Media Group, LLC’s Top Black Healthcare Professionals event, recognized MMERI for educating and engaging multicultural communities about Florida’s cannabis laws. MIA Media Group, LLC., is one of the nation’s largest Black publications and has a multigenerational and multicultural audience base of more than 50,000 subscribers and one million readers. After being honored, the MMERI team made sure guests left with materials about MMERI educational programs and engagement activities.

December 2, 2022

Miami-Dade Holiday – Miami

The MMERI team attended the 17th annual Holiday Gala in Miami presented by the City of Miami and Venture Miami. The 650 people in attendance learned about MMERI’s mission and education initiative. The MMERI team also engaged with FAMU alumni and networked with Miami community representatives. Each attendee was given a handout with information about Florida’s cannabis laws and a QR code to MMERI’s website.

December 21 & 22 2022

Capital City Classic – Tallahassee

The MMERI team attended the Capital City Holiday Classic in Tallahassee. This Classic hosted Florida high school basketball teams, providing the MMERI team with an opportunity to engage with parents and raise awareness about illegal marijuana use. MMERI distributed fliers that addressed concerns about edible marijuana products that are packaged to resemble popular brands of candy.






SPEAKING ENGAGEMENTS

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 discuss MMERI’s programs and initiatives.

October 4, 2022 100+ participants   
Students for Sensible Drug Policy



October 24, 2022  
Hallelujah 95.3 Radio Interview

November 2, 2022 37 participants   
Principles of Marketing, FAMU School of Business and Industry



“Thank you for creating this panel!”

October 27, 2022  
Is It Safe to Use Cannabis While Pregnant?  
Learn the Impact on You and Your Baby

Florida’s medical marijuana law permits the use of low-THC medical marijuana during pregnancy only while under the care of a qualified medical marijuana physician. Dr. Felecia L. Dawson, a board-certified obstetrician-gynecologist, along with Dr. Charles Lewis, who is board certified in public health and preventative medicine, and Dr. Kennesa Hugger, a board-certified pediatrician, shared their thoughts on whether cannabis use is safe before, during and after pregnancy. In a lively discussion, the doctors offered varying opinions on the topic and engaged with program attendees.



“Much appreciation and gratitude!”

November 17, 2022  
Is “Diet Weed” Really the New Weight Loss Drug?

Cannabis continues to yield new discoveries that could potentially help treat medical issues. Dr. Terel Newton, a qualified medical marijuana physician, shared with forum viewers his knowledge and experience with a strain of cannabis called THCV (tetrahydrocannabivarin) and its purported use as a treatment for obesity, diabetes and other ailments that could improve with weight loss. Dr. Rose Mary Stiffin, who earned her Ph.D. in biochemistry, shared her opinion that THCV, which some call “diet weed,” holds promise but suggested that those who are interested in using it as a weight loss supplement first try to adopt a healthy lifestyle.



“Wow, another good discussion!”

December 15, 2022  
Holiday Highs and Lows:  
Mental Health Experts Weigh In On Cannabis Use

The holiday season can be a difficult time for people dealing with loneliness, depression or other feelings of sadness. Dr. Alexys Hillman, a qualified medical marijuana physician, and Dr. Delvena Thomas, a board-certified psychiatrist and neurologist, discussed using medical marijuana as a treatment for mental health issues, especially at times when difficult emotions and challenges may arise. Both doctors strongly advised against self-medicating with illegal marijuana and/or alcohol to help cope with mental health problems. For someone who is being treated with medical cannabis to help alleviate PTSD-like symptoms, they warned against drinking alcohol or taking prescription opioids at the same time. The doctors also shared with the audience that using medical marijuana as a mental health treatment carries risks, too.



VIRTUAL FORUMS

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 experts in fields such as health care, business, law enforcement, theology, and other professions.

819 viewers tuned in to the *Conversations on Cannabis* Virtual Forums on MMERI’s Facebook and YouTube pages this quarter.



2Q

# COMMUNICATIONS

MMERI leverages multiple media platforms to provide communities throughout Florida with factual information on the state's medical marijuana law and 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.

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## MMERI BY THE NUMBERS

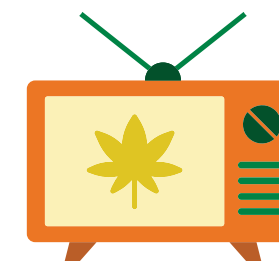
October 1, 2022 - December 31, 2022



9.7 MILLION RADIO SPOTS

Aired in 10 major media markets

89.6  
MILLION  
IMPRESSIONS



5,296  
TELEVISION SPOTS

Aired in 10 major media markets

6.4  
MILLION  
IMPRESSIONS



5.0  
MILLION  
IMPRESSIONS

9 E-NEWSLETTERS  
(ENGLISH/SPANISH)

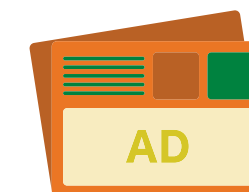
Sent monthly to provide timely information about MMERI programs and initiatives



1.9  
MILLION  
IMPRESSIONS

59 PRINT  
ADVERTISEMENTS

Published in 14 minority-owned media news & magazine outlets



1.9  
MILLION  
IMPRESSIONS

13 NEWS ARTICLE  
PLACEMENTS

Published in 5 minority-owned media news & magazine outlets



3  
MILLION  
PROMO ITEMS

Distributed by MMERI partners and street teams at events across Florida



3  
STATEWIDE  
CAMPAIGNS

Addressed various cannabis-related topics with subject matter experts and multicultural and multigenerational communities







# MMERI Campaigns Get Florida’s Multicultural Communities Talking and Learning About Cannabis

During the second quarter, MMERI launched three new campaigns about marijuana use — a topic many people, especially those in multicultural communities, are reluctant to discuss in public. These campaigns began with the monthly Conversations on Cannabis live virtual forums that prompted an open dialogue about cannabis in the workplace, cannabis use during pregnancy, and so-called “diet weed.” The forum discussions featured knowledgeable guests and interactions with virtual audience members.

MMERI expanded the reach of the campaigns by leveraging partnerships with large media groups and 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 following are summaries of the campaigns and marijuana education information shared by subject matter experts.



## Medical Cannabis Patients Lack Workplace Protections

Is your job at risk?

Medicinal cannabis may be legal in Florida, but anyone using it could still lose their job. That’s because the state hasn’t passed a workplace protection law for legal medical marijuana patients. So, even if the use of medical marijuana helps an employee perform better in their job, an employer with a strict drug-free workplace policy may have no choice but to fire that worker for violating company policy.

Robert Weisberg, regional attorney for the Miami District Office of the U.S. Equal Employment Opportunity Commission, Trisha Zulic, a human resources consultant, and Lanett Austin, vice president of culture, engagement, diversity, equity & inclusion for Curaleaf, offered their insights and expertise on this topic.

