A Message from the Executive Director of MMERI

As I begin my third year as the executive director of Florida A&M’s Medical Marijuana Education and Research Initiative (MMERI), I am excited at the prospect of seeing our program continue to build on past successes and create opportunities for new successes. In the fiscal year we just completed, we recorded some key achievements that I believe strengthened the MMERI brand as a trusted resource of information on a wide array of topics related to cannabis.

For example, our monthly Conversations on Cannabis forums, which are livestreamed on Facebook and YouTube, introduced viewers to a variety of topics, such as marijuana and religion, the use of cannabis to treat veterans with post-traumatic stress disorder, and workplace issues facing medical marijuana patients. Each session featured guests with intimate knowledge of the subject matter, and viewers took advantage of this and asked questions during the live engagements.

I am especially proud of having been invited to participate in two high-profile inaugural events — the Cannabis Clinical Outcomes Research Conference, which was hosted by the University of Florida’s Consortium for Medical Marijuana Clinical Outcomes Research, and the National Veterans Alternative Healthcare Summit presented by AMVETS through its Healthcare, Evaluation, Advocacy and Legislation (HEAL) program. Both events were virtual. At the UF conference, I gave a brief presentation on the MMERI program’s mission, while at the AMVET’s event, I served on the Cannabis Education and Research panel. It’s opportunities like these and our Conversations on Cannabis forums that allow us to expand our reach and raise awareness of MMERI.

Looking ahead, the new fiscal year holds tremendous promise for the program’s continued growth. We’re hosting in-person community engagements, presenting the Intermediate Medical Marijuana Course to FAMU students studying healthcare fields (see story, page 9), and partnering with probation officers and bail bondsmen on educational outreach efforts targeting offenders.

Two new initiatives we’re launching focus on educating consumers on the adverse effects of marijuana use, such as compromised mental and physical abilities, and advising on the safekeeping of medical marijuana and CBD gummies when children are present. A particular concern we want to address is the availability of black-market edible marijuana and CBD products packaged to look like famous brand-name candy products.

This year MMERI debuts the semi-annual Conversations on Cannabis magazine (see story, page 22), which features a variety of articles related to our mission, and we’re also increasing our partnerships and collaborations with organizations across the state. These efforts will help us enhance our communications and draw new interest to our program and our statewide public education activities.

I’m very proud of how far we’ve come in a few years and look forward to helping lead the MMERI team to new successes.

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

MMERI PROGRAM OVERVIEW

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

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

“Educate Florida’s diverse minority communities about medical marijuana and the impact of the unlawful use of marijuana on minority communities.”

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

MISSION

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

VISION

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

GOALS

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

MMERI PROGRAM COMPONENTS

EDUCATION

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

COMMUNITY ENGAGEMENT

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

COMMUNICATIONS

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

MMERI COMPONENTS and ACCOMPLISHMENTS

EDUCATION

MMERI by the NUMBERS

EDUCATION
July 1, 2021 - September 30, 2021

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

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

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

204 Pre/post surveys completed by participants in the Basic Medical Marijuana Education online course

337 Online surveys completed by participants in the Basic Medical Marijuana Education online course

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

52 PARTICIPANTS
Individuals trained to become MMERI’s grassroots educators*

1 FOCUS GROUP EVENT
Covering the history of marijuana, legalization, safety, qualifying conditions, and prevention

14 PARTICIPANTS
In the focus group event

*(Cumulative data for FY 20/21 and 1Q 21/22)
Historically, Florida A&M University has played an outstanding role in educating minority students and is uniquely positioned to educate Florida’s diverse minority populations about medical marijuana and the impact of the unlawful use of marijuana, as well as develop and deliver curriculum and certified training programs.

**MMERI Launches Intermediate Medical Marijuana Education Course**

The rollout of MMERI’s Intermediate Medical Marijuana Education Course began this quarter, providing a deeper dive into several medical marijuana topics including hemp, CBD, THC, cannabinoids, Florida’s rules and regulations for caregivers of medical marijuana patients and marijuana abuse, as well as addiction and prevention strategies. The intermediate course targets students studying to enter healthcare fields, qualified medical marijuana patients, social service workers, and highly motivated individuals who took the Basic Medical Marijuana Education Course.

A licensed grower participating in the discussion educated the group about THC levels in medical marijuana vs. illegal marijuana.

“During the session held in early September, the group talked about cannabis or experiences with it, whether legally for medical treatment or illegally as a street drug. Surprisingly, few realized they could lose their jobs for using medical marijuana, even if they’re under the care of a doctor. Florida does not provide any workplace protections for medical marijuana patients, leaving them vulnerable to termination for failing a drug test.”

