

EDUCATE. LEARN. TALK.

FAMU

FLORIDA A&M UNIVERSITY
MEDICAL MARIJUANA EDUCATION
AND RESEARCH INITIATIVE

mmeri.famu.edu

Accomplishments

October 1, 2023 –
December 31, 2023

2Q

2Q

TABLE OF CONTENTS

2	Executive Summary	44	Appendix
3	MMERI Program Overview	45	Appendix A: MMERI Oversight Committee and Advisory Committee Members
3	Mission & Vision	45	Appendix B: MMERI Team
4	Program Components & Goals	46	Appendix C: Directory of Community Engagement and Outreach Partner Groups
5	2Q Snapshot MMERI Components and Accomplishments	48	Appendix D: Media Clips/ News Coverage/Links to MMERI Channels
7	Education	50	Contact Us
13	Community Engagement		
25	Communications		
43	Audience Reach & Engagement		

EXECUTIVE SUMMARY

MMERI's Multifaceted Approach Is Generating Success

“Multifaceted” aptly captures the essence of the MMERI team’s ability to establish connections and foster trust within multicultural and multigenerational communities, both within and beyond the borders of Florida. The success of Florida A&M University’s Medical Marijuana Education and Research Initiative hinges on our team’s strategic approach to public education, community outreach and partner relations.

Since its inception in 2019, MMERI has evolved into a highly esteemed and in-demand authority. The demand for education in the cannabis space grows every year, a fact that is borne out in Florida alone as registrations for medical marijuana cards continue to grow. At the end of 2023, the Florida Department of Health Office of Medical Marijuana Use (OMMU) reported 864,816 Floridians had obtained cards. Compared to its 2022 end of year report, this represents an increase of 86,035 registrations, or 11% over the previous year.

This surge confirms the need for the MMERI program to expand its statewide public education activities

around the lawful and unlawful use of cannabis in Florida. From our interactions with law enforcement, healthcare and medical professionals, educators, and experts on cannabinoids, we have learned that our public education initiatives are needed. We responded by proactively expanding our outreach, and innovating our engagement and communication strategies to meet the escalating demand for credible and educational cannabis information. Whether through virtual forums, in-person events, or training sessions, Floridians can depend on us to deliver information that enhances their comprehension of the legal and illegal applications of cannabis.

While there appears to be awareness of the distinction between legal medical cannabis and illegal marijuana in Florida, misconceptions and myths persist. This presents us with opportunities to educate those misinformed with factual information and, as you will see throughout this report, we are meeting the state’s multicultural and multigenerational population where they are to achieve this.



MMERI PROGRAM OVERVIEW

Florida Agricultural & Mechanical University (FAMU) is ranked as the number one public Historically Black College and University (HBCU) by U.S. News and World Report.

FAMU’s historic academic legacy is also evidenced in the following honors:

- Ranked in the Top 100 National Public Universities (U.S. News and Word Report)
- Top Producer of African American Degrees in Architecture, Engineering, Pharmacy/Pharmaceutical Sciences (Diverse Issues)
- Top HBCU Producer of African American Baccalaureate Degrees (Diverse Issues)
- Highly-Ranked as One of the Most Affordable Colleges in Florida (College Choice)
- Fulbright HBCU Institutional Leader (U.S. Department of State)
- Among the Top HBCUs for STEM Majors (TheHundred-Seven.org)
- Highly-Ranked Most Innovative School (U.S. News & World Report)
- Nationally Ranked for Online Excellence (Affordable College Online)

Given the University’s historical role in educating students, FAMU is uniquely positioned to educate Florida’s multicultural populations about medical marijuana in accordance with its legislative mandate.

MISSION

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

VISION

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



MMERI PROGRAM COMPONENTS



EDUCATION

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



COMMUNITY ENGAGEMENT

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



COMMUNICATIONS

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

GOALS

Educate Florida’s multicultural communities about medical marijuana and the impact of the unlawful use of marijuana

Increase the body of research that promotes and advances knowledge about medical marijuana and the impact of the unlawful use of marijuana

Conduct ongoing assessment and evaluation of the effectiveness and impact of the MMERI program



SECOND QUARTER SNAPSHOT

7 EDUCATION
13 COMMUNITY ENGAGEMENT
25 COMMUNICATIONS



EDUCATION

Florida A&M University is nationally recognized for its outstanding role in educating students. Through the Medical Marijuana Education and Research Initiative, the University plays a significant part in educating Florida’s multigenerational and multicultural populations about medical marijuana and the impact of the unlawful use of marijuana. On the following pages are notable public education initiatives that took place during the second quarter Fiscal Year 2023–2024.

[Back to Table of Contents](#)



MMERI BY THE NUMBERS

October 1, 2023 - December 31, 2023

35,000

MMERI PUBLIC EDUCATION

WEBSITE VISITORS



Individuals who visited the Medical Marijuana Education and Research Initiative website

38,000 **MMERI ON-DEMAND** SITE VISITORS

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



214 **MMERI ON-DEMAND** SUBSCRIBER VIEWS

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

31 **MMERI ON-DEMAND** SUBSCRIBERS

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



National Interdisciplinary Cannabis Symposium Showcases FAMU MMERI

“Educating One Another,” the theme of the second National Interdisciplinary Cannabis Symposium, set the stage for the MMERI team to highlight their work in Florida and engage with representatives of diverse professions from across the country.

Attendees included judges, lawyers, physicians, drug court and drug testing professionals, members of the law enforcement and academia communities, human resources specialists, and many others who share a wide array of interests in cannabis education.

During the four-day conference a MMERI team member moderated a panel discussion entitled “Cannabis: The Good, the Bad, and the Ugly,” sparking a lively conversation on cannabis as a viable medical treatment option, the health risks it could pose some users, and the criminal aspects of using unregulated marijuana.

The three-member panel included a familiar name and face to MMERI, Dr. Joseph Rosado, a medical marijuana qualified physician who practices in Central Florida. He was a guest on the MMERI’s *Conversations on Cannabis* Virtual Forum and has provided resources to the statewide public education initiative.



Community Education Partners Help MMERI Reach and Educate People Where They Are

As part of an effort to grow our community education partners, MMERI launched an initiative with Florida Memorial University (FMU) to teach cannabis education with a unique approach — peer-to-peer engagement.

The MMERI team provided resources and materials to an FMU student cohort to facilitate education sessions with their peers. The peer educators conducted 15 presentations on FMU’s campus, at a high school, and at a health fair. They engaged 571 youth and young adults in Miami Gardens and North Miami Beach.

MMERI’s community education partnerships generate new methods and models of education and engagement to reach multicultural and multigenerational audiences across the state.

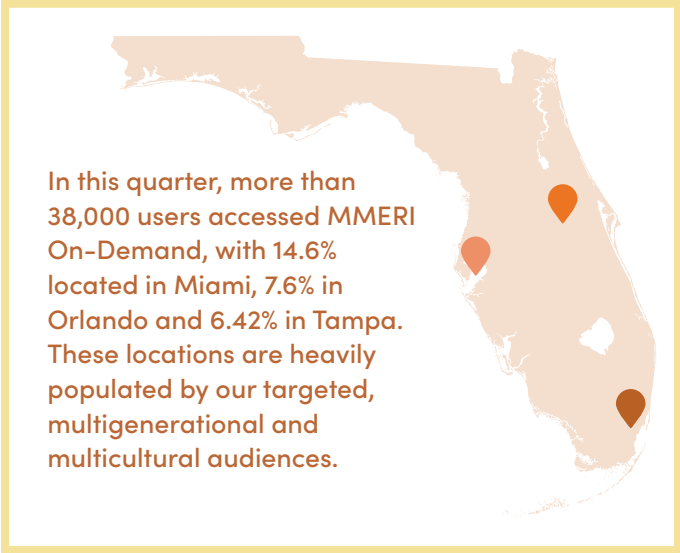


MMERI On-Demand Highlights

Visitors to MMERI’s online education platform experienced a new way to learn about cannabis. This quarter, new OnDemand modules covered topics ranging from drug testing and detection, to cannabis as a treatment of pain, and men’s mental health. The platform provides Floridians and others interested in learning about cannabis access to nearly 50 modules covering various topics.

New Modules Added This Quarter

- Drug Testing and Detection
- Cannabis and Pain Modalities
- Cannabis and Men’s Mental Health



Can Cannabis Use Cause Mental Health Issues?

The answer: It depends, there is still so much to understand about why certain mental illnesses occur in certain people. The [relationship between cannabis use and mental illness](#) is not always clear.

