

# 2022 Medical Marihuana Operation and Oversight Grants to Counties

FY 2022 Report to the Legislature (Pursuant to Public Act 166 of 2022)

October 11, 2022

**Brian Hanna, Executive Director Cannabis Regulatory Agency** 

Reporting Period: January 1, 2022 to September 15, 2022



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# **Summary of Legislative Reporting Requirements**

Public Act 166 of 2022 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 2022, fifty county agencies applied for and received grants, and made expenditures as follows:



County	Available	Amount Requested	Total Amount Spent
Alcona	\$6,509	\$6,509	\$4,043.49
Allegan	\$67,685	\$67,685	\$67,675.03
Alpena	\$8,541	\$8,541	\$8,451.00
Antrim	\$16,130	\$16,130	\$16,105.00
Baraga	\$1,672	\$1,672	\$1,649.52
Barry	\$26,318	\$26,318	\$24,403.90
Berrien	\$42,577	\$42,577	\$32,774.39
Branch	\$22,176	\$22,176	\$19,289.17
Calhoun	\$31,617	\$31,617	\$13,807.54
Cheboygan	\$7,744	\$7,744	\$7,744.00
Chippewa	\$8,361	\$8,361	\$8,281.52
Crawford	\$12,863	\$12,863	\$10,426.33
Delta	\$8,876	\$8,876	\$8,756.14
Eaton	\$36,248	\$36,248	\$32,174.76
Emmet	\$1,672	\$1,672	\$1,672.00
Gogebic	\$3,833	\$3,833	\$3,810.55
Gratiot	\$3,061	\$3,061	\$3,061.00
Hillsdale	\$12,966	\$12,966	\$10,864.83
Houghton	\$2,032	\$2,032	\$2,016.86
Ingham	\$23,436	\$23,436	\$23,392.10
losco	\$1,904	\$1,904	\$1,904.00
Isabella	\$7,100	\$7,100	\$4,199.96
Jackson	\$54,179	\$54,179	\$46,851.05
Kent	\$105,065	\$105,065	\$102,541.41
Keweenaw	\$1,492	\$1,492	\$1,352.65
Lake	\$2,933	\$2,933	\$2,602.69
Lapeer	\$40,261	\$40,261	\$40,261.00
Lenawee	\$35,553	\$35,553	\$35,553.00
Mason	\$5,145	\$5,145	\$4,744.41
Menominee	\$4,090	\$4,090	\$4,000.30
Midland	\$31,617	\$31,617	\$30,730.00
Monroe	\$47,516	\$47,516	\$47,373.46
Montmorency	\$1,286	\$1,286	\$1,286.00
Muskegon	\$35,116	\$35,116	\$26,319.46
Newaygo	\$17,571	\$17,571	\$17,455.10
Oakland	\$454,786	\$454,786	\$15,034.63



Oceana	\$13,043	\$13,043	\$9,244.87
Ogemaw	\$4,965	\$4,965	\$2,677.69
Ontonagon	\$849	\$849	\$839.45
Oscoda	\$3,936	\$3,936	\$2,403.69
Ottawa	\$40,544	\$40,544	\$38,697.47
Presque Isle	\$1,544	\$1,544	\$1,544.00
Saginaw	\$47,233	\$47,233	\$39,278.74
Sanilac	\$9,544	\$9,544	\$9,449.58
Shiawassee	\$27,733	\$27,733	\$20,101.90
St Joseph	\$7,744	\$7,744	\$5,603.19
Tuscola	\$42,731	\$42,731	\$41,991.96
Van Buren	\$20,169	\$20,169	\$20,169.00
Washtenaw	\$138,252	\$138,252	\$138,249.05
Wayne	\$566,541	\$566,541	\$543,709.30
Total	\$2,114,759	\$2,114,759	\$1,556,568

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, inkind 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 sub-committees 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 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

# Medical Marihuana Operation and Oversight Grants Final Report FY 2022 Alcona County

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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 service area. A total of 236 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These boxes will continue to be distributed throughout the jurisdiction and contain educational information on safe storage, pregnancy, talking points for parents, and the effects of use. Five billboards were placed in Alcona and Ogemaw Counties with messages related to driving under the influence of marijuana and received an estimated 392,700 impressions. Two billboards will be placed up in Oscoda County, and it is estimated that they will receive 130,256 impressions. DHD2 also created social media content for both Twitter and Facebook related to the Michigan Medical Marijuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving. Lastly, District Health Department No. 2 provided medical marijuana education to the pediatricians and baby pantries in the service area. Knowing the Risks of Vaping Marijuana, Marijuana and Pregnancy, Secondhand Marijuana, and Marijuana and Driving were some of the topics touched on to name a few.

### **Deviations:**

The main deviation with the billboards is that they are being paid for in this fiscal year, however, due to billboard availability in Oscoda County, they will be going up during the last three months of the year. District Health Department No. 2 did not have enough funds for the geo-fencing advertisements. Instead of the geo-fencing ads, we took what funds and resources we did have and provided medical marijuana education to the pediatricians and baby pantries within the DHD2 service area.

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



Alcona County 311 Lake St. P.O. Box 218 Harrisville, MI 48740 Tel: 989-724-6757

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social media to distribute information on safe storage, the effects of use, and reducing youth access. In addition, a total of 7 billboards on drugged driving were placed in Alcona, Ogemaw, and Oscoda Counties, and resources were directly distributed to providers.

# **Problems Experienced:**

Due to turnover and positions shifting within District Health Department No. 2, we were unable to meet hard deadlines throughout the fiscal year. This also prevented us from being able to purchase and create geo-fencing advertisements and complete 100% our work plan.

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. Another anticipated impact this fiscal year was the exceptional use of the lockboxes in our service area, they were such a hit last year in the community and just as many residents are taking advantage of our lock boxes this year.

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".

The 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 on our social media. We will also be running a billboard campaign surrounding drugged driving in Oscoda County during the last 3 months of the year.

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

\$4183.49 of \$4198.79 totaling 99.64% expended for Alcona County. Due to continued challenges created by the COVID-19 funds were distributed differently than expected.

# 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, 2022 - September 15, 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

## Supplies and educational materials:

- Talk Sooner Campaign
  - Marketing Campaign directed at parents providing them with resources and information to talk to their kids. We used snapchat ads and Spotify to direct them back to the talk sooner website.
- Promotional items/Conversation starters for Youth

The purchase of items to be used for law enforcement education with youth is completed. We purchased a few different items to be given out by the Sheriff's Dept at community events, the county fair and any other spring and summer events that youth and families attend. All of the items are imprinted with the talk sooner website and positive messaging.

- Stocking caps
- Bubble pop fidgets
- Re-usable lunch bags
- Sheriff's Dept badges
- Pencils

### **Supplies- Tags and locked bags**

Locked pouches for dispensaries

We purchased pre-printed locked pouches that were sent directly to the dispensaries in Allegan County. Final number of pre-printed pouches purchased was 6,000. (We ended up with pre-printed pouch style bags instead of tags to attach to bags. The cost savings was significant and allowed us to purchase several thousand extra pouches.)

**Community Education and Training** (School personnel, SOR's, Probation officers, Law Enforcement, Community Leaders, etc.)

We held a virtual session with a national presenter to educate professionals and school personnel on trends surrounding youth use of marijuana. We had 125 attendees, and very positive feedback.

We weren't able to host an in-person event so we moved some of those funds over to purchase more snapchat ad's targeting youth and additional items to be used to hand out at schools in the fall.

## **Community outreach:**

# Billboards/Safe Storage Awareness Campaigns

Allegan CMH prevention worked closely with GoMedia marketing company to secure two billboards in the county. They ran for two months on opposite sides of Allegan County.

• EffectTV does not have new PSA's developed this year. We used these funds to have ad's on Spotify, snapchat, and web banners instead of PSA's.

### GeoFencing

Geographical and event-specific targeted social media ads. Coordinated through <a href="https://gomediadetroit.com/">https://gomediadetroit.com/</a> all ads are finished. The full report from Go Media is attached.

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

More impressions then expected were delivered with the media campaign.

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

The Allegan County Sheriff's Department coordinated with OnPoint (formerly known as: 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 marketing with Go Media including the snapchat ad's, Spotify and 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 and youth focused in Allegan County. The purchasing of the pouches for dispensaries has also led to a more positive relationship with those businesses.

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

Project funds were used based on the approved Adjusted Budget, and each project was able to be fully spent, with the exception of \$9.97 in educational supplies.

Medical Marihuana FSR									
Calculation 2022				Due April 1st	Due July 1st	Due Sept 15			
			Ending					% of	Dollars
Category	Budget	Adjustments	Budget	Jan 1 - Mar 31	April 1-June 30	July 1-Sept 15	YTD	Budget	Remaining
Supplies - Educational	13,000.00	3,600.00	16,600.00	4,580.70	5,120.75	6,888.58	16,590.03	100%	9.97
Supplies - Bags/Tags	13,000.00	-	13,000.00			13,000.00	13,000.00	100%	-
Contractual									
Community Education	10,000.00	(7,200.00)	2,800.00		2,800.00		2,800.00	100%	-
Contractual									
Community Outreach Spotify, Billboards	31,685.00	3,600.00	35,285.00		31,287.00	3,998.00	35,285.00	100%	
			-		·		-		-
			-				-		
			_				-		
Totals	67,685.00	-	67,685.00	4,580.70	39,207.75	23,886.58	67,675.03	100%	

# 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 ads from the Go Media marketing campaign that can be shared on social media platforms.

# 7. Actual budget expenditures compared to the budget in the agreement and the reason for any discrepancies.

We moved \$7,200 out of the community education and training line item (originally \$10,000) and moved it to two other sections. We worked with Go Media on a small back to school social media awareness campaign on Spotify with geo-fencing around school parking lots with a message on youth marijuana use (\$3600). The other \$3600 was used for additional promotional items to hand out at back to school events throughout the county.

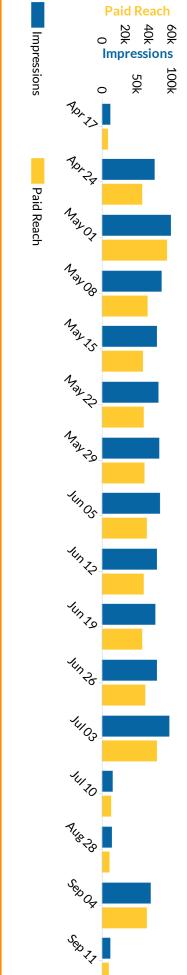
# ASAP Reality Check - Snapchat



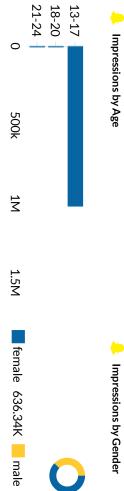




# 🙏 Weekly Performance Trends



# Demographics



(C) tapClicks



# 🙏 Impressions by Age & Gender

13-17	13-17	Age Bucket
male	female	Gender
383,004	632,463	Impressions

# **Snapchat Creative**

Overall Ads Performance

# Ads Performance

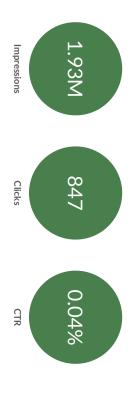
208,023	DUI Female  Dring Later The Influence
	Scholarship  Cholarship  Cholarship  Announce of the state of the stat
141,997	DUI AA Male  Dringt under- The influence  And Construction  In Construction  In So Dumb  Line Dumb
	Message To Mom  Goal Prenting Start is in The Womb.  The Company of the Company o
Impressions	Ad Name Preview

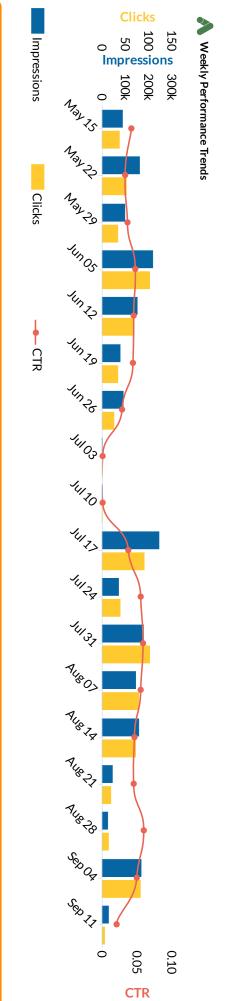


# **ASAP Reality Check Mobile/Geofence**

KPIs

KPIs





# Device Performance

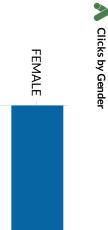


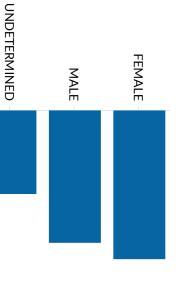


0.00	0.10%	177	169,454	TABLET
0.00	0.07%	595	855,456	MOBILE
Conversions	CTR	Clicks	Impressions	Device

# **ASAP Reality Check**

# Gender Breakdown







0.07%	193	295,362	UNDETERMINED
0.04%	308	869,877	MALE
0.05%	346	762,290	FEMALE
CTR	Clicks	Impressions	Gender

# Ads Performance



0

200

400

ASAP-Reality-Check-Hiding-Spots-300x250.jpg talksooner.org	Ad Preview	
They know your hidding spots.  CCK  UP.  TEARN MORE HIGH.	Image Ad Preview	
Reality Check	Campaign Name	
Hiding Spots	Ad Group	
Reality Check Hiding Spots 1,927,529	Ad Group Impressions	

0.04%

CTR





# 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 2022

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Distribution of the locked boxes were completed as proposed for the four DHD4 offices. Community outreach events increased as COVID decreased allowing more boxes to the community.