“Florida law makes it very clear that employers are permitted to terminate employees who are drug tested and they’re found to have marijuana in their system, even though it was recommended by a doctor.”

**Robert Weisberg**  
Regional Attorney for the Miami District  
Office of the U.S. Equal Employment  
Opportunity Commission



“Read your employee handbook. Find out how that employer feels about [marijuana]. And you make the choice if that’s where you want to be. Now, when we talk about safety-sensitive jobs, it depends on what that company does.”

**Trisha Zulic**  
Human Resources Consultant and  
CEO of Efficient Edge HR & Training  
Services, Inc.



“People are no longer molding themselves to the job or the employer industry. It’s reversed. They’re going, ‘This is who I am. I want to show up authentically. And I have found that medical cannabis is much better for me than prescription drugs or alcohol.’”

**Lanett Austin**  
Vice President of Culture,  
Engagement, Diversity, Equity &  
Inclusion at Curaleaf







Doctors Discuss Benefits and Risks of Cannabis Use During Pregnancy

Learn the impact of marijuana use on mothers and their babies

Is it safe for women to use cannabis before, during, and after pregnancy? That question provided our audience with interesting and strongly held views from three medical doctors with expertise in obstetrics and gynecology, pediatric medicine, and preventive medicine and medical research.

In the November campaign, Dr. Felicia L. Dawson, a board-certified obstetrician-gynecologist, shared her belief that cannabis use during pregnancy can be safe if administered properly, while Dr. Charles Lewis, a medical researcher who is board-certified in public health and preventive medicine, and Dr. Kennessa W. Hugger, a board-certified pediatrician, advised expectant mothers not to use marijuana at all.

“THC does pass through the breast milk. This affects babies’ receptors in their brains, it’s interfering with that natural pathway. Our bodies produce endocannabinoids, and when you’re given something from the outside, you’re interrupting the natural process that goes on in the brain, and that can affect neurodevelopment. So, I discourage [new mothers] from using [cannabis].”

Dr. Kennessa Hugger  
Board-Certified Pediatrician



“Medical marijuana that’s permitted for use during pregnancy in the state of Florida has to be 10% CBD. So, it is a high-CBD product and has to be less than 0.8% THC. I’m still not comfortable with women using CBD in any form. Our research shows that it’s changing perhaps hundreds of different proteins. How much of different proteins are being released in the cell and really changing the behavior of the cells? And doing that during pregnancy is just a dangerous thing to do.”

Dr. Charles Lewis  
Board-Certified Preventative  
Medicine Physician



“I believe that cannabis in pregnancy can be safe if it’s done in the proper way. I would like us to take a step back and remind everyone that women, their herbalists, their midwives, and later even their physicians have used cannabis in pregnancy, before pregnancy, after pregnancy for thousands of years.”

Dr. Felicia Dawson  
Consultant, Holistic Gynecology,  
Functional Medicine



THCV, Found in Cannabis Plant, Shows Promise as a Weight Loss Aid

Why THCV is being called a wonder weight-loss drug that could help diabetics

THCV (tetrahydrocannabivarin), a strain that is derived from the cannabis plant, is gaining notice for its appetite-suppressing and energy-boosting properties. Nicknamed “diet weed,” THCV delivers the opposite side effects of THC (tetrahydrocannabinol), the substance in marijuana that creates the high and often stimulates a person’s appetite while inducing lethargy.

“The difference between THCV and THC are two carbons. Two carbons, but one is going to be psychoactive and the other one is not. One is found in a much higher amount, one is not. One binds to the CB1 preferentially, the other to the CB2, and they have different agonistic and antagonistic behavior. But, it is interesting that we are seeing this small difference, and yet the benefit of weight loss and feeling full just by looking at two different carbons.”

Dr. Rose Mary Stiffin  
Organic Chemist, Chair of the Division  
of Health and Natural Sciences at Florida  
Memorial University



Dr. Terel Newton, a qualified medical marijuana physician and an interventional pain consultant, along with Dr. Rose Mary Stiffin, who earned her Ph.D. in biochemistry, were featured in a campaign that focused on THCV’s potential as a treatment to help obese diabetic patients lose weight. But diabetes itself is not one of the qualifying conditions listed by the Florida Department of Health’s Office of Medical Marijuana. Therefore, qualified medical marijuana physicians in Florida are not allowed to recommend THCV as a treatment for diabetics who do not have a qualifying condition.

“THCV is one of over 100 cannabinoids that’s made by the cannabis plant. It’s somewhat related to the most famous cannabinoid, which is THC, by chemically just having a small change in part of the molecular structure. It’s been shown to reduce appetite and has a lot of potential in terms of helping patients with obesity, diabetes, and any condition where someone would benefit from a suppressed appetite and weight loss”

