

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

TABLE *of* CONTENTS



5 MESSAGE FROM THE EXECUTIVE DIRECTOR

5 Introduction by Dr. Patricia Green-Powell

6 EXECUTIVE SUMMARY

6 Program Overview

6 Mission, Vision, Goals

7 Program Components

8 MMERI BY THE NUMBERS

(January 1, 2021 - March 31, 2021)

**10 THIRD QUARTER SNAPSHOT
MMERI COMPONENTS AND ACCOMPLISHMENTS**

11 Education

14 Community Engagement

17 Communications

29 Audience Reach

30 APPENDIX

30 Appendix A: MMERI Oversight Committee and Advisory Committee Members

31 Appendix B: MMERI Team

31 Appendix C: Authorizing Florida Statute Section 381.986

32 Appendix D: Directory of Community Engagement and Outreach Partner Groups

34 Appendix E: Media Clips/News Coverage/Links to MMERI channels

35 CONTACT US

A MESSAGE FROM THE EXECUTIVE DIRECTOR OF MMERI

Three Successes Highlight Our Commitment to Educate, Engage and Communicate

Education. Community Engagement. Communications. These are the essential components of Florida A&M’s Medical Marijuana Education & Research Initiative (MMERI), and they are interconnected. We could not successfully implement one without the other two, as MMERI’s mission requires my staff and I “to educate, inform and engage Florida’s diverse population about medical marijuana and the impact of the unlawful use of marijuana.”

Highlighting the third quarter of Fiscal Year 2020-21 were the following successes that speak to the MMERI program’s commitment:

Between January and March, we anchored our public education outreach on monthly campaigns focused on specific subjects related to cannabis. The topics attracted live audiences to the Conversations on Cannabis virtual forums live streamed on social and digital media channels. Additional campaign outreach in the form of public service announcements, e-newsletters, newspaper articles, social and digital media posts, podcasts and videocasts engaged tens of thousands of people in Florida’s geographically and demographically diverse communities of color. They participated, watched, listened, read, shared, commented or asked us questions on MMERI’s channels. In addition, we saw a number of people outside of the state use MMERI’s public information and resources to learn more about cannabis in Florida.

In February, we launched an initiative that has been on my “things-to-do list” for some time, the MMERI Student Practicum Experience. I am very excited about this program because it offers participating FAMU undergraduates the opportunity to gain actual work experience, aiding their professional and academic development. It is important that MMERI develop a community of learners to provide organized learning support with the overall goal of enhancing the academic experience and improving academic performance. The students also will help us carry out and expand our mission as mandated under Section 381.986, Florida Statutes, to educate minorities and Floridians “about marijuana for medical use and the consequences of unlawful use of marijuana.”

We also saw our Train-the-Trainer program grow with 34 new participants. This program prepares a culturally and ethnically diverse group of people to become trainers who provide instruction of our Basic Medical Marijuana Education course to targeted minority communities throughout Florida. I hope to see this program expand with more trainers and the full-scale launch of our Intermediate Medical Marijuana Education course.

Finally, I am very proud to report that I submitted an abstract in the subject category of “Educational Quality Improvement” that was selected for presentation at the inaugural Cannabis Clinical Outcomes Research Conference. The event was hosted by the University of Florida-led Consortium for Medical Marijuana Clinical Outcomes Research on April 8-9, 2021.

It is initiatives like these that help us build our reputation as a vital resource in the cannabis space and further ensure that we stay true to our three core components – Education. Community Engagement. Communications.

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 B 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 is implementing activities, building and expanding relationships and partnerships, and collaborating 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 and in-person platforms to educate key audiences and stakeholders.



MMERI *by the* NUMBERS

EDUCATE. LEARN. TALK.

JANUARY 1, 2021 - MARCH 31, 2021

EDUCATION

2

COURSES DEVELOPED

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

912

PARTICIPANTS

Students and individuals who took the Basic Medical Marijuana Education course

260

PRE/POST ASSESSMENTS COMPLETED

By participants in the Basic Medical Marijuana Education online course

652

ONLINE SURVEYS COMPLETED

By participants in the Basic Medical Marijuana Education online course

34

TRAIN-THE-TRAINERS

Individuals trained to become MMERI's grassroots educators

37

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 first, second and third quarter FY 20/21)

9

STUDENT PRACTICUM PARTICIPANTS

COMMUNICATIONS

15,121

RADIO PSA PLACEMENTS

Aired in 10 major media markets through the Florida Association of Broadcasters

6,860

TELEVISION PSA PLACEMENTS

Aired in 10 major media markets through the Florida Association of Broadcasters

13

PODCAST EPISODES

Delivered to mobile and digital devices through the iHeartMedia network

3

E-NEWSLETTERS (ENGLISH)

Provided timely information about MMERI programs and initiatives

6

E-BLASTS (ENGLISH AND SPANISH)

Provided iHeartMedia listeners timely information about MMERI programs and initiatives

3

VIDEOCASTS

Broadcast via multiple media channels

438,789

POSTCARDS

Mailed to households in 30 rural counties

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

10

SPEAKING ENGAGEMENTS

In collaboration with community partners and organizations



THIRD QUARTER SNAPSHOT

MMERI COMPONENTS *and* ACCOMPLISHMENTS

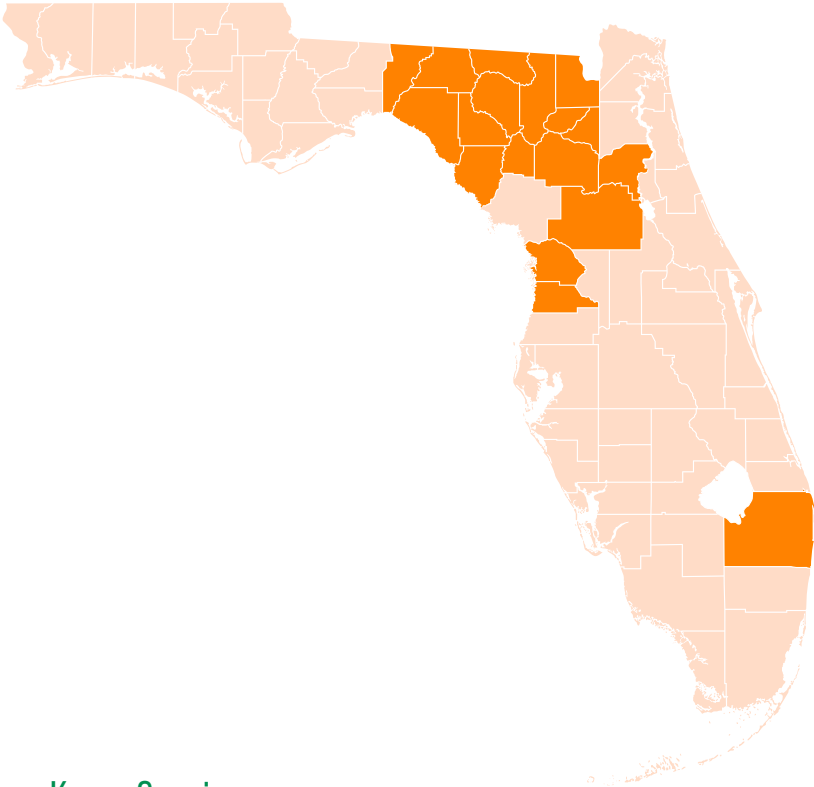


EDUCATION

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.

