# Medical Marihuana Operation and Oversight Grants to Counties

## FY 2021 Report to the Legislature

(Pursuant to Public Act 166 of 2020)

October 11, 2021

Andrew Brisbo, Executive Director Marijuana Regulatory Agency

Reporting Period: January 1, 2021 to September 15, 2021



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### **Summary of Legislative Reporting Requirements**

Public Act 166 of 2020 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 2021, fifty county agencies applied for and received grants, and made expenditures as follows:

County	Available	Amount	Total Amount
,		Requested	Spent
Alcona	\$7,479.00	\$7,478.70	\$5,701.64
Allegan	\$64,494.00	\$64,494.00	\$63,993.17
Alpena	\$7,779.00	\$7,779.00	\$7,779.00
Antrim	\$15,650.00	\$15,650.00	\$14,850.64
Baraga	\$1,200.00	\$1,200.00	\$1,049.88
Barry	\$28,900.00	\$28,900.00	\$28,896.81
Berrien	\$48,220.00	\$48,220.00	\$35,531.62
Branch	\$23,152.00	\$23,152.00	\$18,104.48
Calhoun	\$34,186.00	\$34,186.00	\$6,997.84
Cheboygan	\$7,917.00	\$7,917.00	\$7,917.00
Crawford	\$12,788.00	\$12,788.00	\$11,847.88
Delta	\$8,887.00	\$8,887.00	\$6,251.38
Dickinson	\$6,879.00	\$6,879.00	\$6,200.17
Eaton	\$39,703.00	\$39,703.00	\$34,177.53
Emmet	\$1,593.00	\$1,593.00	\$1,593.00



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Gogebic	\$3,624.00	\$3,624.00	\$3,034.95
Hillsdale	\$14,034.00	\$14,034.00	\$11,077.57
Houghton	\$3,070.00	\$3,070.00	\$2,428.24
Ingham	\$26,268.00	\$26,268.00	\$20,271.33
losco	\$2,585.00	\$2,585.00	\$1,698.92
Iron	\$2,239.00	\$2,239.00	\$2,019.37
Jackson	\$50,459.00	\$50,459.00	\$32,683.91
Kent	\$97,687.00	\$93,678.00	\$93,803.30
Keweenaw	\$1,824.00	\$1,824.00	\$1,635.50
Lake	\$3,185.00	\$3,185.00	\$2,997.00
Lapeer	\$44,666.00	\$44,666.00	\$44,666.00
Livingston	\$44,781.00	\$44,780.00	\$27,016.08
Manistee	\$5,032.00	\$5,032.00	\$4,461.28
Mason	\$4,940.00	\$4,940.00	\$4,659.01
Menominee	\$4,963.00	\$4,963.00	\$4,813.00
Midland	\$24,860.00	\$24,860.00	\$15,050.00
Monroe	\$52,929.00	\$52,929.00	\$51,397.55
Montmorency	\$1,270.00	\$1,270.00	\$1,270.00
Muskegon	\$35,178.00	\$35,178.00	\$27,564.09
Newaygo	\$19,320.00	\$19,320.00	\$14,301.02
Oakland	\$432,829.00	\$432,829.00	\$140,985.62
Oceana	\$16,435.00	\$16,435.00	\$14,124.46
Ogemaw	\$5,401.00	\$5,401.00	\$4,338.96
Ontonagon	\$1,477.00	\$1,477.00	\$1,328.40
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Oscoda	\$1,916.00	\$1,916.00	\$1,027.49
Ottawa	\$37,694.00	\$37,694.00	\$33,524.25
Presque Isle	\$1,316.00	\$1,316.00	\$1,316.00
Saginaw	\$43,396.00	\$43,396.00	\$43,171.74
Sanilac	\$10,341.00	\$10,341.00	\$9,426.61
Shiawassee	\$33,032.00	\$33,032.00	\$305.47
St Joseph	\$8,402.00	\$8,402.00	\$6,589.69
Tuscola	\$42,265.00	\$42,265.00	\$42,222.57
Van Buren	\$21,536.00	\$21,536.00	\$21,535.81
Washtenaw	\$142,699.00	\$142,699.00	\$135,331.06
Wayne	\$551,175.00	\$551,175.00	\$507,559.20

Any unused funds remain in the Michigan Medical Marihuana 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.
- 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 166 of 2020 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.



## **DISTRICT HEALTH DEPARTMENT NO.2**

Alcona County 311 Lake St. P.O. Box 218 Harrisville, MI 48740

420 W. Lake Street Tawas City, MI 48764 Tel: 989-724-6757 Tel: 989-362-6183

Iosco County

Ogemaw County 630 Progress St. West Branch, MI 48661 Tel: 989-345-5020

Oscoda County 393 S. Mt. Tom Road Mio, MI 48647 Tel: 989-826-3970

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

#### **Medical Marihuana Operation and Oversight Grants ALCONA COUNTY Final Report** FY 2021

#### Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

1. A 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 marihuana information was distributed throughout the 4-county area. DHD2 are continuing this campaign into geofencing in order to reach as many residents as possible. In addition, a total of 186 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will continue to 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 and Ogemaw Counties with messages related to driving under the influence of marijuana.

#### **Deviations:**

As written in the narrative for each of our counties we stated "DHD2 Health Education staff will create social media posts related to the Michigan Medical Marihuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving that will be posted weekly to the social media account (Facebook)." DHD2 was unable to do this all-fiscal year. While DHD2 does consistently with medical marihuana related content, we were unable to do weekly posts as stated in our quarter one report this year.

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

#### **Accomplishments:**

A flyer campaign on safe storage through lockboxes was created and distributed via local dispensaries and Facebook. Allowing us to distribute lock boxes almost daily, even distributing 100% of the lock boxes purchased in Iosco County. DHD2 was also able to use social media to distribute information on safe storage, effects of use, and reducing

youth access. In addition, a total of 2 billboards on drugged driving placed in Alcona and Ogemaw Counties.

#### **Problems/Challenges:**

None

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. Unanticipated impacts this fiscal year is the exceptional use of the lockboxes in our service area. In addition, Facebook posts were used throughout this grant with a total reach of 14,724.

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 educational post made to our social media posts.

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

The Medical Marihuana program for Alcona County in FY 21 spent 76.24% (\$5,701.64) of the budgeted \$7,478.70. DHD2 was fiscally responsible for administering the grant while also responding to the COVID-19 pandemic. The increase in the number of grants related to COVID-19 caused staff to be pulled from the Marihuana program as well as reduced the amount of space and communication costs and indirect assigned to the program causing these areas of the Budget to be underspent.

## Allegan County **Financial Services**



County Services Building 3283 - 122<sup>nd</sup> Avenue Allegan, MI 49010 Ph #: 269.673.0203

Fax #: 269.673.0367

#### **Medical Marihuana Operation and Oversight Grants Final Performance Report** January 1, 2021 – September 15, 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Talk Sooner marketing campaign:
  - Talksooner is a respected, go-to, portable resource throughout nearly 50 counties, with timely information, facts, trends and talking tips. In addition to receiving endorsement from the Michigan Department of Health and Human Services, several community leaders, physicians, pediatricians and parents have all provided testimonials regarding the value and impact of Talksooner (you can find those testimonials on the Talksooner Facebook page and at www.talksooner.og)
    - Talksooner continues to explore meaningful ways to connect with parents. We've recently taken Talksooner "outdoors" with some projects with mParks/Michigan Department of Natural Resources, to inspire parents to have these informal youth substance use prevention conversations in the "Great Outdoors."
    - As a partner agency, Allegan County Substance Abuse Prevention Coalition contributed \$7500 towards the total cost of this new partnership with the **DNR** and **MDOT**.
  - The talk sooner website and app are used throughout the state of MI to promote the ongoing conversations with youth. (https://talksooner.org/marijuana/). The website needed updates to the marijuana page as well as the talk sooner homepage. Revel Media was paid to do the updates and provide some updated content on the homepage of the site. Three Allegan County representatives have also been added to the homepage carousel.
  - Talk sooner also began a new marketing campaign along with Seyfurth Marketing Company in August. The campaign is in partnership with the DNR and parks and recreation in Michigan.

Ph #: 269.673.0203 ext 2658 kkraker@allegancounty.org finance@allegancounty.org

• Geo fencing campaign with Go Media:

Target Audience: Parent/Grandparent/Families

**Geography:** Allegan County

Focus Areas of Increased Delivery: Allegan City, Fennville & Saugatuck/Douglas

**Creative:** Updated creative for 2<sup>nd</sup> campaign flight dates

**Mobile Display:** 300x250, 320x50

**Click Thru:** https://talksooner.org/drug-trends/marijuana/

2021 Campaign Flight Dates:

4/1/21 - 5/15/206/15/21 - 9/1/21

**Total Campaign Impressions:** 4,247,787

• Comcast created and updated a new PSA on marijuana and youth. This PSA ran on Comcast (now called Effectv) in Allegan County homes that have children and teens in the targeted demographic age range.

The PSA ran:

4/1/21 - 5/15/20

6/15/21 - 9/1/21

• Dr Crystal Collier did three virtual presentation with follow up dialogue at one of local middle and two high schools in April. We scheduled follow up sessions for school personnel and parents in August and September.

The original plan included these session as an in-person event. We had to cancel the travel options and go to the virtual option, leaving 75% of these funds available to be redistributed to the supplies line item.

- The purchase of items used for law enforcement education with youth is completed. We purchased five different items to be given out by the Sheriff's Dept at community events, the county fair and any other events that youth and families attend. All of the items are imprinted with the talk sooner website and positive messaging.
  - o Mini flashlights with a keychain
  - o Glow in the dark stadium cup
  - o Camouflage drawstring backpacks
  - o Mini fidget cube
  - o Mini kits with sunscreen and bug spray
- The purchase of locked bags to be given out at dispensaries throughout the county was approved in a budget amendment in July. The bags were delivered the beginning of September and will be distributed as the new dispensaries open in Allegan City. (The version of bags we ordered from Lock Meds were purchased previously with LARA funds and very well received by the current dispensary in Douglas.)

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

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The scheduling of community education and training has remained virtual this fiscal year, so only 25% of that original line item was spent. We submitted a grant amendment to request to use those funds to purchase more locked bags to be used at new dispensaries in Allegan City. The amendment was approved and then bags were ordered and delivered. They will be distributed to the new dispensaries in Allegan City as they open (one location is open, the other two are in process.)

All the rest of the initial planned activities and events occurred without incident.

#### 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.

We were able to spend 99% of the full grant award, not fully spending our entire budget for GeoTracking. See attached reporting.

We requested two separate budget adjustments to move funds between categories. The first Budget Adjustment in July transferred funding from Community Education to Supplies, in order

to purchase additional Locked Medical Bags. The second Budget Adjustment was to move a small amount from PSAs to Supplies, in order to cover a supply overage.



District #2 Chairman of the Board Robert Adrian

District #7 Vice-Chairman Marty Thomson

District #1 Commissioner Don Gilmet

District #3 Commissioner Dave Karschnick

District #4
Commissioner
Bill Peterson

District #5 Commissioner Brenda Fournier

District #6 Commissioner Kevin Osbourne

District #8 Commissioner John Kozlowski

**Executive Manager Tammy Sumerix-Bates** 

**Board Assistant 1 Lynn Bunting** 

Board Assistant 2 Kim Elkie Alpena County Board of Commissioners 720 W. Chisholm Street, Suite #7 Alpena, MI 49707 Telephone: 989-354-9500

Fax: 989-354-9648
Web Address: www.alpenacounty.org

commissionersoffice@alpenacounty.org

Medical Marihuana Operation and Oversight Grants
Final Report
FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

The implementation plan has been completed as proposed. We did manage to distribute lockboxes according to plans with the increase in staffing able to assist.

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

The main problem with the plan was that many businesses were not open to the public due to GOVID restrictions, which limited our ability to distribute the boxes. We have worked cooperatively with businesses since their reopening.

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

Area businesses assisted with the distribution of the lockboxes as well as distributing through our department and programs.

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

We, at DHD4, feel that we have had an impact on keeping harmful products away from children due to the ability of individuals to lock up their product.

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

We expended all the funding as outlined in the grant application without an concerns.

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

DHD4 is working with our staff to distribute the lockboxes within our programs that have a potential of protecting the young children in our communities. These

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lockboxes offer our residents the ability to safely protect their products from young children and anyone else.

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

There are no discrepancies with our budget.



# ANTRIM COUNTY COUNTY ADMINISTRATOR

#### Peter Garwood

P.O. Box 187 Bellaire, Michigan 49615 Phone (231) 533-6265

#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. <u>A summary of the project implementation plan and any deviations from the original project</u> as proposed.
  - Anticipated Outcome 1: By September 2021, 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: Through out this grant period, between January 1,
       2021 and September 7, 2021, 51 lock boxes were distributed to community members through out Antrim County.
  - Anticipated Outcome 2: By September 2021, community members throughout Antrim county will have received a minimum of 300,000 impressions through a digital media campaign with messaging about locking up medical marihuana to keep youth safe. Impressions are the number of times that our ad appeared on any digital screen within a given area.
    - Outcome information- The media campaign was successful and had 273,031 total impressions. Impressions are the number of times that our ad appeared on any digital screen within Antrim County. Below a copy of the digital campaign used for this project.



- 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 51 lock boxes to Antrim County Residents. Additionally, we had 273,031 impressions with our media campaign in Antrim County. Impressions are this is the number of times that our ad appeared on any digital screen. COVID-19 impacted where we could distribute lock boxes, as many in-person events were not being held, but through partnerships with the clinical staff of The Health Department of Northwest Michigan, we were able to reach people to distribute lock boxes to those who need them.
- 3. Coordinated efforts with other organizations to complete the project.

  For this project, we partnered with the clinical staff of The Health Department of Northwest Michigan to distribute lock boxes. This partnership allowed us to host a booth at COVID-19 vaccination clinics were we where able to talk with people who just received their vaccine while they waited 15 minutes after to ensure they did not have a reaction. People who need a lock box to lock up substances, such as medical marijuana, in their home received one.
- 4. <u>Impacts, anticipated and unanticipated, experienced as a result of the project implementation.</u>

As previously described, the impact of this project was extensive, as we reached 273,031 impressions with our media campaign in Antrim County. Impressions are the number of times that our ad appeared on any digital screen. Additionally, we strengthened relationships with community partners such as the Health Department Clinical Staff. We worked hard to foster relationships so that we could still reach people during the COVID-19 response.

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

Total Expenditures: \$14,850.64

- 6. 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.
- 7. <u>Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.</u>

Actual Budget expenditures: \$14,850.64

Budget in Agreement: \$15,650.00

Reason for discrepancy: Fringe benefit expense did not come in as high as anticipated.

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

303 Baraga Avenue L'Anse, MI 49946 906.524.6142210 N. Moore Street Bessemer, MI 49911 906.667.0200408 Copper Street Ontonagon, MI 49953 906.884.4485

# BARAGA COUNTY Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Our project implementation plan included radio, print, and social media education targeting medical marihuana safety and use in the home environment. We also worked to educate parents of young children via our Women, Infants, and Children (WIC) program and Maternal and Infant Health Program (MIHP) by providing information to program coordinators and home visitors. Program deviations include our inability to work with local Communities That Care Coalitions, these coalitions were not staffed nor funded for the majority of this project period and prevented us from making this connection. We were also unable to have as much exposure as we anticipated with the WIC and MIHP programs as many of these services are still seeing much fewer face to face interactions due to COVID-19.

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

Our primary accomplishment this project year was creating the connection with our WIC and MIHP programs. We were unable to do this last year due to COVID-19. We can see significant opportunities for growth in this area.

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

We were unable to coordinate with the Communities that Care partners due to funding and staffing issues on their side. However, we have made connections via our internal WIC and MIHP programs.

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

Radio advertising has brought interest to this topic from other grant programs under the health department umbrella as their client base hears the ads and sees the utility in what we are working to accomplish, this has created opportunities to leverage other programs and continue to utilize some of the messaging created for the MMOOG grant.

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

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

303 Baraga Avenue L'Anse, MI 49946 906.524.6142210 N. Moore Street Bessemer, MI 49911 906.667.0200408 Copper Street Ontonagon, MI 49953 906.884.4485

Expenses totaled \$1,049.88 to cover Staffing, development of the radio ads 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 \$165.20.

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

We see significant opportunities for program enhancements with other community partners through additional health department programs including, harm reduction, substance abuse counseling, and school based prevention programs. This adds a factor of sustainability to the medical marihuana education component as the messaging will reach beyond the funding cycle may be used in other programs as well. If additional funding cycles are available we plan to enhance our current program by including input from a variety of sources and program areas under the broader public health umbrella to devise timely, relevant, and impactful messaging.

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

Wages: Budget \$394.00 Spent \$391.80 Fringe: Budget 106.00 Spent 66.08

AD Cosultant: Budget \$100.00 Spent \$0.00 Advertising: Budget \$600 Spent \$592.00

Total Expenditures: Budget \$1,200 Spent \$1,049.88

AD Consultant was not required.

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



Michael Brown County Administrator

Luella Dennison Deputy County Administrator

#### Medical Marihuana Operation and Oversight Grants Final Report January 1, 2021 – September 15, 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - As a result of receiving these funds, we were able to successfully complete the following:
    - Educate medical marihuana patients and others about safe storage; provide safe storage options to at-risk families
    - 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 marijuana use during pregnancy
    - o Increase perception of risk for adolescent marijuana use
    - Measure the self-reported use of medical marihuana and associated characteristics
    - Increase capacity in the community to share safety messaging about marijuana among multiple sectors
  - Media Campaigns:
    - Campaigns were developed and expanded in 2021, with a focus on harmreduction messages in the areas of prevention of youth use, use during pregnancy, safe storage, and preventing impaired driving.
      - Billboards 4 billboards, over 34,000 impressions weekly
      - Mobile Advertising 1 Bus Wrap
      - Social Media 12,384 impressions
      - Radio 42 radio messages
      - Television 20,377 impressions
      - Educational Handouts 2,400 handouts were distributed

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



Michael Brown County Administrator

Luella Dennison Deputy County Administrator

- Safe Storage Project Expansion:
  - In addition to education about safe storage, lock boxes were purchased and distributed through many community outreach opportunities, which included three harm reduction events on the following dates:
    - May 22<sup>nd</sup>, 2021: 90 lockboxes distributed
    - July 17<sup>th</sup>, 2021: 61 lockboxes distributed
    - September 11<sup>th</sup>, 2021: 60 lockboxes distributed
    - Additional Agencies: 89 lockboxes distributed by agency partners
    - Safe storage postcards and stickers: 300 total
- Youth Summit:
  - Due to continued COVID-19 restrictions, we were unable to plan/host a 2021 Youth Summit Event. This was the only deviation from the originally proposed project.
- Marijuana Educational Event for Health and Human Service Professionals; Family and Youth-Serving Agencies:
  - The SATF hosted three virtual workshops and educational sessions:
    - Women & Weed with Dr. Latisha Bader on January 29<sup>th</sup>, 2021;
       60 total participants
    - The Problems with High Potency THC from the Perspective of an Addiction Psychiatrist with Dr. Libby Stuyt on April 28<sup>th</sup>, 2021; 193 total participants
    - *The Neuroscience of High-Risk Behavior* with Dr. Crystal Collier on September 28<sup>th</sup>, 2021; currently 31 total participants registered
- Survey of Marijuana Use:
  - SATF Community Survey; 185 responses
  - BEDHD Behavioral Risk Factor Survey; in progress, expected completion by end of 2022.
- Partnership Building with Marijuana Businesses:
  - The SATF worked with local medical and adult use marijuana businesses and related businesses to promote lock box distribution and safe storage information.
    - Abstract Glass 100 event flyers
    - Wild Bill's Tobacco 100 event flyers
    - Lumberjacks Provisioning Center 100 event flyers
- 2. Accomplishments and problems experienced while carrying out project activities.
  - Accomplishments:
    - o Media

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



Michael Brown County Administrator

Luella Dennison Deputy County Administrator

- Billboards 4 billboards, over 34,000 impressions weekly
- Mobile Advertising 1 Bus Wrap
- Social Media 12,384 impressions
- Radio 42 radio messages
- Television 20,377 impressions
- Safe Storage
  - Lockboxes purchased: 300 total; 200 with grant funds
  - Lockboxes distributed: 300 total
- o Educational Events
  - Professionals attending/registered to attend events: 280 total
- Problems:
  - Youth Summit 2021
    - Due to COVID-19, we were unable to plan/host this event.
  - o Educational Presentation
    - The Neuroscience of High-Risk Behavior educational presentation is scheduled for September 28<sup>th</sup>, 2021 due to speaker availability and schedule.
    - The budgeted cost for this presentation was \$500. Invoice from speaker came in at a total of \$650 for this scheduled presentation.
- 3. Coordinated efforts with other organizations to complete the project.
  - Law Enforcement conducting environmental scans and educational visits, building rapport with marijuana businesses
  - SATF Members conducting environmental scans and building rapport with marijuana businesses
  - Medical and Adult Use Marijuana businesses building rapport, partnership for lockbox events, promotion of events on social media
  - United Way distribution of lockboxes for high-risk families and people served
  - Great Start Collaborative distribution of lockboxes for high-risk families
  - Volunteers distribution of lockboxes during events
- 4. Impacts, anticipated or unanticipated, experienced as a result of the project implementation.
  - Impacts as a result of the project implementation include:
    - o Positive relationship building with businesses and others in the industry
    - o Timely response to community requests for marijuana and pregnancy materials and education

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



Michael Brown County Administrator

Luella Dennison
Deputy County Administrator

- o Utilization of new media outlets including streaming which allowed for a broader audience receiving messages about marijuana safety
- o Safe storage events allowed for a reduction in risks of marijuana use in the community
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
  - Financial documents are attached.
  - Total grant award \$28,900
  - Total grant expenditures \$28,896.81
  - Other contributions to the project include:
    - o Additional lockboxes were purchased using a different funding source; 100 additional boxes were purchased
    - The same funding source was used to pay for additional streaming advertising
    - o Volunteers assisted with lockbox distribution and event promotion
      - Volunteer hours 50 hours total
- 6. Any experience in applying the project products and anticipated "next steps."
  - Last educational workshop scheduled on September 28<sup>th</sup>, 2021. Anticipated costs were budgeted for \$500 and actual invoice was for \$650.
  - The SATF intends to continue this work utilizing the positive foundation and capacity that has been built because of these grant funds.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reasons for any discrepancies.
  - Total grant expenditures \$28,896.81
  - The category for wages was underspent due to a lack of staffing, including medical leave/open positions.
  - Official financial documents are attached.



#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

# 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 (<a href="www.thedirtonweed.com">www.thedirtonweed.com</a>) created by BCHD that contains factual and credible information regarding marihuana, particularly regarding the following:

- <u>Safe Storage for medical marihuana</u>: 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.
- <u>Breastfeeding and/or pregnant women</u>: 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 this third year of the campaign, BCHD continued the use of many of the materials created in 2019. In 2021, with the assistance of King Media, there was some slight adjustments made to the campaign creative and the campaign used the majority of the budget for television, outdoor and social media advertising. The ability to effectively use the same campaign assets for three consecutive years is a testament to the strength of the creative concept and its execution. BCHD continued to leverage the existing grant funds from LARA and partner with neighboring jurisdiction, VanBuren County Community Mental Health, to further augment the impact this campaign could have in the Southwest Michigan region.

Overall, we are very pleased with the performance of the 2021 "Dirt on Weed" campaign. The creative concept continues to resonate with the audience and the media mix consistently delivers results in the form of reach, frequency, impressions, engagement and website traffic. The blend of digital and traditional advertising tactics yields strong, consistent results throughout the region.



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

Please find detailed accounts of the campaign reach, impressions, and results from the campaign, as provided by King Media. 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 only a few key audiences.

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

BCHD communications staff worked closely with the Public Health Promotion and Prevention section within the agency to research, connect with stakeholders for input, and develop messages. The 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 BHCD clinic sites and to a multitude of provider partners throughout Berrien County.

Again in 2021, BCHD coordinated with 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 the previous year.

## 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 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. Because of some staffing changes within the agency and not as many staff working on this project, BCHD was



under-spent from budget, especially in the wages, fringe, indirect, line items. Overall, BCHD was able to expend about 74% 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 now three 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 less staff working on this project than anticipated and 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.

