



## Fourth Quarter Accomplishments

April 1, 2021 - June 30, 2021



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# A MESSAGE FROM THE EXECUTIVE DIRECTOR OF MMERI

## Opportunities for Wisdom

An inquiry came to us on our Instagram account [\[@MMERIForumRadio\]](#) from Deanta Pittman, president of a fraternity at Florida State University. He was interested in knowing more about the Medical Marijuana Education and Research Initiative (MMERI) and offered to help us make his fraternity brothers and other FSU students aware of our mission.

Mr. Pittman's message is the kind of organic engagement that I like to see. It tells me that we are succeeding in our efforts to establish MMERI as a trusted resource for information about Florida's medical marijuana law and the impact of the unlawful use of marijuana.

Mr. Pittman, who is entering his senior year, leads the Rho Alpha Chapter of the Sigma Lambda Beta International Fraternity, which he described as "Latino-based." He said he reached out to us because he saw a need for "educating ourselves on the benefits and repercussions of marijuana. There's a lot of misinformation about it, and there's a genuine opportunity for wisdom with [MMERI]."

"Wisdom," by the way, is at the crux of the fraternity's motto, "Opportunity for wisdom, wisdom for culture."

Mr. Pittman's interest in our program led him to share his fraternity's email list with us so we can engage with his brothers. He also offered to help arrange a MMERI community forum at the FSU campus.

"We're looking for educational and relevant information," he said.

Well, Mr. Pittman, you came to the right place. Thank you for contacting us.

Speaking of gaining wisdom, our inaugural Student Practicum Experience helped us see MMERI through the lens of nine Florida A&M undergraduates this past spring semester. The students were tasked with helping enhance, expand, and improve MMERI's mandate to educate minorities about medical marijuana and the consequences of the unlawful use of marijuana. At the same time, the program sought to elevate participants' learning experience at FAMU while helping them develop real world job skills, like problem-solving and delivering presentations.

I am proud to say the Student Practicum Experience accomplished what it was designed to do, with the students offering their unique perspectives on how we could improve our engagement with young audiences, and, in return, receiving career-building experience. Please turn to page 11 to read about some of the recommendations that came out of the Student Practicum Experience.

Finally, in the fourth quarter of Fiscal 2020-21, I was honored to represent MMERI as a presenter in the inaugural Cannabis Clinical Outcomes Research Conference. Hosted by the University of Florida's Consortium for Medical Marijuana Clinical Outcomes Research, the two-day virtual event promoted "the understanding of medical marijuana uses on health." Altogether, 225 registrants from three countries and 31 states attended.

Being able to address the conference was a great opportunity to raise MMERI's profile among the audience of researchers, physicians, students and medical marijuana industry leaders.

But whether we engage with people who are well-educated in medical marijuana or students who want to either know the facts about it or help us expand and improve our outreach, our goal is the same: Seize opportunities that yield wisdom for all.

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



# EXECUTIVE SUMMARY

## MMERI PROGRAM OVERVIEW

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

Given the University’s historical role in educating minority students, FAMU is in a unique position to educate Florida’s diverse minority populations about medical marijuana. MMERI is operating under the following mandate from the Legislature: “Educate Florida’s diverse minority communities about medical marijuana and the impact of the unlawful use of marijuana on minority communities.”

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

## MISSION

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

## VISION

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

## GOALS

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

# MMERI PROGRAM COMPONENTS

## EDUCATION

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

## COMMUNITY ENGAGEMENT

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

## COMMUNICATIONS

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





# MMERI *by the* NUMBERS

# EDUCATE. LEARN. TALK.

APRIL 1, 2021 - JUNE 30, 2021

## EDUCATION

2

### COURSES DEVELOPED

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

393

### PARTICIPANTS

Students and individuals who took the Basic Medical Marijuana Education course

211

### PRE/POST ASSESSMENTS COMPLETED

By participants in the Basic Medical Marijuana Education online course

182

### ONLINE SURVEYS COMPLETED

By participants in the Basic Medical Marijuana Education online course

9

### STUDENT PRACTICUM PARTICIPANTS

42

### TRAIN-THE-TRAINERS

Individuals trained to become MMERI's grassroots educators  
(Cumulative data for FY 20/21)

43

### TRAIN-THE-TRAINER SESSIONS

Training an ethnically, culturally and geographically diverse group of individuals to conduct minority-targeted community sessions about marijuana for medical use and the impact of the unlawful use of marijuana.

(Cumulative data for FY 20/21)

## COMMUNICATIONS

12,423

### RADIO PSA PLACEMENTS

Aired in 10 major media markets

8,958

### TELEVISION PSA PLACEMENTS

Aired in 10 major media markets

3

### PODCAST EPISODES

Delivered to mobile and digital devices

3

### E-NEWSLETTERS (ENGLISH)

Provided timely information about MMERI programs and initiatives

6

### E-BLASTS (ENGLISH AND SPANISH)

Provided timely information about MMERI programs and initiatives

1,100,000

### FLYERS DISTRIBUTED

3

### VIDEOCASTS

Broadcast via multiple media channels

## COMMUNITY ENGAGEMENT

3

### CONVERSATIONS ON CANNABIS VIRTUAL FORUMS

Streaming live to talk about medical marijuana and unlawful use of marijuana with diverse audiences across Florida

15

### SPEAKING ENGAGEMENTS

In collaboration with community partners and organizations







# FOURTH QUARTER SNAPSHOT

## MMERI COMPONENTS *and* ACCOMPLISHMENTS



### EDUCATION

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

### NEW STUDENT PRACTICUM EXPERIENCE EXCEEDS EXPECTATIONS

*Nine FAMU Undergraduates Offer Recommendations for Improving Efficacy of MMERI’s Core Components*

Florida A&M University senior and aspiring law school student, Brianna Johnson, recommended MMERI expand its educational outreach to include incarcerated populations and at-risk juveniles. Senior, Ciara Mims, suggested MMERI rely more on Instagram as a communications tool while another student touted short, animated videos as an effective medium for enhancing engagement efforts.

“One stop in the community would be local prisons or jail facilities. Having workshops at these facilities can include sessions that introduce controversial topics related to medical marijuana such as health issues, how to use medical marijuana, the pros and cons of medical marijuana, and how to decipher between medical marijuana and regular marijuana etc.,” one of her strategies recommended.

Those ideas were among the advice nine FAMU undergraduates offered in their required capstone presentations as participants in MMERI’s inaugural Student Practicum Experience held during the spring semester that ended in April of Fiscal 2020-21. The student scholars represented five colleges or schools — Agriculture and Food Sciences, Education, Journalism and Graphic Communication, Allied Health Sciences, and Social Sciences, Arts and Humanities — and were paired with faculty mentors.

The new program encourages participating student scholars to offer input on improving the efficacy of MMERI’s core components — education, community engagement, and communications — as well as help enhance, expand, and improve MMERI’s mandate to educate minorities about medical marijuana and the impact of the unlawful use of marijuana. At the same time, the Student Practicum Experience seeks to enrich participants’ academic experience at FAMU and provide them with real world work experience that will help them prepare for their chosen careers.

Spring 2021 graduates Johnson and Mims, who earned degrees in criminal justice and public relations, respectively, said the program lived up to its intentions.

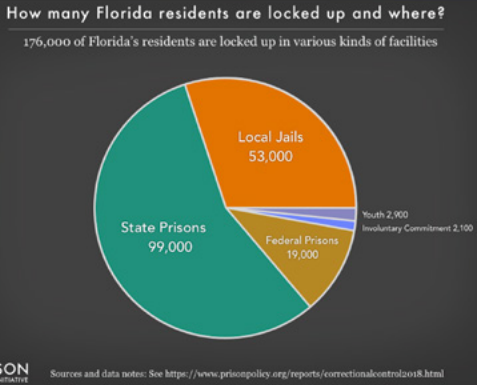
“I feel like the program prepared me for public speaking and helped me with writing a paper professionally,” said Johnson, whose capstone presentation proposed strategies MMERI could implement to reach African Americans who are incarcerated or considered at-risk youth.

*“Having workshops at [local prisons or jail] facilities can include sessions that introduce controversial topics related to medical marijuana such as health issues, how to use medical marijuana, the pros and cons of medical marijuana, and how to decipher between medical marijuana and regular marijuana etc.”*

- Brianna Johnson



The numbers are disheartening but it proves even more why it is so important to reach out to the prison population because we are educating a population that has been negatively affected immensely by marijuana and likely to revert back to illegal use if given the opportunity.





