

CONVERSATIONS *ON* CANNABIS

Fall 2021

Inaugural Issue

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

MMERI'S MISSION

CLEARING CONFUSION
OVER MARIJUANA

FIGHTING CANCER
WITH CANNABIS

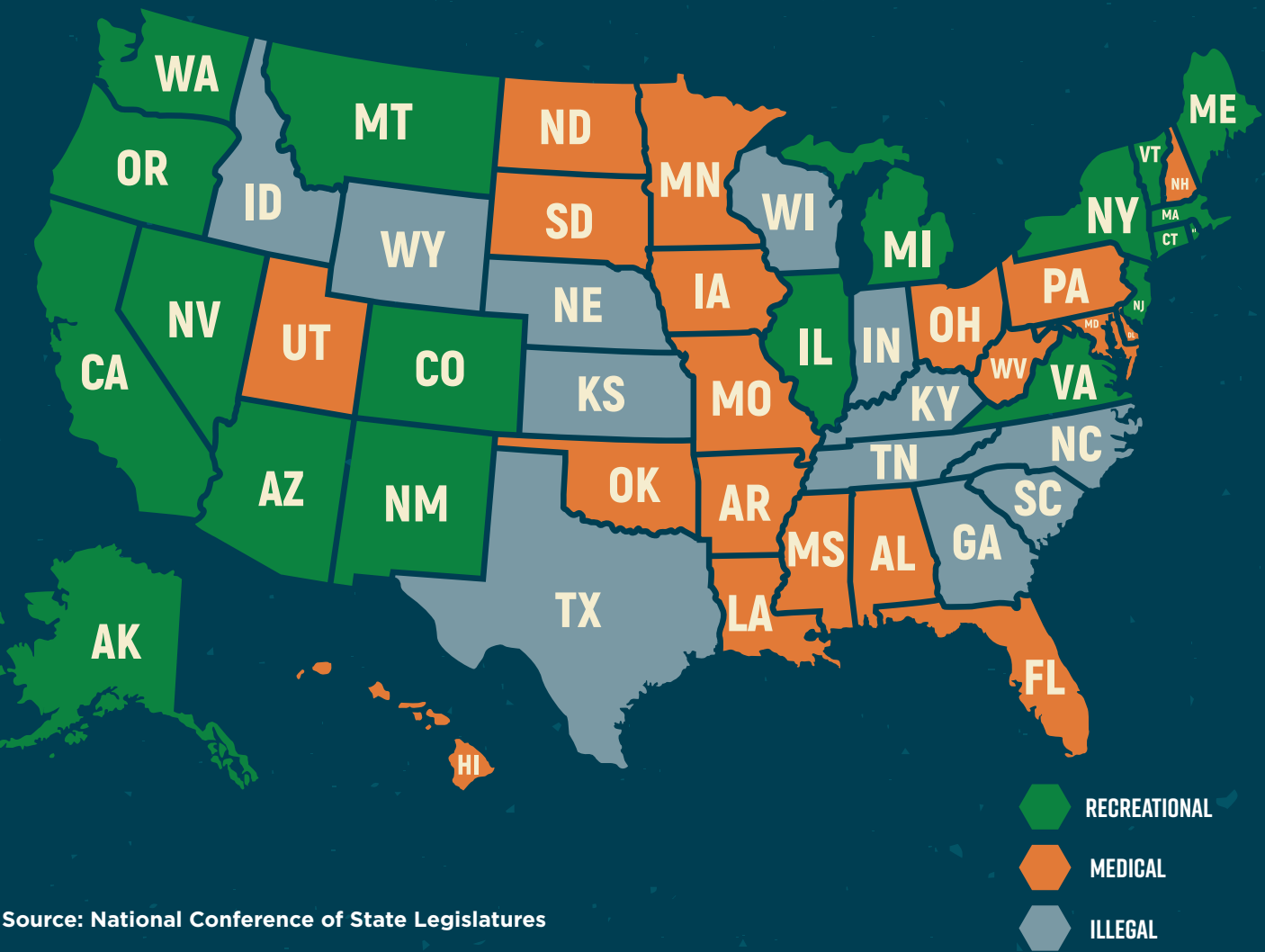


EDUCATE. LEARN. TALK.