1555 Watertower Place, Suite 200

East Lansing, MI 48823

517.333.2048

#### The Dirt on Weed

Summer 2021 Campaign Report

**September 14, 2021** 

kingmedianow.com

#### Introduction

This report is for the Summer 2021 "Dirt on Weed" campaign for Berrien and Van Buren counties.

The campaign included television, outdoor and social media advertising.

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
- Educating the parents of teenagers of the harmful effects of marijuana on a teenage developing brain

This is the third year of "The Dirt on Weed" campaign in Southwest Michigan. In 2019, the Berrien County Health Department (BCHD) issued an RFP for the development of an educational campaign, and it was so successful that two other agencies from neighboring counties – Van Buren Community Mental Health (VBCMH) and Van Buren/Cass District Health Department (VBCDHD) – contributed funds to be part of the 2020 campaign. In 2021, BCHD and VBCMH continued their investment in the campaign.

In 2019, we used a significant portion of BCHD's investment to develop the award-winning campaign concept and creative assets for outdoor, social media, radio and print. In 2020, the addition of two

new partners allowed us to add a video library and a landing page to our set of assets, along with more substantial investments in television, targeted digital, outdoor and social media. In 2021, we made slight adjustments to the campaign creative and used the majority of the budget for television, outdoor and social media advertising. The ability to effectively use the same campaign assets for three consecutive years is a testament to the strength of the creative concept and its execution.

#### Television

In order to maximize ad spend, we used the television commercials produced in 2020 for the 2021 campaign. The only revision was the removal of a former partner's logo from each of the commercials. The spots can be viewed here:

https://www.youtube.com/playlist?list=PLxIIQO2NMwezRld2FliN6tzkXK9uRf5Ll

WSBT Campaign Dates: June 28 – September 20, 2021 (8 weeks)

Number of Spots: 182

Demo	Reach	Frequency
НН	98	9.7
A18-54	97.8	9.6

WWMT Campaign Dates: June 28 – October 4, 2021 (13 weeks)

Number of Spots: 136

Demo	Reach	Frequency
НН	55.5	4.22
A18-54	52.16	3.77

#### Outdoor

We updated last year's outdoor creative to include both partners' logos and developed an eight (8) week campaign that covered both Berrien and Van Buren counties. Campaign dates for each county were staggered due to limited board availability.

Berrien Campaign Dates: June 28 – August 22, 2021

Van Buren Campaign Dates: August 9 – October 10, 2021

**Duration:** 8 weeks per county

Мар:

https://www.google.com/maps/d/u/0/edit?mid=1TsTRPLkrK6Y8Onj4WbUjys-

BLdG17QXH&usp=sharing

Board #	County	Location	Weekly Impressions	Creative	Post Date
30940	Berrien	SR 140 0.2 mi N/O Forest Beach Rd WS – Watervliet	12,199	Teens	6/28
31666	Berrien	SR-63 S 50 ft S/O Glenlord Rd ES – St.  Joseph	19,625	Babies	6/28
31824	Berrien	SR-51 N 0.2 mi S/O Pucker St. ES – Niles	19,103	Teens	6/28
30921	Van Buren	SR-40 100 ft N/O CR 390 ES – Gobles	18,521	Teens	8/9
30927	Van Buren	Red Arrow Hwy, 50 ft E/O 39 <sup>th</sup> St. SS – Paw Paw	38,060	Babies	8/9

#### Summer 2021 Campaign Report

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30946	Van	Blue Star Hwy 1 mi S/O SR 140 WS –	7,754	Babies	8/16
	Buren	South Haven			

**Total Impressions:** 922,096

#### Social Media

The purpose of the sponsored Facebook and Instagram social media campaign was to reach our three audiences with the established messaging for each and send interested individuals to TheDirtOnWeed.com to learn more. The objective of the campaign was link clicks to increase website traffic on the landing page.

This campaign ran on two Facebook pages – Berrien County Health Department and Van Buren County Substance Abuse Task Force. We ran three (3) ads, one for each audience.

#### **Berrien County Campaign Performance**

June 28 - August 22, 2021 (8 weeks)

Ad	Impressions	Link Clicks	Click-through Rate
Overall Total	215,353	1,967	0.91%
Marijuana Users	67,654	626	0.93%
Pregnant/Nursing Moms	70,910	687	0.97%
Parents of Teenagers	76,987	654	0.85%

#### **Van Buren County Campaign Performance**

July 12 – September 5, 2021 (8 weeks)

Ad	Impressions	Link Clicks	Click-through Rate	
Overall Total	206,747	1,740	0.84%	
Marijuana Users	74,102	579	0.78%	
Pregnant/Nursing Moms	60,992	583	0.95%	
Parents of Teenagers	74,653	578	0.77%	
Total Campaign Performance				

**Impressions** 

**Link Clicks** 

Click-through Rate

#### Summer 2021 Campaign Report

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T		
422,100	3,707	0.87%

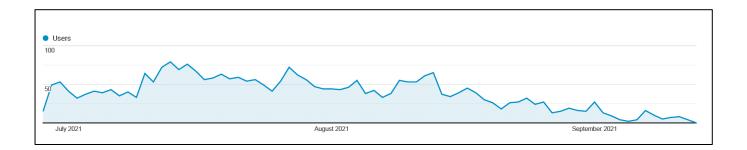
#### **Landing Page**

We drove all campaign traffic to 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.

#### **Site Traffic and Acquisition Sources**

June 28 – September 13, 2021

Traffic Source	Users	New Users	Sessions
Overall	2,773	2,770	3,051
Social	2,143 (77.3%)	2,142	2,304
Direct	395 (14.2%)	395	448
Organic	233 (8.4%)	230	295

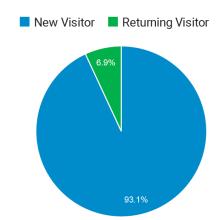




2,773

Pageviews

6,423



#### Key Takeaways

Because the campaign has had different partners and investment levels over the past three years, it is difficult to make direct year-over-year comparisons. However, each year we build upon lessons learned to improve outcomes. For example:

- In 2020, we produced a set of powerful videos for use in television and social media advertising. They were well-received in a broadcast environment, but the subject matter made Facebook ad approvals difficult. Further, the COVID-19 pandemic affected the audience's level of reception to hearing yet another heavy message.
- In response, we switched back to static social media ads in 2021. Despite focusing on two counties instead of three, we had almost as many total ad impressions in 2021 as we did in 2022, and the click-through rate increased by 0.20%. This indicates our ability to improve campaign performance based on audience response.
- Website traffic and acquisition sources are further evidence of the success of our switch from video to static ads in 2021. In 2020, 43% of traffic to TheDirtOnWeed.com came from social media. In 2021, 77% of traffic came from our Facebook ads.
- There was a decrease in total visits to TheDirtOnWeed.com from 2020 to 2021. We attribute
  this to two factors: first, we were reaching two counties instead of three; and second, we had
  only one "direct click" tactic instead of two.
- In 2020, the campaign investment allowed us to use social media and targeted digital advertising to drive the audience directly to TheDirtOnWeed.com with a simple click. With fewer resources in 2021, we removed digital ads from the media mix in favor of social media advertising, which provides a stronger return on investment for the available resources.

- We are still exceptionally pleased with this year's website traffic, especially because 93% of site visitors were new. This indicates our campaign's continued ability to reach new individuals.
- In 2020, there was more consistency in flight dates. Most tactics ran continuously from July 27

   September 30, with the exception of television, which ran from August 3 September 6. As a result, 2020 website traffic was highest when all tactics were live at the beginning of the campaign, then remained steady for the duration.
- In 2021, billboard inventory was extremely limited due to increased demand. In order to secure the desired placements, we had to post Van Buren County's boards six weeks after Berrien County's boards. We also chose to launch Van Buren's Facebook campaign two weeks after Berrien's Facebook campaign so there was more overlap between social and outdoor, due to the effectiveness of integrating these two tactics.

As a result of these staggered start dates, website traffic in 2021 saw its strongest
performance in the middle of the campaign, when the majority of the tactics were live in both
counties. This indicates the importance of advance planning in order to coordinate launch
dates for maximum performance.

# Summary

Overall, we are very pleased with the performance of the 2021 "Dirt on Weed" campaign. The creative concept continues to resonate with the audience and the media mix consistently delivers results in the form of reach, frequency, impressions, engagement and website traffic. The blend of digital and traditional advertising tactics yields strong, consistent results throughout the region. Thank you for your continued partnership with King Media on this important initiative!



# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

### **BRANCH 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 grant was directed by the Health Promotion and Education division of the Branch-Hillsdale-St Joseph Community Health Agency. This grant cycle came on the back of a dysfunctional 2020 cycle due to the Covid-19 pandemic. In the end, our team decided that with the uncertainties surrounding the continuing pandemic, we did not want to be too ambitious about any in-person activities, or other such things that would completely derail our work plan if they were suddenly not allowed. With that in mind, we chose to go with a nearly all media and promotion-based campaign for this 2021 grant cycle.

The Health Promotion and Education supervisor, along with the health educators, worked closely with 2nd Story Marketing to communicate the public health message "Lock it Up" through a wide array of media-based platforms. These platforms included, but were not limited to, streaming television advertisements, digital advertisements used on social media sites such as Facebook and Instagram; radio commercials on both local radio stations and the streaming service Pandora; billboard ads depicting the "Lock It Up" logo; and print ads (brochures, pamphlets, etc.) that were used to educate the community on the importance of safe storage of medical, and recreational, marihuana.

Our main objective was to use different platforms to promote the Lock it Up campaign. Over the course of the grant period, our social media campaign via Facebook reached over 5,000 people; the Shoppers Guide (a local paper in Branch Co.) estimates their reach to be over 14,000 people; our television commercial ad, that was developed with the help of Comcast, was viewed over 100,000 times and our streaming radio advertisements on Pandora were heard just under 100,000 times.

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

Accomplishments: With the arrival of recreational marijuana, and the boom in recreational dispensaries opening for business throughout the state, the education revolving around the proper storage, and safe use, of all marijuana-containing substances has never been more important. Whether you carry a medicinal marijuana card, or are a recreational user, it is your responsibility to use it and store it properly to protect yourself and your loved ones. This is why we believed that a media-based campaign that was solely directed towards delivering the "Lock It Up" message would be successful in that endeavor; and if we only look at the number of views and interactions between our television and

Pandora ads (not even taking in to account all of the other media platforms that were utilized), then we were overwhelmingly successful in getting this message out to our community members.

**Problems**: There can be push back from the community when a controversial subject like medical, or recreational, 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, Covid-19 (as with anything in the world right now) did have an impact on this campaign, and although we tried to avoid its influence by going to a full media-based campaign, we likely would have utilized funds in other creative ways alongside the media promotions had it not been for the limitations caused by the pandemic.

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

We coordinated with 2<sup>nd</sup> 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, and recreational, marihuana will be decreased because of the wide-reaching distribution of the "Lock It Up" promotional messages across a wide array of media platforms. Our efforts are resulting in a community that is more well-educated on the topic, and knows the simple steps that can be taken to make marijuana use safe. Furthermore, the "Lock It Up" logo that has been used over the past several years has begun to gain notoriety as community member see it in more and more places. This wasn't necessarily an anticipated outcome of the implementation, but a recognizable, visual element that conveys the message of our campaign is a really positive development as we move forward.

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

Please see the following page.

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

Although the majority of media-based advertisements have ran their course at this time, we now have access to print materials that we will continue to hand out to residents as needed. We typically bring materials like this to health fairs, county fairs and other outreach events that we are involved in as to spread awareness amongst the community. And we will continue to educate, and support, those members of our service that want to be a part of this increasingly important health message.

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

Please see the following page.



Medical Marihuana Operation and Oversight Grant - BRANCH COUNTY						
Category	Original Budget	Actual Budget Expenditures (% Used)	Reason for Discrepancy			
Wages	\$5,278	\$2346.38 <b>(44.46%)</b>	The original wage budget was planned for 2 employees to be working under this grant for the duration of the project period. Due to staffing turnover and other unforeseeable circumstances, the large majority of work done under this grant was by one employee and therefore diminished the actual expenditures in relation to the original budget.			
Fringe Benefits	\$1,567	\$613.46 <i>(39.15%)</i>	For the same reasons listed above, the actual expenditures of fringe benefits were diminished due to less employee hours spent under the grant.			
Supplies & Mat.	\$120	\$5.66 <b>(4.72%)</b>	The overall emphasis placed on our purely promotional and media-based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for certain supplies and materials.			
Travel	\$25	\$2.80 <b>(11.2%)</b>	The overall emphasis placed on our purely promotional and media-based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for travel expenses.			
Indirect	\$1,113	\$484.53 <i>(43.53%)</i>	For the same reasons listed above, the actual expenditures under the Indirect category were diminished due to less employee hours spent under the grant.			
Space	\$120	\$39.10 <i>(32.58%)</i>	The overall emphasis placed on our purely promotional and media-based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for space-related expenses.			
Advertising (Breakdown Below)	\$14,654	\$14,610.08 (99.7%)				
2nd Story Marketing Firm + Pandora Radio (Advertising)		\$2,917.51				
Adams Billboards (Advertising)		\$4,450				
Graphics 3 - Print Materials (Advertising)		\$355.57				
Shoppers/Penny Saver/Tip-Off - Local Newspapers (Advertising)		\$3,912				
EffecTV - Commercial (Advertising)		\$2,975				
Other Expenses	\$250	\$2.47 <i>(0.98%)</i>	The overall emphasis placed on our purely promotional and media-based campaign meant that most of our budgetary concerns laid with the Advertising portion of the budget and there was rarely a need for unaccounted for expenses.			
Telecomm	\$25	\$0 <i>(0%)</i>	During this project period, we did not have any specific expenditures dedicated to the Telecomm portion of this budget.			
TOTAL	\$23,152	\$18,104.48 <i>(78.2%)</i>	Despite the ongoing Covid-19 Pandemic, and the restrictions and obstacles associated with it, we were able to utilize a large portion of our overall budget and accomplish the goals that we had planned to achieve.			

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Steve Hinkley, Sheriff

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

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed. A very minute percentage of our objectives for this grant were accomplished during this quarter due to a combination of mitigating factors that include ongoing issues involving COVID-19 restrictions getting into the schools and being negatively impacted by a decline in agency staffing levels. However, Deputy Winder was able to manage our CCSO fair booth, have an open dialogue with the public and educational marijuana pamphlets.
- 2. Accomplishments and problems experienced while carrying out the project activities. The coronavirus outbreak in Michigan continued to cause significant disruptions and delays during this reporting period. Several of our agency partners were mandated to work from home and furloughed with limited availability. Also, while trying to accomplish/implement our MMOOG objectives we've been tasked with trying to overcome a decline in our staffing levels. This has created an additional burden on our personnel and law enforcement calls for service have taken precedence. I encountered a delay/disruption due to supply chain issues but was eventually able to receive 299 lock boxes on Monday, September 13, 2021 that were intended to be given away at the Calhoun County Fair. However, we'll continue our partnership with the Calhoun County Health Department to ensure that the citizens of Calhoun County receive the free lock boxes.
- 3. Coordinated efforts with other organizations to complete the project. In early August 2021, we had the opportunity to have a conversation with Calhoun County Public Health Department-Health Educator Asha Ritchie and spoke about collaborating with providing the citizens of Calhoun County with lock boxes/educational pamphlets to minimize the opportunity for children to gain access to marijuana within a residence. I encountered a delay/disruption due to supply chain issues but was eventually able to receive 299 lock boxes on Monday, September 13, 2021 for a total cost of \$4,000.00.



Steve Hinkley, Sheriff

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

- **4.** Impacts, anticipated and unanticipated, experienced as a result of the project implementation. The coronavirus continued to have a widespread negative impact on the project implementation with the school curriculum and public meetings. However, working with the Calhoun County Health Department-Health Educator was an unanticipated pleasant surprise and hopefully we can continue to collaborate more with our local resources.
- **5.** Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding. Please reference Rick Redman's financial expenditures.
- **6.** Any experience in applying the project products and anticipated "next steps". Due to the set back with supply chain disruption, we'll continue to collaborate with the Calhoun County Health Department on this project to ensure that the marijuana lockboxes and educational pamphlets are provided to the public.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies. Please reference Rick Redman's budget submission.

# Jeffery B. Lawson

County Administrator

Phone: 231-627-8855 Fax: 231-627-8881 TDD: 800-649-3777

Email: adminlawson@cheboygancounty.net



Cheboygan County Building 870 South Main Street P. O. Box 70 Cheboygan, MI 49721

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - The implementation plan has been completed as proposed. We did manage to distribute lockboxes according to plans with the increase in staffing able to assist.
- 2. Accomplishments and problems experienced while carrying out the project activities.
  - The main problem with the plan was that many businesses were not open to the public due to COVID restrictions, which limited our ability to distribute the boxes. We have worked cooperatively with businesses since their reopening.
- 3. Coordinated efforts with other organizations to complete the project.
  - Area businesses assisted with the distribution of the lockboxes as well as distributing through our department and programs.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
  - We, at DHD4, feel that we have had an impact on keeping harmful products away from children due to the ability of individuals to lock up their product.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
  - We expended all the funding as outlined in the grant application without an concerns.
- 6. Any experience in applying the project products and anticipated "next steps".

DHD4 is working with our staff to distribute the lockboxes within our programs that have a potential of protecting the young children in our communities. These lockboxes offer our residents the ability to safely protect their products from young children and anyone else.

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

There are no discrepancies with our budget.

# Crawford County

## Office of the Administrator

Paul C. Compo Administrator/Controller pcompo@crawfordco.org Phone: (989) 344 - 3202

Lori Sheltrown Payroll and Payables Isheltrown@crawfordco.org Phone: (989) 344 - 3216

Fax: (989) 348 - 5743

200 W. Michigan Avenue \* Grayling, MI 49738

# Medical Marihuana Operation and Oversight Grants **Final Report** FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Media Campaign: 4 press releases were submitted to local media. A youth focused press release was submitted during the first quarter. A second youth focused press release was also submitted in the third quarter. A press release on safely storing marijuana was delayed during the second quarter due to an issue with shipping for the lock boxes. The press releases shared information about safely storing marijuana and how to obtain a free lock box from the health department to help aid in safely storing. A fourth press release was shared during the third quarter that highlighted the risks of using marijuana during pregnancy and while breastfeeding.
- Lock Boxes: A total of 231 lock boxes were distributed to community members. Due to a delay in shipping lock boxes were not received and distributed until the third quarter. Instead of stuffing lock boxes with informational material, plastic bags were stuffed and provided with the lock boxes. Informational material included how to safely store marijuana and health risks associated with youth use and exposure. Lock boxes were available at the health department lobby and staff also attended community events to help distribute.
- Billboards: 4 billboards were purchased during the first quarter. The total billboard cost was \$100 under budget. The billboards ran as follows:
  - M-72 about .5 miles west of US-27, a 10'6" x 22'9" poster billboard. The billboard ran from 5/17/21 to 6/13/21. The billboard had roughly 30,207 weekly impressions and costed \$350 for one month.
  - Business 75 about .7 miles north of M-72, a 10'6" x 22'9" poster billboard. The billboard ran from 5/17/21 to 6/13/21. The billboard had roughly 7,788 weekly impressions and costed \$350 for one month.

- M-72 about .5 miles west of Business 75, a 10'6" x 22'x9" poster billboard. The billboard ran from 6/14/21 to 7/11/21. The billboard had roughly 2,933 weekly impressions and cost \$350 for one month.
- M-72 about .1 miles east of 1-75, a 10'6" x 22' x 9" poster billboard. The billboard ran from 6/14/21 to 7/11/21. The billboard had roughly 30,642 weekly impressions and cost \$350 for one month.
- The image/message of the billboards looked like this:



TalkSooner.org/marijuana

- Educational Video Presentations: During the project only one video presentation was created (instead of the two originally planned) to help educate about the risks of marijuana use, including medical and recreational. The video encompassed information in regard to youth use, but also included additional information that would be beneficial for adult users that was originally planned with the second video. The video was promoted on the District Health Department #10's social media pages, via email to coalition list servs, and on the DHD#10 webpage. The video has been viewed 324 times via YouTube.
- Provider Packets and Outreach: During the project health department staff sent example Provider Packets to each medical provider in the county during the first quarter. The staff made follow up phone calls with all the medical offices in the county during the third quarter. However, staff were not able to find a provider who was willing to partner and handout the provider packets to their patients. Staff were able to partner with the Healthy Families home visitor to pass out print material and lock boxes to families. A partnership between the health department and the Substance Abuse Prevention coalition was also formed and they distributed prevention packets and lock boxes during an event they hosted. The health department also placed two door covers with marijuana and pregnancy messaging in the WIC office.
- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock boxes took longer than anticipated to be shipped and delivered so the
  original order of lock boxes was canceled, and a new order was submitted to a
  new provider. This resulted in more lock boxes being able to be purchased (231).
- The 4 billboards had a combined weekly impression of 71,570.
- The educational video was viewed 234 times via YouTube.

- Boosted social media posts were delayed due to an issue with Facebook and method of payment, but this was corrected, and the social media posts started a week later.
- Project staff were not able to recruit a medial provider office to partner with the provider packets but was able to build different collaborations to aid in distributing the packets.
- 3. Coordinated efforts with other organizations to complete the project.

During the project the health department partnered with the Healthy Families home visitor and the Substance Abuse Prevention Coalition.

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

## Anticipated impacts include:

- 231 households with medical or recreational marijuana in the home safely securing the marijuana out of the reach of children and youth.
- Increased knowledge of how to reduce access to minors.
- Increased knowledge of the health risks and consequences of youth marijuana use, as well as impacts to adults that may use.
- Increased knowledge of the health risks to infants with marijuana use during pregnancy and breastfeeding.
- Where parents can get help starting conversations about marijuana or other drugs.
- Where to get help if someone is pregnant or breastfeeding and need assistance quitting.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Wages	\$1655.41
Fringe Benefits	\$770.91
Boosted Educational Videos	\$1067.95
Billboards	\$1400.00
Print Material	
Lock Boxes	\$3000.00
Promotional Material	\$2676.35
Administrative costs	\$373.62
Central Stores	\$3.49
Postage	\$13.15
Communications	\$53.33
Space	\$228.56
Liability Insurance	
Maintenance	
Indirect Costs	
Travel (in-kind)	

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

Next steps including continuing partnerships with the Healthy Families home visitor and the Substance Abuse Prevention Coalition to distribute prevention packets that include information on safe storage of marijuana, the health impacts and consequences of youth marijuana use, and the health impacts and consequences of marijuana use during pregnancy and breastfeed. Continued promotion of TalkSooner webpage as a resource for parents for help with talking to their children about marijuana and other drugs will also continue.

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

Crawford County	Expended	Original Budget	Discrepancy
Wages	\$1655.41	\$1691	Less than two hours short for estimated time spent on project activities (\$35.59 under budget).
Fringe Benefits	\$770.91	\$1114	Project staff out on maternity leave during second reporting period.
Boosted Educational Videos	\$1067.95	\$1068	Slightly off budget because gift cards purchased to pay for boosted post could only be increments of \$5 and there was a fee associated with purchasing the card.
Billboards	\$1400.00	\$1500	The original estimate for billboards was more than the actual costs.
Print Material	\$699.51	\$1000	A coupon code was applied to the print material order which reduced the cost of material.
Lock Boxes	\$3000	\$3000	No discrepancy.
Promotional Material	\$2676.35	\$2500	A tablecloth was purchased so that lock boxes could be displayed in health department lobby and at community events so that the community would know the purpose of the lock box.
Administrative costs	\$246.77	\$0	A budget amendment was submitted for this in the second quarter.
Central Stores	\$3.49	\$5	\$1.51 under budget.
Postage	\$13.15	\$9	Cost of mailing provider packet samples was estimated too low.
Communications	\$53.33	\$56	\$2.67 under budget. Overestimated the use of communication needs.
Space	\$228.56	\$236	Under budget by \$7.44. Overestimated the cost of space slightly.
Liability Insurance	\$16.36	\$15	Over budget by \$1.39. Underestimated the total cost of liability insurance.
Maintenance	\$58.70	\$63	Under budget by \$4.30. Overestimated maintenance costs.
Indirect Costs	\$337.08	\$531	Underestimated the indirect costs.



# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

There are no deviations from the original project to note. The project implementation plans remained on course for the reporting periods. This year, PHDM staff worked on education pertaining to Medical Marihuana use and legality. We provide education both directly to the public and to other organizations that work with the public. As stated in the grant proposal, data has shown mass media messaging to influence a large part of daily life. For this reason, working with a media broadcasting company to create an impactful media messaging campaign proved to be highly effective. Over 271,952 impressions were sent out in Delta County, and approximately 150,000 of those were targeted locations more likely to be frequented by Medical Marihuana users, such as parks and school properties. This campaign had an impact of 4,808 engagements. Additionally, 432 clicks for more information have been documented.

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

There are both accomplishments and set-backs with this year's Delta County Medical Marihuana grant.

Accomplishments include: MacDonald Garber Broadcasting created a digital campaign that exceeded expectations. PHDM along with many community organizations felt that the campaign was engaging and non-bias while being very educational. PHDM hopes to utilize MacDonald Garber Broadcasting services in future years on this and various other media projects.

Problems experienced while working on the Delta Medical Marihuana grant include staff responsible working on the grant being shifted to help with daily COVID-19 vaccination clinics and staff responsible for work on this grant being on family medical leave due to a death in their immediate family. PHDM staff was unable to update the <a href="www.phdm.org">www.phdm.org</a> website with an appropriate graphic to compliment the campaign or create social media to post on the Public Health, Delta & Menominee



Counties and Delta County Communities that Care Facebook/social media pages. Moving forward, this is an activity PHDM hopes to complete by the end of 2021 using other grant funds such as Tobacco Control Programming, Alcohol and Other Drug Prevention and General Health Education.



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

PHDM staff have dedicated adequate time to community organizations to share information related to Medical Marihuana laws in Michigan. It has been identified that many community members are unaware of the laws regarding public consumption, work place policies and how use can effect pregnancy and breastfeeding. Organizations that participated in discussion and education include: Hannahville Indian Community, Sault Tribe of Chippewa Indians, Department of Health and Human Services, Michigan Works, Healthy Families, U.P. Home Health and Hospice, Early Childhood Services and Michigan State University Extension, to name a few. Once a graphic is available, these and other community organizations will help spread the message of what the laws are and best and safest practices for Medical Marihuana storage and consumption.

Delta County Communities that Care graciously provided any and all community members medication lock boxes free of charge as requested. This was a brilliant effort to help keep Medical Marihuana safe and also out of the hands of youth.

The Delta County Communities that Care also reached out to local Marihuana shops asking them to carry information regarding driving and use. This effort will continue with new Marihuana shops as they emerge.

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

Due to the resurgence in COVID-19 it was unanticipated that many partners and organizations were unable to commit, as much as originally intended, to help spread messages or educational information regarding the Medical Marihuana campaign. As the spread of COVID-19 appeared to slow in summer months, it was anticipated that the Medical Marihuana campaign would be a priority discussion amongst partnered community organizations. While PHDM staff was able to begin discussions of the campaign, COVID -19 Delta Variant became the priority topic and discussions of the educational campaign had to be put on hold. While this was very disappointing, it was necessary and understandable. PHDM will continue education efforts and tie them into other grant funded projects such as Tobacco Control Programming, Alcohol and Other Drug Prevention and General Health Education.

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



70% of allotted grants funds have been spent for the Delta Medical Marihuana FY 2021 grant. See attached Financial Status Report and General Ledger.



In Kind donations include: community volunteer time, lock boxes and information cards about Medical Marihuana use, youth prevention and driving under the influence. See attached image.

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

PHDM staff plans to set up a meeting with the Lume Cannabis Company management in Delta County, and attempt to conjunctively encourage patrons to follow laws regarding Medical Marihuana while driving, not providing to minors and using only for the medically approved conditions.

- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
  - No supplies were necessary for completion of this grant project, thus 0% of supply funds were expended.
  - Travel has not been permitted or necessary due to COVID-19 Delta Variant rapid and easily transmissible spread, no travel time was used.
  - Staff time was unable to be fully expended due to staff working on daily COVID-19 vaccination clinics and tasks

# **Dickinson-Iron District Health Department**



Dickinson County
818 Pyle Drive, Kingsford, MI 49802
Ph: (906) 774-1868 Fax: (906) 774-9910
BRANCH OFFICE didhd.org

Iron County 601 Washington Ave, Iron River, MI 49935 Ph: (906) 265-9913 Fax: (906) 265-2950 MAIN OFFICE

# Medical Marihuana Operation and Oversight Grants Final Report (Dickinson County) FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

We implemented a communications and educational program outlining key points within the Michigan Medical Marihuana (MM) Act, 2008 IL1, MCL 333.26421 to 333.26430. This program reached the general public through means of newspaper, radio, and Facebook. We also implemented a "Lock 'Em Up" Campaign where we gave out free lock boxes (total boxes distributed 64) to those who wanted to not only lock up their MM but other drugs within the home. This was to protect any young children that might be present or reside in the home. We provided brief educational encounters with those participants who picked up a lock box. We discussed being under the influence of MM and driving with them and provided them with an additional handout on safe medication practices for life. Participants also completed a MM survey (54 total surveys completed, 10 refused to complete) to determine what they were using the lock boxes specifically for which drugs/prescriptions, whether they knew what to do if a child ingested MM (poisoning) or any drug for that matter, if they knew the laws around MM, and if they needed more information on MM in general.

In the very beginning we reached out to our local Prosecuting Attorney's (PA) office inquiring information on the MM law and how to communicate that with the general public. We also worked with our local Great Lakes Recovery (GLR) and Northcare who donated the lock boxes to us to distribute.

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

This project brought attention, awareness and education to the topic of MM. Participants learned that they are not exempt from the law just because they have a MM card. They also learned that even though a doctor makes a recommendation to use MM, that it can still be harmful in some ways to some people; that they still need to use caution when using it. They also learned that they will still get cited by local law enforcement if they are driving under the influence of MM; that the card does not exempt them from penalty. We experienced no problems carrying out the project.

## **Dickinson-Iron District Health Department**



Dickinson County 818 Pyle Drive, Kingsford, MI 49802 Ph: (906) 774-1868 Fax: (906) 774-9910 BRANCH OFFICE

Iron County
601 Washington Ave, Iron River, MI 49935
Ph: (906) 265-9913 Fax: (906) 265-2950
didhd.org MAIN OFFICE

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

Local PA's office, GLR, Northcare, local radio and newspaper outlets.

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

Impacts as anticipated listed above.

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

In-kind contributions came from PA's office, GLR, Northcare and local radio stations matched our ads and local newspaper provided a nonprofit rate.

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

Will we continue to hand out lock boxes still remaining and educate as appropriate.

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

Actual budget expenditures in some areas were less than the budgeted amount. The reason for this is any expenditure that isn't program specific is allocated amongst all programs based on salaries in programs. Salaries and fringe actual expenditures were more than budgeted due to more hours worked in the program that budgeted. Same is true for actual advertising expenses which ended up being over the budgeted amount.



# EATON COUNTY CONTROLLER/PERSONNEL

1045 Independence Blvd Charlotte, MI 48813

(517) 543-2122 (517) 543-3331 Fax

John F. Fuentes, CPA Controller/Administrator

Connie L. Sobie
Deputy
Controller/Administrator

# Performance Report/ Narrative Final Report for EATON COUNTY FY2021

- 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 Eaton County, BEDHD was able to successfully:
    - i. Distribute lock boxes (safe storage devices) along with harm reduction messaging materials.
    - ii. 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.
    - iii. Host an educational webinar focused on women and marijuana use.
    - iv. Utilize funds for BRFS data collection.
  - c. BEDHD faced one deviance from the original plan:
    - i. Funds from unused staff time (due to employee leave) were utilized to secure an expert presenter for the marijuana educational webinar.
- 2. Accomplishments and problems experienced while carrying out the project activities.
  - a. Accomplishments:
    - Throughout the duration of the campaign, there were 1,691,900 impressions of the campaign on television, 958,672 total billboard impressions and 149,220 digital impressions (social media, website advertisements, etc.).
    - ii. 176 medical marijuana lockboxes were distributed.
  - b. Problems: BEDHD faced no 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). These agencies were integral in planning, promoting and offering staff time to successfully execute these initiatives in Eaton County
- 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 our communities.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
  - a. FSR available for reference.



# Emmet County 200 Division Street, Suite G74 Petoskey, MI 49770 emmetcounty.org (231) 348-1702

# Emmet County Medical Marihuana Operation and Oversight Grant Medical Marihuana Operation and Oversight Grants Final Report FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Anticipated Outcome 1: By September 2021, 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: Through out this grant period, between January 1, 2021 and September 7, 2021, 60 lock boxes were distributed to community members through out Emmet County.
- Anticipated Outcome 2: By September 2021, community members throughout Emmet county will have received a minimum of 40,000 impressions through a digital media campaign with messaging about locking up medical marihuana to keep youth safe.
   Impressions are the number of times that our ad appeared on any digital screen within a given area.
  - Outcome information- The media campaign was successful and had 300,000 total impressions. Impressions are the number of times that our ad appeared on any digital screen within Emmet County. Below a copy of the digital campaign used for this project.



# Emmet County Medical Marihuana Operation and Oversight Grant

During this grant project we exceeded both project objectives. Accomplishments include the distribution of 60 lock boxes to Emmet County Residents. Additionally, we reached 300,000\_impressions with our media campaign in Emmet County. Impressions are this is the number of times that our ad appeared on any digital screen. COVID-19 impacted where we could distribute lock boxes, as many in-person events were not being held, but through partnerships with the clinical staff of The Health Department of Northwest Michigan and Michigan Department of Health and Human Services Child Protective Services workers, we were able to reach people to distribute lock boxes to those who need them.

- 2. Coordinated efforts with other organizations to complete the project. For this project, we partnered with the clinical staff of The Health Department of Northwest Michigan and Michigan Department of Health and Human Services Child Protective Services (MDHHS CPS) workers to distribute lock boxes. This partnership allowed us to host a booth at COVID-19 vaccination clinics were we where able to talk with people who just received their vaccine while they waited 15 minutes after to ensure they did not have a reaction. People who need a lock box to lock up substances, such as medical marijuana, in their home received one. The MDHHS CPS workers also partnered with us to provide lock boxes to families that needed to lock substances, such as medical marijuana, in their home up to keep their children safe. The MDHHS CPS workers would receive lock boxes to us and them distribute them to the families who needed them.
  - 3. 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 300,000 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 the Health Department Clinical Staff and MDHHS CPS workers. We worked hard to foster relationships so that we could still reach people during the COVID-19 response.

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

Total Expenditures: \$1,593.00

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 Emmet County.

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

Actual Budget expenditures: \$1593.00

Budget in Agreement: \$1593.00

There were no discrepancies between the actual budget and the budget within the agreement.

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 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Our project implementation plan included radio, print, and social media education targeting medical marihuana safety and use in the home environment. We also worked to educate parents of young children via our Women, Infants, and Children (WIC) program and Maternal and Infant Health Program (MIHP) by providing information to program coordinators and home visitors. Program deviations include our inability to work with local Communities That Care Coalitions, these coalitions were not staffed nor funded for the majority of this project period and prevented us from making this connection. We were also unable to have as much exposure as we anticipated with the WIC and MIHP programs as many of these services are still seeing much fewer face to face interactions due to COVID-19.

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

Our primary accomplishment this project year was creating the connection with our WIC and MIHP programs. We were unable to do this last year due to COVID-19. We can see significant opportunities for growth in this area.

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

We were unable to coordinate with the Communities that Care partners due to funding and staffing issues on their side. However, we have made connections via our internal WIC and MIHP programs.

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

Radio advertising has brought interest to this topic from other grant programs under the health department umbrella as their client base hears the ads and sees the utility in what we are working to accomplish, this has created opportunities to leverage other programs and continue to utilize some of the messaging created for the MMOOG grant.

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 \$3,034.95 to cover Staffing, development of the radio ads and the expense for the cost of airing the radio ads.

Administration Overhead and excess budgeted expenses was covered by local funds and not billed to this grant in the amount of \$423.41.

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

We see significant opportunities for program enhancements with other community partners through additional health department programs including, harm reduction, substance abuse counseling, and school based prevention programs. This adds a factor of sustainability to the medical marihuana education component as the messaging will reach beyond the funding cycle may be used in other programs as well. If additional funding cycles are available we plan to enhance our current program by including input from a variety of sources and program areas under the broader public health umbrella to devise timely, relevant, and impactful messaging.

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

Wages: Budget \$885.00 Spent \$881.99 Fringe: Budget \$239.00 Spent \$152.96 AD Cosultant: Budget \$100.00 Spent \$0.00 Advertising: Budget \$2,000 Spent \$2,000.00

Total Expenditures: Budget \$3,624.00 Spent \$3,034.95

AD Consultant was not required.

Advertising is \$50 over budget due to price of the ads included in local funds.



# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

### 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 grant was directed by the Health Promotion and Education division of the Branch-Hillsdale-St Joseph Community Health Agency. This grant cycle came on the back of a dysfunctional 2020 cycle due to the Covid-19 pandemic. In the end, our team decided that with the uncertainties surrounding the continuing pandemic, we did not want to be too ambitious about any in-person activities, or other such things that would completely derail our work plan if they were suddenly not allowed. With that in mind, we chose to go with a nearly all media and promotion-based campaign for this 2021 grant cycle.

The Health Promotion and Education supervisor, along with the health educators, worked closely with 2nd Story Marketing to communicate the public health message "Lock it Up" through a wide array of media-based platforms. These platforms included, but were not limited to, streaming television advertisements, digital advertisements used on social media sites such as Facebook and Instagram; radio commercials on both local radio stations and the streaming service Pandora; billboard ads depicting the "Lock It Up" logo; and print ads (brochures, pamphlets, etc.) that were used to educate the community on the importance of safe storage of medical, and recreational, marihuana.

Our main objective was to use different platforms to promote the Lock it Up campaign. Over the course of the grant period, our social media campaign via Facebook reached over 4,500 people; the Tip-Off (a local paper in Hillsdale Co.) estimates their reach to be over 13,000; our television commercial ad, that was developed with the help of Comcast, was viewed over 100,000 times and our streaming radio advertisements on Pandora were heard just under 100,000 times.

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

Accomplishments: With the arrival of recreational marijuana, and the boom in recreational dispensaries opening for business throughout the state, the education revolving around the proper storage, and safe use, of all marijuana-containing substances has never been more important. Whether you carry a medicinal marijuana card, or are a recreational user, it is your responsibility to use it and store it properly to protect yourself and your loved ones. This is why we believed that a media-based campaign that was solely directed towards delivering the "Lock It Up" message would be successful in that endeavor; and if we only look at the number of views and interactions between our television and Pandora ads (not even taking in to account all of the other media platforms that were utilized), then we were overwhelmingly successful in getting this message out to our community members.

Problems: There can be push back from the community when a controversial subject like medical, or recreational, 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, Covid-19 (as with anything in the world right now) did have an impact on this campaign, and although we tried to avoid its influence by going to a full media-based campaign, we likely would have utilized funds in other creative ways alongside the media promotions had it not been for the limitations caused by the pandemic.

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

We coordinated with 2<sup>nd</sup> 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, and recreational, marihuana will be decreased because of the wide-reaching distribution of the "Lock It Up" promotional messages across a wide array of media platforms. Our efforts are resulting in a community that is more well-educated on the topic, and knows the simple steps that can be taken to make marijuana use safe. Furthermore, the "Lock It Up" logo that has been used over the past several years has begun to gain notoriety as community member see it in more and more places. This wasn't necessarily an anticipated outcome of the implementation, but a recognizable, visual element that conveys the message of our campaign is a really positive development as we move forward.

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

Please see the following page.

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

Although the majority of media-based advertisements have ran their course at this time, we now have access to print materials that we will continue to hand out to residents as needed. We typically bring materials like this to health fairs, county fairs and other outreach events that we are involved in as to spread awareness amongst the community. And we will continue to educate, and support, those members of our service that want to be a part of this increasingly important health message.

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

Please see the following page.



N	Medical Marihuana Operation and Oversight Grant - HILLSDALE COUNTY					
Category	Original Budget	Actual Budget Expenditures (% Used)	Reason for Discrepancy			
Wages	\$3,167	\$1612.96 <i>(50.93%)</i>	The original wage budget was planned for 2 employees to be working under this grant for the duration of the project period. Due to staffing turnover and other unforeseeable circumstances, the large majority of work done under this grant was by one employee and therefore diminished the actual expenditures in relation to the original budget.			
Fringe Benefits	\$939	\$399.39 <i>(42.53%)</i>	For the same reasons listed above, the actual expenditures of fringe benefits were diminished due to less employee hours spent under the grant.			
Supplies & Mat.	\$120	\$5.66 (4.72%)	The overall emphasis placed on our purely promotional and media- based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for certain supplies and materials.			
Travel	\$25	\$21.50 <i>(86%)</i>	The overall emphasis placed on our purely promotional and media- based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for travel expenses.			
Indirect	\$668	\$329.43 <i>(49.34%)</i>	For the same reasons listed above, the actual expenditures under the Indirect category were diminished due to less employee hours spent under the grant.			
Space	\$120	\$36.10 <i>(30.1%)</i>	The overall emphasis placed on our purely promotional and media- based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for space-related expenses.			
Advertising (Breakdown Below)	\$8,720	\$8670.06 <i>(99.42%)</i>				
2nd Story Marketing Firm + Pandora Radio (Advertising)		\$2,917.49				
Adams Billboards (Advertising)		\$2,400				
Graphics 3 - Print Materials (Advertising)		\$355.57				
Shoppers/Penny Saver/Tip-Off - Local Newspapers (Advertising)		\$2,022				
EffecTV - Commercial (Advertising)		\$975				
Other Expense	\$250	\$2.47 <b>(0.98%)</b>	The overall emphasis placed on our purely promotional and media- based campaign meant that most of our budgetary concerns laid with the Advertising portion of the budget and there was rarely a need for unaccounted for expenses.			
Telecomm	\$25	\$0 <i>(0%)</i>	During this project period, we did not have any specific expenditures dedicated to the Telecomm portion of this budget.			
TOTAL	\$14,034	\$11,078.57 <i>(78.94%)</i>	Despite the ongoing Covid-19 Pandemic, and the restrictions and obstacles associated with it, we were able to utilize a large portion of our overall budget and accomplish the goals that we had planned to achieve.			

Page **3** of **3** MMOOG 11/2020

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## **HOUGHTON COUNTY**

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Our project implementation plan included radio, print, and social media education targeting medical marihuana safety and use in the home environment. We also worked to educate parents of young children via our Women, Infants, and Children (WIC) program and Maternal and Infant Health Program (MIHP) by providing information to program coordinators and home visitors. Program deviations include our inability to work with local Communities That Care Coalitions, these coalitions were not staffed nor funded for the majority of this project period and prevented us from making this connection. We were also unable to have as much exposure as we anticipated with the WIC and MIHP programs as many of these services are still seeing much fewer face to face interactions due to COVID-19.

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

Our primary accomplishment this project year was creating the connection with our WIC and MIHP programs. We were unable to do this last year due to COVID-19. We can see significant opportunities for growth in this area.

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

We were unable to coordinate with the Communities that Care partners due to funding and staffing issues on their side. However, we have made connections via our internal WIC and MIHP programs.

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

Radio advertising has brought interest to this topic from other grant programs under the health department umbrella as their client base hears the ads and sees the utility in what we are working to accomplish, this has created opportunities to leverage other programs and continue to utilize some of the messaging created for the MMOOG grant.

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

Expenses totaled \$2,428.24 to cover Staffing, development of the radio ads and the expense for the cost of airing the radio ads.

Administration Overhead and excess budgeted expenses were covered by local funds and not billed to this grant in the amount of \$529.07.

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

We see significant opportunities for program enhancements with other community partners through additional health department programs including, harm reduction, substance abuse counseling, and school based prevention programs. This adds a factor of sustainability to the medical marihuana education component as the messaging will reach beyond the funding cycle may be used in other programs as well. If additional funding cycles are available we plan to enhance our current program by including input from a variety of sources and program areas under the broader public health umbrella to devise timely, relevant, and impactful messaging.

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

Wages: Budget \$1,079.00 Spent \$1,079.00 Fringe: Budget \$291.00 Spent \$149.24 AD Cosultant: Budget \$500.00 Spent \$0.00 Advertising: Budget \$1,200 Spent \$1,200.00

Total Expenditures: Budget \$3,070.00 Spent \$2,428.24 AD Consultant was not

required.

Salary was over by \$26.40 and Advertising by \$50 used local funds to cover the excess over budgeted line item.



# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

The Ingham County Health Department (ICHD) continued with its "Weed Facts Campaign." We were unable to spend the \$5,000.00 intended for the Behavioral Risk Factors Survey this year.

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

The "Weed Facts" campaign was widely disseminated.

Highlights include:

- 1,329,182 Impressions from three physical bulletins
- 703,332 Impressions from 2 digital bulletins
- 1.35 million impressions, 11,630 clicks, and 8,820 link clicks from a Facebook advertisement
- 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.

One component of our campaign, was the dissemination of Lock Boxes to emphasize safe storage of marijuana, keeping it locked up and away from children and pets. With the purchase of 208 lock boxes, they have been shared throughout partnerships in Ingham County to be distributed. Distribution is as follows:

- 10 distributed to Sparrow Pediatrics
- 25 distributed to the ICHD Tobacco Use Reduction Program
- 20 distributed to the ICHD Pathways to Care program
- We will continue to distribute Lock Boxes throughout ICHD programs and with our partner organizations.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.



The campaign was well-received. Individuals are interested in the lock boxes and utilizing them in their homes. Weed Facts campaign information shared on social media garnered mixed results in public response, encouraging us to think about the ways in which we share the information in the coming years.

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

Staff time for this project was contributed by ICHD, besides work completed by the Communications Assistant.

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

We will continue to share our creative components for the Weed Facts campaign on social media to continue sharing pertinent information about safe marijuana use. We hope to receive the grant funds from LARA in the future, with a better anticipated approach to spending funds and disseminating information as a result of not having staff turnover mid-project.

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

The budget total for Year 2021 was \$26,268, broken down as follows.

Survey – Behavioral Risk Factor Survey: Proposed \$5,000.00. Actual \$0.00.

- As a result of staff change, the new coordinator for this grant did not start with the county on this project until mid-July and at that time no budget had been spent. As a result of project turnover, the necessary county contract was not submitted for review with enough time to be approved and spent before the September 15 deadline.
- The Grant Coordinator submitted for amendment to remove the Survey from the budget on 9/3/2021 and was directed to report no money being expended in the BRFS category.

Lock Boxes: Proposed \$3,000.00. Actual \$2,528.33.

- ICHD purchased 208 lock boxes for a total of \$2,481.44.
- ICHD purchased Ingham County Health Department stickers to brand the lock boxes as they could not be engraved for \$46.89.

This component of the budget was underspent by \$471.67.

Marketing Campaign: Proposed \$17,500.00. Actual \$17,500.00.

• ICHD used Edge Publishing to create new Weed Facts content and to market the Weed Facts campaign in advertisements, video, radio, billboards, and social media.

Staff Time – Communications Assistant: Proposed \$768.00. Actual \$243.00.



- The Communications Assistant dedicated 11 hours to complete work on the LARA Grant.
- Our Communications Assistant's role in this grant was to un-package and put together the safe storage lock boxes. They were not able to come into office for an extended period of time due to illness and they were not able to fulfill the 35 hours.



# **DISTRICT HEALTH DEPARTMENT NO.2**

Alcona County 311 Lake St. P.O. Box 218 Harrisville, MI 48740 Tel: 989-724-6757 Iosco County
420 W. Lake Street
Tawas City, MI 48764
Tel: 989-362-6183

Ogemaw County 630 Progress St. West Branch, MI 48661 Tel: 989-345-5020 Oscoda County 393 S. Mt. Tom Road Mio, MI 48647 Tel: 989-826-3970

## District Health Department No. 2 Medical Marihuana Grant - Final Report

# Medical Marihuana Operation and Oversight Grants IOSCO COUNTY Final Report FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

1. A 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 marihuana information was distributed throughout the 4-county area. DHD2 are continuing this campaign into geofencing in order to reach as many residents as possible. In addition, a total of 186 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will continue to 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 and Ogemaw Counties with messages related to driving under the influence of marijuana.

## **Deviations:**

As written in the narrative for each of our counties we stated "DHD2 Health Education staff will create social media posts related to the Michigan Medical Marihuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving that will be posted weekly to the social media account (Facebook)." DHD2 was unable to do this all-fiscal year. While DHD2 does consistently with medical marihuana related content, we were unable to do weekly posts as stated in our quarter one report this year.

