



**Medical Marijuana Operation and Oversight
Grants to Counties**

FY 2020 Report to the Legislature

(Pursuant to Public Act 60 of 2019)

October 15, 2020

**Andrew Brisbo, Executive Director
Marijuana Regulatory Agency**

Reporting Period: January 1, 2020 to September 15, 2020



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Summary of Legislative Reporting Requirements

Public Act 60 of 2019 section 901 required the Michigan Department of Licensing and Regulatory Affairs (LARA) to expend funds appropriated by the legislature for medical marihuana operation and oversight grants to counties for education and outreach programs. These grants were distributed proportionately based on the number of registry identification cards issued to or renewed for the residents of each county whose county applied for a grant.

In 2020, fifty-seven county agencies applied for and received grants, and made expenditures as follows:

County	Available	Amount Requested	Total Amount Spent
Alcona	\$7,547.00	\$7,547.00	\$7,204.72
Allegan	\$55,109.00	\$55,109.00	\$54,890.50
Alpena	\$9,746.00	\$9,746.00	\$5,530.53
Antrim	\$12,253.00	\$12,253.00	\$12,253.00
Baraga	\$1,838.00	\$1,838.00	\$1,534.32
Barry	\$22,500.00	\$22,500.00	\$20,205.90
Bay	\$65,413.00	\$65,413.00	\$35,541.03
Berrien	\$47,758.00	\$47,758.00	\$43,700.24
Branch	\$19,270.00	\$19,270.00	\$15,350.44
Calhoun	\$29,100.00	\$29,100.00	\$17,968.88
Cass	\$19,521.00	\$19,521.00	\$19,521.00
Cheboygan	\$7,658.00	\$7,658.00	\$3,796.69
Delta	\$7,407.00	\$7,407.00	\$7,077.14
Eaton	\$40,852.00	\$40,852.00	\$38,557.97
Emmet	\$3,537.00	\$3,537.00	\$3,308.53
Gogebic	\$4,678.00	\$4,678.00	\$4,069.00



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Hillsdale	\$14,313.00	\$14,113.00	\$14,112.61
Houghton	\$3,119.00	\$3,119.00	\$2,580.00
Huron	\$7,073.00	\$7,073.00	\$7,045.00
Ingham	\$40,545.00	\$40,545.00	\$40,536.00
Iosco	\$4,261.00	\$4,261.00	\$4,261.00
Isabella	\$6,628.00	\$6,628.00	\$4,995.00
Jackson	\$47,479.00	\$47,479.00	\$39,862.91
Kalamazoo	\$44,026.00	\$44,026.00	\$34,281.00
Kalkaska	\$3,230.00	\$2,902.99	\$2,888.96
Kent	\$93,678.00	\$93,678.00	\$85,011.63
Keweenaw	\$1,643.00	\$1,643.00	\$1,437.67
Lake	\$3,147.00	\$3,147.00	\$3,012.34
Lapeer	\$39,682.00	\$39,682.00	\$39,594.38
Livingston	\$51,406.00	\$51,402.00	\$25,847.30
Macomb	\$330,518.00	\$266,000.00	\$209,625.04
Manistee	\$4,762.00	\$4,762.00	\$4,584.45
Mason	\$7,101.00	\$7,101.00	\$6,763.04
Mecosta	\$3,564.00	\$3,564.00	\$3,412.59
Menominee	\$5,040.00	\$5,040.00	\$5,040.00
Midland	\$25,926.00	\$25,834.00	\$22,265.50
Monroe	\$52,910.00	\$52,910.00	\$51,534.74
Montmorency	\$1,615.00	\$1,615.00	\$1,615.00
Muskegon	\$34,837.00	\$34,837.00	\$21,409.93
Newaygo	\$19,827.00	\$19,827.00	\$19,827.00



MARIJUANA REGULATORY AGENCY

Oceana	\$14,815.00	\$14,815.00	\$14,210.58
Ogemaw	\$5,987.00	\$5,987.00	\$5,987.00
Ontonagon	\$1,365.00	\$1,365.00	\$1,115.72
Osceola	\$4,790.00	\$4,790.00	\$4,690.00
Oscoda	\$2,283.00	\$2,283.00	\$2,283.00
Ottawa	\$37,148.00	\$37,148.00	\$36,852.28
Presque Isle	\$1,894.00	\$1,829.00	\$1,829.00
Saginaw	\$48,983.00	\$48,983.00	\$36,354.48
Sanilac	\$9,997.00	\$9,997.00	\$9,823.21
Shiawassee	\$31,105.00	\$31,103.00	\$11,593.72
St Clair	\$47,563.00	\$47,563.00	\$32,452.68
St Joseph	\$9,273.00	\$9,273.00	\$9,273.00
Tuscola	\$39,404.00	\$39,404.00	\$39,338.59
Van Buren	\$20,913.00	\$20,913.00	\$20,913.00
Washtenaw	\$166,052.00	\$166,052.00	\$140,487.03
Wayne	\$561,426.00	\$561,426.00	\$521,373
Wexford	\$12,336.00	\$12,336.00	\$11,741.50

Any unused funds remain in the Michigan Medical Marijuana fund. Provided in this report are the program summaries provided by each grant recipient that was to include:

- A summary of the project implementation plan and any deviations from the original project as proposed.
- Accomplishments and problems experienced while carrying out the project activities.
- Coordinated efforts with other organizations to complete the project.
- Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
- Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.



MARIJUANA REGULATORY AGENCY

- Any experience in applying the project products and anticipated “next steps.”
- Actual budget expenditures compared to the budget in the agreement, and the reason for any discrepancies.

Pursuant to PA 60 of 2019 section 901(3), this report is submitted to the state budget director, the subcommittees and the fiscal agencies.

The following documents are copies of the submissions made by the participating counties.



Alcona County Board of Commissioners

Alcona County Building
P.O. Box 308
Harrisville, MI 48740

Voice: (989) 724-9410
Facsimile: (989) 724-9419

District Health Department No. 2 Medical Marihuana Grant – Final Report

1. Summary of the project implementation plan and any deviations from the original project as proposed.

Summary:

An educational campaign consisting of messages related to safe storage, drugged driving and overall medical marijuana information was distributed throughout the 4-county area utilizing different avenues to attain maximum reach. In addition, a total of 174 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will be distributed throughout the jurisdiction and contain education information within on safe storage, pregnancy, talking points for parents, and effects of use. Billboards were also placed in Alcona, Iosco and Ogemaw Counties with message related to driving under the influence of marijuana.

Deviations:

Due to COVID-19, the attending of community events to provide education and the collaboration with provisioning centers was unable to occur.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments:

A social media campaign on safe storage, affects of use, and reducing youth access was created and distributed via Facebook. Another accomplishment would be the successful purchasing of the lockboxes and the associated distribution plan. In addition, a total of 7 billboards on drugged driving placed in Alcona, Iosco, and Ogemaw Counties.

Problems/Challenges:

Due to COVID-19, DHD2 had to scale back in-person education and collaboration.

3. Coordinated efforts with other organizations to complete the project.

District Health Department No. 2 worked with the counties of Alcona, Iosco, Ogemaw and Oscoda to attain grant resources.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Anticipated impacts include an increase in knowledge related to the Michigan Medical Marijuana Law as well as increased education to citizens and providers in the jurisdiction. Also, a decrease in youth access through the distribution of the lock boxes. In addition, five Facebook posts were used with a total reach of 4,136.



Alcona County Board of Commissioners

Alcona County Building
P.O. Box 308
Harrisville, MI 48740

Voice: (989) 724-9410
Facsimile: (989) 724-9419

Unanticipated impacts include COVID-19 which prevented program staff being able to collaborate with provisioning centers in the area to do education for their customers.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see the submitted final Financial Status Report (FSR).

6. Any experience in applying the project products and anticipated “next steps”.

Next steps for the project include the continuation of the distribution of the lock boxes within the jurisdiction as well as the continuation of the education campaign being done utilizing geofencing and targeted display advertising technologies.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see the submitted final Financial Status Report (FSR).



"Serving with Honor & Integrity"

ALLEGAN COUNTY SHERIFF'S OFFICE

640 RIVER STREET • ALLEGAN, MICHIGAN 49010-9501

www.allegancounty.org/sheriff

Main Number	269.673.0500		
Administration	269.673.0510	Jail Administration.....269.673.0530	
Fax	269.673.0406	Fax	269.673.0273

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Educational materials created and purchased in the first quarter. We worked with a local marketing company to create a brochure focused on educating pregnant women on the potential harm of marijuana use during pregnancy. We also purchased t-shirts, hoodies and long sleeve shirts with the coalition website on them to promote the message of talking to youth about the harms of substance use at a young age.

The supplies line item covered the purchase of locked bags to be distributed at the two local dispensaries in Allegan County. The bags are given out to anyone that purchases medical marijuana and requests the locked bag to safely secure their marijuana at home. The bags have been purchased and delivered to the dispensary along with the educational postcards on keeping marijuana out of the hands of youth.

The community education funding was used for the payment of a national drug trends expert to provide two webinars focused on educating adults on the hidden marijuana culture among youth. The original plan was to host an all-day training, but this had to be moved over to webinars due to travel restrictions and large event hosting restrictions. The two webinars together had a total of 187 participants. The feedback was all positive with many requests to provide a yearly update from him in order to keep up with the youth trends around marijuana use.

Community outreach, PSA and geo-fencing have all been completed.

We ran a PSA on several cable tv stations that targets parents in our geographic region to educate them on the dangers of providing marijuana to youth, and to encourage them to lock up their medical marijuana if they have children in their home. The PSA ran from early Spring through September with monthly reporting out from Comcast on the impressions.

161,451 Impressions- 60% were completed (all the way thru)

47,804 minutes of your spot were watched on digital platforms

17.9% on connected TV

29.% on web

52.23% on mobile device

Geo-fencing ran in the months of August and September. The total impressions for that campaign was 4,754,100. (Geo-fencing is the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area. Commonly used to deliver Mobile Ads to people within a particular area, address, zip code or DMA.)

Allegan County MRA – Digital Media Plan:

Target Audience: Adult/Parent/Grandparent with POC in household at any time.

Updated Campaign Dates: 7/20/20 – 9/15/20

Geography: Allegan County

Geo-Fence: Child Care Facilities & High traffic locations for families

Mobile Display: 300x250, 320x50

Geo Fence Impressions: 1,900,000

County Targeted Impressions: 2,854,100

2. Accomplishments and problems experienced while carrying out the project activities.

We accomplished most of our originally planned projects and events, with a few exceptions. We were able to modify the plan for in-person events to change to the virtual setting.

The only problems and delays that we have had are the result of the virus shut down interfering with some of our events and educational opportunities with youth. We have been able to make some changes and get approval to modify our plan for this year.

3. Coordinated efforts with other organizations to complete the project.

The Allegan County Sheriff's Department coordinated with Allegan County Community Mental Health Prevention Services to coordinate the completion of all of the approved strategies. The Allegan County Health Department offered input in to the plan as well and approved all of the planned activities and educational opportunities.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The Comcast PSA's and the geo-fencing campaign have reached many different audiences then what we have not been previously able to get to based on the changes in so many more people being at home and watching TV and scrolling social media more often. Both ad's and campaigns were able to target shows and social media sites that tend to be more family focused in Allegan County.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Financial report attached separately.

6. **Any** experience in applying the project products and anticipated “**next** steps”.

Everything was delivered with no incident. Most of the planned projects have been previously delivered in other grants with no problems utilizing past partnerships and expertise. The work we completed in this fiscal year will continue on in to the next without any funding. We still have more brochures that can be delivered to Dr offices and other locations, as well as the original PSA from Comcast that can be shared on our social media platforms and our website.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

See attached reporting.

Prepared by,

Heidi Denton

Submitted by,

Brett Ensfield



Alpena County Board of Commissioners
720 W. Chisholm Street, Suite #7
Alpena, MI 49707

Telephone: 989-354-9500

Fax: 989-354-9648

Web Address:

commissionersoffice@alpenacounty.org

Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020

District #2
Chairman of the Board
Robert Adrian

District #3
Vice-Chairman
John Kozlowski

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

District #1
Commissioner
Brad McRoberts

1. A summary of the project implementation plan and any deviations from the original project as proposed.

District #3
Commissioner
Dave Karschnick

Have purchased lock boxes and provided them to facilities within Alpena County to ensure safe storage of products. Provided marijuana educational materials with each lock box. Continue to work with our Harm Reduction program to provide support. We have completed 56.75% of the project due to COVID19.

District #4
Commissioner
Bill Peterson

2. Accomplishments and problems experienced while carrying out the project activities.

District #5
Commissioner
Brenda Fournier

We provided lockboxes to citizens of Cheboygan County. The COVID19 pandemic did put a damper on the project due to the Executive Order – Stay Home.

District #6
Commissioner
Ronald McDonald

3. Coordinated efforts with other organizations to complete the project.

District #7
Commissioner
Marty Thomson

Worked with the local community to allow access to the lockboxes.

Executive Manager
Tammy Sumerix-Bates

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Developed a better relationship with Cheboygan County and the potential to expand the program in future years.

Board Assistant
Lynn Bunting

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Board Admin Assistant
Kim Elkie

See Attached

6. Any experience in applying the project products and anticipated “next steps”.

Once the pandemic is over, we would like to continue to work with Cheboygan County through their Opioid program and Harm Reduction.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Budget was substantially less due to COVID19 and not being able to carry out the program as anticipated.



**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

There were not any deviations from the original project proposed.

Anticipated Outcome 1: By September 2020, 50 lock boxes, containing information about the importance of locking up medical marijuana to keep youth safe, will be distributed to community members in Antrim county at various community events.

- Outcome information: 66 lock boxes were distributed throughout the month of June to Antrim County Residents.


Anticipated Outcome 2: By September 2020, 40,000 community members throughout Antrim county will be reached through a media campaign with messaging about locking up medical marihuana to keep youth safe.

- Outcome information: The media campaign had 306,472 impressions. Impressions are this is the number of times that our ad appeared on any digital screen within Antrim County.

Details about progress toward meeting objectives through the following tasks can be found below:

TASK	Anticipated Completion Date	Progress
Attend coalition meetings of both SAFE in Northern Michigan and RISE to discuss media plan	February 2020	100% complete: During the month of February, the Project Coordinator attended SAFE in Northern Michigan's adult coalition meeting. During this meeting the Project Coordinator discussed the digital campaign ideas and reviewed the propose of the grant with the coalition members. During the March adult coalition meeting, the project coordinator shared the digital proposal and reviewed ideas for the lock box initiative. The Project Coordinator did not attend the RISE meetings, as RISE covers Otsego

Antrim County

		County. Additionally, the Project Coordinator met with MacDonald Garber Broadcasting company in February to discuss the media plan, media messages, and best delivery for messaging in the community. The project coordinator has been meeting with the MacDonald Garber Broadcasting on an ongoing basis regarding the media campaign and analytics.
Order lock boxes	March 2020	<p>100% Complete: The Project Coordinator met with the Medical Director of the Health Department of Northwest Michigan about potential lock box brands and materials/messaging for lock boxes in March 2020. The Project Coordinator reviewed samples of lock boxes and messaging from other health departments in Michigan who also received funding for Medical Marijuana. A final lock box was decided on and the order was placed in May 2020. Below is a sample of the lock box:</p>  <p>In addition to the lock box, we purchased Detera pouches with funding from a different grant which covers prescription drugs. Detera pouches permanently destroy prescription and over the counter medications in three simple steps from the comfort of your own home. These pouches were placed inside the lock boxes for people to receive at the same time.</p>
Develop media message and plan delivery outlets	April 2020	100% complete: As previously described, the Project Coordinator met with MacDonald Garber Broadcasting company in February to discuss the media plan, media messages, and best delivery for messaging in the community.

Antrim County

Produce media campaign	May 2020	100% complete: The media campaign was produced and finalized. It was implemented from April 1, 2020-June 30, 2020.
Distribute lock boxes at community events	September 2020	100% complete: Throughout the month of June 66 lock boxes were distributed to Antrim County residents.
Media Campaign	September 2020	100% Complete-As previously described, the media campaign was implemented April 1, 2020-June 30, 2020 instead of in September 2020. This allowed for the best reach and frequency of messaging, as many people were home during this time. The media campaign has had 306,472 impressions. Impressions are this is the number of times that our ad appeared on any digital screen within Antrim County.

2. Accomplishments and problems experienced while carrying out the project activities. During this grant project we exceeded both project objectives. Accomplishments include the distribution of 66 lock boxes to Antrim County Residents. Additionally, we reached over 306,472 impressions with our media campaign in Antrim County. Impressions are this is the number of times that our ad appeared on any digital screen.

Digital Media image:



3. Coordinated efforts with other organizations to complete the project.

During this project we coordinated with SAFE in Northern Michigan, MacDonald Garber Broadcasting, and Antrim County Commission on Aging to complete the project.

Impacts, anticipated and unanticipated, experienced as a result of the project implementation. As previously described, the impact of this project was extensive, as we reached over 306,472 impressions with our media campaign in Antrim County. Impressions are this is the number of times that our ad appeared on any digital screen. Additionally,, we strengthened relationships

Antrim County

with community partners such as MacDonald Garber Broadcasting, and Antrim County Commission on Aging

4. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
Please see final FSR.
5. Any experience in applying the project products and anticipated “next steps”.
Next steps for continuation of this project include seeking/securing funding for additional lockboxes to distribute in Antrim County.
6. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
Please see final FSR.



Western Upper Peninsula Health Department

Main Office | 540 Depot Street | Hancock, MI 49930 | 906.482.7382

303 Baraga Avenue | L'Anse, MI 49946 | 906.524.6142

210 N. Moore Street | Bessemer, MI 49911 | 906.667.0200

408 Copper Street | Ontonagon, MI 49953 | 906.884.4485

BARAGA COUNTY Medical Marihuana Operation and Oversight Grants Final Report FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Our project implementation plan included a social media and radio educational campaign targeting basic marijuana laws applicable to medical marijuana users. We also planned to coordinate health education with clients of our maternal and infant health programs as this is an at risk population with regard to abuse of substances legal and illegal. Our project deviated from the original plan in two ways, first due to staffing issues brought about by COVID-19 we were forced to utilize a consultant to develop social media images and radio spots, and second we were unable to carry out the maternal and infant health outreach as those programs were not functioning during the pandemic and we were unable to outreach to those clients through our home visiting staff.

2. Accomplishments and problems experienced while carrying out the project activities.

Our primary problem was staffing and time issues brought about by COVID-19 response and community restrictions. Under "normal" circumstances this project would have been much easier to accomplish, and would have had a larger impact in the community. In light of all that our staff are doing at our agency right now, we view getting the basic workplan of this project as an accomplishment alone.

3. Coordinated efforts with other organizations to complete the project.

Coordination with other agencies (communities that care, and maternal infant health programs) were planned but were unable to be completed due to COVID-19 impacts. Should subsequent rounds of funding be available this will be a focus of our application.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

We have received limited feedback regarding the messaging, both negative and positive, we have learned from the negative feedback that basic educational messaging in the community regarding something that is still largely viewed as negative can be misconstrued as "promotion" of an activity. Messaging in the future will be vetted more closely to ensure there is no room for confusion within the community.



Western Upper Peninsula Health Department

Main Office | 540 Depot Street | Hancock, MI 49930 | 906.482.7382

303 Baraga Avenue | L'Anse, MI 49946 | 906.524.6142

210 N. Moore Street | Bessemer, MI 49911 | 906.667.0200

408 Copper Street | Ontonagon, MI 49953 | 906.884.4485

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Expenses totaled \$1,534.32 to cover Staffing, development of the radio ads by an outside Vendor and the expense for the cost of airing the radio ads. Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$355.25

6. Any experience in applying the project products and anticipated "next steps".

We have learned that leveraging a consultant for imagery and radio spots is extremely efficient, and that the format and product obtained can be used for years to come. We will continue to use the items developed for this project via our various platforms as an educational tool. We plan to apply for subsequent rounds of funding to gain additional experience and improve our ability to outreach to the community on this topic.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

See attached year to date financial reporting.

Salary exceeded the budget by \$16.33 and Fringe exceeded the budget by \$2.99. Our Health Educator worked approximately .66 of an hour over budget.

Our other expenses came in at budget or under.

Barry County Administration
220 West State Street
Hastings, MI 49058
Ph. (269) 945-1284
Fax (269) 948 4884



Michael Brown
County Administrator

Luella Dennison
Deputy County Administrator

Barry County

Performance Report/ Narrative
Final Report for BARRY COUNTY and EATON COUNTY
FY2020

1. Summary of the project implementation plan and any deviations from the original project as proposed.
 - a. BEDHD worked to carry out the following objectives:
 - i. Educate medical marihuana patients and others about safe storage; provide safe storage options to at-risk families
 - ii. Educate medical marihuana patients and others about the dangers of driving while under the influence of marihuana
 - iii. Educate pregnant women and their families regarding the impact of marijuana use during pregnancy
 - iv. Increase perception of risk for adolescent marijuana use
 - v. Measure the self-reported use of medical marihuana and associated characteristics
 - b. Through partnerships with key stakeholders and agencies in each community, BEDHD was able to successfully:
 - i. Disseminate a mass mailing with harm reduction messaging in Barry County.
 - ii. Distribute lock boxes (safe storage devices) along with harm reduction messaging materials in Barry and Eaton counties.
 - iii. Disseminate a marijuana harm reduction multimedia campaign focused on safe storage, dangers of driving while under the influence of marijuana and the impact of marijuana use during pregnancy, which was launched in Barry and Eaton counties.
 - iv. Help support the youth summit in Barry County.
 - v. Utilize funds for BRFS data collection.
 - c. BEDHD faced several deviances from the original plan due to Covid-19:
 - i. The marijuana summit had to be cancelled and was replaced with additional multimedia messaging activities achieved by partnering with Edge Publicom.
 - ii. The marijuana lunch and learn had to be cancelled and was replaced with the mass mailing campaign.
2. Accomplishments and problems experienced while carrying out the project activities.
 - a. Accomplishments:
 - i. Harm reduction messaging postcards delivered to 9,825 residential addresses in Barry County.
 - ii. Billboards, digital media, press releases, news articles and social media advertisements focused on harm reduction messaging disseminated in Barry and Eaton counties.
 - iii. 76 medical marijuana lockboxes distributed in Barry and Eaton counties.
 - b. Problems: Other than having to make alterations to the original work plan due to Covid-19, BEDHD faced no other issues while carrying out the project activities.
3. Coordinated efforts with other organizations to complete the project.
 - a. BEDHD accomplished all objectives by working closely with partner agencies including the Ingham County Health Department, Eaton County Substance Abuse Advisory Group (ECSAAG) alongside the Eaton Regional Education Service Agency (ERESA), and the Barry County Substance Abuse Task Force (BCSATF) alongside the Barry County Community Mental Health Authority (BCCMHA). These agencies were integral in planning, promoting and offering staff time to successfully execute these initiatives in both Barry and Eaton counties.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
 - a. Anticipated: Increased community awareness, increased safety, strengthened key stakeholder and partner agency relationships.

- b. BEDHD is not aware of any unanticipated impacts brought about through work associated with this programming.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding. FSR available for reference.
- 6. Any experience in applying the project products and anticipated "next steps".
 - a. BEDHD will continue to educate the communities we serve. BEDHD would like to continue the activities reported above in future initiatives and explore additional opportunities to continue promoting "harm reduction" messaging around use of medical marijuana. BEDHD is interested in exploring other successful initiatives launched elsewhere in Michigan and modify then replicate to fit the needs of Barry and Eaton county residents.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies. FSR available for reference.



James A. Barcia
Bay County Executive

1200 Washington Avenue, Bay City, Michigan 48708
(989) 895-4003 * FAX (989) 895-4014
www.baycounty-mi.gov/Health

Joel R. Strasz
Public Health Director

Medical Marihuana Operation and Oversight Grants Final Report - FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Due to the COVID-19 pandemic, there was some deviation from the original project as proposed. Due to the pandemic, Executive Orders set forth by the governor, prohibited gatherings inside. As a result, the Public Health Marijuana Summit that the Health Educator was going to attend was cancelled, the focus groups that were going to be held were cancelled, and the conference for health care professionals was cancelled. The freed up quite a bit of funds and, after getting approval, we took most of those funds and put them toward purchasing additional medication lock boxes and bags and the media campaign. In addition, a survey was sent out to gauge the community's perceptions of medical marijuana in the community. This was completed in lieu of focus groups. Finally, providing presentations, education and outreach was not completed due to the pandemic and the executive orders.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments

- More medication lock boxes and bags were able to be purchased than originally planned. Some are being distributed to the Department on Aging. Case workers will identify seniors in need and provide them with the lock boxes along with some education about safety and harm reduction. They will also be shared with the Department of Health and Human Services, Public Safety, as incentives to participate in focus groups in the future and they will be available at outreach events (when they are able to take place again).
- Media campaign with the theme of safety and harm reduction developed and promotion will begin. Not just safety in regards to decreasing access to people in the homes, but also to using medical marijuana (edibles) safely, as well as education on driving under the influence.
- Bus ad being developed in conjunction with the media campaign.
- Medical Marijuana survey implemented and results are being shared with community organizations.

Problems

- In light of having to respond to the COVID-19 pandemic as well as not being able to complete many of the activities of the proposed project, time was a barrier. It has been a huge challenge to get the above activities completed in just 3 months.

