



## First Quarter Accomplishments

July 1, 2021 - September 31, 2021

**FAMU**

FLORIDA A&M UNIVERSITY  
MEDICAL MARIJUANA EDUCATION  
AND RESEARCH INITIATIVE

<http://mmeri.famu.edu>

**FAMU**

FLORIDA A&M UNIVERSITY  
MEDICAL MARIJUANA EDUCATION  
AND RESEARCH INITIATIVE



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## A MESSAGE FROM THE EXECUTIVE DIRECTOR OF MMERI

### Opportunities for New Successes

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\*

14

### PARTICIPANTS

In the focus group event

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)



# EDUCATION

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

## MMERI 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.

The MMERI team’s first presentation this quarter was an in-person lecture on September 28 before a group of graduate students in Dr. Alishea Rowley’s “Counseling Children and Adolescents” class. The following day, the team delivered a virtual course presentation to undergraduate students in Dr. Mary Simmons’ “Medical Therapeutic Agents-Pharmacology” class.

“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.”

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.

## 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.

# 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.

“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.

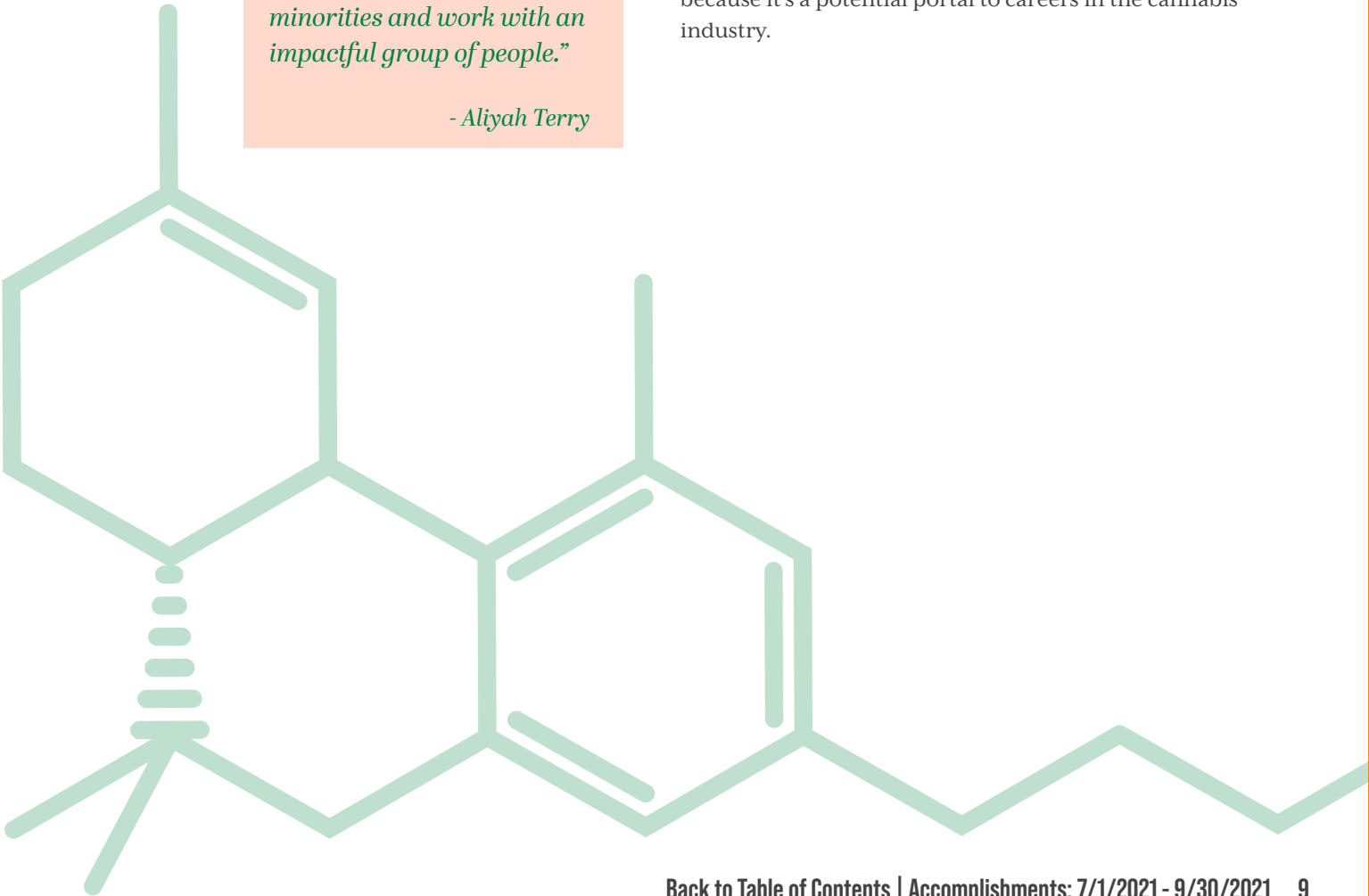
The internship requires her to present a capstone project that focuses on her contributions to MMERI and offers recommendations for improving some programs. In December, she will deliver a PowerPoint presentation before MMERI staff and the School of Journalism & Graphic Communication’s dean and internship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

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



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

*- Aliyah Terry*



# 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

1,228  
TOTAL VIEWS

8

#### SPEAKING ENGAGEMENTS

In collaboration with community partners and organizations

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 overusing 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.