According to Dr. Simmons, “the students really enjoyed the course and learned some valuable information concerning the difference between medical marijuana and unlawful use of marijuana. The students will share this information and the knowledge they received to educate their peers and family.”

A group of MMERI’s grassroots educators took the course in a virtual session on September 30. These Train-the-Trainer participants conduct public education sessions about medical marijuana and the impact of the unlawful use of marijuana in minority communities across Florida.

“ ‘The students were very engaged in the course and some talked about their experiences as medical marijuana patients,’ said Dr. Patricia Green-Powell. ‘One of the medical marijuana cardholders wanted to know more about edibles and drug administration. I think this course is going to open up all kinds of conversations that will be helpful to people who may care for medical marijuana patients or be one themselves.’

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**FOCUS GROUP PROTOCOL SPARKS CONVERSATIONS**

The MMERI team conducted a virtual Focus Group Protocol, engaging 14 participants on a variety of marijuana-related topics to solicit their feedback.

The Focus Group Protocol is a moderated session that prompts conversations about marijuana in a small group of individuals with different ethnicities, ages, genders and professions. MMERI gathers insights from their opinions about cannabis or experiences with it, whether legally for medical treatment or illegally as a street drug.

During the session held in early September, the group talked about THC levels in medical marijuana vs. illegal marijuana.

A licensed grower participating in the discussion educated others on the differences between medical marijuana vs. illegal marijuana and why medical marijuana was safer because it’s regulated. The group also talked about addiction, with some calling marijuana a gateway drug.

Surprisingly, few realized they could lose their jobs for using medical marijuana, even if they’re under the care of a doctor. Florida does not provide any workplace protections for medical marijuana patients, leaving them vulnerable to termination for failing a drug test.

“ ‘I saw an opportunity to get involved in MMERI’s outreach to minorities and work with an impactful group of people,’ ” she said.

As a paid intern, Terry supports MMERI staff, working 15 hours per week over the fall semester. Her duties include assisting with event planning and engaging with event attendees, writing informational materials, conducting social media outreach and creating videos and graphics. Terry has experience in broadcast television, having worked for FAMU TV-20 in the 2021 spring semester as a weather and entertainment anchor. She hopes the internship will help her hone her presentation skills. She aspires to pursue a career in the film and entertainment industry after graduating in 2022.

The internship requires her to present a capstone project that focuses on her contributions to MMERI and offers recommendations for improving some programs. In December, she will deliver a PowerPoint presentation before MMERI staff and the School of Journalism & Graphic Communication’s dean and internship coordinator.

The MMERI team plans to continue the internship program because it’s a potential portal to careers in the cannabis industry.

**MMERI Internship Program Begins**

MMERI launched a student internship program in the first quarter of Fiscal Year 2021-2022 and chose Florida A&M senior Aliyah Terry, a broadcast journalism student in the School of Journalism & Graphic Communication. Terry said she applied for the internship because she is interested in MMERI’s mission to educate minorities about medical marijuana and the consequences of unlawful marijuana use.

As a paid intern, Terry supports MMERI staff, working 15 hours per week over the fall semester. Her duties include assisting with event planning and engaging with event attendees, writing informational materials, conducting social media outreach and creating videos and graphics. Terry has experience in broadcast television, having worked for FAMU TV-20 in the 2021 spring semester as a weather and entertainment anchor. She hopes the internship will help her hone her presentation skills. She aspires to pursue a career in the film and entertainment industry after graduating in 2022.

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COMMUNITY ENGAGEMENT

**MMERI by the NUMBERS**

**COMMUNITY ENGAGEMENT**
*July 1, 2021 - September 30, 2021*

- **44** Outreach Events
  - Attendance at community events and group meetings in cities and neighborhoods across the state

- **3.0 Million** Attendees

- **3** Conversations on Cannabis Virtual Forums
  - Streaming live to talk with diverse audiences across Florida about medical marijuana and the unlawful use of marijuana

- **8** Speaking Engagements
  - In collaboration with community partners and organizations

- **1,228** Total Views

- **328** Participants
MMERI TEAM INCREASES IN-PERSON OUTREACH THIS QUARTER

The Medical Marijuana Education and Research Initiative team participated in community events and meetings, including several that previously were held virtually due to the pandemic.

Kiwanis Club Meeting - July 26

The MMERI team addressed a Kiwanis Club in Tallahassee in July at the invitation of the group’s president. The team provided club members with an overview of the MMERI program, educated them on the qualifying conditions for medical marijuana treatment and told them how to obtain a medical marijuana registry card. The hour-long conversation with members, some of whom attended the engagement virtually, also covered the history of marijuana and the risks of traveling with medical marijuana between states because the federal government still treats it as an illegal substance.