Train-the-Trainer Program Expands

In the third quarter, MMERI’s Train-the-Trainer program grew to a record 34 trainers across Florida. Trainers are MMERI’s boots on the ground providing instruction of the Basic Medical Marijuana Education course in communities across these 18 Florida counties:
Alachua, Baker, Bradford, Citrus, Columbia, Dixie, Gilchrist, Hamilton, Hernando, Jefferson, Lafayette, Madison, Marion, Palm Beach, Putnam, Suwannee, Taylor, Union



Basic Medical Marijuana Education Course Keeps Growing

Since its inception in 2019, the Basic Medical Marijuana Education course has been one of MMERI’s most successful education and engagement resources. Through the third quarter of FY 2020-2021, course participation reached 4,312, representing diverse groups of ages, ethnicities, and geographical areas throughout Florida and beyond.

In the third quarter, the free, noncredit online course recorded 912 participants, including 159 Florida A&M students who were invited by faculty to complete the curriculum through the Canvas virtual classroom portal.

Dr. Phyllis Gray-Ray and Dr. Helen M. Brethauer-Gay, professor and associate professor, respectively, of sociology and criminal justice, said they encouraged students in their classes to take the basic course to give them a better understanding of medical marijuana.

“I thought they should learn about medical marijuana because the course would clear up some of the

misconceptions they have about it,” said Dr. Gray-Ray. “There is a lot of misinformation out there, and I wanted them to get some facts on the differences between medical and street level marijuana.”

Dr. Brethauer-Gay said she thought the course offered students in the four classes she was teaching — Deviant Behavior, Introduction to Sociology, Social Statistics and Medical Sociology — the opportunity to dig deeper into the marijuana issue.

“There’s still a lot we don’t know about marijuana, and since it’s now legal for medical purposes and may soon be legal for recreational use, I think they need to learn about the effects of this drug,” she said.

A large majority of the participants who have completed the post-course survey expressed a high level of satisfaction with this learning experience and agreed that it helped them take a more positive view of medical marijuana.

STUDENT PRACTICUM EXPERIENCE

MMERI Launches Pilot of Student Program

The third quarter of FY 2020-2021 saw the launch of a pilot program that engages Florida A&M undergraduates to help enhance, expand, and improve MMERI’s mandate to educate minorities about medical marijuana and the consequences of the unlawful use of marijuana. MMERI seeks to develop a community of learners and provide a space and a structure for students to align around a shared goal. Student learning communities are often cited as a high-impact practice in efforts to improve student success in higher education.

Students who participate in learning communities have higher grades, find opportunities to interact with faculty, get involved in campus activities and events, and report greater satisfaction with their overall college experience.

Developed by Executive Director Dr. Patricia Green-Powell,

the MMERI Student Practicum Experience offers a selection of student scholars the opportunity to get involved in the program and share their perspectives on improving its core components — education, community engagement, and communications. Nine students from five colleges or schools — Agriculture and Food Sciences, Education, Journalism and Graphic Communication, Allied Health Sciences, and Social Sciences, Arts and Humanities — were selected to participate in the semester-long pilot.

“This program will encourage student involvement in what we do at MMERI,” said Dr. Green-Powell. “The Florida A&M student body is a target audience of ours, so it makes perfect sense to tap into this resource to help the MMERI program expand its reach and become more effective in reaching minority communities across the state.”

SUPER BOWL PUBLIC EDUCATION

During Super Bowl LV weekend [February 5-7] in Tampa Bay, street teams organized by Minorities for Medical Marijuana were canvassing daily events near Raymond James Stadium to engage fans and distribute flyers about the MMERI program.

The MMERI flyer contained a QR code that gave people direct access to the MMERI website where they were encouraged to register for the monthly virtual forum. Street team members also provided an overview of MMERI’s online Basic Medical Marijuana Education course and got people to take an online survey to test their knowledge about cannabis.

According to the organizers, the street teams reached an estimated 5,000 people — with the majority being African American.*

**Estimate is based on the number of people engaged at each venue. Engagement is defined as an individual who either spoke with a street team member, took a flyer, scanned the QR, or took the online survey on their mobile device.*



CONVERSATIONS ON CANNABIS
EDUCATE. LEARN. TALK.

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 at mmeri.famu.edu/Educate



LEARN.
Get the latest information at mmeri.famu.edu/Learn



TALK.
Register for Conversations on Cannabis each month at mmeri.famu.edu/Talk



FAMU FLORIDA A&M UNIVERSITY

MEDICAL MARIJUANA EDUCATION AND RESEARCH INITIATIVE

Follow ‘Conversations on Cannabis’ on:

 [MMERI Forum Radio](#) [@MMERIForumRadio](#) [@MMERIForumRadio](#) [MMERI Forum Radio](#)

Scan for more information:



MMERI GOES GLOBAL AT VIRTUAL EXPO



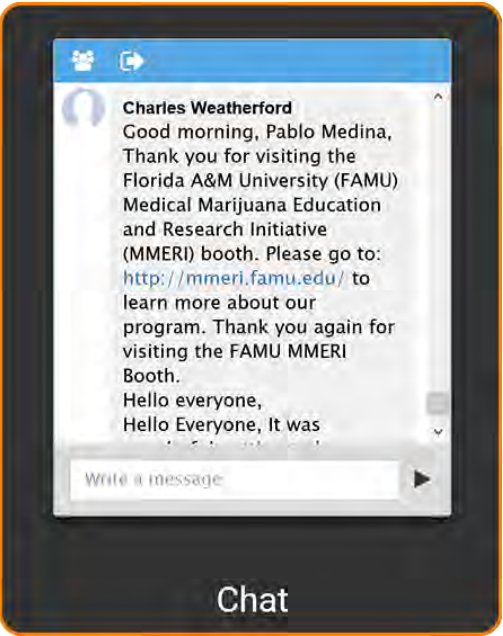
The MMERI program drew global interest as an exhibitor in the inaugural Enterprise Florida International Trade Expo, a multi-sector virtual showcase of the state’s leading export products and services, including medical marijuana. MMERI was one of 179 exhibitors that participated in the Expo.

Florida A&M University was the only public Historically Black College and University invited to participate in the Expo and used the opportunity to educate an international audience about its Medical Marijuana Education and Research Initiative.

Over the three-day event, March 16-18, virtual attendees engaged with MMERI and FAMU staff via live chat, inquiring about either the program, medical marijuana or the university.

The Expo platform remained online for 30 days after the end of the interactive event. According to Enterprise Florida, the virtual event attracted 5,589 total attendees from 118 nations.

“We got interest from people who live all over the world,” said Dr. Patricia Green-Powell, Executive Director of MMERI.



COMMUNITY ENGAGEMENT

CONVERSATIONS ON CANNABIS VIRTUAL FORUM

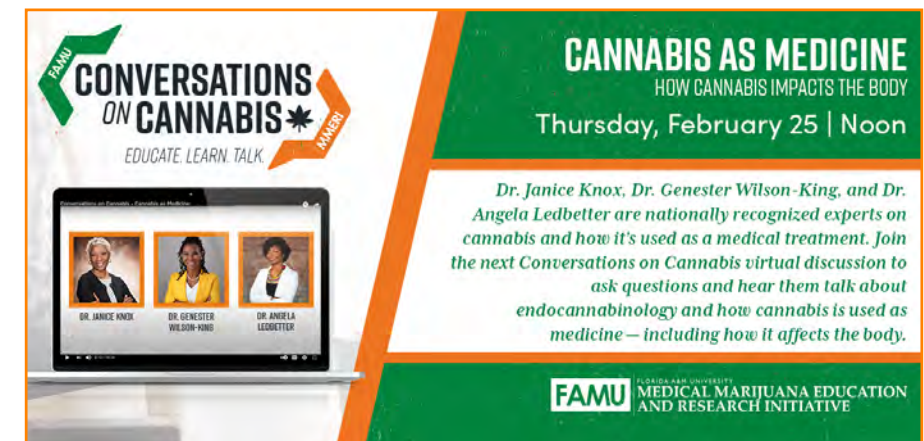
Conversations on Cannabis virtual forum invites viewers to engage program guests in discussions on medical marijuana and the impact of the unlawful use of marijuana. Live-streamed on Facebook and YouTube, each program features stakeholders and/or experts in fields such as health care, business, law enforcement, theology or other professions. This quarter, virtual forums were held in January, February and March, drawing more than 2,000 views on multiple streaming platforms.