Faculty mentor Dr. Felecia Dix-Richardson, associate professor of criminology and criminal justice in the College of Social Sciences, Arts and Humanities, helped Johnson prepare her presentation before MMERI Executive Director Dr. Patricia Green-Powell and her staff.

“Her presentation was very well received,” said Dr. Dix-Richardson. She added that she believed the Student Practicum Experience helped Johnson develop valuable research skills to aid her in law school.

Mims said she saw participation in the program as “an opportunity to learn what FAMU was doing to educate minorities about medical marijuana and the illegal use of marijuana.” But her research, which was based on a survey she conducted on her personal Facebook, Twitter and Instagram accounts, showed most of her peers were unfamiliar with MMERI.

Additionally, more than 60% of the respondents agreed with the statement, “I am more interested in learning about the benefits of medical marijuana than the dangers of unlawful marijuana usage.”



*“MMERI would also find it beneficial to engage with their target audience on Instagram more frequently because that is the platform that many people in their audience use.”*

- Ciara Mims

- |   |  |
|---|--|
| <b>1</b><br>Increase the number of minorities and Floridians that MMERI educates and reach out to about medical marijuana and the consequences of unlawful marijuana. | <b>2</b><br>Show the need for a strategic public relations campaign with a target audience of small FBOs and minorities at large.        |
| <b>3</b><br>Raise awareness of Florida A&M University Medical Marijuana Education and Research Initiative.  | <b>4</b><br>Develop an understanding of MMERI's reach and identify the best ways to communicate, engage, and educate Florida minorities. |

“MMERI would also find it beneficial to engage with their target audience on Instagram more frequently because that is the platform that many people in their audience use,” Mims’ presentation concluded.

Mims said her experience in the project helped her get a job as an assistant account executive with a public relations firm that specializes in health care.

“Interviewers were very interested in my involvement in the MMERI program,” she said.

Ranata Hughes, visiting professor of journalism in the School of Journalism and Graphic Communication, served as faculty mentor to Mims and another graduating senior, Daniel Newton, who proposed that MMERI focus on creating “shorter and more engaging” videos and podcasts to connect with audiences.

“They performed very well,” Hughes said of Mims and Newton. “MMERI told me later they plan to use [my students’] presentations in the next practicum as examples.”

Dr. Green-Powell said the students’ capstone projects exceeded her expectations for participants in a first-time program. “The MMERI team looked at this first iteration of the Student Practicum Experience as strictly a learning experience and as an opportunity to gain new and fresh perspectives from students in the core areas of education, community engagement, and communications,” she said. “We came away from it with some very good ideas we can implement, as well as some best practices for future Student Practicum programs. The nine students who participated over the spring semester were enterprising and diligent in fulfilling the program’s requirements.”

Other student participants were Kamari Baker (sophomore) and Dean Verret (freshman), College of Education; Staci Gamble (sophomore) and Lailah Hall (freshman), College of Agriculture and Food Sciences; Brandi Lee (junior) and Antonio Mathews (senior), School of Allied Health Sciences.

In addition to Dr. Dix-Richardson and Visiting Professor Hughes, faculty mentors included Dr. Brian Hickey, College of Education; Dr. Cheree Wiltshire, School of Allied Health Sciences; and Dr. Gilbert Queeley, College of Agriculture and Food Sciences.

# COMMUNITY ENGAGEMENT

## MMERI PARTICIPATES IN NATIONAL VETERANS ALTERNATIVE HEALTHCARE SUMMIT

MMERI Executive Director Dr. Patricia Green-Powell participated in a first-ever national conference providing veterans with information about the growing cannabis industry and the potential benefits of cannabis as a medical treatment.

The National Veterans Alternative Summit took place on June 27, 2021, on National PTSD Awareness Day. The one-day, virtual conference was presented by AMVETS through its Healthcare, Evaluation, Advocacy and Legislation (HEAL) Program. Founded in 1944 through an act of Congress, AMVETS has more than 250,000 members nationwide and represents the interests of 20 million veterans and their families. Sessions during the summit covered the potential benefits of medical cannabis, how veterans can transition into the cannabis industry, and how civilians and corporations can assist with veterans’ cannabis issues.

Dr. Green-Powell served on the Cannabis Education and Research panel. She and fellow panelists, Bryan Buckley, CEO and founder of Helmand Valley Growers Company, and Dale Sky Jones, Chancellor at Oaksterdam University and founding board member of the National Cannabis Industry Association, discussed the importance of cannabis research. A major focus of their presentation was the need for cannabis research results to determine how to treat conditions like chronic pain, post traumatic stress disorder (PTSD), mental health conditions, opioid addiction, and other health issues affecting veterans.

The summit attracted approximately 431 registrants and prompted more than 21,500 engagements during the one day event. Videos of the virtual presentations are available for the public to view online at no cost on the AMVETS website at <https://www.amvetshealprogram.org>.





# STREET TEAMS ENGAGE HARD-TO-REACH AUDIENCES

A group of people assembled in the form of street teams to share information about the MMERI program across the state. Employed by iHeartMedia, these highly specialized teams delivered interactive messaging targeted to hard-to-reach populations in sometimes hard-to-reach places. These may include, but are not limited to, bars, clubs, churches, malls, train/bus stations, and rural communities.

## Caribbean Village Festival on June 20 in Southwest Ranches

The iHeart street teams also attended large music and community festivals, most notably the Caribbean Village Festival held on June 20 in the Broward County community of Southwest Ranches. The event drew thousands of attendees who were given information and materials about the MMERI program. Event promotions mentioned MMERI on radio and digital advertisements, which raised awareness of the program among diverse audiences.



# OTHER MMERI OUTREACH ACTIVITIES

Street teams organized by Minorities 4 Medical Marijuana (M4MM) also canvassed festivals and community events across Florida to engage participants and talk about the MMERI program. At each event, M4MM street team members distributed promotional items, a flyer about the MMERI program, and provided a QR code for attendees to take a survey to learn basic knowledge about medical marijuana. During the quarter, the teams attended approximately seven events held in North, Central and South Florida communities, reaching more than 10,000 people from diverse populations\*.

## April 10 & 17

*Frenchtown Heritage Hub Farmer's Market | Tallahassee, FL*  
Event provided residents the opportunity to sell and purchase fresh vegetables and healthy foods from local farmers.



## May 15

*Stop Gun Violence Basketball Tournament | Williston Middle High School, Williston, FL*  
M4MM street team members partnered with 2LoyalPodcast for the Benefit Basketball Tournament to stop gun violence.



## June 19

*Central Florida Feltrim Sports Youth Football Registration | Haines City, FL*  
Parents and their children attended this annual event to register for the upcoming youth football season.



\*Estimates are based on the number of people engaged at each venue/event. Engagement is defined as the individual either visited the MMERI booth, spoke with a street team member, took a flyer, scanned the QR or took the online survey on their mobile device.

# CONVERSATIONS ON CANNABIS VIRTUAL FORUM (April, May, June)

The *Conversations on Cannabis* virtual forum invites viewers to engage program guests in discussions on medical marijuana and the impact of the unlawful use of marijuana. Live-streamed on Facebook and YouTube, each program features stakeholders and/or experts in such fields as health care, business, law enforcement, theology, or other professions. In the fourth quarter, virtual forums were held in April, May, and June, drawing a total of 1,382 views on multiple streaming platforms.

## April Virtual Forum:

*Cannabis and the Black Church with Pastors Erta Livingston, Lonnie Davis Wesley III and Leo Stoney*

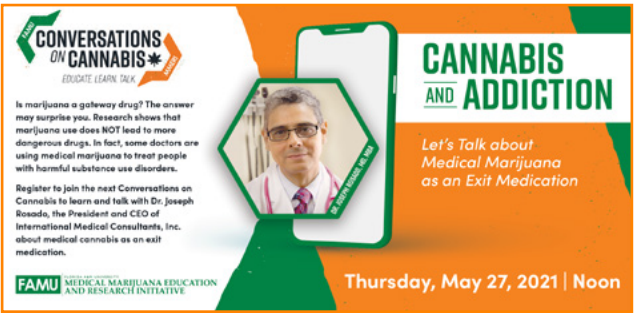


This program aired live on April 29 and featured a panel of faith leaders talking about the changing attitudes toward marijuana use in Black churches. Elder Dr. Erta Livingston of the Church of God by Faith #1 in Gainesville, Dr. Lonnie Davis Wesley III of the Greater Little Rock Baptist Church in Pensacola, and Pastor Leo Stoney of The MaxOut Church in Melbourne talked about the growing use of medical cannabis and shared how they are addressing the topic with their congregations. More than 470 people participated in the live virtual event or watched the recorded program posted on MMERI's Facebook and YouTube pages. The session also drew more than 70 comments from viewers.