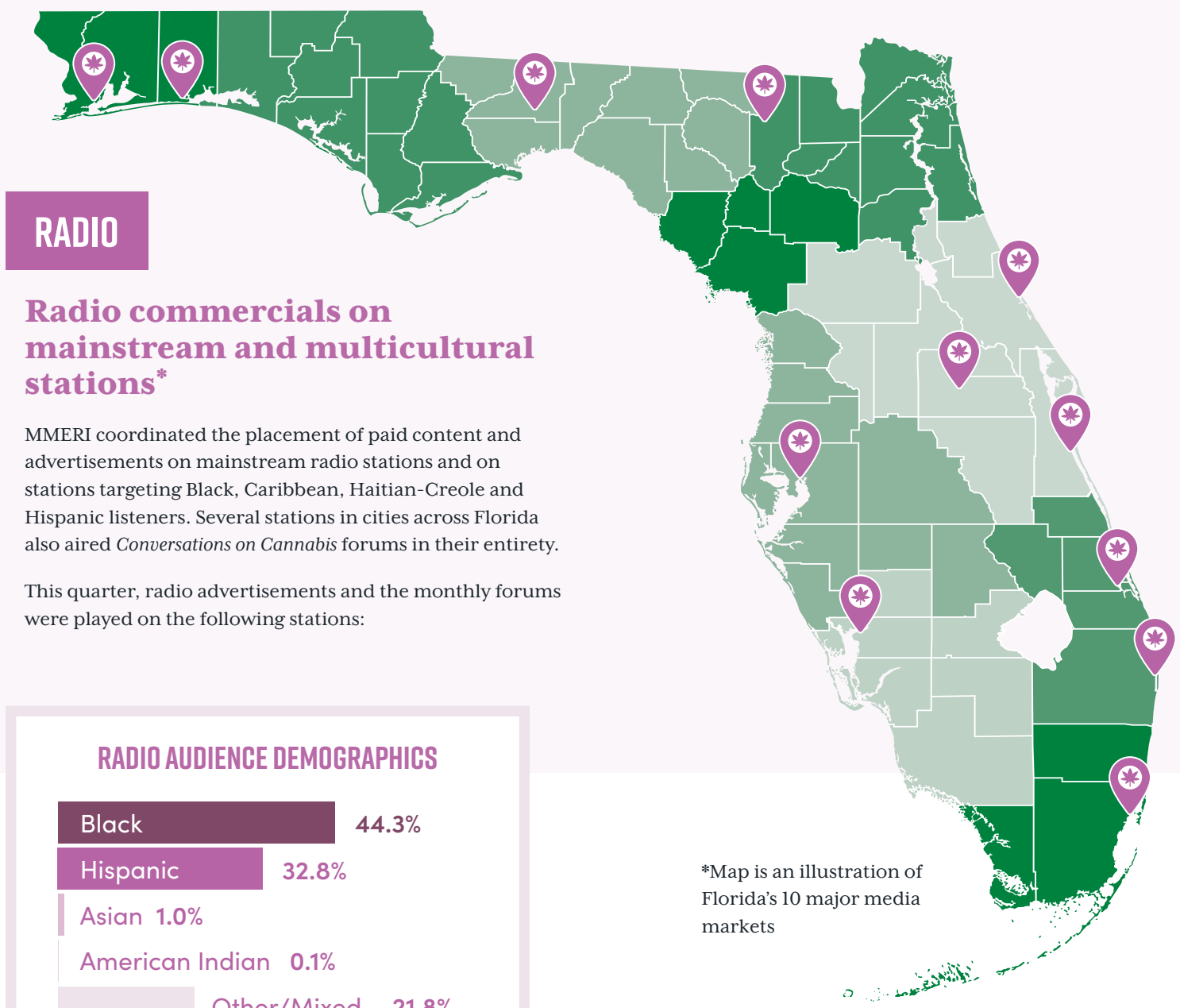
Dr. Terel Newton  
Medical Director at Trulieve and  
Interventional Pain Consultant at Total  
Pain Relief, LLC







The following media and communications channels delivered second quarter campaign information and public education to multicultural populations statewide.





Broadcast Schedule for Conversations on Cannabis Forums

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

1 a.m. - 2 a.m.	Miami WMIB-FM HD2 (Throwback 105.5)
6 a.m. - 7 a.m.	Jacksonville WFXJ-AM (930 Talk-Spanish)
6 a.m. - 7 a.m.	Jacksonville WKSL-FM HD2 (97.3 Talk-Spanish)
11 a.m. - 12 p.m.	West Palm Beach and the Treasure Coast WZZR-FM (92.1 Real Radio)
7 a.m. - 12 p.m.	Treasure Coast WCZR-FM (101.7 Real Radio)

- “Best of MMERI Radio” shows also air 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

MMERI Radio Forums *Conversations on Cannabis* videocasts and virtual forums are featured as podcasts on web and mobile devices.

Download the Podcast  
MMERI Website: <https://mmeri.famu.edu/podcasts/>

FAMU

CONVERSATIONS ON CANNABIS

MMERI

EDUCATE. LEARN. TALK.

“The webinar is clear and detailed about Florida’s definition of the product as well as the regulations by the Department of Health. It was excellent all around.”

Conversations on Cannabis participant

PRINT ADS & NEWS ARTICLES

Magazine Outreach  
MMERI engaged top lifestyle magazines targeting multicultural populations during the second quarter. The publications – MIA & Legacy Magazine, Caribbean Today Magazine, Sugarcane Media, Island Origin – are based in South Florida, and their readership is primarily from African American, Black, and Caribbean communities.

Over 15,000,000 copies printed and delivered in 33 years

www.caribbeanstoday.com

TRAVEL

Caribbean Immigrant Completes Quest Of Visiting All Countries In The World

CONVERSATIONS ON CANNABIS

IS YOUR JOB AT RISK?

LEARN ABOUT CANNABIS IN THE WORKPLACE

Medical cannabis may be legal in Florida, but it does not mean you are protected from drug-free work policies. If you test positive for any form of marijuana you may face consequences from your employer.

Watch now to hear about the guidelines for medical marijuana use and the consequences you could face in the workplace.

Watch now to join the conversation.

Over 15,000,000 copies printed and delivered in 33 years

www.caribbeanstoday.com

NEWS

Caribbean American Candidates Look To Make History On Nov. 8th

CONVERSATIONS ON CANNABIS

IS IT SAFE TO USE CANNABIS WHILE PREGNANT?

LEARN THE IMPACT ON YOU AND YOUR BABY

Although the CDC recommends not using cannabis during pregnancy, prenatal cannabis use still happens. Experts say THC can put your baby at risk.

Watch now to hear what medical professionals have to say about using or being exposed to all forms of marijuana during and after pregnancy.

Watch now to join the conversation.

Over 12,004,000 copies printed and delivered in 34 years

www.caribbeanstoday.com

SPRING EDUCATION

Here's What You Should Know About That Fight For Student Debt Relief

CONVERSATIONS ON CANNABIS

IS "DIET WEED" REALLY THE NEW WEIGHT LOSS DRUG?

WHY THCV IS BEING CALLED THE WONDER DRUG FOR WEIGHT LOSS AND CONTROLLING DIABETES.

It's been called "diet weed." Some say THCV has the unique ability to help users lose weight and control their diabetes without the usual side effects of getting high. But, is it really a wonder drug or just "highly" overrated?

Watch now to hear why THCV is being called a miracle drug for weight loss and controlling diabetes.

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow "Conversations on Cannabis" on

MMERI on Facebook

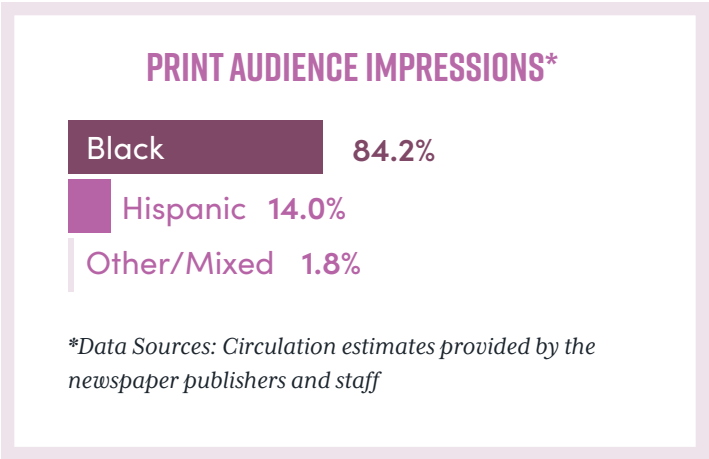


PRINT ADS & NEWS ARTICLES

(CONT'D)

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.