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

The biggest problem DHD4 experienced this past year was the decrease flow of clients into the DHD4 offices to pick up locked marijuana boxes due to COVID. The biggest accomplishment was to provide the locked boxes at the different COVID clinics DHD4 offered. People were appreciative and Harm Reduction information was placed in each box.

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

DHD4 continued to supply business sites with locked boxes. Harm Reduction nurses visited/phoned each business monthly regarding supplies. Alpena has added two marijuana shops in 2022 and have been provided locked boxes with Harm Reduction information in each box. DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.



# 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

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

We at DHD4 continue to educate community on Harm Reduction products to keep our children safe using the locked boxes.

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 has used the monies for billboards – DRIVE HIGH GET A DUI – for Harm Reduction education as well as the locked boxes. We have also encouraged the other clinics we work with – WIC – to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses and have available in each office for walk-ins.

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

No discrepancies.



# COUNTY OF ANTRIM ADMINISTRATION DEPARTMENT

Peter Garwood, Administrator P.O. Box 187 Bellaire, Michigan 49615 Phone (231) 533-6265 Fax (231) 533-8111

# Medical Marihuana Operation and Oversight Grants Final Report FY 2022

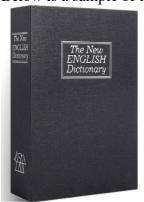
Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Anticipated Outcome 1: By September 2022, 165 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.

**Actual Outcome 1:** During the 1<sup>st</sup> quarter 213 lock boxes for this grant were purchased with allotted funds. We were able to purchase more lock boxes than anticipated because we secured a lower price on each lock box than originally budgeted! During the 2<sup>nd</sup> quarter we distributed 57 lock boxes to Antrim County community members. The reaming 156 lock boxes were distributed during the 3<sup>rd</sup> quarter. Lock boxes were distributed to Antrim County residents through a variety of partnerships and at various locations including. These locations included resource booths at Antrim County community events and through Health Department clinic locations. Additionally, participants of the Maternal Infant Health Program and Meals on Wheels program with Antrim County Commission on Aging were also offered lock boxes.

Below is a sample of the lockboxes we distributed:



Anticipated Outcome 2: By September 2022, 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.

Actual Outcome 2: During February 2022, the project coordinator met with MacDonald-Garber Broadcasting to create a media plan for this grant campaign. The media plan included digital ads to be displayed at various popular websites and radio ads on WKHQ-FM. WKHQ-FM is a 100,000-watt radio station licensed to Charlevoix, Michigan, The Top 40 station, located at 105.9 MHz, is known to listeners as Hits 106 KHQ, Northern Michigan's #1 Hit Music Channel. The media campaign for this project began March 26, 2022 and concludes on September 30, 2022. The campaign has had 595,107 impressions through the digital media campaign in Antrim County. The ad has also had 859 clicks at a click through rate of .16%. The radio ad had 322 spots with half of those being donated by the radio company!

Below a copy of the digital campaign used for this project.



LEARN MORE



The script for the radio ad for this campaign is as follows: *If someone in your home uses substances, such as prescription drugs, alcohol, or marijuana, please lock them up. The easiest place for youth to get substances is at home. Brought to you by SAFE in Northern Michigan. For more information visit www.SAFEinNM.com.* 

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

During this grant project we exceeded both project objectives. We did not experience any problems while carrying out the project activities.

- 3. Coordinated efforts with other organizations to complete the project. During this project we collaborated with multiple organizations to distribute lock boxes to Antrim County residents. These organizations included: The Health Department of Northwest Michigan; community event organizers throughout Antrim County; and the Antrim County Commission on Aging.
  - 4. 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 595,107 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 of Northwest Michigan Clinical staff, community event organizers, and the Antrim County Commission on Aging staff.

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

Total Expenditures: \$ 16,105

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 continue to distribute in Antrim County.

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

Actual Budget expenditures: \$\\_16,105\\_\\_\\_\\
Budget in Agreement: \$\\$\\_16,130\\_\\_\\\

Reason for discrepancy: Media advertising expense came in lower than budgeted by \$25. Lockboxes ended up being more expensive, but we couldn't go over the budgeted amount for supplies.

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 2022

Responses to the following must be completed in full and submitted to CRA-MMOOG@michigan.gov by September 15, 2022:

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

Our project implementation plan included radio, 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. The primary deviation we had was our ability to leverage existing radio ads for another grant cycle and utilize the funds anticipated for new ads for purchasing hard copy educational materials (tri fold brochures) to educate expectant mothers about marijuana use while pregnant.

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

Primary accomplishment was branching out with educational material for expectant mothers.

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

Connection to local Women, Infants and Children programs, as well as Maternal and Infant Health Programs.

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

Continued benefit of radio advertising is surprising; it creates interest in the topic of marijuana use in the home environment and leads to connections with other entities in the community and individual phone calls regarding the topic.

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

Expenses totaled \$1,649.52 to cover Staffing, development of the radio ads, the expense for the cost of airing the radio ads and the printing of brochures Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$277.39.



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

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

If additional rounds of funding are available, we will be working with our "Healthy Connections" unit here at WUPHD to develop additional ties to their programming in harm reduction, substance use counseling, and peer recovery.

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

Wages: Budget \$625.00 Spent \$613.15 Fringe: Budget \$100.00 Spent \$97.37

**Brochure Printing: Budget \$147.00 Spent \$147.00** 

Advertising: Budget \$800.00 Spent \$792.00

Total Expenditures: Budget \$1,672.00 Spent \$1,649.52

# Barry County Administration

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



Michael Brown County Administrator

Luella Dennison Deputy County Administrator

# Medical Marihuana Operation and Oversight Grants Final Report January 1, 2022 – September 15, 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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 marijuana patients and others about safe storage and harm reduction; provide safe storage options to at-risk families
- Educate medical marijuana patients and others about the dangers of driving while under the influence of marijuana
- Educate pregnant individuals and their families regarding the impact of marijuana use during pregnancy and nursing
- Increase perception of risk for adolescent marijuana use
- Conduct a community needs assessment regarding perceptions of risk/harm of adult and youth marijuana use, and attitudes regarding increasing access
- Increase capacity in the community to share safety messaging about marijuana among multiple sectors
- Media Campaigns:
  - Campaigns were developed and expanded in 2022, with a focus on harm-reduction messages in the areas of prevention of youth use, use during pregnancy and nursing, safe storage, and preventing impaired driving.
    - Billboards 3 billboards, over 31,000 impressions weekly
    - Mobile Advertising 1 Bus Wrap
    - Social Media 25,521 impressions
    - Television/Streaming 14,133 impressions
    - Educational Content 31,665 distributed (print/electronic)
- Safe Storage Project Expansion:
  - In addition to education about safe storage, lock boxes were purchased and distributed through many community outreach opportunities and one planned harm reduction event:
    - May 7th, 2022: 113 lockboxes distributed
    - Additional Agencies: 62 lockboxes distributed by agency partners

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- August 31<sup>st</sup>, 2022: 25 lockboxes distributed at community recovery event
- Safe storage postcards and stickers: 200 total
- Marijuana Educational Event for Health and Human Service Professionals;
   Family and Youth-Serving Agencies:
  - o The SATF hosted one educational presentation:
    - Addiction Treatment in Pregnant & Postpartum People with Dr. Cara Poland on July 29<sup>th</sup>, 2022; 105 total attendees
- Community Needs Assessment:
  - Community marijuana/cannabis survey; 106 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
      - Billboards 3 billboards, over 31,000 impressions weekly
      - Mobile Advertising 1 Bus Wrap
      - Social Media 25,521 impressions
      - Television 14,133 impressions
      - Educational Content 31,665 distributed (print/electronic)
    - o Safe Storage
      - Lockboxes purchased: 126 total with grant funds
      - Lockboxes purchased: 96 total with additional donor funds
      - Lockboxes distributed: 200 total
    - o Educational Event
      - Professionals attending event: 105 total
  - Problems:
    - o Media
      - Underspent in some media categories, due to the effective use of less expensive forms of advertising/promotion, such as social

# Barry County Administration

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media, on-site flyers, etc. Retirement/staffing transition resulted in less contact with local news/advertising account rep.

# o Safe Storage

The cost of lockboxes has risen significantly, and the amount purchased with grant funds was less than planned. A private donor provided additional funding for boxes.

# o Financial Reporting

- Staffing transitions and delays were experienced; communication with the State agency regarding reports was complicated and timeconsuming.
- Funding was delayed; time constraints on being able to spend funds in short time frames. Accounting/financial systems did not allow for a timely budget amendment to be submitted.
- 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
  - Bright Start Pediatrics 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 education on safe storage and harm reduction
    - o Increasing community comfort with harm reduction strategies and the utilization of safe storage devices
    - Utilization of media outlets including streaming which allowed for a broader audience receiving messages about marijuana safety
    - o Safe storage events and partnership with local agencies allowed for a reduction in risks of marijuana use in the community

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Michael Brown County Administrator

Luella Dennison Deputy County Administrator

- 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 \$26,318.00
  - Total grant expenditures \$24,403.90
  - Other contributions to the project include:
    - Additional lockboxes were purchased using a different funding source; 96 additional boxes were purchased
    - 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."
  - A summary of the community marijuana/cannabis survey will be presented by the evaluator at the September 26<sup>th</sup>, 2022 meeting of the Barry County Substance Abuse Task Force due to evaluator availability.
  - 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 \$24,403.90
    - o Media
- Underspent in some media categories, due to the effective use of less expensive forms of advertising/promotion, such as social media, on-site flyers, etc. Retirement/staffing transition resulted in less contact with local news/advertising account rep.
- Safe Storage
  - The cost of lockboxes has risen significantly, and the amount purchased with grant funds was less than planned. A private donor provided additional funding for boxes.
- Financial Reporting
  - Staffing transitions and delays were experienced; communication with the State agency regarding reports was complicated and time-consuming.

# Barry County Administration 220 West State Street

Hastings, MI 49058 Ph. (269) 945-1284 Fax (269) 948 4884



Michael Brown County Administrator

Luella Dennison Deputy County Administrator

- Funding was delayed; time constraints on being able to spend funds in short time frames. Accounting/financial systems did not allow for a timely budget amendment to be submitted.
- Official financial documents are attached.



# Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

100% of project objectives have been completed.

The 2022 "Dirt on Weed" campaign included television, outdoor and social media advertising. The 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 fourth year of the "Dirt on Weed" campaign in Southwest Michigan. After three years of using the same creative assets, a creative refresh for 2022 was completed. The successful "Dirt on Weed" theme was maintained but an entirely new set of outdoor, television and social media campaign assets we developed. Rack cards were created with the campaign refresh message regarding safe storage, pregnant/nursing moms and teens.