## May Virtual Forum:

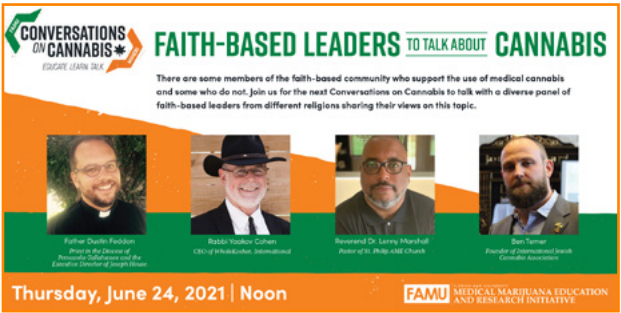
*Medical Marijuana and Addiction with Dr. Joseph Rosado, MD*

Live streamed on May 27, this program featured a pioneer in Florida's medical marijuana industry talking about his experience using cannabis to help patients reduce or end their dependency on opiates and other pharmaceutical drugs. Qualified medical marijuana physician Dr. Joseph Rosado dismissed the claim that marijuana is a "gateway drug," calling it an "exit drug" instead. To prove his point, he shared case studies of patients he weaned off of addictive pharmaceutical medications through a recommended regimen of medical marijuana and CBD treatments. The recorded session posted on Facebook and YouTube generated 525 views by the end of the quarter.



## June Virtual Forum:

*What Does the Bible Say about Cannabis, with Rabbi Yaakov Cohen, Rev. Dr. Lenny Marshall, Father Dustin Feddon and IJCA Founder Ben Temer*



On June 24, a rabbi, reverend, priest, and a layperson discussed views on cannabis related to theology, medicinal and recreational uses, criminal persecution, and other points of interest. Use of the cannabis plant as an herbal remedy and psychoactive drug was documented by ancient civilizations, but whether it was mentioned in the Bible has been a matter of speculation. Rabbi Yaakov Cohen, Rev. Dr. Lenny Marshall, Father Dustin Feddon and Ben Temer, founder of the International Jewish Cannabis Association (IJCA), referenced various scriptures to provide a religious perspective on cannabis use. More than 90 people participated in the live virtual event, with the recorded session generating 383 views by the end of the fourth quarter. The session drew more than 50 comments from viewers on Facebook and YouTube.



# PRESENTATIONS ON STATE AND NATIONAL PANELS ABOUT MARIJUANA

Organizations across the country are recognizing MMERI as a leader in providing the public with information and resources about cannabis. As such, MMERI Executive Director, Dr. Patricia Green-Powell served on a number of virtual events as an invited speaker in the fourth quarter.

## SPEAKING ENGAGEMENTS THIS QUARTER INCLUDED:

Cannabis Clinical Outcomes Research Conference hosted by the University of Florida’s Consortium for Medical Marijuana Clinical Outcomes Research

*April 8-9 | 225 Registrants from 31 states and 3 countries*

Gadsden County Health Council Monthly Zoom Meeting

*April 14 | 23 Participants*

Medical Marijuana Registry Planning Group Monthly Meeting

*April 28 | 14 Participants*

FAMU National Alumni Association’s Governmental Relations Committee meeting

*May 5 | 35 Participants*

Leon County ACE Program: Viewing MMERI Basic Medical Marijuana Education Course

*May 19 | 19 Participants*

Wakulla Senior Center Presentation

*May 24 | 20 Attendees*

Town Hall Faith Delivery Virtual Forum Sponsored by the Gadsden County Community Health Committee

*May 26 | 88 Participants*

Tallahassee Southside Rotary Club Presentation

*May 31 | 22 Attendees*

FAMU Government Relations Committee Meeting

*June 7 | 40 Attendees*

Gadsden County Health Council Meeting

*June 9 | 31 Attendees*

11th Annual What Women Want, North Florida Fairgrounds

*June 12 | 2,200 Participants*

Marion County Alumni Association

*June 14 | 11 Attendees*

FAMU Regional Alumni Presidents Meeting

*June 17 | 21 Attendees*

FAMU-MMERI Train-the-Trainer with the Mosaic Group

*June 17 | 9 Participants*

AMVETS Veterans Alternative Healthcare Summit

*June 27 | 431 Participants and 21,500 engagements during the one day event*

# COMMUNICATIONS

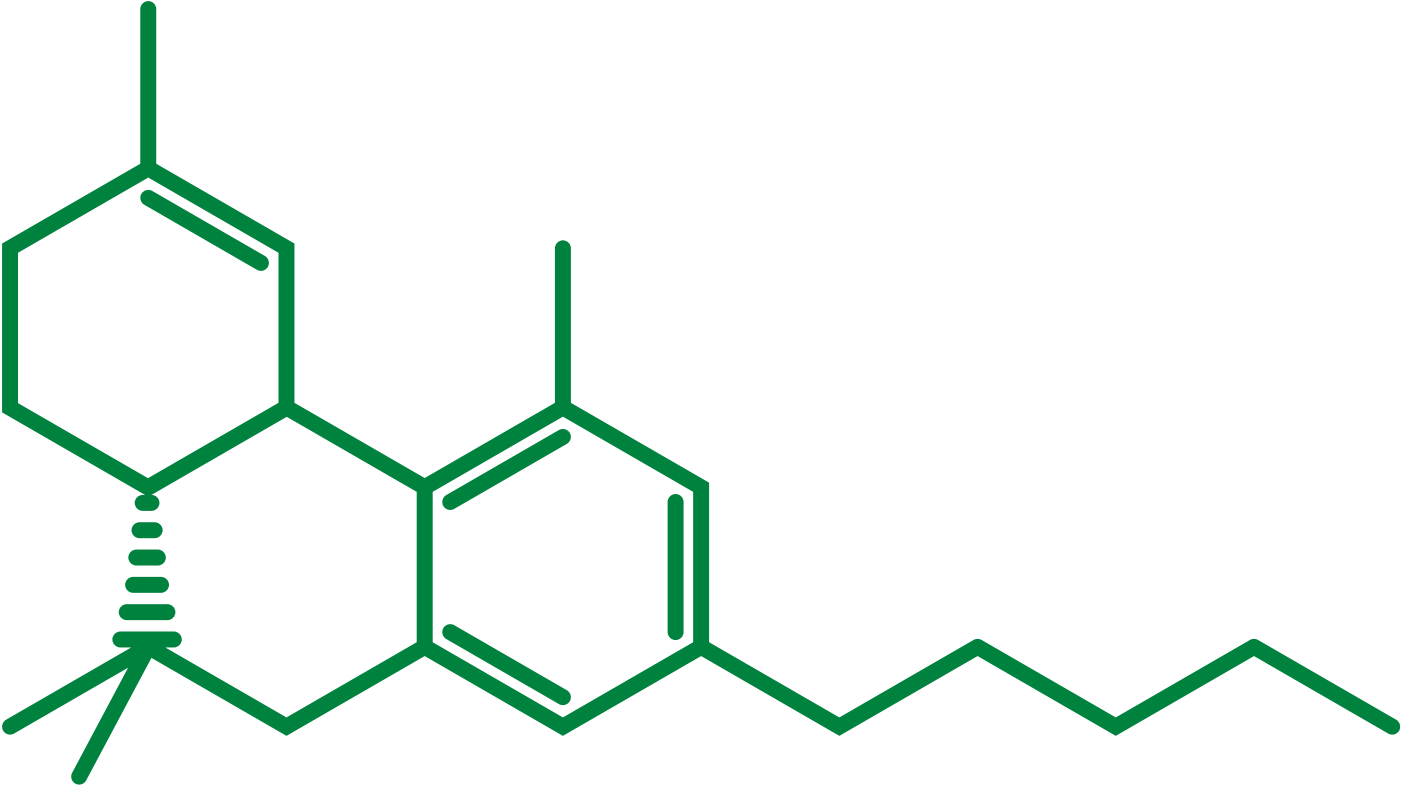
MMERI leverages multiple media platforms to provide minority communities throughout Florida with factual information on the state’s medical marijuana law and inform them of the potential consequences of the unlawful use of marijuana. A comprehensive communications strategy supports and promotes MMERI’s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

## CANNABIS PUBLIC EDUCATION CAMPAIGNS ADDRESS ISSUES AND TOPICS THAT ENGAGE FLORIDA’S MINORITY COMMUNITIES

Individuals and organizations in Florida and out-of-state are reaching out to MMERI about issues, concerns and insights regarding subjects related to marijuana. Each day, the MMERI team receives numerous inquiries about its initiatives and programs, as well as requests for resources and information on a variety of topics.

