

EDUCATE. LEARN. TALK.

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EXECUTIVE SUMMARY

MMERI Team Seeks to Meet Need for Cannabis Education

The start of a new fiscal year always presents new challenges and opportunities to advance the Medical Marijuana Education and Research Initiative's (MMERI) mission to educate and engage Florida's multicultural communities.

As more medical marijuana dispensaries open across Florida and more CBD products show up on retail store shelves, it comes as no surprise that MMERI is being called on to demystify medical cannabis and remind Floridians that marijuana itself remains an illicit drug.

In the initial quarter of Fiscal Year 2023-24, the MMERI team responded to a growing need and demand for cannabis education. From July through September, we participated in events that were held in Pensacola, Tallahassee, Orlando, Fort Lauderdale and Miami. Each gave us an opportunity to raise awareness of the MMERI program, provide credible resources, and answer questions from event attendees wanting to know more about Florida's laws regarding cannabis.

One of the more significant relationships we built in the first quarter was with the law enforcement community. In early August, the MMERI team was invited to participate in a training seminar for the Association of Pretrial Professionals of Florida (APPF). At the event, we educated, informed and engaged attendees about Florida's medical marijuana law and discussed illegal marijuana use with law enforcement professionals. Our presentation was so well received that the APPF invited us to participate in another training seminar.

Later that same month, MMERI was a guest speaker at the 93rd Annual Criminal Justice Training Institute hosted by the Florida Council on Crime and Delinquency. About 500 attended the conference, which presented us with a unique opportunity to engage with a wide array of law enforcement professionals, including police officers, corrections officers and representatives with the Florida Department of Juvenile Justice.

MMERI also launched a dynamic and forward-thinking marijuana education and community engagement initiative focused on communicating with Florida's college student population more effectively. Specifically, we want to increase their awareness of the possible health risks of using marijuana.

As our experience has demonstrated over the years, one-on-one communication provides a secure and open environment for discussions regarding cannabis and its role as an increasingly accepted form of alternative medicine. MMERI remains steadfast in our commitment to actively listen and disseminate accurate information.



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. MMERI is operating under the following legislative mandate: “Educate Florida’s diverse minority communities about medical marijuana and the impact of the unlawful use of marijuana on minority communities.”

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



MISSION

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

VISION

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

MMERI PROGRAM COMPONENTS



EDUCATION

Historically, FAMU has played an outstanding role in educating students. Therefore, it is in a unique position to educate Florida’s multicultural 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

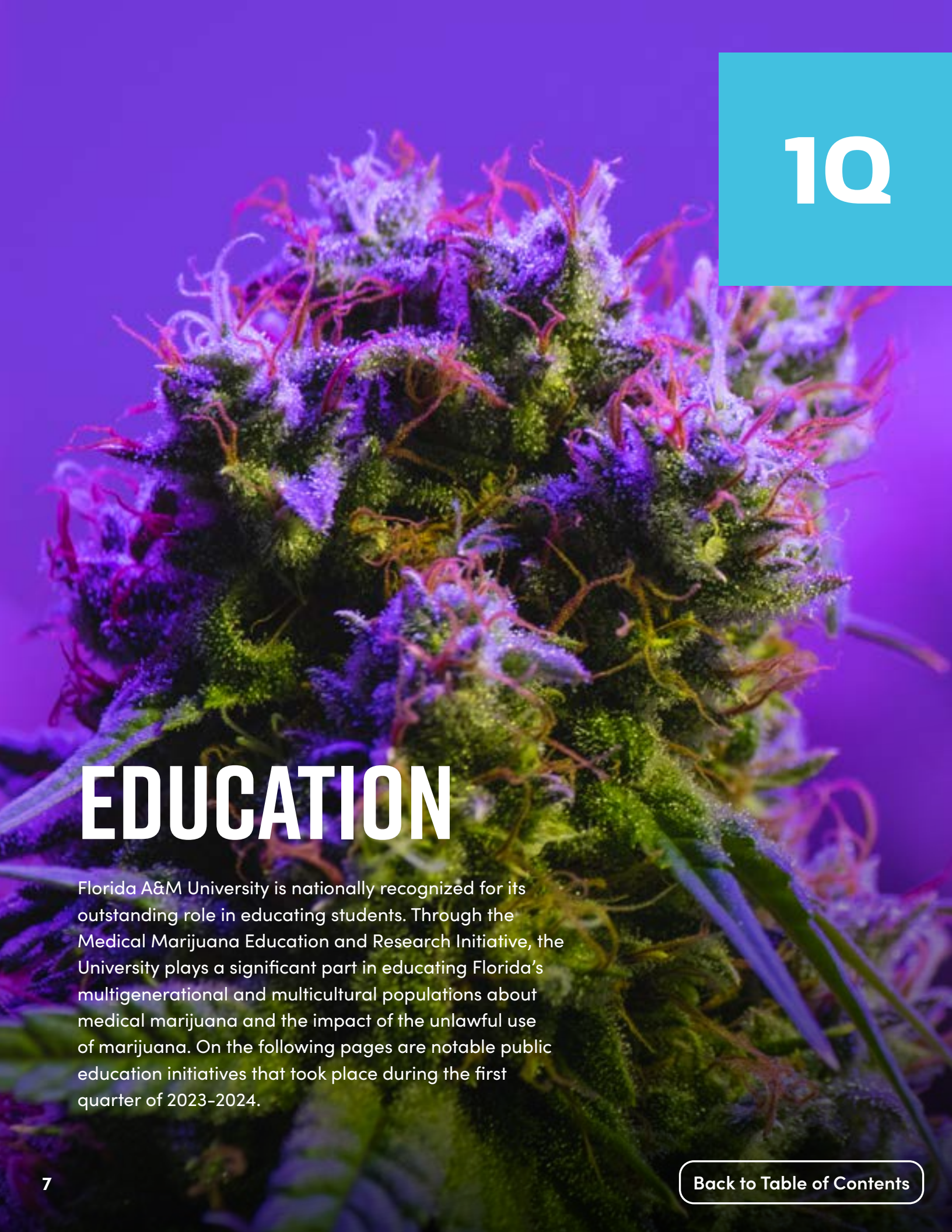
Increase the body of research that promotes and advances knowledge about medical marijuana and the impact of the unlawful use of marijuana

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



FIRST QUARTER SNAPSHOT

7 EDUCATION
13 COMMUNITY ENGAGEMENT
23 COMMUNICATIONS



1Q

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 first quarter of 2023-2024.