# 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.

## 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 County 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

# 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.

## JULY

- Back to School Event - Reddick (Marion County)
- Community Fun Day - Tallahassee (Leon County)

## AUGUST

- Community Fun Health Weekend - Tallahassee (Leon County)
- Community Back-To-School Backpack Giveaway - Tallahassee (Leon County)
- Elite Football League at Brick City Park - Ocala (Marion County)

## SEPTEMBER

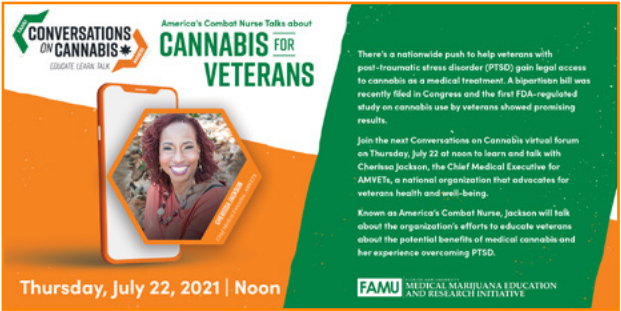
- Orange Blossom Classic (OBC) Weekend - Miami Gardens (Miami-Dade County)
- Frenchtown Rising - Tallahassee (Leon County)
- Heritage Festival - Tallahassee (Leon County)



# 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.

# COMMUNICATIONS



# MMERI *by the* NUMBERS

## COMMUNICATIONS

July 1, 2021 - September 30, 2021

**3** STATEWIDE CAMPAIGNS  
Addressing various topics related to cannabis with subject matter experts and the minority community

**9,699** TELEVISION COMMERCIALS  
Aired in 10 major media markets

**3.2 MILLION** IMPRESSIONS

**7.1 MILLION** RADIO COMMERCIALS  
Aired in 10 major media markets

**59.2 MILLION** IMPRESSIONS

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

**1.6 MILLION** IMPRESSIONS

**141** PRINT ADVERTISEMENTS  
Published in 12 Minority Media News Outlets

**54 MILLION** IMPRESSIONS

**31** NEWS ARTICLE PLACEMENTS  
Published in 12 Minority Media News Outlets

**54 MILLION** IMPRESSIONS

**438,789** POSTCARDS  
Mailed to households in 30 rural counties

**3.0 MILLION** PROMO ITEMS DISTRIBUTED  
By MMERI partners and street teams at events across Florida

## COMMUNICATIONS

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

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

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

MMERI's 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.

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.

#### JULY CAMPAIGN | *Religious Leaders Offer Different Perspectives on Cannabis Use*

##### A Rabbi, a Priest, and a Reverend debate whether the Bible references cannabis

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.

They also spoke about the criminalization of marijuana as an instrument to persecute people of color. Temer spoke on his experiences as a White teen arrested for possession, which gave him a different view of the enforcement of marijuana laws.

Each cleric provided unique views on cannabis, but they all held the same beliefs that all laws governing cannabis use should be obeyed.



AUGUST CAMPAIGN | *Former Combat Nurse Campaigns to Help Vets Fight PTSD with Cannabis*  
AMVETS chief medical executive is leading a national charge for veterans to have greater access to medical marijuana

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.



SEPTEMBER CAMPAIGN | *CBD Is a Promising Treatment Option for Children with Serious Ailments*  
Florida pediatrician says cannabinoids are effective in treating children with serious health issues

The passage of the Compassionate Medical Cannabis Act of 2014 in Florida, which is better known as the “Charlotte’s Web law,” was inspired by a young epileptic girl whose seizures decreased in frequency and severity after being treated in Colorado with cannabidiol (CBD) oil.

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.



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

TELEVISION COMMERCIALS

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

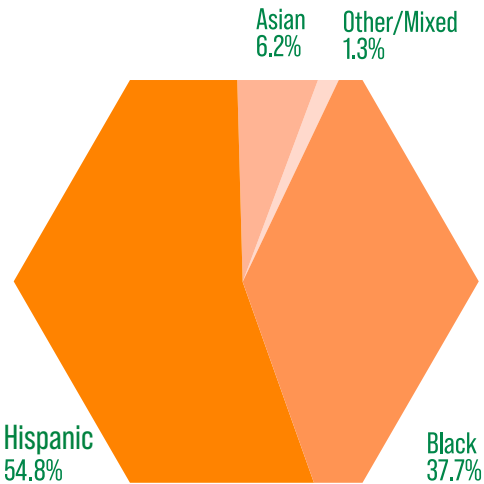
During this quarter, MMERI commercials aired on 50 television stations in 10 major media markets across Florida:

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



The estimated potential television reach statewide from July through September 2021 was 3,254,054 viewers.

Of those estimated television viewers, 527,329 were African American; 767,483 Hispanic; 1,854,594 White; 86,817 Asian; 17,831 Mixed.



Minority Viewer Impressions\*



\*Data provided by MMERI partners



# RADIO COMMERCIALS ON MAINSTREAM AND MINORITY STATIONS

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

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

## Broadcast Schedule for *Conversations on Cannabis* Forums

- Friday

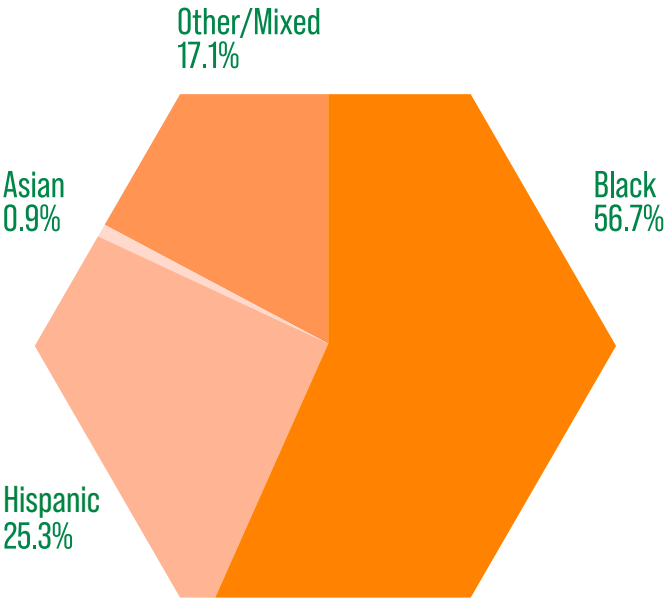
7 a.m. - 8 a.m. WZZR-FM HD2 (The New 93.3) in West Palm Beach  
5:30 p.m. and 8 p.m. WLDI-FM HD2 (WiLD 95 HD2) in West Palm Beach and the Treasure Coast
- Saturday