- The logo for the media campaign has also posed a slight problem. After somewhat deciding on a logo and theme, other decision makers preferred one of the others. Even though the media campaign is geared toward adults, the logos and tag lines were sent the Bay Area Community Foundation's Youth Advisory Committee. Youth were asked to give their feedback on the logos, specifically if they thought any of the logos might inadvertently promote use or glorify use among youth. The intent was to make sure that our message of safety and harm reduction was getting across. This put a slight delay in the creation of the images for the media campaign.
 - Also, the information that could have been gathered through focus groups would have been much more informative than the survey.
3. Coordinated efforts with other organizations to complete the project.
- The Bay County Health department worked with the Bay County Prevention Network, the local substance use prevention coalition, the Youth Advisory Committee as well as the Human Services Collaborative Council
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
- The response from colleagues in the community to the media campaign and the availability of lock boxes has been positive. There is concern among human service organizations regarding the accessibility of marijuana in the homes. The lock boxes and the education that will accompany them are key to keeping marijuana out of the hands of people in the home that should not be using it. The education around driving, and safe use was also well received.
 - It is unfortunate that all of the activities in the work plan were not able to be completed. As a result, case workers were not able to get the education they were asking for through the lunch and learns.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
- Health Educator Salary
 - Media Campaign
 - Bus Ad
 - Materials and Supplies including incentives for completing the survey and lock boxes and bags
6. Any experience in applying the project products and anticipated "next steps".
- Working with Bolger and Battle has been great. It is a good feeling to finally have funding to implement a media campaign.
 - Next Steps will include applying for funding to be able to complete the focus groups and lunch and learns in the future. Funding will also be sought to plan a conference for health care workers.
 - There is much more education and information that needs to be provided around the use of marijuana. More research is needed to really understand the implications of the legalization of adult marijuana use, how it affects the unborn child and potential impacts to the workforce. The BCHD will continue to work with the Bay County Prevention Network in their efforts in youth prevention and to reduce the potential for accidental use in young children living in homes where marijuana is being used.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Due to COVID-19 and the Governors Executive Order, much of our planned activities such as the Public Health Summit, Focus Groups, lunch and learns and the Professional Conference have been canceled.

We are still moving forward with our media campaign and a survey in place of focus groups. However, since we have extra moneys due to the cancelations of originally planned activities, I am requesting the ability to move some of the allocated dollars to a different line item.

Below is a copy of our original budget. I am proposing the following:

- Move the \$2,500 allocated to the Public Health Marijuana Summit into Materials and Supplies to be able to purchase additional lock boxes.
- Move the allocated \$3,227.15 from the focus groups and \$1,000 from the lunch learns to the media campaign.

These changes will allow for use to the funding in a way that continues to educate the community and provide harm reduction through the safe storage of medical marijuana.

Original Budget	
Salary	\$44,485.85
Public Health Marijuana Summit	\$2,500.00
Media Campaign	\$6,000.00
Professional Conference	\$5,000.00
Focus Groups (3)	\$3,227.15
Lunch and Learns	\$1,000.00
Mileage - State	\$1,000.00
Mileage - Local	\$200.00
Materials and Supplies (including lockboxes)	\$1,500.00
Printing	\$500.00
Total	\$65,415.00

Proposed Budget	
Salary	\$44,485.85
Media Campaign	\$10,227.15
Professional Conference	\$5,000.00
Mileage - State	\$1,000.00
Mileage - Local	\$200.00
Materials and Supplies (including lockboxes)	\$4,000.00
Printing	\$500.00
Total	\$65,415.00



**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

As proposed, BCHD used the funds from this grant opportunity to continue and expand the media campaign started in 2019, called “The Dirt on Weed”. This was a multi-media campaign targeted at several different audiences that ultimately directs the audiences to a website (www.thedirtonweed.com) created by BCHD that contains factual and credible information regarding marihuana, particularly regarding the following:

- Safe Storage for medical marihuana: provide legally using adults (especially parents) with the education, tools, and resources to safely store their marihuana products thereby decreasing access for youth.
- Youth prevention: aimed at young adults under the age of 21, reinforce the reasons youth should not engage in marihuana use and deter youth from experimentation.
- Breastfeeding and/or pregnant women: provide pregnant/breastfeeding women with the health effects information they need to make informed health decisions and encourage conversation between women and their healthcare providers.

In 2019, BCHD used more traditional methods, including social media, radio, and outdoor advertising to broadcast messages to the target audiences. In 2020, BCHD was able to work with the same marketing firm as in 2019 (King Media) to use much of the existing campaign content as well as create new content to expand the campaign. Specifically, there were videos created that were used in TV advertisements, paid social media posts, and targeted digital advertising that invited increased engagement reaching specific audiences in relevant contexts. BCHD also continued to maintain successful traditional media tactics with outdoor and radio advertising as well as expand the duration of the campaign during the project period. The campaign ran for approximately 8 weeks from July into September 2020.

Most notably, BCHD had the opportunity to leverage the existing grant funds from LARA and partner with neighboring jurisdictions – Cass and VanBuren counties – to further augment the impact this campaign could have in the tri-county Southwest Michigan region.

2. Accomplishments and problems experienced while carrying out the project activities.

Despite BCHD staff being heavily involved in the ongoing COVID-19 response efforts in Berrien County, the Dirt on Weed campaign was able to successfully continue, thanks to the



partnership with the VanBuren-Cass District Health Department, the VanBuren Community Mental Health Agency, and the excellent work of the marketing firm, King Media. Overall, BCHD believes this was a highly successful campaign, especially given a condensed timeline and competing media interests with the ongoing COVID-19 pandemic.

Please find detailed accounts of the campaign reach, impressions, and results from the campaign, as provided by King Media. Some of the highlights from this report show that over 3,500 unique individuals visited the DirtonWeed.com landing page, there were over 860,000 impressions from the digital advertising, and more than 135,000 reached through the social media advertisements on Facebook and Instagram.

While this year's campaign did not generate as much media "buzz" as the launch year in 2019, there was one article in a local publication (the Niles Daily Star) that covered the campaign. See this link for the full article: <https://www.leaderpub.com/2020/09/18/berrien-county-health-department-gets-blunt-on-marijuana-education-safety/>

There were no major problems or set-backs encountered during this project, but there was some natural push-back from (medical) marijuana advocates, especially found through comments on social media. Most community members who weighed in believed that the "harm reduction" approach was best and that this was valuable information that needed to be provided to a few key audiences.

3. Coordinated efforts with other organizations to complete the project.

BCHD communications staff worked closely with the Substance Abuse Prevention section within the agency to research, connect with stakeholders for input, and develop messages. The Substance Abuse Prevention team uses the materials frequently when conducting outreach and providing educational presentations to school kids, parents, and other stakeholder groups in the community. The developed materials are available for download on the BCHD website, but printed copies are being distributed throughout BCHD clinic sites and to a multitude of provider partners throughout Berrien County.

Furthermore, BCHD coordinated with the Cass-VanBuren District Health Department and the VanBuren Community Mental Health Agency to leverage funds from this grant to expand the reach and impact of the campaign throughout the tri-county Southwest Michigan region.

With similar demographics and a shared media market, this coordination made a lot of sense and proved to be successful from the increase in reach for the campaign overall from 2019.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The media campaign had a positive impact in the community, from anecdotal comments made to department staff and from comments shared on social media. This created community dialogue about medical and adult-use marijuana, its harms for particular audiences, and the need for additional information/education for the public. The partnership between agencies across Berrien, Cass, and VanBuren was an example of a successful collaboration and how organizations can leverage funds to have a larger impact.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

The funds were used in accordance with the original proposal. However, due to the ongoing COVID-19 pandemic, the campaign had a later start than intended. Because of the delay in contracting with King Media, BCHD had a slight under-spending of the grant money, especially in the wages, fringe, indirect, and supplies line items. Overall, BCHD was able to expend 91.5% of the original budget. There was no additional funding (in-kind or direct funding) used towards this grant project. Please see the attached financial status report (FSR) for final expenditure information.

6. Any experience in applying the project products and anticipated “next steps”.

After two years of this campaign and its success in the community, BCHD will continue to distribute the developed materials, despite the fact that this year’s media campaign has ended. These materials will be provided through partnerships with other agencies, at health fairs, to schools, and to any medical marijuana facilities in the area. If awarded funding again in the future, BCHD is committed to continuing this campaign to further expose the community to the messaging and information.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see the attached FSR for a breakdown of budget and actual expenditures for this grant program. The grant was slightly underspent in the lines related to personnel costs due to competing COVID-19 response duties taking staff away from this project. The funds allocated to the media company under “contractual” were spent in entirety according to the original grant proposal.

The Dirt on Weed

2020 Summer Campaign Report

September 14, 2020

This report is for the 2020 Summer “Dirt on Weed” campaign for Berrien, Van Buren and Cass counties. The campaign includes television, print, outdoor, a campaign landing page, digital media and social media. We had three main target audiences and three main messages for the campaign: educating marijuana users on safe storage; educating pregnant and/or nursing moms on the harmful effects of marijuana while pregnant or nursing; and educating the parents of teenagers of the harmful effects of marijuana on a teenage developing brain. This report contains information as of September 14, 2020 with parts of the campaign still actively running.

Television

Three (3) 30-second videos and three (3) 15-second videos were produced for this year’s campaign; one video for each of the target audiences. The new videos ran as television commercials on WSBT and WWMT.

WSBT Flight Dates: August 3 – September 4, 2020

WSBT Total Frequency: 144 spots

WWMT Flight Dates: August 10 – September 6, 2020

WWMT Total Frequency: 66 spots

Print

Last year we created three (3) rack cards, one for each audience, and this year we updated the copy as necessary and design to include all three counties, delivering print-ready files.

Outdoor

We updated last year's outdoor creative to include all three county logos and developed an eight (8) week campaign that covered all three counties. **This campaign is ongoing and will end on September 20, 2020.**

Dates: July 27 – September 20, 2020

Duration: 8 weeks

Map:

https://www.google.com/maps/d/edit?mid=1q3DZ2E3je4zxTEQJYUZCvnMYwELCKjk_&usp=sharing

Board Number	County	Location	Creative
31644	Berrien	Glenlord Rd 20 ft E/O 2 nd St. – Stevensville	Babies
31623	Berrien	720 S. Fair Ave 0.1 mi N/O Empire Ave – Benton Harbor	Teens
31822	Berrien	SR-51 N 50 ft S/O Burton Rd	Teens
30939	Berrien	SR 140 0.2 mi N/O Forest Beach Rd – Watervliet	Babies
30057	Cass	SR-60 500 ft. E/O N. 2 nd St. – Cassopolis	Babies
30005	Cass	SR-60 1 mi W/O SR-40 – Jones	Teens
30958	Van Buren	I-196 0.3 mi N/O SR 140 – South Haven	Teens

- We can see from the graph above there was a boost in website traffic right as all of our tactics launched and then a slight decrease, but website traffic remained steady throughout the campaign.

Digital

The purpose of the digital display campaign is to reach our three audiences with the established messaging for each, on the sites they are already using outside of social platforms. The digital display campaign follows the target audience across brand-safe sites to create top-of-mind awareness and send interested individuals to "The Dirt on Weed" campaign landing page to learn more. The objective of the campaign is clicks to increase website traffic on the landing page. We are running three (3) sets of ads; one for each audience we are targeting. Each set of ads has the following sizes: 160x600, 300x250, 320x50, 300x600, 728x90. We created new animated ads for this campaign. **This campaign is ongoing and will end on September 30, 2020. These results are as of September 14, 2020.**

Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	863,580	1,330	0.15%
Marijuana Users	288,180	415	0.14%
Pregnant/Nursing Moms	287,247	515	0.18%
Parents of Teenagers	288,154	405	0.14%

Campaign Timing: July 27 – September 30, 2020

Audiences:

- Marijuana Users
- Pregnant and/or Nursing Moms
- Parents of Teenagers

Results:

- The digital campaign has resulted so far in a total of 863,580 impressions, 1,330 clicks and a 0.15% click-through rate.
- With a click-through rate benchmark of 0.15%, our campaign is right on goal, with the pregnant and/or nursing moms ad exceeding that.
- Our digital ads gained a lot of exposure and clearly resonated with our target audiences.

Social Media

The purpose of the sponsored Facebook and Instagram social media campaign is to reach our three audiences with the established messaging for each and send interested individuals to "The Dirt on Weed" campaign landing page to learn more. The objective of the campaign is link clicks to increase website traffic on the landing page. This campaign is running on all three Facebook pages – Berrien County Health Department, Van Buren/Cass District Health Department and Van Buren County Substance Abuse Task Force. We are running three (3) ads, one for each audience. **This campaign is ongoing and will end on September 23, 2020. These results are as of September 14, 2020.**

Berrien County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	135,492	962	0.71%
Marijuana Users	89,329	728	0.81%

Pregnant/Nursing Moms	37,415	183	0.49%
Parents of Teenagers	8,748	51	0.58%
Cass County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	113,570	706	0.62%
Marijuana Users	64,095	476	0.74%
Pregnant/Nursing Moms	46,505	215	0.46%
Parents of Teenagers	2,970	15	0.51%
Van Buren County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	128,442	840	0.66%
Marijuana Users	86,076	589	0.69%
Pregnant/Nursing Moms	34,225	199	0.57%
Parents of Teenagers	8,159	52	0.48%

Campaign Timing: July 29 – September 23, 2020

Audiences:

- Marijuana Users
- Pregnant and/or Nursing Moms
- Parents of Teenagers

Results:

- The creative produced for this campaign, Facebook's approvals/rejections of the ads; how our audiences engaged with the ads; the current atmosphere of the world; and the mentality

around marijuana were all completely different than last year, when we first ran this campaign.

- While very informative and expressive of how serious the harm marijuana can have, we found that the new videos produced this year were too heavy and serious for our audiences on Facebook, especially with so many other heavy issues going on in the world right now.
- After constant monitoring, optimization and extreme efforts to get Facebook approval on all changes to the campaign, we switched the creative from the new videos to the static images from last year's campaign to give our audience a brighter, simpler message.
- These changes have helped, and we hope to see all our numbers increase even more throughout the rest of the campaign.
- The issue was that Facebook was not able to serve our ads to as many people as it had anticipated, based on the pre-campaign estimated results Facebook provides, which lowered our numbers of impressions and clicks for each account. But while we did not receive as many impressions or clicks as anticipated, we have gained valuable insight on what will and will not run effectively on Facebook – due to its algorithm and policies – and what will and will not resonate with our audiences.
- Reaching marijuana users about safe storage is very effective on Facebook, and that ad received the most impressions and clicks on all three Facebook accounts.
- With a benchmark of 0.35%, all ads received very good click-through rates, even the ones that had lower number of impressions and clicks. This tell us that for the people who did see it, they were interested in our ads and clicked through to learn more.
- One critique that kept coming up across all ads, across all accounts, was that our audiences did not think there was sufficient data backing up the claims in the videos. This tell us that

for future creative – on this platform specifically – there needs to be a very clear connection to the information's source.



BRANCH COUNTY COURTHOUSE

31 DIVISION STREET • COLDWATER • MICHIGAN • 49036
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RE: Final Report

September 15, 2020

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The Medical Marihuana Operation and Oversight Program was housed in the Community Health Education Program division of the Branch-Hillsdale-St Joseph Community Health Agency. This grant cycle was one of highs and lows because of the Covid-19 pandemic. In the end, our team submitted a budget/outcomes amendment to switch gears to a more socially-distant plan. Originally, we were planning on hosting Michael DeLeon from “Steered Straight.” We were going to have a community dinner and discussion about local policies. Because of the pandemic, we reverted back to our plan from the 2019 grant cycle. We ordered boxes, locks, and educational material to distribute to Branch County residents.

The Health Educators and Health Officer worked closely with 2nd Story Marketing to communicate the public health message “Lock it Up.” “Lock it Up” was tailored for specific populations, such as youth and pregnant women, as well as to raise awareness about safe storage and impaired driving. There were digital advertisements used on social media, radio commercials and print ads that were used to educate the community on the importance of safe storage of medical marihuana and how to get a free lock box for their personal use.

Our first objective was to use two different platforms to promote the Lock it Up campaign. Over the course of 4 months, our social media campaign via Facebook reached over 3,000 people. The Shopper’s Guide (the local paper) estimates their reach to be 27,000 people, and the radio commercials are estimated to reach 44,000 people.

Our second objective was to distribute a minimum of 300 lock boxes to the community. While we have not yet reached our goal of 300, we are working hard as a team to get as many boxes into the community as we can.

Lastly, a community scan was completed that produced relevant information about policies and procedures that has been used to identify opportunities in Branch County, related to medical marihuana.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments: This public health message and the education was integrated into existing BHSJ services such as WIC, Safe Sleep and Child Passenger Safety and in the future will include broader communication efforts through educational materials and broader public awareness campaign elements. Education materials, such as rack cards were made widely available to Branch County residents.

Problems: There can be push back from the community when a controversial subject like medical marihuana is discussed. For the most part, there was not very much negative feedback, but some questions as to why the health department would take on such a topic. Additionally, we anticipated being able to educate more medical professionals, social workers, and case workers on the importance of safe storage of medical marihuana, but due to Covid-19 limitations, we were unable to do so.

3. Coordinated efforts with other organizations to complete the project.

We coordinated with 2nd Story Marketing, Branch County Department of Health and Human Services, The Tree House (Dispensary), Substance Abuse Task Force of Branch County, Child Abuse Prevention Council, and the Great Start Collaborative.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Youth access to medical marihuana will be decreased because of the distribution of the lock boxes. Our efforts are resulting in an increase of education to the community. And as stated above, we anticipated being able to educate more medical providers, case workers, and social workers in the county, but because of the change in direction of the campaign, we were not able to reach as many as we had first planned. Because of this change, we are now able to supply more residents with a lock box.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see attached.


6. Any experience in applying the project products and anticipated “next steps”.

We will continue to supply the community with lock boxes until we run out of materials. We now have access to print materials that we will continue to hand out to residents as they need them. We would typically bring materials like this to health fairs and other outreach events that are not currently taking place because of Covid-19. If and when we get back to attending such events, we will continue to spread the word of the importance of safe medical marihuana storage.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see attached.

Sincerely,

A handwritten signature in black ink, appearing to be 'M. Norman', followed by a long horizontal line extending to the right.

Michael (Bud) Norman, ICMA-CM, MBA, Ph.D.
County Administrator/Controller
County of Branch, Michigan



CALHOUN COUNTY **SHERIFF**

Steve Hinkley, Sheriff

Timothy A. Hurtt, Undersheriff
Randy A. Hazel, Chief Deputy

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed. The project implementation plan included speaking arrangements across Calhoun County as well as partnering up with the substance abuse council of Battle Creek. Due to the coronavirus outbreak, speaking arrangements and subsequent meetings and presentations with the substance abuse council had to be cancelled.
2. Accomplishments and problems experienced while carrying out the project activities. The coronavirus outbreak negatively impacted any accomplishments that were to be completed during this year's project. Any plans to complete the accomplishments were cancelled or postponed due to social distancing and or the events being cancelled altogether.
3. Coordinated efforts with other organizations to complete the project. Any and all coordinated efforts with other organizations were postponed until schools are reopened and outside individuals are allowed inside the schools to present material.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation. The coronavirus was an unanticipated event that had widespread impact on the project implementation. Due to social distancing and planned events being cancelled or postponed, the project was not able to be implemented during this reporting year.

www.calhouncountymi.gov

Battle Creek Office

161 East Michigan Ave.
Battle Creek, MI 49014
(269) 969-6450
Fax (269) 969-6428

Marshall Office

714 Old US 27
Marshall, MI 49068
(269) 781-0880
Fax (269) 781-0882

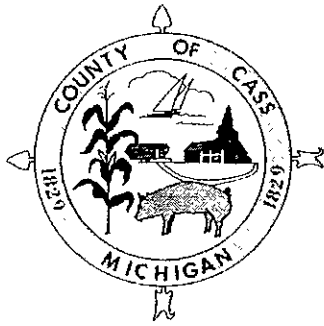
Correctional Facility

185 East Michigan Ave.
Battle Creek, MI 49014
(269) 969-6303
Fax (269) 969-6305

Emergency Management

161 East Michigan Ave.
Battle Creek, MI 49014
(269) 969-6430
Fax (269) 969-6428

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding. Please refer to the financial report for any expenditure.
6. Any experience in applying the project products and anticipated “next steps”. Our county website is still showcasing information that is presented in our project product. The project products (brochures) that were to be handed out at speaking arrangements and school presentations were not handed out this reporting year. This was a result of the coronavirus outbreak and cancellations of all planned events. The anticipated next steps are to resume speaking obligations and school presentations with the substance abuse council.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies. Please refer to the financial report for any budget expenditures.



Cass County County Administrator's Office

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

1. A summary of the project implementation plan and any deviations from the original project as proposed.

When the project was initially proposed, we intended to lead a plan focused on the prevention of marihuana use and its unintended consequences by working in partnership with Van Buren County (Van Buren Community Mental Health (VBCMh)). Through partnership we sought to expand the reach across Cass and Van Buren counties taking a comprehensive approach to marihuana and misuse prevention. The implementation plan included a mass media campaign, procurement and distribution of lock boxes to medical marihuana users, and co-hosting a conference/training for professionals with VBCMh.

Soon after the grant plan was submitted we moved away from adopting the talksooner.org campaign and instead expanded the southwest Michigan partnership by teaming up with Berrien County (BCHD) creating a tri-county collaborative effort – *The Dirt on Weed*.

As a result of shifting priorities to make room for COVID-19 response, we opted to put nearly all resources (67%) towards *The Dirt on Weed* mass media campaign. We entered into a contract with King Media who managed and fully executed the campaign on behalf of all three counties in the Southwest Michigan region (Cass, Van Buren, Berrien). The contract included: creation of a standalone campaign page for thedirtonweed.com; rack cards designed; development of 30- and 15-second videos; and design and implementation of social media, radio, outdoor, and television advertising.

2. Accomplishments and problems experienced while carrying out the project activities.

There were many accomplishments experienced carrying out the project activities, most notably: a successful partnership between three different organizations and King Media; the standalone dirttonweed.org campaign page; and three (3) rack cards, three (3) 30-second videos, three (3) 15-second videos, three (3) radio spots, three (3) TV ads, three (3) digital displays, three (3) social media design messages, and three (3) billboards that can be used by all three organizations ongoing.

Once the project got underway in Quarter 3, no problems were experienced while carrying out project activities.

Mission Statement
Cass County government exists to deliver fair, efficient, accessible and high quality
services dedicated to the public good.
"This institution is an equal opportunity provider and employer"

120 N. Broadway, Suite 116 ♦ Cassopolis, MI 49031
Telephone (269) 445-4420 ♦ Fax (269) 445-8978

3. Coordinated efforts with other organizations to complete the project.

Very quickly we realized a collective effort for *The Dirt on Weed* campaign would elicit the broadest reach and most effective saturation through collaboration as a tri-county region. Together, Van Buren/Cass District Health Department (Cass County), Van Buren Community Mental Health (Van Buren), and Berrien County Health Department (Berrien), combined grant monies into one large scale media buy for a total of \$55,500. In the southwest Michigan tri-county region where residents frequently travel across counties for work and leisure, a shared campaign ensured a consistent prevention message and removed the potential for conflicting or inconsistent recommendations.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

As anticipated, we saw significant impact as a result of the collaborative *The Dirt on Weed* mass media campaign. A full campaign report on behalf of King Media is provided. The report includes campaign dates, details, and impact/reach for each component of the campaign.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

No additional expenditures were contributed to this project beyond the proposed and actual budget agreement.

6. Any experience in applying the project products and anticipated "next steps".

As mentioned previously, the most notable accomplishment from this campaign – in addition to the immediate community impact – is the procurement of 25 unique campaign products which we maintain sole ownership of for future use as we see fit. We intend to continue to use and share widely the products which require no additional financial support to promote (e.g. social media messages, rack cards, radio ads, and dirtonweed.com campaign landing page).

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Actual budget expenditures reconcile with our [approved] amended budget agreement. Discrepancies exist between the initial proposed budget and the actual budget expenditures and were addressed in the approved budget amendment. The budget agreement accounted for \$19,521, the actual budget expenditures were \$19,521.

Mission Statement
Cass County government exists to deliver fair, efficient, accessible and high quality
services dedicated to the public good.
"This institution is an equal opportunity provider and employer"

120 N. Broadway, Suite 116 ♦ Cassopolis, MI 49031
Telephone (269) 445-4420 ♦ Fax (269) 445-8978

The Dirt on Weed

2020 Summer Campaign Report

September 14, 2020

This report is for the 2020 Summer “Dirt on Weed” campaign for Berrien, Van Buren and Cass counties. The campaign includes television, print, outdoor, a campaign landing page, digital media and social media. We had three main target audiences and three main messages for the campaign: educating marijuana users on safe storage; educating pregnant and/or nursing moms on the harmful effects of marijuana while pregnant or nursing; and educating the parents of teenagers of the harmful effects of marijuana on a teenage developing brain. This report contains information as of September 14, 2020 with parts of the campaign still actively running.

Television

Three (3) 30-second videos and three (3) 15-second videos were produced for this year’s campaign; one video for each of the target audiences. The new videos ran as television commercials on WSBT and WWMT.

WSBT Flight Dates: August 3 – September 4, 2020

WSBT Total Frequency: 144 spots

WWMT Flight Dates: August 10 – September 6, 2020

WWMT Total Frequency: 66 spots

Print

Last year we created three (3) rack cards, one for each audience, and this year we updated the copy as necessary and design to include all three counties, delivering print-ready files.

Outdoor

We updated last year's outdoor creative to include all three county logos and developed an eight (8) week campaign that covered all three counties. **This campaign is ongoing and will end on September 20, 2020.**

Dates: July 27 – September 20, 2020

Duration: 8 weeks

Map:

https://www.google.com/maps/d/edit?mid=1q3DZ2E3je4zxTEQJYUZCvnMYwELCKjk_&usp=sharing

Board Number	County	Location	Creative
31644	Berrien	Glenlord Rd 20 ft E/O 2 nd St. – Stevensville	Babies
31623	Berrien	720 S. Fair Ave 0.1 mi N/O Empire Ave – Benton Harbor	Teens
31822	Berrien	SR-51 N 50 ft S/O Burton Rd	Teens
30939	Berrien	SR 140 0.2 mi N/O Forest Beach Rd – Watervliet	Babies
30057	Cass	SR-60 500 ft. E/O N. 2 nd St. – Cassopolis	Babies
30005	Cass	SR-60 1 mi W/O SR-40 – Jones	Teens
30958	Van Buren	I-196 0.3 mi N/O SR 140 – South Haven	Teens

30893	Van Buren	SR-40 500 ft N/O 38 th St. – Paw Paw	Teens
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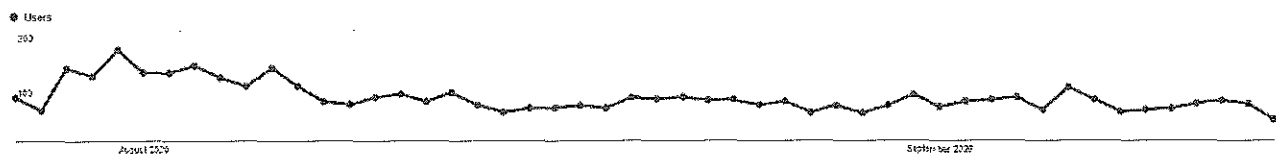
Landing Page

For this year's campaign we wrote, designed and built a dedicated campaign landing page, TheDirtOnWeed.com. The landing page included educational information for each of our audiences; the 30-second video created for each audience; and links to each county for more information. All campaign tactics linked back to the landing page. **These results are as of September 14, 2020.**

Results:

July 27 – September 14, 2020

Traffic Source	Users	New Users	Sessions
Overall	3,596	3,596	4,118
Social	1,610	1,610	1,719
Direct	1,529	1,529	1,863
Referral	231	231	234
Organic	229	226	302



- As of September 14, all of the traffic to the campaign landing page is new traffic, with all users being new users.
- About 45% of total traffic came from the social media campaign (Social), while about 42% came from the digital media campaign (Direct), which means that our digital tactics accounted for almost all of our traffic to the campaign landing page.