January Virtual Forum: Marijuana in the Workplace with Attorney Kamilah Perry



This program aired live on January 28 and featured attorney Kamilah Perry as the guest expert. Perry is a partner in a private practice and also serves as executive director and general counsel for the Office of the State Attorney, Ninth Judicial Circuit, which includes Orange and Osceola counties. She discussed Florida's medical marijuana law and how it pertains to employment, cautioning viewers that employees being legally treated with cannabis are still vulnerable to termination for using the drug. More than 770 people this quarter participated in the live virtual event or watched the recorded program posted on MMERI's Facebook and YouTube pages. The session drew more than 65 comments from viewers.

February Virtual Forum: Marijuana as Medicine with Drs. Janice Knox, Genester Wilson-King, Angela 'Kaya' Ledbetter



Live streamed on February 25, this program brought together three nationally recognized experts on cannabis and how it's used as a medical treatment. Drs. Janice Knox, Genester Wilson-King and Angela 'Kaya' Ledbetter offered insights into cannabinoid therapy and discussed barriers that keep people of color from considering cannabis as a legitimate medical treatment. More than 196 people participated in the live virtual event, with the recorded session generating 1,010 views before the end of this quarter. The session drew more than 155 comments from viewers.

March Virtual Forum: The Business of Marijuana with Roz McCarthy, Erik Range and Rebecca Colett



On March 25, three successful entrepreneurs—Roz McCarthy, Erik Range and Rebecca Colett — talked about why and how they got into the medical cannabis industry. They also discussed the industry's lack of diversity and inclusion and offered suggestions for minorities thinking about entering the legal cannabis space. This forum was developed in response to a growing number of questions MMERI receives from the public about gaining access to career and business opportunities in Florida's growing medical marijuana industry. More than 124 people participated in the live virtual event, with the recorded session generating 310 views before the end of this quarter. The session drew more than 60 comments from viewers.

PRESENTATIONS ON STATE AND NATIONAL PANELS ABOUT MARIJUANA

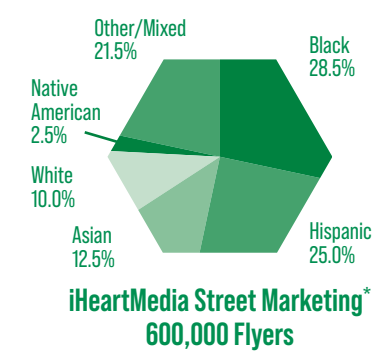
Organizations across the country are recognizing MMERI as a leader in providing the public with information and resources about cannabis. As such, MMERI Executive Director, Dr. Patricia Green-Powell served on several virtual events as an invited speaker in the third quarter.

SPEAKING ENGAGEMENTS THIS QUARTER INCLUDED:

January 7	FAMU-MMERI / Train-the-Trainer with the MOSAIC GROUP 9 Participants
January 13	Gadsden County Community Health Council Zoom Meeting 35 Participants
February 10	Gadsden County Community Health Council Zoom Meeting 47 Participants
February 16	FAMU Law Presentation with Dr. Erica Lindsay 18 Participants
February 20	MMERI Student Practicum Program 19 Participants
February 23	CCDWC Black History Celebration 51 Participants
March 4	iLead Women in Leadership Roundtable 36 Participants
March 10	Gadsden County Community Health Council Meeting 32 Participants
March 23	Gadsden County Mental Health Meeting 32 Participants
March 24	Medical Marijuana Registry Planning Group 14 Participants

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 engaged hard-to-reach populations in sometimes hard-to-reach places. Targeted locations included bars, clubs, churches, malls, train and bus stations, and rural communities.



*Data Source: Estimates provided by iHeartMedia

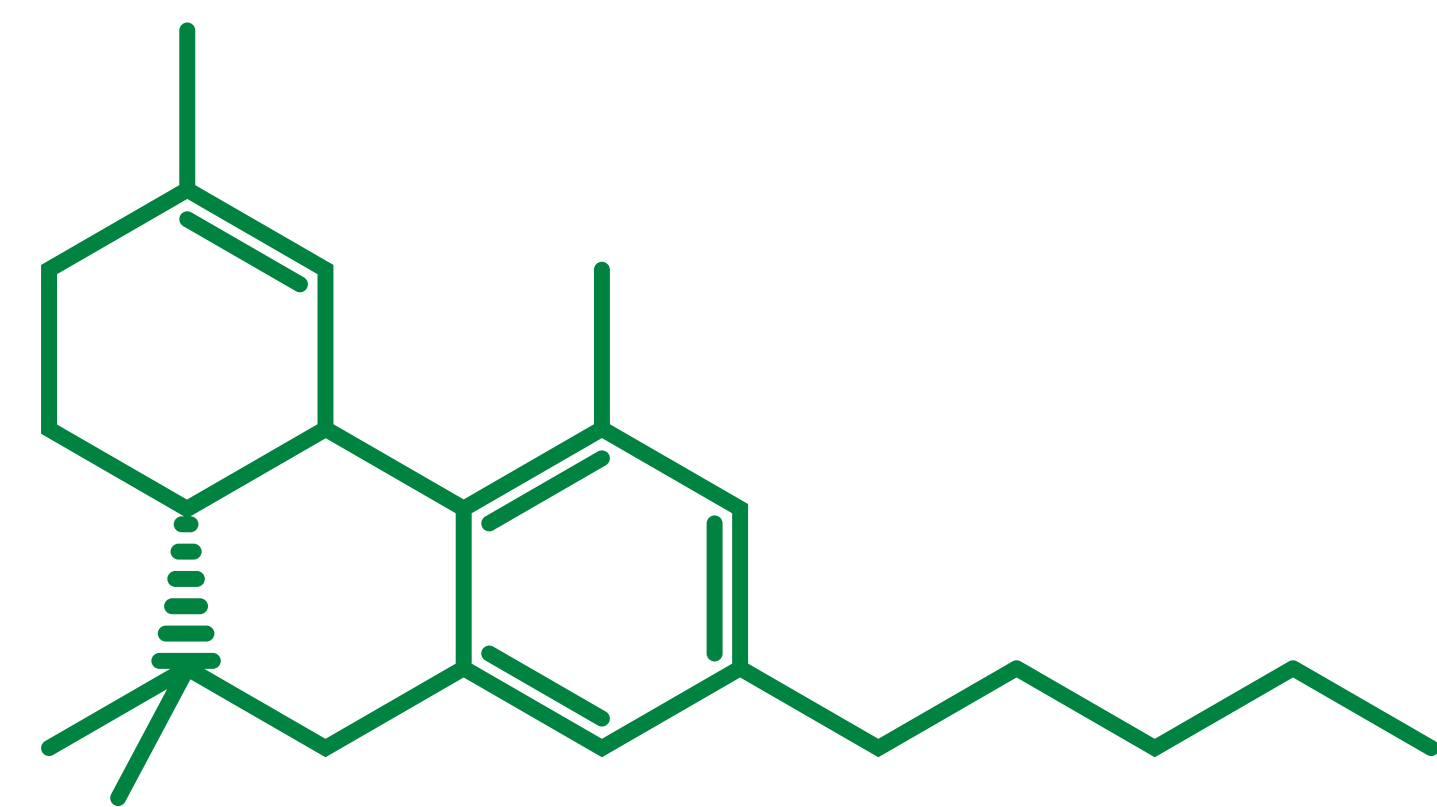
COMMUNICATIONS

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 CAMPAIGNS ADDRESS ISSUES AND TOPICS REQUESTED FROM DIVERSE AUDIENCES ACROSS FLORIDA

As MMERI's reputation as a trusted source for marijuana education grows, so too, does the number of requests the program receives from people seeking information on various topics, issues and concerns. In response, during the third quarter, MMERI launched campaigns that addressed marijuana in the workplace, marijuana as medicine, and confusion over state laws on legal and illicit use. All of the campaigns were anchored by a *Conversations on Cannabis* virtual forum featuring expert guests who provided resources, information and insights on their respective topics.