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MMERI BY THE NUMBERS

July 1, 2023 - September 30, 2023



17,000

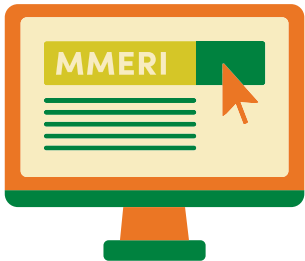


MMERI PUBLIC EDUCATION
WEBSITE
VISITORS

Individuals who visited the Medical Marijuana Education and Research Initiative website

40,000 MMERI ON-DEMAND
SITE VISITORS

Individuals who visited the online and interactive public education platform from July through September



724 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 July through September

79 MMERI ON-DEMAND
SUBSCRIBERS

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



MMERI Team Invited to Speak During Annual Criminal Justice Training Institute

The 93rd Annual Criminal Justice Training Institute hosted by the Florida Council on Crime and Delinquency (FCCD) provided an excellent opportunity for the MMERI team to engage criminal justice professionals in conversations about the legal uses of medical marijuana and the impact of the unlawful use of marijuana. Invited by the FCCD, the MMERI team gave a presentation on its mission and operated a booth at the institute, which provides high-quality training in the field of criminal justice.

The event offered MMERI a unique opportunity to meet with a variety of law enforcement professionals, including police officers, sheriff's deputies, and probation officers, as well as representatives with the Florida Department of Juvenile Justice and the Florida Department of Corrections. About 500 professionals attended the event in Orlando on August 21-24.



The FCCD is a nonprofit corporation that says it promotes "high professional standards for criminal justice agencies and criminal justice personnel." Its mission is to "foster interagency collaboration of all criminal justice entities, provide relevant training, and encourage community service throughout the State of Florida."



Association of Pretrial Professionals of Florida Seminar Features Session Led by MMERI

MMERI accepted an invitation to present an overview of its program to attendees at a training seminar for the Association of Pretrial Professionals of Florida (APPF). The MMERI team led a breakout training session that focused on the program's legislatively mandated scope and segued into a discussion with law enforcement professionals who offered specific examples of the unlawful uses of marijuana they've encountered.

This training session in Pensacola was so well received by attendees that MMERI was invited to participate in another APPF event.



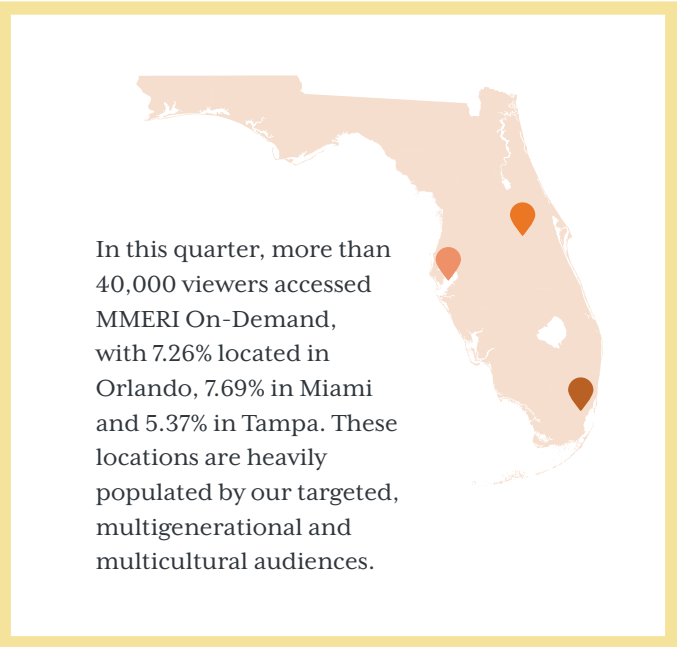
MMERI Launches Student Outreach Initiative

MMERI developed and implemented a student-oriented outreach initiative that seeks to effectively engage college students in discussions about the benefits of medical marijuana and the possible health risks and legal consequences from using illicit marijuana.

The initiative was launched in Leon County, home to two public universities with multicultural student populations from around the country, and will be expanded to other college towns across the state. It will position MMERI as a resource for students to receive credible information about legal and unlawful uses of cannabis in Florida.

MMERI On-Demand Highlights

Visitors to MMERI’s online education platform experienced a new way to learn about cannabis. This quarter, some of the new MMERI On-Demand modules covered topics ranging from the dangers of using unregulated marijuana to veterans turning to cannabis as a medical treatment. The platform provides Floridians and others interested in learning about cannabis access to more than 45 modules covering various topics.





1Q

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.

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MMERI BY THE NUMBERS

July 1, 2023 - September 30, 2023



1 MILLION
ATTENDEES

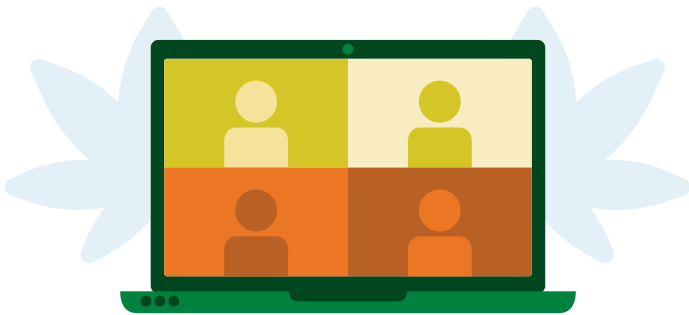
At community events and group meetings in cities and neighborhoods across the state



29
OUTREACH
EVENTS

885 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

7,200
PARTICIPANTS

20 COMMUNITY & SPEAKING ENGAGEMENTS

In collaboration with community partners and organizations



OUTREACH EVENTS

MMERI On The Move

During the first 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..

July 8, 2023 • Miami
South Florida HBCU Picnic

The MMERI team attended the 7th annual South Florida HBCU Picnic that was held on the campus of Florida Memorial University. More than 6,000 people attended the event, presenting MMERI team members with a plethora of engagement opportunities.

Several attendees stopped by the MMERI tent to ask questions about Florida’s medical marijuana law. Some of them believed that recreational marijuana is legal in Florida and did not understand that it’s different from medical cannabis. Such confusion provided several opportunities for MMERI to dispel myths and offer factual and relevant information.

A highlight of the picnic was when representatives of Florida A&M University went on stage and introduced MMERI. They also shared information on FAMU’s role as the only state university with a legislative mandate to administer a program that educates Florida’s multicultural population about medical marijuana and the impact of the unlawful use of marijuana.