7 a.m. - 7:30 a.m. WTLY-AM (Throwback 96.5 FM) in Tallahassee-Panama City  
6 a.m. - 7 a.m. WTKS-FM HD2 (104.5 The Beat) in Orlando  
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



## Minority Listener Impressions\*

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

# Radio Stations



## MMERI PODCASTS

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

[Download the Podcast](#)

MMERI Website: <http://mmeri.famu.edu/podcasts/>

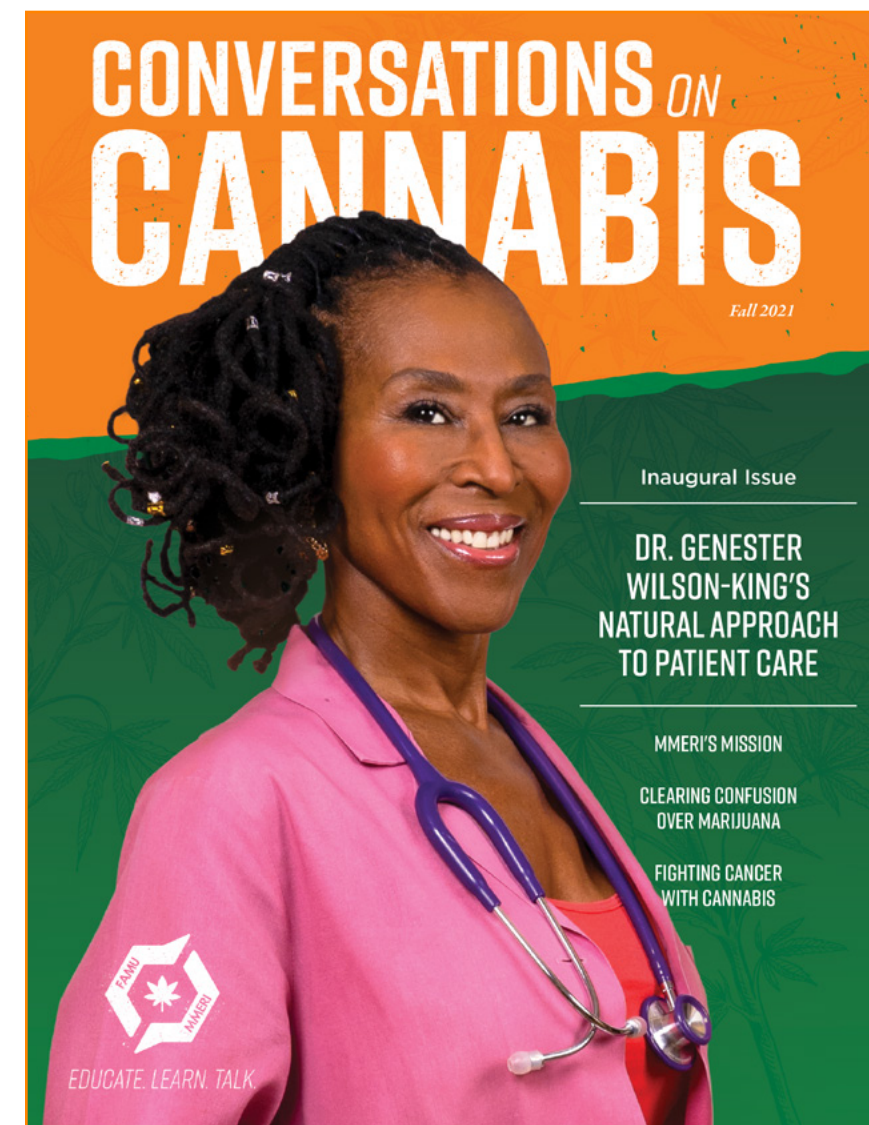


# MMERI OUTREACH *and* PUBLIC EDUCATION MATERIALS

## 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.

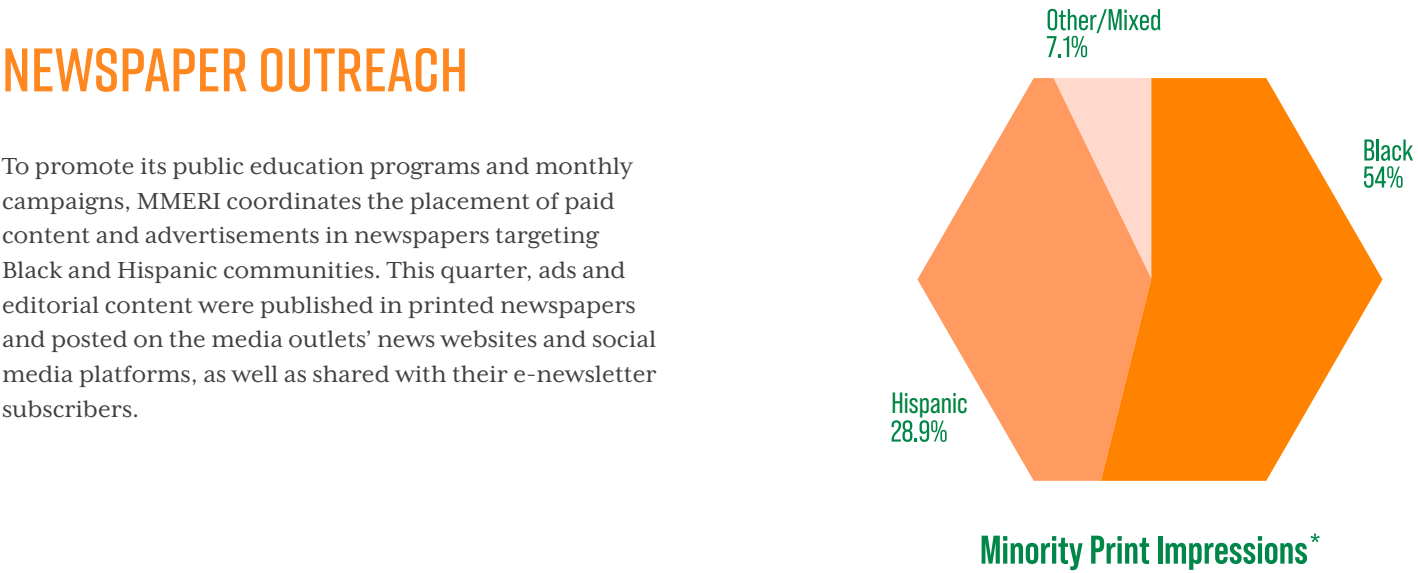
Published twice a year, *Conversations on Cannabis* will be distributed across the state by MMERI street teams at events and programs hosted or attended by MMERI staff. Copies will also be shared with Medical Marijuana Treatment Centers (MMTC) and select public and private agencies and organizations.





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 the media outlets’ news websites and social media platforms, as well as shared with their e-newsletter subscribers.



El CBD, una opción de tratamiento prometedora para niños con dolencias graves

La aprobación de la Compassionate Medical Cannabis Act de 2014 en Florida se inspiró en una joven epiléptica cuyas convulsiones disminuyeron en frecuencia y gravedad después de ser tratadas en Colorado con aceite de cannabidiol (CBD), que se conoció como la ‘Ley de la Web de Charlotte’.

El médico calificado en marihuana medicinal, el Dr. David Berger, dice que la ley Web de Charlotte ayudó a los padres de niños con ciertas condiciones médicas debilitantes, particularmente epilepsia, a descubrir los cannabinoides como una alternativa efectiva a las drogas farmacéuticas. El Dr. Berger es uno de los primeros pediatras certificados por la junta en Florida que se especializa en terapia pediátrica con cannabis y ha tratado a miles de niños con afecciones que los calificaron.

“Los padres buscan menos medicamentos y éxito”, dice el Dr. Berger, que trata a niños y adultos en su práctica de Pediatría y Cuidado Familiar Wholistic en Tampa. “A menudo escucho sobre un paciente que ya no tiene convulsiones, o que las convulsiones son menos frecuentes y con menor intensidad” después de seguir un régimen recomendado de tratamiento con cannabis bajo o nulo en THC.

Los productos de CBD han recorrido



Dr. David Berger, Andrea Anderson