For men, having a mental illness and seeking help for it can carry a heavy stigma. But [just as many men](#) suffer from mental illness as women, and some diseases impact more men than women. Men are also much less likely to have received mental health treatment than women.



Additionally, a [recent study](#) found that early, frequent, and heavy marijuana use can put you at increased risk of developing schizophrenia, especially if you're a man between the ages of 18-30. The study looked at detailed health records of more than 6 million people over the course of 50 years.

In this module, we will explore what kinds of marijuana use could lead to mental health issues, including the development of schizophrenia.

What is Schizophrenia?

Schizophrenia is a serious mental illness that impacts how a person thinks, feels, and behaves. It usually appears in your early 20s, but there is good news—on a whole, it is a rare illness that affects less than 1% of the population in the United States.*



The study referenced above found strong evidence of a link between cannabis use disorder and the development of schizophrenia, and the link was stronger among young men than among young women.

According to the Centers for Disease Control (CDC), people with cannabis use disorder can't stop using cannabis even if it causes health or social problems in their lives.

But what could cause this link between heavy marijuana use and increased risk of schizophrenia? The answer likely has something to do with how and when your brain develops.

*Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6888882/>

Marijuana Use and Brain Development

Did you know that your brain is not fully developed until your mid-20s? The area right behind the forehead, the prefrontal cortex, is the last part of the brain to mature. This area controls planning, the ability to make good decisions, and helps us think before we act.

Pain Management and Medical Cannabis

More and more people are seeking out medical cannabis to treat different types of pain, particularly chronic pain. But experts in the medical community haven't yet come to a consensus about whether medical cannabis is an effective pain management treatment.

According to the Centers for Disease Control & Prevention (CDC), studies on medical cannabis for pain management are inconclusive. Some studies suggest, however, that medical cannabis can help when treating neuropathic pain, which is pain brought on by nerve damage.

In this module, we will explore medical cannabis and pain management treatment issues.




Cannabis Delivery Methods & Pain Management

Let's start with some basic information about pain and treatment options to relieve pain, including medical cannabis. There are different approaches and techniques that a medical professional can take to manage or treat pain in their patients. The different approaches are known as **pain management modalities**.

For example, while a chiropractor might use a TENS (transcutaneous electrical nerve stimulation) machine, a battery-powered device that delivers electrical impulses through electrodes to treat pain, another clinician might recommend medical cannabis.

Expand the bars below to learn more about the different delivery methods and their efficacy.

CBD OIL

CBD Oils

CBD (Cannabidiol) oil is an increasingly popular natural remedy. It's derived from cannabis, and it's made by extracting it from the cannabis plant before mixing it with an oil such as hemp or coconut oil. CBD oil can be added to food or you can place drops under your tongue.

Some studies indicate that CBD targets the endocannabinoid system, where it reduces inflammation. Additionally, it interacts with neurotransmitters in the brain, making it potentially effective at managing chronic pain for those with rheumatic diseases like fibromyalgia.

The FDA (Food and Drug Administration) approved the CBD product, Epidiolex, for the treatment of several seizure disorders. These disorders include seizures caused by tuberous sclerosis complex (TS), a rare genetic disease that causes benign tumors to develop in the brain and other body areas, causing pain and other issues.

Additionally, there is some evidence that CBD may be effective in improving the symptoms of other neurological conditions like Parkinson's Disease, Huntington's Disease, Autism Spectrum Disorder (ASD), and motor disorders such as Cerebral Palsy.

According to the CDC, using CBD products is not without risk, as the FDA currently has limited data on CBD safety. The CDC recommends that you carefully consider the possible risks of using CBD for pain management before deciding on it as your preferred treatment option. Possible side effects include damage to the liver and negative interaction with other drugs.

- [Pharmaceutical Considerations for Use of Cannabinoids to Relieve Pain in Patients with Malignant Diseases](#), National Library of Medicine, 2018.
- [Cannabidiol Use for Fibromyalgia: Prevalence of Use and Perceptions of Effectiveness in a Large Online Survey](#), National Library of Medicine, 2021.
- [FDA Approves New Indication for Drug Containing an Active Ingredient Derived from Cannabis to Treat Seizures in Rare Genetic Disease](#), FDA News Release, 2020.
- [Role of Cannabidiol in Neurological Disorders](#), National Library of Medicine, 2021.
- [Marijuana and Public Health](#), Centers for Disease Control and Prevention, 2022.

VAPING

EDIBLES

TOPICALS

Easing Ailments

The use of medical cannabis to treat certain conditions has been legal in Florida since 2017. Many other states have also enacted laws to legalize cannabis as medical treatment, and legalization is driving an increase in studies about how cannabis impacts the body. In particular, scientists are beginning to study the effects of cannabis on the body's endocannabinoid system (ECS). ECS functions in the body by helping to regulate appetite, immune responses, digestion, memory, metabolism, sleep, and pain.



2Q

COMMUNITY ENGAGEMENT

This initiative positions MMERI to educate, learn and talk about cannabis with multigenerational and multicultural communities across the state. To reach target populations, MMERI initiates activities, builds and expands relationships and partnerships, and collaborates with leaders, community groups, faith-based organizations, educational institutions, and others. These partnerships help raise MMERI's profile as a trusted source of information and education about the state's cannabis laws, particularly in multicultural communities.

[Back to Table of Contents](#)

MMERI BY THE NUMBERS

October 1, 2023 - December 31, 2023



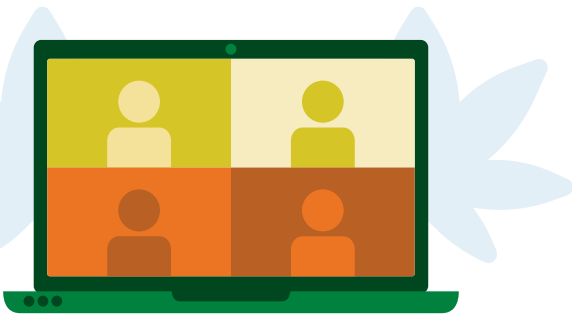
1 MILLION
ATTENDEES

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



31
OUTREACH
EVENTS

1,846 TOTAL
VIEWS



3 CONVERSATIONS ON CANNABIS
VIRTUAL FORUMS

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

20,000
PARTICIPANTS



45 COMMUNITY ENGAGEMENTS

In collaboration with community partners and organizations

OUTREACH EVENTS

MMERI On The Move

During the second quarter, the MMERI team leveraged partnerships with community-based organizations, business and industry associations, and the largest multimedia company in the United States to participate in events and programs that reached thousands of multicultural and multigenerational attendees. During these in-person and virtual events, team members engaged audience members and facilitated conversations about cannabis.

October 8, 2023 • Miami 2023 Miami Carnival

The MMERI team engaged attendees at Miami Carnival 2023, the largest celebration of Caribbean culture in the United States. Thousands attended the final day of Carnival at the Miami-Dade County Fairgrounds, where MMERI staffed a booth that offered visitors information on medical marijuana and Florida marijuana laws in multiple languages, including Creole and Spanish. Our interactions with attendees helped to raise awareness of the MMERI program among minority groups that are challenging to reach due to language barriers.

October 11, 2023 • Fort Pierce Association of Pretrial Professionals of Florida

For the second time in 2023, the MMERI team was invited to address members of the Association of Pretrial Professionals of Florida (APPF). MMERI was a guest speaker at an APPF conference held in Pensacola over the summer, an engagement that was so well received by attendees that we were asked to make a presentation at the group's meeting in Fort Pierce. Attendees of the latest APPF event also commended MMERI for an informative discussion on medical marijuana and expressed a desire to use us as a resource.



October 25, 2023 • Tallahassee Beauty and Wellness Expo

The MMERI team made a return engagement at the FAMU Homecoming Beauty and Wellness Expo, an annual event that features various state and community service organizations. The focus of MMERI's partnership in the expo is to advocate for healthy living and physical and mental well-being within the campus community. The event was held at the FAMU Grand Ballroom.



October 28, 2023 • Tallahassee FAMU Homecoming Game

MMERI joined forces with FAMU's nursing staff and Tanya Tatum, Director of Student Health Services, to distribute 1,000 fans during the Rattlers Homecoming game at Bragg Memorial Stadium. The fans were emblazoned with information about MMERI and included a QR code linked to MMERI's website.