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

## **Accomplishments:**

A flyer campaign on safe storage through lockboxes was created and distributed via local dispensaries and Facebook. Allowing us to distribute lock boxes almost daily, even distributing 100% of the lock boxes purchased in Iosco County. DHD2 was also able to use social media to distribute information on safe storage, effects of use, and reducing

youth access. In addition, a total of 2 billboards on drugged driving placed in Alcona and Ogemaw Counties.

## **Problems/Challenges:**

None

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. Unanticipated impacts this fiscal year is the exceptional use of the lockboxes in our service area. In addition, Facebook posts were used throughout this grant with a total reach of 14,724.

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 educational post made to our social media posts.

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

The Medical Marihuana program for Iosco County in FY 21 spent 65.72% (\$1,698.92) of the budgeted \$2,585.00. DHD2 was fiscally responsible for administering the grant while also responding to the COVID-19 pandemic. The increase in the number of grants related to COVID-19 caused staff to be pulled from the Marihuana program as well as reduced the amount of space and communication costs and indirect assigned to the program causing these areas of the Budget to be underspent.

# **Dickinson-Iron District Health Department**



Dickinson County
818 Pyle Drive, Kingsford, MI 49802
Ph: (906) 774-1868 Fax: (906) 774-9910
BRANCH OFFICE didhd.org

Iron County 601 Washington Ave, Iron River, MI 49935 Ph: (906) 265-9913 Fax: (906) 265-2950 MAIN OFFICE

# Medical Marihuana Operation and Oversight Grants Final Report (Iron County) FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

We implemented a communications and educational program outlining key points within the Michigan Medical Marihuana (MM) Act, 2008 IL1, MCL 333.26421 to 333.26430. This program reached the general public through means of newspaper, radio, and Facebook. We also implemented a "Lock 'Em Up" Campaign where we gave out free lock boxes (total boxes distributed 26) to those who wanted to not only lock up their MM but other drugs within the home. This was to protect any young children that might be present or reside in the home. We provided brief educational encounters with those participants who picked up a lock box. We discussed being under the influence of MM and driving with them and provided them with an additional handout on safe medication practices for life. Participants also completed a MM survey (10 total surveys completed, 16 refused to complete) to determine what they were using the lock boxes specifically for which drugs/prescriptions, whether they knew what to do if a child ingested MM (poisoning) or any drug for that matter, if they knew the laws around MM, and if they needed more information on MM in general.

In the very beginning we reached out to our local Prosecuting Attorney's (PA) office inquiring information on the MM law and how to communicate that with the general public. We also worked with our local Great Lakes Recovery (GLR) and Northcare who donated the lock boxes to us to distribute.

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

This project brought attention, awareness and education to the topic of MM. Participants learned that they are not exempt from the law just because they have a MM card. They also learned that even though a doctor makes a recommendation to use MM, that it can still be harmful in some ways to some people; that they still need to use caution when using it. They also learned that they will still get cited by local law enforcement if they are driving under the influence of MM; that the card does not exempt them from penalty. We experienced no problems carrying out the project.

#### **Dickinson-Iron District Health Department**



Dickinson County 818 Pyle Drive, Kingsford, MI 49802 Ph: (906) 774-1868 Fax: (906) 774-9910 BRANCH OFFICE

Iron County
601 Washington Ave, Iron River, MI 49935
Ph: (906) 265-9913 Fax: (906) 265-2950
didhd.org MAIN OFFICE

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

Local PA's office, GLR, Northcare, local radio and newspaper outlets.

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

Impacts as anticipated listed above.

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

In-kind contributions came from PA's office, GLR, Northcare and local radio stations matched our ads and local newspaper provided a nonprofit rate.

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

Will we continue to hand out lock boxes still remaining and educate as appropriate.

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

Actual budget expenditures in some areas were less than the budgeted amount. The reason for this is any expenditure that isn't program specific is allocated amongst all programs based on salaries in programs. Salaries and fringe actual expenditures were more than budgeted due to more hours worked in the program that budgeted. Same is true for actual advertising expenses which ended up being over the budgeted amount.

#### Jackson County Health Department

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





#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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 5 main objectives.

- a) Improve the understanding of health care providers and human service agency staff on the Michigan Medical Marihuana Law.
- b) Educate youth under age 21 on the risks involved with using marijuana as well as encouraging parents to communicate with their children.
- c) Collaborate with the JCHD WIC, Sexual Health Clinic, and Maternal and Infant Health (MIHP) program staff to disseminate educational toolkits and lock bags to pregnant and breastfeeding mothers, as well as parents of children/teens who identify as using marijuana products.
- d) Deliver a media campaign educating the general public on medical marijuana safe usage and storage the dancers of driving under the influence of marijuana.
  - We feel very good about what was able to be accomplished this year with the changes that took place and the ongoing presence of COVID. However, new partnerships were developed throughout this project and were helpful with being able to bring more awareness and education to the community. We received a lot of positive feedback from community members and partners in regards to the value of the grant along with expanding ideas for the next year of the grant.
  - With COVID, there were still some difficulties with providing education within the schools, with physicians and even here at the JCHD. We are still hopeful that with our social media presence and paid media campaigns and billboards will help with sharing the education that we were not able to perform in person. However, there were quite a number of toolkits that included marijuana education for parents and encouraging marijuana safety that went along with the distribution of the lock bags.

•

#### Jackson County Health Department

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- 2. Accomplishments and problems experienced while carrying out the project activities.
  - One of the greatest accomplishments of this project was how quick the new health educator that filled the position was able to adjust and start reaching the community. Lock bags were being distributed at a local event and traffic from other programs like Women, Infant, and Children program and Maternal Infant Health Programs began again while the community was able to start doing in person meetings. Along with continued collaboration with coalitions and making new connections with other programs that would provide help in reaching the community.
  - Providing the marijuana lock bags and education to the residents of the community went very well once we were able to start seeing people in person. There were a number of residents reaching out to see how they could obtain a lock bag along with a number of calls from the WIC office as well. The toolkit worked out great in providing one on one education while discussing the importance of pregnant and breastfeeding moms not using marijuana, safe driving and how to keep children safe from marijuana.
  - The billboard campaigns were a great success as well with being able to make the highlights of marijuana use while pregnant along with keeping marijuana away kids. The billboards were posted all over the county at all major sites.
  - The use of the educational videos that were created last year were used on social media platforms. The longer versions of the videos were posted on our social media page but we also paid for social media ads that would play clips of the video offering the education as well.
  - The collaboration with new organizations such as Most Teens Don't that will help with providing the additional platform in educating youth under the age of 21.
  - The largest problems that for this project are those from COVID-19 and the impact it had on being able to provide education and community outreach. Along with the vacancy of the position from one health educator to another.
- 3. Coordinated efforts with other organizations to complete the project.

  The Jackson county health department was able to coordinate with a number of organizations to complete the tasks of this project.
  - We worked closely with Drug Free Jackson and participated in monthly meetings to help share information about the project and try to coordinate efforts in providing education to the community. From Drug Free Jackson a relationship with Home of New Vision was created.
  - The collaboration with the WIC, Maternal and Infant Health program and Child Protective Services were valuable partners in helping distribute lock bags.

#### Jackson County Health Department

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- We also made further connections at Family Services and Children's Aid and a trusted advisor of the community as well.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
  - One anticipated impact is the increase of knowledge and awareness from community residents along.
  - Another anticipated impact is the decrease in youth access due to the number of lock bags that were distributed to the community.
  - One unanticipated impact of the program is how once people knew what we were trying to accomplish with providing the education with the toolkits and the lock bags that they appreciated it. They were glad that we recognized that this is something that we want people to be aware of now instead of in the future after it becomes an issue. This helps users' regardless medical or recreational use in a responsible way that won't affect the people around them. We received a lot of positive feedback and interest.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
  - n/a
- 6. Any experience in applying the project products and anticipated "next steps".
  - Anticipated next steps would be to continue to distribute marijuana education and lock bags within the community.
  - Continue collaboration with community partners to further educate the community about marijuana laws, safety and storage.
  - Finding new ways to reach the community and provide education.
  - Identifying additional opportunities to educate youth under the age of 21.
  - Develop relationships with physicians to help 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.
  - The Year to Date expenditure final amount is \$32,684 compared to the original budget of \$50,458. The reason for the unspent funds being so high this grant period is due to a vacancy of the lead Health Educator from the period of May through August 2021. There were three months of little to no activity or staff time charged to this program as we were in the process of hiring a new Health Educator.

### KENT COUNTY HEALTH DEPARTMENT



700 FULLER N.E. GRAND RAPIDS, MICHIGAN 49503-1918 *PH:* 616-632-7100 1-888-515-1300 FAX: 616-632-7083

Adam London
Administrative Health Officer

#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

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

Kent County Health Department sought a Medical Marihuana Operation and Oversight (MMOO) grant to develop and implement a multifaceted, educational prevention-focused media campaign with messages around the topics of safe storage of marijuana products and youth-use prevention.

In May, KCHD contracted with the firm Well Design Studio to develop and implement the campaign on marijuana safe storage for residents of Kent County. The campaign had two primary goals, to educate on safe storage of marijuana products to keep it out of the hands of children to prevent accidental ingestion and make products inaccessible to teens to prevent youth experimentation/use. KCHD identified two audiences of interest: 1) adults 21 years of age and older, and 2) households with children. Well Design Studio recommended adding Kent County provisioning centers as a third target audience.

The Keep Your Weed Away from Kids, Keep It High, Keep It Locked, Keep It Hidden campaign launched in early July 2021 and was scheduled to run through mid-September. Estimated impressions for each of the messaging methods were: 16,100,000 for interior and exterior bus ads, 6,381,086 for billboards, 1,545,000 for Johnny (restroom) ads, and 1,733,406 for Facebook ads.

While promoting the safe storage message at the provisioning centers, Well Design Studio also offered provisioning centers free locked storage bags for distribution to customers on behalf of KCHD.

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

On the whole, the project was carried out just as planned in the proposal. KCHD did face an unexpected delay on the final approval of the campaign materials when the County Communication Director was brought in to provide additional review to the materials. Previous marijuana safe storage messaging had elicited concern from some of the Board of Commissioners. The County's Communication Director was able to provide the commissioners with background information about the upcoming campaign so they would be aware it was launching. This resulted in only a minor delay which did not have significant impact to the campaign implementation.

KCHD hoped the provisioning centers would take advantage of being able to get free locked storage bags for distribution to their customers, but no additional requests have been received.

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

KCHD hired the firm Well Design Studio to design and implement the campaign on marijuana safe storage for residents of Kent County. In the implementation of the campaign, Well Design Studio contracted with various vendors for the advertisement purchases on billboards, busses, restrooms, and social media (Facebook). Well Design also worked with the provisioning centers in Kent County to negotiate the distribution of safe storage educational materials and a storage bag with purchases. Several centers in the County participated readily.

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

Public comment to the messages provided unanticipated feedback to the campaign. Multiple comments drew a parallel between locking up marijuana and locking up alcohol, for the same purposes as intended by the campaign. It provided interesting commentary on the normalization and glorification of use of alcohol, yet it has significant harm potential to young, developing brains.

Additional public feedback specific to the Facebook ads, were as to why the topic of marijuana safe storage should be a public service announcement.

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

KCHD expended 96% of the Medical Marihuana Operation and Oversight grant award, a total amount of \$93,803.30. No other grants or funding contributions were utilized to complete the work. Please see attached FSR and documentation for all financial expenditures.

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

The Keep Your Weed Away from Kids, Keep It High, Keep It Locked, Keep It Hidden campaign materials are adaptable products; KCHD anticipates that it will be able to continue to utilize the materials to promote the safe storage messaging in the community beyond this campaign.

KCHD would like to continue exploring additional ways the Health Department and provisioning centers can work together on a common goal of safe storage of marijuana products.

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

Of the \$97,687.00 awarded to KCHD through the Medical Marihuana Operation and Oversight grant, KCHD expended \$93,803.30. 96% of awarded funding was expended. KCHD had no deviations from the proposed budget, and the \$3,883.70 in remaining funds stems from being minimally underspent in each line.

#### Wages:

KCHD was \$2,317.10 underspent in wages. The project's development, management, and completion required less hours than budgeted in the proposal.

#### Fringe Benefits:

Corresponding to wages, less fringe expense was accrued, resulting in a discrepancy of \$978.38 from budget.

#### Media Campaign:

Of the \$78,500.00 available to complete the campaign, Well Design Studio accrued a total cost of \$78,330.21. This resulted in a \$169.69 discrepancy.

#### **Liability Insurance:**

KCHD did not need to purchase additional liability insurance, resulting in a \$65.00 discrepancy.

#### **Indirect Cost:**

Corresponding to wages and fringe, KCHD underspent by \$353.41.

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#### KEWEENAW COUNTY

#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Our project implementation plan included radio, print, and social media education targeting medical marihuana safety and use in the home environment. We also worked to educate parents of young children via our Women, Infants, and Children (WIC) program and Maternal and Infant Health Program (MIHP) by providing information to program coordinators and home visitors. Program deviations include our inability to work with local Communities That Care Coalitions, these coalitions were not staffed nor funded for the majority of this project period and prevented us from making this connection. We were also unable to have as much exposure as we anticipated with the WIC and MIHP programs as many of these services are still seeing much fewer face to face interactions due to COVID-19.

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

Our primary accomplishment this project year was creating the connection with our WIC and MIHP programs. We were unable to do this last year due to COVID-19. We can see significant opportunities for growth in this area.

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

We were unable to coordinate with the Communities that Care partners due to funding and staffing issues on their side. However, we have made connections via our internal WIC and MIHP programs.

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

Radio advertising has brought interest to this topic from other grant programs under the health department umbrella as their client base hears the ads and sees the utility in what we are working to accomplish, this has created opportunities to leverage other programs and continue to utilize some of the messaging created for the MMOOG grant.

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 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 \$1,635.50 to cover Staffing, development of the radio ads and the expense for the cost of airing the radio ads.

Administration Overhead and excess budgeted expenses were covered by local funds and not billed to this grant in the amount of \$347.86.

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

We see significant opportunities for program enhancements with other community partners through additional health department programs including, harm reduction, substance abuse counseling, and school based prevention programs. This adds a factor of sustainability to the medical marihuana education component as the messaging will reach beyond the funding cycle may be used in other programs as well. If additional funding cycles are available we plan to enhance our current program by including input from a variety of sources and program areas under the broader public health umbrella to devise timely, relevant, and impactful messaging.

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

Wages: Budget \$806.00 Spent \$806.00 Fringe: Budget 218.00 Spent 129.50 AD Cosultant: Budget \$100.00 Spent \$0.00 Advertising: Budget \$700 Spent \$700.00

Total Expenditures: Budget \$1,824.00 Spent \$1,635.50

AD Consultant was not required.

Wages came in over budget in the amount of \$7.59 used local funds.



#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Media Campaign: 4 press releases were submitted to local media. A youth focused press release was submitted during the first quarter. A second youth focused press release was also submitted in the third quarter. A press release on safely storing marijuana was delayed during the second quarter due to an issue with shipping for the lock boxes. The press releases shared information about safely storing marijuana and how to obtain a free lock box from the health department to help aid in safely storing. A fourth press release was shared during the third quarter that highlighted the risks of using marijuana during pregnancy and while breastfeeding.
- Lock Boxes: A total of 72 lock boxes were distributed to community members. Due to a delay in shipping lock boxes were not received and distributed until the third quarter. Instead of stuffing lock boxes with informational material, plastic bags were stuffed and provided with the lock boxes. Informational material included how to safely store marijuana and health risks associated with youth use and exposure. Lock boxes were available at the health department lobby and staff also attended community events to help distribute. Community events included back to school nights at Baldwin Public Schools and Trout-a-Rama.
- **Billboards:** 2 billboards were purchased during the first quarter. The total billboard cost was \$700. The billboards ran as follows:
  - Baldwin on M-37 & US-10 about 2 miles north of town on a 10'6" x 22'9" poster. The billboard ran from 5/3/21 to 5/30/21. The number of weekly impressions was estimated to be 21,965 and costed \$350 for one month.
  - Chase on US-10 next to the township hall on a 10'6" x 22'9" poster. The billboard ran from 5/3/21 to 5/30/21. The number of weekly impressions was estimated to be 17,617 and costed \$350 for one month.
- The image/message of the billboards looked like this:





#### TalkSooner.org/marijuana

- Educational Video Presentations: During the project only one video presentation was created (instead of the two originally planned) to help educate about the risks of marijuana use, including medical and recreational. The video encompassed information regarding youth use, but also included additional information that would be beneficial for adult users that was originally planned with the second video. The video was promoted on the District Health Department #10's social media page, via email to coalition list servs, and on the DHD#10 webpage. The video has been viewed 324 times via YouTube.
- Provider Packets and Outreach: During the project health department staff sent example Provider Packets to each medical provider in the county during the first quarter. The staff made follow up phone calls with all the medical offices in the county during the third quarter. 50 provider packets were distributed to the Adolescent Health Center at Baldwin Public Schools. One door cover that shared messaging about pregnancy and marijuana was also given to the provider's office. Another 200 prevention packets were distributed through community collaboration and community events.
- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock boxes took longer than anticipated to be shipped and delivered so the original order of lock boxes was canceled, and a new order was submitted to a new provider. This resulted in more lock boxes being able to be purchased (72).
- The 2 billboards had a combined weekly impression of 39,582 and ran for at least one month.
- The educational video was viewed 234 times via YouTube.
- Boosted social media posts were delayed due to an issue with Facebook and method of payment, but this was corrected, and the social media posts started a week later.
- Project staff were able to recruit one medial provider office to partner with the provider packets and built collaborations with other organizations and events in the community to distribute 200 more.



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

During the project the health department partnered with the Adolescent Health Center (Baldwin Family Health Care), Baldwin Public Schools, Trout-A-Rama, and West Michigan Community Mental Health.

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

#### Anticipated impacts include:

- 72 households with medical or recreational marijuana in the home safely securing the marijuana out of the reach of children and youth.
- · Increased knowledge of how to reduce access to minors.
- Increased knowledge of the health risks and consequences of youth marijuana use, as well as impacts to adults that may use.
- Increased knowledge of the health risks to infants with marijuana use during pregnancy and breastfeeding.
- Where parents can get help starting conversations about marijuana or other drugs.
- Where to get help if someone is pregnant or breastfeeding and needs assistance quitting.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

***	A10617
Wages	\$426.17
Fringe Benefits	\$195.63
Boosted Educational Videos	
Billboards	\$700.00
Print Material	\$299.28
Lock Boxes	\$1000.00
Promotional Material	
Administrative costs	\$96.34
Central Stores	
Postage	\$3.40
Communications	\$13.80
Space	\$58.95
Liability Insurance	\$4.22
Maintenance	\$15.07
Indirect Costs	\$86.63
Travel (in-kind)	\$10.25



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

Next steps including continuing partnerships with the Adolescent Health Center and building a partnership with the Lake County Communities that Care coalition to distribute prevention packets that include information on safe storage of marijuana, the health impacts and consequences of youth marijuana use, and the health impacts and consequences of marijuana use during pregnancy and breastfeed. Continued promotion of TalkSooner webpage as a resource for parents for help with talking to their children about marijuana and other drugs will also continue. Offering the recorded video as an educational resource to schools, parent groups, employers, etc.

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
Wages	\$431.19	\$451	About one hour short for estimated time spent on project activities (\$19.81 under budget).
Fringe Benefits	\$196.85	\$296	Project staff out on maternity leave during second reporting period.
Boosted Educational Videos	\$192.95	\$193	Slightly off due to gift cards purchased to run Facebook ads.
Billboards	\$700	\$700	No discrepancy.
Print Material	\$299.28	\$300	\$0.72 underbudget.
Lock Boxes	\$1000	\$1000	No discrepancy.
Promotional Material	\$0	\$0	No discrepancy.
Administrative costs	\$92.67	\$0	A budget amendment was submitted for this in the second quarter.
Central Stores	\$.84	\$1	\$0.16 under budget
Postage	\$3.30	\$2	Cost of mailing provider packet samples was estimated too low.
Communications	\$13.42	\$15	\$1.58 under budget. Overestimated the use of communication needs.
Space	\$56.69	\$63	Under budget by \$6.31. Overestimated the cost of space slightly.
Liability Insurance	\$4.06	\$4	Over budget by \$0.06. Underestimated the total cost of liability insurance.



Maintenance	\$14.36	\$17	Under budget by \$2.64. Overestimated maintenance costs.
Indirect Costs	\$86.63	\$143	Underestimated the indirect costs.



#### Lapeer County Health Department 1800 Imlay City Road, Lapeer, Michigan 48446-3208

#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - #1. Geofencing project 100% complete. The Lapeer County Health Dept. and the contractor have the fence in place and have been collecting data for several months. Data from the fiscal year will be analyzed at the end of September.
  - #2. Vape detectors 100% complete. The Lapeer County Health Dept has purchased all the desired detectors for the year and is reaching out to the 2 school districts for input on the effectiveness of these devices.
- 2. Accomplishments and problems experienced while carrying out the project activities.

Both projects were accomplished this grant year. The Geofence project should have some available data in the coming months in regards to how many clicks/hits were recorded since the fence was established. The vape detector project continues to be a work in progress as COVID causing the school districts to move from face-to-face learning to virtual, however, another school district has express interest in receiving Vape Detectors in the next grant cycle. The Health Department will begin working with schools to examine how many students have been caught vaping and the outcome of those interventions.

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



#### Lapeer County Health Department 1800 Imlay City Road, Lapeer, Michigan 48446-3208

The Lapeer County Health Department has worked with 2 school districts within the grant cycle to ensure the Vape Detectors are operational and how they are functioning within the school. The Lapeer County Health Department has also received several questions from schools in other states about how the vape detectors are working within the schools. The Lapeer County Health Department worked with Sleekfire (geofencing company) to establish a digital fence around county dispensaries to establish several ads about health risks of marijuana and where to seek help if desired.

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

Anticipated impact from vape detectors in several schools was having other school districts request these detectors for their district. Also anticipated were positive comments from schools with detectors about their effectiveness

Unanticipated impact was several other schools from other states wanting to know how they work and very interested in how Michigan is using them to help with substance use.

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

Lapeer county expended all of the grant funds by 8/31/21.

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

Next steps would be to continue expanding schools interested in Vape Detectors as well as continuing with Geofencing and mining data from both of these projects into usable information for outcomes measurements.



#### Lapeer County Health Department 1800 Imlay City Road, Lapeer, Michigan 48446-3208

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

No discrepancies to report.

#### LIVINGSTON COUNTY HEALTH DEPARTMENT



2300 East Grand River Avenue, Suite 102 Howell, Michigan 48843-7578

www.lchd.org

PERSONAL/PREVENTIVE HEALTH SERVICES

P: (517) 546-9850 F: (517) 546-6995 ENVIRONMENTAL HEALTH SERVICES P: (517) 546-9858 F: (517) 546-9853

#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

As part of the Michigan Medical Marihuana Operation and Oversight Grant, Livingston County Health Department (LCHD) continued a messaging and awareness campaign that began in 2019. The messaging focused on the topics of marijuana use during pregnancy/breastfeeding, laws around driving under the influence, and youth prevention/safe storage. Messages were distributed across multiple formats, including social media, print media, and advertising. LCHD also partnered with other agencies and local organizations to gather input on educational materials.

Due to ongoing demands surrounding COVID-19, two activities outlined within the grant proposal were not able to be completed. The original regional media campaign which was planned with Washtenaw and Jackson County Health Departments could not be completed, as the media company did not think there was enough time to adequately carry out planning and outreach. Instead, LCHD focused on a county-wide media campaign to extend last year's reach and educational topics. Additionally, the collaboration between LCHD and the Human Services Collaborative Body Substance Use Disorders Workgroup (HSCB SUD workgroup) to host educational sessions for the community and local medical providers was unable to be completed.

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

Throughout the grant period, research was completed on the topics of marijuana use during pregnancy/breastfeeding, laws around driving under the influence, and youth prevention/safe storage and the information was compiled. From this research, two fact sheets were created on the topics of marijuana use during pregnancy/breastfeeding, and youth prevention/safe storage. These fact sheets have been printed for distribution within the community. Additionally, three billboards were designed and produced – one regarding each of the topic areas that were researched. Lastly, Facebook posts were

created on each of the topic areas. Throughout the grant period, materials were shared with other agencies and local organizations to gather input.