Health Fair and Social Services Community Event - August 28

In Quincy, the MMERI team hosted a booth at the “Health Fair and Social Services,” an outdoor event sponsored by the Panhandle Area Educational Consortium. The event targeted the Hispanic community, making it a good opportunity for MMERI to connect with that audience in this rural area. Over a four-hour period, the MMERI team engaged passers-by and handed out Spanish-language collateral materials with information on the MMERI program, the Florida Department of Health’s Office of Medical Marijuana Use, and how to obtain a medical marijuana registry card. According to event organizers, more than 400 people attended the health fair.

Bay County Parkinson’s Support Group - September 14

The MMERI team traveled to Panama City Beach to meet with a Bay County Parkinson’s Disease support group. During the two-hour engagement, the team explained MMERI’s legislative mandate, answered attendees’ questions about medical marijuana and listened to some express their views about the drug. An elderly woman with Parkinson’s shared her apprehensions about using medical marijuana because she had a negative view of illegal marijuana. But after talking with the MMERI team, she said she was interested in learning more about medical marijuana to treat anxieties caused by her tremors. The group asked the MMERI team to give another presentation in February 2022, which demonstrates the effectiveness of in-person events as a means to engage targeted groups.

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

MMERI’s media and community outreach partners assembled street teams to share information about the program at events, public places, and venues across the state. These highly specialized teams deliver messages to hard-to-reach populations in sometimes hard-to-reach places. These places may include, but are not limited to, bars, clubs, churches, malls, train/bus stations, festivals, sports venues, and community events.

These trained multilingual street teams were active statewide, and during this quarter they were present at events and venues in Brandon, Clearwater, Fort Pierce, Indian River, Jacksonville, Miami, Melbourne, Monticello, Orlando, Tampa, Tallahassee, and Vero Beach. At these locations, they had face-to-face interactions that generated several levels of engagement and public education. They prompted people to download a QR Code to follow MMERI on social media and encouraged them to learn more about medical marijuana on MMERI’s website, take the free Basic Medical Marijuana Education Course, register for the Conversations of Cannabis forum, listen to podcasts, and watch videocasts.

The street teams targeted African American, Caribbean, Hispanic, Caucasian, Native American and Asian communities in major cities and rural areas statewide, reaching millions of people from diverse populations.

EVENTS THIS QUARTER

Events this quarter included:

- **FAMU National Alumni Association (NAA) Governmental Relations Committee Meeting**
  - July 12 | 36 Participants
- **Gadsden County Health Council Meeting**
  - July 14 | 26 Participants
- **FAMU National Alumni Association (NAA) Governmental Relations Meeting**
  - August 2 | 49 Participants
- **Gadsden Community Health Council Meeting**
  - August 11 | 36 Participants
- **FAMU Veteran Affairs Town Hall Meeting**
  - August 20 | 10 Participants
- **Gadsden Community Health Council Meeting**
  - September 8 | 18 Participants
- **FAMU National Alumni Governmental Relations Committee**
  - September 13 | 101 Participants
- **Gadsden County Health Council-Faith-based Group Presentation**
  - September 23 | 52 Participants

PRESENTATIONS ON STATE AND NATIONAL PANELS ABOUT MARIJUANA

Organizations 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 virtual events to talk about MMERI programs and initiatives.

- **FAMU National Alumni Association (NAA) Governmental Relations Committee Meeting**
  - July 12 | 36 Participants
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CONVERSATIONS ON CANNABIS VIRTUAL FORUM (July, August, September)

Conversations on Cannabis virtual forum invites viewers to engage program guests in discussions on medical marijuana and the impact of the unlawful use of marijuana. Livestreamed on Facebook and YouTube, each program features stakeholders and/or experts in fields such as health care, business, law enforcement, theology, or other professions. In the first quarter, virtual forums were held in July, August, and September, drawing a total of 1,228 views on multiple streaming platforms.

July Virtual Forum:
Medical Cannabis for Veterans with PTSD, with Cherissa Jackson of AMVETS

This program aired live on July 22 and featured a former combat nurse discussing the use of cannabis treatment for veterans with post-traumatic stress disorder (PTSD). AMVETS’ Chief Medical Executive, Cherissa Jackson, shared information about the organization’s efforts to educate veterans about the potential benefits of medical cannabis and her experience overcoming PTSD after serving in Iraq and Afghanistan. More than 460 people participated in the live virtual event or watched the recorded program posted on MMERI’s Facebook and YouTube pages. The session also drew more than 35 comments from viewers.