October 29, 2023 • Tallahassee Tallahassee Nights Live

The MMERI team concluded its FAMU Homecoming outreach efforts on Oct. 29 with an appearance at the Tallahassee Nights Live show. Introduced to the audience, the MMERI staff addressed the large crowd attending the music group's performance.



November 1, 2023 • Tallahassee Student Library Outreach

The MMERI team found a great spot to educate college students about cannabis — the campus library. Dozens of students engaged with the MMERI team to talk about the resources available through the MMERI program, and learn about Florida's marijuana laws.



OUTREACH EVENTS

(CONT'D)

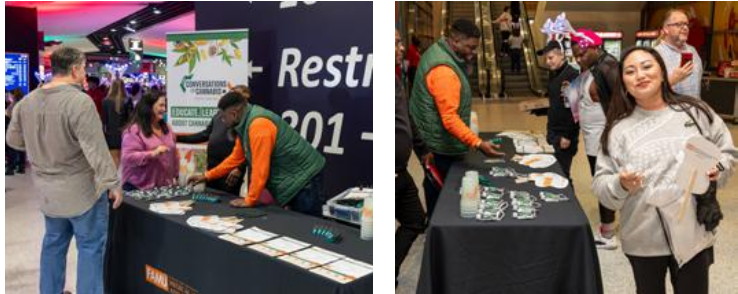
November 10, 2023 • West Palm Beach
Fall Wine Tasting & Charcuterie Event

The MMERI team traveled to West Palm Beach to provide cannabis use education at the Fall Wine Tasting & Charcuterie event. While vendors offered their amazing wines and food to attendees, MMERI team members handed out informational pamphlets and engaged with visitors to our booth.



November 12, 2023 • Fort Lauderdale
American Pot Story: Oaksterdam

MMERI participated in the premiere of “American Pot Story: Oaksterdam,” a highly praised documentary film that tells the unknown story of the origins of the cannabis legalization movement in the United States. The film commemorates the handful of people who, against great odds and at considerable risk, opened in Oakland, Calif., the first cannabis college, Oaksterdam University, and fought to get on the state ballot a voter initiative that would legalize marijuana.



December 16, 2023 • Miami
Jingle Ball Tour

The Jingle Ball Tour stands out as one of the most festive music events of the holiday season, showcasing performances by some of the biggest artists of the year. The MMERI team and brand made a notable presence at the Jingle Ball event in Miami. They operated booths, initiated conversations with concert attendees about Florida’s cannabis laws, and also distributed educational materials.

Approximately 12,000 people attended Jingle Ball Miami.



December 20 & 21, 2023 • Tallahassee
TCC Capital City Holiday Classic

The MMERI team participated in the Capital City Holiday Classic held in Tallahassee, where Florida high school basketball teams competed. This event gave the MMERI team a chance to connect with parents and promote awareness regarding illicit marijuana use. We distributed flyers addressing concerns about edible cannabis-infused products that are designed to mimic popular candy brands.



OUTREACH EVENTS

(CONT'D)

December 27, 2023 • Miami
Miami-Dade Chamber of Commerce
Holiday Gala

The 18th annual Miami-Dade Chamber of Commerce Holiday Gala provided a platform for the MMERI team to highlight the program’s mission and successes among members of South Florida’s business community.



COMMUNITY ENGAGEMENT

Leveraging MMERI’s Expanded Partner Network

Organizations in communities across the state recognize MMERI as a trusted leader in providing public education and information about cannabis. Through its expanding partner network, MMERI participated in or provided educational resources for the following engagements during the quarter.


10/10 • Madison, FL	29 participants	
Bankhead Outreach		
10/13 • Perry, FL	77 participants	
Community Fish Fry		
10/13 • Havana, FL	33 participants	
Havana Library Community Education		
10/15 • Havana, FL	45 participants	
Salem AME Church Engagement		
10/24 • Havana, FL	50 participants	
Quincy Library Community Education		
10/24 • Havana, FL	60 participants	
Chattahoochee Library Community Education		


10/27 • Quincy, FL	250 participants	
Gadsden County Sheriff Breast Cancer Awareness Event		
10/27 • Quincy, FL	95 participants	
Havana CDC Breast Cancer Awareness Event		
10/31 • Miami Gardens, FL	109 participants	
Transparent Conversations Class Discussion at Florida Memorial University		
11/02 • Miami Gardens, FL	31 participants	
Transparent Conversations Class Discussion at Miami Carol City High School		
11/02 • Miami Gardens, FL	115 participants	
Transparent Conversations Class Discussion at Florida Memorial University		
11/04 • Quincy, FL	75 participants	
Quincy Blues and Brews BBQ Event Engagement		
11/07 • Quincy, FL	28 participants	
Quincy Library Community Education		


11/08 • North Miami Beach, FL	115 participants	
One Healthy Reason Conference & Health Fair at Florida International University		
11/11 • Gadsden, FL	150 participants	
Gadsden Annual Wildlife Festival		
11/14 • Havana, FL	25 participants	
Havana Public Library Community Education		
11/25 • Quincy, FL	35 participants	
Walmart Blood Donation Event		
11/29 • Miami, FL	32 participants	
Transparent Conversations Class Discussion at Florida Memorial University		
11/30 • Miami Gardens, FL	39 participants	
Transparent Conversations Class Discussion at Florida Memorial University		
12/04 • Miami Gardens, FL	59 participants	
Transparent Conversations Class Discussion at Florida Memorial University		



COMMUNITY ENGAGEMENT (CONT'D)


12/06 • Miami Gardens, FL 71 participants 
Transparent Conversations Class Discussion
at Florida Memorial University


12/09 • Quincy, FL 110 participants 
Quincy Holiday Parade

12/09 • Havana, FL 215 participants 
Havana Winter Festival

12/12 • Havana, FL 21 participants 
Havana Public Library
Community Education

12/13 • Havana, FL 30 participants 
Superior Hair Design Event

12/14 60 participants 
Madison/Taylor/Jefferson, FL
Tri-County Holiday
Community Engagement

12/15 • Greenville, FL 35 participants 
Knowledge Empowerment Day

12/22 • Havana, FL 65 participants 
Havana CDC Community Outreach Event

“ I think it is extremely important to inform our youth about how Cannabis works in the body. Education regarding plant medicine is key. ”
Conversations on Cannabis participant

MMERI Multilingual Street Teams Engage Hard-to-Reach Audiences

MMERI’s media and community outreach partners shared information about the MMERI program with multicultural and multigenerational populations spread out across Florida.

Trained, multilingual street teams reached key audiences by visiting local establishments, including bars, clubs, churches, malls, train/bus stations, festivals, sports venues, and community events. At these venues, team members discussed legal and illegal marijuana uses with people from African American, Caribbean, Hispanic, Native American, and Asian communities.

OUTREACH LOCATIONS

- During this quarter, the street teams toured:
- North Miami
 - Hialeah
 - Miami Gardens
 - Little Haiti
 - Wynwood
 - Fort Myers
 - Port Charlotte
 - Cape Coral
 - Clewiston
 - Pahokee
 - Belle Glade

VIRTUAL FORUMS

Conversations on Cannabis
Virtual Forum (October,
November, December)

Conversations on Cannabis virtual forums invite viewers to engage program guests in discussions on medical marijuana and the impact of the unlawful use of marijuana. Live-streamed on Facebook and YouTube, each program features experts in fields such as health care, business, law enforcement, theology, and other professions.

1,846 viewers tuned in to the
Conversations on Cannabis Virtual
Forums on MMERI’s Facebook and
YouTube pages this quarter.

“Excellent discussion!”