## **Television**

Three new television commercials were developed for the 2022 campaign:

Love and Understanding :30 Pregnant/Nursing/Secure :15 Pregnant/Nursing/Teen :15

Flight Weeks: 8/1, 8/8, 8/15, 8/22				
Days	Time	Program	Length	Frequency
M-F	6a - 7a	First In The Morning	:30	3
M-F	7a - 9a	CBS This Morning	:15	5
Sat	8a - 11a	CBS This Morning Saturday	:30	1
Sat	11p - 11:35p	News @ 11 PM	:15	1
Sun	6a - 7:30a	News Sunday Morning	:30	1
Weekly Total				11
Total Number of Commercials			44	
Total Hamber of Commercials			44	
ESBT				
ESBT				
<b>ESBT</b> Flight Weeks: 8/1, 8/8, 8/15, 8/22, 8/29	Time	Program	Length	Frequency
<b>ESBT</b> Flight Weeks: 8/1, 8/8, 8/15, 8/22, 8/29 <b>Days</b>	<u> </u>	Program Rachael Ray		Frequency 3
<b>ESBT</b> Flight Weeks: 8/1, 8/8, 8/15, 8/22, 8/29 <b>Days</b> M-F	Time		Length	
<b>ESBT</b> Flight Weeks: 8/1, 8/8, 8/15, 8/22, 8/29 <b>Days</b> M-F M-F	<b>Time</b> 9a - 10a	Rachael Ray	Length	3
<b>ESBT</b> Flight Weeks: 8/1, 8/8, 8/15, 8/22, 8/29 <b>Days</b> M-F  M-F  M-F	<b>Time</b> 9a - 10a 1p - 2p	Rachael Ray Couple's Court	Length   :30   :15	3 5
	7ime 9a - 10a 1p - 2p 2p - 3p	Rachael Ray Couple's Court Paternity Court	Length :30 :15 :30	3 5 5

ESBT				
Days	Time	Program	Length	Frequency
Sat 8/13	12n - 3:30p	NFL Pre-Season Bears vs Kansas City	:15	1
Sat 8/20	8p - 11:30p	NFL Pre-Season Bears vs Arizona	:30	1
Sat 8/27	6p - 10:30p	NFL Pre-Season Bears vs Cleveland	:30	1
Weekly Total				3
Total Number of Commercials			3	

# **Outdoor**

Placement map Board #	August 1 – 28, 2022 County	(4 Weeks) Location	Weekly Impressions
31685	Berrien	158 W. Main St. E/O 8th St	31,835
31640	Berrien	SR-63 N 50 ft N/O Coloma Rd	16,042
31690	Berrien	Hilltop Ave 50 ft W/O Cleveland Ave	70,499
31642	Berrien	SR-63 0.2 mi N/O Marguette Woods Rd	31,892

**Total Impressions:** 601,072

## **Social Media**

# Campaign Dates: July 25 – September 11, 2022

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.

Berrien County Facebook Campaign Ad	Impression s	Reach	All Clicks	CTR (AII)	Link Clicks	CTR (Links)
Nursing Video 7/25 – 8/26 (rejected on 8/26)	9,388	4,311	375	3.99%	316	3.37%
Mom's High 7/25 – 7/26 (rejected on 7/26)	471	422	9	1.91%	3	0.64%
Secure Video	153,210	36,330	6,490	4.24%	3,018	1.97%
Teen Video 7/25 – 8/1 (rejected on 8/1)	183	144	8	4.37%	8	4.37%
Young Minds 7/25 – 8/1 (rejected on 8/1)	112	90	0	0.00%	0	0.00%
Total	163,364	38,154	6,882	4.21%	3,345	2.05%

Why is click analysis so important? Clicks show us how many people are interested in your campaign topic. A click is any sort of action on the ad, from clicking to view the ad, sharing the ad, clicking a link in the ad, etc.

The overall click-through rate (CTR) for the Berrien County campaign was **4.21%**, and the CTR for the Van Buren campaign was **3.86%**. Both of these CTRs **exceed the industry standard** of 0.90%.

The goal of this campaign was to drive users to the campaign landing page through link clicks. A "link click" is clicking on any link shown in the ad. There is no published benchmark for link clicks.

The Berrien County CTR for link clicks was **2.05%** and the Van Buren County CTR for link clicks was **1.88%**. Both of these **exceed the industry standard** for overall clicks. This campaign generated at total of **6,221 link clicks** to the campaign landing page.

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

Even the most successful campaigns need a refresh after a few years, and the "Dirt on Weed" campaign was no exception. To continue getting the audience's attention, and the vibrant, fresh creative we launched this year leveraged our existing brand equity while also providing new, thought-provoking messages.

Social media continues to be one of our most measurable campaign tactics, but it is also one of our most challenging. Since 2020, we have been using Facebook's robust Ads Manager to reach this campaign's many target audiences. But marijuana is a sensitive subject for Facebook and even though our ads are clearly working to educate the public rather than promote cannabis use, this campaign's ads are often rejected. The appeals process is rarely successful and making direct contact with a human who can override rejections is impossible. This year, we even experienced something new: ad rejections after our content had previously been approved.

Despite these frustrations, the social media metrics from this year's campaign were astonishingly strong. In 2021, the campaign delivered a total of 3,707 link clicks with a link CTR of 0.87%. This year's campaign delivered a total of 6,221 link clicks with a link CTR of 1.96% - more than double last year's rate! This is a testament to the strength of the refreshed creative.

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

This is the fourth 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 2022, BCHD and VBCMH continued their investment in the campaign.

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

In previous years, our Communications Manager would administer this grant and we based the wage/fringe on this position and our Public Health Promotion & Prevention Supervisor. The Communications Manager resigned during the administration of this grant and there was no other staff member, except the PHP&P Supervisor, to replace the role. Therefore, we underspent in this area.

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

See FSR and attached invoices. All expenditures/contributions were accounted for

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

We will continue to apply for future funding, if available. We may expand funds for the campaign deliverables. We will anticipate adjustments in salary/fringe as noted.

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

Please see #4



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### **BRANCH COUNTY - Final Report MMOOG 2022**

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

The Branch-Hillsdale-St. Joseph Community Health Agency (BHSJ), led by the Health Promotion & Education team and in partnership with Branch County, had an overall goal to utilize the funds provided by this grant to effectively educate community members, engage with community partners and collaboratively reduce the potential harm of medicinal marijuana when used, and stored, incorrectly; the objective is to remind medicinal marijuana users that they need to treat marijuana as any other prescription medicine that has the potential to harm anyone that it is not intended to treat. We have done this through a targeted "Lock It Up" public and social media campaign involving the use of any, and all, media platforms that we have at our disposal, along with the purchasing and distribution of lockable "bank-like" marijuana storage bags.

Our social media platforms, alone, reached a far greater number of individuals than we could have anticipated and almost doubled the 5000 that viewed our messages a year ago. BHSJ also worked closely with online vendors and Graphics 3, a local design company, to create print items to promote the "Lock It Up" message, namely: posters, yard signs, rubber "lock it up" bracelets, brochures, and stickers. BHSJ also completed a unique project for this grant period with the County itself, namely the Transit Authority, by contracting with the county to have a "Lock It Up/Keep Kids Safe" image and promotional vinyl applied to one of their county public buses. The Health Promotion & Education team created and presented their design to the BATA Board of Directors in June; the design was unanimously approved, and displays a clear and concise message to the public and also directs individuals who see it to seek more information on the BHSJ website. BATA saw their busiest year last year when it comes to residents utilizing their services, and 2022 is on pace to surpass 2021, so this image will now be seen by multitudes of people each day and we're very grateful to be able to see a unique opportunity like this come to fruition.

The aforementioned print-style promotional items (i.e., posters, yard signs, brochures, etc.) covered the topics of general marijuana usage and storage safety, educated individuals on the risks associated with 2nd-hand marijuana smoke, and emphasized the dangers of prenatal marijuana use; of course, they also directed people to the BHSJ website and associated social media platforms where there is further information and an array of resources available. These promotional items also allowed the Health Promotion & Education team to engage with the public by giving them the opportunity to hand them out at Branch County events such as the county fair and community baby shower. Along the same lines, BHSJ has incorporated the "lock it up" message into several other of similarly-themed campaigns during the course of this year's project period. This



# **BRANCH COUNTY COURTHOUSE**

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campaign also saw the "Lock It Up" message heavily promoted by Branch County's Substance Abuse Task Force and other affiliated organizations; we are excited to continue to foster these existing, and new, partnerships that we have created during this 2022 "Lock It Up" campaign.

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

Accomplishments: With the boom in the number of dispensaries opening for business throughout surrounding counties, and the state as a whole, 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 not, 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, using multiple platforms, directed towards delivering the "Lock It Up" message, in addition to the revival of providing the county's residents with a storage device specifically created to safely store marijuana behind lock and key, would be successful in that endeavor; and we believe that it has been and will continue to cultivate the partnerships that we have formed while continuing to spread the "Lock It Up" message.

**Problems:** There can be push back from the community when a controversial subject like medical marijuana is discussed; but we have also reached a point where with every passing day it becomes more and more accepted, and for that reason, we all need to educate ourselves about how to use it safely. For the most part, there was not very much negative feedback, but some do see a local health department's involvement in a campaign like this as an attempt to be controlled or told what to do; and, unfortunately, there are community members that feel this way and occasionally they let their voices be heard.

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

Among others, some organizations that BHSJ partnered with during this project period were the Branch County Courthouse, the Branch Area Transit Authority (BATA), Graphics 3, 2<sup>nd</sup> Story Marketing, Branch County Department of Health and Human Services, many of the county's local dispensaries, the Substance Abuse Task Force of Branch County, Child Abuse Prevention Council of Branch County, and the Great Start Collaborative.



# BRANCH COUNTY COURTHOUSE

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

Youth access to medical marijuana will be decreased because of the wide-reaching distribution of the "Lock It Up" promotional messages across a wide array of media platforms; Medicinal users will become more aware and educated on how their actions can harm others and they will begin to view marijuana as they would any other prescription medicine. Our efforts are resulting in a community that is more well-educated on the topic, and knows the simple steps, such as secure storage, that can be taken to make marijuana usage safe. Furthermore, the "Lock It Up" logo that has been used over the past several years has begun to gain notoriety as community members 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, inkind 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.



# BRANCH COUNTY COURTHOUSE

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	Medical Marihuana Operation and Oversight Grant - BRANCH COUNTY			
Category	Original Budget	Actual Budget Expenditures (% Used)	Reason for Discrepancy	
Wages	\$4,541	\$3650.39 <i>(80.38%)</i>	The original wage budget was planned for 3-4 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 two employee and therefore diminished the actual expenditures in relation to the original budget for employee wages; however, we were still able to utilize over three quarters of the original wage budget.	
Fringe Benefits	\$1,649	\$1649.00 <b>(100%)</b>	No Significant Discrepancy	
Supplies & Mat.	\$100	\$0.00 <b>(0%)</b>	Supplies & Materials that were not related to advertisement and promotional based objectives were not needed for this project.	
Travel	\$25	\$0.00 <i>(0%)</i>	Travel was not needed for this particular area of the project.	
Indirect	\$1,511	\$1511.00 <i>(100%)</i>	No Significant Discrepancy	
Space	\$25	\$25.00 <i>(100%)</i>	No Significant Discrepancy	
Advertising (Breakdown Below)	\$13,100	\$11,280.36 <i>(86.11%)</i>	One of the two main objectives of this campaign was to educate the public regarding the importance of locking up your marijuana and keeping it out of	
Radio Ads (WBET & WTVB)		\$3,922.30	hands of children. To accomplish this, we utilized a very good portion of our proposed advertising budget by partnering with local radio stations, and a large variety of other local organizational partners, including dispensaries,	
Graphics 3 - Print Materials (Yard Signs, Posters, Stickers)		\$807.06	that were willing to display the messaging via posters, yard signs, stickers, brochures, etc. We were also able to take advantage of the Branch Area Transit Authority and a new program of allowing promotional messages and	
2nd Story Design Work for BATA Bus		\$800.00	images to be created and attached to the sides of their public buses for a monthly fee. We are very excited that we were able to complete what was a	
BATA Bus (Fee + Installation)		\$5,751	very challenging and unique project.	
Other Expenses (Breakdown Below)	\$1,200	\$1172.46 <i>(97.70%)</i>	Our 2022 campaign, besides utilizing promotional advertisements through print media and other mediums, decided to once again purchase locking devices for our community members; this year we chose to purchase "bankstyle" durable and lockable bags and encouraged those that we provided	
Marijuana "Lock Bags"		\$1,093.82	them to to use them for the safe storage of their medicinal marijuana. Furthermore we also were able to use almost all of our budget in this line	
"Lock-It-up" Rubber Wristbands		\$78.64	item by also purchasing rubber bracelets with the "Lock it up" message on them as a reminder to those that use medicinal marijuana to always do so safely.	
Telecomm	\$25	\$0.96 <b>(3.8%)</b>	During this project period, we did not have any specific expenditures dedicated to the Telecomm portion of this budget.	
TOTAL	\$22,176	\$19,289.17 <i>(86.99%)</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, engage at high levels with both community members and community organizations regarding the importance of the "Lock-It-Up" campaign, accomplish the objectives that we had set out to achieve, and build some very important partnerships with like-minded agencies in our area.	