DID YOU KNOW?

Medical marijuana is legal in more than 35 states, including Florida. Recreational marijuana is NOT legal in the Sunshine State.

Test your knowledge about medical marijuana at <http://mmeri.famu.edu/educate/>



MMERI'S MISSION



Florida Agricultural & Mechanical University (FAMU) established the Medical Marijuana Education and Research Initiative (MMERI) in 2018 as mandated under Section 381.986, Florida Statutes (F.S.), better known as Florida's medical marijuana law.

MMERI'S MISSION IS "TO EDUCATE, INFORM AND ENGAGE FLORIDA'S MINORITY POPULATION ABOUT MEDICAL MARIJUANA AND THE IMPACT OF THE UNLAWFUL USE OF MARIJUANA."

Through education, community engagement and communications — the three components of the program — MMERI seeks to increase knowledge, change attitudes, and transform perceptions about medical marijuana among minorities in Florida. At the same time, it is incumbent on MMERI to ensure that the voices of Florida's minority communities and diverse populations are heard when marijuana-related policies are made, and that these communities share in the health and economic benefits of medicinal marijuana.

MMERI Conversations on Cannabis is a biannual publication that supports the program's mission. It is published by Florida A&M University.



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Photo/Cover: Mike Boslet
Styling: Caroline Haastert

WELCOME. LET'S TALK ABOUT MARIJUANA.

Welcome to the inaugural issue of Conversations on Cannabis, a publication of Florida A&M University's Medical Marijuana Education and Research Initiative (MMERI). 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. She began studying cannabis five years before Florida legalized medical marijuana and concluded that it would be a natural fit for her style of patient care. You can get to know her better in writer Mike Boslet's story, "The Natural," on page 12.

Dr. Joseph Rosado is another physician who came to realize that cannabis could do wonders for people with serious health issues. He quit practicing primary care medicine to focus on being a qualified medical marijuana physician and advocate for cannabis, a drug he says "may be the only effective way to ensure full effective treatment of patients." The headline "Dr. Joseph Rosado, Witness to Miracles," on page 17, seems appropriate considering the results he's seen in the people he's treated with medicinal cannabis and CBD products.



Roz McCarthy isn't a healthcare professional, but like Drs. Wilson-King and Rosado, medical marijuana changed her career path. She was climbing the corporate ladder when she got a "crazy" idea to launch a nonprofit called Minorities for Medical Marijuana (M4MM). M4MM shares some common goals with MMERI in that both seek to educate minorities about medical marijuana, although the scope of McCarthy's group is much broader. To learn more about her new passion in life, read "Change of Plans" on page 9.

Since becoming the executive director of MMERI in 2019, I've heard the personal stories of people who turned to medical marijuana as their treatment of last resort. For years they had suffered with excruciating pain that conventional medicine failed to alleviate or led them to depend on powerful pharmaceutical drugs. On page 18, cancer survivor Jenifer Perdomo tells a similar story of despair — that is, until she began using medical marijuana.

Please turn the page and continue reading this issue of Conversations on Cannabis.

Patricia Green-Powell, Ph.D.
MMERI Executive Director

MEDICAL MARIJUANA IS LEGAL



What are the qualifying conditions to use medical marijuana in Florida?

- Cancer
- Epilepsy
- Glaucoma
- HIV/AIDS
- Post-traumatic stress disorder (PTSD)
- Amyotrophic lateral sclerosis (ALS)
- Crohn's disease
- Parkinson's disease
- Multiple sclerosis (MS)
- Medical conditions of the same kind or class as or comparable to the others listed
- A terminal condition diagnosed by a physician
- Chronic nonmalignant pain caused by a qualifying medical condition



What steps should I take to get medical marijuana in Florida?*

STEP 1

Be a permanent or seasonal resident of Florida.

STEP 3

Be entered into the state's Medical Marijuana Use Registry.