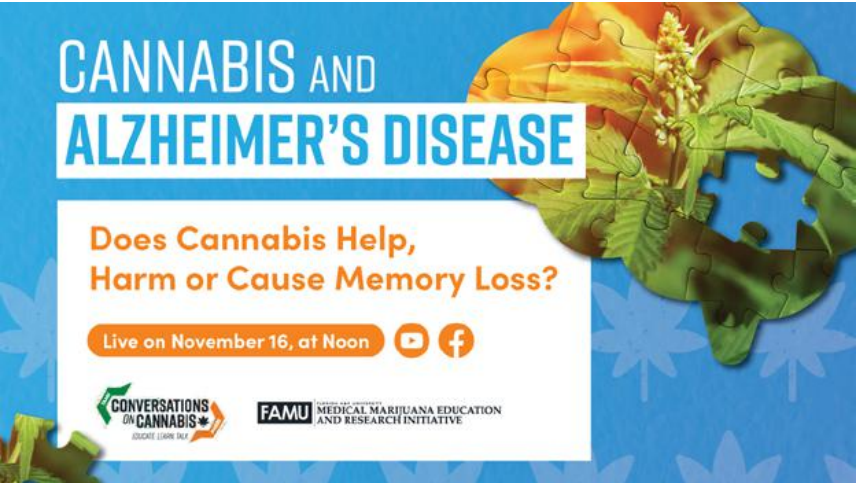
October 26, 2023
Cancer and Cannabis Awareness:
Why More Patients Are Trying Medical Cannabis Treatments

Cannabis and CBD are increasingly acknowledged for their efficacy in alleviating the distressing side effects of cancer treatments. This forum featured Dr. Johnny Bernard, a certified radiation oncologist, cancer patient Stefanie Suriel, and Dr. Mandip Singh Sachdeva, a professor of pharmaceutical sciences at Florida A&M University. Ms. Suriel said she switched from post-chemo treatment pharmaceuticals to THC-infused CBD products to help ease pain, suppress nausea and stimulate her appetite. Dr. Mandip and Dr. Bernard agreed that adjusting THC levels and combining them with other cannabinoids, such as CBD, can reduce the likelihood of experiencing unwanted side effects from medical cannabis.

“Excellent guest! Great information.”

November 16, 2023
Cannabis and Alzheimer’s Disease:
Does Cannabis Help, Harm or Cause Memory Loss

Cannabis and CBD show promise in alleviating symptoms of Alzheimer’s disease, according to a 2021 review in the National Library of Medicine. In this forum, Dr. Kyron Tamar, a medical marijuana qualified physician in Central Florida, asserted that medical cannabis and CBD not only help to relieve symptoms of Alzheimer’s but could also prevent the onset of the disease. He referred to cannabis as “AAARP — anti-aging, anti-inflammatory, antioxidants, and restorative and protective.” Dr. Tamar emphasized the importance of discovering the optimal combination of THC, CBD, and CBG, which are accessible with a medical marijuana card, to provide relief for Alzheimer’s patients.



“Thank you for those wonderful answers, it’s really helpful.”

December 14, 2023
Is Your Child Getting High?
Learn the Signs and How to Get Help

Parents should be careful not to mistake the warning signs of habitual marijuana use for ordinary adolescent behavior in their children. Jo McGuire, founder and executive director of the National Drug and Alcohol Screening Association, shared how she discovered that her son was suffering from cannabis abuse disorder. Ms. McGuire, Bill Lynch, a clinical pharmacist, and Brittany Payne Bruce, a licensed mental health counselor, discussed their commitment to educating teens and their parents about the risks of marijuana use at an early age. Parents were encouraged to observe behavioral changes, maintain non-judgmental communication, and seek professional help if needed.





2Q

COMMUNICATIONS

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

MMERI BY THE NUMBERS

October 1, 2023 - December 31, 2023



10.5 MILLION RADIO SPOTS
Aired in 10 major media markets

87
MILLION
IMPRESSIONS



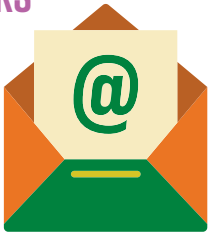
11,863 TELEVISION SPOTS
Aired in 10 major media markets

10
MILLION
IMPRESSIONS

5.7 MILLION
IMPRESSIONS

9 E-NEWSLETTERS
(ENGLISH/SPANISH)

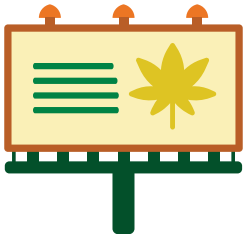
Sent monthly to
provide timely
information about
MMERI programs
and initiatives



4.6 MILLION
IMPRESSIONS

12 PRINT
AND DIGITAL
BILLBOARDS

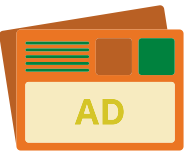
Placed in high
traffic areas in 3
metro markets



2.2 MILLION
IMPRESSIONS

96 PRINT ADVERTISEMENTS

Published in 21
Minority-owned
Media News &
Magazine Outlets



2.2 MILLION
IMPRESSIONS

61 NEWS ARTICLE PLACEMENTS

Published in 21
Minority-owned
Media Print
Newspapers



1 MILLION+
PROMO ITEMS

Distributed by MMERI partners and
street teams at events across Florida

3

STATEWIDE
CAMPAIGNS

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





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

During the second quarter, MMERI launched three new campaigns about marijuana use — a topic many people, especially those in multicultural communities, are reluctant to discuss in public. These campaigns began with the monthly *Conversations on Cannabis* live virtual forums that prompted an open dialogue about medical marijuana edibles and concentrates, cannabis as a cancer treatment, and cannabis as a treatment for Alzheimer’s patients. Forum discussions featured knowledgeable guests and interactions with virtual audience members.

MMERI expanded the reach of the campaigns by leveraging partnerships with large media groups and minority-owned media outlets across the state. These partners used multiple media channels — traditional, digital and social media — to deliver information and resources to Floridians in English, Spanish and Haitian-Creole.

The following are summaries of the campaigns and marijuana education information shared by subject matter experts.



Tasty THC: Medical Marijuana Edibles and Concentrates

Take a cautious approach to consuming cannabis products

Edible cannabis products like gummies, desserts and beverages may be tasty, but they should not be treated as snacks. When using edibles, it’s best to proceed with caution and under the guidance of a medical marijuana qualified physician.

In the October campaign, Dr. Uma Dhanabalan, a family physician who is widely respected as an educator of cannabis and its therapeutic uses, led a discussion on benefits and potential risks of consuming THC-infused edibles. Lending their views on the topic were Jacquie Cohen Roth, MS, founder and CEO of CannabizMD and Tea Pad, and Dominique Gibson, a Jacksonville chef with expertise in cooking with cannabis.

The upshot of their conversation was edibles take time — maybe as much as two hours — to be absorbed in the body. Dr. Dhanabalan stressed that cannabis use should be “personalized” because the drug’s efficacy varies from one person to the next.

“When it comes to the edibles, COAs [certificates of analysis] also have the nutrition facts listed for people that may have allergies.”

Dominique Gibson
Chef with Expertise in Cooking with Cannabis



“So, the best thing to do is if you’ve had too much cannabis is just chill out, literally chill out. My recommendation is always to have some CBD tincture on hand that will get into your system very quickly and help offset too much THC in your system.”

Jacquie Cohen Roth
CEO of CannabizMD and Tea Pad



“They’re yummy, and you don’t want to stop with one little morsel. You want to eat the whole dag-gone thing, but you don’t know the effects of it. And before you know it, it’s a really bad experience.”

Dr. Uma Dhanabalan
Family Physician and Educator of Cannabis and Its Therapeutic Uses





Cannabis as a Treatment for Cancer

It can be used to relieve pain, treat anxiety, and sleeplessness


Many cancer patients are turning to cannabis instead of using powerful pharmaceuticals to relieve pain and help them cope with other side effects from the treatments they undergo.

In the November campaign, Dr. Johnny Bernard, a board-certified radiation oncologist, said he originally didn't believe cannabis could be used for medicinal purposes. But cancer patients who were using it to relieve pain and nausea, stimulate their appetites and help them sleep influenced him to become a medical marijuana qualified physician.

Terminal cancer patient Stefanie Suriel related her personal story of eschewing post-chemo treatment pharmaceuticals in favor of using THC-infused and cannabidiol (CBD) products, a decision she credited with improving her quality of life. Dr. Mandip Singh Sachdeva, professor of pharmaceutical sciences at Florida A&M University, added that research he has conducted has shown cannabidiols can suppress the growth of tumors.

“I was really amazed how CBD and CBG [cannabigerol] and CBC [cannabichromene] could overcome resistance of doxorubicin [chemotherapy]-resistant breast cancer cells. I found that when I use the right combination, the tumor does not grow anymore.”

Dr. Mandip Singh Sachdeva
Professor of Pharmaceutical Sciences,
Florida A&M University



“I’ve seen people go through cancer treatments using and people not using [cannabis], and the people who go through it using tend to do much better than the people who are not, or just using prescription medications.”

Dr. Johnny Bernard
Board-Certified Oncologist and
Medical Marijuana Qualified Physician



“The quality of life that I have been able to maintain for five years is one of the main reasons why I’ve been able to keep such a strong outlook while dealing with being in treatment for such an extended amount of time.”