- We can see from the graph above there was a boost in website traffic right as all of our tactics launched and then a slight decrease, but website traffic remained steady throughout the campaign.

Digital

The purpose of the digital display campaign is to reach our three audiences with the established messaging for each, on the sites they are already using outside of social platforms. The digital display campaign follows the target audience across brand-safe sites to create top-of-mind awareness and send interested individuals to "The Dirt on Weed" campaign landing page to learn more. The objective of the campaign is clicks to increase website traffic on the landing page. We are running three (3) sets of ads; one for each audience we are targeting. Each set of ads has the following sizes: 160x600, 300x250, 320x50, 300x600, 728x90. We created new animated ads for this campaign. **This campaign is ongoing and will end on September 30, 2020. These results are as of September 14, 2020.**

Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	863,580	1,330	0.15%
Marijuana Users	288,180	415	0.14%
Pregnant/Nursing Moms	287,247	515	0.18%
Parents of Teenagers	288,154	405	0.14%

Campaign Timing: July 27 – September 30, 2020

Audiences:

- Marijuana Users
- Pregnant and/or Nursing Moms
- Parents of Teenagers

Results:

- The digital campaign has resulted so far in a total of 863,580 impressions, 1,330 clicks and a 0.15% click-through rate.
- With a click-through rate benchmark of 0.15%, our campaign is right on goal, with the pregnant and/or nursing moms ad exceeding that.
- Our digital ads gained a lot of exposure and clearly resonated with our target audiences.

Social Media

The purpose of the sponsored Facebook and Instagram social media campaign is to reach our three audiences with the established messaging for each and send interested individuals to "The Dirt on Weed" campaign landing page to learn more. The objective of the campaign is link clicks to increase website traffic on the landing page. This campaign is running on all three Facebook pages – Berrien County Health Department, Van Buren/Cass District Health Department and Van Buren County Substance Abuse Task Force. We are running three (3) ads, one for each audience. **This campaign is ongoing and will end on September 23, 2020. These results are as of September 14, 2020.**

Berrien County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	135,492	962	0.71%
Marijuana Users	89,329	728	0.81%

Pregnant/Nursing Moms	37,415	183	0.49%
Parents of Teenagers	8,748	51	0.58%
Cass County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	113,570	706	0.62%
Marijuana Users	64,095	476	0.74%
Pregnant/Nursing Moms	46,505	215	0.46%
Parents of Teenagers	2,970	15	0.51%
Van Buren County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	128,442	840	0.66%
Marijuana Users	86,076	589	0.69%
Pregnant/Nursing Moms	34,225	199	0.57%
Parents of Teenagers	8,159	52	0.48%

Campaign Timing: July 29 – September 23, 2020

Audiences:

- Marijuana Users
- Pregnant and/or Nursing Moms
- Parents of Teenagers

Results:

- The creative produced for this campaign, Facebook's approvals/rejections of the ads; how our audiences engaged with the ads; the current atmosphere of the world; and the mentality

around marijuana were all completely different than last year, when we first ran this campaign.

- While very informative and expressive of how serious the harm marijuana can have, we found that the new videos produced this year were too heavy and serious for our audiences on Facebook, especially with so many other heavy issues going on in the world right now.
- After constant monitoring, optimization and extreme efforts to get Facebook approval on all changes to the campaign, we switched the creative from the new videos to the static images from last year's campaign to give our audience a brighter, simpler message.
- These changes have helped, and we hope to see all our numbers increase even more throughout the rest of the campaign.
- The issue was that Facebook was not able to serve our ads to as many people as it had anticipated, based on the pre-campaign estimated results Facebook provides, which lowered our numbers of impressions and clicks for each account. But while we did not receive as many impressions or clicks as anticipated, we have gained valuable insight on what will and will not run effectively on Facebook – due to its algorithm and policies – and what will and will not resonate with our audiences.
- Reaching marijuana users about safe storage is very effective on Facebook, and that ad received the most impressions and clicks on all three Facebook accounts.
- With a benchmark of 0.35%, all ads received very good click-through rates, even the ones that had lower number of impressions and clicks. This tell us that for the people who did see it, they were interested in our ads and clicked through to learn more.
- One critique that kept coming up across all ads, across all accounts, was that our audiences did not think there was sufficient data backing up the claims in the videos. This tell us that

for future creative – on this platform specifically – there needs to be a very clear connection to the information's source.

Jeffery B. Lawson

County Administrator

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Cheboygan County Building

870 South Main Street

P. O. Box 70

Cheboygan, MI 49721

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Have purchased lock boxes and provided them to facilities within Cheboygan County to ensure safe storage of products. Provided marijuana educational materials with each lock box. Continue to work with our Harm Reduction program to provide support. We have completed 49.58% of the project due to COVID19.

2. Accomplishments and problems experienced while carrying out the project activities.

We provided lockboxes to citizens of Cheboygan County. The COVID19 pandemic did put a damper on the project due to the Executive Order – Stay Home.

3. Coordinated efforts with other organizations to complete the project.

Worked with the local community to allow access to the lockboxes.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Developed a better relationship with Cheboygan County and the potential to expand the program in future years.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

See Attached

6. Any experience in applying the project products and anticipated “next steps”.

Once the pandemic is over, we would like to continue to work with Cheboygan County through their Opioid program and Harm Reduction.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Budget was substantially less due to COVID19 and not being able to carry out the program as anticipated.



310 Ludington St.
Escanaba, MI 49829
(906) 789-5100

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

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MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The projected implementation plan to contract a business agreement for a digital media campaign with MacDonald Garber Broadcasting, design a digital media advertisement to reach youth ages 18 and under about Medical Marihuana and effects that marihuana has on the developing brain began on March 1, 2020 and ran for six months, ending September 1, 2020. During the course of the campaign 277,774 geo-fenced impressions were sent out in Delta County. The campaign had a 2.13% engagement rate and the counties with the most engagement were Bark River, Escanaba and Gladstone, notably. Engagement from the digital ad lead viewers to the UP Coalition Network page on "Marijuana and Minors" <https://upcnetwork.org/marijuana>. Educational content for this project focused on the consequences of using marihuana and driving. There were no deviations from the original, proposed project.

2. Accomplishments and problems experienced while carrying out the project activities.

Despite the COVID-19 pandemic, no problems occurred with carrying out the project activities. PHDM Health Educator worked with UP Coalition Network webpage content manager to improve verbiage and content around youth initiation and use of marihuana and the consequences associated with marihuana use and driving.

3. Coordinated efforts with other organizations to complete the project.

PHDM Health Educator worked with an executive at MacDonald Garber Broadcasting to develop an intriguing digital advertisement design and appropriate landing page that is relevant to the Upper Peninsula.
PHDM Health Educator worked with the UP Coalition Network website content manager to strengthen the "Marijuana and Minors" webpage.



310 Ludington St.
Escanaba, MI 49829
(906) 789-5100

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

With 277,774 impressions being advertised in a geo-fenced location, we believe the 2.13% engagement rate shows that the campaign has been impactful as MacDonald Garber Broadcasting reported this digital ad campaign had 3 times more engagements than the national average digital ad campaign.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

See final FSR (attached). Delta County funds were 95.5% spent.

6. Any experience in applying the project products and anticipated “next steps”.

Next steps to the project will include analysis of the 2021 Communities That Care youth survey data to gauge impact and effectiveness of the project (survey was due to be completed in 2020 but was not due to COVID-19 closures). The intent is to continue to address the low perceived risk of harm associated with substance use in these youth and encourage them to make informed decisions regarding initiation of use or continued substance use and/or misuse.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Delta County spend 95.5% of allotted grant funds. PHDM Health Educator worked on several additional grant projects and was unable to completely expend all the funds thus wage, fringe benefit and indirect spending costs were slightly lower than projected.



Barry-Eaton District Health Department

Barry County: 330 W. Woodlawn Ave., Hastings MI 49058
Phone: 269-945-9516 Fax: 517-543-7737

Eaton County: 1033 Health Care Dr., Charlotte, MI 48813
Phone: 517-543-2430 Fax: 517-543-7737

Performance Report/ Narrative Final Report for BARRY COUNTY and EATON COUNTY FY2020

1. Summary of the project implementation plan and any deviations from the original project as proposed.
 - a. BEDHD worked to carry out the following objectives:
 - i. Educate medical marihuana patients and others about safe storage; provide safe storage options to at-risk families
 - ii. Educate medical marihuana patients and others about the dangers of driving while under the influence of marihuana
 - iii. Educate pregnant women and their families regarding the impact of marijuana use during pregnancy
 - iv. Increase perception of risk for adolescent marijuana use
 - v. Measure the self-reported use of medical marihuana and associated characteristics
 - b. Through partnerships with key stakeholders and agencies in each community, BEDHD was able to successfully:
 - i. Disseminate a mass mailing with harm reduction messaging in Barry County.
 - ii. Distribute lock boxes (safe storage devices) along with harm reduction messaging materials in Barry and Eaton counties.
 - iii. Disseminate a marijuana harm reduction multimedia campaign focused on safe storage, dangers of driving while under the influence of marijuana and the impact of marijuana use during pregnancy, which was launched in Barry and Eaton counties.
 - iv. Help support the youth summit in Barry County.
 - v. Utilize funds for BRFs data collection.
 - c. BEDHD faced several deviances from the original plan due to Covid-19:
 - i. The marijuana summit had to be cancelled and was replaced with additional multimedia messaging activities achieved by partnering with Edge Publicom.
 - ii. The marijuana lunch and learn had to be cancelled and was replaced with the mass mailing campaign.
2. Accomplishments and problems experienced while carrying out the project activities.
 - a. Accomplishments:
 - i. Harm reduction messaging postcards delivered to 9,825 residential addresses in Barry County.
 - ii. Billboards, digital media, press releases, news articles and social media advertisements focused on harm reduction messaging disseminated in Barry and Eaton counties.
 - iii. 76 medical marijuana lockboxes distributed in Barry and Eaton counties.
 - b. Problems: Other than having to make alterations to the original work plan due to Covid-19, BEDHD faced no other issues while carrying out the project activities.
3. Coordinated efforts with other organizations to complete the project.
 - a. BEDHD accomplished all objectives by working closely with partner agencies including the Ingham County Health Department, Eaton County Substance Abuse Advisory Group (ECSAAG) alongside the Eaton Regional Education Service Agency (ERESA), and the Barry County Substance Abuse Task Force (BCSATF) alongside the Barry County Community Mental Health Authority (BCCMHA). These agencies were integral in planning, promoting and offering staff time to successfully execute these initiatives in both Barry and Eaton counties.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
 - a. Anticipated: Increased community awareness, increased safety, strengthened key stakeholder and partner agency relationships.

- b. BEDHD is not aware of any unanticipated impacts brought about through work associated with this programming.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding. FSR available for reference.
- 6. Any experience in applying the project products and anticipated “next steps”.
 - a. BEDHD will continue to educate the communities we serve. BEDHD would like to continue the activities reported above in future initiatives and explore additional opportunities to continue promoting “harm reduction” messaging around use of medical marijuana. BEDHD is interested in exploring other successful initiatives launched elsewhere in Michigan and modify then replicate to fit the needs of Barry and Eaton county residents.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies. FSR available for reference.



County of Emmet
200 Division Street
Petoskey, Michigan 49770
231-348-1702

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Anticipated Outcome 1: By September 2020, 50 lock boxes, containing information about the importance of locking up medical marijuana to keep youth safe, will be distributed to community members in Emmet county at various community events.

- Outcome information: 66 lock boxes were assembled and distributed throughout Emmet County during the month of July 2020.

Anticipated Outcome 2: By September 2020, 40,000 community members throughout Emmet county will be reached through a media campaign with messaging about locking up medical marihuana to keep youth safe.

- Outcome information: The media campaign was extremely successful and had 152,530 impressions. Impressions are this is the number of times that our ad appeared on any digital screen within Emmet County.

Details about progress toward meeting objectives through the following tasks can be found below:

TASK	Anticipated Completion Date	Progress
Attend coalition meetings of both SAFE in Northern Michigan and RISE to discuss media plan	February 2020	100% complete: During the month of February, the Project Coordinator attended SAFE in Northern Michigan's adult coalition meeting. During this meeting the Project Coordinator discussed the digital campaign ideas and reviewed the propose of the grant with the coalition



		<p>members. During the March adult coalition meeting, the project coordinator shared the digital proposal and reviewed ideas for the lock box initiative. The Project Coordinator did not attend the RISE meetings, as RISE covers Otsego County. Additionally, the Project Coordinator met with MacDonald Garber Broadcasting company in February to discuss the media plan, media messages, and best delivery for messaging in the community. The project coordinator has been meeting with the MacDonald Garber Broadcasting on an ongoing basis regarding the media campaign and analytics.</p>
Order lock boxes	March 2020	<p>100% Complete: The Project Coordinator met with the Medical Director of the Health Department of Northwest Michigan about potential lock box brands and materials/messaging for lock boxes in March 2020. The Project Coordinator reviewed samples of lock boxes and messaging from other health departments in Michigan who also received funding for Medical Marijuana. A final lock box was decided on and the order was placed in May 2020. Below is a sample of the lock box:</p> <div data-bbox="857 1203 1279 1591" data-label="Image"> A white and green first aid box with a silver handle and latch. The box has a green cross logo on the front and the text 'Ollierco' and 'FIRST AID BOX' visible. </div> <p>In addition to the lock box, we purchased Detera pouches with funding from a different grant which covers prescription drugs. Detera pouches permanently destroy prescription and over the counter medications in three simple steps from the comfort of your own home. These pouches were placed inside the lock boxes for people to receive at the same time.</p>



Develop media message and plan delivery outlets	April 2020	100% complete: As previously described, the Project Coordinator met with MacDonald Garber Broadcasting company in February to discuss the media plan, media messages, and best delivery for messaging in the community. Attachment 1 is an image of the digital ad and Attachment 2 includes the finalized media plan.
Produce media campaign	May 2020	100% complete: The media campaign was produced and finalized. It was implemented between April 1, 2020-April 30, 2020.
Distribute lock boxes at community events	September 2020	100% complete: 66 lock boxes are assembled and distributed in Emmet County in July 2020.
Media Campaign	September 2020	100% Complete-As previously described, the media campaign was implemented April 1, 2020-April 30, 2020 instead of in September 2020. This will allow for the best reach and frequency of messaging as many people were home during this time. The media campaign had 152,530 impressions. Impressions are this is the number of times that our ad appeared on any digital screen within Emmet County.

2. Accomplishments and problems experienced while carrying out the project activities.

During this grant project we exceeded both project objectives. Accomplishments include the distribution of 66 lock boxes to Emmet County Residents. Additionally, we reached over 150,000 impressions with our media campaign in Emmet County. Impressions are this is the number of times that our ad appeared on any digital screen.

Digital Media image:



Out of reach is not enough.

**LOCK UP YOUR
MARIJUANA
AND ALCOHOL**

[LEARN MORE](#)



3. Coordinated efforts with other organizations to complete the project.

During this project we coordinated with SAFE in Northern Michigan, MacDonald Garber Broadcasting, and Emmet County Commission on Aging to complete the project.

Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

As previously described, the impact of this project was extensive, as we reached over 150,000 impressions with our media campaign in Emmet County. Impressions are the number of times that our ad appeared on any digital screen. Additionally,, we strengthened relationships with community partners such as MacDonald Garber Broadcasting, and Emmet County Commission on Aging

4. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
Please see final FSR.
5. Any experience in applying the project products and anticipated “next steps”.
Next steps for continuation of this project include seeking/securing funding for additional lockboxes to distribute in Emmetl;’[p0=o9 County.
6. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
Please see final FSR.



Western Upper Peninsula Health Department

Main Office | 540 Depot Street | Hancock, MI 49930 | 906.482.7382

303 Baraga Avenue | L'Anse, MI 49946 | 906.524.6142

210 N. Moore Street | Bessemer, MI 49911 | 906.667.0200

408 Copper Street | Ontonagon, MI 49953 | 906.884.4485

GOGEBIC COUNTY

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Our project implementation plan included a social media and radio educational campaign targeting basic marijuana laws applicable to medical marijuana users. We also planned to coordinate health education with clients of our maternal and infant health programs as this is an at risk population with regard to abuse of substances legal and illegal. Our project deviated from the original plan in two ways, first due to staffing issues brought about by COVID-19 we were forced to utilize a consultant to develop social media images and radio spots, and second we were unable to carry out the maternal and infant health outreach as those programs were not functioning during the pandemic and we were unable to outreach to those clients through our home visiting staff.

2. Accomplishments and problems experienced while carrying out the project activities.

Our primary problem was staffing and time issues brought about by COVID-19 response and community restrictions. Under "normal" circumstances this project would have been much easier to accomplish, and would have had a larger impact in the community. In light of all that our staff are doing at our agency right now, we view getting the basic workplan of this project as an accomplishment alone.

3. Coordinated efforts with other organizations to complete the project.

Coordination with other agencies (communities that care, and maternal infant health programs) were planned but were unable to be completed due to COVID-19 impacts. Should subsequent rounds of funding be available this will be a focus of our application.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

We have received limited feedback regarding the messaging, both negative and positive, we have learned from the negative feedback that basic educational messaging in the community regarding something that is still largely viewed as negative can be misconstrued as "promotion" of an activity. Messaging in the future will be vetted more closely to ensure there is no room for confusion within the community.



Western Upper Peninsula Health Department

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303 Baraga Avenue L'Anse, MI 49946 906.524.6142

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408 Copper Street Ontonagon, MI 49953 906.884.4485

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Expenses totaled \$ 4,069.00 to cover Staffing, development of the radio ads by an outside Vendor and the expense for the cost of airing the radio ads.

Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$1,161.95

6. Any experience in applying the project products and anticipated "next steps".

We have learned that leveraging a consultant for imagery and radio spots is extremely efficient, and that the format and product obtained can be used for years to come. We will continue to use the items developed for this project via our various platforms as an educational tool. We plan to apply for subsequent rounds of funding to gain additional experience and improve our ability to outreach to the community on this topic.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Salary exceeded the budget by \$321.52 and Fringe exceeded the budget by \$2.44.

Our Health Educator worked approximately 13.05 hours over budget.

Our other expenses came in at budget or under.

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

HILLSDALE COUNTY

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.**

The Medical Marihuana Operation and Oversight Program was housed in the Community Health Education Program division of the Branch-Hillsdale-St Joseph Community Health Agency. This grant cycle was one of highs and lows because of the Covid-19 pandemic. In the end, our team submitted a budget/outcomes amendment to switch gears to a more socially-distant plan. Originally, we were planning on hosting Michael DeLeon from “Steered Straight.” We were going to have a community dinner and discussion about local policies. Because of the pandemic, we reverted back to our plan from the 2019 grant cycle. We ordered boxes, locks, and educational material to distribute to Hillsdale County residents.

The Health Educators and Health Officer worked closely with 2nd Story Marketing to communicate the public health message “Lock it Up.” “Lock it Up” was tailored for specific populations, such as youth and pregnant women, as well as to raise awareness about safe storage and impaired driving. There were digital advertisements used on social media, radio commercials and print ads that were used to educate the community on the importance of safe storage of medical marihuana and how to get a free lock box for their personal use.

Our first objective was to use two different platforms to promote the Lock it Up campaign. Over the course of 4 months, our social media campaign via Facebook reached over 3,000 people. The Tip Off (the local paper) estimates their reach to be over 15,460 homes, and the radio commercials are estimated to reach all corners of Hillsdale County.

Our second objective was to distribute a minimum of 180 lock boxes to the community. While we have not yet reached our goal of 180, we are working hard as a team to get as many boxes into the community as we can.

Lastly, a community scan was completed that produced relevant information about policies and procedures that has been used to identify opportunities in Hillsdale County, related to medical marihuana.

- 2. Accomplishments and problems experienced while carrying out the project activities.**

Accomplishments: This public health message and the education was integrated into existing BHSJ services such as WIC, Safe Sleep and Child Passenger Safety and in the future will include broader communication efforts through educational materials and broader public awareness campaign elements. Education materials, such as rack cards were made widely available to Hillsdale County residents.

Problems: There can be push back from the community when a controversial subject like medical marihuana is discussed. For the most part, there was not very much negative feedback, but some questions as to why the health department would take on such a topic. Additionally, we anticipated being able to educate more medical professionals, social workers, and case workers on the importance of safe storage of medical marihuana, but due to Covid-19 limitations, we were unable to do so.

3. Coordinated efforts with other organizations to complete the project.

We coordinated with 2nd Story Marketing, Hillsdale County Department of Health and Human Services, The Nest (dispensary), Hillsdale County Substance Abuse Task Force, Child Abuse Prevention Council, Great Start Collaborative, Hillsdale Hospital, Hillsdale Human Services Network, and Lifeways.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Youth access to medical marihuana will be decreased because of the distribution of the lock boxes. Our efforts are resulting in an increase of education to the community. And as stated above, we anticipated being able to educate more medical providers, case workers, and social workers in the county, but because of the change in direction of the campaign, we were not able to reach as many as we had first planned. Because of this change, we are now able to supply more residents with a lock box.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see attached.

6. Any experience in applying the project products and anticipated “next steps”.

We will continue to supply the community with lock boxes until we run out of materials. We now have access to print materials that we will continue to hand out to residents as they need them. We would typically bring materials like this to health fairs and other outreach events that are not currently taking place because of Covid-19. If and when we get back to attending such events, we will continue to spread the word of the importance of safe medical marihuana storage.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see attached.



Western Upper Peninsula Health Department

Main Office | 540 Depot Street | Hancock, MI 49930 | 906.482.7382

303 Baraga Avenue | L'Anse, MI 49946 | 906.524.6142

210 N. Moore Street | Bessemer, MI 49911 | 906.667.0200

408 Copper Street | Ontonagon, MI 49953 | 906.884.4485

HOUGHTON COUNTY

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Our project implementation plan included a social media and radio educational campaign targeting basic marijuana laws applicable to medical marijuana users. We also planned to coordinate health education with clients of our maternal and infant health programs as this is an at risk population with regard to abuse of substances legal and illegal. Our project deviated from the original plan in two ways, first due to staffing issues brought about by COVID-19 we were forced to utilize a consultant to develop social media images and radio spots, and second we were unable to carry out the material and infant health outreach as those programs were not functioning during the pandemic and we were unable to outreach to those clients through our home visiting staff.

2. Accomplishments and problems experienced while carrying out the project activities.

Our primary problem was staffing and time issues brought about by COVID-19 response and community restrictions. Under "normal" circumstances this project would have been much easier to accomplish, and would have had a larger impact in the community. In light of all that our staff are doing at our agency right now, we view getting the basic workplan of this project as an accomplishment alone.

3. Coordinated efforts with other organizations to complete the project.

Coordination with other agencies (communities that care, and maternal infant health programs) were planned but were unable to be completed due to COVID-19 impacts. Should subsequent rounds of funding be available this will be a focus of our application.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

We have received limited feedback regarding the messaging, both negative and positive, we have learned from the negative feedback that basic educational messaging in the community regarding something that is still largely viewed as negative can be misconstrued as "promotion" of an activity. Messaging in the future will be vetted more closely to ensure there is no room for confusion within the community.



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5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Expenses totaled \$ 2,580.00 to cover Staffing, development of the radio ads by an outside Vendor and the expense for the cost of airing the radio ads.

Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$688.57.

6. Any experience in applying the project products and anticipated “next steps”.

We have learned that leveraging a consultant for imagery and radio spots is extremely efficient, and that the format and product obtained can be used for years to come. We will continue to use the items developed for this project via our various platforms as an educational tool. We plan to apply for subsequent rounds of funding to gain additional experience and improve our ability to outreach to the community on this topic.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Salary exceeded the budget by \$28.60 and Fringe exceeded the budget by \$34.40.

Our Health Educator worked approximately 1.16 hours over budget.

Our other expenses came in at budget or under.



HURON COUNTY HEALTH DEPARTMENT

1142 South Van Dyke, Bad Axe, Michigan 48413

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Fax: 989-269-4181

www.hchd.us

Ann Hepfer, R.N., B.S., Health Officer

Mark Hamed, M.D., M.B.A., M.P.H. Medical Director

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

We were able to provide educational pamphlets on medical marijuana ("Talking to your kids about Marijuana", "How marijuana affects your body & brain" and "Medical Marijuana what you should know") We also encouraged residents to treat Medical Marijuana like a prescription and keep it locked up to keep children safe and reduce likelihood of theft through Billboards, PSA's and outreach messaging.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments experienced were recognized by the calls and inquiries to receive the Lockbox and educational Materials. This was received from Community Members as well as Medical and other Professional members of the community that were able to pass on the messaging and materials to those in need.

Problems experienced were the result of COVID-19 and the restrictions put in place that limited contact and ability to conduct outreach as planned. Considering the restrictions, we were still able to attempt to reach the population through Social Media, Radio PSA's, flyers hung in various businesses such as Laundromats, chiropractors, physical therapists, grocery store, party store/gas stations, Library, several medical offices and law enforcements agencies.

3. Coordinated efforts with other organizations to complete the project.

As noted above, many community organizations took the information and passed it along to their clientele as able. Some organizations requested several lock boxes and educational materials to be left at their office for individuals in need to get them to avoid barriers related to transportation and/or for convenience to assure community members were receiving the information. Our community coalition Everyone 4 Prevention in addition to the Huron County Prevention and Recovery Roundtable were active participants in getting outreach efforts met to a variety of populations within the county.