August Virtual Forum:
Cannabis and Children, with Dr. David Berger, MD, and Cannabis Advocate Andrea Anderson

Livestreamed on August 26, this program featured board-certified pediatrician Dr. David Berger and cannabis advocate Andrea Anderson, the mother of a son who uses CBD to treat a severe form of attention deficit/hyperactivity disorder (ADHD). Berger, who is the founder of Wholistic ReLeaf in Tampa, spoke on how he has certified hundreds of kids to use medical cannabis and CBD products to treat conditions ranging from epilepsy to autism. Anderson discussed her young son’s positive experiences with pediatric cannabinoids. The recorded session posted on Facebook and YouTube generated 544 views and 53 comments by the end of the quarter.

September Virtual Forum:
Cannabis and Sports, with Dr. Jeff Konin, Ph.D., Eugene Monroe and Joline Rivera

On September 23, nationally recognized athletic trainer and cannabis consultant Dr. Jeff Konin, former NFL player and cannabis advocate Eugene Monroe, and cannabis culinary entrepreneur Joline Rivera discussed the use of marijuana to treat sports injuries and the nutritional aspects of cannabis. Konin also called on sports organizations to stop drug testing athletes for marijuana. During the last week of September, more than 215 people viewed this virtual event, and this session drew more than 40 comments from viewers on Facebook and YouTube.
Rabbi Yaakov Cohen, Father Dustin Feddon, The Rev. Dr. Lenny C.K. Marshall, and Ben Temer, the founder of the International Jewish Cannabis Association, participated in a campaign to discuss their views on cannabis as they relate to their religious beliefs, prosecution of minorities and other perspectives.

Rabbi Cohen talked about a reference to cannabis in the Bible that mentions an herb called Q’aneh-Bosm, which he described as a hemp plant that was used in anointing oil for the temple vessels. Father Feddon discussed the use of plants and herbs by a 12th-century mystic who believed “that all of God’s creation, especially plants and herbs, can be used for the health and wellbeing of all of God’s creation and humanity.” The Rev. Dr. Marshall said that from a Christian perspective it is up to an individual to decide what is best for them when it comes to using marijuana.

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

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

MMERI’s first-quarter campaigns focused on three topics — different religious views about marijuana, a nationwide push to allow veterans with PTSD to use medical cannabis, and how CBD is helping children with severe health issues. All of the campaigns were anchored by a Conversations on Cannabis virtual forum featuring subject matter experts who spoke on these issues.

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**COMMUNICATIONS**

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

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

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The campaign focused on cannabis and veterans, and featured retired U.S. Air Force nurse Cherissa Jackson, who served more than 23 years in uniform and is the chief medical executive for the national AMVETS’ HEAL (Healthcare, Evaluations, Advocacy and Legislation) program. Jackson spoke about her push to help veterans with post-traumatic stress disorder gain legal access to cannabis as a medical treatment.

Jackson, who calls herself “America’s combat nurse,” advocates for removing legal and bureaucratic barriers that keep vets from accessing a natural alternative to potentially addictive pharmaceuticals. She says that it is very important for veterans to know that they have options for opioids and other pain medications.

In her role with AMVETS, she organized and hosted the inaugural Veterans Alternative Healthcare Summit, a virtual event held on June 27, which is also National PTSD Awareness Day. This was the first conference in the nation to educate veterans about the cannabis industry and the potential benefits of medical cannabis.

Dr. Patricia Green-Powell, executive director of Florida A&M’s Medical Marijuana Education and Research Initiative, was a guest panelist during the Education & Research discussion at the conference.

Qualified medical marijuana physician Dr. David Berger, one of the first board-certified pediatricians in Florida to specialize in pediatric cannabis therapy, acknowledged in this campaign how Charlotte’s Web law helped parents of children with certain debilitating medical conditions, particularly epilepsy, discover cannabinoids as an effective alternative to pharmaceutical drugs.

Dr. Berger, who treats children and adults at his Wholistic Pediatrics & Family Care practice in Tampa, said that many of his epileptic patients no longer have seizures, or their seizures are less frequent and less intense after going on a recommended low-or-no THC cannabis treatment regimen.

Andrea Anderson spoke on how CBD treatments proved to be better for her son, who suffers from a severe form of attention-deficit/hyperactivity disorder (ADHD), than prescription drugs.

She credited her son’s progress to being a medical marijuana patient and said he has been pharma-free for three years. Her son uses a combination of CBD and cannabigerol (CBG) treatments to help suppress the effects of ADHD.
MMERI coordinated the placement of paid content and advertisements on mainstream radio stations as well as stations targeting Black, Caribbean, Haitian-Creole and Hispanic listeners. Several stations also aired the Conversations on Cannabis forums in their entirety in cities across Florida.