OUTREACH EVENTS

(CONT'D)

July 19, 2023 • Miami
Ignite the Culture
Celebrity Charity Basketball Game

MMERI was invited to attend this event to showcase its program with community influencers, and network with the general public. The event's purpose was to address mental health in the community and provide free services to more than 300,000 students in the south Miami community. MMERI played a pivotal role in sharing credible information about medical marijuana use.



July 21 - 23, 2023 • Miami
Rolling Loud

MMERI team members engaged concert-goers at the annual Rolling Loud hip-hop music festival in conversations about cannabis and MMERI program initiatives. Held over three days at Hard Rock Stadium, the event drew thousands to see Grammy Award-winning artists and others perform.



August 3, 2023
Pensacola Speaks

Attorney Robert Allen hosted two MMERI team members as special guests during a webcast for the monthly “Pensacola Speaks.” Mr. Allen engaged MMERI’s Executive Director and Statewide Engagement Coordinator in a conversation about the legal and safe uses of medical marijuana in Florida and the impact of the unlawful use of marijuana. In the episode, the MMERI team and host explored the legal framework of medical marijuana use and sought to demystify the process for obtaining a medical marijuana card in Florida.



August 9, 2023 • Virtual Engagement
Gadsden Community Health Council

MMERI is a member of the Gadsden Community Health Council, which hosts monthly meetings with like-minded health organizations that share an interest in serving the public. After being introduced, MMERI shared its contact information and encouraged attendees to watch an upcoming *Conversations on Cannabis* virtual forum livestreamed on Facebook and YouTube.



August 15, 2023 • Fort Lauderdale
DRT Brain Love Live Event

MMERI’s Executive Director joined a panel discussion on mental health and medical marijuana use. The in-person event was also turned into a podcast that was broadcast online by the event organizer, Dr. Delvena Thomas, a board certified psychiatrist and neurologist, and a medical marijuana qualified physician based in South Florida.



August 26 , 2023 • Tallahassee
FAMU Grape Harvest Festival

MMERI set up a booth and displayed materials on medical cannabis at the FAMU Grape Harvest Festival, a community-wide event held at the University’s Center for Viticulture and Small Fruit Research. The event drew a wide range of community organizations and allows attendees to pick grapes from vines.



OUTREACH EVENTS

(CONT'D)

September 3, 2023 • Madison County
Hurricane Relief Meal Distribution

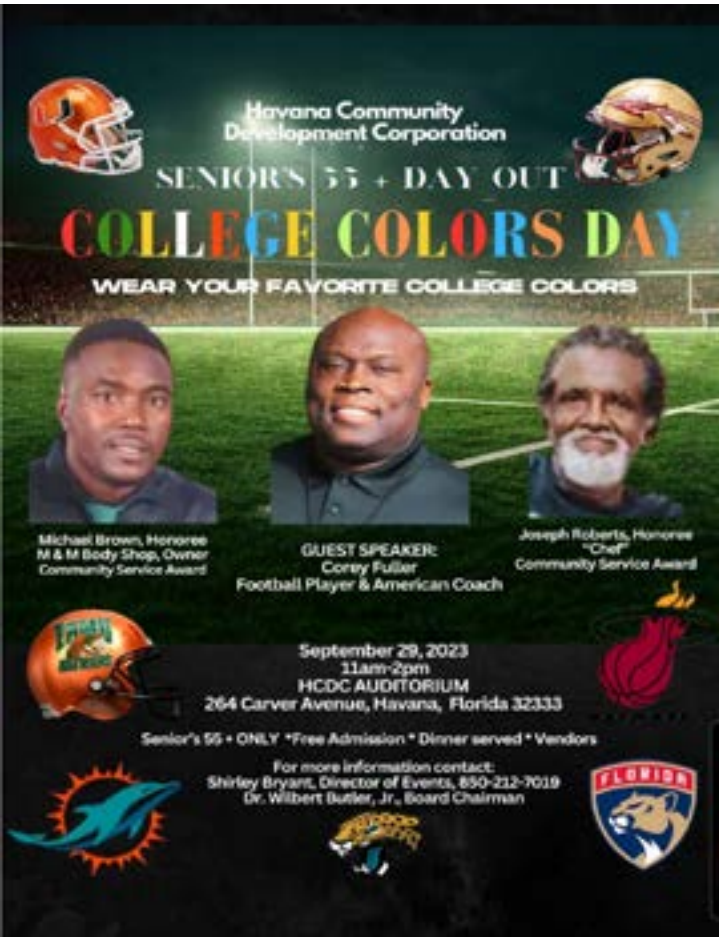
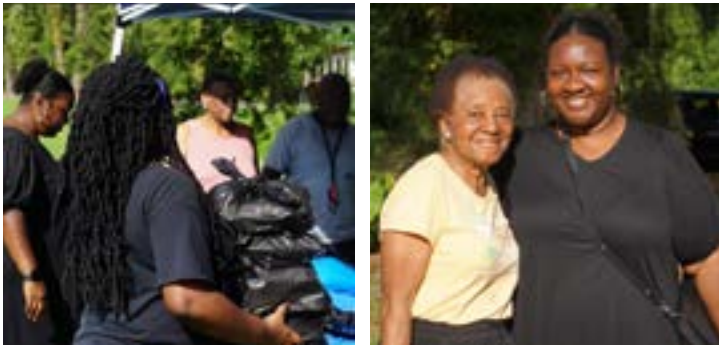
This event was in collaboration with a local church that was helping Madison County families impacted by Hurricane Idalia. Seniors made up the largest share of attendees, all of whom were offered hot meals and supplies. Invited to support this initiative, MMERI shared information about medical cannabis with attendees.

September 25, 2023 • Greenville
Conversations on Cannabis in the Park

The MMERI team, in collaboration with our partners, was invited to this Hurricane Idalia relief event at Haffye Hayes Park in the rural community of Greenville to perform community outreach. The team distributed bags of non-perishable items donated by community partners and cannabis education materials.

September 29, 2023 • Havana
Senior 55+ Day Out

Dozens of seniors age 55 and over attended a sports-themed event hosted by the Havana Community Development Corporation in Gadsden County. The MMERI team, in collaboration with our partners, educated the audience about legal medical cannabis and unlawful use of marijuana..