# CALHOUN COUNTY



# **Public Health Department**

190 E Michigan Ave Battle Creek, MI 49014 calhouncountymi.gov/publichealth 269-969-6370

# Medical Marihuana Operation and Oversight Grants Final Performance Report Due September 15, 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

- 1. Percent of completion of the project objectives. This should include a brief outline of the work accomplished during the reporting period and the work to be completed during the subsequent reporting period.
  - a. We purchased 1,520 marijuana lock boxes resulting in 61% completion of our lock box purchase objective overall. We also attended 10 outreach events where lockboxes were distributed.
- 2. A breakdown of the expenses that occurred within the reporting period along with supporting documentation that the expenses to be reimbursed were incurred by the county department.
  - a. 1,010 lock boxes were purchased for a total of \$13,613.61.
  - b. 1,500 marijuana lock box flyers for a total of \$194.43
  - c. 510 lock boxes were purchased for a total of \$6,869.73
- 3. Brief description of problems or delays, real or anticipated, which should be brought to the attention of the Grant Administrator.
  - a. The lock box vendor was experiencing significant lead times from the time of placement of the order to when the lock boxes would ship (~4 weeks).
- 4. Statement concerning any significant deviation from previously agreed-upon Statement of Work.
  - a. Due to an estimated increase in cost per lockbox (\$9.99 vs. \$13.49), CCPHD will be purchasing less than the agreed-upon 2500 boxes. We anticipate purchasing a minimum of 1850 boxes at the estimated \$13.49 each.

#### 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 2022

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Distribution of the locked boxes were completed as proposed for the four DHD4 offices. Community outreach events increased as COVID decreased allowing more boxes to the community.

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

The biggest problem DHD4 experienced this past year was the decrease flow of clients into the DHD4 offices to pick up the locked marijuana boxes due to COVID. The biggest accomplishment was to provide the locked boxes at the different COVID clinics DHD4 offered. People were appreciative and Harm Reduction information was placed in each box.

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

DHD4 continued to supply business sites with locked boxes. Harm reduction nurses visited/phoned each business monthly regarding supplies. They have been provided with locked boxes with Harm Reduction information in each box. DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.

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

We at DHD4 continue to educate community on Harm Reduction products to keep our children safe using the locked boxes.

#### 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

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 has used the monies for billboards – DRIVE HUGH GET A DUI – for Harm Reduction education as well as the locked boxes. We have also encouraged the other clinics we work with – WIC – to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses and have available in each office for walk-ins.

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

No discrepancies.

Chippewa County Administrator's Office 319 Court Street Sault Ste. Marie, MI 49783



Kelly J. Church Administrator Cady Bauers Administrative Assistant

> *Thone:* (906) 635-6330 *Fax:* (906) 635-6325

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

The project objectives were accomplished via an existing coalition which provided the manpower for the proposal to get lockboxes and information about the new marijuana laws out to the public. The MRA's "Marijuana in Michigan: What you need to know" were distributed to doctor's offices, agencies and community members. In addition, lockboxes were distributed along with a 1-page handout regarding the benefits of using a lockbox for marijuana.

Messaging to the public in regards to marijuana safety was delivered through radio, television and billboard ads. Four different messages were created and included the following information: "It is illegal for anyone under 21"; "It is not legal to drive under the influence of marijuana"; "Public consumption is still not permitted"; "If you have possession of marijuana supplies make sure you lock them up, this helps to keep our children, pets and communities safe". (See attached handouts and copies of various ads).

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

We were able to distribute lockboxes at several community events and received positive feedback about the project from all community members and agencies involved. No problems were noted.

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

The major partner in our efforts was the Chippewa County Communities That Care Coalition. Additional partners included: LUME (marijuana sales outlet), MDHHS (local office), area schools, Eastern Upper Peninsula ISD, Families Against Narcotics, Riverside Medical Associates, Chippewa County Health Department Home Health

and Hospice division, Sault Ste. Marie Tribe of Chippewa Indians Health Services, Sault Tribe Housing, Westbridge Apartments and Bay Mills Behavioral Health.

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

Anticipated impacts include: improved community awareness of the new law and increased understanding of the importance of limiting access to underage and unintended use by using lockboxes. Unanticipated impact was establishing a rapport with LUME in regards to further support of their process for intended use only protocols and their acceptance of introducing lockboxes to their customers to reduce access for underage or unintended use.

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

The funds were spent on the following:

**Printing:** \$1,294.80 was spent on the following: 300 copies of the Marijuana law (\$900.00); 500 flyers of "Why a Lockbox?" (\$135); 12 "Marijuana Low Down" signs (\$259.80)

Lockbox purchases: \$2,986.72

Advertising: \$4,000 was spent on the following: 4 billboards (\$2000.00); 2 radio ads: (\$500.00); 12 television banners: (\$1500.00)

No in-kind or direct funding was received.

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

We were pleasantly surprised with the support and interest in lockboxes that were supplied to the public. We hope to continue with positive partnerships that were established with area health providers and local marihuana outlets.

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

We were able to purchase more than 60 lockboxes as we purchased three sizes that allowed us to purchase more than just the largest lockbox originally priced in the budget agreement. This allowed for a larger distribution within the community.

Paul Compo Administrator/Controller 989-344-3202 pcompo@crawfordco.org



Lori Sheltrown A/P & Payroll 989-344-3216 Isheltrown@crawfordco.org

200 W. Michigan Ave. Grayling, MI 49738

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

## Media Campaign

- 3 press releases were developed and shared quarterly. The first press release focused on youth marijuana use and the risks associated with use (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10</a> PressRelease MarijuanaYouthRisks 5.31.2022.pdf)

  . The first press release was also picked up by a local news station and an interview with program staff was completed (news station interview:

  <a href="https://www.9and10news.com/2022/06/01/officials-warn-about-youth-marijuana-use-as-michigans-cannabis-industry-grows/">https://www.9and10news.com/2022/06/01/officials-warn-about-youth-marijuana-use-as-michigans-cannabis-industry-grows/</a>). The second press release addressed safely storing marijuana in a lock box, out of reach from children and promoted the availability of free lock bags or boxes available to county residents

  (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10</a> PressRelease MarijuanaLockBagsBoxes 5.31.2022

  <a href="https://www.dhd10.org/wp-content/uploads/2022/08/DHD10">https://www.dhd10.org/wp-content/uploads/2022/08/DHD10</a> PressRelease PregnancyMarijuana 8.30.2022.pdfa)
- Social media posts were created for 2 of the three press releases and shared via the DHD#10 Facebook page.
- 6 billboards were purchased and were up for one month with weekly impressions totaling 140,687. The billboards shared messaging about keeping kids safe by locking it up.

• A previously designed video was promoted via social media. The promotion targeted all Crawford County residents over the age of 18. The video can be found at https://youtu.be/fhlU0v6uFn8 and had a total of 1,315 views. There were 16,216 people reached through the video promotion ad on social media and 505 people clicked on the link to the video. The video was also shared via email with local school districts.

### Lock Boxes:

 195 medication lock boxes were provided to Crawford County Residents. Lock boxes were distributed via the health department, local food pantry, senior center, library, and Beaver Creek Township.

Project Timeline: Due to a delay in notification of funding, work for the project did not begin until April. This reduced the amount of time for purchasing lock boxes and distributing to the community. There was less promotion of the lock boxes done by program staff, but partners were able to promote from within their own organizations.

	April		May		June		July		August
1. 2. 3.	Order Lock boxes. Contact Lamar Advertising about billboards. Map out press	1.	Distribute lock boxes to partners. Secure contract with Lamar for billboards.	1.	Promote availability of lock boxes with partners. Social media post will be focused on	1.	Promote availabilit y and benefits of lock boxes. Billboards put up/remain	1. 2. 3.	Distribute/ promote remaining lock boxes. Wrap up billboard campaign. Wrap up promotion
	releases and social media posts, review supporting material.	4.	Press Release 1 and social media post 1: Risk of youth use (aim for 4/20) Share marijuana video with schools.	2. 3. 4.	lock boxes. Billboards put up. Press release 2 and social media post 2: Safe storage of marijuana. Share marijuana video with community partners.	3.	up. Digital ads for marijuana video.		of marijuana video via digital ads.

- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock boxes were slightly delayed in ordering/receiving but were still able to distribute all 195 to the community. There was significant participation in distribution from local partners.
- There was a total of 6 billboards over a 3 month period and a total weekly impressions of 140,687.
- The educational video was viewed 1,315 times via YouTube.
- The additional news interview expanded project messaging about locking up marijuana in the home.
- 3. Coordinated efforts with other organizations to complete the project.

During the project the health department partnered with the local food pantry, Crawford County Library, Crawford County Senior Center, Grayling Public Schools, and the Beaver Creek Township.

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

## Anticipated impacts include:

- 195 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.

## Funds Available: \$12,863

Media Campaign (billboards/ digital media)	. \$4109.12
Program Supplies (lockboxes)	
District Health Department #10 Wages	
District Health Department #10 Fringe.	
Travel	
Central Stores and Postage	
Communications	. \$27.87
Space	
Liability	. \$9.73
Maintenance	. \$53.63
Indirect Costs	. \$265.91

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

Next steps include continuing to share 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 offering the recorded video as an educational resource to schools, parent groups, employers, etc. There is also interest from community partners to continue distributing lock boxes if more can be purchased in the future.

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

8.

Oceana County	Expended	Original Budget	Discrepancy		
Media Campaign	\$4109.12	\$4400	Social Media promotion of marijuana video had fewer clicks than anticipated and did use the remainder of funding budgeted.		
Program Supplies	\$4330	\$4330	None.		
Wages	\$900.42	\$1967	Delay in grant funding announcement delayed work from starting until late March/Early April when originally anticipated to start in February.		
Fringe	\$480.61	\$988	Delay in grant funding announcement delayed work from starting until late March/Early April when originally anticipated to start in February.		
Travel	\$110.56	\$392	Partnerships with outside organizations reduced travel costs, helping to distribute lock boxes.		
Central Stores and Postage	\$7.41 \$13		Delay in grant funding announcement delayed wo from starting until late March/Early April when originally anticipated to start in February.		
Communications	\$27.87	\$53	Delay in grant funding required less cost for communications than anticipated.		
Space	\$131.07	\$221	Delay in grant funding required less cost for space than anticipated.		
Liability	\$9.73	\$14	Delay in grant funding required less cost for liability than anticipated.		
Maintenance	\$53.63	\$65	Underestimated as it is based on predictions for the whole year.		
Indirect Costs	\$265.91	\$420	Delay in grant funding required less cost for Indirect costs than anticipated.		