In response, MMERI’s fourth quarter campaigns addressed entrepreneurship in the marijuana industry, religious views on cannabis, and whether marijuana is a gateway drug to substance abuse. All of the campaigns were anchored by a *Conversations on Cannabis* virtual forum featuring subject matter experts who spoke on these issues.

In addition to posting and sharing the campaign information on its own multimedia channels, MMERI expanded its reach to diverse audiences statewide by leveraging a growing number of media partners, including iHeartMedia, the Florida Association of Broadcasters and several minority-owned media outlets across the state. These partners used multiple media channels to deliver information and resources to Floridians in English, Spanish, Mandarin, and Haitian-Creole. The campaigns’ remarkable results are noted in the following pages.





APRIL CAMPAIGN

How Minority Entrepreneurs Could Break into the Legal Cannabis Industry

According to Marijuana Biz Daily, less than 5% of legal marijuana businesses are Black-owned

The Medical Marijuana Education and Research Initiative (MMERI) receives dozens of calls and emails each week from people in the minority community asking for insight on how to start a business or get a job in the legal cannabis industry.

Roz McCarthy, Erik Range and Rebecca Colett were featured in a campaign to share how they made inroads in the billion-dollar cannabis industry and are working to help more minorities do the same.

McCarthy is the founder of Minorities for Medical Marijuana (M4MM) Inc., an Orlando-based 501c3 nonprofit she started to help people of color get into an industry that lacks diversity and inclusion. She believes Florida is the number one state with regards to career opportunities in this industry.

Range is a successful Orlando-based entrepreneur in the cannabis space and chair of M4MM’s board. He suggested minorities interested in entering the cannabis trade consider taking on a supporting role, such as providing janitorial services, landscaping, or general contracting to dispensaries in Florida. He says business opportunities that support the state’s growing medical marijuana industry are endless.

Rebecca Colett, a Florida A&M University graduate, shared how she started the first African American women-owned and operated cannabis cultivation brand in the Midwest. Her company, Calyxium, is based in Detroit.



MAY CAMPAIGN

Pastors Have Faith in Medical Marijuana Treatment

Three Black church leaders in Florida reflect on changing attitudes toward cannabis for medicinal purposes

Marijuana has long been a target of condemnation in minority churches. And for good reason: Pastors have seen how the racially biased enforcement of marijuana laws has impacted their communities and congregations.

In a month-long campaign about cannabis and religion, Dr. Erta C. Livingston Jr., Pastor Leo Stoney and Dr. Lonnie Davis Wesley III explained why they support medical marijuana as a physician-authorized treatment but oppose recreational marijuana use. Dr. Livingston is the Senior Pastor of the Church of God by Faith #1 in Gainesville and Director of Patient Services for UF Health Jacksonville. Working in hospitals changed his perspective about the use of medical marijuana to treat people in pain. Pastor Stoney of The MaxOut Church in Melbourne said he is talking more about this taboo topic, while Dr. Wesley of the Greater Little Rock Baptist Church in Pensacola said congregants really shouldn't concern themselves with a church's position on medical marijuana if their doctor recommended it as a medical treatment.

The pastors all agreed that education about medical marijuana was key to their acceptance of the drug.



JUNE CAMPAIGN

Florida Doctor Says Medical Cannabis Is an ‘Exit Drug’

Dr. Rosado disputes ‘gateway drug’ label

Marijuana has a history of being criticized as a “gateway drug,” meaning it’s the first step on a path leading to more potent and addictive narcotics. Dr. Joseph Rosado, an Orlando internist and one of the state’s first qualified medical marijuana physicians, passionately disputes that claim. In a campaign about cannabis and addiction, he provided case studies and research supporting his view that cannabis is an “exit drug.” In other words, it helps reduce or end dependency on pharmaceuticals.

One of Dr. Rosado’s patients suffered from several afflictions, including fibromyalgia, hypothyroidism (underactive thyroid), migraine headaches and seizures. To get through a day the patient took a buffet of prescription medications, 42 to 58 pills, including addictive painkillers.

After the patient obtained a medical marijuana card from the state, Dr. Rosado “recommended” she begin following a cannabis-based regimen. Over several months, her physical and mental health improved as she used fewer and fewer medications, and was down to three pills a day.

Dr. Rosado says he’s seen similar results in hundreds of his medical marijuana patients, from the 7-year-old with epilepsy to the 104-year-old with Parkinson’s. But such successes would be unlikely for anyone trying to self-medicate with street-level marijuana, he warned.





# MMERI OUTREACH *and* PUBLIC EDUCATION MATERIALS

Want to learn and educate others about medical marijuana?

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

## 您在佛罗里达州需要了解的有关大麻的事项 医用大麻是合法的

### 什么是医用大麻？

医用大麻利用大麻植物或大麻植物中提取的化学物质来治疗疾病或失调。有关州医用大麻使用法律的更多信息，请查阅佛罗里达州法规 (F.S.) 第 381.986 章。

### 医用大麻在佛罗里达州是否合法？

合法。2014 年佛罗里达州出台的“关爱医用大麻法”允许有资格的患者使用医用大麻和低 THC 含量的大麻。

### 在佛罗里达州，患者有哪些症状才有资格使用医用大麻？

- 癌症
- 癫痫
- 青光眼
- 艾滋病
- 创伤后应激障碍 (PTSD)
- 肌萎缩性侧束硬化症 (ALS)
- 克罗恩病
- 帕金森疾病
- 多发性硬化 (MS)
- 在种类或级别上，与所列出的其他疾病相同或类似的医学疾病
- 由医师诊断出的晚期疾病
- 由符合条件的医学疾病导致的慢性良性疼痛

### 在佛罗里达州，我应该采取哪些步骤才能获得医用大麻？

- 第 1 步。成为佛罗里达州的永久居民或季节性居民。
- 第 2 步。被合格医师诊断出有资格使用医用大麻的疾病。
- 第 3 步。被列入州的医用大麻使用登记簿
- 第 4 步。获得医用大麻使用登记簿 (MMUR) 身份证，以在授权的医用大麻治疗中心 (MMTC) 购买。

## 了解佛罗里达州的医用大麻法律可让您远离麻烦

使用消遣性大麻  
在佛罗里达州是非法的  
在联邦也是非法的

事实如下：



与他人分享自己的医用大麻会给自己带来麻烦。



应只在家中使医用大麻以避免法律问题。



请勿在驾车期间吸食医用大麻。如果被警察闻到医用大麻，那么您可能会被逮捕。



在携带有医用大麻的情况下，请勿离开佛罗里达州或前往任何联邦居所。根据联邦法律规定，吸食医用大麻仍属违法行为。

Want to learn and educate others about medical marijuana? Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

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

<http://mmeri.famu.edu>

CONVERSATIONS  
ON CANNABIS  
EDUCATE. LEARN. TALK.

Third Quarter  
Accomplishments  
January 1, 2021 - March 31, 2021

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



## TRAINING LOREM IPSUM

Lorem ipsum dolor sit





THE FOLLOWING MEDIA PARTNERSHIPS AND COMMUNICATIONS CHANNELS DELIVERED THESE CAMPAIGNS TO MINORITY POPULATIONS STATEWIDE.

iHEARTMEDIA CAMPAIGN PARTNERSHIP

iHeartMedia is one of the largest media companies in the United States. As a media partner with MMERI, the conglomerate posted monthly campaign content on social and digital media, and placed hundreds of ads on websites, mobile devices, apps and streaming devices, reaching and engaging diverse audiences in 361 cities across Florida.