Stefanie Suriel
Terminal Cancer Patient



Cannabis as a Treatment for Alzheimer’s Patients

Medical marijuana, CBD help alleviate symptoms

Cannabis and CBD are gaining support in the medical community as possible medications for treating symptoms of Alzheimer’s disease, such as agitated behavior and insomnia.

The December campaign raised awareness of a National Institutes of Health article, published in 2021, that said, “The use of marijuana and THC has demonstrated significant therapeutic potential” in treating Alzheimer’s disease. Dr. Kyron Tamar, a medical marijuana qualified physician practicing in Central Florida, wholeheartedly supported that statement.


Dr. Tamar also recommended using CBD as a preventive measure, saying it protects the brain and helps improve mental focus. Under Florida’s medical marijuana law, caregivers must meet specific requirements to assume the responsibility of administering recommended treatments to Alzheimer’s patients.

“Cannabis is AAARP —

- Anti-aging
- Anti-inflammatory
- Antioxidant
- Restorative
- Protective

”

Dr. Kyron Tamar
Medical Marijuana
Qualified Physician



“Smoking marijuana used to be part of my everyday life. I truly enjoyed it, but it began to be too much so I quit. I suffer from chronic arthritis, and it was a very terrible time in my life. I found CBD and everything changed. I am an advocate for all who need marijuana because I have wholeheartedly felt its positive effects. I would just love to learn more about it.”

Conversations on Cannabis participant



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

E-NEWSLETTERS

Maintaining Constant Contact with Audiences Through News on Marijuana in Florida and Across the Country

Consumer-focused e-newsletters and e-blasts with educational information about cannabis are distributed monthly in English and Spanish. *Conversations on Cannabis* e-newsletters highlight monthly campaign subject matter expert(s) talking about an issue or concern, feature the latest marijuana news in Florida and from around the country, and include a section on comments from people who have engaged with MMERI through our community engagement activities. MMERI has recorded an increase in e-newsletter recipients, noticeable audience engagement, and positive feedback from stakeholders.

IN THIS ISSUE

Cancer and Cannabis Awareness

Cannabis Edibles May Be Tasty but Should Be Consumed with Caution

How to Get a Florida Medical Marijuana ID Card

CANCER & CANNABIS AWARENESS

Why More Cancer Patients Are Trying Medical Cannabis Treatments

As more people with cancer try cannabis to help manage their symptoms, some studies suggest various benefits, while others reveal the dangers of using the plant to counteract the side effects of radiation and chemotherapy.

Join the next *Conversations on Cannabis* live virtual forum on Thursday, October 26, at noon to hear health experts and a patient share their experiences with cannabis treatments for cancer.

[CLICK HERE TO REGISTER](#)

CONVERSATIONS ON CANNABIS

EDITION NO. 42

EDUCATE. LEARN. TALK.
ABOUT CANNABIS IN FLORIDA. DECEMBER 2023

IN THIS ISSUE

Is Your Child Getting High?

Cannabis and CBD Could Help Relieve Alzheimer's Symptoms

How to Get a Florida Medical Marijuana ID Card

Is Your Child Getting High?

Learn the Signs and How to Get Help

Join the next *Conversations on Cannabis* live virtual forum on Thursday, December 14, at noon to hear parents and healthcare experts share the best ways to help your child.

Live on December 14, at Noon

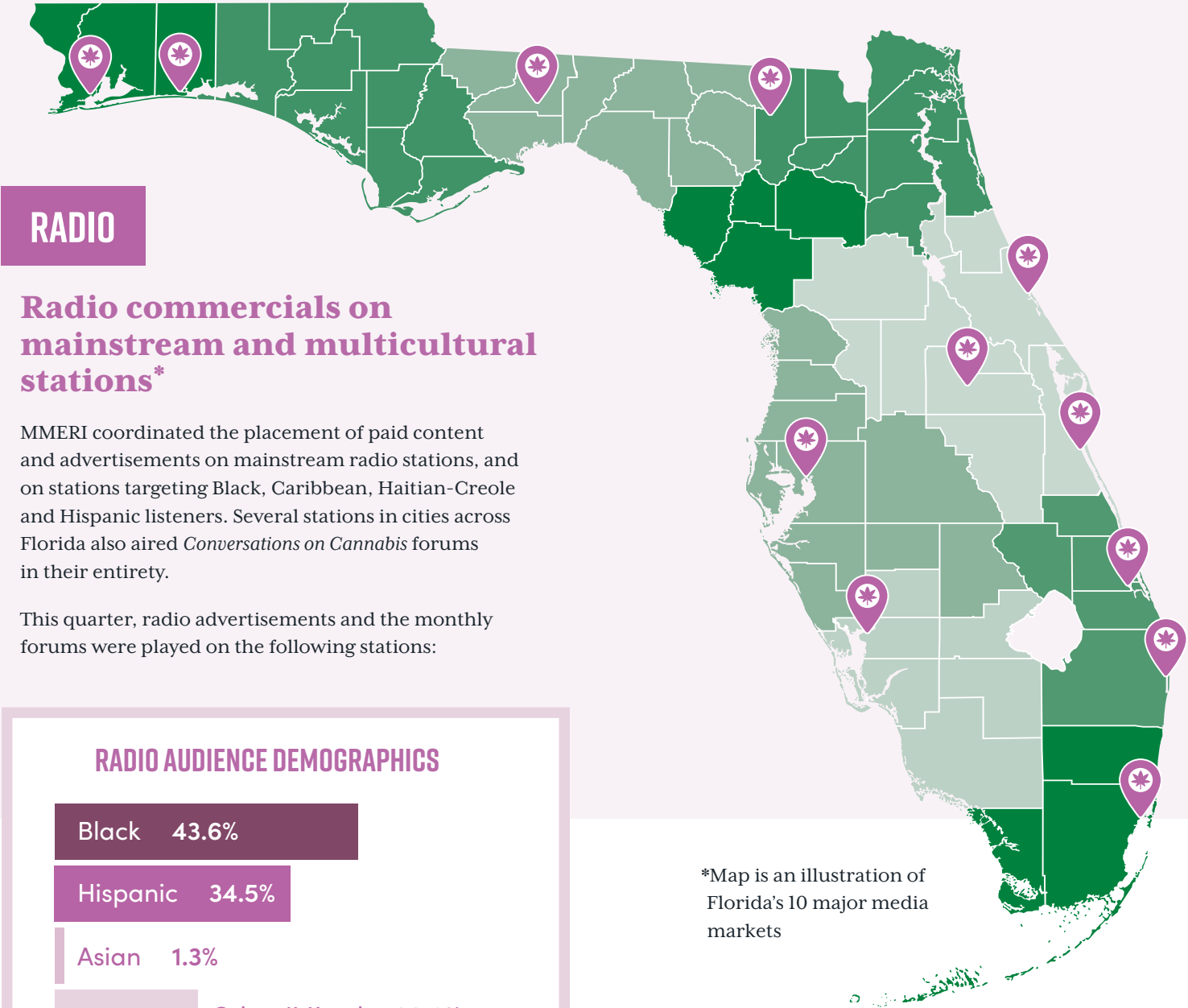
[CLICK TO REGISTER](#)

EDUCATE

Cannabis and CBD Could Help Relieve Alzheimer's Symptoms

Heidi Otway

DR Kyrin Tamar



TELEVISION

Television Commercials

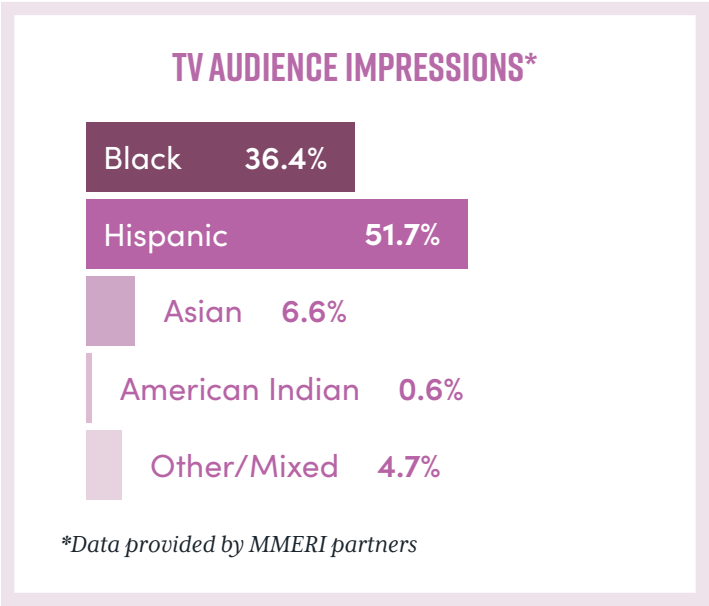
Television commercials in English and Spanish blanketed the state's airwaves with information about the MMERI program, monthly campaign topics and public education related to medical marijuana and the impact of the unlawful use of marijuana.