IS “DIET WEED” REALLY THE NEW WEIGHT LOSS DRUG?

WHY THCv IS BEING CALLED THE WONDER DRUG FOR WEIGHT LOSS AND CONTROLLING DIABETES.

It's been called “diet weed.” Some say THCv has the unique ability to help users lose weight and control their diabetes without the usual side effects of getting high. But, is it really a wonder drug or just “highly” overrated?

Watch now to hear why THCv is being called a miracle drug for weight loss and controlling diabetes.

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow ‘Conversations on Cannabis’ on:

@MMERIForumRadio

HOLIDAY HIGHS AND LOWS

MENTAL HEALTH EXPERTS WEIGH IN ON CANNABIS USE

’Tis the season when some turn to cannabis to ease their stress and anxiety during the holidays. But, is taking the hit worth the risk? Join the next Conversations on Cannabis live virtual forum on December 15, 2022, at noon, and hear the pros and cons of using cannabis as a mental health treatment.

Watch now to join the conversation.

¿ES SEGURO CONSUMIR CANNABIS DURANTE EL EMBARAZO?

¿Sabías?

Los pacientes de la Marihuana medicinal deben obtener una credencial de identificación de registro para el uso de la Marihuana medicinal de Florida.

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

Siga ‘Conversations on Cannabis’ en:

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

IS IT SAFE TO USE CANNABIS WHILE PREGNANT?

LEARN THE IMPACT ON YOU AND YOUR BABY

Although the CDC recommends not using cannabis during pregnancy, prenatal cannabis use still happens. Experts say smoking marijuana, consuming edibles or taking low-doses of CBD and THC can put your baby at risk.

Watch now to hear what medical professionals have to say about using or being exposed to all forms of marijuana during and after pregnancy.

Watch now to join the conversation.

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

ALTIBAJOS

EXPERTOS EN SALUD MENTAL OPINAN SOBRE EL CONSUMO DE CANNABIS

Es la temporada en la que algunos recurren al Cannabis para aliviar el estrés y la ansiedad durante las fiestas. Pero, ¿vale la pena correr el riesgo de recibir el golpe? Únase al próximo foro virtual en vivo de Conversations on Cannabis el 15 de diciembre de 2022 al mediodía y escuche los pros y los contras de usar Cannabis como tratamiento de salud mental.

Míralo ahora para unírte a la conversación.

Siga ‘Conversations on Cannabis’ en:

@MMERIForumRadio

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

¿ES LA “HIERBA DIETÉTICA” REALMENTE LA NUEVA DROGA PARA BAJAR DE PESO?

POR QUÉ SE LLAMA A LA THCv UN FÁRMACO MARAVILLOSO PARA PERDER PESO Y CONTROLAR LA DIABETES.

Se le ha llamado la “hierba dietética”. Algunos dicen que THCv tiene la capacidad única de ayudar a los usuarios a perder peso y controlar su diabetes sin los efectos secundarios habituales de drogarse. Pero, ¿es realmente una droga maravillosa o simplemente está “altamente” sobrevalorada?

Mire ahora para escuchar por qué se llama a la THCv un fármaco milagroso para perder peso y controlar la diabetes.

Siga ‘Conversations on Cannabis’ en:

@MMERIForumRadio

DID YOU KNOW?

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

The two main cannabinoids of a marijuana plant are tetrahydrocannabinol (THC) and cannabidiol (CBD).

Source: National Institutes of Health

Follow ‘Conversations on Cannabis’ on:

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE



TELEVISION

Television Commercials

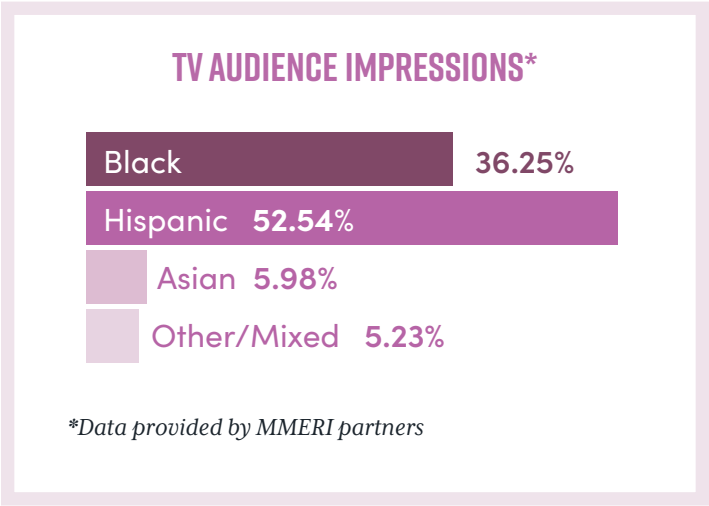
Television commercials in English and Spanish blanketed the state's airwaves with information about the MMERI program, monthly campaign topics and public education related to medical marijuana and the impact of the unlawful use of marijuana.

During the 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 2022 was 6.5 million viewers.

Of those estimated television viewers, 1,012,594 were African American; 1,467,898 Hispanic; 3,560,384 White; 166,992 Asian; 146,218 Other/Mixed.



E-NEWSLETTERS

Maintaining Constant Contact with Audiences Through News on Marijuana in Florida

Consumer-focused e-newsletters and e-blasts in English and Spanish are distributed monthly to provide public education about cannabis. *Conversations on Cannabis* e-newsletters highlight monthly campaign subject matter expert(s) talking about an issue or concern, feature the latest marijuana news in Florida and around the country, and include a section on 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.

EDUCATE. LEARN. TALK. ABOUT CANNABIS IN FLORIDA.

DECEMBER 2022

Let's Talk About the Holidays and Marijuana

THCV, a Rare Find in Cannabis Plant, Shows Promise as a Weight Loss Aid

How to Get a Florida Medical Marijuana ID Card

Mental health experts weigh in on cannabis use

'Tis the season when some turn to cannabis to ease their stress and anxiety during the holidays. But is taking the hit worth the risk?

Join the next *Conversations on Cannabis* live virtual forum on December 15, 2022, at noon, and hear the pros and cons of using cannabis as a mental health treatment.

CLICK HERE TO REGISTER

In addition, FAMU Communications sends the monthly *Conversations on Cannabis* e-newsletters to the University's main outreach, FAMUInfo. This platform reaches more than 12,000 people in the University's email system, which includes faculty, staff, and students.

TALK

What People Are Saying About Marijuana

During each *Conversations on Cannabis* Virtual Forum, we ask audience members to share their views or experiences.