Despite all the successes shared above, a problems were experienced. Ongoing COVID-19 activities placed increase demand on LCHD staff and limited time that was able to be spent on Medical Marihuana Operation and Oversight Grant activities. The original regional media campaign which was planned with Washtenaw and Jackson County Health Departments could not be completed, as the media company did not think there was enough time to adequately carry out planning and outreach. Instead, LCHD focused on a county-wide media campaign to extend last year's reach and educational topics. Additionally, the collaboration between LCHD and the Human Services Collaborative Body Substance Use Disorders Workgroup (HSCB SUD workgroup) to host educational sessions for the community and local medical providers was unable to be completed.

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

LCHD worked with the Human Services Collaborative Body Substance Use Disorders Workgroup (HSCB SUD workgroup) to gather input during the creation of educational materials.

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

Participation in this grant has led to new collaborations and partnerships between LCHD and our community. Grant activities led to LCHD taking a more active role in the HSCB SUD workgroup. In turn, this led to collaboration with new partners within our community.

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

A total of \$27,091.42 of the grant money was utilized during the 2021 operational period. This amounted to \$6,463.58 in wages and 2,281.08 in fringe benefits. Advertising amounted to \$17,150.00. Printing costs totaled \$899.42. Internal Service Costs amounted to \$297.34.

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

As part of our next steps, we plan to continue the distribution of our educational materials throughout Livingston County. Potential partners in this distribution include, Livingston County Community Mental Health Authority, Livingston County Community Alliance,

HSCB SUD workgroup, substance use disorder treatment centers, OB/GYNs, pediatricians, and childcare centers.

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

Overall, actual budget expenditures were lower than the amount budgeted within this agreement. This discrepancy is due to COVID-19 demands, which did not allow staff to devote as much time to grant activities as anticipated. Wages, fringe benefits, training, and equipment costs were less than the budgeted amount.



OFFICE OF CONTROLLER/ADMINSTRATOR

231-398.3500 | Fax 231-723-1795

Manistee County Courthouse 415 Third Street • Manistee, Michigan 49660

www.manisteecountymi.gov

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Media Campaign: 4 press releases were submitted to local media. A youth focused press release was submitted during the first quarter. A second youth focused press release was also submitted in the third quarter. A press release on safely storing marijuana was delayed during the second quarter due to an issue with shipping for the lock boxes. The press releases shared information about safely storing marijuana and how to obtain a free lock box from the health department to help aid in safely storing. A fourth press release was shared during the third quarter that highlighted the risks of using marijuana during pregnancy and while breastfeeding.
- Lock Boxes: A total of 85 lock boxes were distributed to community members. Due to a delay in shipping lock boxes were not received and distributed until the third quarter. Instead of stuffing lock boxes with informational material, plastic bags were stuffed and provided with the lock boxes. Informational material included how to safely store marijuana and health risks associated with youth use and exposure. Lock boxes were available at the health department lobby and staff also attended community events to help distribute. Community events included the Manistee Farmers Market and an event hosted by SEA Manistee Communities that Care substance abuse prevention coalition.
- **Billboards:** 2 billboards were purchased during the project. The total billboard cost was \$700. The location were:
  - Manistee on US 31 about 1.25 miles north of M-55 on a 10'6" x 22'9" poster. The billboard ran from 5/3/21 to 5/30/21. The number of weekly impressions was estimated to be 48,440 and the cost was \$350 for one month.
  - Manistee on M-55 about 1.2 miles east of US-31 on a 10'6" x 22'9" poster. The billboard ran from 5/31/21 to 6/27/21. The number of weekly impressions was estimated to be 16,663 and the cost is \$350 for one month.

• The image/message of the billboards looked like this:



TalkSooner.org/marijuana

- Educational Video Presentations: During the project only one video presentation was created (instead of the two originally planned) to help educate about the risks of marijuana use, including medical and recreational. The video encompassed information regarding youth use, but also included additional information that would be beneficial for adult users that was originally planned with the second video. The video was promoted on the District Health Department #10's social media page, via email to coalition list servs, and on the DHD#10 webpage. The video has been viewed 324 times via YouTube.
- Provider Packets and Outreach: During the project health department staff sent example Provider Packets to each medical provider in the county during the first quarter. The staff made follow up phone calls with all the medical offices in the county during the third quarter. However, staff were not able to find a provider who was willing to partner and handout the provider packets to their patients. Staff were able to partner with Centra Wellness to distribute print material and lock boxes to the community. A partnership between the health department and the substance abuse prevention coalition, Substance Education and Awareness of Manistee, was also utilized to distribute prevention packets and lock boxes. The health department also placed a door cover with marijuana and pregnancy messaging in the WIC office. Print material was also distributed at the weekly Farmers Market, along with lock boxes.
- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock boxes took longer than anticipated to be shipped and delivered. The lock boxes finally arrived in late July (85), so staff had less time to distribute than originally planned.
- The billboards had a weekly impression of 65,103 and ran for at least one month.
- The educational video was viewed 324 times via YouTube.
- Boosted social media posts were delayed due to an issue with Facebook and method of payment, but this was corrected, and the social media posts started a week later.
- Project staff were not able to recruit any medial provider office to partner with the provider packets but built collaborations with other organizations including Centra Wellness and SEA Manistee Communities that Care.

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

During the project the health department partnered with the SEA Manistee Communities that Care, the Manistee Farmers Market, and Centra Wellness.

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

#### Anticipated impacts include:

- 85 households with medical or recreational marijuana in the home safely securing the marijuana out of the reach of children and youth.
- Increased knowledge of how to reduce access to minors.
- Increased knowledge of the health risks and consequences of youth marijuana use, as well as impacts to adults that may use.
- Increased knowledge of the health risks to infants with marijuana use during pregnancy and breastfeeding.
- Where parents can get help starting conversations about marijuana or other drugs.
- Where to get help if someone is pregnant or breastfeeding and needs assistance quitting.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Wages	\$662.13
Fringe Benefits	\$308.34
Boosted Educational Videos	
Billboards	\$700
Print Material	
Lock Boxes	\$2095.73
Promotional Material	
Administrative costs	\$149.33
Central Stores	\$1.40
Postage	\$5.25
Communications	\$21.33
Space	\$91.33
Liability Insurance	\$6.56
Maintenance	\$23.46
Indirect Costs	

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

Next steps including continuing partnerships with SEA Manistee Communities that Care coalition and Centra Wellness to distribute prevention packets that include information on safe storage of marijuana, the health impacts and consequences of youth marijuana use, and the health

impacts and consequences of marijuana use during pregnancy and breastfeed. Continued promotion of TalkSooner webpage as a resource for parents for help with talking to their children about marijuana and other drugs will also continue. Offering the recorded video as an educational resource to schools, parent groups, employers, etc.

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
Wages	\$662.13	\$676	Less than an hour short for estimated time spent or project activities (\$13.87 under budget).
Fringe Benefits	\$308.34	\$447	Project staff out on maternity leave during second reporting period.
Boosted Educational Videos	\$245.95	\$344	Had less time to promote boosted educational videos and budget had an amendment in the second quarter.
Billboards	\$700	\$700	No discrepancy.
Print Material	\$438.99	\$500	A coupon code was applied to the print material order which reduced the cost of material.
Lock Boxes	\$2095.73	\$2000	Shipping was more than estimated.
Promotional Material	\$0	\$0	No discrepancy.
Administrative costs	\$149.33	\$0	A budget amendment was submitted for this in the second quarter.
Central Stores	\$1.40	\$2	\$0.60 under budget.
Postage	\$5.25	\$3	Slightly off on estimating costs for mailing provider packet samples
Communications	\$21.33	\$22	Cost of mailing provider packet samples was estimated too low.
Space	\$91.33	\$94	Under budget by \$2.77. Overestimated the coast of space slightly.
Liability Insurance	\$6.56	\$6	Over budget by \$0.56. Underestimated the total cost of liability insurance.
Maintenance	\$23.46	\$25	Under budget by \$1.64. Overestimated maintenance costs.
Indirect Costs	\$134.82	\$213	Underestimated the indirect costs.



# Mason County Board of Commissioners

Courthouse

304 E. Ludington Ave., Ludington, Michigan 49431 (P) (231) 843-7999 ● (F) (231) 843-1972 www.masoncounty.net

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Steven Hull Vice Chair

Cheryl Kelly County Clerk

Fabian L. Knizacky Administrator

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District 5

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Ron Bacon District 7

#### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Media Campaign: 4 press releases were submitted to local media. A youth focused press release was submitted during the first quarter. A second youth focused press release was also submitted in the third quarter. A press release on safely storing marijuana was delayed during the second quarter due to an issue with shipping for the lock boxes. The press releases shared information about safely storing marijuana and how to obtain a free lock box from the health department to help aid in safely storing. A fourth press release was shared during the third quarter that highlighted the risks of using marijuana during pregnancy and while breastfeeding. Social media posts were also developed and shared via the Leeward Initiative, substance abuse prevention coalition's Facebook page during the month of July.
- Lock Boxes: A total of 154 lock boxes were distributed to community members. Due to a delay in shipping lock boxes were not received and distributed until the third quarter. Instead of stuffing lock boxes with informational material, plastic bags were stuffed and provided with the lock boxes. Informational material included how to safely store marijuana and health risks associated with youth use and exposure. Lock boxes were available at the health department lobby and staff also attended community events to help distribute. Community events included the Mason County Fair, Back to School event, Ludington Farmers Market, and Third Coast Family Practice.

- **Billboards:** 1 billboard was purchased during the first quarter. The total billboard cost was \$810, which was \$110 over the originally planned budget. The billboard ran as follows:
  - Ludington on US 10/31 about .4 miles west of US-31 f/e on a 10'6" x 22'9" poster. The billboard was up from 5/31/21 to 6/27/21. The number of weekly impressions was estimated to be 43,281.
  - o The image/message of the billboards looked like this:



TalkSooner.org/marijuana

- Educational Video Presentations: During the project only one video presentation was created (instead of the two originally planned) to help educate about the risks of marijuana use, including medical and recreational. The video encompassed information regarding youth use, but also included additional information that would be beneficial for adult users that was originally planned with the second video. The video was promoted on the District Health Department #10's social media page and The Leeward Initiative's social media page, via email to coalition list servs, and on the DHD#10 webpage. The video has been viewed 324 times via YouTube.
- Provider Packets and Outreach: During the project health department staff sent example Provider Packets to each medical provider in the county during the first quarter. The staff made follow up phone calls with all the medical offices in the county during the third quarter. 50 provider packets were distributed to the Spectrum Health OBs office, 50 to the Spectrum Health Pediatrics office, 50 to Third Coast Family Practice, and 50 to Primary Health Services. A door cover that shared messaging about pregnancy and marijuana was also displayed at the health department's WIC office and at the Spectrum Health Pediatrics Office. Another 100 prevention packets were distributed through community collaboration and community events, back to school nights
- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock boxes took longer than anticipated to be shipped and delivered so the original order of lock boxes was canceled, and a new order was submitted to a new provider. This resulted in more lock boxes being able to be purchased (154).

- The billboard had a weekly impression of 43,281 and ran for at least one month.
- The educational video was viewed 234 times via YouTube.
- Boosted social media posts were delayed due to an issue with Facebook and method of payment, but this was corrected, and the social media posts started a week later.
- Project staff were able to recruit four medial provider office to partner with the provider packets and built collaborations with other organizations and events in the community to distribute 100 more.
- 3. Coordinated efforts with other organizations to complete the project.

During the project the health department partnered with The Leeward Initiative substance abuse prevention coalition, Spectrum Health OBs office, Spectrum Health Pediatrics office, Third Coast Family Practice, and Primary Health Services. A door cover that shared messaging about pregnancy and marijuana was also displayed at the health department's WIC office and at the Spectrum Health Pediatrics Office. Another 100 prevention packets were distributed through community collaboration and community events and back to school nights.

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

#### Anticipated impacts include:

- 154 households with medical or recreational marijuana in the home safely securing the marijuana out of the reach of children and youth.
- Increased knowledge of how to reduce access to minors.
- Increased knowledge of the health risks and consequences of youth marijuana use, as well as impacts to adults that may use.
- Increased knowledge of the health risks to infants with marijuana use during pregnancy and breastfeeding.
- Where parents can get help starting conversations about marijuana or other drugs.
- Where to get help if someone is pregnant or breastfeeding and needs assistance quitting.
- 5. Financial expenditures of grant money and other contributions to the project, inkind and/or direct funding.

Wages	\$662.13
Fringe Benefits	\$308.27
Boosted Educational Videos	
Billboards	\$810.00
Print Material	
Lock Boxes	
Promotional Material	

Administrative costs	\$149.33
Central Stores	\$1.40
Postage	\$5.25
Communications	\$21.33
Space	\$91.33
Liability Insurance	\$6.56
Maintenance	\$23.46
Indirect Costs	\$134.81
Travel (in-kind)	

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

Next steps including continuing partnerships with local medical providers and The Leeward Initiative coalition to distribute prevention packets that include information on safe storage of marijuana, the health impacts and consequences of youth marijuana use, and the health impacts and consequences of marijuana use during pregnancy and breastfeed. Continued promotion of TalkSooner webpage as a resource for parents for help with talking to their children about marijuana and other drugs will also continue. Offering the recorded video as an educational resource to schools, parent groups, employers, etc.

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
Wages	\$662.13	\$676	Less than an hour short for estimated time spent on project activities (\$13.87 under budget).
Fringe Benefits	\$308.27	\$447	Project staff out on maternity leave during second reporting period.
Boosted Educational Videos	\$61.95	\$208.35	Had less time to promote boosted educational videos and budget had an amendment in the second quarter.
Billboards	\$810	\$810	The original quote for billboards was changed due to having to switch to a different billboard because the original was no longer available. Budget was also amended.
Print Material	\$84	\$214.35	A coupon code was applied to the print material order which reduced the cost of material. Staff are continuing to partner with providers to distribute remaining print material.
Lock Boxes	\$2095.73	\$1977.10	Shipping was more than estimated.
Promotional Material	\$352.79	\$242.20	A tablecloth was purchased so that lock boxes could be displayed in health department lobby and at

			community events so that the community would know the purpose of the lock box.
Administrative costs	\$149.33	\$0	A budget amendment was submitted for this in the second quarter.
Central Stores	\$1.40	\$2	\$0.60 under budget
Postage	\$5.25	\$3	Cost of mailing provider packet samples was estimated too low.
Communications	\$21.33	\$22	\$0.77 under budget. Overestimated the use of communication needs.
Space	\$91.33	\$94	Under budget by \$2.77. Overestimated the cost of space slightly.
Liability Insurance	\$6.56	\$6	Over budget by \$0.56. Underestimated the total cost of liability insurance.
Maintenance	\$23.46	\$25	Under budget by \$1.64. Overestimated maintenance costs.
Indirect Costs	\$134.81	\$213	Underestimated the indirect costs.

#### MENOMINEE COUNTY BOARD OF COMMISSIONERS

Menominee County Courthouse 839 10<sup>th</sup> 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

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

There are no deviations from the original project to note. The project implementation plans remained on course for the reporting periods. This year, PHDM staff intended to work on educating the public on laws pertaining to Medical Marihuana use. As stated in the grant proposal, data has shown mass media messaging to influence a large part of daily life, thus working with a media broadcasting company to create an impactful media messaging campaign proved to be highly effective; over 329,697 impressions were sent out, and approximately 150,000 of those were targeted locations believed to be frequented by Medical Marihuana users, such as parks and school properties. This campaign had an impact as 4,165 engagements and 443 clicks for more information have been documented.

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

MacDonald Garber Broadcasting created a digital campaign that exceeded expectations. PHDM along with many community organizations felt that the campaign was engaging and non-bias while being very educational. PHDM hopes to utilize MacDonald Garber Broadcasting services in future years on this and various other media projects.

Problems experienced while working on the Menominee Medical Marihuana grant included staff responsible working on the grant being shifted to help with daily COVID-19 vaccination clinics and staff responsible for work on this grant being on family medical leave due to a death in their immediate family. PHDM staff was unable to update the www.phdm.org website with an appropriate graphic to compliment the campaign. Moving forward, this is an activity PHDM hopes to complete by the end of 2021 using other grant funds.

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

PHDM staff have dedicated more time to community organizations to share information related to Medical Marihuana laws in Michigan. It has been identified that many community members are unaware of the laws regarding public consumption, work place policies and how use can affect pregnancy and breastfeeding. Organizations that participated in discussion and education include: Upper Peninsula Foster Closet, Catholic Charities, Northpointe Behavioral Health, Bellin Health, Upper Great Lakes Family Health, Marinette Menominee Community that Care, Healthy Youth Coalition, Offender Success, Department of Health and Human Services, Michigan Works, to name a few. Once a graphic is available, these and other community organizations will help spread the message of what the laws are and best and safest practices for Medical Marihuana storage and consumption.

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

Due to the resurgence in COVID-19 it was unanticipated that many partners and organizations were unable to commit as much as originally intended to help spread messages or educational information regarding the Medical Marihuana campaign. As the spread of COVID-19 appeared to slow in summer months, it was anticipated that the Medical Marihuana campaign would be a priority discussion amongst partnered community organizations. While PHDM staff was able to begin discussions of the campaign, COVID -19 Delta Variant became the priority topic and discussions of the educational campaign had to be put on hold. While this was very disappointing, it was necessary and understandable. PHDM will continue education efforts and tie them into other grant funded projects such as Tobacco Control Programming, Alcohol and Other Drug Prevention and General Health Education.

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

100% of allotted grants funds have been spent for the Menominee Medical Marihuana FY 2021 grant. See attached Financial Status Report and General Ledger.

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

PHDM staff plans to follow conversations and progress in which applications/licenses are approved for dispensaries in Menominee County, and attempt to work with those dispensaries to spread the word and encourage patrols to follow laws regarding Medical Marihuana while driving, not providing to minors and using only for the medically approved conditions.

- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
  - No supplies were necessary for completion of this grant project, thus 0% of supply funds were expended.
  - Travel has not been permitted or necessary due to COVID-19 Delta Variant rapid and easily transmissible spread, no travel time was used.

#### DEPARTMENT OF PUBLIC HEALTH



Fred Yanoski, MPH Director/Health Officer Phone (989) 832-6380 Fax (989) 486-9064

# Medical Marihuana Operation and Oversight Grants MIDLAND COUNTY Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Midland County Department of Public Health and The Legacy Center for Community Success partnered for a second year to implement the proposed project. During the grant cycle, these organizations worked with the Community Alliance 4 Youth Success youth prevention coalition to create the second generation of a community campaign to educate youth, adults, and parents about marihuana. There are four types of messages: youth marijuana use prevention, impact of marijuana on driving, preventing marijuana use during pregnancy, and keeping products secure from children. The campaign, which went live at the beginning of September, will reach the public through social media, targeted marketing, billboards, and advertisements in the local Youth Connections Magazine, a magazine reaching nearly 5000 parents of middle and high school students.

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

The campaign was started last year, using data from a pre-survey that informed the coalition of knowledge gaps in the public's understanding of marijuana. Following the campaign last year, the group conducted a post-survey to identify knowledge gains and establish goals for the second year of the campaign. This year's campaign was built on those goals and continue to reinforce and build upon the messages from last year. One new message that emerged through our coalition meetings was that many youth are using marijuana to cope with anxiety. As such, we created a new line of youth messaging with the tagline, "Choose Your Cope," which highlights alternative coping strategies, such as art, meditation, and exercise. It also raises awareness that marijuana can increase anxiety.

We continued working with the local photographer/videographer to create the imagery for the new campaign messages. Similar to last year, all the images are local.

The process of creating the campaign ran smoothly this year, with few problems. We had hoped to have all of our campaign materials completed in June, but there were a few

#### DEPARTMENT OF PUBLIC HEALTH



Fred Yanoski, MPH Director/Health Officer Phone (989) 832-6380 Fax (989) 486-9064

delays. However, we did have everything complete in August and were able to launch in early September.

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.

We anticipate that the project will result in the following impacts:

- Increased knowledge of Michigan marijuana driving laws
- Increased knowledge of the effects of marijuana on the body
- Increased knowledge of alternative coping mechanisms for youth
- Increased knowledge of methods of harm reduction

Additionally, as planned in the proposal, we have increased the breadth of educational materials available for the public. We have posters for schools, postcards for health fairs and card racks, billboards, videos, and numerous social media posts.

The campaign design process afforded us the opportunity to strengthen community partnerships around substance use prevention. Involving many voices helped build buy-in and seeing the campaign come together is a strong motivator for partners to remain engaged.

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

A total of \$15,050 in expenditures was applied to the grant to be reimbursed by grant funding. One additional invoice of \$700 was paid after the grant period had ended, though it was for activities which occurred during the approved grant period. The Health Department paid this invoice out of other local funding, therefore, it is being considered directly funded in the amount of \$700 by the Health Department. The total of grant activity expenditures when combining grant funding and local funding is \$15,750.

#### DEPARTMENT OF PUBLIC HEALTH



Fred Yanoski, MPH Director/Health Officer Phone (989) 832-6380 Fax (989) 486-9064

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

We will continue to use the campaign materials throughout the county this fall, and regularly throughout the remainder of the year. We will run a post-survey in late fall to determine whether community members have gained knowledge about marijuana during that time. This data will guide our future activities.

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

We budgeted \$11,000 for wages with the intent of Midland County Health Department staff working directly on this grant project. Due to the unexpected and necessary reassignment of most of our staff to COVID-related duties, we shifted this activity to The Legacy Center for Community Success which did an excellent job of organizing and working with Health Department staff for the coordination of these activities. A total of \$9,150 was spent which is 83% of the budget.

We budgeted \$4,274 for supplies and materials to assist Health Department staff working on this grant. Due to the reassignment of most of our staff to COVID-related duties, we did not use any of the budgeted funding for supplies and materials.

We budgeted \$7,100 for contractual services to cover the cost of educational resources such as advertising and publications. A total of \$5,900 was spent which is 83% of the budget.

We budgeted \$2,486 for indirect costs. The Cost Allocation Plan developed by the Midland County Health Department accounting office allocates indirect costs to each program based upon the percentage of total Health Department salary and fringe costs each program uses. Due to the reassignment of Health Department staff to COVID-related duties and the shift of wage expenses to The Legacy Center for Community Success, the percentage of total Health Department salary and fringe costs for this program was zero and no indirect costs were allocated to this grant program.

The total budget for this grant program was \$24,860 of which we spent \$15,050. This is 61% of the total budget.



#### 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 2021

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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 2021. Objective was implemented as planned.

**Objective 2:** Presentations – We were able to successfully present at organizations serving youth in July and August 2021 in partnership with a Michigan State Police Trooper.

**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 continue to 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 7.2 million impressions.
- Coordinated presentations for youth in partnership with Michigan State Police Trooper.
   Created additional presentations that can be utilized into the future in event Trooper is unavailable to assist.

- Purchased lock bags to be distributed throughout the community.
- Able to distribute more lock bags during this grant cycle compared to previous year as more in-person community events and programs resumed.

#### Problems:

- Remained limited in community presentation opportunities due to COVID.
- Still faced challenges in widespread distribution of lock bags due to limited in-person services and event opportunities.
- 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 has helped distribute bags as community events and services begin to resume.

MCHD's Health Educator partnered with the Monroe County Youth Center and other local educators to coordinate presentations, as well as our local Michigan State Police Community Service Trooper.

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

The media campaign was extremely successful, with over 7.2 million impressions of the ads. COVID continued to limit our community presentation opportunities available this year. However, several youth programs resumed in-person programming this summer when cases were lower, allowing us to partner for presentations at their sites. Although we still faced challenges with widespread distribution of lock bags, our distribution significantly increased from last year as more local services and events returned in-person.

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 \$87,500 of in-kind advertising to supplement the \$25,000 of purchased media.

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

The Health Department will continue to partner with the Substance Abuse Coalition and other community partners to distribute lock bags as more in-person events resume. We will also continue to

offer presentations to local schools and groups, providing in-person or virtual education based on current COVID conditions.

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

Actual staff costs were slightly higher than budgeted, but those excess costs were not charged to the grant. They will be covered with local funds.

Don Edwards
Gary Girardin
Robert Stacey
Geyer Balog
Dawn Hubbard
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Phone- 989-785-8002

### **Montmorency County Board of Commissioners**

Medical Marihuana Operation and Oversight Grants
Final Report
FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

The implementation plan has been completed as proposed. We did manage to distribute lockboxes according to plans with the increase in staffing able to assist.