STEP 2

Be diagnosed with a qualifying medical condition by a qualified physician.

STEP 4

Obtain a Medical Marijuana Use Registry Identification Card to make purchases at a state-licensed dispensary.

RECREATIONAL MARIJUANA IS ILLEGAL



Knowing Florida's Medical Marijuana Laws Can Keep You Out of Trouble



Sharing your medical marijuana with others is illegal and can get you in trouble.



Only use medical marijuana at home to avoid legal problems.



Do not smoke or vape medical marijuana in your car. Its scent could give police probable cause to stop and search your vehicle.



Do not leave the state of Florida or visit any federal property with medical marijuana. It is still illegal under federal law.

*Source: The Florida Department of Health Office of Medical Marijuana Use - <https://knowthefactsmmj.com/>
For more information, visit the MMERI website at www.MMERI.FAMU.edu.

CLEARING CONFUSION OVER MARIJUANA USE IN FLORIDA



CHIEF TERENCE CALLOWAY

If you have a Medical Marijuana Use Registry card, please educate yourself on the law governing its use.

Medical marijuana may be legal in Florida but that doesn't mean qualified patients can use it anywhere they please. Recreational marijuana is another matter altogether, as Florida law leaves no doubt on who can possess or consume it legally — no one. And then there's the federal government's view that regardless of its use, marijuana is an illegal substance even if the state you're in says otherwise. Gets a bit confusing, doesn't it?

Terence Calloway, police chief and assistant vice president of safety at Florida A&M University (FAMU), offers the following guidance regarding illegal (recreational) and legal medical marijuana use in the Sunshine State:

Marijuana is still illegal under federal law

Under federal statute, marijuana remains illegal. The law makes it illegal to use, possess, grow and sell. There are many states that have passed laws legalizing medical and recreational marijuana in recent years, however, federal law trumps state law.

You cannot share your medical marijuana and related products

People who have a medical marijuana card should know that sharing gummies or their other cannabis products with friends and family is illegal. Your Medical Marijuana Use Registry card can be revoked if you get caught sharing products. You could also be held responsible if something unlawful happens to that individual after using your products.

Smoking medical marijuana in a car or a public place is a bad idea

Don't smoke your medical cannabis and get in your car. You're giving probable cause to the police. If they pull you over and they smell it, there's a strong possibility that they will search your car.

The safest place to use medical marijuana is at your home.

Roz McCarthy never imagined she would get involved in anything to do with cannabis. But as Florida moved closer to legalizing medical marijuana, she saw a need she was willing to fill at the cost of her successful career in healthcare marketing.

On May 10, 2016, nearly six months before Florida voters overwhelmingly approved a ballot initiative to legalize medical marijuana, McCarthy founded Minorities for Medical Marijuana (M4MM). The Orlando-based 501c3 nonprofit, which she heads as CEO, is dedicated to providing advocacy, outreach, research and training regarding minorities' interests in business opportunities, social reform, public policy, and health/wellness with respect to the cannabis industry.

McCarthy's M4MM has come a long way since it was seen as a "crazy" idea by friends and peers in her business circles.

"Five years ago my friends thought I was on crack, they thought I was crazy," she recalls. "However, I explained to them that I've got a 17-year-old son with sickle cell disease, and I'm not willing for people to look at him in a negative fashion if he should ever have to utilize cannabis to help him with his sickle cell."

McCarthy has led M4MM to establish national outreach programs that seek to address various aspects of marijuana, including community education, criminal justice, health and wellness, and hemp farming. The group also calls for changes in medical cannabis laws that would increase access to treatment, most particularly in minority communities, and it specifically advocates for the inclusion of sickle cell disease as a qualifying condition under Florida's medical marijuana law.

"I NEVER THOUGHT IN A MILLION YEARS THAT I WOULD BE THIS SOCIAL ACTIVIST," SHE SAYS. "I WAS MOLDED TO GO WORK FOR CORPORATE AMERICA FOR 30 YEARS AND ASPIRE TO BE A VICE PRESIDENT, THEN SENIOR VICE PRESIDENT. I MEAN THAT'S WHAT I WAS IN MY MIND TRAINED TO DO."