un largo camino desde que Florida promulgó la ley de Charlotte’s Web. Además de las aplicaciones habituales de aceite oral, los cannabinoides se pueden administrar a través de gomitas masticables, aerosol nasal, inhalador de vaporizador, parche cutáneo de liberación prolongada, así como por otros métodos.

Andrea Anderson se familiarizó con los tratamientos con CBD unos años después de que le diagnosticaran a su hijo una forma grave de trastorno por déficit de atención e hiperactividad (TDAH). “Le recetaron productos farmacéuticos en el jardín de infancia”, dice ella. “Realmente no quería ir por ese camino, pero él realmente estaba luchando en la escuela”.

Los efectos secundarios de las drogas

eran tan preocupantes que Anderson comenzó a considerar el uso de cannabis como medicina. Puede señalar el progreso de su hijo como paciente de marihuana medicinal como una historia de éxito. Ahora con 11 años, ha estado libre de medicamentos durante tres años, confiando en cambio en una combinación de tratamientos con CBD y cannabigerol (CBG) para ayudar a suprimir los efectos del TDAH.

“Ha sido un cambio de juego total”, dice Anderson sobre el impacto que los tratamientos de CBD-CBG sin THC han tenido en la salud de su hijo. “Ya no tenemos la rabia, los dolores de cabeza y todos los efectos secundarios”.

El Dr. Berger, que no trata al hijo de Anderson, dice que el TDAH se puede tratar con cannabis medicinal en

Florida, aunque no figura expresamente como condición calificativa. Se considera una enfermedad debilitante crónica similar a una o más de las otras condiciones de la lista.

Como advertencia, Anderson recomienda que los padres que puedan estar interesados en tratamientos estilo CBD para sus hijos los certifiquen para obtener una tarjeta de marihuana medicinal, aunque muchos productos se pueden comprar sin ella.

“Creo que es aconsejable obtener su tarjeta de todos modos, porque incluso en los estados de cannabis legal ha habido casos en los que las familias han tenido que pasar por las investigaciones del Departamento de Niños y Familias solo por darle CBD a sus hijos, que es legal en todos los estados, pero es diferente cuando se lo das a un menor”, dice. “Esas leyes de peligro para los niños pueden ser un poco un área gris”.

Visite <https://bit.ly/cannabisandkids> y vea el Foro virtual de conversaciones sobre cannabis de MMERI con el Dr. David Berger y la madre de cannabis Andrea Anderson en YouTube.