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

The main problem with the plan was that many businesses were not open to the public due to COVID restrictions, which limited our ability to distribute the boxes. We have worked cooperatively with businesses since their reopening.

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

Area businesses assisted with the distribution of the lockboxes as well as distributing through our department and programs.

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

We, at DHD4, feel that we have had an impact on keeping harmful products away from children due to the ability of individuals to lock up their product.

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

We expended all the funding as outlined in the grant application without any concerns.

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

DHD4 is working with our staff to distribute the lockboxes within our programs that have a potential of protecting the young children in our communities. These lockboxes offer our residents the ability to safely protect their products from young children and anyone else.

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

There are no discrepancies with our budget.

### MUSKEGON COUNTY MICHIGAN

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

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

#### Project goal:

- a. Reduce the harms associate with medical marihuana sue by raising awareness of hazards and offering viable solutions to create change in user behaviors.
  - i. Develop, test and distribute target audience appropriate messages related to hazards of use during pregnancy, by youth, while operating machinery, at work, and with other substances (polydrug use). Messaging developed on time and distributed to the public via website <a href="https://www.cannabisfacts4you.com">www.cannabisfacts4you.com</a>, social media, as well as hard copies to seven provisioning centers within Muskegon County. Pregnancy materials have been developed and distributed to (1) birthing center, (2) ob/gyn, and (4) pediatric offices, and (1) home visitation program.
  - ii. Provide student education event for middle and/or high school students on drug use (Shattering the Myths). This event was originally planned live. Due to COVID, it was instead prerecorded via YouTube and distributed to the schools through .........
- 2. Accomplishments and problems experienced while carrying out the project activities. The County of Muskegon has expanded partnerships within the Marihuana industry. With the help of CannaCommunications, a marketing firm that works on behalf of many provisioning centers in Muskegon County, we have been able to distribute materials to marihuana consumers through 7 provisioning centers this year. We are working to form relationships with two other newly developed centers in Muskegon County in the coming year.
- 3. Coordinated efforts with other organizations to complete the project. In addition to forming new partnerships with provisioning centers, we also began working with the City of Muskegon to reduce duplication of effort as well as assure that the public was getting consistent harm reduction messages.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation. We anticipate to eventually see a reduction in the rate of children born with exposure to THC; poison control reports of child marijuana ingestion; ER visits due to overdosing and poly-drug use; and driving and machinery related accidents from our work.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding. **No other funding was used for activities related to this grant.**

- 6. Any experience in applying the project products and anticipated "next steps". We would like to continue the same activities in the next fiscal year, refining messages to assure the community is getting accurate, factual, and timely information on safe use of marihuana products.
- **7.** Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

The original budget amount was \$35,178, of which 38.36% (or \$27,563.09) was spent in FY21. The County of Muskegon submitted one budget amendment (that was approved) to include some minor changes in advertising tactics due to COVID and the processes of information flow during a pandemic. No other discrepancies were noted.

### Office of Administration



PO Box 885 1087 Newell White Cloud, Michigan 49349 Phone: (231) 689-7234

Fax: (231) 689-7205

### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

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

NC RESA staff and the Headway Substance Abuse Prevention Coalition coordinated with local youth to brainstorm a targeted message on the dangers of marihuana use and the importance of safeguarding medical marihuana. The created content was professionally developed by a partner marketing company, Revel Marketing, and was shared via social media outlets and community level media sources. Additionally, the Headway Substance Abuse Prevention Coalition developed a professional working relationship with a local marihuana provisionary center to offer direct access to the disbursement of medical marihuana safeguarding resources and education to medical marihuana users while allowing for an opportunity of partnership that will strengthen the coalition's ability to implement further strategic prevention initiatives.

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

Many great accomplishments occurred while carrying out the project activities of the FY21 Medical Marihuana Operations and Oversight grant for Newaygo County. As indicated in the impacts section below, the creation and implementation of a county-wide marihuana marketing campaign designed to educate on the risks of marihuana use among youth provided an impactful reach of education to the Newaygo County community. In addition, successful community partnerships were started with a local marihuana provisionary center that is sure to provide sustainable opportunities for future prevention efforts.

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

NC RESA staff partnered with the Headway Substance Abuse Prevention Coalition's Marihuana Action Team for provided support in carrying out the grant objectives of the proposed project and for coordinating with the coalition's connection to local youth prevention coalitions. Another essential partnership for the success of the project took place with Revel Marketing. Revel Marketing played an essential role in providing the marketing content used to share the designed marihuana campaign material. In addition, the beginning of a developed partnership with a local marihuana provisionary center was an essential step in moving forward to sustain the grant's objective to provide safeguarding resources to Newaygo County households.

### Office of Administration



PO Box 885 1087 Newell White Cloud, Michigan 49349 Phone: (231) 689-7234

Fax: (231) 689-7205

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

The impact of the project implementation resulted in a significant reach throughout Newaygo County communities. Using various social media platforms and digital advertising opportunities the project made over 555,000 impressions. In addition, the Headway Coalition's website received over a 123% increase in website traffic; resulting in a large increase of community members receiving additional substance prevention education.

(Please see attached report for project impacts).

### 5. Financial expenditures of grant money and other contributions to the project, inkind and/or direct funding.

The total Media Creation budget of \$5,000 was expended and paid to Revel Marketing for the creation of the campaign graphics. Actual expense paid to Revel was \$5,500. Reported on the FSR you will see the request of \$5,250 to reflect the allowable 5% budget change.

The total Community Outreach budget of \$7,431.52 was expended and paid to Revel Marketing for the implementation of the media campaign distribution. Actual expenses paid to Revel was \$21,667. Reported on the FSR you will see the request of \$7,803.10 to reflect the allowable 5% budget change.

The total Staff Time budget of \$1,776.48 was expended and paid one NC RESA staff member to help in the areas of project coordination, campaign development, and community outreach. You will see a slight deviation in wage and fringe rates, with an overall expense of \$1,776.55 paid to NC RESA.

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

The total Mileage budget of \$112 was expended and paid to Katherine Mater, NC RESA employee assigned to the project. Actual expense paid to Katherine for Newaygo County activities was \$143.92. Reported on the FSR you will see the request of \$117.60 to reflect the allowable 5% budget change.

Because the media creation and community outreach activities resulted in a much higher cost than budgeted, the lockboxes were provided in-kind, courtesy of the Headway Coalition. If possible, it is requested to reimburse the full grant allocation with the \$5,000 lockbox purchase allocated to community outreach.

### Office of Administration



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Fax: (231) 689-7205

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

NC RESA staff and the Headway Coalition's Marihuana Action Team have plans to continue to collaborate with local youth to provide continued youth led education opportunities that will provide education on the risks of youth marihuana use. In addition, the partnership with a local provisionary center has opened opportunities for furthering the potential reach of providing medical marihuana safeguarding resources and education.

### 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.

Discrepancies are noted above.

Expenses	Original Budget	Amount Spent	Remaining Balance
Media Creation	\$5,000	\$5,250	(\$250)
Community Outreach	\$7,431.52	\$7,803.10	(\$371.58)
Staff Time	\$1,776.48	\$1,776.55	(\$.07)
Mileage	\$112	\$117.60	(\$5.60)
Lockbox Purchases	\$5,000	\$0	\$5,000
Total	\$19,320	\$14,947.25	\$4,372.75



#### HEALTH DIVISION

Leigh-Anne Stafford, Director of Health & Human Services (248) 858-1410 | health@oakgov.com

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

#### Overview

Oakland County Health Division (OCHD) received grant funding to develop a comprehensive, multi-pronged approach to implement activities regarding the Michigan Medical Marihuana Act. Three strategies - education activities, awareness campaign, and outreach activities - were the focus of the proposed project. The proposed project was focused on health and safety risks, including preventing youth use and the effects related to the developing brains (under 25 years old); preventing unintentional and intentional poisoning by promoting safe storage practices; preventing exposure during pregnancy and breastfeeding; and preventing impaired driving.

The project implementation plan was aimed at targeting medical marihuana patients, caregivers, local provisioning centers, and Oakland County residents. Specific target populations were also identified and included healthcare partners; clinicians; substance use disorder and mental health providers; the educational community; Community Collaboratives such as Best Start for Babies, Fetal Infant Mortality Review (FIMR), and ECHO Access to Care; public health professionals; and families and expecting parents. Proposed activities included creation of educational materials such as magnets and keychain tags, a broad-scale awareness campaign using paid advertisements, and conducting outreach to conduct assessments and build relationships with key populations such as provisioning centers.

A major deviation from the proposed implementation plan occurred because the timing for receiving grant funds was later than expected. In addition, local grant review approval process was lengthy, and funds were not officially approved until late March. This affected the staff hiring process and greatly adjusted the timeline

and scope of the proposed grant activities. The adjusted timeline (4 months of actively working on the implementation plan) limited our capability to fully expend the \$432,829 awarded.

Two, part-time Public Health Educators were hired in April 2021 to implement and support this project and were supervised by a Health Education Supervisor from OCHD's Health Promotion Services (HPS) unit. Assessment, outreach, and awareness/education were conducted to implement project goals. The health educators and in-house graphic designer worked together on the following implementation strategies:

#### Assessment

The assessment strategy included locating existing resources and analyzing existing research and data from reliable sources to inform grant activities. It also included monitoring trends and prevalence of medical marihuana usage across Oakland County. Project staff monitored and documented new information added on the LARA website including advisory information and newly licensed provisioning centers. Surveys were created targeting both patients and provisioning centers. In the interest of time, we chose to focus on the survey to provisioning centers in effort to establish relationships.

#### Outreach

The outreach strategy included forming partnerships and collaborating with businesses in the medical marihuana field. In person outreach was not possible which made outreach more challenging.

#### **Awareness & Education**

The awareness and education strategy included creating a promotional campaign and various educational materials for the public and target populations such as youth and pregnant women focused on safety concerns and health effects of medical marihuana. OCHD set out to also provide education and outreach specifically targeted to patients and caregivers, as well as provisioning centers, and healthcare providers.

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

This funding cycle enabled OCHD to establish initial prevention education, awareness, and outreach efforts about the topic. Notable accomplishments include the development of an educational awareness campaign, successful outreach, and assessments.

#### Assessment

One of the first grant accomplishments was updating an electronic resource list with information from Centers for Disease Control and Prevention (CDC), Substance Abuse and Mental Health Services administration (SAMHSA), National Institute on Drug Abuse (NIDA), and other supporting research. This resource list was used throughout the grant period and will be shared electronically with the public and key partners after the grant cycle ends when applicable.

A survey was created to distribute to local provisioning centers to gather feedback on their educational and training needs. The goal was to learn what is currently being given to medical marihuana patients to educate them about the four main focus areas of the grant. We also intended to learn about staff training efforts. The survey was distributed via Qualtrics link in an email to centers. These questions will help in prioritizing our outreach education and training efforts in the future. Since the grant period was short, the survey results are still being collected and analyzed. The results will inform our future efforts in providing materials to provisioning centers and serve as a resource to refer to when continuing relationship building.

The health educators also created a survey for medical marihuana cardholders to gather information regarding use, perceptions, and needs. Due to time, the survey will be disseminated to the target population either after the grant cycle ends and/or if OCHD is awarded future grant funding.

#### Deliverables include:

- Electronic resource list
- Medical Marihuana Card User Survey
- Provisioning Center Survey

#### Outreach

The outreach activities included communications with six provisioning centers in Oakland County to gather baseline information about the educational materials and training provided to consumers and staff to understand what resources and information are needed, via survey. Staff made initial contact via email and followed up with center staff via telephone to establish a working relationship for future awareness and education efforts. It was difficult to reach the best contact at the centers, particularly those that are not locally owned and operated. More time is needed to develop relationships and build capacity for future efforts.

### **Awareness & Education**

The educational awareness campaign produced bus and billboard advertisements running during the months of July through September, and a 30-second professionally produced educational <u>video</u> that was translated into Spanish and Arabic. The 'Medical Marijuana and Youth' fact sheet was updated about the health effects and consequences of underage marihuana use. The 'Medical Marijuana and Pregnancy/Breastfeeding' fact sheet was updated about the health risks of any marijuana use for themselves and their baby.

We are currently working with Metro Parent magazine to establish a 'pillar page/hub' of information about medical marihuana that will reach their target audience of parents and families. This page will be promoted on social media and via newsletters and will house articles focused on our four main topic areas in addition to topics such as 'Medical Marihuana Laws Families Should Know' and 'Informed Consumption'.

The educational awareness campaign will continue to be disseminated to partners such as healthcare organizations, SUD and mental health providers, universities, provisioning centers, caregivers, and patients after the grant cycle ends when attending community partnership meetings. The educational videos, fact sheets, and articles will also be available on the OCHD website and social media channels in addition to community-wide health fairs and events.

Magnets and keychain tags focused on safe storage were created and will be disseminated to provisioning centers, community partners when applicable, and at community events. Both magnets and keychain tags include the safe storage message "Lock it Up: Treat medical marijuana like other medication." It has an image of cannabis flower and gummy bear edibles along with the Michigan Poison Center phone number and information.

#### Deliverables include:

- 'Safe Driving' 30-second educational video
- Paid advertisement (billboards/bus ads) with OUTFRONT media company (images included in this report)
- Updates to Fact Sheets that focus on 'Medical Marijuana and Youth' and 'Medical Marijuana and Pregnancy/Breastfeeding'.
- Pillar page currently being created with Metro Parent
- Magnets and keychain tags

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

The project included collaboration with six provisioning centers in Oakland County to introduce ourselves, the intent of the grant, and to begin relationship building to incorporate health and safety messaging being given to patients and staff.

The graphic designer created billboard and bus advertisements that were made available to the public through a partnership with Outfront Media.

We were approached by a student, Biyyiah Lee, who is enrolled in Wayne State University - College of Nursing as an MSN Advanced Public Health Nursing student to assist with the facilitation of a survey targeting healthcare and allied health professionals. Her practicum project is to assess the knowledge, attitudes and interest of healthcare and allied health professionals to counsel patients and community members on the use of medical cannabis. The responses will be used by Biyyiah to encourage the State to move forward with continuing education mandates for public health code professionals, aid in the development of curriculum guidelines for approved vendors, support education efforts within the community, and overall support safe and

informed consumption amongst cannabis consumers. This survey was sent out to our existing community collaborations, including 'Best Start for Babies', Oakland County Substance Use Prevention Partnership, and Oakland County Suicide Prevention Task Force to reach local healthcare and allied health professionals.

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

Oakland County's Medical Marihuana project served as the foundation of education, outreach, and awareness about marihuana health risks. Anticipated impacts included increased knowledge of safety and health risks related to medical marihuana use. We anticipated heightened exposure through the media campaign which include PSAs, Billboards, website and Oakland County social media platforms. The project activities impacted Oakland County and improved the resident's general awareness of health effects related to marihuana including on the developing brain and during pregnancy and breastfeeding based on the estimated total number of impressions of medical marihuana billboards and bus advertisements. The media campaign impact has resulted in reaching an estimated ## of individuals. Anticipated impacts included the ongoing COVID-19 pandemic which prevented program staff from being able to collaborate in person with provisioning centers to partner on consumer education. An unanticipated impact was partnering with Biyyiah and promoting her practicum project to reach our healthcare and allied health community. That population was certainly on our radar but we had to prioritize our efforts due to time to focus on provisioning centers and large-scale education and awareness.

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

- Financial expenditure reports and detailed ledger reports were submitted by OCHD's Fiscal Services.
- Grant funds were combined with local, in-kind resources including the involvement of OCHD staff
  funded with general fund dollars. A Public Health Education Supervisor oversaw the grant funded
  Public Health Educator(s) and the Health Promotion Services Administrator provided guidance and
  input into grant implementation. OCHD's in-house graphic designer provided mentoring and
  guidance to the proposed, grant-funded graphic designer to ensure consistency in using the
  Division's brand standards.

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

This current funding cycle allowed us the time to create a variety of materials. OCHD will continue to build relationships with the medical marihuana community to improve awareness and knowledge about products, safety practices, environmental factors, and health effects to best protect the safety and health of Oakland

County residents. Anticipated next steps include the following objectives contingent on future grant funding. Next steps include:

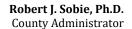
- Enhancing current 'Marijuana' information webpage on <a href="www.oakgov.com/health">www.oakgov.com/health</a> to include all grant deliverables (fact sheets, brochure, educational videos, etc.)
- Expand paid advertisements to include a variety of outlets (cable, radio, apps, etc.)
- Disseminate survey and conduct focus groups to assess marihuana use of cardholders and perception
  of marijuana use. Data will inform and target education and prevention strategies.
- Purchase lock boxes or bags.
- Deliver educational presentations to a variety of key partners and organizations. Information will include education about medical marihuana, health effects, environmental factors, and safety recommendations.
- Distribute educational materials at health fairs and community events.

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

A major deviation from the proposed implementation plan occurred because the timing for receiving grant funds was later than expected. In addition, local grant review approval process was lengthy, and funds were not officially approved until late March. This affected the staff hiring process and greatly adjusted the timeline and scope of the proposed grant activities. The adjusted timeline (4 months of actively working on the implementation plan) limited our capability to fully expend the \$432,829 awarded. All expenses related to staffing (salaries, fringe benefits, IT Operations - phones & computers, and indirect costs) were affected by the grant fund allocation timeline.

	Budgeted	Expenditure	Notes
Salaries	\$66,498.00	\$34,091.58	
Fringe Benefits	\$3,651.00	\$1,445.56	Grant fund allocation timeline
Training	\$6,000.00	\$0.00	<ul> <li>Preference to conduct a needs assessment prior to purchasing trainings for targeted populations.</li> <li>Need to educate OCHD grant staff prior to educating community with trainings.</li> </ul>
Travel	\$5,300.00	\$0.00	Lack of conferences available for grant staff to attend.
Supplies & Materials	\$105,000.00	\$3,115.00	<ul> <li>Timeline greatly affected our ability to purchase materials and supplies.</li> <li>Amount spent reflects the priority to create magnets and keychain tags.</li> </ul>

TOTAL	\$432,829.00	\$140,985.62	
Indirect Costs	\$6,950.00	\$3,378.48	Grant fund allocation timeline
Advertising	\$181,728.00	\$91,500.00	<ul> <li>Spent as much as possible with the timeline, ad availability space, and current agency advertisement contracts.</li> </ul>
Workshops & Meetings	\$9,000.00	\$0.00	<ul> <li>Preference to conduct a needs assessment prior to holding any workshops or meetings.</li> </ul>
Interpreter Fees	\$5,000.00	\$245.00	Did not have time to translate other items such as the magnet and keychain.
Liability Insurance	\$441.00	\$0.00	
IT Operations	\$5,000.00	\$0.00	Grant fund allocation timeline was short and therefore not necessary to get staff laptops.
IT Development	\$38,221.00	\$7,210.00	<ul> <li>Initially proposed creating 5, 30 second PSAs. Considering the time involved, this was scaled back to 3 videos.</li> </ul>
Communications	\$400.00	\$0.00	Grant fund allocation timeline was short and therefore not necessary to get staff a work cell phone.





Stacey Becker Financial and Human Resources Coordinator

**Trisha Marsh** Accounting and Payroll Specialist

Angela Aerts Administrative Assistant

### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
- Media Campaign: 4 press releases were submitted to local media. A youth focused press release was submitted during the first quarter. A second youth focused press release was also submitted in the third quarter. A press release on safely storing marijuana was delayed during the second quarter due to an issue with shipping for the lock boxes. The press releases shared information about safely storing marijuana and how to obtain a free lock box from the health department to help aid in safely storing. A fourth press release was shared during the third quarter that highlighted the risks of using marijuana during pregnancy and while breastfeeding. Social media posts were also developed and shared via the Oceana LEADS substance abuse prevention coalition's Facebook page during the month of July.
- Lock Boxes: A total of 196 lock boxes were distributed to community members. Due to a delay in shipping lock boxes were not received and distributed until the third quarter. Instead of stuffing lock boxes with informational material, plastic bags were stuffed and provided with the lock boxes. Informational material included how to safely store marijuana and health risks associated with youth use and exposure. Lock boxes were available at the health department lobby and staff also attended community events to help distribute. Community events included the Oceana County Fair, Backpack Blow Out back to school event, and the New Era Farmers Market.
- **Billboards:** 2 billboards were purchased during the first quarter. The total billboard cost was \$3140, which was \$140 over the originally planned budget. The billboards ran as follows:
  - Rothbury, US-31 South of Winston Road on a 14' x 48' bulletin billboard. The billboard ran from 5/31/21 to 6/27/21. The billboard had roughly 36,827 weekly impressions and costed \$1920 for one month.

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





**Robert J. Sobie, Ph.D.**County Administrator

Stacey Becker

Financial and Human Resources
Coordinator

Trisha Marsh

Accounting and Payroll Specialist

Angela Aerts
Administrative Assistant

100 S. State Street, Suite M-4 Hart, MI 49420 Phone (231) 873-4835; Fax (231) 873-5914

Shelby on Oceana Drive about .25 miles north of Buchanan Road on a Junior bulletin billboard sized 8'x16'. The billboard ran from 5/31/21 to 6/27/21 and costed \$1220 for one month with roughly 10,456 weekly impressions.

• The image/message of the billboards looked like this:



TalkSooner.org/marijuana

- Educational Video Presentations: During the project only one video presentation was created (instead of the two originally planned) to help educate about the risks of marijuana use, including medical and recreational. The video encompassed information regarding youth use, but also included additional information that would be beneficial for adult users that was originally planned with the second video. The video was promoted on the District Health Department #10's social media page and the Oceana LEADS social media page, via email to coalition list servs, and on the DHD#10 webpage. The video has been viewed 324 times via YouTube.
- Provider Packets and Outreach: During the project health department staff sent example Provider Packets to each medical provider in the county during the first quarter. The staff made follow up phone calls with all the medical offices in the county during the third quarter. 50 provider packets were distributed to Mercy Health Physician Partners Lakeshore Medical Shelby. Two door covers that share messaging about pregnancy and marijuana were also given to the providers office. Another 650 prevention packets were distributed through community collaboration and community events, including West Michigan Community Mental Health, New Era Food Pantry, Backpack Blow Out event, and Shelby and Hart Hometown Pharmacy.
- 2. Accomplishments and problems experienced while carrying out the project activities.

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





Robert J. Sobie, Ph.D. County Administrator

**Stacey Becker** Financial and Human Resources

Coordinator

**Trisha Marsh** Accounting and Payroll Specialist

Angela Aerts Administrative Assistant

- Lock boxes took longer than anticipated to be shipped and delivered so the original order of lock boxes was canceled, and a new order was submitted to a new provider. This resulted in more lock boxes being able to be purchased (196).
- The 2 billboards had a combined weekly impression of 47,283 and ran for at least one month.
- The educational video was viewed 234 times via YouTube.
- Boosted social media posts were delayed due to an issue with Facebook and method of payment, but this was corrected, and the social media posts started a week later.
- Project staff were able to recruit one medial provider office to partner with the provider packets and built collaborations with other organizations and events in the community to distribute 650 more.
- 3. Coordinated efforts with other organizations to complete the project.

During the project the health department partnered with the Oceana LEADS substance abuse prevention coalition, Mercy Health Physician Partners Lakeshore Shelby, West Michigan Community Mental Health, New Era Food Pantry, Backpack Blow Out event, Shelby and Hart Home-Town Pharmacy, and the Oceana County Fair.

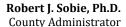
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

### Anticipated impacts include:

- 196 households with medical or recreational marijuana in the home safely securing the marijuana out of the reach of children and youth.
- Increased knowledge of how to reduce access to minors.
- Increased knowledge of the health risks and consequences of youth marijuana use, as well as impacts to adults that may use.
- Increased knowledge of the health risks to infants with marijuana use during pregnancy and breastfeeding.
- Where parents can get help starting conversations about marijuana or other drugs.
- Where to get help if someone is pregnant or breastfeeding and needs assistance quitting.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

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







**Stacey Becker** Financial and Human Resources

Coordinator

**Trisha Marsh** Accounting and Payroll Specialist

Angela Aerts Administrative Assistant

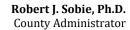
Wages	\$2112
Fringe Benefits	
Boosted Educational Videos	
Billboards	\$3140.00
Print Material	
Lock Boxes	\$2638.15
Promotional Material	\$3443.52
Administrative costs	\$476.40
Central Stores	
Postage	\$16.74
Communications	\$67.92
Space	
Liability Insurance	
Maintenance	\$74.88
Indirect Costs	\$430.09
Travel (in-kind)	\$48.74

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

Next steps including continuing partnerships with Mercy Health and the Oceana LEADS coalition to distribute prevention packets that include information on safe storage of marijuana, the health impacts and consequences of youth marijuana use, and the health impacts and consequences of marijuana use during pregnancy and breastfeed. Continued promotion of TalkSooner webpage as a resource for parents for help with talking to their children about marijuana and other drugs will also continue. Offering the recorded video as an educational resource to schools, parent groups, employers, etc.