Her thinking changed when she grew concerned that minorities weren't well informed about the health benefits of medical marijuana and they would not be represented in cannabis-related business opportunities and policymaking discussions. She also felt a need to open a dialogue on the damage anti-marijuana laws have inflicted on minority communities and what could be done to repair it, including expunging criminal records for possession.

"When there is a conversation about social justice and people have been arrested and are still in jail [because of] this plant, how do we free them, how do we repair the harm? I think [legalization has] made us more conscious about these issues," she says. "When you enter this industry, there is this advocacy piece that you cannot let go of, and especially if you're someone coming from the African American community." ✨

For more information about M4MM's mission and programs, go online to <https://minorities4medicalmarijuana.org/>

- Nikyya Smith

CHANGE OF PLANS

Roz McCarthy left an established career to fill what she saw as a need to advocate for minorities' interests related to cannabis legalization.



ROZ MCCARTHY

Photo: Grafi James

THE NATURAL

Dr. Genester Wilson-King believes ‘cannabis can be an integral part of the health and wellness of society,’ and she’s committed to making that happen.

By Mike Boslet

It was a virtual certainty that the day Florida legalized medical marijuana, Dr. Genester Wilson-King would enter a new phase of her health-care career. After all, plant-based medicine was a natural fit for a physician who, in her own words, “always looked for other ways of helping my patients outside of pharmaceuticals.”

Five years before legalization, Dr. Wilson-King set out on a personal journey to educate herself about cannabis. She studied its history, read books on its medical uses, and spent time in California observing cultivation and processing operations. After reading one book in particular, “Marihuana, The Forbidden Medicine,” by Dr. Lester Grinspoon, a Harvard Med-

ical School psychiatrist, and James B. Bakalar, she was convinced that cannabis was the victim of a racially charged smear campaign.

“I found out about the history of cannabis in this country and realized we were brainwashed,” she says, recalling the impact the book had on her. “It was demonized and taken away from us. We are behind in the research on it because we removed it from our society.”

She’s referring to the all-out war Harry Anslinger, head of the Federal Bureau of Narcotics (the forerunner of the Drug Enforcement Administration), led against marijuana in the 1930s. Anslinger, who served under five presidents and died in 1975, vilified marijuana as a violence-inducing addictive

drug favored by “Negroes, Hispanics, Filipinos, and entertainers” and, therefore, an implied threat to white America. His fanaticism succeeded in getting it criminalized with the passage of the Marijuana Tax Act of 1937.

Dr. Wilson-King says the word marijuana carries “racist connotations,” so she avoids saying it. But cannabis, now that’s a medicine with a rich history going back thousands of years, and it could be the panacea some of her patients desperately need.

“I simply prefer the scientific name,” she says.

A board-certified OB/GYN who practices integrated wellness and medical cannabis therapies out of her Victory Rejuvenation Center in Lake Mary, a suburb of Orlando, Dr. Wilson-King

DR. GENESTER WILSON-KING,
qualified medical marijuana physician

says her philosophy is to “help patients get to where they want to be, using nutrition and lifestyle behavior modification, hormone balancing and cannabis recommendations if needed. Recommending cannabis was a natural fit into my practice.”

Qualified medical marijuana doctors across the United States can only “recommend” treatments because under federal law the drug remains illegal. Health insurers don’t cover treatment costs, either.

“It’s sad that it’s not affordable and accessible for everyone,” she says. “Studies have shown that cannabis decreases Medicare expenditures for medicine by the billions. There are numerous anecdotal stories about patients being able to discontinue some of their meds and feel much better. I hope one day insurance can cover it.”