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

THE FUTURE OF CANNABIS USE IN SPORTS

In the world of sports, it's not uncommon to see news reports about athletes facing consequences for using marijuana. As medical cannabis becomes mainstream, there are more conversations in the sports industry about easing restrictions and penalties on the athletes who use it.

A panel, including nationally recognized athletic trainer and cannabis consultant, Dr. Jeff Konin, former NFL player and cannabis advocate Eugene Monroe and culinary cannabis expert Jilene Rivera, will talk about the future of medical marijuana and sports during the next Conversations on Cannabis virtual forum on Thursday, September 23 at noon.

If you're an athlete or sports fan, this is a forum you don't want to miss. Register to join the conversation.

Live on: Thursday, September 23, 2021 at Noon

REGISTER NOW

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio @MMERIForumRadio @MMERIForumRadio MMERI Forum Radio

CONVERSACIONES SOBRE CANNABIS EDUCAR. APRENDER. HABLAR

La enfermera de combate de EE. UU. habla sobre la MARIHUANA PARA LOS VETERANOS

Jueves 22 de julio al mediodía

Existe una iniciativa a nivel nacional para ayudar a los veteranos con trastorno de estrés posttraumático (TEPT) a obtener acceso legal a la marihuana como tratamiento médico y la enfermera combatiente de EE. UU. está ayudando a liderar el camino. Cherissa Jackson sobrevivió tres despliegues de combate, superó el TEPT y ahora se desempeña como directora médica ejecutiva para AMVETS, una organización nacional que defiende la salud y el bienestar del personal militar retirado.

Unase al próximo foro virtual de conversaciones sobre la marihuana el jueves 22 de julio al mediodía, donde hablaremos con Jackson sobre sus experiencias y si la marihuana medicinal puede ayudar a los veteranos a luchar contra el TEPT.

REGÍSTRESE EN: [BIT.LY/MMERIJULY2021](https://bit.ly/MMERIJULY2021)

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Siga 'Conversations on Cannabis' en:

MMERI Forum Radio @MMERIForumRadio @MMERIForumRadio MMERI Forum Radio

MEDICAL CANNABIS FOR KIDS

What Parents Need to Know

Should children use cannabis as a medical treatment? More and more parents across Florida are saying yes. In fact, Board Certified Pediatrician Dr. David Berger says he has certified hundreds of kids to use medical cannabis for conditions ranging from epilepsy to autism.

Join the next Conversations on Cannabis virtual forum on Thursday, August 26 at noon to learn and talk with Dr. Berger, the founder of Wholistic ReLeaf in Central Florida, and cannabis mom and advocate Andrea Anderson, whose son uses pediatric cannabinoids.

Live on: Thursday, August 26, 2021 at Noon

REGISTER NOW

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio @MMERIForumRadio @MMERIForumRadio MMERI Forum Radio

CONVERSACIONES SOBRE CANNABIS EDUCAR. APRENDER. HABLAR

La enfermera de combate de EE. UU. habla sobre la MARIHUANA PARA LOS VETERANOS

Unase a la conversación en: [HTTPS://BIT.LY/CANNABIS\\_FOR\\_VETERANS](https://bit.ly/CANNABIS_FOR_VETERANS)

En vivo: jueves 22 de julio al mediodía

Existe una iniciativa a nivel nacional para ayudar a los veteranos con trastorno de estrés posttraumático (TEPT) a obtener acceso legal a la marihuana como tratamiento médico y la enfermera combatiente de EE. UU. está ayudando a liderar el camino. Cherissa Jackson sobrevivió tres despliegues de combate, superó el TEPT y ahora se desempeña como directora médica ejecutiva para AMVETS, una organización nacional que defiende la salud y el bienestar del personal militar retirado.

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FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Siga 'Conversations on Cannabis' en:

MMERI Forum Radio @MMERIForumRadio @MMERIForumRadio MMERI Forum Radio

CONVERSATIONS ON CANNABIS EDUCATE. LEARN. TALK

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

CONVERSACIONES SOBRE CANNABIS EDUCAR. APRENDER. HABLAR

EL FUTURO DEL CONSUMO DE CANNABIS EN LOS DEPORTES

En el mundo de los deportes, no es raro ver informes de noticias sobre atletas que enfrentan las consecuencias del uso de Marihuana. A medida que el Cannabis medicinal se generaliza hay más conversaciones en la industria del deporte sobre la reducción de las restricciones y sanciones en los atletas que lo consumen.

Un panel que incluye al entrenador atlético y consultor de Cannabis reconocido a nivel nacional el Dr. Jeff Konin ex jugador de la NFL y defensor del Cannabis Eugene Monroe y experta culinaria en cannabis Jilene Rivera hablarán sobre el futuro de la Marihuana medicinal con el deporte durante el próximo foro virtual Conversations on Cannabis el Jueves 23 de septiembre al mediodía.

Si eres deportista o aficionado a los deportes, este es un foro que no quieres perderte. Regístrate para unirse a la conversación.

En vivo el 23 de septiembre de 2021 al mediodía

REGÍSTRATE AHORA

FAMU MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Siga 'Conversations on Cannabis' en:

MMERI Forum Radio @MMERIForumRadio @MMERIForumRadio MMERI Forum Radio

CONVERSACIONES SOBRE CANNABIS EDUCAR. APRENDER. HABLAR

¿Sabías?