### DELTA COUNTY ADMINISTRATION OFFICE 310 LUDINGTON ST ESCANABA, MI 49829 (906) 789-5100

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Public Health Delta & Menominee Counties (PHDM) completed the project without deviation from the original project as proposed. PHDM utilized the requested funds for targeted and geofenced digital advertising to educate Delta County about the known and unknown facts related to Medical Marihuana consumption and exposure. PHDM partnered with MacDonald Garber Broadcasting, as indicated in the grant proposal to create unique media ads that targeted youth and education. The media campaign ran for the majority of the Medical Marihuana grant cycle.

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

Accomplishments for Fiscal Year 2022 include a targeted ad display click thru rate of 0.13% which is double the national average click thru rate of 0.06%. The Delta County geofenced impression campaign just missed the mark with having a total click thru rate of 0.17%, only slightly below the national average for geofenced display impression at 0.20%. Overall, no problems were experienced while carrying out the outlined project activities.

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

As stated in the Request for Proposal and grant agreement, PHDM partnered with MacDonald Garber Broadcasting for creation and distribution of uniquely create digital media advertisements. This partnership work was seamless.

PHDM also engaged the Delta County Communities that Care coalition to help with creative ideas for ads that youth engagement both youth and adults alike with a non-bias perception regarding Medical Marihuana use for adults over the age of 21.

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

With boosted social media posts on Facebook and Instagram, PHDM staff anticipated that posts would spark community discussion that balanced opposite mindsets regarding Medical Marihuana use for youth.

- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
- 6. Any experience in applying the project products and anticipated "next steps".

As Delta County currently has 2 open Cannabis Dispensaries, the Upper Peninsula Communities that Care coalition shared ideas regarding messaging for Medical Marihuana use for youth under the age of 21. A brainstorming idea ensued to purchase lock boxes, partner with the Cannabis Companies and distribute lock boxes for adult Cannabis users on 4/20. One Upper Peninsula County piloted this project and reported great success and positive feedback. PHDM is contemplating doing a similar effort for Fiscal Year 2023 with the help of the Delta County Communities that Care coalition.

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



## 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

Medical Marihuana Operation and Oversight Grants Final Performance Report July 1, 2022 – September 15, 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

- 1. Percent of completion of the project objectives. This should include a brief outline of the work accomplished during the reporting period and the work to be completed during the subsequent reporting period.
  - a. Objective 1: Educate medical marihuana patients and others about safe storage; provide safe storage options to at-risk families
    - i. 100% Our multimedia harm reduction campaign, "Know The Facts" has been launched.
  - b. Objective 2: Educate medical marihuana patients and others about the dangers of driving while under the influence of marihuana
    - i. 100% Our multimedia harm reduction campaign, "Know The Facts" has been launched.
  - c. Objective 3: Educate pregnant women and their families regarding the impact of marijuana use during pregnancy
    - i. 100% Our multimedia harm reduction campaign, "Know The Facts" has been launched.
  - d. Objective 4: Increase perception of risk for adolescent marijuana use
    - i. 100% Our multimedia harm reduction campaign, "Know The Facts" has been launched.
  - e. Objective 5: Educate key community stakeholders about current marijuana policies, practices, youth prevention, and harm reduction strategies.
    - i. 0% We were unable to secure a presenter to educate our key stakeholders about marihuana in Michigan.
  - f. Objective 6: Measure the self-reported use of medical marihuana in adults and associated characteristics
    - i. 100% Marihuana use was included in our BRFS/ CHNA.

- 2. A breakdown of the expenses that occurred within the reporting period along with supporting documentation that the expenses to be reimbursed were incurred by the county department.
  - a. Funds were used to cover staff time for distributing the lock boxes and updating our website with the new material from the multimedia harm reduction campaign.
- 3. Brief description of problems or delays, real or anticipated, which should be brought to the attention of the Grant Administrator.
  - **a.** COVID-19 response along with changes in staffing has made progress a little more challenging. This has affected our ability to provide a speaker to educate key stakeholders in our community about marijuana in Michigan.
- 4. Statement concerning any significant deviation from previously agreed-upon Statement of Work.
  - **a.** We were not able to secure a presenter to educate our key stakeholders about marijuana in Michigan.

## **PAMELA GIBSON** FINANCE DIRECTOR



## 200 Division Street, Suite G74 Petoskey, MI 49770

## **Medical Marihuana Operation and Oversight Grants Final Report** FY 2022

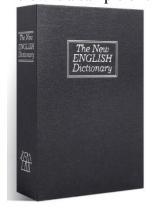
Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

1. A summary of the project implementation plan and any deviations from the original project as proposed. Anticipated Outcome 1: By September 2022, 70 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.

**Actual Outcome 1:** During the 1<sup>st</sup> quarter 81 lock boxes for this grant were purchased with allotted funds. We were able to purchase more lock boxes than anticipated because we secured a lower price on each lock box than originally budgeted! During the 2<sup>nd</sup> quarter we distributed 41 of the 81 lock boxes to Emmet County Community Members. The remaining 40 lock boxes were distributed throughout Emmet County during the last

Lock boxes were distributed to Emmet County residents through a variety of partnerships and at various locations including. These locations included resource booths at Emmet County community events and through Health Department clinic locations. Additionally, participants of the Maternal Infant Health Program and Meals on Wheels program with Emmet County Commission on Aging were also offered lock boxes. Michigan Department of Health and Human Services Child Protective Services workers also distributed lock boxes families they encounter.

Below is a sample of the lockboxes that have been distributed:



Anticipated Outcome 2: By September 2022, community members throughout Emmet County will have received a minimum of 150,000 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.

## **PAMELA GIBSON** FINANCE DIRECTOR



## 200 Division Street, Suite G74 Petoskey, MI 49770

Actual Outcome 1: During February 2022, the project coordinator met with MacDonald-Garber Broadcasting to create a media plan for this grant campaign. The media plan included digital ads that will displayed on various popular websites. The media campaign for this project began March 26, 2022 and concluded on June 30, 2022. Braided funds from SAFE in Northern Michigan were used to increase funding. 87% of the total campaign is being paid for by SAFE in Northern Michigan, while the MMOGG is covering 13% of the cost. This braided funding will allow for a substantial increase in reach and impressions of the campaign. There were 501,056 impressions through the digital media campaign in Emmet County. The ad has also had 395 clicks at a click through rate of .08% which is double the national average.

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. We did not experience any problems while carrying out the project activities.

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

During this project we collaborated with multiple organizations to distribute lock boxes to Emmet County residents. These organizations included: The Health Department of Northwest Michigan; community event organizers throughout Emmet County; and the Emmet County Commission on Aging, and the Michigan Department of Health and Human Services.

4. 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 501,056 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 of Northwest Michigan Clinical staff, community event organizers, the Emmet County

## PAMELA GIBSON FINANCE DIRECTOR

funding.

Reason for discrepancy:

Actual Budget expenditures: \$\_1,672\_\_\_\_\_ Budget in Agreement: \$\_\_\_1,672\_\_\_\_\_



## 200 Division Street, Suite G74 Petoskey, MI 49770

Commission on Aging staff and the Michigan Department of Health and Human Services Child Protective Services staff.

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

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

# GOGEBIC COUNTY Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to CRA-MMOOG@michigan.gov by September 15, 2022:

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

Our project implementation plan included radio, 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. The primary deviation we had was our ability to leverage existing radio ads for another grant cycle and utilize the funds anticipated for new ads for purchasing hard copy educational materials (tri fold brochures) to educate expectant mothers about marijuana use while pregnant.

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

Primary accomplishment was branching out with educational material for expectant mothers.

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

Connection to local Women, Infants and Children programs, as well as Maternal and Infant Health Programs.

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

Continued benefit of radio advertising is surprising; it creates interest in the topic of marijuana use in the home environment and leads to connections with other entities in the community and individual phone calls regarding the topic.

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

Expenses totaled \$3,810.55 to cover Staffing, development of the radio ads, the expense for the cost of airing the radio ads and printing of brochures. Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$545.60.



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

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

If additional rounds of funding are available, we will be working with our "Healthy Connections" unit here at WUPHD to develop additional ties to their programming in harm reduction, substance use counseling, and peer recovery.

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

Wages: Budget \$1,220.00 Spent \$1,209.17 Fringe: Budget \$200.00 Spent \$188.38

Brochure Printing: Budget \$213.00 Spent \$213.00 Advertising: Budget \$2,200.00 Spent \$2,200.00

Total Expenditures: Budget \$3,833.00 Spent \$3,810.55



## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

The project implementation plan outlined that the project would be live by March 31, 2022; however, due to delays this was not achieved until the final reporting period. The project's use of funds remained consistent with the anticipated expenses, with an amendment related to a slight adjustment between existing lineitems.

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

The objectives of the project were accomplished despite delays in the implementation. Delays resulted from staff changes at our partner organization in the community that had executed the project and obtaining signatures during the initiation of the project to ensure the award secured for Gratiot County.

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

The completion of the project required collaboration with the Gratiot County Substance Abuse Coalition as it is the community agency that provides the community outreach for substance use and related education. The agency is a collaborative of other agencies, so this relationship permitted a wider "net" of coordination related to this project.

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

The anticipated impacts of this project relate to greater education of medical marihuana users on the impacts to infants (via educational materials provided at commonly accessed agencies for expecting mothers) and billboards. If our

community members are more informed with facts, then they are able to make decisions that contain better outcomes related to the objectives of this project.

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

### See attached FSR and documents

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

N/A

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

Actual budget expenditures did not deviate significantly from the original agreement. A budget amendment was requested given the actual costs of the items; billboard costs were lower than anticipated so it permitted additional expenditures on printed materials.

Email: d.ringman@co.hillsdale.mi.us



## **HILLSDALE COUNTY - Final Report MMOOG 2022**

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

The Branch-Hillsdale-St. Joseph Community Health Agency (BHSJ), led by the Health Promotion & Education team and in partnership with Hillsdale County, had an overall goal to utilize the funds provided by this grant to effectively educate community members, engage with community partners and collaboratively reduce the potential harm of medicinal marijuana when used, and stored, incorrectly; the objective is to remind medicinal marijuana users that they need to treat marijuana as any other prescription medicine that has the potential to harm anyone that it is not intended to treat. We have done this through a targeted "Lock It Up" public and social media campaign involving the use of any, and all, media platforms that we have at our disposal, along with the purchasing and distribution of lockable "bank-like" marijuana storage bags.

Our social media platforms, alone, reached a far greater number of individuals than we could have anticipated and almost doubled the 5000 that viewed our messages a year ago. BHSJ also worked closely with online vendors and Graphics 3, a local design company, to create print items to promote the "Lock It Up" message, namely: posters, yard signs, rubber "lock it up" bracelets, brochures, and stickers. These print-style promotional items the topics of general marijuana usage and storage safety, educated individuals on the risks associated with 2nd-hand marijuana smoke, and emphasized the dangers of prenatal marijuana use; of course, they also directed people to the BHSJ website and associated social media platforms where there is further information and an array of resources.

Furthermore, these promotional items allowed the Health Promotion & Education team to engage with the public by giving them the opportunity to hand them out at Hillsdale County events such as the county fair and community baby shower. Along the same lines, BHSJ has incorporated the "lock it up" message into several other of similarly-themed campaigns during the course of this year's project period. This campaign also saw the "Lock It Up" message heavily promoted by Hillsdale County's Health Services Network (HSN), Lifeways Behavioral Health and other affiliated organizations; we are excited to continue to foster these existing, and new, partnerships that we have created during this 2022 "Lock It Up" campaign.

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

**Accomplishments:** With the boom in the number of dispensaries opening for business throughout surrounding counties, and the state as a whole, the education revolving around the proper storage, and safe use, of all marijuana-containing substances has never been

Email: d.ringman@co.hillsdale.mi.us



more important. Whether you carry a medicinal marijuana card, or not, 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, using multiple platforms, directed towards delivering the "Lock It Up" message, in addition to the revival of providing the county's residents with a storage device specifically created to safely store marijuana behind lock and key, would be successful in that endeavor; and we believe that it has been and will continue to cultivate the partnerships that we have formed while continuing to spread the "Lock It Up" message.