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:

- South Daytona
- Daytona
- Port Orange
- Holly Hill
- Ormond Beach
- Sanford
- Deltona
- Boynton Beach
- Delray Beach
- Boca Raton
- Royal Palm Beach
- West Palm Beach
- Lake Worth
- Riviera Beach
- Tampa
- Ybor City
- South Tampa
- Brandon
- Riverview

VIRTUAL FORUMS

Conversations on Cannabis Virtual Forum (July, August, September)

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.

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

“I appreciate Dr. Thomas’ balanced view of cannabis as medicine.”



July 28, 2023 Cannabis and Men’s Mental Health: Is Medical Marijuana a Treatment Option?

Some men struggle with a self-perception of appearing weak if they ask for help, a behavior that creates a barrier to treating mental health problems they may be facing. “Anything that’s different than their usual routine is typically a red flag. Maybe they’re eating a lot more or they’re eating a lot less than they usually do. They’re having difficulty falling asleep. They might appear sad. They may get angry easier. They may be snappy,” explains Dr. Delvena Thomas, a board-certified psychiatrist and neurologist who’s also a medical marijuana qualified physician in Florida. She joined Dr. Michael Railey Sr., a psychologist, in a discussion on “Cannabis and Men’s Mental Health.” They strongly warned against self-medicating with non-medical cannabis, and Dr. Thomas said medical marijuana has limited applications in the treatment of mental health disorders.

August 24, 2023 Cannabis in K-12 Schools: Medical Marijuana Use on Campus Is Allowed in Florida

Medical marijuana use is allowed in Florida’s public schools, but only in school districts that have adopted policies for administering it to students with medical marijuana cards. Many districts have declined to make such accommodations, citing concerns that doing so could risk federal funding. Taylor County Sheriff’s Sgt. Kyle Johnson, who serves as a school resource officer in a district that doesn’t allow medical cannabis use, and Tamara Pryor, a school nurse in Illinois and a holistic cannabis nurse, discussed the health and legal risks students take with marijuana and the unique challenge edible cannabis products like gummies present to schools.



“This is an amazing discussion!”

September 28, 2023 Medical Marijuana Edibles and Concentrates: They Should Not Be Consumed Like Tasty Treats

Three proponents of edible cannabis products stressed caution and patience when consuming THC-infused gummies, brownies or beverages. The delayed release of an edible fools some people into eating another before the first one’s intoxicating effects has had time to kick in. The result of overindulgence is a bad health experience that will pass in a few hours. Dr. Uma Dhanabalan, a widely respected educator of cannabis and its therapeutic uses, Jacquie Cohen Roth, MS., founder and CEO of CannabizMD, and Dominique Gibson, a Florida-based chef with expertise in cooking with cannabis, shared their knowledge of edibles and marijuana concentrates, the latter containing high levels of THC. Among the advice they offered was to start with a low-dosage edible to gauge its effect, allow enough time for it to be activated and to follow the guidance of a medical marijuana qualified physician.



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.

1Q

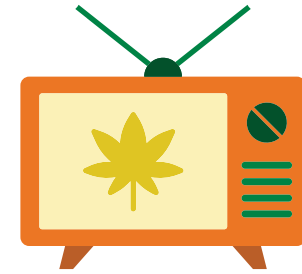
MMERI BY THE NUMBERS

July 1, 2023 - September 30, 2023



10.5 MILLION RADIO SPOTS
Aired in 10 major media markets

76.3
MILLION
IMPRESSIONS



5,674 TELEVISION SPOTS
Aired in 10 major media markets

9.5
MILLION
IMPRESSIONS

5.5
MILLION
IMPRESSIONS

9 E-NEWSLETTERS
(ENGLISH/SPANISH)

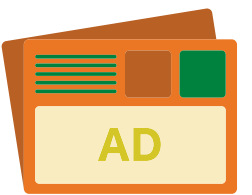
Sent monthly to provide timely
information about MMERI
programs and initiatives



2.2
MILLION
IMPRESSIONS

65 PRINT
ADVERTISEMENTS

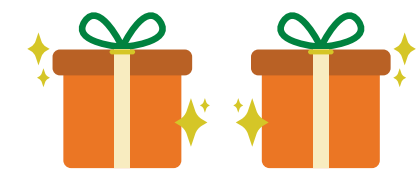
Published in 21 Minority-owned
Media News & Magazine Outlets



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 first 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 cannabis and pain modalities, cannabis and men’s mental health, and cannabis in K-12 schools. Forum discussions featured knowledgeable guests and interactions with virtual audience members.

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

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



Medical Cannabis and Pain Modalities

It has advantages over conventional pain medicines

Medical cannabis is a better alternative to using opioids to relieve chronic pain, and it’s also an effective medication for treating related side effects, such as insomnia and anxieties. A healthy diet plays a part in pain management, too, as some foods help reduce inflammation.

In the July campaign, Dr. Terel Newton said medical cannabis holds a distinct advantage over pharmaceutical drugs often prescribed to relieve pain and its related side effects. With cannabis, patients don’t run the risk of overdosing, as they would with opioids, and it’s also effective as a sleep aid and anti-anxiety medication, he said. Dr. Newton is a pain management specialist and Florida medical director of Trulieve, the largest licensed operator of medical marijuana dispensaries in the state, so he’s well versed in the conventional and alternative treatments for chronic pain.

Clinical nutritionist Abbey Folsom shared Dr. Newton’s preference for low-THC cannabis over powerful and potentially addictive pharmaceuticals for pain management. But she said a healthy diet plays a big part in relieving inflammation. She recommended avoiding red meats, processed foods, sweets, sugary drinks and butter. Instead, she suggested adopting the Mediterranean diet, which emphasizes eating plant-based foods and poultry, whole grains, fish rich in omega-3 fatty acids, and cooking with extra virgin olive oil.

“The Western diet is notoriously high in n-6 fatty acids, so we want to focus on omega-3 or n-3 fatty acids, which the Mediterranean diet is high in.”



Abbey Folsom
Clinical Nutritionist

“The great thing about cannabis is you can coordinate what I call ‘monopharmacy.’ With traditional medicine, there’s polypharmacy. So, it’s one medicine for your pain, one medicine for your sleep, one medicine for your anxiety. But you can have cannabis treat all of those things.”



Dr. Terel Newton
Medical Director of Total Pain Relief,
Florida Medical Director of Trulieve



Cannabis and Men’s Mental Health

Treating psychological problems poses challenges

Men coping with mental health issues may be reluctant to seek professional help, or even acknowledge the challenges they’re facing. This behavior poses an obstacle to identifying and treating the underlying causes of their psychological distress.