"Unlawful use and medicinal has helped with my anxiety, my endocannabinoid system and so many other body functions. The negative is I have been arrested for unlawful marijuana use." - T.M. in the United States

"It amazes me, being born and raised in Michigan, to experience the legalization of medical and recreational marijuana and being able to walk into a dispensary like a grocery store. Then, cross state lines and move to Florida where it isn't normalized." - M.M. in Grand Rapids, MI

EDUCATE

Doctors Discuss Benefits and Risks of Cannabis Use During Pregnancy

Is it safe for women to use cannabis before, during, and after pregnancy? That question elicited interesting and strongly held views from three medical doctors with expertise in obstetrics and gynecology, pediatric medicine, preventive medicine and medical research.

Before getting into their insights on this sensitive topic, it's worth noting that Florida's medical marijuana law permits using low-THC medical marijuana during pregnancy. Still, such use must be under the care of a qualified medical marijuana physician. Adult use, or recreational marijuana, is illegal in Florida. Dr. Felecia L. Dawson, a board-certified obstetrician-gynecologist, says she believes "cannabis in pregnancy can be safe if it's done properly," while Drs. Charles Lewis and Kennessa W. Hugger warn expectant mothers to steer clear of it altogether.

Dr. Dawson mentions that a recent survey found cannabis to be more effective in treating hyperemesis gravidarum, or persistent nausea and vomiting during pregnancy, than pharmaceuticals.



# PROMOTIONAL CAMPAIGNS

## 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

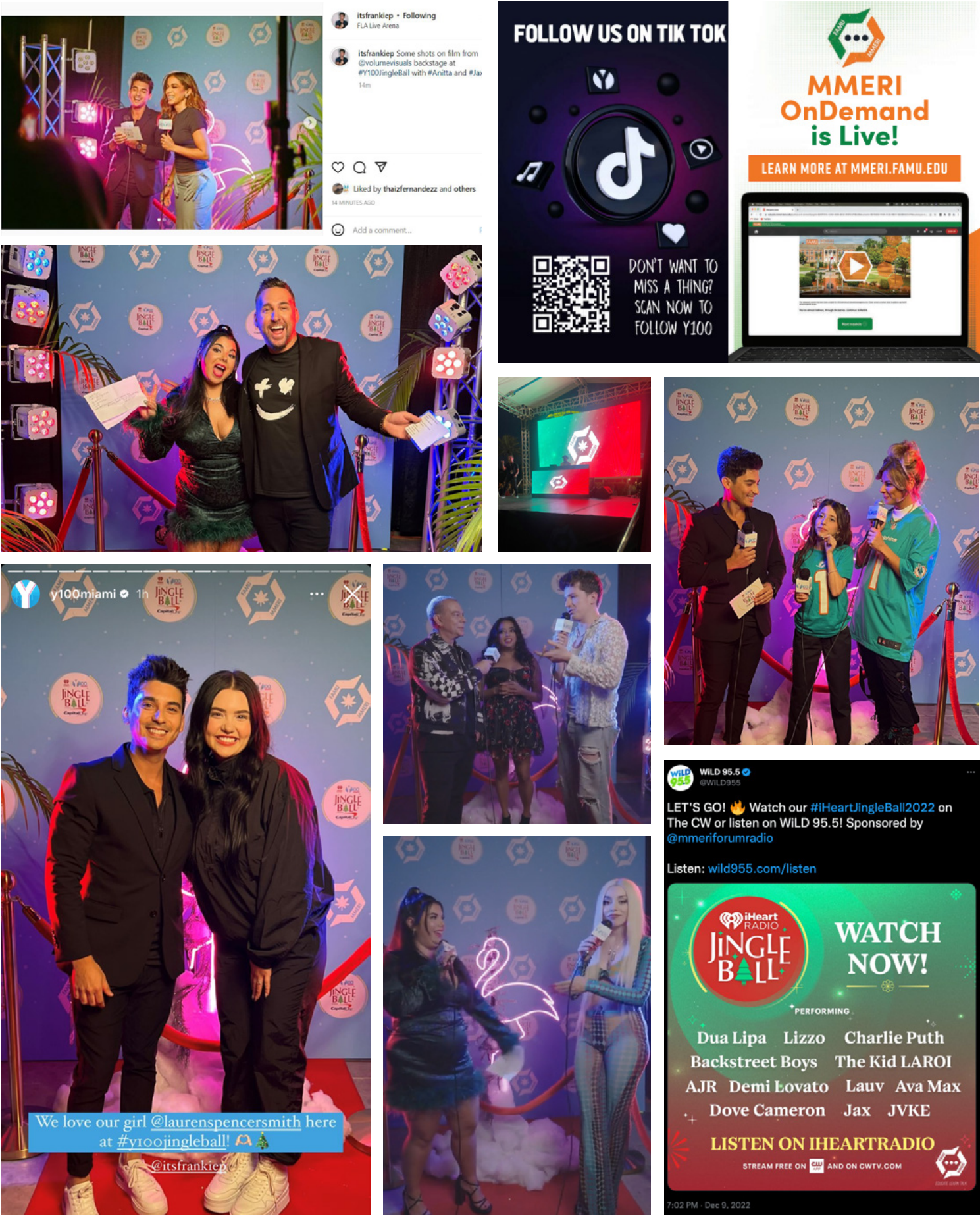
- Orange Blossom Classic
- Hispanic Heritage Month
- Fiesta Latina
- Live Forum Awareness Campaign
- Q4 Cash Contest
- Total Traffic & Weather Network Promotion
- Storm Watch
- The Breakfast Club Show Feature
- Enrique Morning Show Contest Feature
- Local Clout Sponsorship
- BIN (Black Information Network)