In addition to posting and sharing the campaign information on its own 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 and Haitian-Creole. The campaigns' remarkable results are noted in the following pages.



JANUARY CAMPAIGN: FLORIDA LAWS FOR MEDICAL MARIJUANA AND ILLICIT USE

Clearing Confusion About Marijuana Use

While there's a growing movement within Florida and other states to relax marijuana laws, the federal government still treats it — irrespective of medicinal or recreational use — as an illegal substance. Tampa-based criminal defense attorney Patricia Dawson and Police Chief Terence Calloway, the assistant vice president of safety at Florida A&M University (FAMU), addressed why this dichotomy can cause confusion and potentially lead to problems.

During this campaign, Dawson explained why a medical marijuana patient in Florida could still run into difficulty with federal laws in certain circumstances. For example, people can't use medical marijuana in a lot of places, like on public transportation or a public university campus. She suggested that the best place to use medical marijuana is at home.

When it comes to illegal (recreational/adult-use) marijuana, Chief Calloway strongly suggested not smoking it while riding in a car because of the risk of being pulled over by police. He said the smell of burnt cannabis could lead to serious consequences.

Chapter 893 Section 13 Florida Statutes (F.S.) details the state's prohibited acts and penalties for unlawful marijuana use.

FEBRUARY CAMPAIGN: MARIJUANA AND THE WORKPLACE CAMPAIGN

Lawful Use of Medical Marijuana Could Cost Employees Their Jobs

Several news stories across Florida highlighted a conflict between medical marijuana patients and employers with drug-free workplace policies. When a military veteran employed as a high school administrator refused to stop using medical marijuana for chronic pain related to a combat injury, he was fired by the local school board.

During this month-long campaign about marijuana and the workplace, attorney Kamilah Perry provided insights on Florida's labor and employment laws. She explained that medical marijuana users aren't protected under any federal or state anti-discrimination laws. Any employer in Florida, private or public, is within its rights to terminate an employee who tests positive for legally using medical marijuana, or even acknowledges using it.

Attorney Perry also talked about proposed legislation that would extend workplace protections to medical marijuana patients. She believes private employers in Florida are trying to accommodate employees being treated with medical marijuana as long as they don't pose a safety risk to coworkers or themselves.



Attorney Kamilah Perry



MARCH CAMPAIGN: MARIJUANA AS MEDICINE CAMPAIGN

Black Physicians Discuss Benefits of Medical Marijuana

More than 2,500+ doctors in Florida are qualified to order medical marijuana and low-THC cannabis for patients with qualifying conditions. Dr. Genester Wilson-King, a board-certified gynecologist, is one of them. She is also among the growing number of minority physicians across the country working to help people of color consider the therapeutic benefits of cannabis.

Dr. Wilson-King, along with Dr. Angela “Kaya” Ledbetter, a board-certified emergency medicine physician in Houston, and Dr. Janice Knox, who is a nationally recognized endocannabinologist and board-certified anesthesiologist in Portland, Ore., were featured in a campaign about their experiences recommending medical marijuana as a treatment to their patients. All are involved in the Cannabis Health Equity Movement and its recently launched Association for Cannabis Health Equity and Medicine (ACHEM), which is focused on educating health professionals and healers in a nationwide effort to raise awareness about cannabis use in the health care treatment of Black, Indigenous and people of color (BIPOC).

According to the doctors, many minorities are hesitant to accept cannabis as a medical treatment because of its criminal reputation. While some states have legalized it, medical marijuana is still illegal at the federal level. They say having a qualified physician who looks like them, and is knowledgeable about the effects of medical marijuana, can help remove the stigma of cannabis use and help minority patients determine if it's the right treatment for them.



Dr. Janice Knox



Dr. Genester Wilson-King



Dr. Angela “Kaya” Ledbetter

MMERI OUTREACH *and* PUBLIC EDUCATION MATERIALS

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

WHAT YOU NEED TO KNOW ABOUT MARIJUANA IN FLORIDA

MEDICAL MARIJUANA IS LEGAL

What is medical marijuana?
Medical marijuana uses the cannabis plant or chemicals in it to treat diseases or conditions.

Is medical marijuana legal in Florida?
Yes. The Compassionate Medical Cannabis Act of 2014 in Florida statute allows a qualified patient to use medical marijuana and low-THC cannabis.

What are the qualifying conditions to use medical marijuana in Florida?

- Cancer
- Epilepsy
- Glaucoma
- HIV/AIDS
- Post-traumatic stress disorder (PTSD)
- Amyotrophic lateral sclerosis (ALS)
- Crohn's disease
- Parkinson's disease
- Multiple sclerosis (MS)
- Medical conditions of the same kind or class as or comparable to the others listed
- A terminal condition diagnosed by a physician
- Chronic nonmalignant pain caused by a qualifying medical condition

What steps should I take to get medical marijuana in Florida?

- STEP 1.** Be a permanent or seasonal resident of Florida.
- STEP 2.** Be diagnosed with a qualifying medical condition by a qualified physician.
- STEP 3.** Be entered into the state's Medical Marijuana Use Registry
- STEP 4.** Obtain a Medical Marijuana Use Registry Identification Card to make purchases at a state-licensed dispensary

KNOWING FLORIDA'S MEDICAL MARIJUANA LAWS CAN KEEP YOU OUT OF TROUBLE

Here are the facts:

- Sharing Your Medical Marijuana With Others Can Get You In Trouble.
- Only Use Medical Marijuana At Home To Avoid Legal Problems.
- Do Not Smoke Or Vape Medical Marijuana In Your Car. You May Give Police Probable Cause If They Smell It.
- Do Not Drive While Impaired By Medical Marijuana.

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

WHAT YOU NEED TO KNOW ABOUT THE MEDICAL MARIJUANA EDUCATION & RESEARCH INITIATIVE (MMERI) AT FLORIDA A&M UNIVERSITY (FAMU).

WHAT IS MMERI?

FAMU's Medical Marijuana Education and Research Initiative (MMERI) is the only program mandated by the state to educate and engage Floridians, especially diverse populations, on the subject of medical marijuana and the unlawful use of recreational marijuana. MMERI seeks to educate residents, inspire them to learn, and create opportunities to talk frankly about cannabis.

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 to test your knowledge on the global history of cannabis and how to legally obtain a Florida medical marijuana card.

LEARN

Get the latest information

Visit MMERI.FAMU.EDU/LEARN to download podcasts, watch videos, and access resources to learn about medical marijuana use and the consequences of unlawful use of marijuana in Florida.

TALK

Join Conversations on Cannabis each month

Visit MMERI.FAMU.EDU/TALK to register for the monthly virtual forum streamed on Facebook Live. Get credible information from experts and ask your questions about marijuana.

CONVERSATIONS ON CANNABIS
EDUCATE. LEARN. TALK.

Contact us directly by phone at 850-561-2456 or by email at MMERI@famu.edu. Visit our website for additional information at MMERI.FAMU.EDU.