In the August campaign, Dr. Delvena Thomas, a board-certified psychiatrist and medical marijuana qualified physician and neurologist, and a psychologist Dr. Michael Railey Sr. addressed the challenges of helping men who are struggling with mental health problems. Medical cannabis, says Dr. Thomas, has limited applications in treating psychiatric patients. She says the drug is effective in relieving anxieties and combating sleep disorders, and it’s safer than some pharmaceuticals prescribed to treat the same issues.

Dr. Railey strongly warned against self-medicating with recreational marijuana, which is illegal in Florida, because higher THC levels “can cause latent psychotic features to sort of come to the surface really quickly.”

“I’ve got three sons, and I’ve talked to my sons openly about taking care of themselves, about starting to do that now and not waiting.”



Dr. Michael Railey Sr.
Psychologist

“Anything that’s different than their usual routine is typically a red flag. Maybe they’re eating a lot more or they’re eating a lot less than they usually do. They’re having difficulty falling asleep. They might appear sad. They may get angry easier. They may be snappy. Oftentimes, men also lose interest in sex and sexual appetite. Their libido decreases. That is a telltale sign of depression in men.”



Dr. Delvena Thomas
Psychiatrist and Florida Medical Marijuana Qualified Physician



Cannabis in K-12 Schools

Not all schools follow state’s medical marijuana law

The use of medical marijuana is allowed in Florida’s public schools, but only in school districts that have implemented policies detailing how it can be administered. Some school districts have chosen not to follow state law, citing concerns that doing so could jeopardize federal funding because marijuana remains illegal at the federal level regardless of its use for medical reasons.

In the September campaign, cannabis use among students was the topic of discussion with Taylor County Sheriff’s Sgt. Kyle Johnson and Tamara Pryor, a school nurse in Illinois. Sgt. Johnson is a K-9 officer who serves as a school resource officer in a district that doesn’t permit medical marijuana use on campus. He said students who are caught with marijuana, whether it’s medical or recreational, could face criminal charges. But, he added, he has the option of referring the offense to school administrators for disciplinary action, giving a student a chance to avoid potentially more severe consequences.

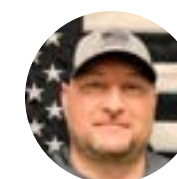
“If they overdose on edibles [containing THC], that could take six to eight hours and even longer, some even 24 hours or more, for that to leave their system. So, they’re feeling pretty horrible for a long time”



Tamara Pryor
School Nurse and Expert in Cannabis, Nutrition, Wellness, and Holistic Healing

Ms. Pryor, an expert in cannabis, nutrition, wellness, and holistic healing, expressed concern over the popularity of CBD and Delta-8-infused products that look like candy. Because these edibles are difficult to distinguish from regular snacks, students can easily bring them on campus and share them with their friends. She suggested that students should be taught about the endocannabinoid system, which she referred to as the “master control system for all of the other systems in our bodies,” to help protect them against depression and anxieties, two of the reasons she and Sgt. Johnson say students cite for using marijuana.

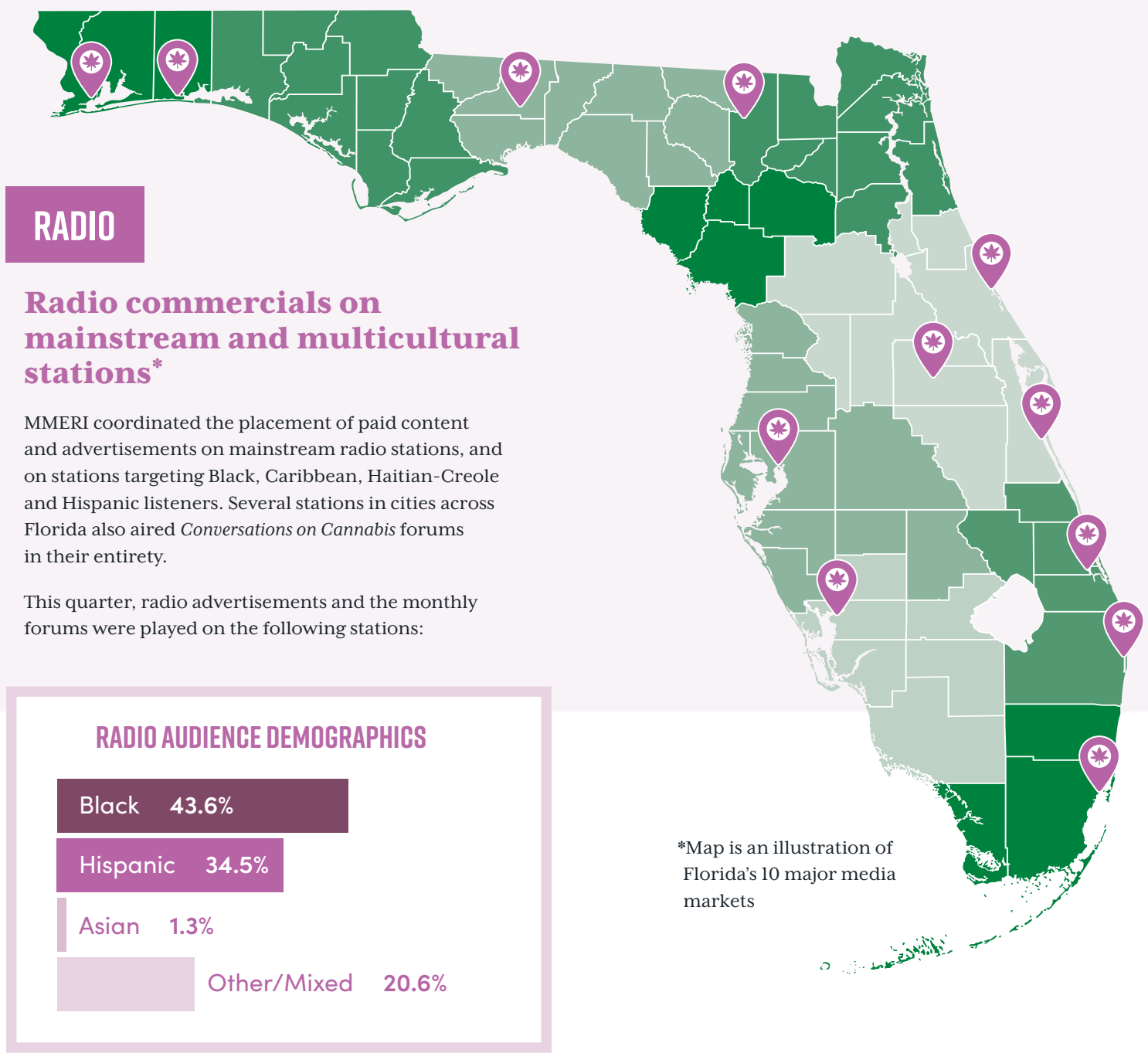
“We actually had a senior a couple years ago that we found some misdemeanor amount of marijuana. I let the school handle the disciplinary action without filing [criminal] charges on him. He came back about a year later and hugged my neck because he actually went on to college and was able to pursue his degree without having any trouble because of that. He paid his punishment through the school.”