**Problems:** There can be push back from the community when a controversial subject like medical marijuana is discussed; but we have also reached a point where with every passing day it becomes more and more accepted, and for that reason, we all need to educate ourselves about how to use it safely. For the most part, there was not very much negative feedback, but some do see a local health department's involvement in a campaign like this as an attempt to be controlled or told what to do; and, unfortunately, there are community members that feel this way and occasionally they let their voices be heard.

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

Among others, some organizations that BHSJ partnered with during this project period was 2<sup>nd</sup> Story Marketing, the Hillsdale County Department of Health and Human Services, many local dispensaries, Graphics 3, the Hillsdale County Substance Abuse Task Force, Child Abuse Prevention Council, the 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 marijuana will be decreased because of the wide-reaching distribution of the "Lock It Up" promotional messages across a wide array of media platforms; Medicinal users will become more aware and educated on how their actions can harm others and they will begin to view marijuana as they would any other prescription medicine. Our efforts are resulting in a community that is more well-educated on the topic, and knows the simple steps, such as secure storage, that can be taken to make marijuana usage safe. Furthermore, the "Lock It Up" logo that has been used over the past several years has begun to gain notoriety as community members 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.

Email: d.ringman@co.hillsdale.mi.us



5. Financial expenditures of grant money and other contributions to the project, inkind 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 area 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

Email: d.ringman@co.hillsdale.mi.us



Medical Marihuana Operation and Oversight Grant - HILLSDALE COUNTY						
Category	Original Budget	Actual Budget Expenditures (% Used)	Reason for Discrepancy			
Wages	\$3,666	\$2560.71 <b>(69.85%)</b>	The original wage budget was planned for 3-4 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 two employee and therefore diminished the actual expenditures in relation to the original budget for employee wages.			
Fringe Benefits	\$1,161	\$1151.36 <i>(99.17%)</i>	No Significant Discrepancy			
Supplies & Mat.	\$100	\$0.00 <i>(0%)</i>	Supplies & Materials that were not related to advertisement and promotional based objectives were not needed for this project.			
Travel	\$25	\$25.00 <b>(100%)</b>	No Significant Discrepancy			
Indirect	\$1,164	\$1164.00 <i>(100%)</i>	No Significant Discrepancy			
Space	\$25	\$25 <i>(100%)</i>	No Significant Discrepancy			
Advertising (Breakdown Below)	\$6,000	\$5179.12 <b>(86.32%)</b>	One of the two main objectives of this campaign was to educate the public regarding the importance of locking up your marijuana and keeping it out of hands of children. To accomplish this, we utilized a very good portion of			
Radio Ads (WCSR)	\$4,666		our proposed budget by partnering with local radio stations, and a large			
Graphics 3 - Print Materials (Yard Signs, Posters, Stickers)		\$513.12	variety of other local organizational partners, including dispensaries, that were willing to display the messaging via posters, yard signs, stickers, brochures, etc.			
Other Expenses (Breakdown Below)	\$800	\$758.68 <b>(94.84%)</b>	Our 2022 campaign, besides utilizing promotional advertisements through print media and other mediums, decided to once again purchase locking devices for our community members; this year we chose to purchase			
Marijuana "Lock Bags"		\$663.10	"bank-style" durable and lockable bags and encouraged those that we provided them to to use them for the safe storage of their medicinal			
"Lock-It-up" Rubber Wristbands		\$95.58	marijuana. Furthermore we also were able to use almost all of our budget in this line item by also purchasing rubber bracelets with the "Lock it up" message on them as a reminder to those that use medicinal marijuana to always do so safely.			
Telecomm	\$25	\$0.96 <i>(3.8%)</i>	During this project period, we did not have any specific expenditures dedicated to the Telecomm portion of this budget.			
TOTAL	\$12,966	\$10,864.83 <i>(83.79%)</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, engage at high levels with both community members and community organizations regarding the importance of the "Lock-It-Up" campaign, accomplish the objectives that we had set out to achieve, and build some very important partnerships with like-minded agencies in our area.			

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# HOUGHTON COUNTY Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to CRA-MMOOG@michigan.gov by September 15, 2022:

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

Our project implementation plan included radio, 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. The primary deviation we had was our ability to leverage existing radio ads for another grant cycle and utilize the funds anticipated for new ads for purchasing hard copy educational materials (tri fold brochures) to educate expectant mothers about marijuana use while pregnant.

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

Primary accomplishment was branching out with educational material for expectant mothers.

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

Connection to local Women, Infants and Children programs, as well as Maternal and Infant Health Programs.

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

Continued benefit of radio advertising is surprising; it creates interest in the topic of marijuana use in the home environment and leads to connections with other entities in the community and individual phone calls regarding the topic.

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

Expenses totaled \$2,016.86 to cover Staffing, development of the radio ads, the expense for the cost of airing the radio ads and printing of brochures. Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$374.73.



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

If additional rounds of funding are available, we will be working with our "Healthy Connections" unit here at WUPHD to develop additional ties to their programming in harm reduction, substance use counseling, and peer recovery.

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

Wages: Budget \$840.00 Spent \$831.97 Fringe: Budget \$135.00 Spent \$127.89

**Brochure Printing: Budget \$257.00 Spent \$257.00** 

Advertising: Budget \$800.00 Spent \$800.00

Total Expenditures: Budget \$2,032.00 Spent \$2,016.86



## Medical Marihuana Operation and Oversight Grants Final Report

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

We completed the following building on the Weed Facts campaign in 2020 and 2021 for our proposed objectives:

**Objective 1:** Educate medical marijuana patients and others about safe storage and provide lock bags to those who need them.

- We edited our Weed Fact to say "Keep marijuana locked up and away **from pets** and children."
- Lock boxes were distributed at community events, including but not limited to National Health Centers Week celebrations at the Ingham Community Health Centers, ICHD Mobile Unit outreach events, and the Unity in the Community event.
- Each lock box to be distributed contained the Weed Facts campaign flyer, which outlines the importance of safe storage and keeping marijuana locked away from children and pets.
- This Weed Fact creative was advertised on the interior of CATA buses, through digital website advertising, and through television advertisements.

**Objective 2:** Educate medical marijuana patients and others about the dangers of driving while under the influence of cannabis.

- The Weed Facts campaign flyer including Objective #2 were included in the distribution of lock boxes.
- The Weed Facts poster was shared during lock box distribution events and other community outreach events.
- This Weed Facts creative was advertised through television and billboard advertisements.

**Objective 3:** Educate medical marijuana patients and others about risks associated with cannabis use during pregnancy and breastfeeding.

- We edited our Weed Fact to say "Using marijuana during pregnancy may increase the risk for complications."
- The Weed Facts campaign flyer including Objective #3 were included in the distribution of lock boxes.

- The Weed Facts poster was shared during lock box distribution events and other community outreach events.
- This Weed Facts creative was advertised through digital website advertising and television advertisements.

**Objective 4:** Increase perception of risk for adolescent marijuana use.

- This year, we created two new facts for this objective.
  - 1. "Weed Fact #8: Marijuana affects timing, movement, and coordination which can harm athletic performance."
  - 2. "Weed Facts #9: Marijuana has been linked to mental health issues including depression, anxiety, suicide, and psychotic episodes."
- This Weed Fact creative was advertised on outdoor billboards, through digital website advertising, and through television advertisements.
- Shortly after placement, Weed Facts #9 was removed in all forms of advertising and materials, print and digital and will not be used in the future. The statement was not adequately vetted internally at ICHD nor in the spirit of the education focus of the campaign.
- Funding from this grant was allocated to support the Behavioral Risk Factor Survey to help understand how youth and adolescents perceive and take risks related to marijuana.

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

The multi-media education campaign ran throughout Ingham County. Lock Boxes promoting safe storage and including education information were distributed at events across the county. Funding support was provided to the Behavioral Risk Factor Survey to help understand how youth and adolescents perceive and take risks related to marijuana as well as marijuana use in this population.

We did have to remove Weed Facts #9 from all materials as it was not adequately vetted internally at ICHD nor in the spirit of the education focus of the campaign. However, other Weed Facts were substituted in its place.

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

We continued to work with our partner from previous grant cycles, EDGE Partnerships, to create and disseminate the Weed Facts advertising campaign. The Ingham Community Health Centers were partners in sharing information and distributing lock boxes at various events. We also coordinated with the ICHA Community Health Assessment team responsible for overseeing the Behavioral Risk Factor Survey. We coordinated the media campaign with Barry-Eaton District Health Department as we share a media market.

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

Individuals who received lock boxes will now have a safe place to store their Marijuana, all lock boxes have been distributed throughout the community. Additional ICHD partners learned about the marketing campaign and can now share additional resources with those they serve. Advertisements and other media assets provided education on our project objectives, with a focus on target populations. Funding for the Behavioral Risk Factor Survey

will help provide a better understanding of youth and adolescent risks related to marijuana and measure its use in this population.

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

Item	Vendor	Amount from LARA Spent
Behavioral Risk Factor	Capital Area United Way	\$3,000
Survey		
Lock Boxes	IdeaStream, UPrinting	\$1,956.10
Marketing/Advertising	EDGE Partnerships	\$18,436
Campaign	_	

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

We continue to distribute and share flyers and media messages at events and other opportunities. We will be considering an additional extension of this campaign. Findings from the Behavioral Risk Factor Survey on youth and adolescent risk perceptions of marijuana may also spark additional focus areas in the future.

# 7. Actual budget expenditures compared to the budget in the agreement and the reason for any discrepancies.

The actual cost of the lock boxes was close but not exactly the cost budgeted, resulting in us coming in slightly under budget.

# 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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022 Iosco County

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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 service area. A total of 236 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These boxes will continue to be distributed throughout the jurisdiction and contain educational information on safe storage, pregnancy, talking points for parents, and the effects of use. Five billboards were placed in Alcona and Ogemaw Counties with messages related to driving under the influence of marijuana and received an estimated 392,700 impressions. Two billboards will be placed up in Oscoda County, and it is estimated that they will receive 130,256 impressions. DHD2 also created social media content for both Twitter and Facebook related to the Michigan Medical Marijuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving. Lastly, District Health Department No. 2 provided medical marijuana education to the pediatricians and baby pantries in the service area. Knowing the Risks of Vaping Marijuana, Marijuana and Pregnancy, Secondhand Marijuana, and Marijuana and Driving were some of the topics touched on to name a few.

### **Deviations:**

The main deviation with the billboards is that they are being paid for in this fiscal year, however, due to billboard availability in Oscoda County, they will be going up during the last three months of the year. District Health Department No. 2 did not have enough funds for the geo-fencing advertisements. Instead of the geo-fencing ads, we took what funds and resources we did have and provided medical marijuana education to the pediatricians and baby pantries within the DHD2 service area.

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





## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Nicole F. Frost Administrator/Controller

200 North Main Street, Suite 205 Mount Pleasant, MI 48858 Office (989) 317-4058 Fax: (989) 773-7431 nfrost@isabellacounty.org www.isabellacounty.org

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Isabella County proposed to utilize its Medical Marihuana Operation and Oversight Grant (MMOOG) funds to provide education and outreach to its residents through the provision of educational materials and a free LOCKMED mediation lockbox for MMMA Patient Registry Card holders. Isabella County held distribution events for sixty (60) of the free LOCKMED medication lockboxes in July 2022, and is administering lockbox and information giveaways at select County partner offices of an additional sixty (60) lockboxes. We were only able to secure approximately two-thirds of the lockboxes that we had originally planned to distribute, as we secured a total of 120 lockboxes versus the 172 budgeted for.

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

While we were not able to disseminate as many lockboxes as originally planned, we do believe we were able to achieve an increased overall awareness of youth access to medical marihuana and a safer environment for children when medical marihuana is present in the home, through the provision of free LOCKMED mediation lockboxes and printed educational materials. As previously reported, difficulties arose in regards to determining the most appropriate method of distribution for the lockboxes. The Marijuana Regulatory Agency was quick to resolve our concerns regarding the appropriate methodology and venue for lockbox distribution.

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

In our grant application, our intention was relayed to coordinate efforts with other agencies by encouraging select partner agencies such as the Central Michigan District Health Department, the Isabella County Veterans Affairs Office, and any other County partner as may be appropriate, to join the County in its efforts to distribute the free medication lockboxes and associated educational materials. I am happy to report this is occurring as planned.