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

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

The estimated potential television reach statewide from October through December 2023 was 10 million viewers.

Of those estimated television viewers, 1,695,905 were African American; 2,408,363 Hispanic; 5,458,585 White; 309,493 Asian; 29,502 American Indian, 219,327 Other/Mixed.



“ Educate, embrace & empower. ”
Conversations on Cannabis participant



MMERI PODCASTS

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

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

PRINT ADS & NEWS ARTICLES

Magazine Outreach

MMERI engaged top lifestyle magazines targeting multicultural populations during the second quarter. The publications – Caribbean Today Magazine, Onyx Magazine – are based in South and Central Florida, and their readership is primarily Black and Caribbean communities.



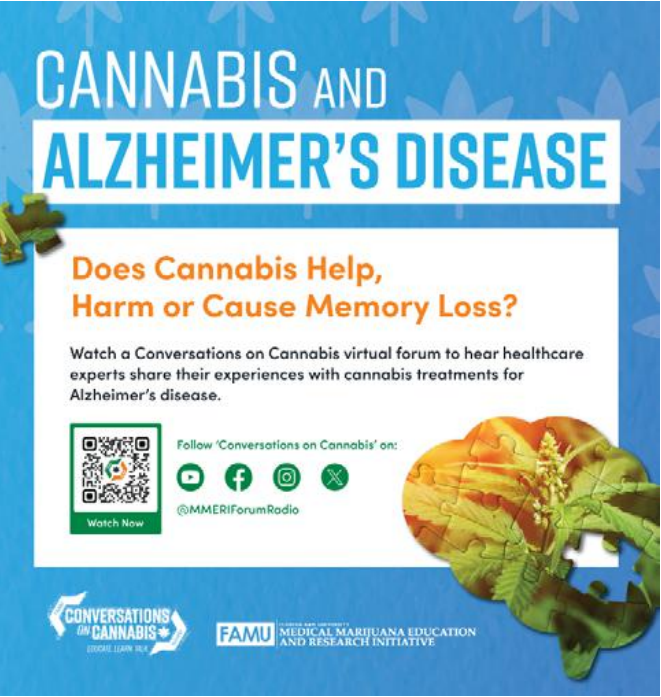
Newspaper Outreach

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

PRINT AUDIENCE IMPRESSIONS*

Black	79.53%
Hispanic	18.87%
Other/Mixed	1.6%

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



BILLBOARD CAMPAIGNS

MMERI Billboards Drive Cannabis Education

In an effort to broaden educational impact, MMERI launched a billboard campaign this quarter. The outdoor displays were placed in high-traffic roads and highways in Jacksonville, Orlando and Tampa.

This initiative was driven by MMERI's commitment to leverage all forms of multimedia to inform and educate the public on crucial matters related to cannabis consumption — especially the potential risks and state laws. Through widespread visibility, MMERI aimed to raise awareness and encourage responsible practices among the residents of Florida.

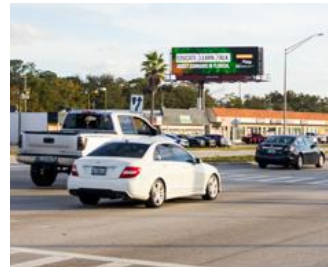
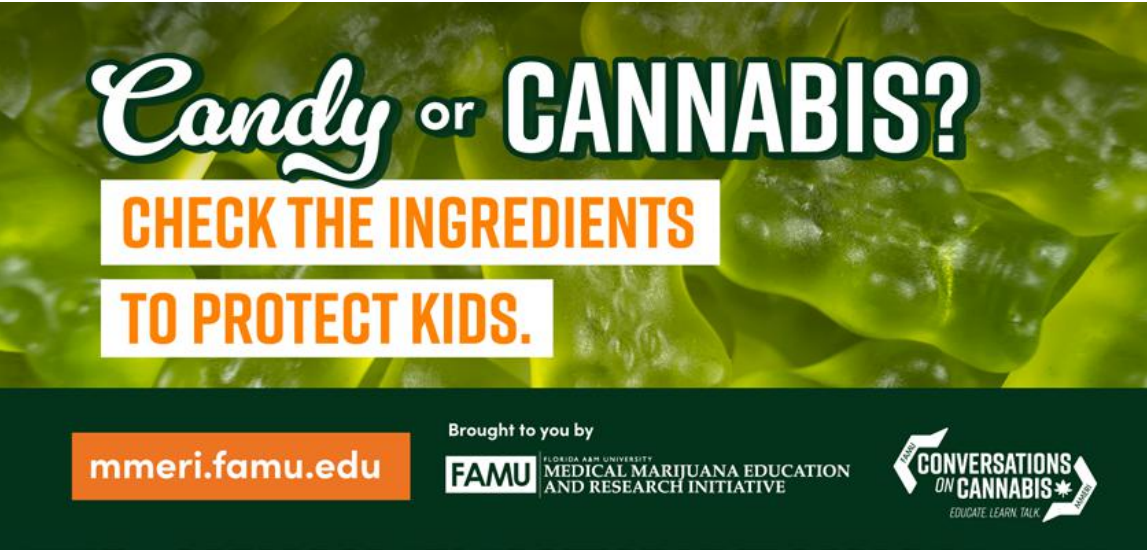
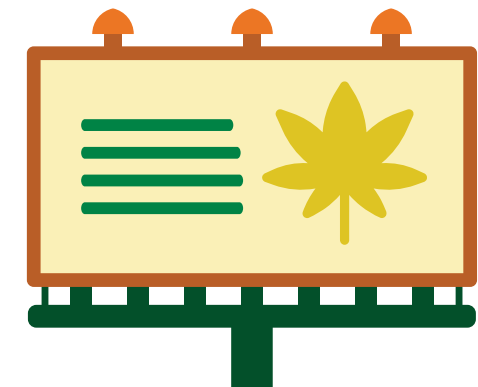
Each billboard communicated a series of key messages to the public. One billboard showed how to distinguish between common candies and cannabis-infused products, with a focus on protecting children from unintentional exposure. A second billboard aimed to encourage active conversations about cannabis use in Florida to help remove stigmas. The third billboard emphasized state law, specifically that recreational cannabis remains illegal in the state of Florida.

In less than 90 days, the billboard campaign generated more than four million impressions, exceeding its estimated reach.

JACKSONVILLE
2.1 MILLION IMPRESSIONS

TAMPA
1.7 MILLION IMPRESSIONS

ORLANDO
826,198 IMPRESSIONS



PROMOTIONAL CAMPAIGNS

Statewide Promotions and Special Events by MMERI Partners

MMERI was featured in multimedia promotional campaigns for various events and activities held in cities around the state. The promotions were designed to raise brand awareness and prompt audiences at the following events to participate in MMERI's education programs and forums.

October	November
<ul style="list-style-type: none">• Q4 Cash Contest• Legacy Magazine Gala• Tallahassee Nights Live• DRT Brain Love Event• Fiesta Latina• 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	<ul style="list-style-type: none">• iHeartRadio Jingle Ball• Association of Pretrial Professionals• Miami Dade Holiday Gala• Tallahassee Nights Homecoming Edition• Q4 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• Clinical Outcomes Research Conference

December	
<ul style="list-style-type: none">• iHeartRadio Jingle Ball• Miami Dade Chamber of Commerce 18th Annual Gala• Capital City Classic• Q4 Cash Contest• Enrique Morning Show Contest Feature	<ul style="list-style-type: none">• The Breakfast Club Show Feature• Local Clout Sponsorship• BIN (Black Information Network)• TTWN Promotion• Live Forum Awareness Campaign

MMERI’S Online Fan Base Gets a Boost with Contests

MMERI was featured on a media partner’s social contest platform as a value-add in a statewide advertising campaign. Exposure from the Ultimate Giveaway contests helped increase the fan base and followers on MMERI’s social media, including Facebook, Instagram and YouTube. Contest promotions throughout the quarter included calls to action to visit the MMERI website and its On-Demand education platform.

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



AUDIENCE REACH & ENGAGEMENT

2Q

The following data represents the estimated* aggregated audience reach by demographics through public education programs, multimedia channels, engagement activities, and other communication tactics in the second quarter of FY 2023-2024.