Sgt. Kyle Johnson
School Resource Officer with the Taylor County Sheriff’s Office



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



Radio Broadcast Schedule
for *Conversations on Cannabis*
Forums

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

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

“Best of MMERI Radio” shows also air on the following stations:

- WBTP-FM (95.7 The Beat) in Tampa-St. Petersburg
- WBTT-FM (105.5 The Beat) in Fort Myers
- WSDV-FM (103.9 Kiss FM) in Sarasota

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



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 July through September 2023 was 9.5 million viewers.

Of those estimated television viewers, 1,518,891 were African American; 2,201,847 Hispanic; 5,340,576 White; 250,488 Asian; 219,327 Other/Mixed.

MMERI PODCASTS

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

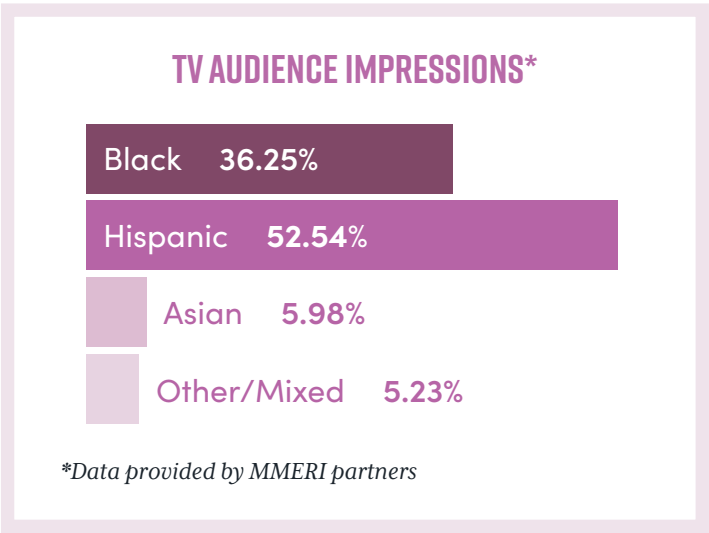
Download the Podcast
MMERI Website: <https://mmeri.famu.edu/podcasts/>

FAMU

CONVERSATIONS ON CANNABIS

EDUCATE. LEARN. TALK.

MMERI

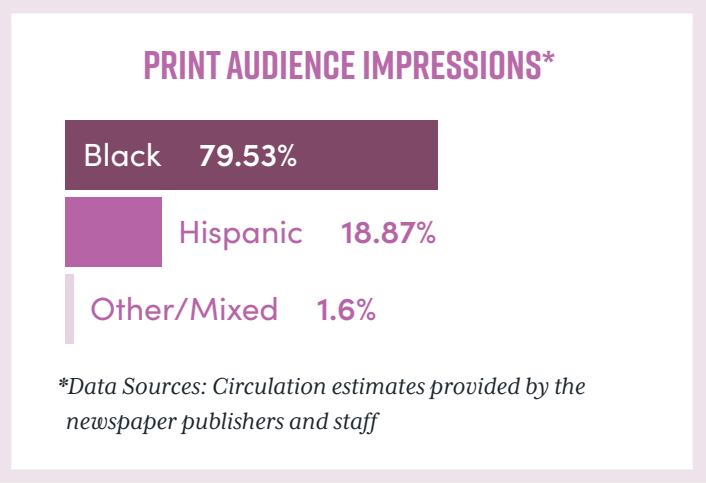


PRINT ADS & NEWS ARTICLES

(CONT'D)

Newspaper Outreach

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



E-NEWSLETTERS

Maintaining Constant Contact with Audiences Through News on Marijuana in Florida

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 its community engagement activities. MMERI has recorded an increase in e-newsletter recipients, noticeable audience engagement, and positive feedback from stakeholders.