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

Isabella County hoped to achieve an increased overall awareness of youth access to medical marihuana and a safer environment for children when medical marihuana is present in the home. Although difficult to quantify, we believe this impact has occurred.

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

All grant expenses were incurred in the 2<sup>nd</sup> and 3<sup>rd</sup> reporting periods and included the costs of the one-hundred twenty (120) LOCKMED mediation lockboxes. A total of \$4,199.96 in grants funds were spent on these costs. Costs for printed educational materials were absorbed by the County Administration Office as in-kind. In-kind contributions also included approximately \$1,020.00 in Isabella County Administrator/Controller's Office staff time to plan, schedule, advertise the distribution of lockboxes and printed information, and approximately \$710.00 in grant administration provided by the Isabella County Administrator/Controller's Office.

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

This has been a welcome change from the attorney seminar we have provided in the past with MMOOG funds. The impact of the lockbox and information distributions was immediately evident. Isabella County would be thrilled to expand on this project with additional MMOOG funds in future years.

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

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

	ORIGINAL BUDGET	ACTUAL EXPENSE	IN-KIND
LOCKMED Medication Lockboxes	\$6,880.00	\$4,199.96	\$ 0.00
Printed Educational Material	\$ 220.00	\$ 0.00	\$ 220.00
Distribution Events	\$ 0.00	\$ 0.00	\$ 1,020.00
Grant Administration	\$ 710.00	\$ 0.00	\$ 710.00
TOTAL:	\$7,100.00	\$4,199.96	\$1,950.00

All expenses were within budgeted amounts and overall were much lower than budgeted.

## 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 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - 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.
- 2. Accomplishments and problems experienced while carrying out the project activities.
  - This was the first year with a new health educator in this role. We were able to
    make a number of changes that included improvements to the toolkit and building
    new connections in the community while still partnering with already established
    organizations like Women, Infant, and Child program and Maternal Infant Health
    Program.
  - We partnered with Central Michigan University at the beginning of the grant year where they were able to create a 5 minute educational video and quiz that organizations could utilize to provide education. It covers the toolkit and also offers a quiz on the knowledge that they gathered from the video. This was a very valuable tool that was utilized by WIC and MIPH while meeting with clients and also any individual or organization can access on the Jackson County Health Department's webpage on the new Marihuana and Safety Education resource tab.

## Jackson County Health Department

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- A myriad of new relationships and partnerships were built this year between Samaritas. Region 2 Area on Aging, Nation Outside, Home of New Vision, Henry Ford Allegiance and The Guardian's Office, and the Jackson District Library. With these organizations we were able to partner in providing education and lock bags to different populations that may have been missed without these partnerships.
- This year we navigated new avenues of media to gather data on how best to reach those 21 years old and older that use cannabis. We partnered with Mlive Media Group where they have new software to reach this target population through media campaigns, homepage takeovers and newspaper ads. From this, the media campaigns had a large reach but the most feedback on interest in a lock bag came with the newspaper ads. We will be utilizing this more in the future as a key tool to receive interactions from the public and provide education. An additional accomplishment for this year was providing marijuana vendor education to the dispensaries in Jackson County
- 3. Coordinated efforts with other organizations to complete the project.

  The Jackson County Health Department was able to coordinate with a lot of new organizations this year including previous partnerships as well.
  - We worked closely with Drug Free Jackson participated in monthly meetings to help share information about the project and coordinate efforts in providing education to the community. From this connection other partnerships fostered such coordinating vendor education with Henry Ford Allegiance, Guardians Office, Region 2 Agency on Aging. The connections that have been continuous is with WIC and the Maternal Infant Health Program.
  - New partnerships were formed from attending tabling events in the community such as Southside Summerfest which takes place every summer in the center of the Southside of Jackson. From this, we were able to connect with Nation Outside and the Jackson District Library.
  - The latest coordination that will be utilized more within the next fiscal year is the new partnerships with the dispensaries in the county.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
  - A steady anticipated impact is the increase of knowledge and awareness from the Jackson community.

## Jackson County Health Department







- Another anticipated impact is in youth access due to the number of lock bags that were distributed this year.
- The community and dispensaries are on board with the mission of providing safety for youth as a common goal to accomplish with legalization of cannabis. This common mission and goal will be the driving force for collaboration in the future.
- There is a large positive support from the community in appreciation that the health department is in the community and providing awareness and education around this topic.
- 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 to collaboration with community partners to further education the community about marijuana laws, safety and storage.
  - Continue to find new ways to reach the community and provide education.
  - Identifying opportunities to educate the youth around cannabis and potentially adding in information around vaping for youth under the age of 21.
  - Hoping to find opportunities to develop relationships with physicians to provide education and outreach to patients.
  - Coordinate with dispensaries to provide education to their customers during their "sponsor events".

## 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 2022

# 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 continue the Marijuana Safe Storage Campaign initiated in 2021. The goal in the perpetuation of the campaign was to continue to increase awareness and educate the community on the importance of safe storage of marijuana products to keep it out of the hands of 1) children to prevent accidental ingestion and 2) teens to prevent youth experimentation/use.

The campaign was relaunched in May and is slated to run through mid-September. As the materials were already developed, the relaunch was fairly smooth and without deviations.

## 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 explored (2) new formats for the safe storage campaign relaunch: free-standing directory panels at a local shopping center and gas station pump televisions. The free-standing directory panels ads were placed at Tanger Outlets Mall and ran from June through August to capitalize on back-to-school shopping traffic. The gas pump television ads were run on pumps across 83 Kent County gas stations throughout the month of July.

KCHD entered into an extensive agreement with MLive, a local news website, to provide a variety of digital services from May to August including: 1) a sponsored content article, 2) 500,000 digital display ads to run alongside the main news, and 3) four Home Page Takeover days where all ad space on the home page is dedicated to a single message for a 24-hour period. These digital ads had a tremendous reach in Kent County and garnered the type of impact that KCHD was seeking.

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

KCHD worked with (9) different vendors to complete the campaign relaunch. Vendors included Outfront Media, Mesmerize Media, MLIVE Group, Blue Outdoor, Michigan Indoor Media, Destination Media, National CineMedia, and effect.

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

KCHD experienced great outreach in the relaunch of the Safe Storage Campaign. The MLive advertisements garnered over 890,00 impressions and the Facebook ads garnered over 900,000 impressions through 75% of their run.

KCHD hopes that the campaign is bringing safety to the forefront of peoples' minds when bringing marijuana products into their homes, and encouraging safe storage practices.

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

KCHD expended 97.6% of the Medical Marihuana Operation and Oversight grant award, a total amount of \$102,541.41. 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".

KCHD intends to continue to utilize the available campaign assets to continue promoting the safe storage message throughout the community. Future promotion will have a greater focus on social and digital media formatting, as more people are accessing information through these means. Additionally, it is easier to track impact via user engagement statistics available in these formats.

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

Of the \$105,065.00 awarded to KCHD through the Medical Marihuana Operation and Oversight grant, KCHD expended \$102,541.41. 97.6% of awarded funding was expended. KCHD had no deviations from the proposed budget, and the \$2,523.59 in remaining funds stems from being minimally underspent in each line.

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# KEWEENAW COUNTY Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to CRA-MMOOG@michigan.gov by September 15, 2022:

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

Our project implementation plan included radio, 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. The primary deviation we had was our ability to leverage existing radio ads for another grant cycle and utilize the funds anticipated for new ads for purchasing hard copy educational materials (tri fold brochures) to educate expectant mothers about marijuana use while pregnant.

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

Primary accomplishment was branching out with educational material for expectant mothers.

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

Connection to local Women, Infants and Children programs, as well as Maternal and Infant Health Programs.

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

Continued benefit of radio advertising is surprising; it creates interest in the topic of marijuana use in the home environment and leads to connections with other entities in the community and individual phone calls regarding the topic.

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

Expenses totaled \$1,352.65 to cover Staffing, development of the radio ads, the expense for the cost of airing the radio ads and printing of brochures. Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$174.45.



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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

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

If additional rounds of funding are available, we will be working with our "Healthy Connections" unit here at WUPHD to develop additional ties to their programming in harm reduction, substance use counseling, and peer recovery.

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

Wages: Budget \$400.00 Spent \$388.06 Fringe: Budget \$65.00 Spent \$58.79

Brochure Printing: Budget \$427.00 Spent \$305.80

Advertising: Budget \$600.00 Spent \$600.00

Total Expenditures: Budget \$1,492.00 Spent \$1,352.65



## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

#### Media Campaign

- 3 press releases were developed and shared quarterly. The first press release focused on youth marijuana use and the risks associated with use (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10</a> PressRelease MarijuanaYouthRisks 5.31.2022.pdf). The first press release was also picked up by a local news station and a local media station (broadcast across 5 radio stations) and interviews with program staff were completed (news station interview: <a href="https://www.9and10news.com/2022/06/01/officials-warn-about-youth-marijuana-use-as-michigans-cannabis-industry-grows/">https://www.9and10news.com/2022/06/01/officials-warn-about-youth-marijuana-use-as-michigans-cannabis-industry-grows/</a>). The second press release addressed safely storing marijuana in a lock box, out of reach from children and promoted the availability of free lock bags or boxes available to county residents (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10</a> PressRelease MarijuanaLockBagsBoxes 5.31.2022.pd f). The third and final press release highlighted the risks associated with marijuana use during pregnancy and breastfeeding (<a href="https://www.dhd10.org/wp-">https://www.dhd10.org/wp-</a>
- content/uploads/2022/08/DHD10 PressRelease PregnancyMarijuana 8.30.2022.pdfa).
   Social media posts were created for 2 of the three press releases and shared via the DHD#10 Facebook page.
- A billboard was purchased and was up for four months with weekly impressions of . The billboards shared messaging about keeping kids safe by locking it up.
- A previously designed video was promoted via social media. The promotion targeted all Oceana County residents over the age of 18. The video can be found at https://youtu.be/fhlU0v6uFn8 and had a total of 1,315 views. There were 16,883 people reached through the video promotion ad on social media and 432 people clicked on the link to the video. The video was also shared via email with local school districts and the local substance use coalition list serv.

#### Lock Boxes:



 195 medication lock bags were provided to Oceana County Residents. Lock bags were distributed via the health department lobby, the Oceana County Fair, and local food pantries.

Project Timeline: Due to a delay in notification of funding, the timeline was pushed back by a month, but this luckily did not significantly impact the work plan, work was shifted slightly from a February start date. Lock bags were delayed and not received until April, but this did not significantly impact the work plan as work was shifted slightly from a February start date.

M	arch		April		May		June		July		August
2. Co Lai Ad abo bill 3. Ma pre reli soc pos rev sup	der Lock xes. ontact mar dvertising out lboards. ap out ess eases and cial media sts, view pporting aterial.	<ol> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	Distribute lock boxes to partners. Secure contract with Lamar for billboards. Press Release 1 and social media post 1: Risk of youth use (aim for 4/20) Share marijuana video with schools.	<ol> <li>2.</li> <li>3.</li> </ol>	Promote availability of lock boxes with partners. Social media post will be focused on lock boxes. Billboards put up. Press release 2 and social media post 2: Safe storage of marijuana. Share marijuana video with community	2.	Promote availabilit y and benefits of lock boxes. Billboards put up/remain up. Digital ads for marijuana video.	1. 2. 3.	Continue promoting locking up marijuana. Billboards put up/remain up. Digital ads for marijuana video.	1. 2. 3.	Distribute/pro mote remaining lock boxes. Wrap up billboard campaign. Wrap up promotion of marijuana video via digital ads.

- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock bags were slightly delayed in ordering/receiving but were still able to distribute all 195 to the community. There was significant interest in the bags and messaging within the health department lobby.
- The 2 billboards had weekly impression of 13,422 and 14,870 and ran for two months.
- The educational video was viewed 1,315 times via YouTube.
- The additional news interview and radio station interviews expanded project messaging about locking up marijuana in the home.
- 3. Coordinated efforts with other organizations to complete the project.