HURON COUNTY HEALTH DEPARTMENT

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4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Impacts recognized as a result of this project include the feedback from our Recovery Community (most notably Peer360 Recovery) as well as many other service providers in the community providing positive feedback on the messaging that had been seen. Billboards and PSA's as well as the flyers hanging in various locations were all recognized to be positive as it started many conversations regarding awareness and resources that are available. Many individuals that came to pick up lockboxes and educational materials were vocal on their need and thankful for the opportunity to receive this resource free of charge, especially with COVID impacts on their financial situations.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

As seen on the Final FSR, we have spent 99.604% of the budget. 100% for line item Medication Lockboxes, 99.347% for line item Advertising on billboards in our community, 99% on line item Printing of 3 different Pamphlets with education regarding medical marijuana and keeping kids safe, and 100% of the line item for Travel was spent for outreach efforts. No direct funding or in-kind funding was used.

6. Any experience in applying the project products and anticipated "next steps".
With support of local community coalition, Huron County Recovery & Prevention Roundtable & Everyone 4 Prevention Youth Coalition, there is opportunity to continue with applying project products to any and all on-going efforts to reduce underage use, harm reduction, increase awareness of risks of Substance Use Disorders, and support on-going Recovery. There are existing anti-stigma campaigns, recovery support groups and prevention education activities that benefit from the materials gained by this project.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Actual vs Budgeted was underspent by \$23 in advertising and \$5 in printing. Unable to do line deviations unless a budget amendment is completed and approved before funds are spent.

**Medical Marihuana Operation and Oversight Grants
Final Report FY 2020**

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Originally, ICHD was going to continue with its “Weed Facts” campaign and co-host the Capital Area Marijuana Summit. Unfortunately, the Summit was canceled due to the pandemic. The vendor responsible for the creative work (Edge) was not able to host youth focus groups. We were able to shift gears and fund a region wide Behavioral Risk Factors Survey (our portion concentrated in Ingham County) and conduct more focus groups with youth.

2. Accomplishments and problems experienced while carrying out the project activities.

The “Weed Facts” campaign was widely disseminated. The data gathered through our survey and focus groups guided that campaign and will guide work in FY 2021.

3. Coordinated efforts with other organizations to complete the project.

The “Weed Facts” campaign was developed by ICHD and the Barry-Eaton District Health Department.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The campaign was well-received. The campaign was awarded a 2020 PACE award from Mid-Michigan Public Relations Society of America.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

We contributed ICHD funds toward the BRFS survey, the youth focus groups and the billboards. All staff time required was contributed by ICHD.

6. Any experience in applying the project products and anticipated “next steps”.

We look forward to building out new messages as uncovered in our youth focus groups and BRFS survey. We’d like to continue with the campaign.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

The budget was amended. There are no significant discrepancies with the revised budget. We are \$9 underspent.

IOSCO COUNTY TREASURER

COUNTY BUILDING
P.O. BOX 538 • TAWAS CITY, MICHIGAN 48764-0538
PHONE 989.362.4409 • FAX 989.984.1102

ELITE SHELLENBARGER
AND STAFF
"PEOPLE SERVING PEOPLE"

District Health Department No. 2 Medical Marihuana Grant – Final Report

1. Summary of the project implementation plan and any deviations from the original project as proposed.

Summary:

An educational campaign consisting of messages related to safe storage, drugged driving and overall medical marijuana information was distributed throughout the 4-county area utilizing different avenues to attain maximum reach. In addition, a total of 174 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will be distributed throughout the jurisdiction and contain education information within on safe storage, pregnancy, talking points for parents, and effects of use. Billboards were also placed in Alcona, Iosco and Ogemaw Counties with message related to driving under the influence of marijuana.

Deviations:

Due to COVID-19, the attending of community events to provide education and the collaboration with provisioning centers was unable to occur.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments:

A social media campaign on safe storage, affects of use, and reducing youth access was created and distributed via Facebook. Another accomplishment would be the successful purchasing of the lockboxes and the associated distribution plan. In addition, a total of 7 billboards on drugged driving placed in Alcona, Iosco, and Ogemaw Counties.

Problems/Challenges:

Due to COVID-19, DHD2 had to scale back in-person education and collaboration.

3. Coordinated efforts with other organizations to complete the project.

District Health Department No. 2 worked with the counties of Alcona, Iosco, Ogemaw and Oscoda to attain grant resources.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Anticipated impacts include an increase in knowledge related to the Michigan Medical Marijuana Law as well as increased education to citizens and providers in the jurisdiction. Also, a decrease in youth access through the distribution of the lock boxes. In addition, five Facebook posts were used with a total reach of 4,136.

IOSCO COUNTY TREASURER

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ELITE SHELLNBARGER
AND STAFF
"PEOPLE SERVING PEOPLE"

Unanticipated impacts include COVID-19 which prevented program staff being able to collaborate with provisioning centers in the area to do education for their customers.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see the submitted final Financial Status Report (FSR).

6. Any experience in applying the project products and anticipated "next steps".

Next steps for the project include the continuation of the distribution of the lock boxes within the jurisdiction as well as the continuation of the education campaign being done utilizing geofencing and targeted display advertising technologies.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see the submitted final Financial Status Report (FSR).



Isabella County

Margaret A. McAvoy
Administrator/Controller

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project plan was to secure a recognized legal professional to inform and instruct public employer staff on MMMA law and regulation in the workplace. We were successful in obtaining Steven P. Joppich, attorney and shareholder in the Rosati, Schultz, Joppich, and Amtsbuechler Law Firm, who presented a Medical Marihuana Act Seminar on August 5, 2020 on the Zoom Meeting platform.

The seminar was attended by approximately sixteen upper-level administrative staff of Isabella County, City of Mt. Pleasant, and the Charter Township of Union. The greatest deviation from the project plan that we experienced was the impact of COVID-19 and the inability to meet in person and hold the seminar as originally intended. The challenge of hosting the seminar electronically did allow for additional opportunities, however, in that the electronic recording of the seminar is able to be reproduced and shared many times over.

2. Accomplishments and problems experienced while carrying out the project activities.

While we did not anticipate the electronic platform that we would need to provide for the Medical Marihuana Act Seminar attendees, we believe this project was a success. The seminar was attended by staff of our local public employer partners, and that was a primary goal of the project. Seminar attendees were provided with current, accurate, and consistent MMMA information that they will, in turn, disseminate throughout their organizations in Isabella County and beyond, and that was the overall goal of the project.

3. Coordinated efforts with other organizations to complete the project.

In our grant application, our intention was relayed to coordinate efforts with other agencies by inviting staff from our neighboring public employers to attend the MMMA Seminar. Outside agency staff was invited, and I am pleased to report that administrative staff from the City of Mt. Pleasant and the Charter Township of Union attended the MMMA Seminar in addition to staff of Isabella County.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The pandemic crisis is the factor that has most impacted this project. The challenge of having to provide the seminar electronically has led to opportunities for impacting attendees in addition to those able to attend. It has also afforded relief to the grant budget in that meeting materials and attendee meals became unnecessary expenses and 25% of the grant budget remains unspent.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

All grant expenses were incurred in this final reporting period and included the costs of the attorney/speaker and his expenses to prepare and present the Medical Marihuana Act Seminar held on August 5, 2020. A total of \$4,995.00 in grants funds was spent on these costs. Although the \$600.00 in meeting room rental was not necessary due to the electronic platform, in-kind contributions included approximately \$600.00 in Isabella County Administrator/Controller's Office staff time to plan, schedule, advertise and host the seminar, and approximately \$660.00 in grant administration provided by the Isabella County Administrator/Controller's Office.

6. Any experience in applying the project products and anticipated "next steps".

The topic of MMMA lead to very few available resources to share with seminar attendees. This tells us that there is a need for more information and a continuation of educational seminars on the topic. Isabella County would be thrilled to host a future seminar as more information and resources become available on this topic.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

A comparison of Actual Expenses to the Original Budget is as follows:

	ORIGINAL BUDGET	ACTUAL EXPENSE	IN-KIND
Speaker & Expenses	\$5,500.00	\$4,995.00	\$ 0.00
Paper, Pens, Handouts	\$ 150.00	\$ 0.00	\$ 0.00
Attendee Meals	\$ 828.00	\$ 0.00	\$ 0.00
Educational Materials	\$ 150.00	\$ 0.00	\$ 0.00
Meeting Room Rental	\$ 0.00	\$ 0.00	\$ 600.00
Grant Administration	\$ 0.00	\$ 0.00	\$ 660.00
TOTAL:	\$6,628.00	\$4,995.00	\$1,260.00

All expenses were within budgeted amounts and overall were much lower than budgeted. Speaker expenses were much lower than anticipated and expenses for the attendee supplies, handouts and meals were non-existent. Going forward, if this type of seminar is offered again, we will likely budget less for such costs.

As noted previously, the newness of this topic has meant that not much exists in terms of associated educational material. In order to provide resources that the attendees could reference after the seminar, a sample Substance Abuse Policy was distributed to attendees, along with a copy of the attorney presentation which was rich with MMMA citations.



Jackson County Health Department

1715 Lansing Avenue • Jackson, MI 49202 • Phone (517) 788-4420 • Fax (517) 788-4373

Creating Healthy Communities



Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The Jackson County Health Department's project plan included 4 main objectives.

- a) Improve the understanding of health care providers and human service agency staff on the Michigan Medical Marijuana Law.
 - b) Provide outreach and develop an educational toolkit for marijuana dispensaries/shops, vape shops, etc. to distribute safe handling/storage information.
 - c) Educate youth under age 21 on the risks involved with using marijuana as well as encouraging parents to communicate with their children.
 - d) Collaborate with the JCHD WIC program staff to schedule one on one educational sessions with pregnant and breastfeeding mothers who use marijuana.
 - e) Deliver a media campaign educating the general public on medical and recreational marijuana safe usage and storage and the dangers of driving under the influence of marijuana.
- We feel very good about the work we were able to accomplish with this project despite limitations due to COVID. We developed many good partnerships throughout this project and were able bring awareness regarding marijuana safety to our community. We received a lot of positive feedback from agencies and residents on our efforts to raise the awareness of safety, most importantly safe store.
 - Not being able to provide education within the schools as well as presentations to various human service agencies and physicians was really the only deviation from our original Statement of Work. We are hopeful that our social media and paid media campaigns will help to supplement the pieces of education that were not able to be accomplished in person. We were very successful in distributing educational toolkits within the community through the distribution of our lock bags. Each toolkit contained information and education encouraging parents to communicate with their children about marijuana usage.

2. Accomplishments and problems experienced while carrying out the project activities.

- One of the greatest accomplishments of this project was hosting four successful focus groups that were conducted with marijuana users in Jackson County. These focus groups helped to provide valuable insight into the problems of marijuana use in Jackson county as well as the best way to educate the community on safety and awareness. The majority of participants definitely see the value in the education regarding safety and storage of marijuana products. Participants were also very receptive to learning about our grant program and the importance of raising awareness regarding Michigan's medical marijuana laws, and the safe use of marijuana products in Jackson County.
- Providing free marijuana lock bags to county residents also proved to be very successful. Prior to COVID, we were very successful distributing these to clients within our WIC and Sexual Health Clinics. We utilized social media (both paid and free), focus groups, and word of mouth to successfully distribute our bags once clinic operations were limited. Clients were very appreciative of this opportunity. Providing the lock bags also provided the opportunity for one-on-one education with many county residents. Every person who received a lock bag also received education regarding safe driving, how to keep children safe from marijuana, and the importance of pregnant and breastfeeding moms not engaging in any marijuana related activities. This distribution campaign allowed the opportunity to highlight the importance and need to talk to kids/teens and make them aware of the dangers of using marijuana.
- Our billboard campaign was another great success. The messaging for this campaign was a direct result of our focus group feedback, and we have received a lot of positive feedback from the community. We are hopeful that our safety messages will help bring a greater awareness within our community about safe storage and being safe while pregnant and breastfeeding.
- The biggest problem for this project was COVID-19 and how it impacted our ability to provide direct education and outreach within the community. Starting in mid-March, we were very limited in our ability to provide any type of educational components within a community/school setting. Staff furloughs also impacted the delivery of project activities for approximately 2 ½ months.

3. Coordinated efforts with other organizations to complete the project.

The Jackson County Health Department was able to coordinate with several different community organizations to help complete project tasks.

- We worked closely with Drug Free Jackson and participated in their monthly meetings to help share information about our project and coordinate efforts to get education out into the community. Drug Free Jackson also played an instrumental role in helping to create our educational videos to be used via social media/website/paid advertisements, etc.
- JCHD worked closely with Salena Taylor, a community member and organizer of Partial to Girls, a local coalition of women who work closely to purchase essential supplies for residents, help area nonprofits and assist families with financial needs. Salena helped to coordinate three of the focus groups and also was very helpful in recruitment efforts of participants. We were able to use Salena's yard as a location, which helped to provide a comfortable and welcoming atmosphere for participants.
- JCHD worked with Department of Health and Human Service case workers who helped to distribute educational toolkits and lock bags to their clients.
- JCHD worked with the Jackson Interfaith Shelter, a homeless shelter, to provide educational toolkits and lock bags to Jackson county residents who utilize the shelter.

Working together to create and promote a healthy community through disease prevention and control,
health education, environmental protection and emergency preparedness.

- The WIC, Sexual Health Clinic, and Maternal and Infant Health Program were also valuable partners in helping to complete our project.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
 - One anticipated impact of the project was an increase in knowledge on the Michigan Marijuana Law as well as increased education to citizens in Jackson County.
 - Another anticipated impact was the decrease in youth access to marijuana as a result of use of lock bag distribution to adults and caregivers who use marijuana for medical and recreational purposes.
 - One unanticipated impact was how receptive and appreciative Jackson county residents were upon receiving their free lock bags and education. They really appreciated the opportunity to help keep their children safe and definitely see the value in being smart and responsible marijuana users. This distribution effort helped to raise a lot of awareness regarding the safe storage of marijuana products and the importance of talking to youth about the dangers of marijuana. We were very encouraged by all of the positive feedback we received from the community.
 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
 - Expenditures totaled \$39,967.88 or 84% of grant budget
 - No additional contributions nor direct funding to the project were received.
 6. Any experience in applying the project products and anticipated “next steps”.
 - Anticipated next steps would be the continuation of distributing marijuana lock bags and toolkits within the community.
 - Identify additional opportunities and platforms to educate youth under 21.
 - Continued collaboration with community partners to identify further opportunities to educate the community regarding marijuana laws and safe usage and storage.
 - Utilize our newly developed videos on various social media platforms and other paid media outlets.
 - Develop relationships with OB/GYN physicians to provide education and outreach to their patients.
 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
 - Wages were 66% of budget. This was due primarily to COVID-19, which temporarily shut down the program.
 - Fringes were 125% of budget. There was more full time employee time with higher benefits than originally budgeted, but the higher benefits were offset by lower than budgeted wages.
 - Supplies were 77% of budget. Lower expenditures were offset by higher Special Project expenditures.
 - Indirect was 79% of budget. This was due to lower than budgeted wages and benefits due to COVID-19.
 - Special Project was 111% of budget. Expenditures over budget were offset by favorable supplies expenditures.
 - Overall expenditures were 84% of budget due to COVID-19 temporarily suspending program activities.

Working together to create and promote a healthy community through disease prevention
and control,
health education, environmental protection and emergency preparedness.



KALAMAZOO COUNTY GOVERNMENT

In the Pursuit of Extraordinary Governance...

9-15-2020

MEDICAL MARIHUANA OPERATION AND OVERSIGHT GRANT APPLICATION 2020 September 15th Report

Summary

Kalamazoo County Health & Community Services (KCHCS) has met all revised objectives that were identified to be completed within this reporting period. Due to the threat of COVID-19 and the Stay Home, Stay Safe Order, some of the objectives were no longer feasible and alternative measures had to be set in place. We plan to revisit the original plan and all missed components during next year's planning process. During this reporting period KCHCS continued research to collect the most recent medical marihuana data. KCHCS met with Prevention Works and members of the Kalamazoo County Substance Abuse Task Force (KCSATF) every two weeks to review the campaign messages. KCHCS, Prevention Works, and KCSATF members coordinated with local advertising companies to launch the campaign. KCHCS, Prevention Works, and KCSATF members made the decision to do billboard advertising, radio PSA's, digital advertisements, and a geo-fencing project. We secured contracts with three local advertising companies to fulfill our advertisement goals. KCHCS, Prevention Works, and KCSATF members worked with the contracted local advertising agencies to create and approve messaging for the PSA's and digital advertisements. The PSA's were played on four local radio stations during the months of August and September. The digital advertisements were displayed on two local radio station websites, WKZO.com and WKFR.com during the months of August and September. Please see attached document for pictures of our digital advertisements and billboards. KCHCS, Prevention Works, and KCSATF members worked with Townsquare Media on a geo-fencing project that would target households with young adults, parents with preteens & teenagers in household, people reading articles pertaining to cannabis, and people who visited local cannabis dispensaries. Lastly, KCHCS completed work on a webpage dedicated to this campaign which includes laws and regulations, health effects, public health concerns, safe use and storage, and decreasing youth access. The website can be accessed at <https://www.kalcounty.com/hcs/ph/mm/>.

Accomplishments and Next Steps

The geo-fencing project performed better than average for this type of advertising, with an average clickthrough rate (CTR) of .12% and a grand total of 1,013,585 impressions delivered. Hyper Local Mobile Plus targeting delivered the most impressions due to the popularity of marijuana dispensaries and cannabis shops. See the attached report on the geo-fencing project outcomes.

The website received 2,198 views during the timeframe of August 1st through September 15th. See the attached document to view analytics for the website.

HEALTH AND COMMUNITY SERVICES DEPARTMENT

311 E. Alcott St. | Kalamazoo, MI 49001

Phone: 269.373.5200 | www.kalcounty.com/hcs

The next steps will be to continue monitoring and updating the website as needed. We plan to revisit the original plan and all missed components during next year's planning process, including school-based and provider-based outreach and education.

Expenses

Please refer to the attached finance report for expense information.

Coordination of efforts

KCHCS coordinated efforts with the following key agencies and organizations: Prevention Works and Kalamazoo County Substance Abuse Task Force. We were unable to connect with other anticipated organizations such as the Kalamazoo Fetal-Infant Mortality Review, Kalamazoo Public Schools, and the Kalamazoo County Sheriff's Office due to COVID-19 restrictions.

Community impact

KCHCS anticipated that the campaign funded by the Medical Marijuana Operation and Oversight Grant would increase the level of knowledge of the laws surrounding medical marijuana, the safe use, handling, and storage by legal cannabis consumers, and the potential dangers it poses to the youth population. We have had significant exposure via radio, billboards, and visits to our website to deem this a successful campaign. This project also led to an increase in available resources for the whole community via the Kalamazoo County Government Health and Community Services website. Lastly, this project strengthened the collaborative relationships between KCHCS and community organizations, such as Prevention Works and the KCSATF.

Barriers/Delays

Due to the threat of COVID-19, many community based organizations have ceased in-person meetings and gatherings. KCHCS, Prevention Works and KCSATF met consistently via Zoom and moved forward with a modified version of the project. We had significant delays in the beginning stages of this project, but were able to complete all objectives based on the modified plan.

Deviation

Due to the Stay Home, Stay Safe order, there have been several deviations from the original plan. KCHCS, Prevention Works and members of the KCSATF made the decision to focus solely on the community-based outreach and educational services portion of the original plan and cease further coordination of the school-based and provider-based portion. We plan to revisit the school-based and provider-based plans during next year's campaign. Due to school and other building closures, it was not possible to provide educational sessions to the target population or to visit provisioning centers as previously anticipated.

Due to the cancellation of all in-person health fairs, KCHCS, Prevention Works and members of the KCSATF were unable to attend any community health events as previously anticipated.



PATRICK J. WHITEFORD
SHERIFF

COUNTY OF KALKASKA
OFFICE OF THE SHERIFF
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DAVID L. WAGNER II
UNDERSHERIFF

9/15/20

FINAL REPORT

The Medical Marijuana Operations and Oversight Grant work was started in the second quarter with Detective Foerster being the primary facilitator for projects and expenditures. And the work and expenditures primarily occurred in the 3rd quarter with variations to the original grant. We were able to spend \$7,462.73 of the \$8001 award this year.

1. Summary of the project implementation plan and any deviations from the original project as proposed.

This year we focused on purchasing equipment to assist in educational presentation and support equipment that had been previously purchased.

2. Accomplishments and problems experienced while carrying out the project activities.

We were able to make all the purchases but with COVI school was cancelled before we could obtain the new equipment and with Executive Order guidelines the schools are hesitant to allow outside programming.

3. Coordinated efforts with other organizations to complete the project.

We will be working with the Kalkaska Public Schools and Forest Area Public Schools to educate students.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Through community outreach at the schools we are confident we will continue to make a positive impact with education.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

We spent a total of \$2,888.96 in funds for the 2020 grant cycle from the grant and received no other donations. The grant funds were spent on equipment (please see attached spreadsheet for details)

6. Any experience in applying the project products and anticipated "next steps".

We do have tools to provide further education and it would be beneficial for these grants to continue to provide funding for updating deputies on latest best practices in marijuana laws and education.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

We spent a total of \$2,888.96 of the \$3,230 grant award. We had planned to focus solely on equipment expenses and budgeted under the grant award and as we actually placed orders found adjusted pricing compared to what was originally priced during budgeting.

Respectfully,

A handwritten signature in black ink, appearing to read 'Patrick Whiteford', written in a cursive style.

Patrick Whiteford, Sheriff

KENT COUNTY HEALTH DEPARTMENT



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GRAND RAPIDS, MICHIGAN 49503-1918
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Adam London
Administrative Health Officer

Medical Marihuana Operation and Oversight Grants Final Report FY20

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Kent County Health Department is pleased to share that despite the challenges presented by COVID-19, all projects outlined in the original proposal were able to be completed. The COVID-19 pandemic presented significant challenges to the projects, specifically in terms of the timeline to completion. Some activities have had to be pushed beyond the grant period in their actual occurrence but were planned and funds expended prior to the conclusion of the grant period. The proposed activities with Kent Intermediate School District and J. Chad Professional Training required revisions to the implementation plans but were primarily able to move forward without cancellation or major restructuring.

The primary deviation from the originally-planned project is the cancellation of creation for a new marijuana safety campaign. This was intended to be developed in conjunction with Kent Intermediate School District, however the pandemic limited available time of both Kent ISD staff and KCHD staff to coordinate and plan the campaign. KCHD sought a budget amendment from LARA to utilize those funds to repurpose an already-established campaign on safe storage which was then aired through EffectTV/Comcast and WZZM. Subtle deviations were also made in the implementation of Kent ISD's educational sessions and the J. Chad Professional Training presentation *High in Plain Sight*. Instead of holding these events as in-person events, they were restructured for an electronic format to abide by social distancing and gathering restriction measures.

2. Accomplishments and problems experienced while carrying out the project activities.

As is likely with all awardees, the grant projects were greatly impacted by the COVID-19 pandemic. KCHD has been able to modify activities enough to enable a majority of the original plans to remain viable. The in-person presentation has become a webinar and in-person educational sessions will be held virtually. It feels like a significant accomplishment to still be able to bring some of the plans to fruition.

Additionally, early registration for the webinar indicates that KCHD will exceed its anticipated numbers for the *High in Plain Sight* presentation.

3. Coordinated efforts with other organizations to complete the project.

Despite the unprecedented challenges to implementation this year, KCHD was able to maintain all anticipated collaborative partners throughout the project period. While

"Kent County ... Where Diversity & Inclusion Matter."

undergoing modifications, the contracts for both Kent Intermediate School District and J. Chad Professional Training were executed as planned. In addition, KCHD maintained its coordinated efforts with the City of Grand Rapids for the distribution of locked safe storage bags to provisioning centers. KCHD worked with neighboring Local Health Departments (LHDs) to utilize a pre-established design – saving time and money, and encouraging further messaging alignment. KCHD also worked with its regional substance use disorder prevention coordinating agency to secure use of the 30 second marijuana safe storage public service announcement to better utilize funds that had been planned for a campaign that could no longer occur due to time constraints prompted by the pandemic. KCHD resumed its collaborative relationship with the Kent Intermediate School district to provide marijuana prevention education and/or resources to teachers and school administrators, a relationship established through Medical Marijuana Operation and Oversight grant funding in 2019. J. Chad Professional Training was a new collaboration in this year's funding but is anticipated to exceed expectations in terms of projected impact.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The EffectTV/Comcast and WZZM safe storage advertisements have an estimate of 900,000 digital and television impressions for the 30-second public service announcement between the two local television outlets.

KCHD anticipates attendance greater than 125 for the *High in Plain Sight* webinar on October 6, 2020.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

LARA's Medical Marijuana Operation and Oversight grant was the sole funding of the projects. KCHD utilized 90.75% of the grant award.

6. Any experience in applying the project products and anticipated "next steps".

The COVID-19 pandemic placed undue pressure on an already constrained timeline for implementation. Due to this, some activities will continue to occur following the conclusion of the grant period. Kent ISD's contract for educational sessions for educators has been finalized and paid, however the actual educational sessions will occur later this fall following the frenzy of back to school. All activities as part of the Kent ISD contract will wrap up by December 31, 2020. The *High in Plain Sight* presentation by Jermaine Galloway of J. Chad Professional Training will occur on October 2, 2020. Early registration numbers indicate that turnout will be well beyond the anticipated 125 attendance figure of the originally-planned in person session. The safe storage bags are being transferred to the possession of the City of Grand Rapids to be distributed beginning in October 2020 to provisioning centers in Kent County. Lastly, the EffectTV/Comcast and WZZM advertisements have been, and will continue to air, on cable stations and digital platforms through the remainder of September.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

KCHD's primary expenses were contractual costs with Kent Intermediate School District (\$15,000), J. Chad Professional Training (\$3,200), safe storage bags (\$10,300), advertisements with WZZM and Comcast (\$30,000), wages/fringe (\$8,806.27), and indirect costs totaling (\$17,670.36). Of the total award of \$93,678, KCHD had expenditures of \$85,011.63. The challenges presented by COVID-19 meant that some funds were not spent, including mileage, supplies, and room rental costs.