With the intention of changing the future of adult- and medical-use marijuana for the better, Dr. Wilson-King advocates for cannabis education and science-based regulations as a board member of Doctors for Cannabis Regulation (DFCR). According to its website, the national group “promotes public education, research, and advocacy to support legislative changes necessary for improved

“**THE ENDOCANNABINOID SYSTEM IS ONE OF THE MOST IMPORTANT PHYSIOLOGIC SYSTEMS IN ESTABLISHING HUMAN HEALTH AND MAINTAINING HUMAN HEALTH.**

— DR. GENESTER WILSON-KING

public health, social justice, and consumer protections.” DFCR also calls for an end to cannabis prohibitions.

“Cannabis can be an integral part of the health and wellness of society,” she says. “The endocannabinoid system is one of the most important physiologic systems in establishing human health and maintaining human health.”

Two of her patients confirm as much after suffering for years with debilitating ailments.

For 15 years Mary (she asked that only her first name be used) lived with chronic pain caused by severe arthritis in her knees and three herniated discs in her lower back. It hurt to walk or sit. And she was often in so much she couldn’t sleep.

Adamantly opposed to using painkillers and sleeping medications, fearing their addictive qualities, and worried that back surgery was too risky, Mary had all but resigned herself to living in agony. But her outlook changed in 2019 when she asked Dr. Wilson-King, who was treating her for hormone imbalance, to recommend a medical marijuana doctor. That’s when Mary found out Dr. Wilson-King is a qualified medical marijuana physician.

After trying a few different products, Mary says Dr. Wilson-King recommended an oral cannabis tincture called “Relēf” and a topical cannabis lotion for pain relief, plus another oral cannabis tincture called “Soothe” for sleep enhancement.

“Everything is good. I’m not pain free, but I’m now back in the gym. I’m jogging again. I’m almost back to being Mary. This is the best I’ve felt in 15 years,” she says.

Julie Treadwell’s health issues were more profound as post-traumatic stress disorder (PTSD) fueled a vicious

Photo: Mike Boslet Styling: Caroline Haastert

cycle of paralyzing anxieties, severe insomnia and depression. The PTSD was related to her former 15-year career as a paramedic, a job that entailed dealing with trauma and death.

Looking back on her years in emergency medical care, she wonders how she might have coped with job stress had medical marijuana been an option for her during her off hours. She could drink alcohol and use addictive opioids to suppress the symptoms and not fear termination, but not cannabis.

Faced with a choice of seeking cannabis treatment or remaining a paramedic battling PTSD, Treadwell quit her job in 2017.

Treadwell was intimately familiar with the benefits of cannabis because her family owned a nursery that was one of the first in the state to obtain a license to grow marijuana and manufacture medicines from it. Dr. Wilson-King was the medical director of Treadwell Nursery’s cannabis business, so Julie Treadwell sought treatment from other medical marijuana doctors to avoid any potential conflicts.

In 2019, her family sold the cannabis business and Treadwell changed medical marijuana doctors. “I had sought [cannabis] treatment for my PTSD before and had limited success,” she says.

Following Dr. Wilson-King’s recommendations to use

smokable flower (cannabis buds) during the day and full-extract cannabis oil orally at night with melatonin, Treadwell climbed out of the dark hole of PTSD. She stopped taking prescription sleeping pills and most of her other medications, except for a low-dose of an antidepressant she uses daily and an anti-anxiety medication she takes maybe once a month.

For Treadwell, the results speak for themselves: “Since I started using cannabis under Dr. Wilson-King’s care I’m sleeping better, I’m driving again, I’m able to be active and go places by myself.”

“Her approach is a lot more holistic,” she adds, comparing Dr. Wilson-King to other medical marijuana doctors she had seen. “She takes into account my entire medical history, and she also takes into account other prescription medicines I take. I feel like her approach is a lot more complementary to my overall health.”

Dr. Wilson-King says the key to successful treatment is to “just listen to your patients.” But she adds that the treatment process can be daunting for them. There’s a bit of paperwork involved, including an eight-page consent they must initial and sign.

“The other part is the education. You talk about cannabis. You discuss the different phytoconstituents of the plant, the



Photo: Getty Images

different chemovars, how they affect you, or how the different cannabinoids and terpenes can affect you . . . This can be quite overwhelming. Some may give up and never use it,” she says.