Mailing Address:
625 East Tennessee Street, Ste. 210
Tallahassee, FL 32308

MMERI Forum Radio

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

BECOME A CERTIFIED MEDICAL CANNABIS TRAINER!

Get PAID to teach others about the many benefits of medical cannabis with the Florida A&M University Medical Marijuana Education & Research Initiative.

GET CERTIFIED TO TEACH:

- ✓ The History of Cannabis Use
- ✓ Criminalization
- ✓ Florida Law
- ✓ Medical Uses
- ✓ And Much More!

REGISTER TODAY!
MOSAICGROUP.CO/FAMU-MMERI

QUESTIONS? Call 561-651-9565 or EMAIL famummeri@gmail.com

¿Quiere aprender y educar a otros sobre la marihuana medicinal?

Únase a la Iniciativa de Educación e Investigación sobre Marihuana Medicinal de Florida A&M University. ¡Conviértete en un entrenador pagado hoy!

Aprenda y capacite a otros en:

- Definiciones de marihuana medicinal
- Historia del consumo de marihuana
- Criminalización
- Ley de Florida
- Usos medicinales
- ¡Y mucho más!

PARA REGISTRARSE, VISITE
MOSAICGROUP.CO/FAMU-MMERI

PARA OBTENER MÁS INFORMACIÓN, CONTÁCTENOS AL (561) 651-9565 O FAMUMMERI@GMAIL.COM

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

FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

A COMPENDIUM

Eleven Research Mini-Grants

This compendium provides brief synopses of eleven mini-grants for applied studies awarded by the Medical Marijuana Education and Research Initiative to the dynamic faculty and their intellectually inquisitive student scholars at Florida Agricultural and Mechanical University for the project period of April 1, 2019 - August 31, 2020.

Ou vle aprann e resevwa olis enfòmasyon sou mariwana kom medikaman?

Jwenn Florida A&M University's Medical Marijuana Education & Research Initiative e vini yon moun ki ka arapn lòt moun sou topik sa.

Aprann ak antrene lòt moun sou:

- Definisyon
- Istwa kijan yo itilize mariwana
- Kriminalizasyon
- Lwa Florid
- Empatans medical li
- E pi plis toujou

POU ENSKRI, VISITE
MOSAICGROUP.CO/FAMU-MMERI

POU APRANN PLIS ENFÒMASYON TANPRI RELE (561) 651-9565 O FAMUMMERI@GMAIL.COM

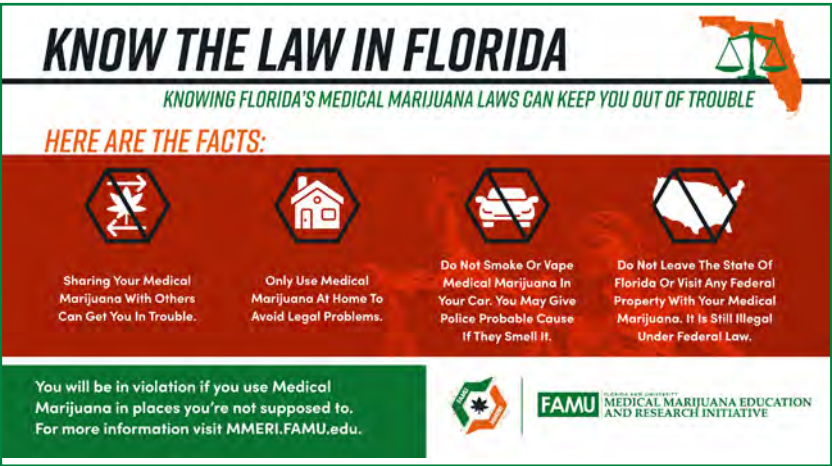
THE FOLLOWING MEDIA PARTNERSHIPS AND COMMUNICATIONS CHANNELS DELIVERED THESE CAMPAIGNS TO MINORITY POPULATIONS STATEWIDE.

MMERI DIRECT MAIL

MMERI sent postcards to 438,789 households located in 30 rural Florida counties to clear confusion about the state laws for legal and illicit marijuana use. The postcards also invited recipients to participate in the *Conversations on Cannabis* live virtual forum and access resources available on the MMERI website, including the online Basic Medical Marijuana Education course.

Below are communities where residents received the postcards:

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



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.

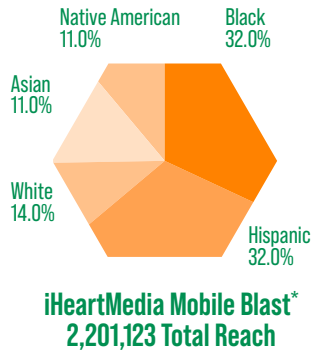
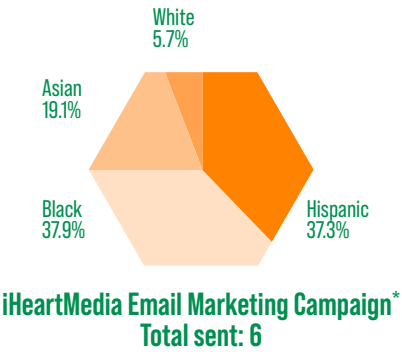
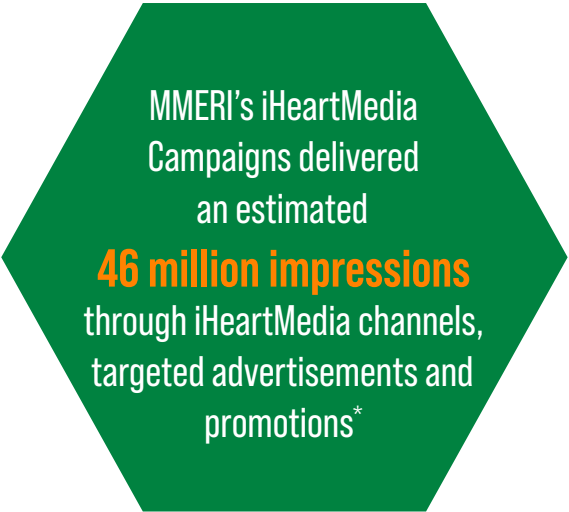
Paid Advertising

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

iHeartMedia Website: <https://www.iheart.com/podcast/269-mm-eri-forum-radio-51146091/>

These targeted ad campaigns reached an estimated **160,600 African Americans and 35,384 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 their 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

CONVERSATIONS ON CANNABIS
EDUCATE. LEARN. TALK.

Did you know?

Medical marijuana is legal in 36 states, including Florida. Recreational marijuana is NOT legal in the Sunshine State.