Black	18,070,916
Hispanic	14,779,700
White	12,927,772
Asian	1,437,819
Native American	912,354
Mixed/Other**	5,517,517

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

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

*Estimated total impressions based on data collected by MMERI staff and provided by program partners, media outlets and vendors

**Mixed/Other is defined as people of two or more races.



APPENDIX

APPENDIX A

MMERI Oversight Committee and Advisory Committee members

MMERI Oversight and Compliance Workgroup

The MMERI Oversight and Compliance Workgroup was formed in 2019 and charged with a mandate to monitor four key areas of the Medical Marijuana Education and Research Initiative:

- 1. Fiscal Affairs/Reconciliation
- 2. Achievement of Project Goals and Fulfillment of Mission
- 3. Impact and Assessment
- 4. General Compliance

The panel includes members of FAMU faculty and staff and is led by the Principal Investigator of MMERI, Charles Weatherford, Ph.D., vice president for research, professor of physics and director of the Center for Plasma Science and Technology. The workgroup meets periodically.

Workgroup Members

Herbert Bailey Associate Vice President for Fiscal Management and Chief of Staff for Academic Affairs
Pamela Blount Director, Contracts & Grants, Division of Research
Gloria Spradley-Brown Director, Office of Sponsored Research
Rica Calhoun Chief Compliance and Ethics Officer, Office of Compliance and Ethics
Donald Palm, Ph.D. Chief Operating Officer and Executive Vice President
Marixcia Chrishon-Jones Contract Manager, MMERI
David Self, Esquire Associate General Counsel
Shontielle Johnson, MS Administrative Assistant to Executive Director
B. Virginia King, MPA Program Administrator & Manager, MMERI
GP Mendie Executive Director, MMERI
Shari L. Moore Associate Director, Division of Research

Anthony Washington Statewide Program Outreach Coordinator, MMERI
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 Statewide Program Manager of Education, Training, and Community Engagement, MMERI

MMERI External Advisory Council (MMERIEAC) Members

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

Council Members

Valeria Robinson Baker, BSP Pharm, R.Ph., C.Ph. - MMERIEAC Vice Chair Consultant Pharmacist
Edward L. Clarke, II, DrPH, MSW Program Evaluator, Bureau of Chronic Disease Prevention at Florida Department of Health
Patrick Mason, Ph.D. Professor of Economics and Director of African American Studies Program, Florida State University
Barney Spann, MMERIEAC Chair Vice President, Wells Fargo Bank, and Co-owner of Avela Day Spa, Jacksonville
Rev. Lonnie D. Wesley, III Pastor of Greater Little Rock Baptist Church, Pensacola

APPENDIX B

MMERI Team

GP Mendie Executive Director, MMERI
Marixcia Chrishon-Jones Contract Manager, MMERI
B. Virginia King, MPA Program Administrator & Manager, MMERI
Michelle Wilson Program Manager of Education, Training, and Community Engagement, MMERI
Anthony Washington Statewide Program Outreach Coordinator
Shontielle Johnson, MS Administrative Assistant to Executive Director

APPENDIX C

Directory of Community Engagement and Outreach Partner Groups

(faith-based, law enforcement, colleges and universities, community-based organizations, health organizations, etc.)

- 1. Abbott
- 2. Accountable Drug Testing Services
- 3. Affordable Care Clinics
- 4. African American Research Library and Cultural Center
- 5. AgeVital Wellness
- 6. Akbar Law Firm
- 7. All Access CBD LABS
- 8. Allied Universal EM
- 9. Alpha Kappa Alpha Sorority, Inc./ Delta Iota Omega Chapter
- 10. Alzheimer’s Project, Inc.
- 11. Arial II
- 12. AshCreek Financial Advisors
- 13. Association of Blind Services Florida
- 14. Association of Pretrial Professionals of Florida
- 15. Ask Doctor Lyn
- 16. Athletes for CARE
- 17. Apalachee Center
- 18. Axxcess Pharmacy
- 19. Aza Health
- 20. Baptist Healthcare
- 21. Barrineau Park Community Center
- 22. Barrineau Park Historical Society
- 23. Bay County Parkinson Support Group
- 24. Bebe’s Bail Bonds
- 25. Bernard Cannabis Center
- 26. Beson4
- 27. Big Bend AHEC
- 28. Black Enterprise
- 29. Black Farmers and Agriculturalists of Florida
- 30. Black Professionals Network
- 31. Broward College
- 32. Brownsville Community Resource Center
- 33. Brinson Family Medicine
- 34. Butterfly Life Journeys, Inc.
- 35. Caldwell Everson PLLC
- 36. Canna Moms
- 37. Cannabis Nurses of Color
- 38. Cannady and Associates, PLLC
- 39. Cantonment Family Medicine
- 40. Cantonment Improvement Committee
- 41. Capital Pediatrics
- 42. CDAC Behavioral Healthcare, Inc.
- 43. Central Florida Urban League
- 44. Century Village Pembroke Pines
- 45. Chesapeake Energy

- 46. Chinese Association of Tallahassee
- 47. City of McAllen Risk Management
- 48. City of Miami Gardens
- 49. City of Palm Bay
- 50. Color Street
- 51. Color of Wellness Magazine
- 52. Cognitive Big Data Systems
- 53. Collier County Sheriff
- 54. Comcast
- 55. CommonSense
- 56. Community Action Program Committee, Inc. (CAPC)
- 57. Community Healthcare Northwest Florida
- 58. Community Pharmacy Ormand Beach
- 59. Comprehensive Health Center
- 60. CORE DC
- 61. Curaleaf
- 62. CVS Pharmacy
- 63. Danzy Bail Bonds
- 64. Darius “Doc D” Baker
- 65. Darrin Thomas, President (Thomas Media)
- 66. Dawn Powell, Life, Health Consultant
- 67. Daytona Police Department
- 68. DISA- Drug Testing
- 69. Drone 360 Solutions
- 70. Drug and Alcohol Testing Industry Association
- 71. Dr. Annabelle Manalo-Morgan (Author)
- 72. Dr. Marilyn Huestis, Toxicologist
- 73. Dr.Miriam Mandel, Pediatric Wellness Coach
- 74. Dr. Thomas Marcotte, Professor of Psychiatry Co-Director, Center for Medicinal Cannabis Research at UC San Diego
- 75. E&M Medical
- 76. Earl Britt, MD
- 77. ECAT – Transit Marketing
- 78. Economy Drug Store
- 79. Edward Waters College
- 80. Equal Employment Opportunity Commission
- 81. Efficient Edge HR Services
- 82. Ellen Grizzle, PhD
- 83. Empathetic Practice
- 84. Emerald Scientific
- 85. Enthused Cannabinoid Infusions
- 86. Epiphany Life
- 87. Escambia County Commission
- 88. Escambia County Neighborhood and Human Services Department
- 89. Escambia County Sheriff’s Office
- 90. Evans Center, Inc.
- 91. Faith Health Network
- 92. Families First Network of Lakeview
- 93. FAMU National Alumni Association
- 94. FAMU Industrial Hemp Research Pilot Program
- 95. Fields Law
- 96. First Baptist Church of Piney Grove
- 97. First West Florida Baptist District Association
- 98. Florida Association of Community Action
- 99. Florida Cannabis Action Network
- 100. Florida Commission on Offender Review
- 101. Florida Council on Crime and Delinquency
- 102. Florida Department of Corrections
- 103. Florida Department of Juvenile Justice