Para calificar para una tarjeta para el uso de la Marihuana medicinal en la Florida, un paciente debe ser un residente permanente o de temporada y ser diagnosticado con una condición

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



MMERI DIRECT MAIL

MMERI sent postcards to 438,789 households located in 30 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:

County	City	Total	County	City	Total
Calhoun	Wewahitchka	5,214	Hamilton	White Springs	5,655
Franklin	Lanark Village	5,824	Lafayette	Mayo	2,190
Gulf	Wewahitchka	7,885	Levy	Yankeetown	18,631
Holmes	Westville	9,570	Madison	Pinetta	8,122
Jackson	Sneads	20,770	Suwannee	Wellborn	18,851
Jefferson	Wacissa	6,358	Taylor	Steinhatchee	8,770
Liberty	Telogia	2,876	Union	Worthington Springs	4,958
Wakulla	Sopchoppy	13,910	Desoto	Nocatee	13,267
Walton	Santa Rosa Beach	45,576	Glades	Palmdale	2,782
Washington	Wausau	9,695	Hardee	Zolfo Springs	10,444
Baker	Sandersen	10,107	Hendry	Labelle	16,518
Bradford	Starke	9,882	Monroe	Tavernier	47,930
Columbia	Lulu	28,614	Okeechobee	Okeechobee	18,834
Dixie	Suwannee	6,821	Gadsden	Quincy	16,656
Gilchrist	Trenton	7,268	Highlands	Venus	54,811

# KNOW THE LAW IN FLORIDA

## KNOW HOW TO SAFELY USE EDIBLE MEDICAL MARIJUANA

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

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


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 edible medical marijuana visit KnowTheFactsMMJ.com.


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


**EDUCATE: TAKE THE FREE ONLINE BASIC EDUCATION COURSE**  
Visit [MMERI.FAMU.EDU/EDUCATE](#) to test your knowledge on the global history of cannabis and how to legally obtain a Florida medical marijuana card.


**LEARN: GET THE LATEST INFORMATION**  
Visit [MMERI.FAMU.EDU/LEARN](#) to download podcasts, watch videos, and access resources to learn about medical marijuana use and the consequences of unlawful use of marijuana in Florida.


**TALK: JOIN CONVERSATIONS ON CANNABIS EACH MONTH**  
Visit [MMERI.FAMU.EDU/TALK](#) to register for the monthly virtual forum streamed on Facebook Live. Get credible information from experts and ask your questions about marijuana.


Follow 'Conversations on Cannabis' on:


 [MMERI Forum Radio](#)

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

**MMERI** MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE  
625 East Tennessee Street, Suite 210  
Tallahassee, Florida 32308

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.

# CONVERSATIONS ON CANNABIS

EDUCATE. LEARN. TALK.

August 2021

Educate. Learn. Talk about Marijuana in Florida.

IN THIS ISSUE

Let's talk about children using medical marijuana

A former combat nurse talks about cannabis for veterans with Post-traumatic stress disorder (PTSD)

How To Get a Florida Medical Marijuana ID Card



## Medical Cannabis For Kids. What Parents Need to Know.

Should children use cannabis as a medical treatment? More and more parents across Florida are saying yes. In fact, Board Certified Pediatrician Dr. David Berger says he has certified hundreds of kids to use medical cannabis for conditions ranging from epilepsy to autism.

Join the next Conversations on Cannabis virtual forum on Thursday, August 26 at noon to talk with Dr. Berger, the founder of Wholistic ReLeaf in Central Florida, and cannabis mom and advocate Andrea Anderson, whose son uses pediatric cannabinoids.

If you're a parent, this is a forum you don't want to miss. Register to join the conversation.

CLICK HERE TO REGISTER

# CONVERSACIONES SOBRE CANNABIS

EDUCAR. APRENDER. HABLAR.

FLORIDA A&M UNIVERSITY'S MMERI  
Creando un espacio seguro para que los floridianos se eduquen, aprendan y hablen sobre la marihuana.

**DR. PATRICIA GREEN-POWELL**  
Executive Director, MMERI

**MEDICAL CANNABIS FOR KIDS**  
**ABOUT MMERI**  
FAMU's Medical Marijuana Education and Research Initiative (MMERI) is the only program mandated by the state to  
**MEDICAL CANNABIS FOR KIDS. WHAT PARENTS NEED TO KNOW**  
Should children use cannabis as a medical treatment? More and more parents across Florida

**DR. PATRICIA GREEN-POWELL**  
Executive Director, MMERI

**MEDICAL CANNABIS FOR KIDS**  
**SOBRE MMERI**  
La Iniciativa de Educación e Investigación sobre la Marihuana Médica (MMERI) de FAMU es el único programa ordenado por el estado para hablar con las poblaciones de minoría de Florida sobre el cannabis.  
**CANNABIS MEDICINAL PARA NIÑOS. LO QUE LOS PADRES TIENEN QUE SABER**  
¿Deberían los niños consumir Cannabis como tratamiento médico? Cada vez más padres en la Florida deciden que sí. De hecho, el pediatra certificado por la Junta, el Dr. David Berger, dice que ha certificado a cientos de niños para usar Cannabis medicinal para afecciones que van

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.

26 Educate. Learn. Talk.

Back to Table of Contents | Accomplishments: 7/1/2021 - 9/30/2021 27

# 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.

## JULY

- *Florida Jerk Festival*
- *Q3 Cash Contest*
- *Enrique Morning Show Contest Feature*
- *The Breakfast Club Show Feature*
- *Local Clout Sponsorship*
- *BIN (Black Information Network)*
- *Storm Watch*
- *TTWN Promotion*
- *Miami Reggae Fest Promotion*
- *Live Forum Awareness Campaign*

## AUGUST

- *iHeartRadio Music Festival*
- *Q3 Cash Contest*
- *Enrique Morning Show Contest Feature*
- *The Breakfast Club Show Feature*
- *Local Clout Sponsorship*
- *BIN (Black Information Network)*
- *Storm Watch*
- *TTWN Promotion*
- *Live Forum Awareness Campaign*
- *Caribbean Food and Rum Festival*