Source: National Conference of State Legislatures

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

Afro Americanos Médicos discuten los beneficios de la marihuana medicinal

La Dra. Genester Wilson-King es una ginecóloga certificada por la junta que comenzó a recomendar tratamientos con marihuana medicinal a sus pacientes después de que Florida la legalizó en 2016. Es una de los más de 2500 médicos en el estado calificados para recetar marihuana medicinal y cannabis con bajo contenido de THC para los pacientes con condiciones de calificación. Ella se encuentra entre un número creciente de médicos morenos que se centran en ayudar a las personas de color a considerar los beneficios terapéuticos del cannabis a través del Cannabis Health Equity Movement y su recientemente lanzada Association for Cannabis Health Equity and Medicine. ACHEM (pronunciado Ay-Kem) se centra en educar a los profesionales de la salud y curanderos en un esfuerzo nacional para crear conciencia sobre el uso de cannabis en el tratamiento de atención médica de morenos, indígenas y personas de color (BIPOC), y para promover el espíritu empresarial y las oportunidades de empleo en la industria de la marihuana medicinal. “Siempre busqué otras formas de ayudar a mis pacientes fuera de los productos farmacéuticos, especialmente los que la gente toma todo el tiempo, y en mi investigación encontré y aprendí sobre el cannabis”, dijo. “Muchas condiciones de salud de la mujer tienen componentes multifactoriales, que incluyen el estado de ánimo, el dolor, la dificultad para dormir y el desequilibrio hormonal. La capacidad del cannabis para actuar como agente antiinflamatorio, relajante muscular, mejorador del estado de ánimo, remedio para dormir y analgésico, todo al mismo tiempo, lo hace ideal para las condiciones de salud de las mujeres”. Al comparar el uso de cannabis medicinal con algunos medicamentos farmacéuticos, la Dra. Angela “Kaya” Ledbetter, médica de medicina de emergencia certificada por la junta en Houston, Texas y miembro de la junta de ACHEM, dice que es importante saber que el perfil de seguridad del cannabis es mejor. “Es mucho más seguro. Afortunadamente, el cannabis tiene menos efectos secundarios que muchos otros medicamentos, lo que nos permite experimentar un poco y trabajar con un paciente para descubrir qué funciona mejor con ellos. ACHEM fue cofundada por la vicepresidenta de la junta, la Dra. Janice Knox, una endocannabinóloga, oradora y autoridad reconocida a nivel nacional en el tema del cannabis medicinal. “Nos llamamos endocannabinólogos porque realmente estudiamos la fisiología del cuerpo [es decir, el sistema endocannabinoide] primero y luego la farmacología del cannabis para enfatizar la aplicación clínica correcta”, dijo el Dr. Knox, anestesiólogo certificado y cofundador de The American Cannabinoid Clinics en Portland, Oregon. Según los médicos, muchas minorías dudan en aceptar el cannabis como tratamiento médico debido a su reputación criminal; aunque algunos estados lo han legalizado, la marihuana medicinal sigue siendo ilegal a nivel federal. Tener un médico calificado que conozca los efectos de la marihuana medicinal puede ayudar a eliminar el estigma del consumo de cannabis y ayudar a los pacientes Afro Americanos a determinar si es el tratamiento adecuado para ellos. “ACHEM va a ser muy importante para nosotros capacitar a médicos y proveedores que se parecen a nosotros para que podamos cambiar algunas de esas viejas creencias firmes en nuestra comunidad”, dijo el Dr. Knox. Para obtener más información sobre la marihuana medicinal como medicina, haga clic aquí para ver el Foro virtual de conversaciones sobre cannabis de MMERI con la Dra. Genester Wilson-King, la Dra. Janice Knox y la Dra. Angela “Kaya” Ledbetter en YouTube. Para obtener más información sobre la marihuana medicinal, visite el sitio web de MMERI en <http://mmeri.famu.edu/>

CONVERSACIONES SOBRE CANNABIS
EDUCAR. APRENDER. HABLAR.

¿Sabías que?

La Marihuana Medicinal es permitida en 36 estados incluido la Florida. Sin embargo, la Marihuana recreacional no es legal en el Sunshine State.

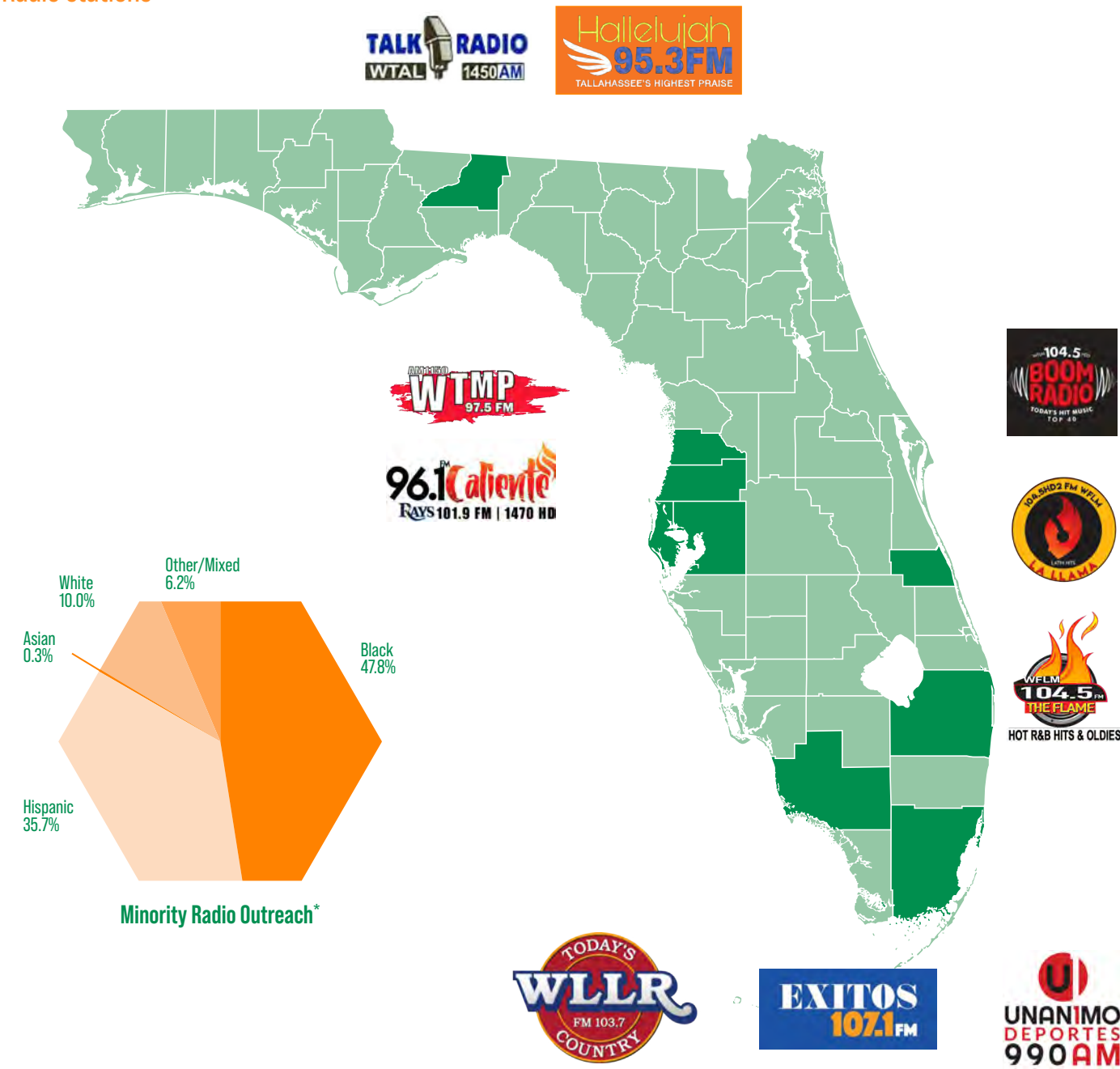
Fuente: conferencia de la legislatura del estado

HAZ LA PRUEBA DE CONOCIMIENTOS DE LA MARIHUANA MEDICINAL
[HTTP://MMERI.FAMU.EDU/EDUCATE/](http://mmeri.famu.edu/educate/)

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 and Collier counties.