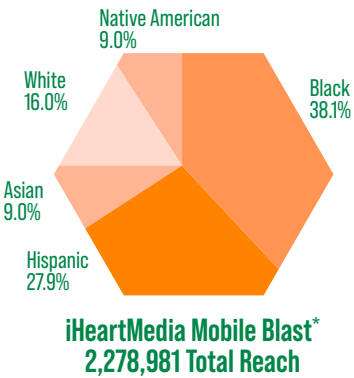
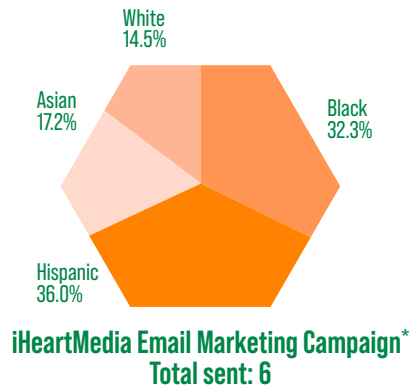
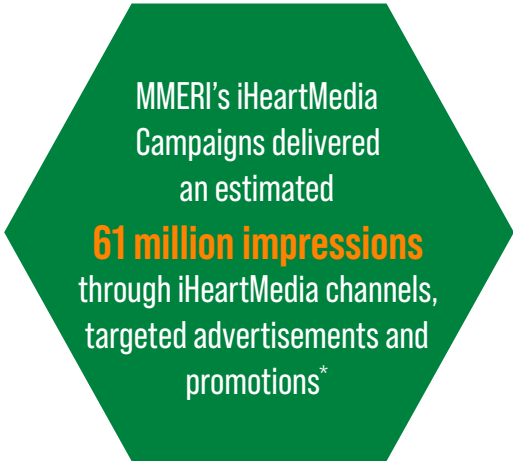
Paid Advertising

MMERI’s campaign content was placed across multimedia channels in a mix of digital display and social media ads designed to drive target audiences to MMERI’s online channels, live streams and virtual forums.



Ultimate Experience Promotions

The monthly MMERI campaigns reached diverse audiences across Florida through iHeartMedia’s popular and highly publicized Ultimate Experience promotions. As a partner, MMERI also raised awareness of its public education programs and drew attention to its social and digital media platforms, where audiences could register to attend the *Conversations on Cannabis* virtual forums and take the Basic Medical Marijuana Education course.



\*Data Sources: Estimates provided by iHeartMedia

MMERI FORUM RADIO ON IHEARTMEDIA

Broadcast Schedule

- Friday** 7 a.m. - 8 a.m. WZZR-FM HD2 (The New 93.3) in West Palm Beach  
5:30 p.m. and 8 p.m. WLDI-FM HD2 (WiLD 95 HD2) in West Palm Beach and the Treasure Coast
- Saturday** 7 a.m. - 7:30 a.m. WTLY-AM (Throwback 96.5 FM) in Tallahassee-Panama City  
6 a.m. - 7 a.m. WTKS-FM HD2 (104.5 The Beat) in Orlando  
10 a.m. - 11 a.m. WCCF-AM (WCCF News Radio 1580) in Punta Gorda  
6 p.m. - 7 p.m. WMMB (92.7 FM, 1240 AM and 1350 AM) in Melbourne-Titusville-Cocoa
- Sunday** 1 a.m. - 2 a.m. WMIB-FM HD2 (Throwback 105.5) in Miami  
6 a.m. - 7 a.m. WFXJ-AM (97.3 The Game) in Jacksonville

“Best of MMERI Radio” Shows also aired on the following stations:

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



MMERI PODCASTS

MMERI Radio Forums and the new *Conversations on Cannabis* videocasts and virtual forums are featured as podcasts on the iHeartRadio digital network and mobile app.

Download the Podcast

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



These targeted ad campaigns reached an estimated **1.8 million African Americans and 600,000 Hispanics** across Florida\*

## MINORITY NEWSPAPER OUTREACH

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

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

## Los pastores creen en el tratamiento de la Marihuana medicinal



Pastor Lonnie D. Wesley, Pastor Leo Stoney, Dr. Erta C. Livingston, Jr.

La marihuana ha sido durante mucho tiempo objeto de condena en las iglesias minoritarias. Y con razón: los pastores han visto cómo la aplicación sesgada de las leyes sobre la Marihuana ha afectado a sus comunidades y congregaciones.

Pero tres pastores en la Florida reflejan una tendencia nacional en el cambio de actitudes hacia el Cannabis, especialmente su uso legal con fines médicos. La Dra. Erta K. Livingston Jr., el Pastor Leo Stoney y el Doctor Lonnie Davis Wesley III apoyan la Marihuana medicinal como un tratamiento aprobado por un médico, y afirman que su uso no es diferente de tomar un medicamento recetado.

El Doctor Livingston es pastor principal de la Iglesia de Dios de la Fe Noí en Gainesville y director de Servicios al Paciente de UF Health Jacksonville. Trabajar en hospitales ha cambiado su perspectiva cuando se trata sobre el uso de la Marihuana medicinal para tratar a personas con dolor.

"Veo dolor todos los días. Les pongo las manos encima, hago todas las cosas espirituales que tengo que hacer, pero a veces el dolor continúa. Entonces, de manera compasiva, quiero apoyar con lo que sea necesario para aliviar ese dolor. Si un médico te receta Marihuana medicinal, tienes mi apoyo. No te pondré en el altar y te enviaré al infierno.

Agregó el pastor Stoney de la iglesia MaxOut en Melbourne: "Definitivamente es un tema tabú porque somos pastores, ¿no? Vuelvo a eso. Si hay medicamentos para el cáncer, ahora hay medicamentos para COVID y hay medicamentos para todo lo demás, ¿por qué no puede haber un medicamento recetado por un médico que haya sido probado y comprobado que haga que una persona con dolor se sienta mejor?"

El doctor Wesley de la Gran Iglesia Bautista en Little Rock, Pensacola, dijo que los hermanos realmente no deberían preocuparse por la posición de la iglesia sobre la Marihuana medicinal.

"No depende de la iglesia qué medicamentos le haya recetado su médico para su atención médica. enfatizo, "Haz lo que tengas que hacer para tener una mejor calidad de vida".

Todos los pastores coincidieron en que la educación sobre la Marihuana medicinal es clave para su uso. Sobre el tema de la Marihuana recreativa los tres expresaron que se reservan para validar si lo hace el gobierno estatal o federal.

Visite el sitio web en MMERI <http://mmeri.famu.edu>.

### EDUCATE. LEARN. TALK ABOUT CANNABIS IN FLORIDA.

Get Credible Information And Engage In A Safe Space To Learn And Talk About Cannabis.

#### EDUCATE.

Take The Free Online Basic Education Course

[MMERI.FAMU.EDU/EDUCATE](http://MMERI.FAMU.EDU/EDUCATE)

#### LEARN.

Get The Latest Information About Marijuana In Florida

[MMERI.FAMU.EDU/LEARN](http://MMERI.FAMU.EDU/LEARN)

#### TALK.

Join Conversations On Cannabis Each Month on YouTube and Facebook

[MMERI.FAMU.EDU/TALK](http://MMERI.FAMU.EDU/TALK)

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio
 @MMERIForumRadio

@MMERIForumRadio
 MMERI Forum Radio

## CANNABIS Y RELIGIÓN

Hablemos con un Panel Diverso de Líderes Religiosos

Hay algunos miembros del clero que apoyan el uso de cannabis medicinal y otros que no. Únase a nosotros en las próximas Conversaciones sobre Cannabis para hablar con un panel diverso de líderes religiosos que comparten sus puntos de vista sobre este tema.

**Jueves 24 de Junio de 2021 | Mediodía**

Regístrate Ahora: <https://bit.ly/MMERIJune2021>

**FAMU** MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Siga 'Conversations on Cannabis' en:

@MMERIForumRadio
 MMERI Forum Radio

@MMERIForumRadio
 MMERI Forum Radio

## ¿Sabías?

# Los Centros de Tratamiento de Marihuana Medicinal son las únicas entidades legalmente autorizadas a dispensar Marihuana Medicinal en la Florida.

Fuente: Oficina del uso de la Marihuana Medicinal del Departamento de Salud de Florida

### PON A PRUEBA TUS CONOCIMIENTOS SOBRE LA MARIHUANA MEDICINAL EN

[HTTP://MMERI.FAMU.EDU/EDUCATE/](http://MMERI.FAMU.EDU/EDUCATE/)

## CANNABIS AND ADDICTION

Let's Talk about Medical Marijuana as an Exit Medication

Learn and talk with Dr. Joseph Rosado, the President and CEO of International Medical Consultancy, Inc. about medical cannabis as an exit medication.

Watch Now: [http://bit.ly/Cannabis\\_Addiction](http://bit.ly/Cannabis_Addiction)

**FAMU** MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

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@MMERIForumRadio
 MMERI Forum Radio

## CANNABIS AND RELIGION

Thursday, June 24, 2021 | Noon

Watch Now: <http://bit.ly/MMERIJune2021Live>

There are some members of the faith-based community who support the use of medical cannabis and some who do not. Join us for the next Conversations on Cannabis to talk with a diverse panel of faith-based leaders from different religions sharing their views on this topic.