Western Upper Peninsula Health Department

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303 Baraga Avenue | L'Anse, MI 49946 | 906.524.6142

210 N. Moore Street | Oshtemo, MI 49911 | 906.667.0200

408 Copper Street | Ontonagon, MI 49953 | 906.884.4485

KEWEENAW COUNTY

Medical Marihuana Operation and Oversight Grants

Final Report

FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Our project implementation plan included a social media and radio educational campaign targeting basic marijuana laws applicable to medical marijuana users. We also planned to coordinate health education with clients of our maternal and infant health programs as this is an at risk population with regard to abuse of substances legal and illegal. Our project deviated from the original plan in two ways, first due to staffing issues brought about by COVID-19 we were forced to utilize a consultant to develop social media images and radio spots, and second we were unable to carry out the maternal and infant health outreach as those programs were not functioning during the pandemic and we were unable to outreach to those clients through our home visiting staff.

2. Accomplishments and problems experienced while carrying out the project activities.

Our primary problem was staffing and time issues brought about by COVID-19 response and community restrictions. Under "normal" circumstances this project would have been much easier to accomplish, and would have had a larger impact in the community. In light of all that our staff are doing at our agency right now, we view getting the basic workplan of this project as an accomplishment alone.

3. Coordinated efforts with other organizations to complete the project.

Coordination with other agencies (communities that care, and maternal infant health programs) were planned but were unable to be completed due to COVID-19 impacts. Should subsequent rounds of funding be available this will be a focus of our application.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

We have received limited feedback regarding the messaging, both negative and positive, we have learned from the negative feedback that basic educational messaging in the community regarding something that is still largely viewed as negative can be misconstrued as "promotion" of an activity. Messaging in the future will be vetted more closely to ensure there is no room for confusion within the community.



Western Upper Peninsula Health Department

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5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Expenses totaled \$ 1,437.67 to cover Staffing, development of the radio ads by an outside Vendor and the expense for the cost of airing the radio ads.

Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$370.76.

6. Any experience in applying the project products and anticipated "next steps".

We have learned that leveraging a consultant for imagery and radio spots is extremely efficient, and that the format and product obtained can be used for years to come. We will continue to use the items developed for this project via our various platforms as an educational tool. We plan to apply for subsequent rounds of funding to gain additional experience and improve our ability to outreach to the community on this topic.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Salary exceeded the budget by \$118.15 and Fringe exceeded the budget by \$4.52.

Our Health Educator worked approximately 4.80 hours over budget.

Our other expenses came in at budget or under.



**LAKE COUNTY
MICHIGAN**

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020
LAKE COUNTY**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project implementation plan included the purchasing of billboards, Facebook ads, and Comcast tv ads. Originally the plan included Facebook ads running in April, Billboards being placed up in May, and Comcast ads running from April to July. However, due to COVID and some issues with Facebook ads posting, the timeline was adjusted for project implementation. Comcast ads still ran from April through July, the billboard was placed up the end of June through mid-July, and Facebook ads ran September 1 to September 15th.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments for this project included having 64,312 total impressions (the number of times the ad was viewed/played) for the Comcast ad campaign. The billboard was up for 10 weeks and had 134,580 total impressions. An estimated 6,000-15,000 people were reached through Facebook ad.

Problems experienced included delays in implementation timelines due to COVID-19 and issues with Facebook ads running. These were overcome by adjusting the timeline and implementation was successful for each piece of the project. There were also slight budget spending delays because companies bill on a monthly or bi-monthly cycle. So, although ads or billboards were established, money was not spent until the billing cycle ran.

3. Coordinated efforts with other organizations to complete the project.

This project was coordinated with The Lake County Communities That Care substance abuse prevention coalition. The coalition assisted with choosing a location for the billboard and shared pictures of the billboard once it was placed up. The coalition also provides medication lock boxes for Lake County residents that can also be used to lock up marijuana (the primary message shared during this project). TalkSooner.org also assisted with this project by allowing the use of their webpage, www.talksooner.org/marijuana to be used as a landing site for individuals to find



more information about how to safely lock up and store medication out of reach of children, as well as talking tips with youth.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The anticipated impact for the project was that county residents would have increased knowledge of how to safely store medical or recreational marijuana to keep kids safe. Based on community and stakeholder feedback and documented reach of the efforts we feel this was accomplished.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Facebook Ads.....	\$246
Billboards.....	\$350
Digital Advertising.....	\$2237
Contractual Rate Total.....	\$179.34

6. Any experience in applying the project products and anticipated “next steps”.

Next steps include continuing partnership with the local coalition to promote safe storage of marijuana to keep out of the hands of youth. Promoting the Talksooner webpage about marijuana safe storage. Supporting the coalition to continue providing medication lock boxes and promoting it for safe storage of marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Lake County	Expended	Original Budget	Discrepancy
Facebook Ads	\$246	\$250	Adjusted budget slightly due to fees associated with ordering gift card to purchase the Facebook ads.
Billboards	\$350	\$350	None
Digital Advertising	\$2237	\$2237	None
Contractual Rate Total	\$179.34	\$310	The Remaining amount for staff time will be invoiced in October per our agency timeline.
TOTAL	\$3012.34	\$3147	Agency invoices on a quarterly timeline. The remaining will be invoiced in October.



Lapeer County Health Department
1800 Imlay City Road, Lapeer, Michigan 48446-3208
Ph. 810-667-0448 Fax 810-667-0232

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Most of the original projects were completed during the grant cycle. Education materials were purchased for waiting rooms in both public health and behavioral health clinics. Vape detectors project was completed and 12 vape detectors were completed and distributed to a school for installation. Geofencing project was not completed mainly due to Covid-19 shutting down a lot of businesses. This funding was shifted to purchase more vape detectors for another school district within the county. These detectors were purchased in-lieu of continuing with Geofencing during this grant cycle. Work will continue with Geofencing in the next grant cycle.

2. Accomplishments and problems experienced while carrying out the project activities.

Vape detectors were purchased for school district and an understand of what the overall project is attempting to do was discussed. Educational material was purchased for waiting rooms.

3. Coordinated efforts with other organizations to complete the project.

Coordination with vape detector company occurred and discussions assisted in determined what product would work best for the schools. A Zoom meeting occurred with Geofencing company to discuss what would be needed to accomplish this project. Company stated that this project could be accomplished, and another meeting was set up for the late fall to discuss moving forward once new grant cycle starts.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

COVID was an unanticipated impact on the project; hence, the budget amendment and purchase of more vape detectors.



Lapeer County Health Department
1800 Imlay City Road, Lapeer, Michigan 48446-3208
Ph. 810-667-0448 Fax 810-667-0232

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Our financial expenditures consisted of about 200 hours for salaries, wages, and fringe benefits. We purchased vape detectors for schools in our county and education materials for waiting rooms.

6. Any experience in applying the project products and anticipated “next steps”.

Our next steps will be to continue to purchase Vape detectors for another school district that expressed interest in this project. Geofencing will be started early in the grant cycle to generate some measurable data before the end of the grant to report on.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

There is a \$948.80 difference between the budget and actual expenditures for salaries and wages. We went over roughly 60 hours worked. This resulted in fringe benefits also being overspent by \$640.22. The overall difference in between the allocated funds (\$39, 682.00) and actual expenditures for FY 2020 (\$41,183.36) is \$1,501.36.



LIVINGSTON COUNTY HEALTH DEPARTMENT

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Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

LCHD planned to build on information gathered last year under the grant to engage in a messaging/awareness campaign focused on priority topics, including youth prevention and harm reduction. Education and outreach was done through communication, targeted messages, advertisements (billboards) and educational materials around the health effects of medical marihuana and related laws- all of which was carried out as proposed. LCHD worked collaboratively with Washtenaw County Health Department in order to plan a major event targeted at health care providers, however, due to COVID-19 this did not occur as planned. LCHD also worked with the local Human Services Collaborative Body (HSCB) Substance Use Disorder (SUD) Workgroup to create and review materials, and provide an educational session to the community, which was switched to a virtual format because of COVID-19. LCHD was not able to engage in as many public outreach activities as planned but still provided harm reduction tools for distribution to the community and by partner agencies.

2. Accomplishments and problems experienced while carrying out the project activities.

In terms of accomplishments, LCHD created and purchased billboard advertisements to educate the public on safe storage and the consequences of using marijuana while driving (please see attached images). LCHD partnered with TalkSooner on a "Lock It Up" billboard and to provide additional resources for parents. Being able to partner with TalkSooner and provide additional resources through a well-known platform was a great accomplishment this year, as was partnering with the HSCB SUD workgroup to get input on materials and have a greater network to distribute outreach materials. To summarize quarter three activities, materials created in quarter one and two, including harm reduction and safe storage tools, were purchased and distributed to partner agencies and the larger community in the last reporting period. Billboards focusing on safe storage and the consequences of marijuana use while driving were (and still are) advertised throughout the county. The educational session on medical marijuana was finalized through a partnership with the Human Services Collaborative Body Substance Use Disorder Workgroup, and will take place after the grant period has ended.

As mentioned above, some of the project activities originally planned could not be carried out due to restrictions put in place to address the COVID-19 pandemic. The in-person training was cancelled and rescheduled to take place virtually. The other problems experienced while carrying out project activities were related to staff capacity. It took much longer than anticipated to work through some of the objectives as staff time was consumed with COVID-19 related activities.

3. Coordinated efforts with other organizations to complete the project.

LCHD coordinated with the HSCB SUD workgroup to gather input on educational materials and community outreach around medical marijuana and help to fund already existing efforts that fall under the scope of this grant. The agencies represented in the workgroup include Livingston County Community Mental Health, Livingston County Community Alliance, Livingston County United Way, local recovery groups and engagement centers. These agencies helped to prioritize topic areas addressed under the grant, reviewed materials and were provided with the final materials purchased under the grant, to distribute within their own agencies to clients. Such materials include brochures on marijuana use while pregnant, postcards that address marijuana use among youth and advocate for parents to have a discussion around this topic, and lock bags. LCHD also worked with the HSCB SUD workgroup to plan an educational session on medical marijuana to the community. The educational session will occur later this month and will be virtual. Highlighted topics include the health effects of marijuana (especially on youth, pregnant women and their babies), vaping marijuana and safe storage.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

No major impacts were noted as a result of the project implementation, other than positive feedback regarding materials and products created and purchased under the grant (described in #6 below).

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Expenses that occurred within the reporting period consist of staff time and the purchasing of educational materials/miscellaneous supplies. In quarters one and two, this amounted to \$1,290.61 in wages and \$330.75 in fringe benefits with a total expenditure of \$1,621.36. In quarter three, this amounted to \$8,219.78 in wages; \$2,445.52 in fringe benefits; \$9,850.00 for billboards; \$713.61 for printing and \$3,327.78 for miscellaneous supplies. The total expenditure for quarter three was \$24,225. 94. Additional details can be found in the quarter three FSR and project budget report, attached.

6. Any experience in applying the project products and anticipated “next steps”.

Feedback on the educational materials and lock bags has been extremely positive so far, both from the general community and partner agencies. We have started receiving requests from residents at our farmer’s markets (where we started providing lock-bags and informational booklets) as well as from other local agencies who would like to distribute the materials. Anticipated next steps would be to purchase a larger amount of these items and materials to distribute further. The local community would also benefit from continuing educational sessions, both to gain a larger reach in terms of education and to dive deeper into some of the information presented in the first session. Another step would be to carry out a provider focused conference as originally planned with Washtenaw County Health Department.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Actual budget expenditures were less than those proposed in the budget agreement. This was mainly due to the change in circumstances due to COVID-19. A large portion of the budget was originally planned to be used on in-person activities and changing these to virtual sessions resulted in very little to no cost. LCHD did request a budget amendment which was approved and allowed money planned for an in-person conference to go towards additional outdoor media signage. It was very helpful to be able to make this adjustment and still make use of the grant funds during the COVID-19 pandemic.



MACOMB COUNTY HEALTH DEPARTMENT

Mount Clemens Health Center

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Mark A. Hackel
County Executive

William J. Ridella, M.P.H., M.B.A.
Director/Health Officer

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

Kevin P. Lokar, M.D.
Medical Director

1. Summary of the project implementation and any deviations from the original project as proposed.

In January 2020, the Macomb County Health Department received grant funding from the Department of Licensing and Regulatory Affairs (LARA) to address a series of health risks related to medical marihuana and provide general education and awareness about its usage.

The overalls goals of the grant were to:

- Educate medical marihuana patients and others about safe storage
- Educate medical marihuana patients and others about the dangers of driving while under the influence of marihuana
- Educate pregnant women and their families regarding the impact of marihuana use during pregnancy
- Encourage individuals to consult with their health care provide on medical marihuana usage for treatment
- Conduct education to Macomb County residents at outreach events and local dispensaries
- Assess the level of medical marihuana knowledge among Macomb County residents
- Assess the level of medical marihuana knowledge among health care providers
- Disseminate reputable research-based information to the general public

In order to achieve these goals, the Macomb County Health Department established a steering committee, who were responsible for implementing the 2020 Medical Marihuana Operation and Oversight Grant around three key areas: education, messaging and awareness and outreach.

Education

As part of building educational messaging, it was critical for the Macomb County Health Department to incorporate reliable, fact-based and scientific information. This was a problem area previously identified from the prior year's project.

Data & Research: In an effort to establish a science-based public awareness campaign, the Macomb County Health Department employed three different data collection methods to determine the general public's level of understanding of medical marihuana and prioritize topic areas related to its usage. Drawing on previous research findings, members of the Medical Marihuana team developed a research brief, underscoring key knowledge and attitude gaps found in research literature. Secondly, a survey was sent to 8,000 Macomb County residents. The survey, as a second method of data collection, was designed to identify the extent of knowledge and attitudes related to medical marihuana, as well as inquire about best practices of information distribution. Finally, a key finding was the lack of engagement with patients and their health care providers in addressing associated health risks and marihuana usage for medical treatment. As such, the final data collection strategy, is to have a focus group of health care providers addressing the topics of medical marihuana with their patients. These focus group discussions will occur in October 2020 after the preliminary findings of survey results are analyzed. Collectively, results from the survey, existing research findings and focus group discussions will continue to inform content for educational and messaging materials for future use.

Educational Materials: The new informational material created is designed to educate Macomb County residents about safe storage practices, Michigan laws, the dangers of driving under the influence, and health risks associated with medical marihuana usage. Printed materials, including postcards and brochures, were developed and disseminated to community partners, a local dispensary, health care providers, and Macomb County residents. Electronic materials were distributed, posted on the website and posted on social media. Two educational brochures titled "The Multi-Message Focus Areas Brochure" and "Know the Law Brochure" were developed and translated into Spanish and Arabic.

Messaging and Awareness

The Medical Marihuana team organized a wide-reach, science-based public awareness campaign to address a series of health risks related to medical marihuana usage. A significant portion of grant funds were used to purchase traditional and non-traditional advertising, including print, audio and video advertisements, with an emphasis on health risks associated with parental and breastfeeding exposure, impaired driving, safe storage and health care provider engagement included the development of print media such as buses, posters and bulletins, cable and radio scripts, a vehicle wrap, and social media advertisements.

In regard to cable advertisements, five 30-second video PSAs were developed through Comcast and include the following health safety messages:

- Health Care Provider Engagement
- Driving Under the Influence
- Safe Storage
- Pregnancy & Breastfeeding

The Macomb County Health Department purchased radio advertisement through iHeart Media, which included the following messaging that aired between May 11th and August 30th:

- Audio Advertisements on 97.9 WJLB
- Audio Advertisements on Channel 955
- Live reads done by Chelsea Kivell of Jay Towers in The Morning (100.3 WNIC); Joey of Channel 955; and Darrius of 97.9 WJLB
- Digital Advertisement via email to 19 zip codes in Macomb County
- Joey of Mojo in the Morning Social Media Facebook and Instagram postings.

In regard to print advertisements, the following graphics were developed for billboard/bulletins, bus and poster advertisements starting in May through December 2020. In total, 20 print advertisements and seven SMART buses, advertised educational materials throughout various locations in Macomb County.

- Marijuana Passes through Breastmilk, Know the Risks
- Don't Drive on Grass; Medical Marijuana Can Impair Your Driving
- Help your Growing Baby: Avoid Marijuana
- Lock it Up: Treat Medical Marijuana like other Medications.

Outreach

The overall goal of the outreach activities were to increase community knowledge about the health risks associated with medical marijuana use, and to connect Macomb County residents with reliable information and safe storage practices. Recognizing the need to reduce negative health outcomes and increase overall knowledge to special populations, the Macomb County Health Department targeted its core outreach, which included specific zip codes, community organizations that provide services to special populations, and directly to medical marijuana patients. Throughout the grant reporting period, five different types of outreach activities ensued, including attending community events, distributing safe storage lock bags, visiting and displaying materials at the local dispensary, reaching out to health care providers and doing direct mailings to county residents.

- ☐ Community Events: Due to COVID-19 there was a limited number of community events occurring throughout the grant cycle. However, the Macomb County Health Department staff attended a back to school community event organized by a local community organization. In addition, information about medical marijuana and safe storage lock bags were distributed to partner organizations.

- ☐ Safe Storage Outreach: In addition to educating about safe storage practices, the Macomb County Health Department purchased 2,500 lockable storage bags to secure medical marihuana for distribution to county residents and to disseminate at outreach events. Moreover, these devices were distributed to WIC program participants, a local dispensary, and through other partnering social service agencies. Storage devices included brochure information about Michigan's laws and health risks associated with marihuana usage.
- ☐ Dispensary Outreach: A number of outreach events occurred at Clinic Cannabis — a local dispensary in Centerline. Medical Marihuana patients receive brochure information and can also request a safe storage bag during these outreach events. Educational materials and other informational resources were provided to the dispensary for dissemination during operation hours.
- ☐ Healthcare Provider Outreach: The Macomb County Health Department identified an opportunity to increase awareness to health care providers about their role in medical marihuana usage, health outcomes and provider bias. As part of the health care provider outreach, the Macomb County Health Department will host focus groups or clinical conversations on how to best equip Macomb County residents with reliable information. In addition, health care providers will receive safe storage lock bags and educational brochures to handout to patients.
- ☐ Direct Mail Outreach: The Macomb County Health Department mailed 8,000 educational postcards on medical marihuana safety to county residents. In addition, household residents were able to submit a survey and request a safe storage bag.

Deviations from the Original Project as Proposed

As reported in previous quarterly reports, the Macomb County Health Department is playing a significant role in responding to COVID-19 and at the same time, ensuring the safety of its staff, clients and community. Due to the global pandemic and executive stay-at-home orders, the Medical Marihuana team was unable to move forward with the proposed activities of conducting focus groups and educational sessions with specific populations. Consequently, the Medical Marihuana team adjusted its Statement of Work activities related to the education and outreach goal. The intent of the educational sessions and focus groups were to collect data to help inform educational and outreach activities. In lieu of focus groups made up of county residents, a survey was developed. The Medical Marihuana team mailed 8,000 postcards, with a QR code to the survey, to Macomb County residents. In addition, the team drew on local and regional partners to assist in disseminating the electronic survey to populations they serve, including disseminating

the survey at the local dispensaries to recruit medical marihuana patients. Finally, they prepared a research brief examining findings from existing studies on medical marihuana, and they plan to host a virtual roundtable discussion with health care professionals in October.

The continuation of executive orders spanning into quarters 2 and 3 delayed many outreach opportunities, as staff and employees of community partners continue to work from home. In response, the Medical Marihuana team will continue its outreach efforts until December 2020.

Samples of Work

Attached in the appendices located at the end of this report are samples and products developed or created throughout this grant cycle to help achieve our goals around education, messaging and awareness, and outreach.

2. Accomplishments and problems experienced while carrying out the project

Accomplishments

The Macomb County Health Department's Medical Marihuana team was successful in meeting their objectives of raising awareness, increasing messaging, distributing education and offering community outreach. There are several noteworthy examples to showcase the grant's accomplishments throughout the grant cycle. In particular, three major accomplishments include: 1) established a wide-reach educational campaign; 2) created scientific information and data collection process, and 3) cultivated a partnership with the local dispensary and provided additional community outreach and engagement.

The messaging and awareness campaign was successful reaching more than just Macomb County residents and exceeding anticipated impressions. In regard to digital video and digital TV data analytics, in one month Comcast reached about 30% of our target audiences about 3 times. For the month of August, we have reached 101% of our goal exceeding anticipated impressions. 60% of our ads were viewed on a connected tv (Roku, Amazon Firestick, etc.) and 52.65% of our more targeted digital ads were seen on a mobile device. More specifically, the following highlights include.

- ☐ 661 30-second video spots aired
- ☐ 17,360 digital video impressions delivered with 70% were viewed in full (not exited out of the video they tried watching)
- ☐ 14,385 digital TV impressions delivered with 97% were viewed in full (not exited out of the video they tried watching)

- ☐ On the digital streaming end, 82% of our ads were viewed in full (not exited out of the video they tried watching)

In regard to bulletin and print advertisements, the following data analytics highlights include:

- ☐ 1,137,348 impressions from four billboard locations
- ☐ 1,060,721 impressions from 16 poster locations
- ☐ 7 bus headliners
- ☐ 40 buses with interior cards

Radio analytics include the following highlights:

- ☐ Radio advertisement directed 14.2% of the web traffic to doyourresearch.org, which is over performing as the standard lift of 8.5%
- ☐ Radio advertisement contributed to 81 unique user visits from commercials to the website
- ☐ WJLB-FM listeners converted more to the doyourresearch.org website when visiting the Macomb County Health Department website.
- ☐ 1,196 aired radio spots
- ☐ 200,000 impressions
- ☐ 21,429 emails of educational content to radio listeners.

The Medical Marihuana team made advances in establishing a science-based public awareness campaign by employing three different data collection methods with the intention to use data to determine the general public's level of understanding and best practices of disseminating information about medical marihuana. Collectively, results from the survey, existing research findings and focus group discussions will continue to inform content for both educational and messaging materials for future use. More specifically, the following highlights include.

- Production of a 20-page Research Brief underscoring key knowledge and attitude gaps found in research literature.
- A survey sent to 8,000 Macomb County residents with the goals. The survey, as a second method of data collection was designed to identify the extent of knowledge and attitudes related to medical marihuana as well as inquire about best practices of information distribution.
- 112 survey responses collected with a goal of collecting 350-400 responses from Macomb County residents
- Health Care Professional Focus Groups: A key piece of data found in exiting research is the role of healthcare in addressing associated health risks and marihuana usage for medical treatment. At this time recruitment of health care professionals is occurring and scheduled for October 2020 after preliminary finding of survey results are analyzed.

Throughout the grant cycle, the Medical Marihuana team made significant progress connecting with community partners and Macomb County residents with educational materials and safe storage products. In addition, the Medical Marihuana team created social media accounts for doyourresearch.org. The information below provides a snapshot of data regarding our social media engagement and highlights several outreach accomplishments in the community:

- ☐ Attended a CARE community outreach event and disseminated educational materials to 25 families
- ☐ Procured 2,500 safe storage bags for distribution
- ☐ Disseminated 105 safe storage bags with educational materials to survey respondents
- ☐ Mailed 8,000 postcards to Macomb County residents
- ☐ Established a platform for social media engagement. Current data analytics include the following:
 - Facebook:
 - 72 Likes
 - 953 People Reached
 - 136 Post Engagements
 - Instagram:
 - 19 Followers
 - 8 Content Interactions
 - 19 Total Followers
 - Twitter:
 - 2 Followers

The final noteworthy accomplishment to highlight is the positive relationship established with the local dispensary in Macomb County. Clinic Cannabis located in Center Line, Michigan was instrumental in connecting the Macomb County Health Department to medical marihuana patients. To date, staff from the Health Department has maintained a booth at that location on multiple occasions and for multiple hours. Clinic Cannabis staff assisted in distributing our educational brochures and assisted in recruiting patients to take our survey. A few highlights:

- ☐ Attended five Clinic Cannabis events at the local dispensary and distributed educational materials to a total of 67 individuals
- ☐ Disseminated approximately 220 postcards and 250 brochures to local dispensaries
- ☐ Disseminated 59 safe storage bags to medical marihuana patients

Problems

As noted above and in previous reports, the Macomb County Health Department played a significant role in responding to COVID-19. Due to the global pandemic and executive stay-at-home orders, the Medical Marihuana team was unable to move forward with a few of the original proposed activities related to in-person community outreach. However, the Medical Marihuana team implemented alternative strategies in response to this particular barrier, including virtual focus groups, administering a survey and mailing door-direct postcards. In addition, with the continuation of executive orders spanning into quarters 2 and 3 many outreach opportunities were delayed as staff and employees of community partners continued to work from home. Therefore, some of our outreach efforts when permissible occurred during the latter end of quarter 3. To address this delay, the Medical Marihuana team will continue its outreach efforts until December 2020. Much of the educational material was finalized toward the end of quarter 3, translated into Spanish and Arabic and will be disseminated out to community partners who serve those populations through the end of December 2020.

3. Coordinated efforts with other organizations to complete the project

Throughout the grant period, the Macomb County Health Department worked with several partners to implement the proposed project activities. Educational material was distributed to Macomb County WIC clinics, the Department's Family Planning program, as well as health care offices and dispensaries throughout Macomb County. In addition, the Macomb County Health Department partnered with CARE, a social service organization and organizer of 13 local substance abuse coalitions. CARE was instrumental in distributing educational materials and hosting a community outreach event attended by Health Department staff. Community partners assisted in disseminating the survey in an effort to collect data and assess educational needs pertaining to medical marihuana and associated health risks. Moreover, partners assisted in the dissemination of printed and electronic educational materials to specialized populations. Many of our community partners expressed interest in our safe storage lock bags.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation

Impacts

The Macomb County Health Department was successful in employing a wide-reach messaging and educational campaign reaching millions of Macomb County residents. All survey respondents, including residents, indicating little to no knowledge of health implications and Michigan's Laws received educational materials and a safe storage lock bag with a goal of increasing the level of knowledge of health risks, laws and regulation, and the importance of safe storage, medical supervision and driving precautions. In addition, this project led to more

educational resources being available for a wide range of audiences including adults of all ages, pregnant and breastfeeding mothers, dispensaries, patient caregivers, health care and other providers. With the recent legislation of recreational marihuana, this project will continue to enhance the capacity of the Macomb County Health Department and position it to be a resource for reliable and fact-based education in this area. In addition, the Health Department prioritized the importance of establishing a concerted effort to build relationships with local dispensaries, which will be crucial as the availability and legal use of medical marihuana and recreational marihuana continues to expand.