### November

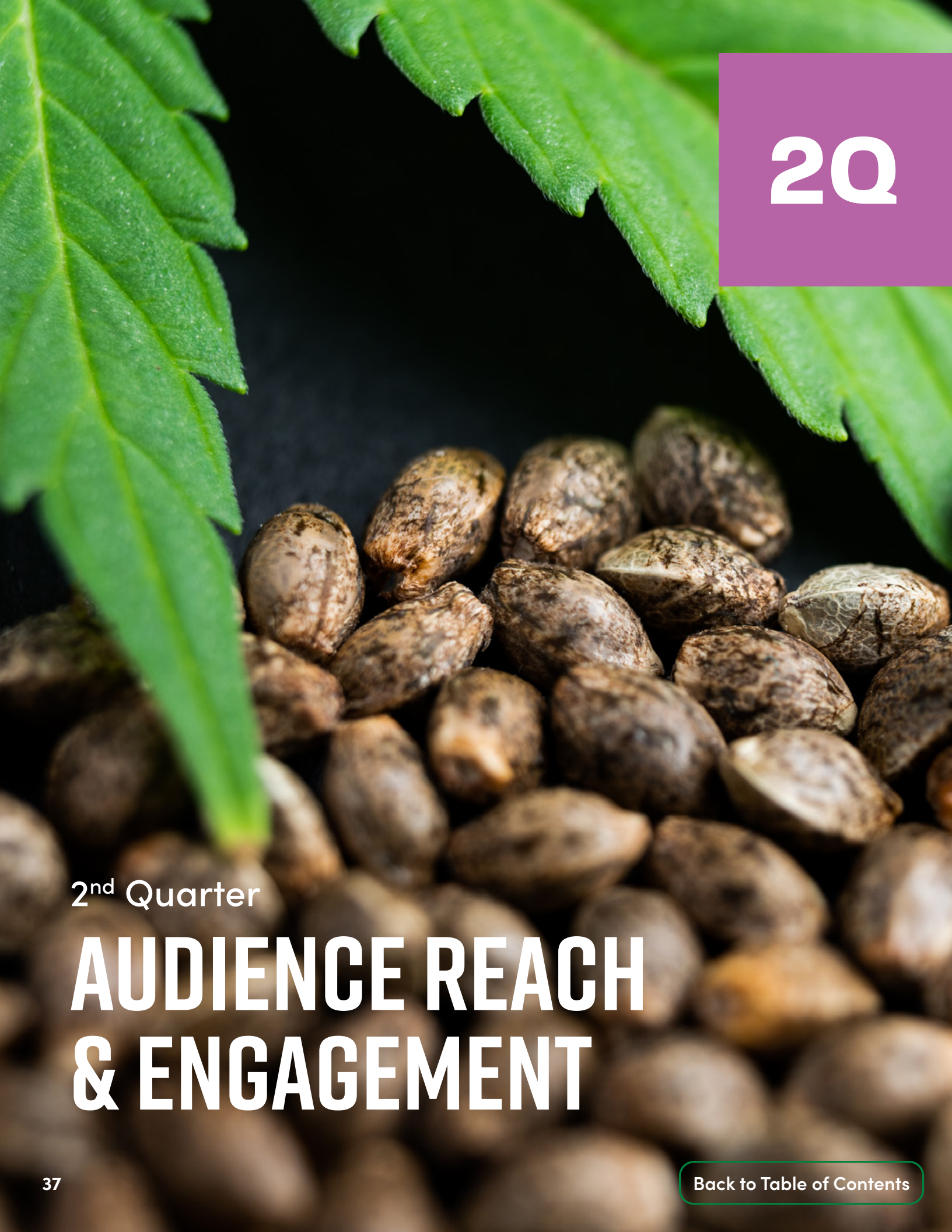
- Jingle Ball
- BRT Weekend
- Q4 Cash Contest
- Total Traffic & Weather Network Promotion
- Storm Watch
- The Breakfast Club Show Feature
- Enrique Morning Show Contest Feature
- Local Clout Sponsorship
- BIN (Black Information Network)
- Live Forum Awareness Campaign

### December

- Jingle Ball
- 12 Guitars
- 12 days of Christmas Cash
- Miami-Dade Chamber of Commerce Gala
- Tallahassee Nights Live
- Q4 Cash Contest
- Holiday Music Takeover
- Total Traffic & Weather Network Promotion
- The Breakfast Club Show Feature
- Enrique Morning Show Contest Feature
- Local Clout Sponsorship
- BIN (Black Information Network)
- Live Forum Awareness Campaign





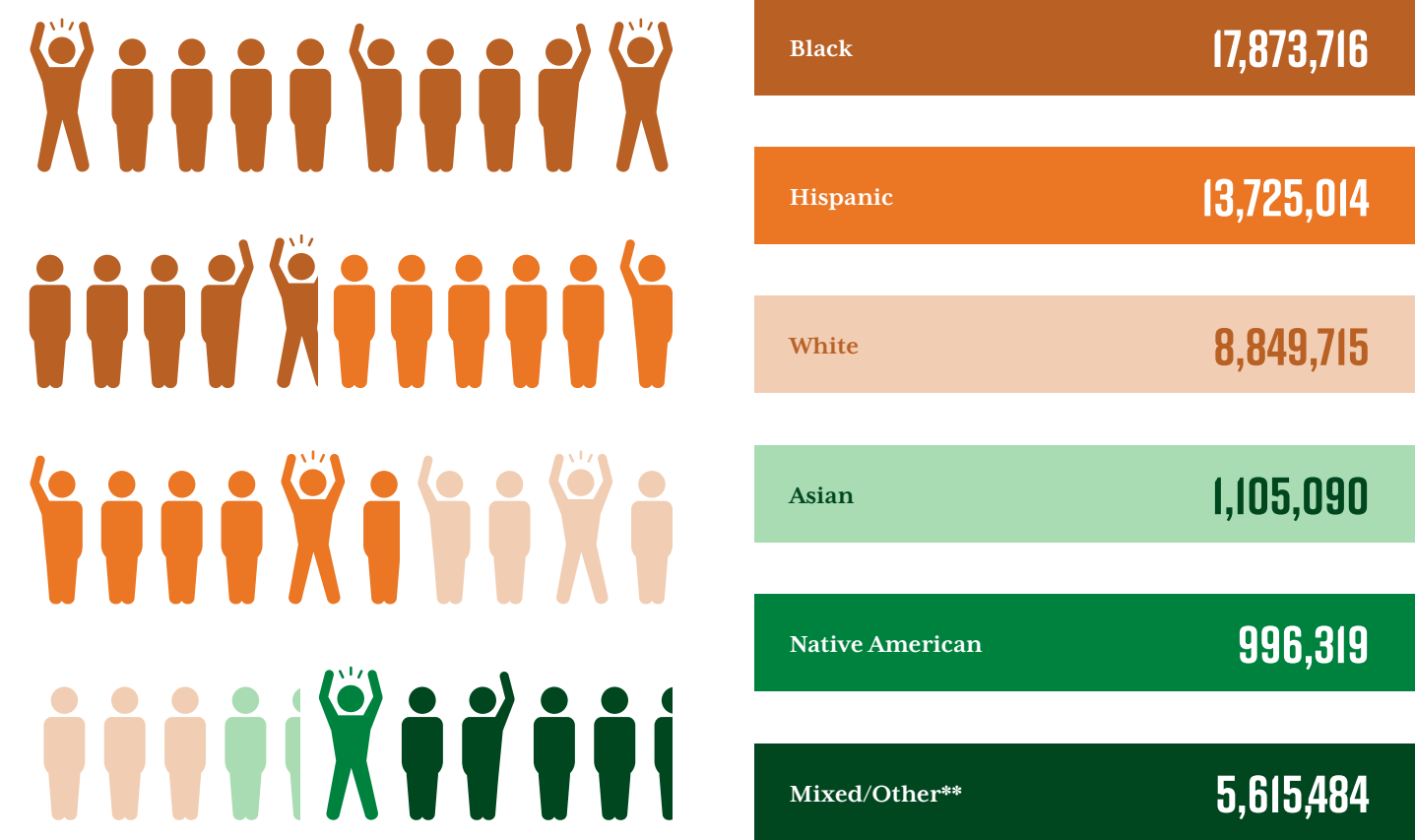


2Q

2<sup>nd</sup> Quarter

AUDIENCE REACH  
& ENGAGEMENT

The following data represents the estimated\* aggregated audience reach by demographics through public education programs, multimedia channels, engagement activities, and other communication tactics in the first quarter of FY 2022-2023.