## SEPTEMBER

- *iHeartRadio Music Festival*
- *Q3 Cash Contest*
- *Enrique Morning Show Contest Feature*
- *The Breakfast Club Show Feature*
- *Local Clout Sponsorship*
- *BIN (Black Information Network)*
- *Storm Watch*
- *TTWN Promotion*
- *Live Forum Awareness Campaign*
- *Caribbean Food and Rum Festival*

# 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 Cardn*



## AUGUST PROMO

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



## SEPTEMBER PROMO

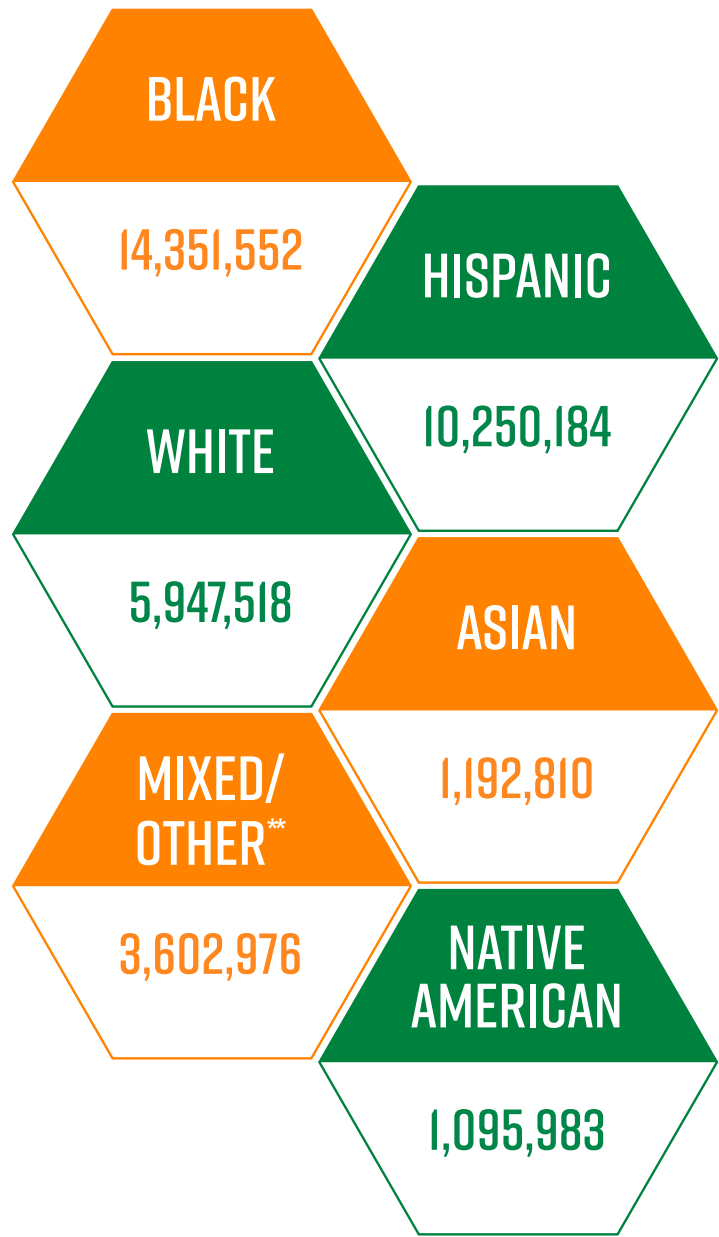
- *Diamonds Are Forever and win a \$5,000 shopping spree at International Diamond Center*

# 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.



\* 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

<b>Herbert Bailey</b>
Assistant Vice President for Fiscal Management
<b>Pamela Blount</b>
Director, Contracts & Grants, Division of Research
<b>Glory Brown</b>
Director, Office of Sponsored Programs
<b>Rica Calhoun</b>
Chief Compliance and Ethics Officer, Office of Compliance and Ethics
<b>Derrick B. Coffin, Ph.D.</b>
Associate Vice President for Research, Division of Research
<b>Maurice Edington, Ph.D.</b>
Professor and Provost/Vice President Academic Affairs
<b>Patricia Green-Powell, Ph.D.</b>
Executive Director, MMERI

<b>Cynthia Hughes Harris, Ph.D.</b>
Dean of School of Allied Health Sciences
<b>GP Mendie</b>
Budget-Program Manager, MMERI
<b>David Self, Esquire</b>
Associate General Counsel
<b>Charles Weatherford, Ph.D.</b>
Principal Investigator of MMERI, Vice President for Research, Professor of Physics and Director of Center for Plasma Science and Technology
<b>Michelle Wilson</b>
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

<b>Valeria Robinson Baker</b>
Consultant pharmacist
<b>Edward L. Clark II, DrPH, MSW</b>
Program Evaluator, Bureau of Chronic Disease Prevention at Florida Department of Health
<b>Patricia Dawson</b>
Chair of MMERIEAC, solo practitioner of the Law Office of Patricia Dawson, P. A.