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



PROMOTIONAL CAMPAIGNS

Statewide Promotions and Special Events by MMERI Partners

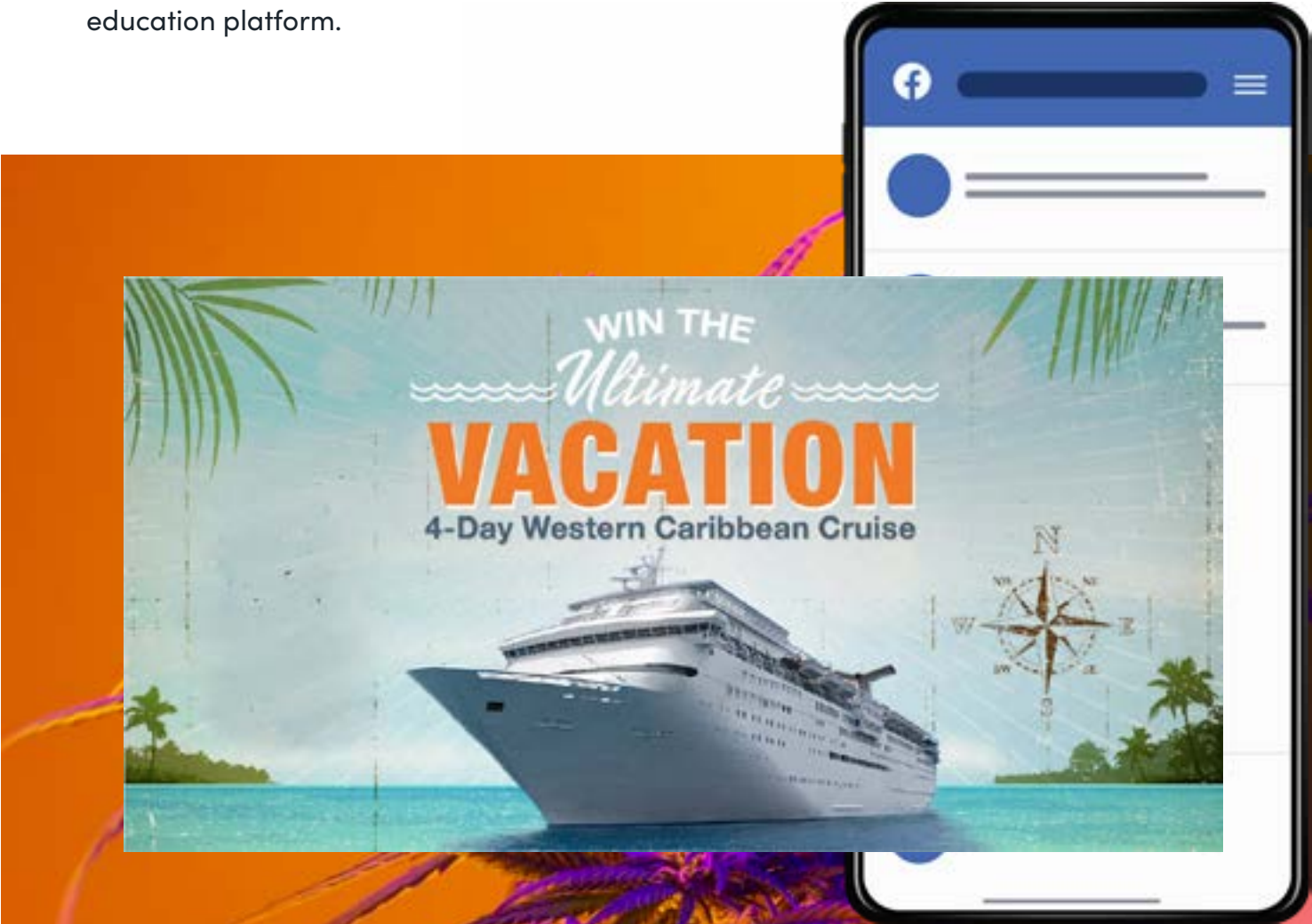
MMERI was featured in multimedia promotional campaigns for various events and activities held in cities around the state. The promotions were designed to raise brand awareness and prompt audiences at the following events to participate in MMERI's education programs and forums.

July	August
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • iHeart Radio 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 • Cannabis Clinical Outcomes Research Conference
September	
<ul style="list-style-type: none"> • iHeartRadio Music Festival • Fiesta Latina • Q3 Cash Contest • Enrique Morning Show Contest Feature • The Breakfast Club Show Feature 	<ul style="list-style-type: none"> • Local Clout Sponsorship • BIN (Black Information Network) • Storm Watch • 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

1Q

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



Black	16,274,522
Hispanic	13,621,763
White	12,736,088
Asian	1,578,970
Native American	747,800
Mixed/Other**	5,383,030

APPENDIX

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

Anthony Washington Statewide Program Outreach Coordinator, MMERI
--

Shontielle Johnson, MS Administrative Assistant to Executive Director

APPENDIX C

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

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

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. 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. Axxess 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.Miriam Mandel, Pediatric Wellness Coach
- 73. E&M Medical
- 74. Earl Britt, MD
- 75. ECAT – Transit Marketing
- 76. Economy Drug Store
- 77. Edward Waters College
- 78. Equal Employment Opportunity Commission
- 79. Efficient Edge HR Services
- 80. Ellen Grizzle, PhD
- 81. Empathetic Practice
- 82. Emerald Scientific
- 83. Enthused Cannabinoid Infusions
- 84. Epiphany Life
- 85. Escambia County Commission
- 86. Escambia County Neighborhood and Human Services Department
- 87. Escambia County Sheriff’s Office
- 88. Evans Center, Inc.
- 89. Faith Health Network
- 90. Families First Network of Lakeview
- 91. FAMU National Alumni Association
- 92. FAMU Industrial Hemp Research Pilot Program
- 93. Fields Law
- 94. First Baptist Church of Piney Grove
- 95. First West Florida Baptist District Association
- 96. Florida Association of Community Action
- 97. Florida Cannabis Action Network
- 98. Florida Commission on Offender Review
- 99. Florida Council on Crime and Delinquency
- 100. Florida Department of Corrections
- 101. Florida Department of Juvenile Justice
- 102. Florida Department of Health HIV Division area 2B
- 103. Florida For Care
- 104. Florida International University
- 105. Florida Medical Marijuana Physicians Association (FLMMPA)
- 106. Florida Rights Restoration Coalition
- 107. Florida Sheriff’s Association Greater Tampa Bay Area
- 108. Gadsden County Health Council

- 109. Gadsden County Health Department
- 110. Gadsden County Sheriff’s Office
- 111. Grassroots Leadership
- 112. Grassroots Wellness
- 113. Greater Frenchtown Revitalization Council
- 114. Greater Little Rock Baptist Church
- 115. Green Enterprise
- 116. Green Source
- 117. Gulf Coast Minority Chamber of Commerce
- 118. Gumbs Media Group
- 119. Health and Wellness Centers of North Florida
- 120. Heart Community Capital
- 121. HELIO
- 122. Hemp Up Caring
- 123. HempLade Vegan Café
- 124. Hernando County Sheriff’s Office
- 125. Herve Damas, MD, MBA
- 126. Hillsborough County Public Schools
- 127. Hispanic Federation
- 128. Hispanic Services Council
- 129. Hispanic Unity of Florida
- 130. Honorable Dr. Henry Lowe, PhD
- 131. Hound Labs
- 132. Hourly Medical Consulting Geriatric & Family Medicine
- 133. Howell Buchan & Strong Attorneys at Law
- 134. InCare Integrated Medical Care
- 135. Infinity Protection Service, Inc
- 136. InterCultural Advocacy Institute
- 137. Jacksonville Sheriff’s Office
- 138. Jean Gary Joseph, MD, Acupuncture and Oriental Medicine
- 139. Jeffrey Block, MD
- 140. John Reeves Photography
- 141. JQuad Multimedia
- 142. Kitchen Toke Media & Red Belly Honey
- 143. Lakeview Center
- 144. Latino Leadership
- 145. Lauderhill Police Department
- 146. Lauderhill Towne Center Library
- 147. Leafwell
- 148. Leo Bridgewater, Veteran
- 149. Leon County Parks, Recreation, and Neighborhood Affair
- 150. Leon County Sheriff’s Office
- 151. Leon County Urban League
- 152. Letresia Wilson, MD
- 153. Lighthouse of the Big Bend
- 154. Lighthouse Foundation, Inc.
- 155. Liquid Soul
- 156. LULAC Florida
- 157. Macedonia Missionary Baptist Church
- 158. Malik Yoba
- 159. MARC Service
- 160. Marijuana Matters
- 161. Marthe Brun, Community Member
- 162. Max-Olivier Carre, Naturalist
- 163. Medical Marijuana Treatment Clinics of Florida
- 164. Medicus Cannabis
- 165. Med7, LLC
- 166. Melbourne Police Department
- 167. MIA Media Group LLC
- 168. Miami-Dade County Community Advocacy
- 169. Miami-Dade Police Department