**FAMU** MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio
 @MMERIForumRadio

@MMERIForumRadio
 MMERI Forum Radio

## Did you know?

Cannabis plants containing more than 0.3% of the psychoactive cannabinoid THC are considered marijuana and possession is illegal under federal law.

Source: Food and Drug Administration (FDA)

TEST YOUR KNOWLEDGE ABOUT MEDICAL MARIJUANA AT [HTTP://MMERI.FAMU.EDU/EDUCATE/](http://MMERI.FAMU.EDU/EDUCATE/)

**FAMU** MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow 'Conversations on Cannabis' on:

MMERI Forum Radio
 @MMERIForumRadio

@MMERIForumRadio
 MMERI Forum Radio

## EDUCATE. LEARN. TALK ABOUT CANNABIS IN FLORIDA.

Get credible information and engage in a safe space to learn and talk frankly about cannabis. FAMU's Medical Marijuana Education and Research Initiative (MMERI) is the only program mandated by the state to engage minority communities and Florida's diverse populations about this subject.

**EDUCATE: TAKE THE FREE ONLINE BASIC EDUCATION COURSE**

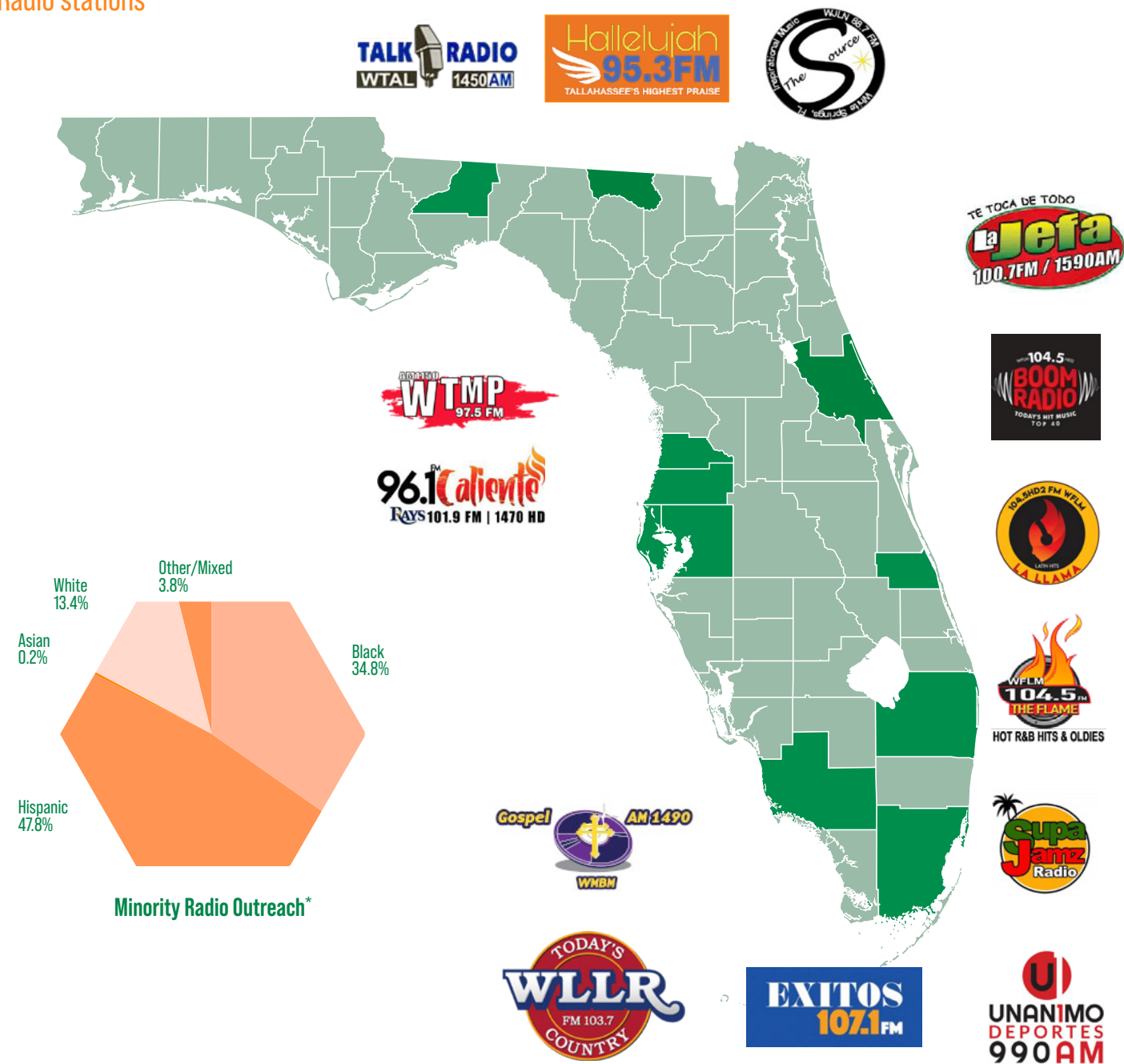
Visit [MMERI.FAMU.EDU/EDUCATE/](http://MMERI.FAMU.EDU/EDUCATE/) to test your knowledge on the global history of cannabis and how to legally obtain a Florida medical marijuana card.



## MINORITY RADIO OUTREACH

MMERI coordinated the placement of paid content and advertisements in radio stations targeting the Black and Hispanic communities. This quarter, radio advertisements were played on stations in Hillsborough, Pasco, Hernando, Pinellas, Leon, Palm Beach, Indian River, Miami-Dade, Volusia, Hamilton and Collier counties.

## Radio stations

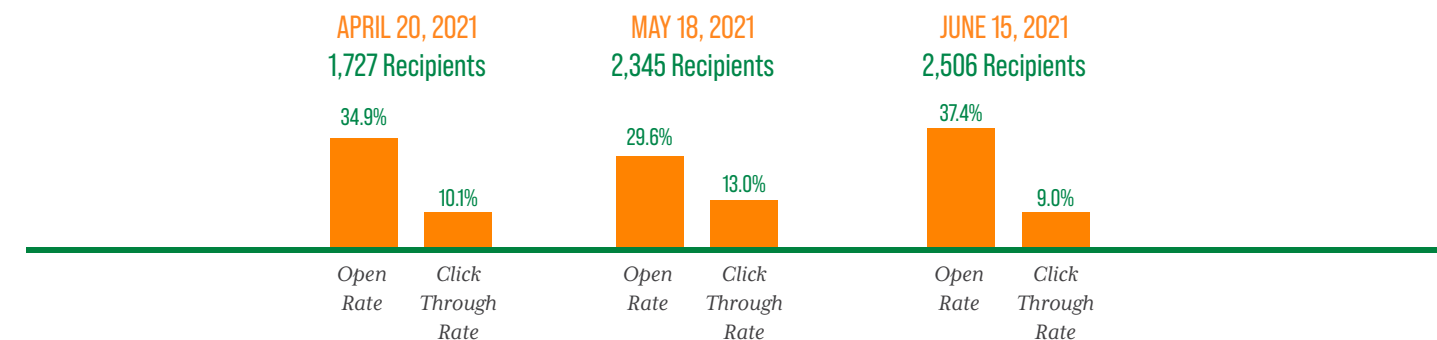


*\*Data Sources: Estimates provided by the radio station managers*

# MMERI E-NEWSLETTER

This quarter, MMERI saw more people signing up to receive its monthly e-newsletter. The consumer-focused content provided public education about cannabis. Articles included subject matter experts talking about an issue or concern, the latest marijuana news in Florida and around the country, and a section featuring comments from people who have engaged with MMERI through its community engagement activities. MMERI has recorded an increase in e-newsletter recipients, noticeable audience engagement and positive feedback from stakeholders.

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





# RADIO AND TELEVISION PUBLIC SERVICE ANNOUNCEMENTS (PSA)

MMERI and its media partners produced new radio and television public service announcements (PSAs) and placed them on iHeartRadio stations and the Florida Association of Broadcasters public education campaign. The placements blanketed the state's airwaves with information about medical marijuana and the impact of the unlawful use of marijuana, as well as public education related to the monthly campaign topics.