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

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

\*Estimated total impressions 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

2Q

Back to Table of Contents

## 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 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 the Center for Plasma Science and Technology. The workgroup meets periodically.

#### Workgroup Members

**Herbert Bailey**  
Assistant Vice President for Fiscal Management

**Pamela Blount**  
Director, Contracts & Grants,  
Division of Research

**Gloria Spradley-Brown**  
Director, Office of Sponsored Research

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

**Marixcia Chrishon-Jones**  
Contract Manager, MMERI

**Maurice Edington, Ph.D.**  
Chief Operations Officer

**David Self, Esquire**  
Associate General Counsel

**Shontielle Johnson, MS**  
Administrative Assistant to Executive Director

**B. Virginia King, MPA**  
Program Administrator & Manager, MMERI

**GP Mendie**  
Executive Director (Interim), MMERI

**Shari L. Moore**  
Associate Director, Division of Research

**Anthony Washington**  
Program Outreach Coordinator

**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**  
Program Manager of Education, Training, and Community Engagement, MMERI

#### MMERI External Advisory Council (MMERIEAC) Members

This 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 provides 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. 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.**  
- **MMERIEAC Vice Chair**  
Consultant Pharmacist

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

**Patrick Mason, Ph.D.**  
Professor of Economics and Director of African American Studies Program, Florida State University

**Barney Spann, MMERIEAC Chair**  
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

## APPENDIX B

### MMERI Team

**GP Mendie**  
Interim Executive Director, MMERI

**Marixcia Chrishon-Jones**  
Contract Manager, MMERI

**B. Virginia King, MPA**  
Program Administrator & Manager, MMERI

**Michelle Wilson**  
Program Manager of Education, Training, and Community Engagement, MMERI

**Anthony Washington**  
Program Outreach Coordinator

**Shontielle Johnson, MS**  
Administrative Assistant to Executive Director

## 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](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. Association of Pretrial Professionals of Florida
- 9. Ask Doctor Lyn
- 10. Athletes for CARE
- 11. Apalachee Center
- 12. Axxess Pharmacy
- 13. Aza Health
- 14. Baptist Healthcare
- 15. Barrineau Park Community Center
- 16. Barrineau Park Historical Society
- 17. Bay County Parkinson Support Group
- 18. Bebe's Bail Bonds
- 19. Bernard Cannabis Center
- 20. Big Bend AHEC
- 21. Black Enterprise
- 22. Black Farmers and Agriculturalists of Florida
- 23. Black Professionals Network
- 24. Broward College
- 25. Brownsville Community Resource Center
- 26. Butterfly Life Journeys, Inc.
- 27. Cannabis Nurses of Color
- 28. Cannady and Associates, PLLC
- 29. Cantonment Family Medicine
- 30. Cantonment Improvement Committee
- 31. Capital Pediatrics
- 32. CDAC Behavioral Healthcare, Inc.
- 33. Central Florida Urban League
- 34. Century Village Pembroke Pines
- 35. Chinese Association of Tallahassee
- 36. City of Miami Gardens
- 37. City of Palm Bay
- 38. Color of Wellness Magazine
- 39. Cognitive Big Data Systems
- 40. Collier County Sheriff
- 41. Community Action Program Committee, Inc. (CAPC)
- 42. Community Healthcare Northwest Florida
- 43. Community Pharmacy Ormand Beach
- 44. Comprehensive Health Center
- 45. CORE DC
- 46. Curaleaf
- 47. CVS Pharmacy
- 48. Danzy Bail Bonds
- 49. Darius "Doc D" Baker
- 50. Darrin Thomas, President (Thomas Media)
- 51. Dawn Powell, Life, Health Consultant

- 52. Daytona Police Department
- 53. Drone 360 Solutions
- 54. Drug and Alcohol Testing Industry Association
- 55. Earl Britt, MD
- 56. ECAT – Transit Marketing
- 57. Economy Drug Store
- 58. Edward Waters College
- 59. Equal Employment Opportunity Commission
- 60. Efficient Edge HR Services
- 61. Ellen Grizzle, PhD
- 62. Empathetic Practice
- 63. Epiphany Life
- 64. Escambia County Commission
- 65. Escambia County Neighborhood and Human Services Department
- 66. Escambia County Sheriff's Office
- 67. Evans Center, Inc.
- 68. Faith Health Network
- 69. Families First Network of Lakeview
- 70. FAMU National Alumni Association
- 71. FAMU Industrial Hemp Research Pilot Program
- 72. First Baptist Church of Piney Grove
- 73. First West Florida Baptist District Association
- 74. Florida Association of Community Action
- 75. Florida Department of Juvenile Justice
- 76. Florida Department of Health HIV Division area 2B
- 77. Florida International University
- 78. Florida Rights Restoration Coalition
- 79. Gadsden County Health Council
- 80. Gadsden County Health Department
- 81. Gadsden County Sheriff's Office
- 82. Grassroots Leadership
- 83. Grassroots Wellness
- 84. Greater Frenchtown Revitalization Council
- 85. Greater Little Rock Baptist Church
- 86. Green Enterprise
- 87. Gulf Coast Minority Chamber of Commerce
- 88. Gumbs Media Group
- 89. Health and Wellness Centers of North Florida
- 90. Heart Community Capital
- 91. HELIO
- 92. Hemp Up Caring
- 93. HempLade Vegan Café
- 94. Herve Damas, MD, MBA
- 95. Hillsborough County Public Schools
- 96. Hispanic Federation
- 97. Hispanic Services Council
- 98. Hispanic Unity of Florida
- 99. Honorable Dr. Henry Lowe, PhD
- 100. Howell Buchan & Strong Attorneys at Law
- 101. InterCultural Advocacy Institute
- 102. Jacksonville Sheriff's Office
- 103. Jean Gary Joseph, MD, Acupuncture and Oriental Medicine
- 104. Jeffrey Block, MD
- 105. John Reeves Photography
- 106. JQuad Multimedia
- 107. Kitchen Toke Media & Red Belly Honey
- 108. Lakeview Center
- 109. Latino Leadership
- 110. Lauderhill Police Department