Treating people with cannabis and CBD products also is not an exact science; it takes some trial and error to find the most effective treatment plan. Mary, who suffered from chronic pain in her knees and back, says it took about 18 months to pin down a regimen that worked for her.

To make cannabis more accessible to those who need it, Dr. Wilson-King would like to see Florida enact employment protections for medical marijuana users, reduce the amount of paperwork doctors and patients have to complete and broaden the list of qualifying conditions, as well as the comparable conditions that can be treated.

“We allow Crohn’s disease but not the other gastrointestinal diseases, and my biggest pet peeve is there aren’t any specific gynecological conditions on the qualifying list,” she says. “Endometriosis is an endocannabinoid deficiency condition, so cannabis is the perfect choice,” but the painful disorder related to the uterus does not qualify as a treatable condition with medical marijuana.

Still, as frustrating as some aspects of Florida’s medical marijuana regulations are, Dr. Wilson-King gets a lot of personal and professional satisfaction out of improving lives with cannabis.

“I see transformations in people. It’s so rewarding to see patients improve their quality of life. I feel like I’m contributing to society and to the world.” 🌿

WHAT IS THE ENDOCANNABINOID SYSTEM?



Dr. Genester Wilson-King describes the endocannabinoid system as one of the most important physiological systems in establishing and maintaining human health.

“

THE ENDOCANNABINOID SYSTEM IS RESPONSIBLE FOR HELPING US TO RELAX, EAT, SLEEP, PROTECT, AND BALANCE. CANNABIS WORKS THROUGH THE ENDOCANNABINOID SYSTEM AND UTILIZES SUCH RECEPTORS AS CBI AND CB2, PLUS SOME OTHERS, TO MAINTAIN HOMEOSTATIS WITHIN THE BODY.

— DR. GENESTER WILSON-KING

DR. JOSEPH ROSADO

WITNESS TO MIRACLES

He describes medical marijuana as an ‘exit drug’ because it ends dependency on pharmaceuticals.

Is cannabis a miracle drug? That’s a question Dr. Joseph Rosado, a self-described “pioneer in the medical cannabis community,” takes a few seconds to mull over before offering a matter-of-fact response:

“I’VE SEEN A LOT OF MIRACLES WITH IT, YEAH.”

That he has, as one of 2,300-plus qualified medical marijuana physicians in Florida. Starting in 2016, he was the first of his brand-new profession in Central Florida to recommend — doctors cannot legally prescribe — the newly legalized natural drug to an adult patient and the first in the state to do the same for a child. In the five years since, he estimates he’s treated about 4,000 patients. In April 2021, Rosado joined DocMJ, a group of medical marijuana practitioners in Florida and Ohio. He practices out of DocMJ offices in Daytona Beach, Orlando, Kissimmee and

The Villages.

In his book, “Hope & Healing, The Case for Cannabis” (Coastal Press, 2019), Dr. Rosado admits he “previously never supported the full legalization of cannabis, but it now seems this may be the only effective way to ensure full effective treatment of patients.”

An internist who left primary care medicine to work exclusively as a medical cannabis physician, Dr. Rosado has seen miracles in patients he’s treated. They come to him as the physician of last resort, their lives often sustained by a host of pharmaceutical drugs for such qualifying conditions as epilepsy, post-traumatic stress disorder (PTSD), Crohn’s disease, HIV/AIDS and other maladies that can be treated with cannabis under state regulations.

One woman with PTSD, among other chronic conditions, took up to 58 pills a day when she first came to see Dr. Rosado in 2017.

His mission is to wean them off the meds and improve their physical and mental wellbeing, recommending dos-

ages of cannabis and CBD products to accomplish that.

“Marijuana is an ‘exit drug’ that I use to get them away from all of these medications that cause greater harm than good,” he says. “One of the things I say quite frequently is I’d rather give you one medication that’s going to work on 10 different things than 10 different medications for one thing.”

Dr. Rosado says an epileptic child he’s been treating since 2017 has gone from experiencing 500 seizures a day to “maybe” five a month. The woman with debilitating PTSD who came to him for help quit taking all but three prescription medicines in seven months, plus she gave up smoking, lost 30 pounds and went back to work.