Unanticipated Impacts

There are a couple of unanticipated impacts, noteworthy enough to be mentioned. First, the safe storage lock bags were overwhelming popular among community partners, health care providers and community residents. For example, members of the same household were requesting multiple bags. Health care providers expressed interest in our safe storage bags not only to secure marihuana products, but also for other prescribed medications. Finally, our community partners, including the local dispensary were enthusiastically supportive that safe storage bags were distributed at their community event and/or location.

A second unanticipated impact was that the final products of all print and media advertisement materials were culturally and linguistically appropriate, represented diverse backgrounds and avoided any cultural bias. When we drafted and curated our messaging for our print and media partners, it became incredibly important to ensure that all messaging met the goal of appropriate representation with fact-based information and avoided any cultural or gender bias.

5. Final Expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

- See Attached FSR and supporting documents.

6. Any experience in applying the project products and anticipated next steps

Preliminary survey results indicate the majority of respondents (70%) are informed about medical marihuana from their own understanding or from a friend or family member. In addition, almost half of the respondents (45%) either have no knowledge or only a little knowledge about appropriate dosages of marihuana for medical treatment and 32% of respondents feel their health care provider will judge them if they discuss medical marihuana as a treatment approach. There is evidence to suggest education can improve health care provider preparedness to prescribe and discuss medical marihuana as a treatment approach. This allows the health care provider to be more prepared to answer questions from individuals inquiring

about medical marihuana usage and effects on health. There is also evidence health care provider's attitudes toward medical marihuana may serve as a barrier for individuals wanting to consult with their health care provider about marihuana usage. Thus, making it more difficult to learn about any health risks associated with marihuana usage. Given these preliminary findings, there is an opportunity to educate health care providers about patient's views and attitudes on medical marihuana and provide information to patients about appropriate usage and adverse health effects.

7. Actual Budget expenditures compared to the Budget in the Agreement. Include the basis or reason for any discrepancy.

The areas of discrepancies between the budget and actual expenses are postage and supplies. Both areas had little to no spending in the program.

- See attached budget adjustment documents for additional budget changes.



Manistee County Courthouse • 415 Third Street • Manistee, Michigan 49660

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020
MANISTEE COUNTY**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project implementation plan included the purchasing of billboards, Facebook ads, and Comcast tv ads. Originally the plan included Facebook ads running in April, Billboards being placed up in May, and Comcast ads running from April to July. However, due to COVID and some issues with Facebook ads posting, the timeline was adjusted for project implementation. Comcast ads still ran from April through July, the billboard was placed up the end of June through mid-July, and Facebook ads ran September 1 to September 15th.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments for this project included having 101,528 total impressions (the number of times the ad was viewed/played) for the Comcast ad campaign. The billboard was up for 4 weeks and had 35,024 total impressions. An estimated 6,000-15,000 people were reached through Facebook ad.

Problems experienced included delays in implementation timelines due to COVID-19 and issues with Facebook ads running. These were overcome by adjusting the timeline and implementation was successful for each piece of the project. There were also slight budget spending delays because companies bill on a monthly or bi-monthly cycle. So, although ads or billboards were established, money was not spent until the billing cycle ran.

3. Coordinated efforts with other organizations to complete the project.

TalkSooner.org also assisted with this project by allowing the use of their webpage, www.talksooner.org/marijuana to be used as a landing site for individuals to find more information about how to safely lock up and store medication out of reach of children, as well as talking tips with youth. The location of the billboard was shared with the local substance abuse prevention coalition SEA, as well as the Facebook ad and Comcast ad.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The anticipated impact for the project was that county residents would have increased knowledge of how to safely store medical or recreational marijuana to keep kids safe. Based on community and stakeholder feedback and documented reach of the efforts we feel this was accomplished.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Facebook Ads.....	\$525
Billboards.....	\$350
Digital Advertising.....	\$3477
Contractual Rate Total.....	\$257.45

6. Any experience in applying the project products and anticipated “next steps”.

Next steps include continuing partnership with the local coalition to promote safe storage of marijuana to keep out of the hands of youth. Promoting the Talksooner webpage about marijuana safe storage. Supporting the coalition to provide medication lock boxes and promoting it for safe storage of marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Manistee County	Expended	Original Budget	Discrepancy
Facebook Ads	\$500	\$500	None
Billboards	\$350	\$350	None
Digital Advertising	\$3477	\$3478	Price quoted for ads was off by \$1
Contractual Rate Total	\$257.45	\$434	The Remaining amount for staff time will be invoiced in October per our agency timeline.
TOTAL	\$4584.45	\$4762	Agency invoices on a quarterly timeline. The remaining will be invoiced in October.



Mason County Board of Commissioners

Courthouse
304 E. Ludington Ave., Ludington, Michigan 49431
(P) (231) 843-7999 • (F) (231) 843-1972
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Medical Marihuana Operation and Oversight Grants Final Report FY 2020 MASON COUNTY

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Vice Chair

Cheryl Kelly
County Clerk

Fabian L. Knizacky
Administrator

Nick Krieger
District 1

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District 2

Charles Lange
District 3

Lewis G. Squires, D.C.
District 4

Steven Hull
District 5

Janet S. Andersen
District 6

Ron Bacon
District 7

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project implementation plan included the purchasing of billboards, Facebook ads, and Comcast tv ads. Originally the plan included Facebook ads running in April, Billboards being placed up in May, and Comcast ads running from April to July. However, due to COVID and some issues with Facebook ads posting, the timeline was adjusted for project implementation. Comcast ads still ran from April through July, the billboard was placed up the end of June through mid-July, and Facebook ads ran September 1 to September 15th.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments for this project included having 70,588 total impressions (the number of times the ad was viewed/played) for the Comcast ad campaign. The billboard was up for 8 weeks and had 76,152 total impressions. An estimated 6,000-15,000 people were reached through Facebook ad.

Problems experienced included delays in implementation timelines due to COVID-19 and issues with Facebook ads running. These were overcome by adjusting the timeline and implementation was successful for each piece of the project. There were also slight budget spending delays because companies bill on a monthly or bi-monthly cycle. So, although ads or billboards were established, money was not spent until the billing cycle ran.

3. Coordinated efforts with other organizations to complete the project.

This project was coordinated with The Leeward Initiative, the local substance abuse prevention coalition. The coalition assisted with choosing a location for the

billboard and shared pictures of the billboard once it was placed up. The coalition also provides medication lock boxes for Mason County residents that can also be used to lock up marijuana (the primary message shared during this project). TalkSooner.org also assisted with this project by allowing the use of their webpage, www.talksooner.org/marijuana to be used as a landing site for individuals to find more information about how to safely lock up and store medication out of reach of children, as well as talking tips with youth.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The anticipated impact for the project was that county residents would have increased knowledge of how to safely store medical or recreational marijuana to keep kids safe. Based on community and stakeholder feedback and documented reach of the efforts we feel this was accomplished.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Facebook Ads.....	\$ 999.90
Billboards	\$ 550.00
Digital Advertising.....	\$4,801.00
Contractual Rate Total.....	\$ 412.14

6. Any experience in applying the project products and anticipated “next steps”.

Next steps include continuing partnership with the local coalition to promote safe storage of marijuana to keep out of the hands of youth. Promoting the Talksooner webpage about marijuana safe storage. Supporting the coalition to continue providing medication lock boxes and promoting it for safe storage of marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Mason County	Expended	Original Budget	Discrepancy
Facebook Ads	\$999.90	\$1000	Adjusted budget slightly due to fees associated with ordering gift card to purchase the Facebook ads.
Billboards	\$550	\$550	None
Digital Advertising	\$4801	\$4807	Price quoted for ads was off by \$6
Contractual Rate Total	\$412.14	\$744	The Remaining amount for staff time will be invoiced in October per our agency timeline.
TOTAL	\$6763.04	\$7101	Agency invoices on a quarterly timeline. The remaining will be invoiced in October.



COUNTY OF MECOSTA
BOARD OF COMMISSIONERS
400 ELM STREET, BIG RAPIDS, MI 49307
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www.mecostacounty.org

Marilynn Bradstrom
District #1

Jerrilynn Strong
District #2

Linda Howard
District #3

Raymond Steinke
District #4

Tom O'Neil
District #5

Wendy Nystrom
District #6

William Routley
District #7

Paul E. Bullock
Controller/Administrator

Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020
MECOSTA COUNTY

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project implementation plan included the purchasing of billboards, Facebook ads, and Comcast tv ads. Originally the plan included Facebook ads running in April, Billboards being placed up in May, and Comcast ads running from April to July. However, due to COVID and some issues with Facebook ads posting, the timeline was adjusted for project implementation. Comcast ads still ran from April through July, the billboard was placed up the end of June through mid-July, and Facebook ads ran September 1 to September 15th.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments for this project included having 68,116 total impressions (the number of times the ad was viewed/played) for the Comcast ad campaign. The billboard was up for 4 weeks and had 121,712 total impressions. An estimated 6,000-15,000 people were reached through Facebook ad.

Problems experienced included delays in implementation timelines due to COVID-19 and issues with Facebook ads running. These were overcome by adjusting the timeline and implementation was successful for each piece of the project. There were also slight budget spending delays because companies bill on a monthly or bi-monthly cycle. So, although ads or billboards were established, money was not spent until the billing cycle ran.

3. Coordinated efforts with other organizations to complete the project.

TalkSooner.org also assisted with this project by allowing the use of their webpage, www.talksooner.org/marijuana to be used as a landing site for individuals to find more information about how to safely lock up and store medication out of reach of

children, as well as talking tips with youth. The location of the billboard was shared with community stakeholders, as well as a preview of the Comcast ad and Facebook ad. The Talksooner webpage was also shared as a resource.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The anticipated impact for the project was that county residents would have increased knowledge of how to safely store medical or recreational marijuana to keep kids safe. Based on community and stakeholder feedback and documented reach of the efforts we feel this was accomplished.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Facebook Ads.....	\$524.95
Billboards.....	\$350
Digital Advertising.....	\$2341
Contractual Rate Total.....	\$348.05

6. Any experience in applying the project products and anticipated “next steps”.

Next steps include building a partnership with a local substance abuse prevention coalition to promote safe storage of marijuana to keep out of the hands of youth. Promoting the Talksooner webpage about marijuana safe storage. Supporting the coalition to provide medication lock boxes and promoting it for safe storage of marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Mecosta County	Expended	Original Budget	Discrepancy
Facebook Ads	\$524.90	\$500	Adjusted budget slightly due to fees associated with ordering gift card to purchase the Facebook ads.
Billboards	\$350	\$350	None
Digital Advertising	\$2316	\$2342	None
Contractual Rate Total	\$221.69	\$372	The Remaining amount for staff time will be invoiced in October per our agency timeline.
TOTAL	\$3412.59	\$3564	Agency invoices on a quarterly timeline. The remaining will be invoiced in October.

“Menominee County – Where the Best of Michigan Begins”

MENOMINEE COUNTY BOARD OF COMMISSIONERS

*Menominee County Courthouse
839 10th Avenue
Menominee, MI 49858
www.menomineecounty.com*

*Jason Carviou – County Administrator
Sherry DuPont – Administrative Assistant
Telephone: (906) 863-7779 or 863-9648
Fax: (906) 863-8839*

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The projected implementation plan to contract a business agreement for a digital media campaign with MacDonald Garber Broadcasting, design a digital media advertisement to reach youth ages 18 and under about Medical Marihuana and effects that marihuana has on the developing brain began on March 1, 2020 and ran for six months, ending September 1, 2020. During the course of the campaign 258,931 geo-fenced impressions were sent out in Menominee County. The campaign had a 2.68% engagement rate and the counties with the most engagement were Ingalls, Nadeau and Wilson, notably. Engagement from the digital ad lead viewers to the UP Coalition Network page on “Marijuana and Minors” <https://upcnetwork.org/marijuana>. Educational content for this project focused on the consequences of using marihuana and driving. There were no deviations from the original, proposed project.

2. Accomplishments and problems experienced while carrying out the project activities.

Despite the COVID-19 pandemic, no problems occurred with carrying out the project activities. PHDM Health Educator worked with UP Coalition Network webpage content manager to improve verbiage and content around youth initiation and use of marihuana and the consequences associated with marihuana use and driving.

3. Coordinated efforts with other organizations to complete the project.

PHDM Health Educator worked with an executive at MacDonald Garber Broadcasting to develop an intriguing digital advertisement design and appropriate landing page that is relevant to the Upper Peninsula.

PHDM Health Educator worked with the UP Coalition Network website content manager to strengthen the “Marijuana and Minors” webpage.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

With 258,931 impressions being advertised in a geo-fenced location, we believe the 2.68% engagement rate shows that the campaign has been impactful as MacDonald Garber Broadcasting reported this digital ad campaign had 3 times more engagements than the national average digital ad campaign.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

See final FSR (attached). Menominee County funds were 104.6% spent.

6. Any experience in applying the project products and anticipated “next steps”.

Next steps to the project will include analysis of the 2021 Communities That Care youth survey data to gauge impact and effectiveness of the project (survey was due to be completed in 2020 but was not due to COVID-19 closures). The intent is to continue to address the low perceived risk of harm associated with substance use in these youth and encourage them to make informed decisions regarding initiation of use or continued substance use and/or misuse.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Menominee County spent 104.6% of allotted grant funds. PHDM Health Educator was able to completely expend all the funds for this grant as tasks ranged from helping to develop the digital advertisement, monitor analytics and promote the message of the campaign through social media and word of mouth for maximum campaign effectiveness.



DEPARTMENT OF PUBLIC HEALTH

Fred Yanoski, MPH
Director/Health Officer

Phone (989) 832-6380
Fax (989) 486-9064

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.
Midland County Department of Public Health partnered with The Legacy Center for Community Success to implement the proposed project. Over the course of the grant, this partnership worked with the Community Alliance 4 Youth Success coalition (a diverse group of individuals from 12 different sectors of the community) to create a campaign to education parents, adults, and youth about marijuana. In spite of COVID-19, we were still able to implement the project according to plan. The campaign will be officially launched on September 21st. On this date, a week-long social media campaign will start, 4 billboards will be launched across Midland County, and partnering businesses will hand out stickers to promote the campaign.

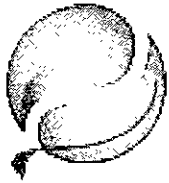
Due to COVID-19, we have cancelled our “jump start” launch party. Instead we are putting funds towards geofencing and targeted ads.

2. Accomplishments and problems experienced while carrying out the project activities.
The Community Alliance 4 Youth Success Coalition implemented a pre-survey to gain insight on what attitudes and beliefs residents had about marijuana. From the 113 youth participants and 75 adult participants, we were able to develop a campaign around knowledge gaps they had.

We were able to work with a photographer/videographer to capture images and videos that highlighted prominent areas in Midland County. Because of this, the educational campaign will be localized and resonate more with our residents.

For the campaign, we have 4 key messages. Each key message has 3 images and videos. This will allow us to promote these messages in different ways and reach different audiences.

Due to COVID-19, the timeline of launching the campaign was pushed back. Although it was a challenge to coordinate with other businesses, we are still able to launch before September 30th.



DEPARTMENT OF PUBLIC HEALTH

Fred Yanoski, MPH
Director/Health Officer

Phone (989) 832-6380
Fax (989) 486-9064

3. Coordinated efforts with other organizations to complete the project.
Midland County Department of Public Health coordinated efforts with:
 - The Legacy Center for Community Success
 - Community Alliance 4 Youth Success
 - ImageWorks, LTD
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
Anticipated impacts:
 - Increased knowledge of Michigan marijuana laws
 - Increased knowledge of the effects of marijuana on the body
 - Increased knowledge of how to talk to youth about marijuana

Since the project has not been implemented yet, unanticipated impacts are unknown.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
6. Any experience in applying the project products and anticipated “next steps”.
Midland County looks to expand the “Good to Know” campaign and use it to respond to community needs. We will complete a post-survey 3-6 months after the launch of the campaign to measure knowledge gain and campaign recognition. These results will help steer the next phase of the campaign.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.



Monroe County Board of Commissioners

Monroe County Courthouse

125 East Second Street Monroe, Michigan 48161-2197

Telephone: 734.240.7003 – Fax: 734.240.7004

J. Henry Lievens, Chairman – Gary Wilmoth, Vice-Chairman

Lisa Sanders, Deputy Clerk

Medical Marihuana Operation and Oversight Grants

Final Report

FY 2020

Responses to the following must be completed in full and submitted to

MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Objective #1 – Mass Media Campaign – The County entered into an agreement with the selected company for the mass media campaign based on proposal evaluations from the RFP. Ads ran on multiple digital platforms through August 2020. Objective was implemented as planned.

Objective #2 – Community Presentations - Due to the COVID-19 outbreak the original plan for the community presentations has been modified. Staff researched and tested potential avenues to deliver presentations remotely and created presentations that will be able to be presented in a virtual format. The first virtual presentation was conducted in September. Other originally scheduled events for the spring while schools were in session were forced to be canceled. Marijuana related presentations have been developed and will be presented virtually to schools as requested this upcoming school year.

Objective #3 – Lock bag distribution – We researched available lock bag options and ordered one that was the best value and achieved the safe storage goal. Bags have been received and are in storage at the health department. We will work with the Monroe County Substance Abuse Coalition and other community partners to get these bags distributed in the community when opportunities arise.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments:

- Successful Media Campaign with over 1M impressions
- Created and conducted first virtual presentation. Created additional presentations that can be utilized into the future
- Purchased lock bags to be distributed throughout the community

Problems:

- Community presentations couldn't be conducted as planned due to COVID restrictions
- Bags couldn't be distributed due to no public events

3. Coordinated efforts with other organizations to complete the project.

The Health Department is an active member of the Monroe County Substance Abuse Coalition. This group will help to distribute bags when community events resume. MCHD's Health Educator partnered with the Monroe County Youth Center and other local educators to prepare and test presentations.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The media campaign was extremely successful, with over 1.5M impressions of the ads. The abrupt cancellation of schools and community centers greatly impacted the presentations. However, due to the closures, we have been able to adapt our outreach efforts to include a virtual format which will be utilized well into the future.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Direct expenditures are outlined in the FSR. The media company donated \$20,600 of in-kind advertising to supplement the \$25,000 of purchased media time.

6. Any experience in applying the project products and anticipated "next steps".

The Health Department will partner with the Substance Abuse Coalition and other community partners to distribute lock bags once in-person events resume. We will also continue to offer presentations to local schools and groups using the new format until we are able to be in person.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

	Actual	Budgeted	Variance Description
Salary	4057.22	3430	Additional staff time spent in grant activities
Fringe	1889.08	1725	Fringes associated with salary
Travel	0	500	No travel required
Supplies	19,314.04	20,000	Purchase price of bags slightly lower than expected
Contract	25,000	25,000	
Other	65.70	255	General liability and payroll costs associated with salary
Indirect	2356.23	2000	Indirect rate from all 3 quarters
Total	52,682.27	52,910	

Dave Wagner
Albert LaFleche
Gary Girardin
Don Edwards
Daryl Peterson



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luchwal@montcounty.org

Montmorency County Board of Commissioners
Medical Marihuana Operation and Oversight Grants

Final Report
FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.
On behalf of Montmorency County, District Health Department No. 4 made available to their resident's lock boxes for safe storage of products. DHD4 also provided marihuana education materials with each box. This program worked closely with our Harm Reduction program as well.
2. Accomplishments and problems experienced while carrying out the project activities.
Considering that the COVID19 Pandemic started in February 2020, we were still able to provide safe storage for products.
3. Coordinated efforts with other organizations to complete the project.
Through local stores and health department offices the safe storage lock boxes are distributed to the community.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
COVID19 definitely had an impact on this program. It limited the amount of time that could be spent in public to educate individuals.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
All financial expenditures for this project were covered by grant funding.
6. Any experience in applying the project products and anticipated "next steps".
Would be interested in obtaining this funding again next year to continue with the education to the community.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
There are no changes to the budget from last quarter.

MUSKEGON COUNTY

MICHIGAN

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Project Goal: Reduce the harms associated with medical marihuana use by raising awareness of hazards and offering viable solutions to create change in user behaviors.

Objective: Develop, test, and distribute six (6), target audience appropriate, harm reduction based messages for Muskegon County residents by April 2020. *Complete; however, due to COVID, creation and distribution of most messaging did not take place until Q3.*

Action Steps:

1. Gather information on current user perceptions and practices among target audiences via survey. *Completed*
2. Develop and test messages among target audiences. *Completed*
3. Adjust messaging based upon findings. *Completed*
4. Deliver messaging through social media, print, swag, and geo-fencing services. *Completed.*
5. Evaluate impact through post project survey. *Not enough time, due to COVID to complete this action step.*

2. Accomplishments and problems experienced while carrying out the project activities.

- *Survey data collected in Q2 via survey monkey tool. 117 responses to youth access perceptions as well as use patterns and general impressions of community and individual harm caused by marijuana use. Were able to gauge what user groups would consider effective messaging with this information.*
- *COVID – set project back a few months. While we were able to catch up on most activities, we were not able to complete the desired final evaluation in the allotted grant period.*
- *Messaging – were able to develop desired messaging based upon survey tool and consult with provisioning centers. Was a great help to have the provisioning centers marketing director as a partner in this project! Our connection with the local provisioning centers has been significantly enhanced.*
- *General advertising issues – harm reduction messaging is not an advertising industry wide accepted practice. Having a lot of trouble using geofencing services as the messages we are generating do not get past their administrations. Will be looking for a new service as we move through the fall to assist in next year's projects. Geofencing is a valuable tool and would like to take advantage of the service if at all possible.*

3. Coordinated efforts with other organizations to complete the project.

Greatest achievement of this project is our partnership with provisioning centers through their marketing consultant. They allowed public health staff a tour of facilities; helped promote use of the survey tool to get user feedback; and, worked with us on final message development; assisted in the dissemination of harm reduction messages.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

- *Provisioning centers have requested assistance in the development of volunteer server training. PHMC is working with them to develop and test a tool for their public events.*
- *Have a much better understanding of the industry and policies/procedures.*
- *Have a much better understanding of community perceptions related to youth, pregnant women use as well as consumption trends and current practices.*
- *Have been able to engage the local marihuana prevention collaborative in harm reduction activities. Provisioning centers have been invited to participate in group activities. Marketing consultant, CanaCommunications, is a regular meeting attendee.*

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

No other funding was used to support the objective and action steps in this project. Is this all we need here? I am a little confused on what they are asking other than inkind/other support.

6. Any experience in applying the project products and anticipated “next steps”.

- *Looking forward to surveying users again in Muskegon County to gather impressions of messaging campaign materials.*
- *Will continue to work with provisioning centers on development of harm reduction tools.*

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

	Original Estimate	Actual	Reason for difference
Salary Wages Fringe	\$11, 760	\$9,884.63	Hours reduced due to COVID delays
Travel	\$1,000	\$0	travel eliminated due to COVID orders
Supplies and Materials	\$1,500	\$202.24	Participants willing to participate in survey without incentives! Survey tool was electronic in nature.
Advertising Community Events	\$4,829	\$2,322.60	Used all social media based advertising due to COVID. Busses were not running for a period of time.
Subcontracts	\$8,000	\$7,650.00	Subcontractor was able to complete requested tasks more efficiently than first anticipated.
IT services	\$5,400	\$2,078.00	struggled with harm reduction messaging and permissions through geofencing agency.
Other Expenses	\$345	\$260.00	space and phone not charged due to covid
Indirect	\$2,023	\$812.46	recalculated based on expenditures
Total	\$34,837	\$21,409.93	



Office of Administration

PO Box 885
1087 Newell
White Cloud, Michigan 49349
Phone: (231) 689-7234
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Medical Marihuana Operation and Oversight Grants Final Report FY 2020

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Newaygo Country RESA partnered with Revel Marketing Company and Go-Media in the implementation of a county wide community outreach campaign. The campaign was developed to provide education on the risks involved in the use of medical marijuana by youth. In addition, the campaign also encouraged the safeguarding of medical marijuana from potential youth access. Using geo-fencing technology, the campaign targeted adults in high family traffic areas such as childcare centers, libraries, local parks, and family friendly restaurants.

There are no deviations from the original project to report.

2. Accomplishments and problems experienced while carrying out the project activities.

The Medical Marijuana community outreach campaign delivered a total of 3,470,000 impressions. 2,010 people in Newaygo County clicked on the campaign ads to gain additional information and education.

No problems were experienced while carrying out the project activities.

3. Coordinated efforts with other organizations to complete the project.

Newaygo County partnered with NC RESA to carry out this project, as their Headway Coalition acts as the County's primary substance abuse educational and support resource. NC RESA partnered with Revel Marketing for the design and creation of the media graphics used in the outreach campaign. NC RESA staff met with Revel Marketing to discuss the vision and goals of the campaign to help steer the creative design of the marketing team.

NC RESA coordinated with Go Media to discuss the target audience, geo-fencing locations throughout the community, and the overall goals of impressions and reaches desired to achieve through the campaign. Go Media used the goals as well as the provided budget to generate the geo-fence campaign and provided quarterly outcome updates to NC RESA.

These partnerships were an asset to the creation and delivery of the Medical Marijuana Operations and Oversight grant project.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

In addition to the high level of community reach and engagements, the implementation of the project produced strong media sector partnerships that are sure to benefit the success of future projects.



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5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

The total Media Creation budget of \$4,000 was expended and paid to Revel Marketing for the creation of the campaign graphics.

The total Community Outreach budget of \$11,327 was expended and paid to Go Media LLC for the implementation of the geo-fencing campaign to Newaygo County childcare centers, businesses, and community locations.

The total Staff Time budget of \$4,500 was expended and paid two NC RESA staff to help in the areas of project coordination, campaign development, and community outreach.

NC RESA provided in-kind office space and supplies needed to carry out the necessary functions of the grant project.