Radio stations



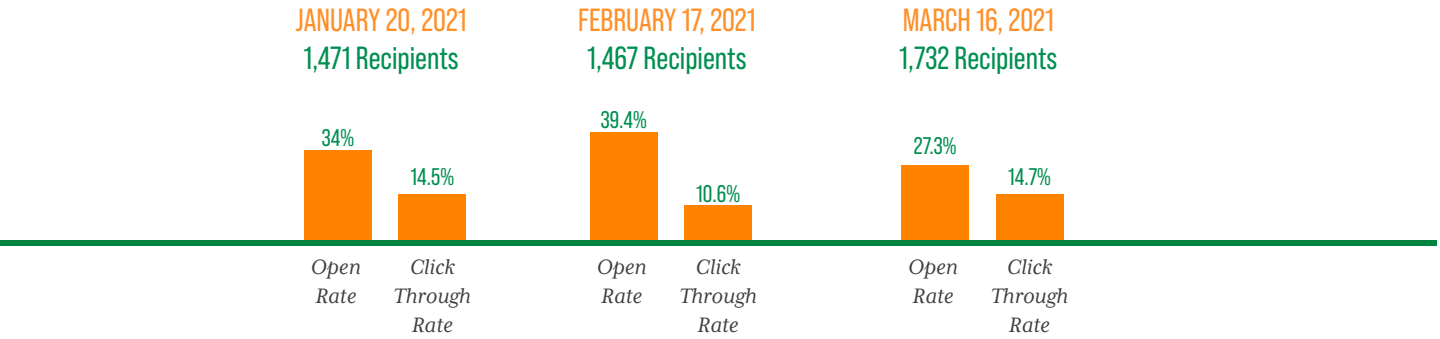
*Data Sources: Estimates provided by the radio stations managers

MMERI E-NEWSLETTER

This quarter, MMERI saw more people signing up to receive its monthly e-newsletter. The content is consumer-focused while providing public education about cannabis. Content includes a feature article about the monthly campaign topic, the latest marijuana news in Florida and around the country, and a section featuring comments from people who have connected with MMERI through its community engagement activities. There has been an increase in the number of 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 portal, FAMUInfo. This platform reaches more than 12,000 people in the university’s email system, which includes faculty and students.

The screenshot shows the March 2021 issue of the 'CONVERSATIONS ON CANNABIS' e-newsletter. The header includes the FAMU and MMERI logos and the tagline 'EDUCATE. LEARN. TALK.' Below the header, there is a navigation bar with three links: 'Let's Talk About the Business of Marijuana and Its Impact on the Minority Community', 'Marijuana as Medicine', and 'How to get a Florida Medical Marijuana ID Card'. The main content area features a large article titled 'Let's Talk About the Business of Marijuana and Its Impact on the Minority Community' with a sub-image of a virtual forum. The article text states: 'The medical marijuana industry is booming in Florida and many other states, but less than five percent of all cannabis businesses in the U.S. are minority-owned. Register to join the next *Conversations on Cannabis* virtual forum on Thursday, March 25 at noon to hear from three professionals - Rebecca Colett, Erik Range and Roz McCarthy - who have made inroads in the billion-dollar cannabis business and are working to open the door for others. They will share their stories and answer your questions about the business of marijuana and its impact on communities of color.'



RADIO AND TELEVISION PUBLIC SERVICE ANNOUNCEMENTS (PSA)

MMERI and its media partners produced new radio and television public service announcements (PSAs) about mental health and cannabis and placed them on iHeartRadio stations and the Florida Association of Broadcasters public education campaign. Both placements blanketed the state’s airwaves with information about medical marijuana and the impact of the unlawful use of marijuana.

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 January 1 and March 31,
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 January - March 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.

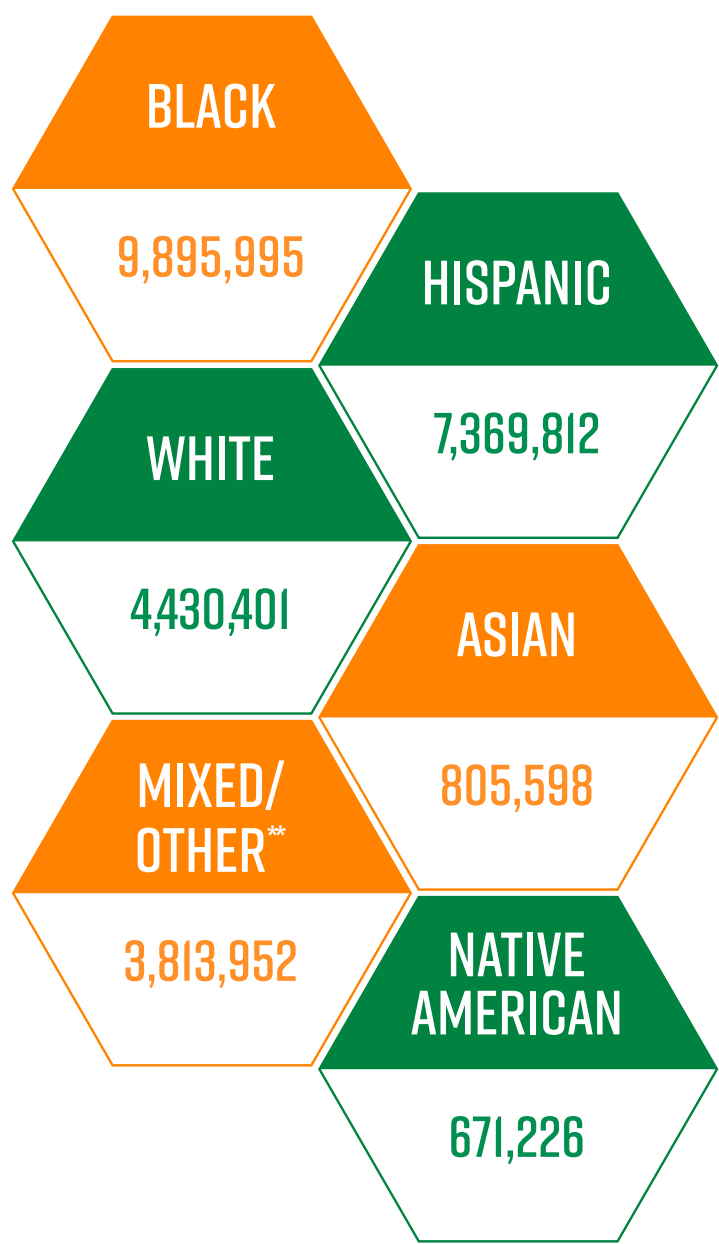
**The U.S. Census Bureau Data, and Nielsen’s cume rating estimates on Florida’s 10 media markets were used to estimate the number and percentages of potential minorities reached over the campaign period.*

AUDIENCE REACH & ENGAGEMENT

in the THIRD QUARTER

(JANUARY - MARCH 2021)