170. Midway Horseman Association
171. Mimose Hyppolite, Community Member
172. Miracle Hill Nursing
173. Miramar Library
174. Modern Woodmen Fraternal
175. Morning Star Baptist Church
176. Most Worshipful Union Grand Lodge (Prince Hall Affiliated Masons)
177. Mother Wit Institute, Inc.
178. Mount Bethel Human Services Corporation
179. Mount Calvary Missionary Baptist Church
180. MUV
181. My Florida Families/Florida Department of Children and Families
182. Naleo Educational Fund
183. National Alliance for Hispanic Health
184. National Coalition of 100 Black Women/ Pensacola Chapter
185. National Hispanic Medical Association
186. Neighborhood Medical Center
187. Neville Ballin, MD
188. NORML Central Florida
189. NORML Tallahassee
190. North Dade Regional Library
191. North Florida Hispanic Association
192. Northwest Florida Area Agency on Aging Inc./ Aging and Disability Resource Center
193. Northwest Florida Heart Group
194. NurseDebb, LLC
195. Nutrition Abbey
196. Oasis/Florida Department of Health
197. Office of State Attorney, 2nd Judicial Circuit
198. Office of State Attorney, 13th Judicial Circuit
199. Olivia Jones, Mary Kay Consultant
200. Olympia Compounding Pharmacy
201. Orange County Corrections Department
202. Orange County Sheriff's Office
203. OraSure Technologies, Inc.
204. Order of the Easter Star – Jerusalem Chapter
205. Ounce of Prevention Fund
206. P3 Community Church
207. Painalgia Relief Center
208. Panama Pharmacy
209. Panhandle Area Education Consortium
210. Pensacola Habitat for Humanity
211. Pensacola Police Department
212. Personal Security Concepts, LLC
213. PHI Entertainment LLC
214. Players Only
215. Pompano Christian Clergy Council
216. Powerhouse COGIC
217. Proforce Law Enforcement
218. Prospera Florida
219. Quincy First Elizabeth Missionary Baptist Church
220. Quintette Community Center
221. ReleafMD
222. Restoring the Village
223. Riverdale Foot, Ankle & Leg Clinic, Riverdale, GA
224. Robert C. Allen, P.A.

225. Robert Robino Productions
226. Robert W Saunders, Sr. Public Library
227. Roberto Dorneval, Community Member
228. Rosenthal Consulting Solutions
229. Rymedi
230. Sanders-Beach Corinne Jones Resource Center
231. SCRAM Systems
232. Seminole County Sherriff's Office
233. Sickle Cell Disease Association
234. Sigma Lambda Beta International Fraternity, Inc
235. Singleton Legal PLLC
236. Sixteen20
237. Sixth Avenue Missionary Baptist Church
238. South Florida Men's Wellness
239. Southwest Focal Point Senior Center
240. Southwood Towne Center
241. St. John Progressive Missionary Baptist Church
242. “Street Minister” Anthony Durden
243. Sumter Correctional Institution Work Group -Bushnell
244. Tallahassee Community College Gadsden Center
245. Tallahassee Community College Capital City Classic
246. Tallahassee Nights Live
247. Tallahassee Senior Center
248. Tallahassee Veterans Outreach
249. Tampa Bay Wellness Festival
250. Tampa Hispanic Heritage Inc.
251. Tampa Police Department
252. The Holistic Cannabis Community
253. The Image Makers
254. The MaxOut Church
255. The Transition House
256. Tiffany Bowden, PhD
257. TK Education and Consulting PLLC
258. Total Pain Relief
259. Town of Century Florida
260. Trulieve
261. UF Health Shands Pastoral Services Team
262. U.S. Department of Transportation Federal Motor Carrier Safety Administration
263. University of West Florida
264. Valencia Community College
265. Vogel Group
266. Volusia County FAMU Alumni Association
267. Volusia County of African American Leadership Council, Inc
268. Veriheal
269. Wakulla Correctional Institution
270. Watson Strategies
271. Wedgewood Community Center and Park
272. West Florida Baptist District Association
273. Whole Child Leon
274. Wholistic ReLeaf
275. Woodland Heights Neighborhood Association
276. World Financial Group

APPENDIX E

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

MMERI Communication Channels

Website

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

MMERI Marijuana Education Modules

<https://educate.mmeri.famu.edu/public>

MMERI Forum Radio

Conversations on Cannabis Facebook

<https://www.facebook.com/MMERIForumRadio/>

MMERI Forum Radio

Conversations on Cannabis Instagram

@MMERIForumRadio

MMERI Forum Radio

Conversations on Cannabis 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

July 17, 2023 • *Polk State College Newsroom*

Graduate pursuing Doctor of Pharmacy got start in research at Polk State

<https://www.polk.edu/news/graduate-pursuing-doctor-of-pharmacy-got-start-in-research-at-polk-state/>

July 21, 2023 • *Orange TV*

Legal Connections: Medical Marijuana

Education and Research Initiative

<https://www.youtube.com/watch?v=4N4p7tdjaNs>

September 22, 2023 • *Florida Courier*

Marijuana use in K-12 schools presents

challenges

[https://www.flcourier.com/news/marijuana-](https://www.flcourier.com/news/marijuana-use-in-k-12-schools-presents-challenges/)

[use-in-k-12-schools-presents-challenges/](https://www.flcourier.com/news/marijuana-use-in-k-12-schools-presents-challenges/)

[article_6d7f987a-5934-11ee-a205-374f411b4ad4.html](https://www.flcourier.com/news/marijuana-use-in-k-12-schools-presents-challenges/)

September 30, 2023 • *Weekly Challenger*


Marijuana use in K-12 schools presents

challenges

[https://theweeklychallenger.com/marijuana-](https://theweeklychallenger.com/marijuana-use-in-k-12-schools-presents-challenges/)

[use-in-k-12-schools-presents-challenges/](https://theweeklychallenger.com/marijuana-use-in-k-12-schools-presents-challenges/)

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MEDICAL MARIJUANA EDUCATION
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