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

Broadcast Schedule for Conversations on Cannabis Forums

**Friday**
- 7 a.m. - 8 a.m. WZZR-FM HD2 (The New 93.3) in West Palm Beach
- 5:30 p.m. and 8 p.m. WLDE-FM HD2 (WILD 95 HD2) in West Palm Beach and the Treasure Coast

**Saturday**
- 7 a.m. - 7:30 a.m. WTLV-AM (Throwback 96.5 FM) in Tallahassee-Panama City
- 6 a.m. - 7 a.m. WTKS-FM HD2 (104.5 The Beat) in Orlando
- 10 a.m. - 11 a.m. WCCF-AM (WCCF News Radio 1580) in Punta Gorda
- 6 p.m. - 7 p.m. WMMB (92.7 FM, 1240 AM and 1350 AM) in Melbourne-Titusville-Cocoa

**Sunday**
- 1 a.m. - 2 a.m. WMIB-FM HD2 (Throwback 105.5) in Miami
- 6 a.m. - 7 a.m. WFXJ-AM (97.3 The Game) in Jacksonville

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

MMERI PUBLICATIONS

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

MMERI PODCASTS

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

Download the Podcast

MMERI Website: http://mmeri.famu.edu/podcasts/
MMERI PRODUCES INAUGURAL ISSUE OF CONSUMER-FOCUSED MAGAZINE

MMERI produced a full-color consumer-focused magazine in the first quarter. Articles in the inaugural 20-page issue of Conversations on Cannabis feature two qualified medical marijuana physicians, a cancer survivor who uses medical marijuana and educational information on medical and illegal cannabis.

Published twice a year, Conversations on Cannabis will be distributed across the state by MMERI street teams at events and programs hosted or attended by MMERI staff. Copies will also be shared with Medical Marijuana Treatment Centers (MMTCs) and select public and private agencies and organizations.
El CBD, una opción de tratamiento prometedora para niños con dolencias graves

Dr. David Berger, Andrea Anderson

La preocupación por el uso de cannabis medicinal, aún entre los médicos, ha llevado a una mayor investigación sobre su efectividad. Andrea Anderson, cuyos hijos ha tratado con cannabis medicinal, sostiene que el tratamiento puede ser prometedor para algunos niños.

Anderson se familiarizó con los tratamientos con CBD hace unos años después de que la diagnostiquen a su hijo con trastornos de la memoria de larga duración. Actualmente, es un recurso común para las familias que buscan tratamiento para sus niños.

El uso de medicamentos tradicionales para tratar con cannabis medicinal puede ser prometedor para algunos niños. Según David Berger, esta es una área que requiere más investigación.

Los efectos secundarios de las drogas pueden ser tan preocupantes que Anderson considera el uso de cannabis medicinal como una medida para evitarlos. Puede resultar en el programa de su hijo como parte de una combinación de tratamiento.

Desde la diagnostiquen a su hijo hasta ahora, Anderson ha tenido éxito con el uso de cannabis medicinal para tratar con convulsiones en su hijo.

Anderson recomienda que los padres que puedan estar interesados en tratar a sus hijos con cannabis medicinal, consulten con un médico calificado y realicen una investigación detallada.

Como advertencia, Anderson recomienda que los padres que puedan estar interesados en tratar a sus hijos con cannabis medicinal, consulten con un médico calificado y realicen una investigación detallada.

Cree que es aconsejable obtener su propia experiencia antes de utilizar el cannabis medicinal.

Los padres pueden tener dudas sobre el uso de cannabis medicinal para tratar a sus hijos. Según Anderson, es importante hacer la investigación adecuada y hablar con un médico calificado.

Se espera que el uso de cannabis medicinal se generalice en el futuro, aunque aún se requiere más investigación para determinar su efectividad.

**Did you know?**

1 in 10 people who use recreational marijuana, may become addicted.

This risk is greater the younger you start and the more heavily you use it. Source: Substance Abuse and Mental Health Services Administration

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

*Data Sources: Circulation estimates provided by the newspaper publishers and staff*
MMERI sent postcards to 438,789 households located in 70 rural Florida counties to clear confusion about the state laws for legal and illicit marijuana use. The postcards also invited recipients to participate in the Conversations on Cannabis live virtual forum and access resources available on the MMERI website, including the online Basic Medical Marijuana Education course.