- 111. Lauderhill Towne Center Library
- 112. Leafwell
- 113. Leo Bridgewater, Veteran
- 114. Leon County Parks, Recreation, and Neighborhood Affair
- 115. Leon County Sheriff's Office
- 116. Leon County Urban League
- 117. Letresia Wilson, MD
- 118. Lighthouse of the Big Bend
- 119. Lighthouse Foundation, Inc.
- 120. LULAC Florida
- 121. Macedonia Missionary Baptist Church
- 122. Malik Yoba
- 123. Marijuana Matters
- 124. Marthe Brun, Community Member
- 125. Max-Olivier Carre, Naturalist
- 126. Medical Marijuana Treatment Clinics of Florida
- 127. Medicus Cannabus
- 128. Melbourne Police Department
- 129. MIA Media Group LLC
- 130. Miami-Dade County Community Advocacy
- 131. Miami-Dade Police Department
- 132. Midway Horseman Association
- 133. Mimose Hyppolite, Community Member
- 134. Miracle Hill Nursing
- 135. Miramar Library
- 136. Modern Woodmen Fraternal
- 137. Morning Star Baptist Church
- 138. Most Worshipful Union Grand Lodge (Prince Hall Affiliated Masons)
- 139. Mother Wit Institute, Inc.
- 140. Mount Bethel Human Services Corporation
- 141. Mount Calvary Missionary Baptist Church
- 142. My Florida Families/Florida Department of Children and Families
- 143. Naleo Educational Fund
- 144. National Alliance for Hispanic Health
- 145. National Coalition of 100 Black Women/ Pensacola Chapter
- 146. National Hispanic Medical Association
- 147. Neighborhood Medical Center
- 148. Neville Ballin, MD
- 149. NORML Central Florida
- 150. NORML Tallahassee
- 151. North Dade Regional Library
- 152. North Florida Hispanic Association
- 153. Northwest Florida Area Agency on Aging Inc./ Aging and Disability Resource Center
- 154. Northwest Florida Heart Group
- 155. NurseDebb, LLC
- 156. Nutrition Abbey
- 157. Oasis/Florida Department of Health
- 158. Office of State Attorney, 2nd Judicial Circuit
- 159. Office of State Attorney, 13th Judicial Circuit
- 160. Olivia Jones, Mary Kay Consultant
- 161. Olympia Compounding Pharmacy
- 162. Orange County Sheriff's Office
- 163. Order of the Easter Star – Jerusalem Chapter
- 164. Ounce of Prevention Fund
- 165. P3 Community Church
- 166. Panama Pharmacy
- 167. Panhandle Area Education Consortium
- 168. Pensacola Habitat for Humanity
- 169. Pensacola Police Department

- 170. Players Only
- 171. Pompano Christian Clergy Council
- 172. Powerhouse COGIC
- 173. Prospera Florida
- 174. Quincy First Elizabeth Missionary Baptist Church
- 175. Quintette Community Center
- 176. ReleafMD
- 177. Restoring the Village
- 178. Riverdale Foot, Ankle & Leg Clinic, Riverdale, GA
- 179. Robert C. Allen, P.A.
- 180. Robert Robino Productions
- 181. Robert W Saunders, Sr. Public Library
- 182. Roberto Dorneval, Community Member
- 183. Rosenthal Consulting Solutions
- 184. Sanders-Beach Corinne Jones Resource Center
- 185. Sickle Cell Disease Association
- 186. Sigma Lambda Beta International Fraternity, Inc
- 187. Singleton Legal PLLC
- 188. Sixth Avenue Missionary Baptist Church
- 189. South Florida Men's Wellness
- 190. Southwest Focal Point Senior Center
- 191. Southwood Towne Center
- 192. St. John Progressive Missionary Baptist Church
- 193. Tallahassee Community College Gadsden Center
- 194. Tallahassee Community College Capital City Classic
- 195. Tallahassee Nights Live
- 196. Tallahassee Senior Center
- 197. Tallahassee Veterans Outreach
- 198. Tampa Bay Wellness Festival
- 199. Tampa Hispanic Heritage Inc.
- 200. Tampa Police Department
- 201. The Holistic Cannabis Community
- 202. The Image Makers
- 203. The MaxOut Church
- 204. Tiffany Bowden, PhD
- 205. TK Education and Consulting PLLC
- 206. Total Pain Relief
- 207. Town of Century Florida
- 208. Trulieve
- 209. UF Health Shands Pastoral Services Team
- 210. University of West Florida
- 211. Valencia Community College
- 212. Volusia County FAMU Alumni Association
- 213. Volusia County of African American Leadership Council, Inc

- 214. Veriheal
- 215. Wedgewood Community Center and Park
- 216. West Florida Baptist District Association
- 217. Whole Child Leon
- 218. Wholistic ReLeaf
- 219. Woodland Heights Neighborhood Association
- 220. World Financial Group

APPENDIX E

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

MMERI Communication Channels

- Website**  
https://mmeri.famu.edu/
- MMERI Marijuana Education Modules**  
https://educate.mmeri.famu.edu/public
- 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)**  
https://mmeri.famu.edu/talk/
- MMERI Forum Radio YouTube**
- MMERI Forum Radio Podcast**  
https://mmeri.famu.edu/podcasts/
- MMERI Videocast**  
https://mmeri.famu.edu/videos/
- MMERI Repository**  
https://mmeri.famu.edu/repository/

News About MMERI

**October 20, 2022 • ABC 27 WTXL**  
FAMU's MMERI launch marijuana education platform  
https://www.wtxl.com/news/local-news/famus-mm eri-launch-marijuana-education-platform




**October 20, 2022 • Westside Gazette**  
Medical Cannabis Patients Lack Workplace Protections  
https://thewestsidegazette.com/medical-cannabis-patients-lack-workplace-protections/





**October 20, 2022 • Florida Sentinel Bulletin**  
Medical Cannabis Patients Lack Workplace Protections  
https://flsentinel.com/?p=124731

**October 26, 2022 • Westside Gazette**  
Medical Marijuana Education and Research Initiative Launches Free Educational Platform  
https://thewestsidegazette.com/medical-marijuana-education-and-research-initiative-launches-free-educational-platform/#:~:text=TALLAHASSEE%2C%20FL%20E2%80%93Florida%20A%26M%20University,the%20unlawful%20use%20of%20marijuana

**November 15, 2022 • Tallahassee Democrat**  
Morgan & Morgan law firm founder, political activist tapped as FAMU commencement speaker  
https://www.tallahassee.com/story/news/local/famu-news/2022/11/15/well-known-attorney-john-morgan-founder-morgan-morgan-law-firm-florida-a-ms-fall-commencement-speake/10696166002/

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