Through the Florida Association of Broadcasters, the English and Spanish-language PSAs aired on 143 radio and 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

Florida Association  
of Broadcasters Public  
Education Campaign

Between April 1 and June 30,  
2021, more than **21,000** radio  
and television PSAs were  
aired statewide

Using data from the U.S. Census Bureau and Nielsen, the estimated potential television reach statewide from April - June 2021, was 3,102,468 viewers, and the estimated potential radio reach was 2,812,541 listeners.\*

Of those estimated television viewers, 502,306 were African American; 731,584 Hispanic; 1,732,305 White; 81,475 Asian; 54,798 Mixed. Of those estimated radio listeners, 460,118 were African American; 675,225 Hispanic; 1,554,150 White; 73,788 Asian; 49,260 Mixed.

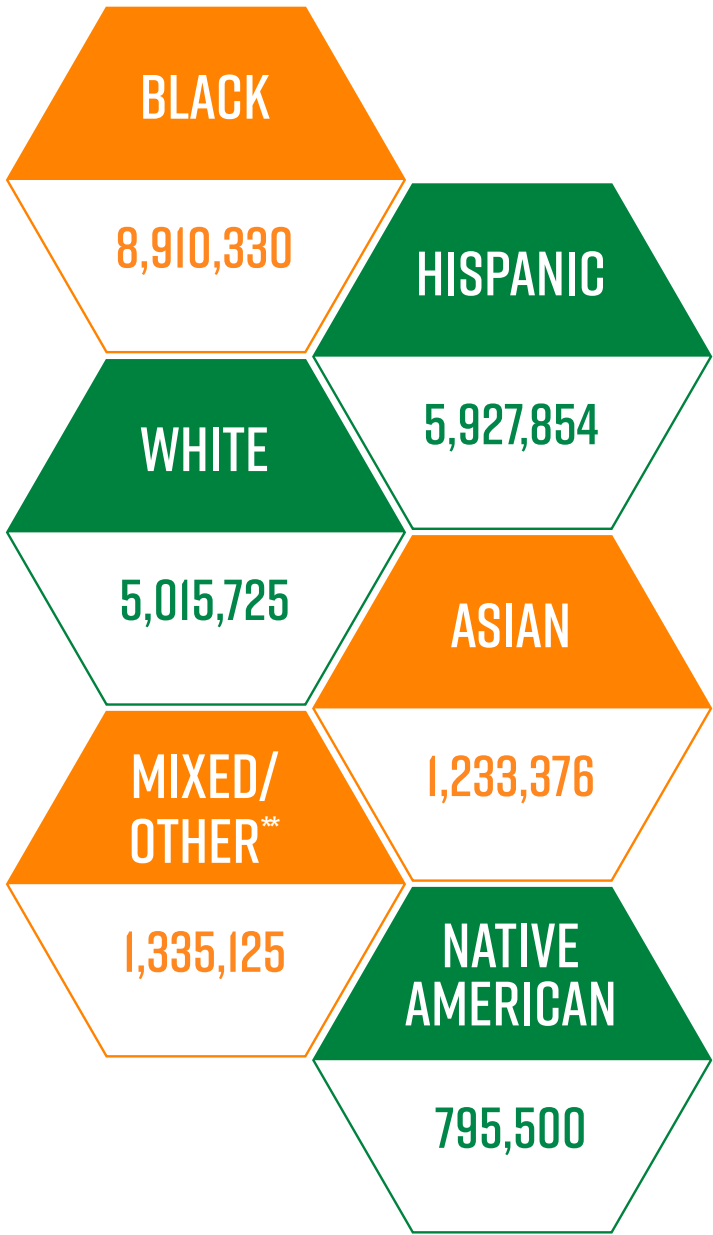
*\*The U.S. Census Bureau Data, and Nielsen's cume rating estimates on Florida's 10 media markets were used to estimate the number and percentages of potential minorities reached over the campaign period.*

# AUDIENCE REACH & ENGAGEMENT

## in the FOURTH QUARTER

(APRIL - JUNE 2021)

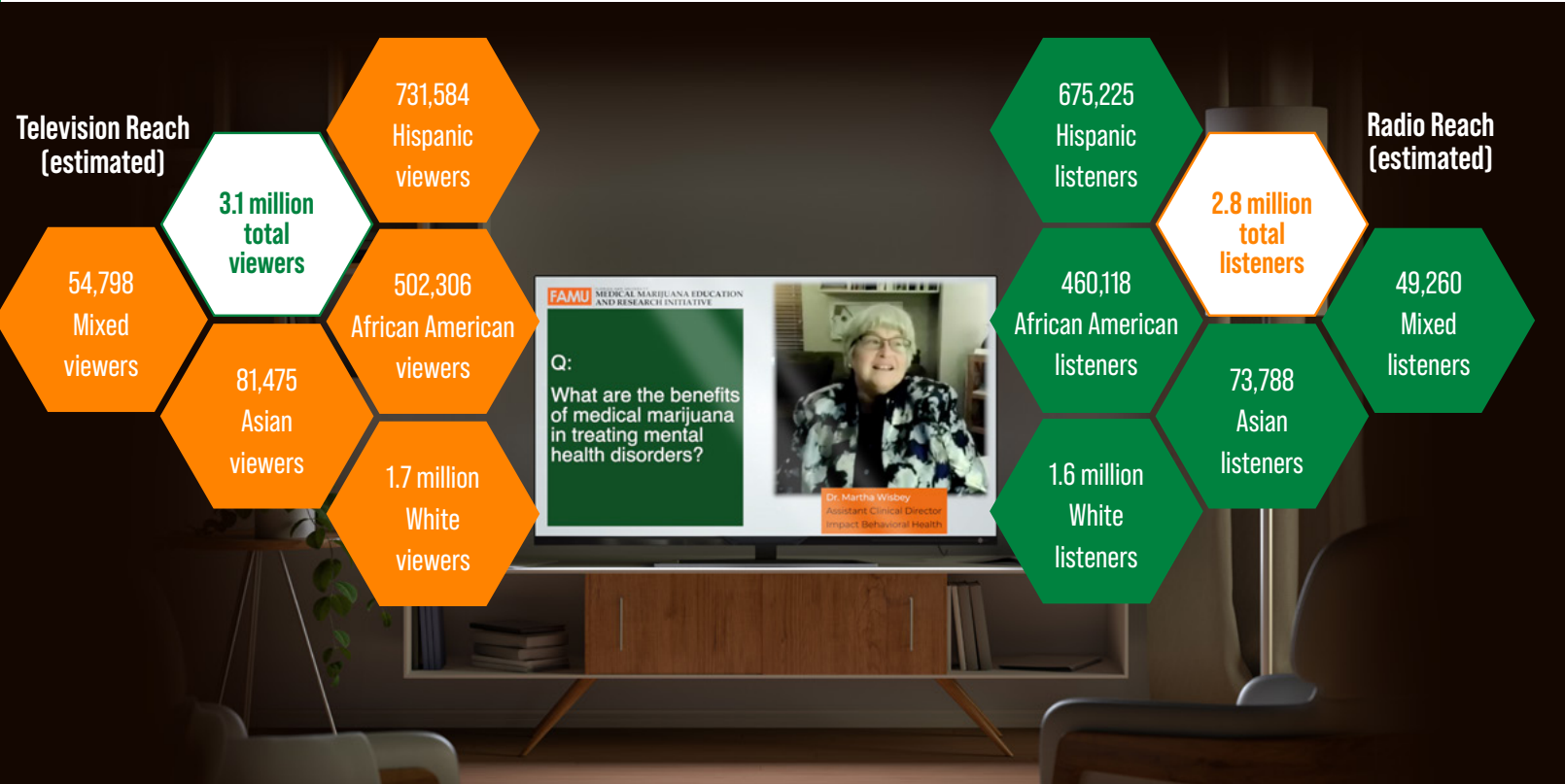
The following data represents the estimated\* number of people MMERI programs and activities reached and engaged with in the fourth quarter of FY 2020-2021.



*\* Estimated total reach based on data collected by MMERI staff and provided by program partners, media outlets, and vendors*  
*\*\* Mixed/Other is defined as people from two or more races.*

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

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





APPENDIX A

MMERI Oversight Committee and Advisory Committee members

MMERI OVERSIGHT AND COMPLIANCE WORKGROUP

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

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

The panel includes 12 members of FAMU faculty and staff and is led by the Principal Investigator of MMERI, Charles Weatherford, Ph.D., Vice President for Research, Professor of Physics and Director of Center for Plasma Science and Technology. The workgroup meets monthly.