Below are communities where residents received the postcards:

<table>
<thead>
<tr>
<th>County</th>
<th>City</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calhoun</td>
<td>Wewahitchka</td>
<td>5,214</td>
</tr>
<tr>
<td>Franklin</td>
<td>Marianna Village</td>
<td>5,824</td>
</tr>
<tr>
<td>Gulf</td>
<td>Wewahitchka</td>
<td>7,885</td>
</tr>
<tr>
<td>Holmes</td>
<td>Westville</td>
<td>9,570</td>
</tr>
<tr>
<td>Jackson</td>
<td>Smoak</td>
<td>20,270</td>
</tr>
<tr>
<td>Jefferson</td>
<td>Wacissa</td>
<td>6,358</td>
</tr>
<tr>
<td>Liberty</td>
<td>Tollywood</td>
<td>2,876</td>
</tr>
<tr>
<td>Wakulla</td>
<td>Sopchopey</td>
<td>13,100</td>
</tr>
<tr>
<td>Walton</td>
<td>Santa Rosa Beach</td>
<td>45,576</td>
</tr>
<tr>
<td>Washington</td>
<td>Wausau</td>
<td>9,695</td>
</tr>
<tr>
<td>Baker</td>
<td>Sanderson</td>
<td>10,107</td>
</tr>
<tr>
<td>Bradford</td>
<td>Starke</td>
<td>9,882</td>
</tr>
<tr>
<td>Columbia</td>
<td>Lake</td>
<td>28,614</td>
</tr>
<tr>
<td>Dixie</td>
<td>Suwannee</td>
<td>6,821</td>
</tr>
<tr>
<td>Gilchrist</td>
<td>Trenton</td>
<td>7,258</td>
</tr>
</tbody>
</table>

**MMERI E-newsletters**

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

In addition, FAMU Communications sends the monthly Conversations on Cannabis e-newsletters to the university’s main outreach, FAMUINFO. This newsletter platform reaches more than 12,000 people in the university’s email system, which includes faculty and students.

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**KNOW THE LAW IN FLORIDA**

Medical marijuana edibles are commercially produced food items made with marijuana oil that are produced and dispensed by a Medical Marijuana Treatment Center (MMTC).

**EXAMPLES OF EDIBLES**

- Chocolates
- Gummies
- Baked Goods
- Drinks
- Lozenges

**KNOW HOW TO SAFELY USE EDIBLE MEDICAL MARIJUANA**

Examples of edibles

**CHECK THE LABELS**

- How many milligrams of THC are in each product?
- How many servings are in the package?

**STORE EDIBLES SAFELY**

- Never leave medical marijuana unattended
- Keep out of the reach of children
- Store Edibles Safely

Follow your qualified physician’s treatment recommendations to avoid using too much.

Consuming too much medical marijuana can cause paranoia, panic, and other symptoms.

For more information about medical marijuana visit MMERI.FAMU.edu.

For more information about edible medical marijuana visit KnowTheFactsMMJ.com.
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 for the following events to participate in MMERI’s education programs and forums.

MULTIMEDIA CONTESTS HELPED BUILD MMERI’S FAN BASE ON SOCIAL MEDIA

MMERI was featured on a media partner’s Social Contest Platform as a value-add in the statewide advertising campaign. The exposure helped increase the fan base and followers on MMERI’s social media, including Facebook, Instagram and YouTube. The contest promotions also included calls to action to visit the MMERI website, register for the virtual forums, or participate in a MMERI education survey.

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

**JULY PROMO**
- Win $5,000 gift card to International Diamond Center, one-night stay at the beautiful Kimpton Vero Hotel & Spa, $250 Amazon Gift Card

**AUGUST PROMO**
- Cool Off With Summer Bling and Win $5,000 shopping spree to International Diamond Center

**SEPTEMBER PROMO**
- Diamonds Are Forever and win a $5,000 shopping spree at International Diamond Center

AUDIENCE REACH & ENGAGEMENT in the FIRST QUARTER (JULY - SEPTEMBER 2021)

The following data represents the estimated* number of people reached and engaged from the programs and activities implemented within the MMERI components in the first quarter of FY 2021-2022.

**BLACK**
14,351,552

**HISPANIC**
10,250,184

**WHITE**
5,947,518

**ASIAN**
1,192,810

**MIXED/OTHER**
3,602,976

**NATIVE AMERICAN**
1,095,983

* 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.

Aggregated data of audiences reached and engaged from the following public education programs and activities:

- Online Education Surveys and Assessments
- Community Outreach
- Television Outreach
- Radio Outreach
- Print Outreach
- Digital Media Outreach
- Social Media Outreach
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 12 members of FAMU faculty and staff and is led by the Principal Investigator of MMERI, Charles Weatherford, Ph.D., Vice President for Research, Professor of Physics and Director of Center for Plasma Science and Technology. The workgroup meets monthly.