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
Wages	\$2112	\$2141	A little over an hour short for estimated time spent on project activities (\$29 under budget).
Fringe Benefits	\$985.52	\$1409	Project staff out on maternity leave during second reporting period.





Stacey Becker

Financial and Human Resources Coordinator

Trisha Marsh

Accounting and Payroll Specialist

**Angela Aerts** 

Administrative Assistant

		1	
Boosted Educational Videos	\$640.95	\$1223	Had less time to promote boosted educational videos and budget had an amendment in the second quarter.
Billboards	\$3140	\$3000	The billboards costed more than originally estimated, this cost was the closest to the original budget. An amendment was submitted in the second quarter.
Print Material	\$1125.88	\$2000	A coupon code was applied to the print material order which reduced the cost of material.
Lock Boxes	\$2638.15	\$2500	The cost of shipping lock boxes was underestimated. A budget amendment was submitted in the second quarter.
Promotional Material	\$3443.52	\$3000	A tablecloth was purchased so that lock boxes could be displayed in health department lobby and at community events so that the community would know the purpose of the lock box.
Administrative costs	\$476.40	\$0	A budget amendment was submitted for this in the second quarter.
Central Stores	\$4.47	\$6	\$1.53 under budget.
Postage	\$16.74	\$11	Cost of mailing provider packet samples was estimated too low.
Communications	\$67.92	\$71	\$3.08 under budget. Overestimated the use of communication needs.
Space	\$291.49	\$298	Under budget by \$6.51. Overestimated the cost of space slightly.
Liability Insurance	\$20.90	\$19	Over budget by \$1.90. Underestimated the total cost of liability insurance.
Maintenance	\$74.88	\$80	Under budget by \$5.12. Overestimated maintenance costs.
Indirect Costs	\$430.09	\$677	Underestimated the indirect costs.



### DISTRICT HEALTH DEPARTMENT NO.2

Alcona County 311 Lake St. P.O. Box 218 Harrisville, MI 48740 Tel: 989-724-6757 Iosco County 420 W. Lake Street Tawas City, MI 48764 Tel: 989-362-6183 Ogemaw County 630 Progress St. West Branch, MI 48661 Tel: 989-345-5020 Oscoda County 393 S. Mt. Tom Road Mio, MI 48647 Tel: 989-826-3970

### District Health Department No. 2 Medical Marihuana Grant - Final Report

### Medical Marihuana Operation and Oversight Grants OGEMAW COUNTY Final Report FY 2021

### Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

1. A 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 marihuana information was distributed throughout the 4-county area. DHD2 are continuing this campaign into geofencing in order to reach as many residents as possible. In addition, a total of 186 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will continue to 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 and Ogemaw Counties with messages related to driving under the influence of marijuana.

### **Deviations:**

As written in the narrative for each of our counties we stated "DHD2 Health Education staff will create social media posts related to the Michigan Medical Marihuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving that will be posted weekly to the social media account (Facebook)." DHD2 was unable to do this all-fiscal year. While DHD2 does consistently with medical marihuana related content, we were unable to do weekly posts as stated in our quarter one report this year.

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

### **Accomplishments:**

A flyer campaign on safe storage through lockboxes was created and distributed via local dispensaries and Facebook. Allowing us to distribute lock boxes almost daily, even distributing 100% of the lock boxes purchased in Iosco County. DHD2 was also able to use social media to distribute information on safe storage, effects of use, and reducing

youth access. In addition, a total of 2 billboards on drugged driving placed in Alcona and Ogemaw Counties.

### **Problems/Challenges:**

None

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. Unanticipated impacts this fiscal year is the exceptional use of the lockboxes in our service area. In addition, Facebook posts were used throughout this grant with a total reach of 14,724.

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 educational post made to our social media posts.

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

The Medical Marihuana program for Ogemaw County in FY 21 spent 80.34% (\$4,338.96) of the budgeted \$5,401.00. DHD2 was fiscally responsible for administering the grant while also responding to the COVID-19 pandemic. The increase in the number of grants related to COVID-19 caused staff to be pulled from the Marihuana program as well as reduced the amount of space and communication costs and indirect assigned to the program causing these areas of the Budget to be underspent.

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

#### ONTONAGON COUNTY

### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

### Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Our project implementation plan included radio, print, and social media education targeting medical marihuana safety and use in the home environment. We also worked to educate parents of young children via our Women, Infants, and Children (WIC) program and Maternal and Infant Health Program (MIHP) by providing information to program coordinators and home visitors. Program deviations include our inability to work with local Communities That Care Coalitions, these coalitions were not staffed nor funded for the majority of this project period and prevented us from making this connection. We were also unable to have as much exposure as we anticipated with the WIC and MIHP programs as many of these services are still seeing much fewer face to face interactions due to COVID-19.

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

Our primary accomplishment this project year was creating the connection with our WIC and MIHP programs. We were unable to do this last year due to COVID-19. We can see significant opportunities for growth in this area.

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

We were unable to coordinate with the Communities that Care partners due to funding and staffing issues on their side. However, we have made connections via our internal WIC and MIHP programs.

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

Radio advertising has brought interest to this topic from other grant programs under the health department umbrella as their client base hears the ads and sees the utility in what we are working to accomplish, this has created opportunities to leverage other programs and continue to utilize some of the messaging created for the MMOOG grant.

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 \$1328.40 to cover Staffing, development of the radio ads and the expense for the cost of airing the radio ads.

Administration Overhead and excess budgeted expenses were covered by local funds and not billed to this grant in the amount of \$416.84

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

We see significant opportunities for program enhancements with other community partners through additional health department programs including, harm reduction, substance abuse counseling, and school based prevention programs. This adds a factor of sustainability to the medical marihuana education component as the messaging will reach beyond the funding cycle may be used in other programs as well. If additional funding cycles are available we plan to enhance our current program by including input from a variety of sources and program areas under the broader public health umbrella to devise timely, relevant, and impactful messaging.

- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
- 8. Wages: Budget \$612.00 Spent \$612.00
- 9. Fringe: Budget \$165.00 Spent 116.40
- 10. AD Cosultant: Budget \$100.00 Spent \$0.00
- 11. Advertising: Budget \$600 Spent \$600.00
- 12. Total Expenditure: Budget \$1,477.00 Spent \$1328.40

AD Consultant was not required.

Wages came in over budget by \$113.19 due to staff working 4.50 hours more than was budgeted for Ontonagon County used local funding



### DISTRICT HEALTH DEPARTMENT NO.2

Alcona County 311 Lake St. P.O. Box 218 Harrisville, MI 48740 Tel: 989-724-6757 Iosco County 420 W. Lake Street Tawas City, MI 48764 Tel: 989-362-6183 Ogemaw County 630 Progress St. West Branch, MI 48661 Tel: 989-345-5020 Oscoda County 393 S. Mt. Tom Road Mio, MI 48647 Tel: 989-826-3970

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

### Medical Marihuana Operation and Oversight Grants OSCODA COUNTY Final Report FY 2021

### Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

1. A 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 marihuana information was distributed throughout the 4-county area. DHD2 are continuing this campaign into geofencing in order to reach as many residents as possible. In addition, a total of 186 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These will continue to 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 and Ogemaw Counties with messages related to driving under the influence of marijuana.

### **Deviations:**

As written in the narrative for each of our counties we stated "DHD2 Health Education staff will create social media posts related to the Michigan Medical Marihuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving that will be posted weekly to the social media account (Facebook)." DHD2 was unable to do this all-fiscal year. While DHD2 does consistently with medical marihuana related content, we were unable to do weekly posts as stated in our quarter one report this year.

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

### **Accomplishments:**

A flyer campaign on safe storage through lockboxes was created and distributed via local dispensaries and Facebook. Allowing us to distribute lock boxes almost daily, even distributing 100% of the lock boxes purchased in Iosco County. DHD2 was also able to use social media to distribute information on safe storage, effects of use, and reducing

youth access. In addition, a total of 2 billboards on drugged driving placed in Alcona and Ogemaw Counties.

### **Problems/Challenges:**

None

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. Unanticipated impacts this fiscal year is the exceptional use of the lockboxes in our service area. In addition, Facebook posts were used throughout this grant with a total reach of 14,724.

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 educational post made to our social media posts.

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

The Medical Marihuana program for Oscoda County in FY 21 spent 53.63% (\$1,027.49) of the budgeted \$1,916.00. DHD2 was fiscally responsible for administering the grant while also responding to the COVID-19 pandemic. The increase in the number of grants related to COVID-19 caused staff to be pulled from the Marihuana program as well as reduced the amount of space and communication costs and indirect assigned to the program causing these areas of the Budget to be underspent.

Gwen Unzicker, M.D.

Medical Director

### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

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

"Grant funds will be used to educate health care providers, retailers and provisional centers, and the general public on issues related to medical marihuana, including the promotion of safe storage and risks of youth use. Healthcare providers will receive information regarding the risks of using marijuana when pregnant and/or breastfeeding and the impact that marihuana use can have on youth/adolescent brain development. We will provide community members with access to lock bags through retailers and health care providers. All lock bags will include contact information along with further information/resources. OCDHP will continue to collaborate with regional partners to develop common messaging about marihuana that will be distributed through various mechanisms (social media, ads, etc)."

- Original plan is outlined above, deviation of plan occurred through providing healthcare education via webinar rather than in person due to the COVID-19 pandemic.
- 2. Accomplishments and problems experienced while carrying out the project activities.
- Accomplishments included a high turnout for healthcare cannabis education webinar. On the go live date, we had over 50 attendees. We also had a high need of marijuana lock bags and ended up going through them quickly and ordering more due to high demand. Our problem would have been moving the healthcare event online, although the transition was smooth, and the turnout ended up being more than what we would have expected through an in-person event.
- 3. Coordinated efforts with other organizations to complete the project.
- Worked with regional partners as well as a group of social workers on the webinar planning committee to achieve results and reach a large group of individuals. Due to the event being moved online, we were able to provide CMEs for healthcare providers throughout the state and worked with local hospitals and regional partners through OSAP and Marijuana Subcommittee to accomplish this goal. Worked with local provisioning centers to distribute lock bags, as well as with Ottawa County Juvenile Courts to provide community service hours for youth by stuffing lock bags with educational information.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
- Received positive feedback regarding social marketing campaign. We will receive final turnout results for webinar at the end of September, but so far have received great feedback and believe projected over 100 attendees since the 'go live' date. Dispensaries had a great response to lock bags and needed more after distributing so quickly.



Gwen Unzicker, M.D.

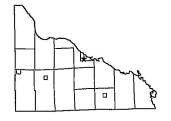
Medical Director

- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
- Ottawa County Department of Public Health spent 99% of the funds that were provided.
- 6. Any experience in applying the project products and anticipated "next steps".
- Anticipated next steps would be to continue to identify populations that may need education on the topic of medical marijuana. OCDPH aims to provide education to all of these groups to benefits communities with Ottawa County. Aim to continue to build relationship with dispensary employees to provide education and resources regarding risks and keeping marijuana locked up and away from youth.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
- Our budget spent a total of \$37,137.25 of our allocated \$37,694.00. This amount is divided into multiple categories. There was 98% of the social marketing campaign funds spent through comcast television advertisements totaling \$18,608.25 out of \$18,901.00. OCDPH utilized 99.9% of our lock bags funds with a total of \$13,412 spent out of \$13,418 budgeted. Only 14% of the budget was used on post cards as left-over post cards were found that were not utilized in 2020 and could be used this year spending \$42.00 out of \$300.00 originally budgeted. 100% of webinar costs/CME Production was used utilizing all \$3,075. There was also 100% of the presenter costs budget used utilizing all \$2,000.

### 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



<u>CHAIR</u> Carl L. Altman

<u>VICE-CHAIR</u> Lee Gapczynski

COUNTY CLERK &
CLERK TO THE BOARD OF
COMMISSIONERS
Ann Marie Main

# Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

The implementation plan has been completed as proposed. We did manage to distribute lockboxes according to plans with the increase in staffing able to assist.

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

The main problem with the plan was that many businesses were not open to the public due to COVID restrictions, which limited our ability to distribute the boxes. We have worked cooperatively with businesses since their reopening.

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

Area businesses assisted with the distribution of the lockboxes as well as distributing through our department and programs.

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

We, at DHD4, feel that we have had an impact on keeping harmful products away from children due to the ability of individuals to lock up their product.

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

We expended all the funding as outlined in the grant application without any concerns.

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

DHD4 is working with our staff to distribute the lockboxes within our programs that have a potential of protecting the young children in our communities. These lockboxes offer our residents the ability to safely protect their products from young children and anyone else.

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

There are no discrepancies with our budget.

151 E. Huron Ave. P.O. Box 110 Rogers City, MI 49779

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Email: piclerk@picounty.org

### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

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

The Saginaw County Health Department developed an outreach and multi-media campaign centered around the goal of increasing education and awareness around safe usage of medical marihuana. Our focus was on breastfeeding and marihuana usage, driving under the influence of medical marihuana, youth usage, and safe storage. We worked with a local marketing company to create this coordinated outreach plan using digital, television, outdoor, and print. We also offered free lockboxes to community members to assist with safe storage.

Our overall theme was "If marijuana is your medicine, treat it like it's medicine!" Within that theme, our messaging included the following taglines

Do NOT drive under the influence - Safeguarding Saginaw by reducing harm to you and others

Do NOT use when pregnant or breastfeeding – Safeguarding you and your baby

LOCK IT AWAY from children, youth and pets – Free lock pouches and boxes available

Our campaign was prolific – on billboards throughout the county, on television with motion graphic video spots, digital ads, on the side of three city buses, and on educational handouts.

Here are some samples from the campaign:

# IF MARIJUANA IS YOUR MEDICINE... treat it like it's medicine!

Do NOT drive under the influence

Safeguarding
Saginaw by
reducing harm to
you and others



# IF MARIJUANA IS YOUR MEDICINE... treat it like it's medicine!

LOCK IT AWAY from children, youth and pets

**FREE** lock pouches and boxes available

good environment, and do not use any substances around children.

Answer any questions that come up honestly, and let them know the health risks and legal consequences of marijuana use.





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

We consider our reach and frequency of messaging a major accomplishment. Among them were 1.7 impressions via TV5 and its digital channels and 5.6 million impressions on the multitude of billboards.

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

We coordinated closely with our Saginaw County Harm Reduction Work Group, Families Against Narcotics, Saginaw Community Foundation staff, as well as our external marketing group and local media representatives.

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

Though not an insurmountable obstacle, we did find the need to work creatively with our media representatives to use their "channels" in a way that did not violate their policies and standards regarding marijuana and promotion of drug use. There were certain images and words we were not allowed to use. And "advertising" on standard network television was not allowed. We were able to work within Meredith's holding of communication channels to focus our motion graphic videos and digital ads on run our messaging.

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

Our final total for the grant was \$43,171.74. Within the line items of our budget for media campaign we paid our marketing firm \$8,787.75 to develop the creative, produce and size the multitude of digital images, print materials, and to coordinate with our media representatives on our buys. The remaining was spent on TV, bus wraps, billboard, and digital/contextual ads.

We received \$5,000 in added value from our outdoor campaign. We also received added value in our TV/digital campaign by using audience targeting for alternative medicine, marijuana, dispensaries, CBD shoppers, and Cannabis News readers.

As a result of our outreach, we were contacted by a local foundation interested in funding a public art exhibit focused on harm reduction and expression.

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

Our past two campaigns have been word/graphic/fact based with clear calls to action. Looking forward, we would like to build in a more emotional appeal with real people and video. Perhaps we can work in the public art in some way when it is complete.

We would also like to incorporate some survey research to develop a baseline on public understanding of safe storage and usage of medical marihuana.

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

Actual expenditures \$43,171.74 Budget \$43,396

Printing costs were not as expected.

### SANILAC COUNTY HEALTH DEPARTMENT



171 DAWSON STREET, SUITE 123, SANDUSKY, MICHIGAN 48471

Visit our website at: www.sanilachealth.com

Bryant Wilke, R.S., M.P.H., Health Officer Mustafa Mark Hamed, M.D., M.P.H., Medical Director

Telephone: 810.648.4098 Fax: 810.648.2646
Protecting and promoting health for Sanilac County citizens since 1937

### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Sanilac County Counseling Services (SCCS) was awarded \$10,341.00 in grant funding for education, communication, and outreach regarding the Michigan Medical Marihuana Act. Many of our residents and medical marihuana card holders are not aware of the laws and regulations associated with the use of medical marihuana. As such, grant funding was utilized to properly educate cardholders, physicians, first responders, and Sanilac County residents on safe and proper use of medical marihuana, with emphasis on harm reduction techniques. The harm reduction techniques focused on education of the laws, the potency of marihuana today, forms of marihuana, driving under the influence, and safe storage and disposal of marihuana in our community.

Due to COVID, implementation was slower than anticipated, as county-wide, there was significantly less opportunities to reach residents. We continuously monitored opportunities to participate at outreach events throughout the grant period and conducted further outreach in other COVID safe ways, such as through radio advertisements.

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

Accomplishments experienced while carrying out the project activities included higher than anticipated outreach opportunities, including radio advertisements, collaboration on a Community Scavenger Hunt, which reached 36 individuals, participation at the County fair, which reached over 140 families, participation at an Injury Prevention Event, which reached over 400 individuals, and frequent outreach conducted at local baby pantry.

Problems experienced while carrying out the project activities included difficulties conducting outreach while maintaining COVID precautions. Limited community events made face-to-face outreach more difficult to achieve, especially in the beginning of the grant.

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

# SANILAC COUNTY HEALTH DEPARTMENT 171 DAWSON STREET, SUITE 123, SANDUSKY, MICHIGAN 48471



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SCCS coordinated with a regional organization, Thumb Opioid Response Consortium, to partner on their "Safe Storage" campaign. SCCS also coordinated efforts with Deckerville Community Hospital for their Injury Prevention event, to provide information on safe use during the event.

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

This funding has allowed the department to provide outreach to the community and alert Sanilac County residents to become more aware of the safe use of medical marihuana as well as how we can create a safe community that utilizes medical marihuana. We were able to provide education directly to individuals who have medical marihuana cards, as well as to other residents, who may have previously been unaware of rules and regulations.

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

All of the money used for this project was grant money.

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

SCCS intends to continue to include information on safe use and storage of medical marihuana in conjunction with our Alcohol and Other Drug Highway Safety classes and anticipate applying for the grant again next fiscal year if it is available. This grant has helped us put safe storage boxes and educational materials in a lot of hands throughout the county, which helps us to ensure a safer community.

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

The actual budget itself came in lower than we had originally planned and every line item was below budget with the exception of the supplies and materials line. This line was over by about 3 percent due to the quantities the lock boxes were available in.



### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - We continued using some advertising in the movie theatre. There were many deviations as a result of staffing shifting to Covid.
- 2. Accomplishments and problems experienced while carrying out the project activities.
  - The problems experienced was that all the staffing was used to combat the coronavirus. This took attention away from many programs like marihuana.
- 3. Coordinated efforts with other organizations to complete the project.
  - Meetings with the Shiawassee Prevention Network on how to spend funds in alignment with their mission.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
  - COVID-19 impacted this project in a variety of ways.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
  - In total the Health Department spent \$305.47 with the majority of the spending done in advertising categories.

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

Currently there are no next steps for SCHD.

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

We did not fulfill many of our budgeted activities due to covid 19. The staff were reassigned to COVID activities thus making it hard to complete many of our objectives. Only \$305.47 of the total grant amount of \$33,032 was used.



### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

#### 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 grant was directed by the Health Promotion and Education division of the Branch-Hillsdale-St Joseph Community Health Agency. This grant cycle came on the back of a dysfunctional 2020 cycle due to the Covid-19 pandemic. In the end, our team decided that with the uncertainties surrounding the continuing pandemic, we did not want to be too ambitious about any in-person activities, or other such things that would completely derail our work plan if they were suddenly not allowed. With that in mind, we chose to go with a nearly all media and promotion-based campaign for this 2021 grant cycle.

The Health Promotion and Education supervisor, along with the health educators, worked closely with 2nd Story Marketing to communicate the public health message "Lock it Up" through a wide array of media-based platforms. These platforms included, but were not limited to, streaming television advertisements, digital advertisements used on social media sites such as Facebook and Instagram; radio commercials on both local radio stations and the streaming service Pandora; billboard ads depicting the "Lock It Up" logo; and print ads (brochures, pamphlets, etc.) that were used to educate the community on the importance of safe storage of medical, and recreational, marihuana.

Our main objective was to use different platforms to promote the Lock it Up campaign. Over the course of the grant period, our social media campaign via Facebook reached over 4,000 people; the Penny Saver (a local paper in St. Joseph) estimates their reach to be over 12,700; 0ur television commercial ad, that was developed with the help of Comcast, was viewed over 100,000 times and our streaming radio advertisements on Pandora were heard just under 100,000 times.

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

Accomplishments: With the arrival of recreational marijuana, and the boom in recreational dispensaries opening for business throughout the state, the education revolving around the proper storage, and safe use, of all marijuana-containing substances has never been more important. Whether you carry a medicinal marijuana card, or are a recreational user, it is your responsibility to use it and store it properly to protect yourself and your loved ones. This is why we believed that a media-based campaign that was solely directed towards delivering the "Lock It Up" message would be successful in that endeavor; and if we only look at the number of views and interactions between our television and

Pandora ads (not even taking in to account all of the other media platforms that were utilized), then we were overwhelmingly successful in getting this message out to our community members.

**Problems:** There can be push back from the community when a controversial subject like medical, or recreational, 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, Covid-19 (as with anything in the world right now) did have an impact on this campaign, and although we tried to avoid its influence by going to a full media-based campaign, we likely would have utilized funds in other creative ways alongside the media promotions had it not been for the limitations caused by the pandemic.

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

We coordinated with 2<sup>nd</sup> 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, and recreational, marihuana will be decreased because of the wide-reaching distribution of the "Lock It Up" promotional messages across a wide array of media platforms. Our efforts are resulting in a community that is more well-educated on the topic, and knows the simple steps that can be taken to make marijuana use safe. Furthermore, the "Lock It Up" logo that has been used over the past several years has begun to gain notoriety as community member see it in more and more places. This wasn't necessarily an anticipated outcome of the implementation, but a recognizable, visual element that conveys the message of our campaign is a really positive development as we move forward.

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

Please see the following page.

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

Although the majority of media-based advertisements have ran their course at this time, we now have access to print materials that we will continue to hand out to residents as needed. We typically bring materials like this to health fairs, county fairs and other outreach events that we are involved in as to spread awareness amongst the community. And we will continue to educate, and support, those members of our service that want to be a part of this increasingly important health message.