6. Any experience in applying the project products and anticipated “next steps”.

During the implementation of the grant project, knowledge of geo-fencing capabilities was shared with NC RESA staff and Headway Coalition members. This gained knowledge of implementing a unique marketing campaign serves as a reference for other impact/goal areas of the Headway Coalition.

NC RESA’s Headway Substance Abuse Prevention Coalition will continue to address the need of continued education and prevention strategies in relation to the risks of youth access to Medical Marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see table below for the budget summary.

There are no discrepancies to report.

Expenses	Original Budget	Amount Spent	Remaining Balance
Media Creation-Revel Marketing	\$4,000	\$4,000	\$0
Community Outreach-Geo-Fencing	\$11,327	\$11,327	\$0
Staff Time	\$4,500	\$4,500	\$0
Total	\$19,827	\$19,827	\$0



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Robert J. Sobie, Ph.D.
County Administrator

Stacey Becker
Financial and Human Resources
Coordinator

Angela Aerts
Administrative Assistant

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020
OCEANA COUNTY**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project implementation plan included the purchasing of billboards, Facebook ads, and Comcast tv ads. Originally the plan included Facebook ads running in April, Billboards being placed up in May, and Comcast ads running from April to July. However, due to COVID and some issues with Facebook ads posting, the timeline was adjusted for project implementation. Comcast ads still ran from April through July, the billboard was placed up the end of June through mid-July, and Facebook ads ran September 1 to September 15th.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments for this project included having 149,412 total impressions (the number of times the ad was viewed/played) for the Comcast ad campaign. The billboard was up for 8 weeks and had 85,104 total impressions. An estimated 6,000-15,000 people were reached through Facebook ad.

Problems experienced included delays in implementation timelines due to COVID-19 and issues with Facebook ads running. These were overcome by adjusting the timeline and implementation was successful for each piece of the project. There were also slight budget spending delays because companies bill on a monthly or bi-monthly cycle. So, although ads or billboards were established, money was not spent until the billing cycle ran.

3. Coordinated efforts with other organizations to complete the project.

This project was coordinated with Oceana Leads the local substance abuse prevention coalition. The coalition assisted with choosing a location for the billboard and shared pictures of the

Official County Website: <http://www.oceana.mi.us>



"This institution is an equal opportunity provider"

billboard once it was placed up. The coalition also provides medication lock boxes for Oceana County residents that can also be used to lock up marijuana (the primary message shared during this project). TalkSooner.org also assisted with this project by allowing the use of their webpage, www.talksooner.org/marijuana to be used as a landing site for individuals to find more information about how to safely lock up and store medication out of reach of children, as well as talking tips with youth.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The anticipated impact for the project was that county residents would have increased knowledge of how to safely store medical or recreational marijuana to keep kids safe. Based on community and stakeholder feedback and documented reach of the efforts we feel this was accomplished.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Facebook Ads.....\$2000
 Billboards.....\$1200
 Digital Advertising.....\$10185
 Contractual Rate Total.....\$825.58

6. Any experience in applying the project products and anticipated “next steps”.

Next steps include continuing partnership with the local coalition to promote safe storage of marijuana to keep out of the hands of youth. Promoting the Talksooner webpage about marijuana safe storage. Supporting the coalition to continue providing medication lock boxes and promoting it for safe storage of marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Oceana County	Expended	Original Budget	Discrepancy
Facebook Ads	\$2000	\$2000	None
Billboards	\$1200	\$1200	None
Digital Advertising	\$10185	\$10189	Price quoted for ads was off by \$4
Contractual Rate Total	\$825.58	\$1426	The Remaining amount for staff time will be invoiced in October per our agency timeline.
TOTAL	\$14210.58	\$14815	Agency invoices on a quarterly timeline. The remaining will be invoiced in October.

OGEMAW COUNTY CLERK
GARY R. KLACKING

CAREN PIGLOWSKI
ADMIN. ASSISTANT

COUNTY OF OGEMAW
34th JUDICIAL CIRCUIT

District Health Department No. 2 Medical Marihuana Grant – Final Report

1. Summary of the project implementation plan and any deviations from the original project as proposed.

Summary:

An educational campaign consisting of messages related to safe storage, drugged driving and overall medical marijuana information was distributed throughout the 4-county area utilizing different avenues to attain maximum reach. In addition, a total of 174 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will be distributed throughout the jurisdiction and contain education information within on safe storage, pregnancy, talking points for parents, and effects of use. Billboards were also placed in Alcona, Iosco and Ogemaw Counties with message related to driving under the influence of marijuana.

Deviations:

Due to COVID-19, the attending of community events to provide education and the collaboration with provisioning centers was unable to occur.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments:

A social media campaign on safe storage, affects of use, and reducing youth access was created and distributed via Facebook. Another accomplishment would be the successful purchasing of the lockboxes and the associated distribution plan. In addition, a total of 7 billboards on drugged driving placed in Alcona, Iosco, and Ogemaw Counties.

Problems/Challenges:

Due to COVID-19, DHD2 had to scale back in-person education and collaboration.

3. Coordinated efforts with other organizations to complete the project.

District Health Department No. 2 worked with the counties of Alcona, Iosco, Ogemaw and Oscoda to attain grant resources.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Anticipated impacts include an increase in knowledge related to the Michigan Medical Marijuana Law as well as increased education to citizens and providers in the jurisdiction. Also,

OGEMAW COUNTY CLERK
GARY R. KLACKING

CAREN PIGLOWSKI
ADMIN. ASSISTANT

COUNTY OF OGEMAW
34th JUDICIAL CIRCUIT

a decrease in youth access through the distribution of the lock boxes. In addition, five Facebook posts were used with a total reach of 4,136.

Unanticipated impacts include COVID-19 which prevented program staff being able to collaborate with provisioning centers in the area to do education for their customers.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see the submitted final Financial Status Report (FSR).

6. Any experience in applying the project products and anticipated “next steps”.

Next steps for the project include the continuation of the distribution of the lock boxes within the jurisdiction as well as the continuation of the education campaign being done utilizing geofencing and targeted display advertising technologies.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see the submitted final Financial Status Report (FSR).



ONTONAGON COUNTY

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Our project implementation plan included a social media and radio educational campaign targeting basic marijuana laws applicable to medical marijuana users. We also planned to coordinate health education with clients of our maternal and infant health programs as this is an at risk population with regard to abuse of substances legal and illegal. Our project deviated from the original plan in two ways, first due to staffing issues brought about by COVID-19 we were forced to utilize a consultant to develop social media images and radio spots, and second we were unable to carry out the material and infant health outreach as those programs were not functioning during the pandemic and we were unable to outreach to those clients through our home visiting staff.

2. Accomplishments and problems experienced while carrying out the project activities.

Our primary problem was staffing and time issues brought about by COVID-19 response and community restrictions. Under "normal" circumstances this project would have been much easier to accomplish, and would have had a larger impact in the community. In light of all that our staff are doing at our agency right now, we view getting the basic workplan of this project as an accomplishment alone.

3. Coordinated efforts with other organizations to complete the project.

Coordination with other agencies (communities that care, and maternal infant health programs) were planned but were unable to be completed due to COVID-19 impacts. Should subsequent rounds of funding be available this will be a focus of our application.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

We have received limited feedback regarding the messaging, both negative and positive, we have learned from the negative feedback that basic educational messaging in the community regarding something that is still largely viewed as negative can be misconstrued as "promotion" of an activity. Messaging in the future will be vetted more closely to ensure there is no room for confusion within the community.



5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Expenses totaled \$1,115.72 to cover Staffing, development of the radio ads by an outside Vendor and the expense for the cost of airing the radio ads.

Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$327.07.

6. Any experience in applying the project products and anticipated “next steps”.

We have learned that leveraging a consultant for imagery and radio spots is extremely efficient, and that the format and product obtained can be used for years to come. We will continue to use the items developed for this project via our various platforms as an educational tool. We plan to apply for subsequent rounds of funding to gain additional experience and improve our ability to outreach to the community on this topic.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Salary exceeded the budget by \$36.32.

Our Health Educator worked approximately 1.36 hours over budget.

Our other expenses came in at budget or under.



COUNTY COORDINATOR'S OFFICE

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Medical Marihuana Operation and Oversight Grants Final Report FY 2020

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Continuing education credits for health care professionals were approved for online options from Ohio Nurses Association. The codes from Leaf Medic online patient education codes were delivered to the provisioning center *Lume* in Evart, MI.

A 60-minute education presentation was provided introducing Cannabis Literacy with specific focus on cannabis in Michigan. This qualified for continuing education credits for medical professionals. The program was created and uploaded on-line for access in an easy to use learning platform accessible from a smartphone. The course outline included: Cannabis Warnings, Cannabis poisoning, Active ingredients in cannabis, Drug to drug interactions, and Cannabis methods of administration.

With the help of Karen Korn, an online presentation entitled "Endocannabinoid System and Cannabis Medicine," was created and uploaded on-line to create a learning platform. Information was distributed to the hospital and cancer center for the staff to watch when their schedules permitted.

A booklet, "Medical Cannabis New Patient Success Guide," was delivered to the provisioning center *Lume* in Evart, MI. It includes a place to record medication experiences, and pamphlets with tips for talking to teens about cannabis.

In-person training with the provisioning center *Lume* and an in-person luncheon were not possible due to the coronavirus restriction put in place by the Michigan governor's executive orders and public health and safety concerns.

2. Accomplishments and problems experienced while carrying out the project activities.

The coronavirus caused changing the delivery of the program. The hospitals, physicians' offices and cancer treatment center would not allow in-person events so training was moved to an on-line platform. Lunch vouchers were provided to participants instead of in-meeting luncheons. Printed summaries of the critical points of the educational presentation are available for download after completion of the online class. Pamphlets were not printed resulting in a \$100 loss to the program.

3. Coordinated efforts with other organizations to complete the project.

On-line participation was required to make the program successful. We were not able to have the provisioning center Lume come in person to do a presentation and luncheon. Staff from the hospital, physicians' offices and cancer center were encouraged to participate in the learning opportunities.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Educational materials were provided to Lume in Evart, Michigan. These materials can be distributed to individuals when they come into the company. On-line options will help to educate medical professionals, providers and clients with information related to the safe use of marijuana.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

The entire grant of \$4,790 was expended with the contractor for services, educational materials and lunch vouchers

6. Any experience in applying the project products and anticipated "next steps".

Having the educational sessions on-line allows for more individual participation at their convenience. If additional funds become available, additional on-line topics could be developed for education and training.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

All of the funds (\$4,790) were expended for the program. See attached general ledger with expenditures noted for the breakdown of the expenses that occurred. There was \$100 not able to be reimbursed by the grant as it was not used for printing of the pamphlets but was spent on wages/LearnDash.



23RD CIRCUIT TRIAL COURTS

of Michigan - Oscoda County

Cassandra L. Morse-Bills
Presiding Judge for Oscoda County

Richard E. Vollbach, Jr.
Chief Judge

Laura A. Frawley,
Chief Judge Pro Tem

District Health Department No. 2 Medical Marihuana Grant – Final Report

1. Summary of the project implementation plan and any deviations from the original project as proposed.

Summary:

An educational campaign consisting of messages related to safe storage, drugged driving and overall medical marijuana information was distributed throughout the 4-county area utilizing different avenues to attain maximum reach. In addition, a total of 174 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will be distributed throughout the jurisdiction and contain education information within on safe storage, pregnancy, talking points for parents, and effects of use. Billboards were also placed in Alcona, Iosco and Ogemaw Counties with message related to driving under the influence of marijuana.

Deviations:

Due to COVID-19, the attending of community events to provide education and the collaboration with provisioning centers was unable to occur.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments:

A social media campaign on safe storage, affects of use, and reducing youth access was created and distributed via Facebook. Another accomplishment would be the successful purchasing of the lockboxes and the associated distribution plan. In addition, a total of 7 billboards on drugged driving placed in Alcona, Iosco, and Ogemaw Counties.

Problems/Challenges:

Due to COVID-19, DHD2 had to scale back in-person education and collaboration.

3. Coordinated efforts with other organizations to complete the project.

District Health Department No. 2 worked with the counties of Alcona, Iosco, Ogemaw and Oscoda to attain grant resources.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.



23RD CIRCUIT TRIAL COURTS

of Michigan - Oscoda County

Cassandra L. Morse-Bills
Presiding Judge for Oscoda County

Richard E. Vollbach, Jr.
Chief Judge

Laura A. Frawley,
Chief Judge Pro Tem

Anticipated impacts include an increase in knowledge related to the Michigan Medical Marijuana Law as well as increased education to citizens and providers in the jurisdiction. Also, a decrease in youth access through the distribution of the lock boxes. In addition, five Facebook posts were used with a total reach of 4,136.

Unanticipated impacts include COVID-19 which prevented program staff being able to collaborate with provisioning centers in the area to do education for their customers.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see the submitted final Financial Status Report (FSR).

6. Any experience in applying the project products and anticipated “next steps”.

Next steps for the project include the continuation of the distribution of the lock boxes within the jurisdiction as well as the continuation of the education campaign being done utilizing geofencing and targeted display advertising technologies.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see the submitted final Financial Status Report (FSR).



**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

OCDPH implemented educational events for health care providers and a substantial media campaign to promote the use of lock bags, along with encouraging folks to avoid using marijuana during pregnancy/breastfeeding and if driving. In our original plan, we also intended to provide an educational event for employers on the laws in MI related to marijuana and the workplace. Unfortunately, we were unable to provide this event due to COVID. The events that we did for health care providers were originally planned to be held in-person, however, after our first event, COVID happened and we had to do the rest of the events virtually. We also partnered with Allegan County Community Mental Health to host the Tall Cop Says Stop event. This was originally planned to be an in-person event and the OCDPH was going to pay for the venue. The event was changed to a virtual event (webinar style) which resulted in the OCDPH not putting any of the grant funds toward it. We helped with planning.

2. Accomplishments and problems experienced while carrying out the project activities.

No problems (other than the challenges that COVID created). We were happy to be able to provide the provider events virtually.

3. Coordinated efforts with other organizations to complete the project.

We partnered with our local hospitals (Holland Hospital and North Ottawa Community Hospital) to hold the provider trainings. We also collaborated with our regional partners to run similar Comcast ads. We partnered with Allegan County Community Mental Health to hold the Tall Cop Says Stop webinars (we ended up just being a partner in planning these events since our funds were going to pay for the venue until it became a

virtual event). In addition, we were working with the Marijuana Subcommittee of our local SUD coalition, Ottawa Substance Abuse Prevention Coalition (OSAP) to plan the Workplace event, but were forced to cancel the event due to COVID. We plan to revisit this next FY and are hoping to offer the training then.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

There was good community response to the media campaign. We distributed many (unfortunately, due to COVID and staffing issues, we do not have actual numbers) lock bags. Education events were well attended (about 100 providers attended the three events).

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

The OCDPH spent 99% of the funds that were provided.

6. Any experience in applying the project products and anticipated “next steps”.

Anticipated next steps will be to continue to identify populations who would benefit from education on medical marijuana and work toward ensuring that all of these groups receive education that will benefit them and the communities within Ottawa County. We will also continue to promote the lock bags and get them into our communities.

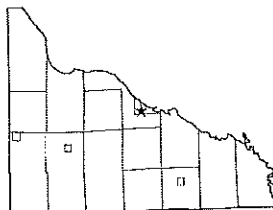
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

There were no discrepancies. We did request amendments twice, and both were granted. We spent the funds how we said we would.

Presque Isle County Board of Commissioners

COMMISSIONERS

District 1 – Nancy Shutes
District 2 – Lee Gapczynski
District 3 – Michael Darga
District 4 – Carl L. Altman
District 5 – John Chappa



CHAIR
Lee Gapczynski

VICE-CHAIR
Carl L. Altman

COUNTY CLERK &
CLERK TO THE BOARD OF
COMMISSIONERS
Ann Marie Main

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

On behalf of Presque Isle County, District Health Department No. 4 made available to their resident's lock boxes for safe storage of products. DHD4 also provided marihuana education materials with each box. This program worked closely with our Harm Reduction program as well.

2. Accomplishments and problems experienced while carrying out the project activities.

Considering that the COVID19 Pandemic started in February 2020, we were still able to provide safe storage for products.

3. Coordinated efforts with other organizations to complete the project.

Through local stores and health department offices the safe storage lock boxes are distributed to the community.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

COVID19 definitely had an impact on this program. It limited the amount of time that could be spent in public to educate individuals.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

All financial expenditures for this project were covered by grant funding.

6. Any experience in applying the project products and anticipated "next steps".

Would be interested in obtaining this funding again next year to continue with the education to the community.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

There are no changes to the budget from last quarter.

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Christina A. Harrington, M.P.H.
Health Officer

Delicia J. Pruitt, M.D., F.A.A.F.P.
Medical Director



Medical Marihuana Operation and Oversight Grants

Final Report

FY 2020

Responses to the following must be completed in full and submitted to

MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The original plan was to launch an outreach and multi-media campaign for Saginaw County residents in hopes of increasing education and awareness around safe usage of medical marihuana. The campaign was to use already developed materials from MDHHS and the CDC around topics such as safe storage and breastfeeding with marihuana use. SCHD was to work with a local media company to create digitally promoted educational spots. In conjunction with the digital content, SCHD was to offer free lockboxes to assist in safe storage amongst community members. It was the intent of the Saginaw County Health Department (SCHD) to host a public educational event, at which printed materials and lock boxes would be available. The Saginaw County Health Department was to also partner with Bay County Health Department in holding an educational conference for local healthcare professionals and providers to learn about the medical marihuana law and educating their patients on safe usage.

The main deviation was the inability to hold both of the educational events. Covid restrictions forced the cancellation of the public event to be held at SCHD and the provider event coordinated between the Bay and Saginaw County Health Departments. SCHD was not able to develop outreach strategies for lockbox distribution with other community organizations. Main lockbox distribution has occurred at SCHD.

2. Accomplishments and problems experienced while carrying out the project activities.

SCHD had planned to purchase 500 lock boxes for distribution to community members, however, cancellations of hosted events due to Covid, allowed for the purchase of an additional 500 boxes. As of this report, over 300 boxes have been provided to community members.

The time frame for planning and implementation of both the social media campaign and the digital campaign were delayed due to Covid. Staff furloughs occurred due to the state of emergency. Work began after a soft reopening of the SCHD building. A contract was signed with the Barckholtz Group to help design our multimedia platform. Our billboards will be on display throughout Saginaw County through early 2021. We also worked with WNEM and MNix to assist with our digital media campaign. MNix provides best-in-class programmatic technology and managed media services to brands, agencies, and marketers. MNix has access to thousands of data segments through a large variety of their party data providers that ensure all targeting is successful in reaching our desired audience. The impression rate on our digital ads is over 400,000 with over 1,500 click throughs and a video completion rate of over 90%.

Because of restrictions due to Covid, SCHD was unable to host the educational open house for the community or participate with Bay County in their provider session.

3. Coordinated efforts with other organizations to complete the project.

SCHD was to partner with the Bay County Health Department to hold an in-person educational event for providers and other professionals. Bay County Health Department cancelled their event due to Covid restrictions.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Providing safe storage for medical marijuana by providing lockboxes to community members, as well as giving them educational materials on how to safely store their medical marihuana was an anticipated impact and was a main component of this project.

The Covid pandemic created unanticipated delays in all phases of planning and, ultimately, cancellations for both educational sessions. SCHD was unable host an open house for community members due to gathering restrictions. Bay County was unable to host their conference, of which SCHD was a community partner.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please refer to the financial status final report for details.

6. Any experience in applying the project products and anticipated “next steps”.

SCHD will continue to provide lockboxes with educational materials to members of the community until the current stock has run out. The billboards purchased are on display through early 2021 and will continue to provide the safe storage message sponsored by SCHD.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please refer to the financial status final report for details.



SANILAC COUNTY HEALTH DEPARTMENT
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Protecting and promoting health for Sanilac County citizens since 1937

**Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The Sanilac County Health Departments implementation plan was to reach as many people in the community as we possibly could and educate them on the safe and proper use of medical marijuana with an emphasis on harm reduction techniques. The harm reduction techniques focused on marijuana education, forms of marijuana, driving under the influence and also the safe storage and proper disposal of marijuana.

2. Accomplishments and problems experienced while carrying out the project activities.

Throughout the grant period, we were pleased with the number of people we were able to reach, taking into consideration CoVid, through our efforts of educating, but we also realized that there was a lot more that we had not been able to reach. CoVid caused some disruptions as many events were cancelled. We attended different events than we originally planned and targeted individuals already receiving services.

3. Coordinated efforts with other organizations to complete the project.

In an effort to educate more community members we coordinated with the local FAN Chapter (Families against Narcotics) and the Sanilac County Drug Task Force. We also shared and disseminated information and education at our local Community Collaborative meetings, Board of Health Meetings and did education with local law enforcement. We were also able to implement the education into our substance use group sessions within the Sanilac County Jail. We were able to incorporate the education into local High Schools via presentations with high



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school aged students, and shared the education in many driver's education classes. In an attempt to do outreach to even more community members, we partnered up with a few of the internal programs within the Health Department. These programs included Family Planning, Women Infant and Children (WIC) as well as Maternal Infant Health Program (MIHP). Through the efforts of many staff members were able to reach out to more of those community members that were in need of the information and education.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Overall, we were able to reach more individuals and educate them, but we realized that we still have many more community members to educate. As unanticipated as CoVid was, it challenged us to attend different events such as Recovery Meetings.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

In terms of grant money, we used \$9823.21 of the agreed upon \$9997.00 dollars of funding that was granted to us. As far as in-kind, we had approximately 28 hours of time or \$848.40 that was not recorded towards the grant that was spent on the reporting, monthly meetings and follow-up needed to ensure that our plan and efforts were going smoothly and as effectively as possible by the Financial Administrator and the Health Officer at the Health Department.

6. Any experience in applying the project products and anticipated "next steps".

We were able to learn a lot from this project and seen firsthand just how much the community was able to benefit from the education and harm reduction techniques, but it also made us realize how much more potential we have to reach even more individuals to ensure a safer and more educated community. Our next steps would be to continue with the education and outreach we have been giving, but to hopefully also be able to secure more funding for the 2021 fiscal year in order to continue to enable us to provide the services and education.



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7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

As far as actual budget expenditures, we were under budget as a whole compared to what was agreed upon, but we were over on a few of the individual category lines. We ended up being a little over on the salary/fringe line because of using more staff time than we had originally planned in order to be more creative in reaching out to more people because of CoVid. We were also a little over on the equipment and supply lines because of shipping charges one of the harm reduction orders. We were under budget on the advertising, printing and travel lines. As a whole we spent \$9823.21 of the agreed upon grant amount of \$9997.00.

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Overall, SCHD was able to accomplish the purchasing and distribution of several lock boxes, we gathered input through an online format where our focus group was conducted, and we were able to partner with local agencies to distribute social media videos and posts. After opening we were still able to partner with several locations and organizations for continued advertisement.

2. Accomplishments and problems experienced while carrying out the project activities.

Due to many organizations being closed, we were not able to partner with as many as we originally had planned to give out lock boxes. Our timeline got pushed back during the heat of COVID-19 and many items were put on hold during March, April, and May due to SCHD staffing levels.

3. Coordinated efforts with other organizations to complete the project.

SCHD coordinated with 8 agencies to provide lock boxes to their clients. SCHD also partnered with the Shiawassee Prevention Network to distribute social media videos and posts.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Administration Office

149 E. Corunna Ave., 2nd Floor Corunna, MI 48817 • Office 989.743.2318 • Fax 989.743.2357
www.shiawasseechd.net

COVID-19 impacted this project in a variety of ways. Businesses and organizations were closed through the majority of the funding period including Secretary of State, the local movie theater, and organizations that were going to provide lock boxes.

We did not have a good response rate for focus groups but were able to release a survey that helped us identify what kinds of social media messaging county residents were looking for.

Availability in billboards was low during the grant cycle.

1. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

In total the Health Department spent \$16,373.22 with the majority of the spending done in advertising categories.

2. Any experience in applying the project products and anticipated “next steps”.

Currently there are no next steps for SCHD.

3. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

We did not work with a graphic designer to have stickers made and did not have enough committed agencies to have business cards made. Billboard space was not purchased. Food for focus groups was not purchased because we did not have enough interest to conduct focus group – we switched to a survey format instead that was available online and in-person at an event in February. We wanted to see how quickly we would be able to get rid of 500 lock boxes so we did not order 900 lock boxes boxes/ locks on our original order.

Administration Office

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ST. CLAIR COUNTY HEALTH DEPARTMENT

Our Community. Our Environment.

3415 28th Street Port Huron MI 48060

September 15, 2020

ANNETTE MERCATANTE MD, MPH
MEDICAL HEALTH OFFICER

GREG BROWN
ADMINISTRATOR

ADVISORY BOARD OF HEALTH

MARIE J. MULLER
CHAIRPERSON

JOHN F. JONES
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Divisions

ADMINISTRATION
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DENTAL CLINIC
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www.sccchealth.co

[f/sccchdmi](https://www.facebook.com/sccchdmi) | [t @sccchdmi](https://twitter.com/sccchdmi)

ATTENTION:

Bureau of Licensing and Regulatory Affairs

RE: Final Summary Report

2020 Medical Marijuana Operation and Oversight Grant
St. Clair County Health Department

1. Summary of the project implementation plan and any deviations from the original project as proposed:

The proposal submitted included harm reduction strategies for medical marijuana use such as safe storage, risk of usage during pregnancy, risk of accidental poisonings in infants and children, poly-drug use, safe driving concerns and more.

Deviations from the original proposal did occur (COVID-19) and were stated in previous quarterly reports. Our main focus was developing a medical marijuana marketing prevention/awareness campaign.

2. Accomplishments and problems experienced while carrying out the project activities:

The major accomplishment was the ability to contractually work with a new, local marketing company, Continue Marketing, to design and revamp our previous year's look and feel to the prevention campaign. Internally we worked on various data and talking points for the campaign and worked closely with our contractor to make sure everything was designed properly and accurately before launched. The campaign has a new branded look, more relevant feel to the target population and is very professional looking. Messages are displayed via electronic billboards; bus wraps; short videos; radio ads, boosted posts on social media and a new website. All concepts of this campaign drive users to the website. To review the website visit www.weedoutthefacts.com (also see attached document for a copy of the marketing campaign materials). Brochures were also developed geared towards pregnant and breastfeeding mothers to be utilized by internal health department related programs and to interested provider offices.