“I’m not the only one of the 2,300 doctors certified in the state to recommend cannabis who is seeing these miracles. We see this daily,” he says. “That is what makes it so fun to be in this type of a practice. You’re able to change people’s lives so dramatically. You couldn’t do that with any other medications.” 🌿

- Mike Boslet



Photo: Mike Boslet

FIGHTING CANCER WITH CANNABIS

JENIFER PERDOMO

Jenifer Perdomo, 42-year-old mother of three children, has been battling cancer since 2015. In this Conversation on Cannabis, she shares her experience using medical marijuana as a treatment and offers other views on the drug.

Q. What prompted you to start using cannabis as a medical treatment?

A. “I was in pain. My muscles would cramp up, sometimes I would be like, ‘God, just take me already because I don’t know how I can deal with living like this every single day.’ I felt terrible. A lot of the medicines that I was taking for my condition were not working. They were actually enhancing the pain even more, and it was horrible. I didn’t know where to turn, I didn’t know what to do. Cannabis has been a lifesaver. It helped so much, and once you feel good, you heal faster, you heal better.”

Q. You now work in the medical cannabis industry. What have you learned?

A. “Basically, there’s not enough education out there about using medical marijuana as a treatment and no education on how cannabis works. I help with that in my current position as a member of my employer’s community education team, but much more needs to be done.”

Q. What would you say to others who find themselves looking to use cannabis as a form of medication for their cancer symptoms?

A. “I know, culturally, it’s taboo and reef-er madness put together. However, medical marijuana is legal in the state of Florida. I would tell them to take off that taboo, search for and get with one of the qualified cannabis physicians in their area and ask questions. No one should be afraid of going to jail or getting in trouble if they go through the proper routes.”

Q. What would you like to see happen in Florida’s medical marijuana program?

A. “I think every physician should be able to recommend medical marijuana to their patients, but they have to learn how to do this. It’s not taught in medical school. A lot of these physicians are busy, or they don’t have the time, or they don’t even know where to start. It would be great if across the board, there is more education for physicians. Also, moving cannabis from the list of Schedule I drugs at the federal level would help.”

- Heidi Otway

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JENIFER PERDOMO

TESTIMONIALS

WHAT PEOPLE AROUND FLORIDA ARE SAYING ABOUT CANNABIS

“Medical marijuana is far better for my anxiety and other conditions than prescribed anti-anxiety meds.”

— K.P. in Live Oak, FL

“Not my personal story, but someone close to me lost their job after a random drug test was done and they tested positive for marijuana and did not have a medical marijuana card.”

— V.Y. in Pensacola, FL

“I’ve worked with many people in my social services career who believed unlawful use of marijuana was not a big deal, but later realized that it is addictive, illegal, affects your ability to get a job and maintain a routine, and it interfered with their ability to maintain healthy relationships.”

— D.M. in Tampa, FL

“Marijuana helps me cope with my anxiety and depression. It’s been helping me for over 10 years.”

— D.P. in Caryville, FL

“I was part of the opiate epidemic and lived through it because of marijuana. I lost my marriage, job, and my health suffered greatly, but I lived. Today, I am 300 pounds lighter, active, and happy because of marijuana.”

— C.C. in Tallahassee, FL

“Marijuana is a natural plant that helps me to ease my manic episodes.”

— T.K. in Malone, FL

“Medical Marijuana changed my mind set about how I want to help people since cannabis has done so much with my anxiety and depression. I want to spread the same awareness and knowledge of the many benefits cannabinoids do to help someone.”

— A.J. in Miramar, FL

MAHOGANY REVUE

“We all have a journey in life that takes us to our destination. No matter what route one takes, make sure it is a well-informed journey of your choice and not that of another. Thanks, MMERI!”

Dr. Candace Lewis-Shashikarshe, CED
Mahogany Revue R&D Center

WESTSIDE GAZETTE

“When it comes to cannabis, people are subjected to harmful misinformation that can lead to incarceration. Thanks to MMERI, the material given is legit and informative. They’re not just blowing smoke.”