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

Please see the following page



Medical Marihuana Operation and Oversight Grant - ST. JOSEPH COUNTY							
Category	Original Budget	Reason for Discrepancy					
Wages	\$2,111	\$1343.71 <i>(63.65%)</i>	The original wage budget was planned for 2 employees to be working under this grant for the duration of the project period. Due to staffing turnover and other unforeseeable circumstances the large majority of work done under this grant was by one employee and therefore diminished the actual expenditures in relation to the original budget.				
Fringe Benefits	\$628	\$322.42 (51.34%)	For the same reasons listed above, the actual expenditures of fringe benefits were diminished due to less employee hours sper under the grant.				
Supplies & Mat.	\$120	\$5.66 <i>(4.72%)</i>	The overall emphasis placed on our purely promotional and media based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for certain supplies and materials.				
Travel	\$25	\$0 <i>(0%)</i>	The overall emphasis placed on our purely promotional and media based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for travel expenses.				
Indirect	\$445.36	\$272.75 (61.24%)	For the same reasons listed above, the actual expenditures under the Indirect category were diminished due to less employee hours spent under the grant.				
Space	\$120	\$39.10 <i>(32.58%)</i>	The overall emphasis placed on our purely promotional and media based campaign, along with Pandemic related restrictions severely limited our ability to interact with community members and therefore diminished our need for space-related expenses.				
Advertising (Breakdown Below)	\$4,677.64	\$4605.56 <i>(98.46%)</i>					
2nd Story Marketing Firm + Pandora Radio (Advertising)		\$2,249.99					
Adams Billboards (Advertising)		\$1,950.00					
Graphics 3 - Print Materials (Advertising)		\$355.57					
Shoppers/Penny Saver/Tip- Off - Local Newspapers (Advertising)							
EffecTV - Commercial (Advertising)		\$50.00					
Other Expense	\$250	\$2.47 <i>(0.98%)</i>	The overall emphasis placed on our purely promotional and media based campaign meant that most of our budgetary concerns laid with the Advertising portion of the budget and there was rarely a need for unaccounted for expenses.				
Telecomm	\$25	\$0 <i>(0%)</i>	During this project period, we did not have any specific expenditures dedicated to the Telecomm portion of this budget.				
TOTAL	\$8,402	\$6591.67 (78.45%)	Despite the ongoing Covid-19 Pandemic, and the restrictions and obstacles associated with it, we were able to utilize a large portion of our overall budget and accomplish the goals that we had planned to achieve.				

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# TUSCOLA COUNTY HEALTH DEPARTMENT

Phone: 989-673-8114

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Fax: 989-673-7490

Mustafa Mark Hamed, MD, MBA, MPH, Medical Director

www.tchd.us

Ann Hepfer, RN, BS, Health Officer

## Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - Partnered with local advertising agency to create a digital/print/billboard media campaign with run date of July 1, 2021- November 1, 2021.
  - Purchased domain and hosting site and created campaign website www.weedingthroughthemyths.com
  - Created campaign brochure
  - Purchased lock boxes
  - Disseminated lock boxes and brochures at the Tuscola County Fair for campaign outreach
  - Collect data on digital media targeting and website visits
  - Through partnership with the Tuscola County Prevention/Recovery Coalition, talk about campaign on coalition's podcast.
- 2. Accomplishments and problems experienced while carrying out the project activities.
  - Accomplishments
    - o Producing a multi-media campaign
    - Creating a website
    - o Speaking on a podcast
    - o Handing out 200 lock boxes
    - o Having billboards across the county
  - Challenges
    - o Having community interest in the campaign
    - o Updating the budget as the campaign shifted
- 3. Coordinated efforts with other organizations to complete the project.
  - Tuscola County Prevention/Recovery Coalition
  - Tuscola County Fair Association
  - Tuscola County Advertiser



# TUSCOLA COUNTY HEALTH DEPARTMENT

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Mustafa Mark Hamed, MD, MBA, MPH, Medical Director

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Ann Hepfer, RN, BS, Health Officer

- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
  - The marketing campaign went live in July.
    - o 52,033 impressions
    - o 169 website visitors
  - Safety Lock Boxes distribution
    - o 200 boxes distributed at the Tuscola County Fair in 5 days
  - August Digital Results
    - o 52,035 impressions
    - o 34 website visitors
  - Majority of impressions happening in Vassar, which is the only municipality in Tuscola County allowing Marijuana businesses.
  - The majority of views on the webpage happening in Michigan also came from Vassar.
  - For digital targeting, the majority of clicks from ads were around 2:00 p.m. with Thursday's and Friday's garnering the most clicks.
  - Mobile device use by far outweighed tablet and desktop use for impressions and clicks.
- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
  - \$42,265 expended in grant finds.
  - \$2.57 expended in local funds. This is the amount identified at 9-15-2021. Any additional expense booked at the quarter end (9-30-2021) will be covered with local funds.
- 6. Any experience in applying the project products and anticipated "next steps".
  - The media campaign will continue to run until November 30
    - o Billboards
    - o Digital Targeting
    - o Newspaper
    - o Social Media
  - The website will be live and monitored for the rest of its three-year tenure.
- Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
  - Nearly all expense categories came in at or very near to 100% as budgeted. There are no major discrepancies to report.



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### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Paw Paw, MI 49079

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Our intentions were to focus on the prevention of medical marihuana use and its unintended consequences by collaborating with the Berrien County Health Department. We planned to expand the reach throughout Van Buren and Berrien 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, distribution of educational materials, and co-hosting a conference/training for professionals.

There were no deviations from the original project as initially proposed.

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 bi-county, mass media promotion campaign, "The Dirt on Weed"; distributed lock boxes throughout the county for safe storage of medical marihuana, and delivered a successful conference/training on "An Overview of Michigan Marijuana Laws."

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

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 bi-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.

VBCMH staff were able to distribute approximately 144 lock boxes to promote safe storage and handling for legal medical marihuana users have been distributed throughout the county.

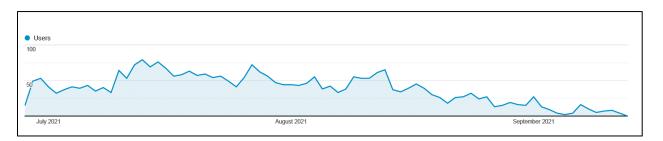
"An Overview of Michigan Marijuana Laws" conference/training took place on July 12, 2021 for professionals focused on understanding medical marihuana laws and the impact of marihuana use on individuals and the community, hosted by the Van Buren Substance Abuse Task Force. Ken Stecker, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association of Michigan and Susan Zuiderveen, Van Buren County Prosecutor were presenters during the conference/training. Approximately 40 people attended the conference/training that spanned a three-hour period.

Berrien County Health Department and Van Buren Community Mental Health contracted with King Media to have a bi-county mass media promotion campaign, "The Dirt on Weed." The focus of the campaign was to focus on the impact of marijuana on pregnant and nursing mothers and their babies; education parents on the impact of marijuana on their teens developing brain; and reminding medical marijuana users about safe storage practices.

The Dirt on Weed Landing Page Site Traffic

June 28 – September 13, 2021

Traffic Source	Users	New Users	Sessions
Overall	2,773	2,770	3,051
Social	2,143 (77.3%)	2,142	2,304
Direct	395 (14.2%)	395	448
Organic	233 (8.4%)	230	295



- As of September 14, 2021, 93.1% of the traffic to the campaign landing page is new traffic and 6.9% of traffic are returning visitors to the page.
- 93% of site visitors were new, which indicates the campaign's continued ability to reach new individuals.
- There was a decrease in total visits to TheDirtOnWeed.com from 2020 to 2021. We attribute this to two factors: first, we were reaching two counties instead of three; and second, we had only one "direct click" tactic instead of two.
- 1. Rack cards were created for pregnant and nursing mothers and their babies, teens, and kids retgarding 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 utilized for this year's campaing; one vide for each of the target audiences. The videos ran as television commercials on WSBT and WWMT. This campaign is ongoing and will end October 4, 2021.

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### **WSBT Campaign Dates:** June 28 – September 20, 2021 (8 weeks)

Number of Spots: 182

Demo	Reach	Frequency	
НН	98	9.7	
A18-54	97.8	9.6	

## **WWMT Campaign Dates:** June 28 – October 4, 2021 (13 weeks)

Number of Spots: 136

Demo	Reach	Frequency	
НН	55.5	4.22	
A18-54	52.16	3.77	

3. Campaign execution: social media, outdoor advertising, and television over the course of 16 weeks.

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 both Facebook pages – Van Buren County Substance Abuse Task Force and Berrien County Health Department. Three (3) ads are running, one for each audience.

July 12 – September 5, 2021 (8 weeks)

Ad	Impressions	Link Clicks	Click-through Rate	
Overall Total	206,747	1,740	0.84%	
Marijuana Users	74,102	579	0.78%	
Pregnant/Nursing Moms	60,992	583	0.95%	
Parents of Teenagers	74,653	578	0.77%	

• In response, we switched back to static social media ads in 2021. Despite focusing on two counties instead of three, we had almost as many total ad impressions in 2021 as we did in 2022, and the click-through rate increased by 0.20%. This indicates our ability to improve campaign performance based on audience response.

MMOOG 11/2020 Page **3** of **4** 

• Website traffic and acquisition sources are further evidence of the success of our switch from video to static ads in 2021. In 2020, 43% of traffic to TheDirtOnWeed.com came from social media. In 2021, 77% of traffic came from our Facebook ads.

The outdoor campaign was developed to include both Van Buren and Berrien County logos and was an eight (8) week campaign that covered both counties. This campaign is ongoing and will end on October 10, 2021.

Board #	County	Location	Weekly Impressions	Creative	Post Date
30940	Berrien	SR 140 0.2 mi N/O Forest Beach Rd WS – Watervliet	12,199	Teens	6/28
31666	Berrien	SR-63 S 50 ft S/O Glenlord Rd ES – St. Joseph	19,625	Babies	6/28
31824	Berrien	SR-51 N 0.2 mi S/O Pucker St. ES – Niles	19,103	Teens	6/28
30921	Van Buren	SR-40 100 ft N/O CR 390 ES – Gobles	18,521	Teens	8/9
30927	Van Buren	Red Arrow Hwy, 50 ft E/O 39 <sup>th</sup> St. SS – Paw Paw	38,060	Babies	8/9
30946	Van Buren	Blue Star Hwy 1 mi S/O SR 140 WS – South Haven	7,754	Babies	8/16

**Total Impressions:** 922,096

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 intend to continue to use and share widely the products which require no additional financial support to promote (example: social media messages, rack cards, and the 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 budget agreement.

MMOOG 11/2020 Page **4** of **4** 



# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

Washtenaw County Health Department was able to build on previous grant years and accomplish all planned projects with only small modifications to accommodate COVID-19 safety recommendations. Project activities include a five-part *Cannabis in Practice* webinar series offering medical and treatment providers education on a variety of topics related to medical marijuana. Community education occurred through multiple in-person events and distribution of educational items and materials via partnerships with Huron View dispensary and other community organizations. In addition, multiple advertising platforms were utilized to reach a larger more diverse audience. Ads were placed on buses, billboards, through Comcast/ EffecTV, and on YouTube as well as shared across social media channels.

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

While the demands of the COVID response continue to impact our Department's overall capacity to carryout, non-COVID work, this year's activities were completed. The provider education series remained virtual. Similarly, we opted not to host a larger community event because of COVID concerns. Instead, staff participated in many, outdoor community events, most of which were combined with COVID vaccines, resources, or testing. Additionally, and during this project period, one staff member with key responsibilities accepted another position and left the Department. Other staff members and the program intern were able to step in and complete planned activities after her departure.

Multiple ad placements were done over the course of the grant to reach a wide variety of audiences. The <u>YouTube ad</u> was new, as the department has not produced a video on YouTube for ad purposes. The ad has proven to be successful in reaching a new, likely young audience, and it acquired over 112,000 views within a week of being posted on our YouTube channel. Traffic to our medical marijuana information website, linked to the ad, has also increased. This has given us a successful outlook on doing additional medical marijuana ad content in the future because we know that we can reach out to a larger audience through YouTube.

Our *Cannabis in Practice* webinar series was again well received with over 100 unique registrations and ongoing views through online recordings and platforms. The segment on Women, Pregnancy, and Medical Cannabis, for example, has 30 additional views since it aired



live. We offered a total of <u>five speakers</u> this year to join us and provide the medical community timely and relevant education on medical marijuana and related topics.

Our community outreach and tabling events were also successful. Participants were engaged in learning about medical cannabis and interested in giveaways, lock bags, and educational material. Staff participated in multiple events hosted by community partners, and we hosted three outdoor events in conjunction with evening vaccination clinics at the Health Department.

Examples of the materials and ads created and used this year are below and include educational billboards (2), bus ads and educational flyers and posters (2). Both of the educational materials are also available in Spanish.

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

Washtenaw County Health Department continued the partnership with Washtenaw County Medical Society to host the *Cannabis in Practice* webinar series. We also worked with Huron View Dispensary to distribute educational flyers and lock boxes to medical marijuana clients. Working with dispensary partners continues to expand our reach and educational efforts to new groups and individuals. The partnership with Huron View allowed us to gain additional knowledge about issues and concerns for veterans. We then invited their Director of Operations to present as part of the webinar series to share this information with medical providers. Educational materials and lockboxes also continued to be available through community events where the Health Department participated or through interested community partners.

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

No significant problems or delays were experienced, other than the ongoing demands of the COVID-19 response, which includes limited opportunities for in-person engagement.

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

In addition to staffing, grant funds were used to purchase outreach supplies, including promotional items and event supplies from Amazon, EverythingBranded, 4imprint, Kroger, and Staples. These supplies included branded items with safety messaging, lockboxes, printing flyers, and a tent for the outdoor events. Snack items were also purchased for events from Kona Ice and Washtenaw Dairy.

The YouTube Ad required a videographer and was subsequently advertised on the platform. A marijuana safety campaign also ran on Comcast/ EffecTV for approximately three weeks.

Funds were also used to compensate webinar speakers and to promote the educational series to area health care providers in collaboration with the Washtenaw County Medical Society.

Please see the financial reporting documents for details.

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

Washtenaw County Health Department will continue to use the materials and resources developed during the grant period. This includes making the webinars and educational materials available online, to partners, and through community events or partners.

We also look forward to continuing to develop our working relationships with dispensaries and our primary audiences (health care providers and community members). This year, we made more progress on educational initiatives about youth use. There is clear need for more and ongoing work in these areas. Ideally, next steps including building on this year's materials, resources, and partnerships and continuing to provide educational events and messages next year. We also hope to return to an in-person community event in the coming year, as this was incredibly well received pre-COVID.

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

Category	Original Budget	Actual	Notes
Wages	\$31,558.00	\$29,869.36	Due to COVID-19 response the health department optimized temp staff capacity to meet some of the initiatives of this grant. The temp staff cost less.
Fringe Benefits	\$17,271.00	\$14,988.29	Due to COVID-19 response the health department optimized temp staff capacity to meet some of the initiatives of this grant. The temp staff fringe was for FICA and medical benefits.
Travel	\$275.00	\$0.00	Due to COVID-19 response the health department held <i>most</i> events virtually. No travel costs were incurred.
Supplies	\$22,000.00	\$22,000.00	Supply cost was fully expended.
Contractual	\$52,000.00	\$50,419.12	Contract expenditures were down due to virtual model of the conference.
Central Service	\$8,301.00	\$7,625.80	Due to COVID-19 funding – central service costs were spread out to more projects making the overall cost to the program slightly less.
Indirect	\$11,294.00	\$10,428.49	Due to COVID-19 funding – central service costs were spread out to more projects making the overall cost to the program slightly less.



Attachments (billboards (2), bus ads (1) and educational materials

Electronic billboard (1 design)



Traditional billboard (1 design), multiple locations





# Bus ad (1 design, multiple/rotating routes)



Page **5** of **7** 

Educational poster/flyer. Also available in Spanish.

# FAST FACTS: MEDICAL & RECREATIONAL MARIJUAI

In 2008, the state passed the Michigan Medical Marihuana Act and became the 13th state in the US to implement a medical marijuana program. The Michigan Taxation and Regulation of Marihuana Act was passed in 2018, making Michigan the 10th state to legalize recreational cannabis.

#### MICHIGAN CANNABIS LAWS



Must be 21+ years old to use or to possess marijuana Up to 2.5 ounces can be on your person Up to 10 ounces can be kept at home Up to 12 plants can be kept at home Always keep your medical card on you



#### **YOU CANNOT**



Smoke in public places

Light up while driving - it is considered driving under the influence

## PROTECT YOUR LUNGS:

Alternatives to Smoking & Vaping

#### Ingestion

What it means: Eating a form What it means: Drops are of cannabis, or "Edibles" Tip: Precise dosing is key, effects are more potent and Tip: Safer than smoking, can last up to 8 hours effects can be similar to the Safer than smoking, however effects can be more potent Examples: Comes in a than inhalation

Examples: food such as gummies, chocolate, or in a form of a capsule

#### Sublingual

applied and absorbed under the tongue

effects of inhalation variety of CBD:THC ratios

#### START LOW, GO SLOW

Medical or Recreational Marijuana can affect everyone differently

# WHAT WE KNOW ON: **Marijuana and Youth**

Marijuana hinders brain development in adolescents



Negative effects include:

- · Difficult thinking and problem solving
- · Problems with memory and learning
- Impaired coordination
- · Decline in school performances
- · Increased risk of mental health issues
- · Impaired driving

# WHAT WE KNOW ON: **Marijuana and Pregnancy**



Marijuana use during pregnancy can be harmful to a baby's health and cause many serious problems, including low birth weight, preterm birth, and growth and development issues

THC and other chemicals in marijuana can be passed to a baby through breast milk, increasing the baby's risk for problems with brain development and other harmful consequences



#### Find more information at: www.washtenaw.org/marijuana ana/factsheets



Health Department

Funded by the Department of Licensing and Regulatory Affairs Marqui Regulatory Agency (LARA) for medical manipulata education only

#### Remember to always store medical & recreational safely away from children and pets

Children are at increased risk of accidental poisoning from edibles and other products made from marijuana





Educational poster/flyer. Also available in **Spanish**.



# TEEN MARIJUANA USE

The NIDA (National Institute of Drug Abuse) reported in 2019, daily marijuana use increased by 85.7% among 8th graders & 41.2% among 10th graders. As marijuana begins to be legalized throughout the country, many adolescents typically do not think using marijuana is as risky or as harmful as using other substances. As a result, marijuana is the most commonly used illicit drug among teens.

With strong evidence that parents have an important influence on young people's choices about substance use, now is a good time to start conversations about health & marijuana use with your kids.



#### THE TREND

The increased availability and popularity of vaping products has allowed a more undetectable use of marijuana. Vaping marijuana can allow a much more potent percentage of THC.

Today's marijuana plants are grown differently than in the past, allowing THC to be much more potent. Teens can become more impaired and risk the potential for addiction.



### THE RISKS FOR YOUTH

Physical/Behavioral Risks:

Interferences with prescribed medications
Increased aggression

Possible risk of car accidents or legal invol Risky sexual behaviors Use of other drugs or alcohol

Use of other drugs or alcohol Problems with memory and concentration Decline in school performance

#### **Emotional Risks:**

Worsening of underlying mental issues Mood changes Suicidal thinking Risk of psychosis



#### PARENT TIPS

You can help prevent your kids from trying drugs by having open and honest conversations with them. Talk to your teen about what they're interested in lately, who they're hanging out with, and if they have any concerns or questions regarding to substance use.

Be aware of changes in your child's behavior such as:

Decrease in hygiene habits Changes in mood and grades Skipping classes or missing school Loss of interest in sports or other favorite activities

Changes in eating or sleeping habits

MARIJUANA FACTS



Smoking is harmful, whether it's marljuana or cigarette smoke

Inhaling smoke harms the lungs.
Smoking cannabis can lead to lung complications and breathing problems.
Toxins can still be found in the smoke.

Driving high is dangerous and illegal

Using marijuana while driving is illegal and classified driving under the influence. Cannabis severely impairs coordination, judgement, and reaction time. It can be hard to know with certainty when a high will wear off

Smoking cannabis side effects can last from 2 to 4 hours, however eating edibles (food with THC in them) can create a high that lasts as long as 7+ hours. Measuring correct dosing can be extremely difficult and cause unwanted effects.

Find more information:

www.cdc.gov/marijuana/factsheets/teens.htm. www.washtenaw.org/marijuana Funded by the Department of Licensing and Regulatory Affairs Manijuana Regulatory Agency (LARA) for medical manijuana education only





### Medical Marihuana Operation and Oversight Grants Final Report FY 2021

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2021:

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

In summary, the project implementation plan consists of utilizing a health education outreach team and a firm to also publicize the Wayne County Blunt Facts Education Campaign. Similar to 2020, the Medical Marijuana Outreach Team's health education efforts coincided with the hired firm's marketing efforts. This is also a continuation of the marketing that occurred during the 2020 calendar year, with continued use of diverse characters. However, during the 2021 grant performance period, there has been an additional emphasis on pregnant women. This was partially due to the increasing rhetoric concerning the claims that medical marijuana was effective in treating morning sickness associated with pregnancy.

The implementation of the 2021 Wayne County Medical Marihuana Operation and Oversight Grant Project was a comprehensive, multi-media, multi-format, outreach and education campaign. This campaign involved strategic communication, education, and outreach activities focusing on topics related to Medical Marihuana. Geographic areas of focus include all cities in Wayne County, including the City of Detroit.

As the third year for this grant award, Wayne County utilized lessons learned from the prior year's grant activities. For continuity, the name of this continued initiative remained the "Wayne County Blunt Facts Education Campaign". We implemented new tactics to add a more direct connection to the community and allow the Wayne County Public Health Division the opportunity to learn more about the community's perspective on the use of Medical Marihuana. With feedback concerning Medical Marihuana gained from the 2020 grant performance period, an updated comprehensive outreach and education campaign was developed and utilized formats such as, but not limited to; billboards, social media, public service announcements, paid radio and television advertising, print advertising, health education materials, and electronic displays to educate the public on Medical Marihuana. The newest programmatic component to the 2021 performance period is the mobilizing of an education outreach team. These designated personnel provided health education materials to medical marijuana dispensaries and advocacy groups, as well as other outreach functions related to this Medical Marihuana campaign. Specifically, outreach personnel were tasked with strategically connecting with Wayne County communities throughout the 2021 calendar year, distribution of education materials, regular communication



with medical marijuana advocacy groups, partnerships with Maternal Child Health programs, and other outreach efforts.

For continuity purposes, if funding allows, next year the outreach team will continue to publicize the "Wayne County Blunt Facts Education Campaign" to further build upon the efforts that began during the 2020 and 2021 grant year with additional audiences.

There were no deviations from the intial plan. However, although 2021 was less restrictive than 2020, remaining COVID-19 restrictions (i.e. dispensaries modified hours, increase in homedelivery, social distancing protocols, etc.) created a situation where there were less opportunities for in-person engagement.

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

Accomplishments include establishing new relationships with dispensaries and advocacy groups. These connections allowed for more direct outreach to actual medical marijuana cardholders and advocates. There were no problems experienced in carrying out this project.

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

The majority of coordination with partners was directly with the actual dispensaries and local medical marijuana advocacy groups that were contacted during the performance period of this grant. Specifically, since the medical marijuana outreach team reached out and communicated with all of the dispensaries in the jurisdiction of Wayne County they are now able to continuously communicate with these business owner(s), staff, and even customers (when appropriate and voluntarily). Such established positive relationships allowed planned health education zooms calls to occur to ascertain further baseline knowledge of the use of medical marijuana, to drive outreach efforts, and allow for the distribution of health education literature. For continuity purposes, if funding allows, next year the outreach team will continue to publicize the "Wayne County Blunt Facts Education Campaign" to further build upon the efforts that began during the 2020 and 2021 grant year with additional audiences.

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



As anticipated, the impact of this medical marijuana outreach campaign resulted in increased connections, allowing more access to target populations to educate. The unanticipated impact was the receiving of questions regarding COVID-19 (since we are the local health department) and vaccination locations in Wayne County.

## 5. Financial expenditures of grant money and other contributions to the project, inkind and/or direct funding.

Please see below for the FSR that encompassed the entire 2021 grant performance period. There were no other funding sources for this project.

Category	Budget					
		Jan 1- Mar 31	Apr 1- Jun 30	Jul 1-Sep 15	Year to Date	Percent of Budget to Date
Wages	0	0	0	0	0	0
Overtime	0	0	0	0	0	0
Fringe Benefits	0	0	0	0	0	0
Training	0	0	0	0	0	0
Equipment	0	0	0	0	0	0
Misc Contractu al Service	117,226	0	0	117,226	117,226	100%
Misc Profession	433,949	75,190.9	46,515.2	268,627.0	390,333.2	89.949095
al Service		1	3	6	0	%
Vehicles	0	0	0	0	0	0
(List Items)						
Total Expenditures	551,175	75,190.9 1	46,515.2 3	385,853.0 6	507,559.2 0	92.08676

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

For continuity purposes, if funding allows, next year the outreach team will continue to publicize the "Wayne County Blunt Facts Education Campaign" to further build upon the efforts that began during the 2020 and 2021 grant year with additional audiences. In addition, the use of



racially diverse figures in the ads and videos will continue to be utilized, but expanded upon to reach additional audiences (i.e. pregnant women, etc.).

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

Staffing costs were lower than anticipated.