Workgroup Members

Herbert Bailey
Assistant Vice President for Fiscal Management

Pamela Blount
Director, Contracts & Grants, Division of Research

Glory Brown
Director, Office of Sponsored Programs

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

Derrick B. Coffin, Ph.D.
Associate Vice President for Research, Division of Research

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

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

Cynthia Hughes Harris, Ph.D.
Dean of School of Allied Health Sciences

GP Mendie
Budget-Program Manager, MMERI

David Self, Esquire
Associate General Counsel

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

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

MMERI External Advisory Council (MMERIEAC) Members

This 9-member volunteer panel serves as an impartial and objective adviser to the leadership of the Medical Marijuana Education and Research Initiative. With its makeup of well-respected active and retired professionals from a wide range of professional backgrounds, the Council is able to provide unique perspectives as MMERI builds on its successes and identifies new opportunities. A key responsibility of membership is helping MMERI make connections with community leaders and potential partners in minority communities. The group meets three times a year, and each member is required to participate in at least two MMERI activities annually.

Council Members

Valeria Robinson Baker
Consultant pharmacist

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

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

Appendix B

MMERI Team

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

GP Mendie
Budget-Program Manager, MMERI

B. Virginia King, MPA
Program Administrator

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

Appendix C

How Florida’s Medical Marijuana Law Led to the Creation of MMERI at FAMU

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

Identification Cards—

(d) Applications for identification cards must be submitted on a form prescribed by the department. The department may charge a reasonable fee associated with the issuance, replacement, and renewal of identification cards. The department shall allocate $10 of the identification card fee to the Division of Research at Florida Agricultural and Mechanical University for the purpose of educating minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities. The department shall contract with a third-party vendor to issue identification cards. The vendor selected by the department must have experience performing similar functions for other state agencies.
Appendix D
Directory of Community Engagement and Outreach
Partner Groups (faith-based, law enforcement, colleges and universities, community-based organizations, health organizations, etc.)
1. Affordable Care Clinics
2. African American Research Library and Cultural Center
3. Akbar Law Firm
4. Alpha Kappa Alpha Sorority, Inc./Delta Iota Omega Chapter
5. Aria II
6. Athletes for CARE
7. Access Pharmacy
8. Baptist Healthcare
9. Barrineau Park Community Center
10. Barrineau Park Historical Society
11. Bay County Parkinsson Support Group
12. Big Bend AHEC
13. Black Farmers and Agriculturalists of Florida
14. Brownsville Community Resource Center
15. Butterfly Life Journeys, Inc.
16. Cantonment Family Medicine
17. Cantonment Improvement Committee
18. CIDAC Behavioral Healthcare, Inc.
19. Century Village Pensacola Pines
20. Chinese Association of Tallahassee
21. City of Miami Gardens
22. City of Palm Bay
23. Cognitive Big Data Systems
24. Community Action Program Committee, Inc. (CAPC)
25. Community Healthcare Northwest Florida
26. Comprehensive Health Center
27. CVS Pharmacy
28. Danny Bail Bonds
29. Earl Britt, MD
30. ECAT - Transit Marketing
31. Economy Drug Store
32. Edward Waters College
33. Ellen Grizzle, PhD
34. Epiphany Life
35. Escambia County Neighborhood and Human Services Department
36. Escambia County Sheriff’s Office
37. Evans Center, Inc.
38. Faith Health Network
39. Families First Network of Lakeview
40. FAMU National Alumni Association
41. First Baptist Church of Piney Grove
42. First West Florida Baptist District Association
43. Florida Association of Community Action
44. Florida Department of Juvenile Justice
45. Florida International University
46. Florida Rights Restoration Coalition
47. Gadsden County Health Council
48. Grassroots Leadership
49. Grassroots Wellness
50. Greater Frenchtown Revitalization Council
51. Greater Little Rock Baptist Church
52. Gulf Coast Minority Chamber of Commerce
53. Health and Wellness Centers of North Florida
54. Heart Community Capital
55. HLRG
56. Hemp-Up Caring
57. HempLady Vegan Café
58. Herve Dumas, MD, MBA
59. Hillsborough County Public Schools
60. Hispanic Federation
61. Hispanic Services Council
62. Hispanic Unity of Florida
63. Honorable Dr. Henry Lowe, PhD
64. Intercultural Advocacy Institute
65. Jean Gary Jospeh, MD, Acupuncture and Oriental Medicine
66. Jeffrey Black, MD
67. Kitchen Toke Media & Red Belly Honey
68. Lakeview Center
69. Latino Leadership
70. Lauderdale Police Department
71. Lauderdale Towne Center Library
72. Leafwell
73. Leo Bridgewater, Veteran
74. Leon County Sheriff’s Office
75. Leon County Urban League
76. Letlesia Wilson, MD
77. Lighthouse Foundation, Inc.
78. LULAC Florida
79. Macedonia Missionary Baptist Church
80. Marthe Brun, Community Member
81. Max-Oliver Carre, Naturalist
82. Medical Marijuana Treatment Clinics of Florida
83. Medicus Cannabis
84. Melbourne Police Department
85. Miami-Dade County Community Advocacy
86. Miami-Dade Police Department
87. Mimose Hyppolite, Community Member
88. Miracle Hill Nursing
89. Miramar Library
90. Modern Woodmen Fraternal
91. Most Worshipful Union Grand Lodge (Prince Hall Affiliated Masons)
92. Mother Wit Institute, Inc.
93. Mount Bethel Human Services Corporation
94. Mount Calvary Missionary Baptist Church
95. My Florida Families/Florida Department of Children and Families
96. Nalo Educational Fund
97. National Alliance for Hispanic Health
98. National Coalition of 100 Black Women/Pensacola Chapter
99. National Hispanic Medical Association
100. Neville Ballin, MD
101. NORML Central Florida
102. NORML Tallahassee
103. North Dade Regional Library
104. North Florida Hispanic Association
105. Northwest Florida Area Agency on Aging Inc./Aging and Disability Resource Center
106. Northwest Florida Heart Group
107. Oasis/Florida Department of Health
108. Office of State Attorney, 2nd Judicial Circuit
109. Office of State Attorney, 13th Judicial Circuit
110. Olivia Jones, Mary Kay Consultant
111. Olympia Compounding Pharmacy
112. Orange County Sheriff’s Office
113. Order of the Eastern Star – Jerusalem Chapter
114. P3 Community Church
115. Panhandle Area Education Consortium
116. Pensacola Habitat for Humanity
117. Pensacola Police Department
118. Pompano Christian Clergy Council
119. Powerhouse COGIC
120. Prospera Florida
121. Quintette Community Center
122. ReleafMD
123. Restoring the Village
124. Robert Robino Productions
125. Robert W Saunders, Sr. Public Library
126. Roberto Dorneval, Community Member
127. Sanders-Beach Corinne Jones Resource Center
128. Sickle Cell Disease Association
129. Sixth Avenue Missionary Baptist Church
130. South Florida Men’s Wellness
131. Southwest Focal Point Senior Center
132. Southwood Towne Center
133. St. John Progressive Missionary Baptist Church
134. Tallahassee Community College Gadsden Center
135. Tallahassee Senior Center
136. Tallahassee Veterans Outreach
137. Tampa Hispanic Heritage Inc.
138. Tampa Police Department
139. The Holistic Cannabis Community
140. The Image Makers
141. The MaxOut Church
142. Tiffany Bowden, PhD
143. TK Education and Consulting PLLC
144. Total Pain Relief
145. Town of Century Florida
146. TrueLife
147. UF Health Shands Pastoral Services Team
148. University of West Florida
149. Valencia Community College
150. Verheel
151. Wedgewood Community Center and Park
152. West Florida Baptist District Association
153. Whole Child Leon
154. Wholistic ReLeaf
155. Woodland Heights Neighborhood Association
News About MMERI