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

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

APPENDIX B  
MMERI TEAM

<b>Dr. Patricia Green-Powell, Ph.D.</b>	<b>B. Virginia King, MPA</b>
Executive Director	Program Administrator
<b>GP Mendie</b>	<b>Michelle M. Wilson</b>
Budget-Program Manager, MMERI	Coordinator of Education, Training and Community Engagement

APPENDIX C

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

Section 381.986, Florida Statutes (F.S.), better known as Florida’s medical marijuana law, includes a funding provision that entrusts Florida Agricultural and Mechanical University with “educating minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities.” The following excerpt from the statute set in motion the creation of FAMU’s Medical Marijuana Education & Research Initiative. To read the entire statute, go to [http://www.leg.state.fl.us/statutes/index.cfm?App\\_mode=Display\\_Statute&URL=0300-0399/0381/Sections/0381.986.html](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. Arial II
- 6. Athletes for CARE
- 7. Axxess Pharmacy
- 8. Baptist Healthcare
- 9. Barrineau Park Community Center
- 10. Barrineau Park Historical Society
- 11. Bay County Parkinson 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. CDAC Behavioral Healthcare, Inc.
- 19. Century Village Pembroke 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. Danzy 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. HELIO
- 56. Hemp Up Caring
- 57. HempLade Vegan Café
- 58. Herve Damas, 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 Block, MD
- 67. Kitchen Toke Media & Red Belly Honey
- 68. Lakeview Center
- 69. Latino Leadership
- 70. Lauderhill Police Department
- 71. Lauderhill Towne Center Library
- 72. Leafwell
- 73. Leo Bridgewater, Veteran
- 74. Leon County Sheriff’s Office
- 75. Leon County Urban League
- 76. Letresia Wilson, MD
- 77. Lighthouse Foundation, Inc.

- 78. LULAC Florida
- 79. Macedonia Missionary Baptist Church
- 80. Marthe Brun, Community Member
- 81. Max-Olivier Carre, Naturalist
- 82. Medical Marijuana Treatment Clinics of Florida
- 83. Medicus Cannabus
- 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. Naleo 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. Trulieve
- 147. UF Health Shands Pastoral Services Team
- 148. University of West Florida
- 149. Valencia Community College
- 150. Veriheal
- 151. Wedgewood Community Center and Park
- 152. West Florida Baptist District Association
- 153. Whole Child Leon
- 154. Wholistic ReLeaf
- 155. Woodland Heights Neighborhood Association



APPENDIX E

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

MMERI Communication Channels

- Website: <http://mmeri.famu.edu/>
- Basic Medical Marijuana Education Course: <http://mmeri.famu.edu/education/>
- MMERI Forum Radio *Conversations on Cannabis* Facebook: <https://www.facebook.com/MMERIForumRadio/>
- MMERI Forum Radio *Conversations on Cannabis* Instagram: [@MMERIForumRadio](#)
- MMERI Forum Radio *Conversations on Cannabis* Twitter: [@MMERIForumRadio](#)
- MMERI *Conversations on Cannabis* Virtual Forum (Recorded): <http://mmeri.famu.edu/talk/>
- MMERI Forum [Radio YouTube](#)
- MMERI Forum Radio Podcast: <https://www.iheart.com/podcast/269-mmeri-forum-radio-51146091/>
- MMERI Videocast: <http://mmeri.famu.edu/videocasts/>
- MMERI Repository: <http://mmeri.famu.edu/repository/>

News About MMERI

- **July 24, 2021** | *The Florida Star*  
A Rabbi, a Priest, and a Reverend Offer Perspectives on Cannabis Use  
<https://www.thefloridastar.com/articles/a-rabbi-a-priest-and-a-reverend-offer-perspectives-on-cannabis-use/>
- **July 24, 2021** | *Daytona Times*  
A Rabbi, a Priest, and a Reverend Offer Perspectives on Cannabis Use  
[https://www.daytonatimes.com/commentaries/a-rabbi-a-priest-and-a-reverend-offer-perspectives-on-cannabis-use/article\\_4d9b7214-ec52-11eb-a29c-4bd945478a14.html](https://www.daytonatimes.com/commentaries/a-rabbi-a-priest-and-a-reverend-offer-perspectives-on-cannabis-use/article_4d9b7214-ec52-11eb-a29c-4bd945478a14.html)
- **July 24, 2021** | *Medical Marijuana Program Connection*  
A Rabbi, a Priest, and a Reverend Offer Perspectives on Cannabis Use  
<https://mmpconnect.com/a-rabbi-a-priest-and-a-reverend-offer-perspectives-on-cannabis-use-the-florida-star/>

- **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  
[https://www.daytonatimes.com/commentaries/america-s-combat-nurse-campaigns-to-help-vets-fight-ptsd-with-cannabis/article\\_5ccd64d4-0720-11ec-bb44-67b57138e396.html](https://www.daytonatimes.com/commentaries/america-s-combat-nurse-campaigns-to-help-vets-fight-ptsd-with-cannabis/article_5ccd64d4-0720-11ec-bb44-67b57138e396.html)
- **August 27, 2021** | *News Break*  
'America's Combat Nurse' campaigns to help vets fight PTSD with cannabis  
<https://www.newsbreak.com/news/2354535437018/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  
<https://www.thefloridastar.com/articles/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/bc0fd32fe7adebac2f963756ab687aa9-Former-Combat-Nurse-Campaigns-To-Help-Vets-Fight-PTSD-with-Cannabis>
- **September 22, 2021** | *Westside Gazette*  
CBD a Promising Treatment Option for Children with Serious Ailments  
<https://thewestsidegazette.com/cbd-a-promising-treatment-option-for-children-with-serious-ailments/>
- **September 24, 2021** | *Daytona Times*  
CBD a Promising Treatment Option for Children with Serious Ailments  
[https://www.daytonatimes.com/news/florida/cbd-a-promising-treatment-option-for-children-with-serious-ailments/article\\_3d03143a-1d3e-11ec-8741-2fc700aa0dae.html](https://www.daytonatimes.com/news/florida/cbd-a-promising-treatment-option-for-children-with-serious-ailments/article_3d03143a-1d3e-11ec-8741-2fc700aa0dae.html)

- **September 24, 2021** | *News Break*  
CBD a Promising Treatment Option for Children with Serious Ailments  
<https://www.newsbreak.com/news/2383418214848/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  
<https://spotonflorida.com/northeast-florida/3134594/cbd-a-promising-treatment-option-for-children.html>

CONTACT US



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