- 104. Florida Department of Health HIV Division area 2B
- 105. Florida For Care
- 106. Florida International University
- 107. Florida Medical Marijuana Physicians Association (FLMMPA)
- 108. Florida Rights Restoration Coalition
- 109. Florida Sheriff’s Association Greater Tampa Bay Area
- 110. Gadsden County Health Council
- 111. Gadsden County Health Department
- 112. Gadsden County Sheriff’s Office
- 113. Grassroots Leadership
- 114. Grassroots Wellness
- 115. Greater Frenchtown Revitalization Council
- 116. Greater Little Rock Baptist Church
- 117. Green Enterprise
- 118. Green Source
- 119. Gulf Coast Minority Chamber of Commerce
- 120. Gumbs Media Group
- 121. Health and Wellness Centers of North Florida
- 122. Heart Community Capital
- 123. HELIO
- 124. Hemp Up Caring
- 125. HempLade Vegan Café
- 126. Hernando County Sheriff’s Office
- 127. Herve Damas, MD, MBA
- 128. Hillsborough County Public Schools
- 129. Hispanic Federation
- 130. Hispanic Services Council
- 131. Hispanic Unity of Florida
- 132. Honorable Dr. Henry Lowe, PhD
- 133. Hound Labs
- 134. Hourly Medical Consulting Geriatric & Family Medicine
- 135. Howell Buchan & Strong Attorneys at Law
- 136. InCare Integrated Medical Care
- 137. Infinity Protection Service, Inc
- 138. InterCultural Advocacy Institute
- 139. Jacksonville Sheriff’s Office
- 140. Jean Gary Joseph, MD, Acupuncture and Oriental Medicine
- 141. Jeffrey Block, MD
- 142. John Reeves Photography
- 143. JQuad Multimedia
- 144. Judge Gayle Knachtigal (ret.), Circuit Judge in Washington County, Oregon
- 145. Kitchen Toke Media & Red Belly Honey
- 146. Lakeview Center
- 147. Latino Leadership
- 148. Lauderhill Police Department
- 149. Lauderhill Towne Center Library
- 150. Leafwell
- 151. Leo Bridgewater, Veteran
- 152. Leon County Parks, Recreation, and Neighborhood Affair
- 153. Leon County Sheriff’s Office
- 154. Leon County Urban League
- 155. Letresia Wilson, MD
- 156. Lighthouse of the Big Bend
- 157. Lighthouse Foundation, Inc.
- 158. Liquid Soul
- 159. LULAC Florida
- 160. Macedonia Missionary Baptist Church

- 161. Malik Yoba
- 162. MARC Service
- 163. Marijuana Matters
- 164. Marthe Brun, Community Member
- 165. Max-Olivier Carre, Naturalist
- 166. Medical Marijuana Treatment Clinics of Florida
- 167. Medicus Cannabis
- 168. Med7, LLC
- 169. Melbourne Police Department
- 170. MIA Media Group LLC
- 171. Miami-Dade County Community Advocacy
- 172. Miami-Dade Police Department
- 173. Midway Horseman Association
- 174. Mimose Hyppolite, Community Member
- 175. Miracle Hill Nursing
- 176. Miramar Library
- 177. Modern Woodmen Fraternal
- 178. Morning Star Baptist Church
- 179. Most Worshipful Union Grand Lodge (Prince Hall Affiliated Masons)
- 180. Mother Wit Institute, Inc.
- 181. Mount Bethel Human Services Corporation
- 182. Mount Calvary Missionary Baptist Church
- 183. MUV
- 184. My Florida Families/Florida Department of Children and Families
- 185. Naleo Educational Fund
- 186. National Alliance for Hispanic Health
- 187. National Coalition of 100 Black Women/ Pensacola Chapter
- 188. National Hispanic Medical Association
- 189. Neighborhood Medical Center
- 190. Neville Ballin, MD
- 191. NORML Central Florida
- 192. NORML Tallahassee
- 193. North Dade Regional Library
- 194. North Florida Hispanic Association
- 195. Northwest Florida Area Agency on Aging Inc./ Aging and Disability Resource Center
- 196. Northwest Florida Heart Group
- 197. NurseDebb, LLC
- 198. Nutrition Abbey
- 199. Oasis/Florida Department of Health
- 200. Office of State Attorney, 2nd Judicial Circuit
- 201. Office of State Attorney, 13th Judicial Circuit
- 202. Olivia Jones, Mary Kay Consultant
- 203. Olympia Compounding Pharmacy
- 204. Orange County Corrections Department
- 205. Orange County Sheriff’s Office
- 206. OraSure Technologies, Inc.
- 207. Order of the Easter Star – Jerusalem Chapter
- 208. Ounce of Prevention Fund
- 209. P3 Community Church
- 210. Painalgia Relief Center
- 211. Panama Pharmacy
- 212. Panhandle Area Education Consortium
- 213. Pensacola Habitat for Humanity
- 214. Pensacola Police Department
- 215. Personal Security Concepts, LLC
- 216. PHI Entertainment LLC
- 217. Players Only
- 218. Pompano Christian Clergy Council
- 219. Powerhouse COGIC
- 220. Proforce Law Enforcement

- 221. Prospera Florida
- 222. Quincy First Elizabeth Missionary Baptist Church
- 223. Quintette Community Center
- 224. ReleafMD
- 225. Restoring the Village
- 226. Riverdale Foot, Ankle & Leg Clinic, Riverdale, GA
- 227. Robert C. Allen, P.A.
- 228. Robert Robino Productions
- 229. Robert W Saunders, Sr. Public Library
- 230. Roberto Dorneval, Community Member
- 231. Rosenthal Consulting Solutions
- 232. Rymedi
- 233. Sanders-Beach Corinne Jones Resource Center
- 234. SCRAM Systems
- 235. Seminole County Sherriff’s Office
- 236. Sickle Cell Disease Association
- 237. Sigma Lambda Beta International Fraternity, Inc
- 238. Singleton Legal PLLC
- 239. Sixteen20
- 240. Sixth Avenue Missionary Baptist Church
- 241. South Florida Men’s Wellness
- 242. Southwest Focal Point Senior Center
- 243. Southwood Towne Center
- 244. St. John Progressive Missionary Baptist Church
- 245. “Street Minister” Anthony Durden
- 246. Sumter Correctional Institution Work Group -Bushnell
- 247. Tallahassee Community College Gadsden Center
- 248. Tallahassee Community College Capital City Classic
- 249. Tallahassee Nights Live
- 250. Tallahassee Senior Center
- 251. Tallahassee Veterans Outreach
- 252. Tampa Bay Wellness Festival
- 253. Tampa Hispanic Heritage Inc.
- 254. Tampa Police Department
- 255. The Holistic Cannabis Community
- 256. The Image Makers
- 257. The MaxOut Church
- 258. The Transition House
- 259. Tiffany Bowden, PhD
- 260. TK Education and Consulting PLLC
- 261. Total Pain Relief
- 262. Town of Century Florida
- 263. Trulieve
- 264. UF Health Shands Pastoral Services Team
- 265. U.S. Department of Transportation Federal Motor Carrier Safety Administration
- 266. University of West Florida
- 267. Valencia Community College
- 268. Vogel Group
- 269. Volusia County FAMU Alumni Association
- 270. Volusia County of African American Leadership Council, Inc

- 271. Veriheal
- 272. Wakulla Correctional Institution
- 273. Watson Strategies
- 274. Wedgewood Community Center and Park
- 275. West Florida Baptist District Association
- 276. Whole Child Leon
- 277. Wholistic ReLeaf
- 278. Woodland Heights Neighborhood Association
- 279. World Financial Group

APPENDIX D

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

MMERI Communication Channels

Website
<https://mmeri.famu.edu/>

MMERI Marijuana Education Modules
<https://educate.mmeri.famu.edu/public>

MMERI Forum Radio
***Conversations on Cannabis* Facebook**
<https://www.facebook.com/MMERIForumRadio/>

MMERI Forum Radio
***Conversations on Cannabis* Instagram**
[@MMERIForumRadio](#)

MMERI Forum Radio
***Conversations on Cannabis* X (formerly Twitter)**
[@MMERIForumRadio](#)

MMERI *Conversations on Cannabis* Virtual Forum (Recorded)
<https://mmeri.famu.edu/talk/>

MMERI Forum Radio YouTube

MMERI Forum Radio Podcast
<https://mmeri.famu.edu/podcasts/>

MMERI Videocast
<https://mmeri.famu.edu/videos/>

MMERI Repository
<https://mmeri.famu.edu/repository/>

News About MMERI

October 27, 2023 • *The Florida Courier*
Cannabis edibles may be tasty but should be consumed with caution
https://www.flcourier.com/news/cannabis-edibles-may-be-tasty-but-should-be-consumed-with-caution/article_99585580-7483-11ee-a921-23c282b5fe63.html

November 23, 2023 • *Spot on Florida*
Cannabis use offers cancer patients relief from treatment’s side effects
<https://spotonflorida.com/west-central-florida/4950714/cannabis-use-offers-cancer-patients.html>

December 30, 2023 • *The Weekly Challenger*
Cannabis and CBD could help relieve Alzheimer’s symptoms
<https://theweeklychallenger.com/cannabis-and-cbd-could-help-relieve-alzheimers-symptoms/>



- MMERI Forum Radio
- MMERI Forum Radio
- @MMERIForumRadio
- @MMERIForumRadio

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

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