- July 24, 2021 | Extroverting
A Rabbi, a Priest, and a Reverend Offer Perspectives on Cannabis Use
https://extroverting.com/2021/07/24/a-rabbi-a-priest-and-a-reverend-offer-perspectives-on-cannabis-use/

- July 30, 2021 | Capital Outlook
A Rabbi, a Priest, and a Reverend Offer Perspectives on Cannabis Use
http://capitaloutlook.com/site/a-rabbi-a-priest-and-a-reverend-offer-perspectives-on-cannabis-use/

- August 27, 2021 | Daytona Times
‘America’s Combat Nurse’ campaigns to help vets fight PTSD with cannabis

- August 28, 2021 | Florida Star
Former Combat Nurse Campaigns To Help Vets Fight PTSD with Cannabis

- August 28, 2021 | Daily Advent
Former Combat Nurse Campaigns To Help Vets Fight PTSD with Cannabis
https://www.dailyadvent.com/news/bc0fd123efeb396c876682b687a89 FormerCombatNurse-CampaignstoHelpVetsFightPTSDwithCannabis

- September 22, 2021 | Westside Gazette
CBD a Promising Treatment Option for Children with Serious Ailments

- September 24, 2021 | News Break
CBD a Promising Treatment Option for Children with Serious Ailments

- September 25, 2021 | Spot On Florida
CBD a Promising Treatment Option for Children with Serious Ailments