WORKGROUP MEMBERS

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

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

**Cynthia Hughes Harris, Ph.D.**  
Chair of MMERI's Research and the Dean of School of Allied Health Sciences

**GP Mendie**  
Budget-Program Manager, MMERI

**David Self, Esquire**  
Associate General Counsel

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

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

MMERI EXTERNAL ADVISORY COUNCIL (MMERIEAC) MEMBERS

This 11-member volunteer panel serves as an impartial and objective adviser to the leadership of the Medical Marijuana Education and Research Initiative. With its makeup of well-respected active and retired professionals from myriad fields of endeavor, the Council is able to provide unique perspectives as MMERI builds on its successes and identifies new opportunities. A key responsibility of membership is helping MMERI make connections with community leaders and potential partners in minority communities. The group meets three times a year and each member is required to participate in at least two MMERI activities annually.

COUNCIL MEMBERS

<b>Na'im Akbar, Ph.D.</b> Author, public speaker, retired clinical psychologist
<b>Gloria Anderson</b> Former director of the Smith-Williams Service Center, Tallahassee
<b>Valeria Robinson Baker</b> Consultant pharmacist

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

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

**Patrick Mason, Ph.D.**  
Professor of Economics and Director of African American Studies Program, Florida State University

**Dr. Bhavin Patel**  
Consultant and physician

**Patricia Snyder, Ph.D.**  
University of Florida distinguished professor

**Barney Spann**  
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

**Sheriff Morris A. Young**  
Gadsden County, Florida

APPENDIX B  
MMERI TEAM

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

APPENDIX C

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

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

IDENTIFICATION CARDS.—

(d) Applications for identification cards must be submitted on a form prescribed by the department. The department may charge a reasonable fee associated with the issuance, replacement, and renewal of identification cards. **The department shall allocate \$10 of the identification card fee to the Division of Research at Florida Agricultural and Mechanical University for the purpose of educating minorities about marijuana for medical use and the impact of the unlawful use of marijuana on minority communities.** The department shall contract with a third-party vendor to issue identification cards. The vendor selected by the department must have experience performing similar functions for other state agencies.



APPENDIX D

Directory of Community Engagement and Outreach  
Partner Groups (faith-based, law-enforcement, colleges  
and universities, community-based organizations, health  
organizations, etc.)

- 1. Affordable Care Clinics
- 2. African American Research Library and Cultural Center
- 3. Akbar Law Firm
- 4. Alpha Kappa Alpha Sorority, Inc./ Delta Iota Omega Chapter
- 5. Arial II
- 6. Athletes for CARE
- 7. Axxess Pharmacy
- 8. Baptist Healthcare
- 9. Barrineau Park Community Center
- 10. Barrineau Park Historical Society
- 11. Bay County Parkinson Support Group
- 12. Black Farmers and Agriculturalists of Florida
- 13. Brownsville Community Resource Center
- 14. Cantonment Family Medicine
- 15. Cantonment Improvement Committee
- 16. CDAC Behavioral Healthcare, Inc.
- 17. Century Village Pembroke Pines
- 18. Chinese Association of Tallahassee
- 19. City of Miami Gardens
- 20. City of Palm Bay
- 21. Cognitive Big Data Systems
- 22. Community Action Program Committee, Inc. (CAPC)
- 23. Community Healthcare Northwest Florida
- 24. Comprehensive Health Center
- 25. CVS Pharmacy
- 26. Danzy Bail Bonds
- 27. Earl Britt, MD
- 28. ECAT – Transit Marketing
- 29. Economy Drug Store
- 30. Edward Waters College
- 31. Ellen Grizzle, PhD
- 32. Escambia County Neighborhood and Human Services Department
- 33. Escambia County Sheriff’s Office

- 34. Evans Center, Inc.
- 35. Faith Health Network
- 36. Families First Network of Lakeview
- 37. FAMU National Alumni Association
- 38. First Baptist Church of Piney Grove
- 39. First West Florida Baptist District Association
- 40. Florida Department of Juvenile Justice
- 41. Florida Association of Community Action
- 42. Florida Rights Restoration Coalition
- 43. Gadsden County Health Council
- 44. Gary Joseph, MD, Acupuncture and Oriental Medicine
- 45. Grassroots Leadership
- 46. Grassroots Wellness
- 47. Greater Frenchtown Revitalization Council
- 48. Greater Little Rock Baptist Church
- 49. Gulf Coast Minority Chamber of Commerce
- 50. Health and Wellness Centers of North Florida
- 51. HELIO
- 52. HempLade Vegan Cafe
- 53. Honorable Dr. Henry Lowe, PhD
- 54. Herve Damas, MD, MBA
- 55. Hillsborough County Public Schools
- 56. Hispanic Federation
- 57. Hispanic Services Council
- 58. Hispanic Unity of Florida
- 59. InterCultural Advocacy Institute
- 60. Jeffrey Block, MD
- 61. Lakeview Center
- 62. Latino Leadership
- 63. Lauderhill Police Department
- 64. Lauderhill Towne Center Library
- 65. Leafwell
- 66. Leo Bridgewater, Veteran
- 67. Leon County Sheriff’s Office
- 68. Leon County Urban League
- 69. Letresia Wilson, MD
- 70. Lighthouse Foundation, Inc.
- 71. LULAC Florida
- 72. Macedonia Missionary Baptist Church
- 73. Marthe Brun, Community Member

- 74. Max-Olivier Carre, Naturalist
- 75. Medical Marijuana Treatment Clinics of Florida
- 76. Medicus Cannabus
- 77. Melbourne Police Department
- 78. Miami-Dade County Community Advocacy
- 79. Miami-Dade Police Department
- 80. Mimose Hyppolite, Community Member
- 81. Miracle Hill Nursing
- 82. Miramar Library
- 83. Modern Woodmen Fraternal
- 84. Most Worshipful Union Grand Lodge (Prince Hall Affiliated Masons)
- 85. Mother Wit Institute, Inc.
- 86. Mount Bethel Human Services Corporation
- 87. Mount Calvary Missionary Baptist Church
- 88. My Florida Families/Florida Department of Children and Families
- 89. Naleo Educational Fund
- 90. National Alliance for Hispanic Health
- 91. National Coalition of 100 Black Women/Pensacola Chapter
- 92. National Hispanic Medical Association
- 93. Neville Ballin, MD
- 94. NORML Central Florida
- 95. NORML Tallahassee
- 96. North Dade Regional Library
- 97. North Florida Hispanic Association
- 98. Northwest Florida Area Agency on Aging Inc./Aging and Disability Resource Center
- 99. Northwest Florida Heart Group
- 100. Oasis/Florida Department of Health
- 101. Office of State Attorney, 13th Judicial Circuit
- 102. Office of State Attorney, 2nd Judicial Circuit
- 103. Olympia Compounding Pharmacy
- 104. Orange County Sheriff’s Office
- 105. Order of the Eastern Star – Jerusalem Chapter
- 106. P3 Community Church
- 107. Panhandle Area Education Consortium
- 108. Pensacola Habitat for Humanity
- 109. Pensacola Police Department
- 110. Pompano Christian Clergy Council

- 111. Powerhouse COGIC
- 112. Prospera Florida
- 113. Quintette Community Center
- 114. ReleafMD
- 115. Restoring the Village
- 116. Robert Robino Productions
- 117. Robert W Saunders, Sr. Public Library
- 118. Roberto Dorneval, Community Member
- 119. Sanders-Beach Corinne Jones Resource Center
- 120. Sickie Cell Disease Association
- 121. Sixth Avenue Missionary Baptist Church
- 122. South Florida Men’s Wellness
- 123. Southwest Focal Point Senior Center
- 124. Southwood Towne Center
- 125. St. John Progressive Missionary Baptist Church
- 126. Tallahassee Veterans Outreach
- 127. Tampa Hispanic Heritage Inc.
- 128. Tampa Police Department
- 129. The Holistic Cannabis Community
- 130. The Image Makers
- 131. The MaxOut Church
- 132. Tiffany Bowden, PhD
- 133. Total Pain Relief
- 134. Town of Century Florida
- 135. Trulieve
- 136. UF Health Shands Pastoral Services Team
- 137. University of West Florida
- 138. Valencia Community College
- 139. Veriheal
- 140. Wedgewood Community Center and Park
- 141. West Florida Baptist District Association
- 142. Whole Child Leon
- 143. Wholistic ReLeaf
- 144. Woodland Heights Neighborhood Association

APPENDIX E

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

MMERI Communication Channels

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

News About MMERI

- **April 22, 2021** | *Daytona Times*  
How Minority Entrepreneurs Could Break into the Medical Cannabis Industry  
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