Bobby R. Henry, Sr., Publisher

FLORIDA COURIER AND DAYTONA TIMES

“FAMU MMERI’s comprehensive information on marijuana for medical use has proven to be a great educational source for our readers. The research and insight shared by medical experts have been invaluable in helping reduce the stigma in the Black community.”

Jenise Griffin, Publisher

FLORIDA SENTINEL BULLETIN

“More people die from over-the-counter drugs than marijuana. Medical marijuana is a safe and effective drug to deal with stress, and marijuana has always helped to relieve stress.”

Cyril Blythe Andrews III, President-Owner

MMERI’s MEDIA PARTNERS

CARIBBEAN NATIONAL WEEKLY

“The partnership with the Medical Marijuana Education and Research Initiative to promote the use of cannabis to our community has brought substantial educational value to our readers, especially the fact that the program is revealing important medicinal and health benefits.”

Hugh Ferguson, Director of Sales

CAPITAL OUTLOOK

“LIVE Communications, Inc.’s (Capital Outlook and Hallelujah 95.3FM) partnership with the FAMU MMERI initiative has been a great way to get pertinent information out to the community about cannabis. Through this partnership we have been able to provide our readers and listeners fact-based information on what cannabis is, what it’s used for, and the pros and cons of both medicinal and non-medicinal cannabis from professionals in the business as well as from those who are currently cannabis consumers. I believe that it is vital that we, as media professionals, provide information that is both current and accurate to our audiences and FAMU MMERI does just that.”

Taralisha Sanders, General Manager

DIARIO LAS AMERICAS

“The knowledge about legal use of marijuana is important for the readers of Diario Las Americas because it helps to educate and break myths that marijuana and its derivative products are something that only interest people with addictions. This educational campaign allows people to learn that cannabis has medicinal purposes from which anyone can obtain benefits.”

Iliana Lavastida, Executive Director

THE FLORIDA STAR

“The Florida Star now has a great partner in MMERI to educate and bring common sense to the issues surrounding marijuana as it relates to health, culture, and legalization. We just say ‘Know.’”

Opio Sokoni, General Manager

WPUL 100.7 FM/1590 AM

“Our partnership with FAMU MMERI to provide information and education about cannabis use in Florida is something that our Latino audience greatly needs. Minority communities need more programs like this to counter the misinformation about cannabis use.”

Jose Pomales, General Manager
Redemption Strategies Broadcasting LLC

GOSPEL AMI490 WMBM

“WMBM Media Group is honored to partner with MMERI as we provide empowering information to our audience regarding the medicinal value of cannabis. It is critical that our listeners understand the truths as we dispel the myths regarding its use.”

Deb Toomer, Assistant General Manager
WMBM Media Group

iHEARTMEDIA

“We are pleased to be a media partner of FAMU and MMERI, helping them reach their audiences across many Florida communities through our multiple audio assets, including live radio, digital, and social.”

Mark McCauley, Area President
iHeartMedia West Palm Beach and Ft Myers

104.5 WFLM

“We appreciate the MMERI shows informing our listeners about the effects of medical marijuana. The shows have increased our knowledge and explained the health benefits as well as the risks involved. They have interviewed various professionals. I have found the shows helpful, educational and informative. Thank you for all you do to educate our community.”

Alice Lee, CEO
Midway Broadcasting Company



WE'RE TALKING ABOUT CANNABIS

WATCH AND JOIN THE CONVERSATION

Curious to learn more about cannabis?

Want to know how to obtain a Florida medical marijuana use card legally?

Are you new to the Sunshine State and don't know the laws about marijuana use?

Want to start a career in Florida's booming medical marijuana industry?



@MMERI Forum Radio

Tune in to MMERI Forum Radio on YouTube to watch Conversations on Cannabis, a monthly forum featuring physicians, entrepreneurs, researchers and educators who answer your questions and provide information about marijuana for medical use and the impact of the unlawful use of marijuana.