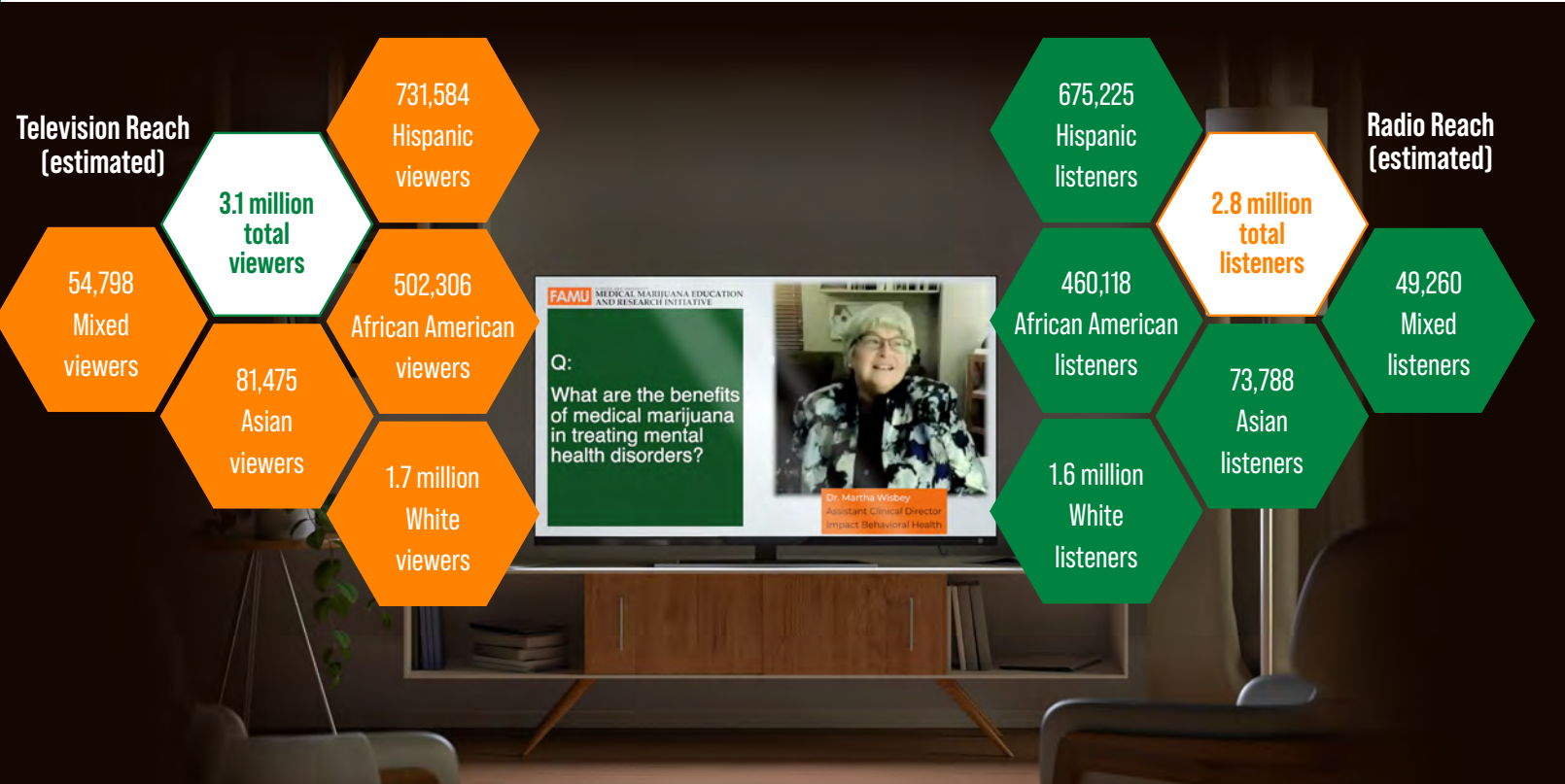
The following data represents the estimated* number of people reached and engaged from the programs and activities implemented within the MMERI components in the third quarter of FY 2020-2021.



** 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

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

Patricia Green-Powell, Ph.D. Executive Director, MMERI
Cynthia Hughes Harris, Ph.D. 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

Na'im Akbar, Ph.D. Author, public speaker, retired clinical psychologist
Gloria Anderson Former director of the Smith-Williams Service Center, Tallahassee

Valeria Robinson Baker Consultant pharmacist
Edward L. Clark II, DrPH, MSW Program Evaluator, Bureau of Chronic Disease Prevention at Florida Department of Health
Patricia Dawson Chair of MMERIEAC, solo practitioner of the Law Office of Patricia Dawson, P. A.
Patrick Mason, Ph.D. Professor of Economics and Director of African American Studies Program, Florida State University

APPENDIX B
MMERI TEAM

Dr. Patricia Green Powell Executive Director
GP Mendie Budget & Program Manager

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
B. Virginia King, MPA Program Administrator
Michelle M. Wilson Coordinator of Education, Training and Community Engagement
Brian J. Howard Assistant Director, Office of Communications

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

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

IDENTIFICATION CARDS.—

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

APPENDIX D

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

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

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

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

- 101. Pensacola Habitat for Humanity
- 102. Pensacola Police Department
- 103. Pompano Christian Clergy Council
- 104. Powerhouse COGIC
- 105. Prospera Florida
- 106. Quintette Community Center
- 107. ReleafMD
- 108. Restoring the Village
- 109. Robert Robino Productions
- 110. Robert W Saunders, Sr. Public Library
- 111. Roberto Dorneval, Community Member
- 112. Sanders-Beach Corinne Jones Resource Center
- 113. Sickie Cell Disease Association
- 114. Sixth Avenue Missionary Baptist Church
- 115. Southwest Focal Point Senior Center
- 116. St. John Progressive Missionary Baptist Church
- 117. Tampa Hispanic Heritage Inc.
- 118. Tampa Police Department
- 119. The Holistic Cannabis Community
- 120. The MaxOut Church
- 121. Tiffany Bowden, PhD
- 122. Total Pain Relief
- 123. Town of Century Florida
- 124. Trulieve
- 125. UF Health Shands Pastoral Services Team
- 126. University of West Florida
- 127. Valencia Community College
- 128. Veriheal
- 129. Wedgewood Community Center and Park
- 130. Whole Child Leon
- 131. Wholistic ReLeaf
- 132. 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

- January 10, 2021
Florida Courier
Overcoming Stigmas to Improve Your Mental Health
<https://flcourier.com/overcoming-stigmas-to-improve-your-mental-health/>
- January 20, 2021
Capital Soup
FAMU MMERI to Host Episode 5 Virtual Forum
<https://capitalsoup.com/2021/01/20/famu-mmeri-to-host-episode-5-virtual-forum/>
- January 29, 2021
The FAMUAN
Forum Focuses on Medical Marijuana and the Workplace
<http://www.thefamuanonline.com/2021/01/29/forum-focuses-on-medical-marijuana-and-the-workplace/>
- January 30, 2021
Weed 420
Forum Focuses on Medical Marijuana and the

- Workplace
<https://weed420.net/index.php/2021/01/30/forum-focuses-on-medical-marijuana-and-the-workplace-the-famuan/>
- February 16, 2021
Jacksonville Free Press
Lawful Use of Medical Marijuana Could Raise Issues for Employees
<https://jacksonvillefreepress.com/lawful-use-of-meical-marijuana-could-raise-issues-for-employees/>
 - February 21, 2021
Florida Courier
Lawful Use of Medical Marijuana could Raise Issues for Employees
<https://flcourier.com/lawful-use-of-medical-marijuana-could-raise-issues-for-employees-2/>
 - February 23, 2021
Florida Courier
FAMU MMERI to Host Another ‘Conversations on Cannabis’ on Feb. 25
<https://flcourier.com/famu-mmeri-to-host-another-conversations-on-cannabis-on-feb-25/>
 - March 2, 2021
The FAMUAN
Conversations Around Cannabis
<http://www.thefamuanonline.com/2021/03/02/conversations-around-cannabis/>
 - March 3, 2021
South Florida Times
Corona- Nouncements
<http://www.sfltimes.com/news/corona-nnouncements-28>
 - March 21, 2021
Tallahassee Democrat
Campus Notes: FAMU’s Medical Marijuana and Research Initiative Hosting Forum
<https://www.tallahassee.com/story/news/2021/03/21/campus-notes-fsu-college-medicine-students-meet-their-match-virtual-lottery/4776605001/>
 - March 23, 2021
Diario Las Americas
Specialists Debate the Benefits of Medical Marijuana
<https://www.diariolasamericas.com/bienestar/especialistas-debaten-los-beneficios-la-marihuana-medicinal-n4219164>
 - March 28, 2021
Daytona Times
Black Physicians Discuss Benefits of Medical Marijuana
<https://daytonatimes.com/2021/03/28/black-physicians-discuss-benefits-of-medical-marijuana/>

CONTACT US



FLORIDA A&M UNIVERSITY
MEDICAL MARIJUANA EDUCATION
AND RESEARCH INITIATIVE

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