The problems experienced pertained mostly due to the COVID-19 pandemic, which did not allow for steady staff time on this project. COVID-19 demanded all focus at the county health department level. The second delay was due to county government processes in delaying the return of the signed contract.

3. Coordinated efforts with other organizations to complete the project:

Health Department Health Education staff worked primarily on this effort, alongside the contracted marketing firm.

(Continued... page 1 of 2)

Page 2 of 2...

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Our efforts were focused primarily on developing a new look and design to the prevention campaign with the intent of driving people to the website for more information. The Health Department's Medical Health Officer did not want to continue using last year's "use it safely" website domain as she felt it sent a mixed message from public health, as there is no safe use of any substances. Continue Marketing helped rebrand and simplify our messaging with more of an opinion vs fact approach.

As mentioned previously the impacts of public health's work with COVID-19 added to our delay in starting the work sooner.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

The financial expenditures consist of staffing, fringe benefits, cost allocation as well as marketing and advertising (which was contracted out to Continue Marketing).

6. Any experience in applying the project products and anticipated "next steps".

The St. Clair County Health Department began a new substance abuse prevention community coalition called SPEAK (Substance Prevention through Early Action and Knowledge). Though SPEAK's five year Strategic Plan focuses on youth marijuana use, underage drinking, youth vaping and opioids (opioids all ages), members wanted to focus primarily on youth vaping in year one. We are not sure at this time, if this new medical marijuana prevention campaign will be able to tie in to SPEAK's mission.

We are hoping that the new medical marijuana campaign might be better built upon in the future, such as more education and direct reach to the target population.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Overall, the total expenditures account for only 68% of the entire budget due to COVID as mentioned above.



St. Joseph County

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www.stjosephcountymi.org

Medical Marihuana Operation and Oversight Grants

FY 2020

Final Report

Responses to the following must be completed in full and submitted to

MRA-MMOOG@michigan.gov by September 15, 2020:

ST. JOSEPH COUNTY

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.**

The Medical Marihuana Operation and Oversight Program was housed in the Community Health Education Program division of the Branch-Hillsdale-St Joseph Community Health Agency. This grant cycle was one of highs and lows because of the Covid-19 pandemic. In the end, our team submitted a budget/outcomes amendment to switch gears to a more socially-distant plan. Originally, we were planning on hosting Michael DeLeon from "Steered Straight." We were going to have a community dinner and discussion about local policies. Because of the pandemic, we reverted back to our plan from the 2019 grant cycle. We ordered boxes, locks, and educational material to distribute to St. Joseph County residents.

The Health Educators and Health Officer worked closely with 2nd Story Marketing to communicate the public health message "Lock it Up." "Lock it Up" was tailored for specific populations, such as youth and pregnant women, as well as to raise awareness about safe storage and impaired driving. There were digital advertisements used on social media, radio commercials and print ads that were used to educate the community

on the importance of safe storage of medical marihuana and how to get a free lock box for their personal use.

Our first objective was to use two different platforms to promote the Lock it Up campaign. Over the course of 4 months, our social media campaign via Facebook reached over 3,000 people. The Penny Saver (a local paper) estimates their reach to be over 12,700. The Commercial, another local paper, has over 2,500 subscribers, and the radio commercials are estimated to reach approximately 44,000 people.

Our second objective was to distribute a minimum of 300 lock boxes to the community. While we have not yet reached our goal of 300, we are working hard as a team to get as many boxes into the community as we can.

Lastly, a community scan was completed that produced relevant information about policies and procedures that has been used to identify opportunities in St. Joseph County, related to medical marihuana.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments: This public health message and the education was integrated into existing BHSJ services such as WIC, Safe Sleep and Child Passenger Safety and in the future will include broader communication efforts through educational materials and broader public awareness campaign elements. Education materials, such as rack cards were made widely available to St. Joseph County residents.

Problems: There can be push back from the community when a controversial subject like medical marihuana is discussed. For the most part, there was not very much negative feedback, but some questions as to why the health department would take on such a topic. Additionally, we anticipated being able to educate more medical professionals, social workers, and case workers on the importance of safe storage of medical marihuana, but due to Covid-19 limitations, we were unable to do so.

3. Coordinated efforts with other organizations to complete the project.

We coordinated with 2nd Story Marketing, St. Joseph County Department of Health and Human Services, Substance Abuse Task Force of St. Joseph County, Child Abuse

Prevention Council, St. Joseph County CMH, St. Joseph County Human Service Commission, Sturgis Hospital, and Three Rivers Hospital.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Youth access to medical marihuana will be decreased because of the distribution of the lock boxes. Our efforts are resulting in an increase of education to the community. And as stated above, we anticipated being able to educate more medical providers, case workers, and social workers in the county, but because of the change in direction of the campaign, we were not able to reach as many as we had first planned. Because of this change, we are now able to supply more residents with a lock box.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see attached.

6. Any experience in applying the project products and anticipated “next steps”.

We will continue to supply the community with lock boxes until we run out of materials. We now have access to print materials that we will continue to hand out to residents as they need them. We would typically bring materials like this to health fairs and other outreach events that are not currently taking place because of Covid-19. If and when we get back to attending such events, we will continue to spread the word of the importance of safe medical marihuana storage.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see attached.

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Ann Hepfer, RN, BS, Health

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

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1. A summary of the project implementation plan and any deviations from the original project as proposed.
 - a. Educational materials: We did ask for budget adjustment when we found out the materials we were going to order would not be available due to COVID19 shutdown the business that printing them. We shifted these dollars to the advertising line where we could focus on additional radio ads and increased billboard outreach efforts.
 - b. We could not have our prescription lockbox distribution as we had planned due to restricting visitors. We
 - c. We had enough brochures and educational resources left in stock from last FY to handout with prescription lock boxes.
 - d. Due to COVID 19 restrictions with limiting contact with the public, we distributed the prescription boxes a little differently. We dropped them off at ER's, private physician offices, Substance Abuse and Mental Health practices, two dispensaries that accepted them, two home health agencies, and also the Senior Citizen Council. Everyone was called and asked prior to dropping them off if they would be able to use them knowing they were for prevention of accidental poisoning or overdose of Medical Marijuana or Recreational Marijuana
2. Accomplishments and problems experienced while carrying out the project activities.
 - a. Accomplishments: Even with COVID19 we were able to carry out all of our workplan objectives, just had to tweak the way we did it, and we were delayed until the third quarter on finishing up our projects.
3. Coordinated efforts with other organizations to complete the project. Worked with the Tuscola County Drug Task Force, to get focus group input on the Billboards and Radio Advertising.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation. Calls from three people in the community that want to join the Drug Task Force. Two positive calls from residents who really liked the radio advertisement and felt they were educational enough to scare people about the dangers of second hand

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marijuana smoke. Three calls from people who said the radio ads were negative and were false and we were trying to scare people away from marijuana.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
The total grant was in the amount of \$39,404, year to date we spent \$39,338.59, we spent .998% of the funds.
6. Any experience in applying the project products and anticipated “next steps”. Next Drug Task Force meeting we will invite the three people who called with interest.

TUSCOLA COUNTY HEALTH DEPT-MARIJUANA SAFETY 070920

(RACING HEARTBEAT FX)

OPERATOR- What's your emergency??

MOM- (PANICKED) My little boy...he keeps losing his balance! He seems confused and his heart is racing!!

OPERATOR- Alright mam, can you tell me if he ingested anything unusual. Do you have any marijuana around the house that he could have gotten into?

(MUSIC BED)

ANNCR- Medical and recreational use of marijuana is still against federal law, but allowed in Michigan under state law. One of the dangers of increased marijuana use has been the unintentional ingestion of marijuana products by young children. The effects can be extremely serious, even life threatening. Edibles are especially dangerous because they resemble familiar treats, like gummy bears and brownies.

If you have marijuana in your home, here are some safety tips...

Keep marijuana products out of your children's reach and in child-resistant containers or a lockbox.

Put it away after you use it.

Talk to your children about what marijuana is and why you must be the **only** one to handle it.

You would never do anything to intentionally or unintentionally harm your children. By following these tips you can keep them safe.

This message is brought to you by the Tuscola County Health Department.



OFFICE OF COUNTY ADMINISTRATOR

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(269) 657-8253, FAX (269) 657-8252, email: faulj@vbco.org

John M. Faul
County Administrator

Medical Marihuana Operation and Oversight Grants Final Report FY 2020

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Initially, our intentions were to focus on the prevention of medical marihuana use and its unintended consequences by collaborating with the Van Buren/Cass District Health Department. We initially had planned to expand the reach throughout Van Buren and Cass counties taking a comprehensive approach to marihuana and misuse prevention. The implementation plan included a mass media campaign, procurement and distribution of lock boxes to medical marihuana users, and co-hosting a conference/training for professionals with Van Buren/Cass District Health Department.

Soon after the grant plan was submitted we moved away from adopting the talksooner.org campaign and instead expanded the southwest Michigan partnership by teaming up with Berrien County Health Department creating a tri-county collaborative effort. We contracted with King Media to produce a mass media “The Dirt on Weed” campaign, that would saturate the three county region of Van Buren, Cass, and Berrien Counties.

2. Accomplishments and problems experienced while carrying out the project activities.

There were many accomplishments experienced carrying out the project activities. 100% of the project activities have been completed. Accomplishments include: successful partnership

between three different organizations and King Media to develop a three county, mass media promotion campaign, “The Dirt on Weed”; the standalone dirtonweed.org campaign page; and three (3) rack cards, three (3) 30-second videos, three (3) 15-second videos, three (3) radio spots, three (3) TV ads, three (3) digital displays, three (3) social media design messages, and three (3) billboards that can be used by all three organizations ongoing.

3. Coordinated efforts with other organizations to complete the project.

Van Buren/Cass District Health Department (Cass County), Van Buren Community Mental Health (Van Buren), and Berrien County Health Department (Berrien), combined grant monies into one large scale media to promote “The Dirt on Weed” campaign. By combining our efforts, elicited the most effective saturation through this collaboration. In the southwest Michigan tri-county region where residents frequently travel across counties for work and leisure, a shared campaign ensured a consistent prevention message and removed the potential for conflicting or inconsistent recommendations.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Listed below are impacts experienced as a result of this project implementation.

- A standalone campaign landing page for thedirtonweed.com was created with information and a focus on the impact of marijuana on pregnant and nursing mothers and their babies; educating parents on the impact of marijuana on their teens developing brain; and reminding medical marijuana users about safe storage practices.

July 27 – September 14, 2020

Traffic Source	Users	New Users	Sessions
Overall	3,596	3,596	4,118
Social	1,610	1,610	1,719
Direct	1,529	1,529	1,863
Referral	231	231	234
Organic	229	226	302



- As of September 14, all of the traffic to the campaign landing page is new traffic, with all users being new users.
- About 45% of total traffic came from the social media campaign (Social), while about 42% came from the digital media campaign (Direct), which means that our digital tactics accounted for almost all of our traffic to the campaign landing page.
- We can see from the graph above there was a boost in website traffic right as all of our tactics launched and then a slight decrease, but website traffic remained steady throughout the campaign.

1. Rack cards were created for pregnant and nursing mothers and their babies, teens, and kids regarding safe storage practices with print ready files for ease of access and distribution
2. Three (3) 30-second videos and three (3) 15-second videos were produced for this year's campaign; one video for each of the target audiences. The new videos ran as television commercials on WSBT and WWMT.
 - **WSBT Flight Dates:** August 3 – September 4, 2020
 - **WSBT Total Frequency:** 144 spots
 - **WWMT Flight Dates:** August 10 – September 6, 2020
 - **WWMT Total Frequency:** 66 spots
3. Campaign execution: social media, radio, outdoor advertising, and television over the course of twelve (12) weeks

- The purpose of the digital display campaign is to reach the three audiences with the established messaging for each, on the sites they are already using outside of social platforms. The digital display campaign follows the target audience across brand-safe sites to create top-of-mind awareness and send interested individuals to “The Dirt on Weed” campaign landing page to learn more. The objective of the campaign is clicks to increase website traffic on the landing page. We are running three (3) sets of ads; one for each audience we are targeting. Each set of ads has the following sizes: 160x600, 300x250, 320x50, 300x600, 728x90. New animated ads for this campaign shared between Van Buren, Cass, and Berrien County. **This campaign is ongoing and will end on September 30, 2020. These results are as of September 14, 2020.**

Berrien, Cass, Van Buren County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	863,580	1,330	0.15%

Marijuana Users	288,180	415	0.14%
Pregnant/Nursing Moms	287,247	515	0.18%
Parents of Teenagers	288,154	405	0.14%

- The digital campaign has resulted so far in a total of 863,580 impressions, 1,330 clicks and a 0.15% click-through rate.
- With a click-through rate benchmark of 0.15%, our campaign is right on goal, with the pregnant and/or nursing moms ad exceeding that.
- Our digital ads gained a lot of exposure and clearly resonated with our target audiences.
- The purpose of the sponsored Facebook social media campaign is to reach our three audiences with the established messaging for each and send interested individuals to “The Dirt on Weed” campaign landing page to learn more. The objective of the campaign is link clicks to increase website traffic on the landing page. The campaign ran on all three Facebook pages – Van Buren County Substance Abuse Task Force, Van Buren/Cass District Health Department, and Berrien County Health Department. Three (3) ads are running, one for each audience. **This campaign is ongoing and will end on September 23, 2020. These results are as of September 14, 2020.**

Van Buren County Campaign Performance			
Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	128,442	840	0.66%
Marijuana Users	86,076	589	0.69%
Pregnant/Nursing Moms	34,225	199	0.57%
Parents of Teenagers	8,159	52	0.48%

- Reaching marijuana users about safe storage is very effective on Facebook, and that ad received the most impressions and clicks on all three Facebook accounts.
- With a benchmark of 0.35%, all ads received very good click-through rates, even the ones that had lower number of impressions and clicks. This tell us that for the people who did see it, they were interested in our ads and clicked through to learn more.

- The outdoor creative was developed to include all three county logos and developed an eight (8) week campaign that covered all three counties. **This campaign is ongoing and will end on September 20, 2020.**

Board Number	County	Location	Creative
31644	Berrien	Glenlord Rd 20 ft E/O 2 nd St. – Stevensville	Babies
31623	Berrien	720 S. Fair Ave 0.1 mi N/O Empire Ave – Benton Harbor	Teens
31822	Berrien	SR-51 N 50 ft S/O Burton Rd	Teens
30939	Berrien	SR 140 0.2 mi N/O Forest Beach Rd – Watervliet	Babies
30057	Cass	SR-60 500 ft. E/O N. 2 nd St. – Cassopolis	Babies
30005	Cass	SR-60 1 mi W/O SR-40 – Jones	Teens
30958	Van Buren	I-196 0.3 mi N/O SR 140 – South Haven	Teens
30893	Van Buren	SR-40 500 ft N/O 38 th St. – Paw Paw	Teens

Despite the implementation and timeline being delayed due to COVID-19 and the changes in face-to-face working conditions, VBCMh was able to run a successful market saturation of the “The Dirt on Weed” campaign. VBCMh was unable to hold a “virtual” medical marihuana training in Van Buren County. However, we were able to promote a virtual training, “Updates on Marijuana Laws and Issues in Michigan” provided by Ken Stecker through the Cass County Youth Council and C.A.S.S. Coalition in Cass County on September 21, 2020. It is our intention to still hold a “virtual” training on medical marihuana in FY21.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

No additional expenditures were contributed to this project beyond the proposed and actual budget agreement.

6. Any experience in applying the project products and anticipated “next steps”.

In addition to the immediate community impact, we were able to procure 25 unique campaign products which we maintain sole ownership of for future use as we see fit. We intend to continue to use and share widely the products which require no additional financial support to promote (e.g. social media messages, rack cards, radio ads, and dirttonweed.com campaign landing page).

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Actual budget expenditures reconcile with our approved amended budget agreement. Discrepancies exist between the initial proposed budget and the actual budget expenditures and were addressed in the approved budget amendment.



**Washtenaw County Health Department
Medical Marihuana Operation and Oversight Grants
Final Report
FY 2020**

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:**

1. A summary of the project implementation plan and any deviations from the original project as proposed.

WCHD initially planned to build on the previous fiscal year and use several primary strategies to engage stakeholders and community members and to provide accurate, effective education, communication and outreach. This included targeted communications using multiple formats (advertising, print, virtual and through partner networks and provisioning centers or dispensaries); in-person workshops and outreach events; and ongoing assessments aimed at understanding and improving prevention and harm reduction messages. Key messages and audiences included safe storage and safe driving for patients (and adults who use recreationally); prevention messaging for youth; and safety messages for parents.

Though we stayed true to our broad plan, the ways in which we fulfilled them differed when the COVID pandemic interrupted normal work operations in February and March and continue to impact the availability of staff and the planned work.

For those reasons, our in-person conference went virtual and securing speakers remained difficult given the pandemic.

2. Accomplishments and problems experienced while carrying out the project activities.

Given the COVID pandemic early in the project period, we worked toward the broad objectives but reconfigured how to achieve them.

Accomplishments include being able to successfully deliver pertinent messaging about medical marijuana and relating it to the COVID-19 pandemic, thus making it relevant in the eyes of the public and specific targeted groups. This was in the form of television commercials, a radio commercial, billboards, social media ads, and our webinar series where information was given, and critical dialogue was shared.

3. Coordinated efforts with other organizations to complete the project.

To complete the project, we reached out to several local marijuana dispensaries and ended up partnering with Om of Medicine and Huron View Provisioning Center on education materials. Om and Huron View are medical marijuana dispensaries that have been critical partners in helping shape and distribute our materials created for cannabis users. For the webinar series, we collaborated with Washtenaw County Medical Society, who played a pertinent role in the securing of knowledgeable, medical professionals as speakers for our webinar series and jointly promoting the series to medical providers.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

There were several obstacles encountered in planning the webinars in a short timeframe. The series had 5 sessions, instead of 7, due to difficulties securing physicians to speak during the pandemic. Additionally, our virtual series targets physicians specifically, and targeting physicians during a pandemic was challenging and likely resulted in lower than expected attendance. All session of the series will be posted on our website for future use, and program staff can track this utilization. In addition, Continuing Education Credits were not offered due to the short timeframe and lengthy application process.

Despite multiple attempts to reach out to additional dispensaries there were difficulties getting timely responses. Many dispensaries have experience unprecedented increases in business during this time. This delayed the development of the educational materials and some items were not received for distribution until the end of the quarter. We faced several Zoom malfunctions with our account and one of our initial intern hires had to resign for personal reasons, leaving us with just one intern to output deliverables.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

The grant was used to fund all activities – no additional funding was used.

6. Any experience in applying the project products and anticipated “next steps”.

Having reconfigured program activities over several months during the pandemic, we are now better prepared to implement grant objectives next year given various regulations that will likely remain in place as a result of the pandemic. We have established healthy, new relationships with community partners who are on board to help us deliver information to the public.



We will continue to strengthen those relationships and stay abreast on how to properly educate the community on medical marijuana in tandem with the current situation. This will also lend additional traction to promoting lung health when using cannabis and will likely be a significant message in next year's work.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Wages and Fringe Benefits, as well as City/County Central Services, were impacted by the COVID-19 outbreak. Staff were redirected to handle that emergency and the County was closed from March 15-June 14 (with the exception of essential services), which meant that hiring an intern to assist with this work was delayed. As a result, Wages (actual: \$26,484.56) were spent at 75% of the budgeted amount; Fringe Benefits (actual: \$16,439.39) were spent at 89% of the budgeted amount. City/County Central Services (actual: \$6,438.50) and Indirect (actual: \$6,438.50) are allocated based on actual salary and fringe expenditures, and actuals were at 70% and 51% of the budgeted amount, respectively.

No travel was completed due to the pandemic.

Supplies (actual: \$17,862.77) were at 149% of the budgeted amount; this is due to needing to change marketing plans due to COVID-19.

Contractual (actual: \$72,685.90) was at 93% of the budgeted amount due to challenges with procuring effective advertising (buses not running due to COVID, redirecting staff led to delays in procuring contracts, etc.) and challenges with switching to a virtual conference.



Warren C. Evans
Wayne County Executive

Wayne County Department of Health, Human & Veterans Services

Public Health Division

Medical Marihuana Operation and Oversight Grants Wayne County Health, Human, and Veterans Services (HHVS) Final Report FY 2020

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 22, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

Overall, the implementation plan was carried out as proposed, with the exception of the lack of a Medical Marijuana Outreach Coordinator. The inability to successfully fill the Medical Marijuana Outreach Coordinator position, was the only significant deviation from the previously agreed-upon statement of work. Specifically, the COVID-19 pandemic and associated shutdowns inhibited the ability to perform the intended physical outreach in the community. Although we interviewed candidates for the position, prior to the first confirmed COVID-19 case in Michigan, actual onboarding was halted due to the impending emergency. Once State restrictions were lifted, all of the candidates declined due to concerns about performing outreach during a pandemic.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments

- Developing a media campaign with key messages and targeted audiences based on independent research studies on the use of medical marihuana by the public
- Raising awareness of the myths and perceptions vs the factual benefits of medical marihuana
- Raising awareness of the possible health consequences of using medical marihuana while pregnant and the affect to an unborn child

Problems/Challenges

- Developing a comprehensive media campaign for such a large market audience as Wayne County, during a pandemic



Warren C. Evans
Wayne County Executive

Wayne County Department of Health, Human & Veterans Services

Public Health Division

- Recruiting and hiring Medical Marijuana Outreach staff during the pandemic
- The short performance period of this funding (i.e. 9 months) presented challenges with contract execution, procurement and reporting
- The inability to facilitate in-person meetings, distribute surveys, organize focus groups, as well as regularly visit medical marijuana establishments and events presented challenges in obtaining direct insight from the targeted audience

3. Coordinated efforts with other organizations to complete the project.

Since this funding also covers medical marijuana education in Detroit, planning for placement of media include the City. The Detroit Public Health Department's Communications personnel were involved in the planning.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The impacts experienced as a result of the campaign include

- Increased public awareness and understanding of the possible health affects the use of medical marihuana can have on an unborn child
- Increased public awareness and understanding of edibles that contain marihuana and safe storage methods and vessels for edibles
- Increased awareness of the potential personal safety issues when adolescents and adults operate a motor vehicle while under the influence of marihuana

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see the attached Financial Status Report for this period.

6. Any experience in applying the project products and anticipated "next steps".

- The department continues to be a member of the Metropolitan Affairs Coalition Public Health Task Force on recreational marijuana.



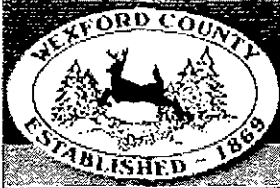
Warren C. Evans
Wayne County Executive

Wayne County Department of Health, Human & Veterans Services *Public Health Division*

- The feedback, marketing research, and information gathering activities associated with this grant project have provided representatives from the Public Health Division with knowledge to provide insight and recommendations for next year's performance period
- The media products from this campaign are going to be published in multiple platforms that are expected to remain active and viewed months after the performance period concludes.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Please see the attached Financial Status Report for this period.



WEXFORD COUNTY, MICHIGAN

Administration Office, 437 E. Division, Cadillac, MI 49601 231-779-9453 231-779-9745 FAX

Medical Marihuana Operation and Oversight Grants Final Report FY 2020 WEXFORD COUNTY

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2020:

1. A summary of the project implementation plan and any deviations from the original project as proposed.

The project implementation plan included the purchasing of billboards, Facebook ads, and Comcast tv ads. Originally the plan included Facebook ads running in April, Billboards being placed up in May, and Comcast ads running from April to July. However, due to COVID and some issues with Facebook ads posting, the timeline was adjusted for project implementation. Comcast ads still ran from April through July, two billboards were placed up, one in June and one in July, and Facebook ads ran September 1 to September 15th.

2. Accomplishments and problems experienced while carrying out the project activities.

Accomplishments for this project included having 122,352 total impressions (the number of times the ad was viewed/played) for the Comcast ad campaign. The 2 billboards were up for 4 weeks each and had 152,108 total impressions. An estimated 6,000-15,000 people were reached through Facebook ad.

Problems experienced included delays in implementation timelines due to COVID-19 and issues with Facebook ads running. These were overcome by adjusting the timeline and implementation was successful for each piece of the project. There were also slight budget spending delays because companies bill on a monthly or bi-monthly cycle. So, although ads or billboards were established, money was not spent until the billing cycle ran.

3. Coordinated efforts with other organizations to complete the project.

This project was coordinated with the Safe and Healthy Communities Coalition, the local substance abuse prevention coalition. The coalition assisted with choosing a location for the billboard and shared pictures of the billboard once it was placed up. TalkSooner.org also assisted with this project by allowing the use of their webpage, www.talksooner.org/marijuana to be used as a landing site for individuals to find more information about how to safely lock up and store medication out of reach of children, as well as talking tips with youth. The coalition promotes Talksooner as a resource for marijuana safety around youth and parent talking tips.



WEXFORD COUNTY, MICHIGAN

Administration Office, 437 E. Division, Cadillac, MI 49601 231-779-9453 231-779-9745 FAX

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

The anticipated impact for the project was that county residents would have increased knowledge of how to safely store medical or recreational marijuana to keep kids safe. Based on community and stakeholder feedback and documented reach of the efforts we feel this was accomplished.

5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Facebook Ads.....	\$2000
Billboards.....	\$700
Digital Advertising.....	\$8345
Contractual Rate Total.....	\$1266

6. Any experience in applying the project products and anticipated “next steps”.

Next steps include continuing partnership with the local coalition to promote safe storage of marijuana to keep out of the hands of youth. Promoting the Talksooner webpage about marijuana safe storage. Supporting the coalition to begin providing medication lock boxes and promoting it for safe storage of marijuana.

7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Wexford County	Expended	Original Budget	Discrepancy
Facebook Ads	\$2000	\$2000	None
Billboards	\$700	\$750	One of the billboards ordered were smaller than originally anticipated and costed \$50 less.
Digital Advertising	\$8345	\$8346	Price quoted was off by \$1
Contractual Rate Total	\$696.50	\$1240	The Remaining amount for staff time will be invoiced in October per our agency timeline.
TOTAL	\$11741.50	\$12336	Agency invoices on a quarterly timeline. The remaining will be invoiced in October.