During the project the health department partnered with Oceana LEADS substance abuse prevention coalition, the Oceana County Fair, New Hope Food Pantry, Rothbury Community Church Food Pantry, and Bread of Life Food Pantry.

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

## Anticipated impacts include:

- 195 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.

#### Funds Available: \$2933

Media Campaign (billboards/ digital media)	\$1610.75
Program Supplies (lockboxes)	\$586.28
District Health Department #10 Wages	\$20494
District Health Department #10 Fringe	\$102.06
Central Stores and Postage	
Communications	\$4.55
Space	\$22.44
Liability	\$1.72
Maintenance	\$9.31
Indirect Costs	\$59.38

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

Next steps including continuing partnerships with the Leeward Initiative coalition to continue sharing 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



breastfeeding. Offering the recorded video as an educational resource to schools, parent groups, employers, etc will also be continued.

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

8.

Oceana County	Expended	Original Budget	Discrepancy
Media Campaign	\$1610.75	\$1730	Social Media promotion of marijuana video had fewer clicks than anticipated and did use the remainder of funding budgeted.
Program Supplies	\$586.28	\$597	The cost of Lock bags were overestimated.
Wages	\$204.94	\$320	Delay in grant funding announcement delayed work from starting until March when originally anticipated to start in February.
Fringe	\$102.06	\$159	Delay in grant funding announcement delayed work from starting until March when originally anticipated to start in February.
Central Stores and Postage	\$1.26	\$2	Delay in grant funding required less postage and office supplies needed than anticipated.
Communications	\$4.55	\$9	Delay in grant funding required less cost for communications than anticipated.
Space	\$22.44	\$35	Delay in grant funding required less cost for space than anticipated.
Liability	\$1.72	\$2	Delay in grant funding required less cost for liability than anticipated.
Maintenance	\$9.31	\$10	Underestimated as it is based on predictions for the whole year.
Indirect Costs	\$59.38	\$69	Underestimated as it is based on predictions for the whole year.



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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

- 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 throughout the year. 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 has distributed all detectors.
- 2. Accomplishments and problems experienced while carrying out the project activities.

Both projects were accomplished this grant year. The Geofence project has available data that will be processed such as; how many clicks/hits were recorded since the beginning of this grant cycle. The vape detector project continues to be a work in progress due to early COVID issues in the schools, however, all schools had detectors delivered prior to the end of the school year. The assumption is that the schools installed the detectors over the summer and should be up and operational at the beginning of the 22/23 school year. 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.

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 more questions from schools in other states about how the vape detectors are working within



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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

the schools. The Lapeer County Health Department worked with Sleekfire (geofencing company) for the second year in a row to establish a digital fence around county dispensaries to establish several ads, which were updated from the previous year, 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 expended all of the grant funds by 8/31/22.

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



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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

information for outcomes measurements as well as start looking for trends now that both projects have been operating for several years.

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

No discrepancies to report.

# LENAWEE COUNTY HEALTH DEPARTMENT

1040 S. Winter Street, Suite 2328 Adrian, MI 49221

Phone | 517-264-5226 Fax | 517-264-0790 LenaweeHealthDepartment.org



### Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Purchase lock-bags and distribute to medical marijuana dispensaries & the community: We purchased over 2,000 lock-bags and distributed 100% of them. All 15 medical marijuana dispensaries in our county have been giving them out to medical marijuana customers (5 dispensaries requested and were provided additional lock-bags) and we have given them to 6 community agencies for their clients as well as given them out at 17 community events (see attached list of distribution locations). Included in each lock-bag was also an educational piece that we developed (attached).

### Public Education Campaign:

Billboards: We worked with Adams Outdoor to develop billboards with the message "Keep Kids Safe: Lock It Up" that were displayed in 3 locations in our county for 8 weeks. (see attached picture).

GSTV advertising: We worked with GSTV to develop a 15 second advertisement that is currently running at all Lenawee County gas pumps that have TV screens and will run for a total of 83 days. Over 365,426 people are expected to view the ad; that count is based on the number of fuel transactions during that period. The message of the GSTV ad is: Keep Kids Safe-Lock It Up. See link to view ad:

https://drive.google.com/file/d/1hp1M8j2gzCSz-86wUryUuGNGceFNRYVi/view.

Website: Updated health department website with medical marijuana safety information. http://www.lenawee.mi.us/1032/Medical-Marijuana-Safety

WLEN: Conducted an interview on WLEN, our local radio station, about the lock-bags and their importance in avoiding accidental consumption by children and pets.

Teal Canvas Bags: These were purchased to promote our message at community events when people are walking around with information that they've picked up at our table.

# LENAWEE COUNTY HEALTH DEPARTMENT

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Social Media and Newspaper ads: The lock-bags went so quickly at community events and were so positively received at the county dispensaries that we didn't end up purchasing ads or putting information about them on social media.

Lenawee Transportation Bus Advertising: Unfortunately, we were not able to have advertising on the Lenawee Transportation busses as their board did not approve of the messaging. The health department had worked with them before on other advertising for Hepatitis B, so thought that this was going to be a possibility, but did not know that it needed board approval and that the board would deny our request.

Educational Presentations: No group presentations were given. However, thousands of individuals (parents, grandparents and teens) at our numerous community events were educated about the importance of keeping kids safe by locking up marijuana. This same information was provided in our educational brochure. Unfortunately, with the timing of when the grant funds were received and summer, we were not able to identify any youth groups to present to.

- 2. Accomplishments and problems experienced while carrying out the project activities. Accomplishments: We distributed every lock-bag purchased and were able to get over 2,000 out into the community; we developed a positive relationship with the medical marijuana dispensaries and had 100% participation from the dispensaries in Lenawee County; We provided visual reminders to "lock it up" through our billboard and gas pump advertisements, on our website and when people picked up our teal canvas bags to carry around at events.
  - Problems: As mentioned above, we were not able to have advertising on the Lenawee Transportation buses nor identify youth groups to give presentations to.
- 3. Coordinated efforts with other organizations to complete the project. We worked with the Lenawee Substance Abuse Prevention Coalition (LSAPC) as well as medical marijuana dispensaries, community organizations, and community events staff to be invited to participate in so many events and give out the lock-bags. We worked with Hoyden Creative to update our website with information about medical marijuana safety and also create a logo for the website that was also used on the teal canvas bags that we gave out at community events.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
  - It is our belief that we've raised awareness in Lenawee County about the importance of the safe storage and handling of medical marijuana to keep kids and pets safe from accidental consumption. For over 2,000 people, we've provided the lock-bag as a first step in that process. A few dispensaries have indicated that they will purchase lock-bags

# LENAWEE COUNTY HEALTH DEPARTMENT

1040 S. Winter Street, Suite 2328 Adrian, MI 49221

Phone | 517-264-5226 Fax | 517-264-0790 LenaweeHealthDepartment.org



to give out when those provided by the health department run out. At community events, some people felt that we were promoting marijuana usage through our lock-bags and teal canvas bags. This gave us the opportunity to have a conversation with community members that our whole goal was not to judge people that choose to use marijuana, but rather provide a means for them to safely keep it away from children and pets.

- Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
   Use of the total funds provided by the Cannabis Marihuana Operation and Oversight Grant (\$35553.00) and Direct funding from local Dollars of \$3555.32.
- 6. Any experience in applying the project products and anticipated "next steps". We would like to continue educating the community about safe storage and handling of marijuana at the numerous events we participate in every year. Some of the medical marijuana dispensaries that we worked with expressed interest in working with us on other community events in the future. We would also like to purchase more lock-bags to distribute and also expand our distribution to possibly include recreational marijuana retailers in Lenawee County.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Wages/Fringe Benefits are higher than projected due to an increase in outreach events and education being provided. Advertising deviated from the budget because one of the planned advertising methods was denied by the transportation company intended to be used; the funds were utilized for a gas pump ad campaign in its place. Printing was higher than anticipated due to rise in cost of paper/ink supplies. Admin OH was higher because the amount of time with the program was higher; it has a direct correlation with time worked in program (It was determined to not be a reimbursable cost; however, it was on the original budget). We have also added local dollars to cover the additional expenses in wages, fringes, and Admin OH.



# Mason County Board of Commissioners

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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Janet S. Andersen Chair

Steven Hull Vice Chair

Cheryl Kelly County Clerk

Fabian L. Knizacky Administrator

Nick Krieger District 1

Gary Castonia District 2

Jody Hartley District 3

Lewis G. Squires, D.C. District 4

Steven Hull District 5

Janet S. Andersen District 6

Ron Bacon District 7 Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

### Media Campaign

- 3 press releases were developed and shared quarterly. The first press release focused on youth marijuana use and the risks associated with use (https://www.dhd10.org/wpcontent/uploads/2022/05/DHD10 PressRelease MarijuanaYouthRisks 5.3 1.2022.pdf). The first press release was also picked up by a local news station and a local media station (broadcast across 5 radio stations) and interviews with program staff were completed (news station interview: https://www.9and10news.com/2022/06/01/officials-warn-about-youthmarijuana-use-as-michigans-cannabis-industry-grows/). The second press release addressed safely storing marijuana in a lock box, out of reach from children and promoted the availability of free lock bags or boxes available to county residents (https://www.dhd10.org/wpcontent/uploads/2022/05/DHD10 PressRelease MarijuanaLockBagsBoxes 5.31.2022.pdf). The third and final press release highlighted the risks associated with marijuana use during pregnancy and breastfeeding (https://www.dhd10.org/wpcontent/uploads/2022/08/DHD10 PressRelease PregnancyMarijuana 8.30. 2022.pdfa).
- Social media posts were created for 2 of the three press releases and shared via the DHD#10 Facebook page.
- 1 billboard was purchased and was up for two months with weekly impressions of 62,222. The billboard shared messaging about keeping kids safe by locking it up.

• A previously designed video was promoted via social media. The promotion targeted all Mason County residents over the age of 18. The video can be found at https://youtu.be/fhlU0v6uFn8 and had a total of 1,315 views. There were 14,500 people reached through the video promotion ad on social media and 616 people clicked on the link to the video. The video was also shared via email with local school districts and the local substance use coalition list serv.

## **Lock Boxes:**

• 152 medication lock boxes were provided to Mason County Residents. Lock boxes were distributed via the health department lobby and the back to school backpack event.

Project Timeline: Due to a delay in notification of funding, the timeline was pushed back by a month, but this luckily did not significantly impact the work plan, work was shifted slightly from a February start date. Lock bags were delayed and not received until April, but there was still ample time to distribute to the community.

boxes. lock availability availabilit 2. Contact boxes to of lock y and	1. Continue	
Advertising about contract Social boxes.  3. Map out Lamar for will be partners.    Dock boxes b	promoting locking up marijuana.  2. Billboards put up/remain up.  3. Digital ads for marijuana video.	1. Distribute/pro mote remaining lock boxes. 2. Wrap up billboard campaign. 3. Wrap up promotion of marijuana video via digital ads.

- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock bags were slightly delayed in ordering/receiving but were still able to distribute all 152 to the community. There was significant interest in the bags and messaging within the health department lobby.
- The 1 billboard had a weekly impression of 62,222 and ran for two months.
- The educational video was viewed 1,315 times via YouTube.
- The additional news interview and radio station interviews expanded project messaging about locking up marijuana in the home.

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, the Staircase Youth Services Back Pack Blowout.

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

#### Anticipated impacts include:

- 152 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.

Funds Available: \$5,145.00

Media Campaign (billboards/ digital media)	. \$1	,954.00
Program Supplies (lockboxes)	. \$2	2,078.00
District Health Department #10 Wages	. \$	359.59
District Health Department #10 Fringe	. \$	179.48
Central Stores and Postage	. \$	2.22
Communications	. \$	7.98
Space	. \$	39.61
Liability	. \$	3.00
Maintenance	. \$	16.36
Indirect Costs	. \$	104.17

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

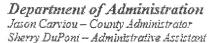
Next steps including continuing partnerships with the Leeward Initiative coalition to continue sharing information on safe storage of marijuana, the health impacts and consequences of youth marijuana use, and the health impacts and consequences of marijuana use during pregnancy and breastfeeding. Continued promotion of 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
Media Campaign	\$1,954.00	\$2,300.00	Social Media promotion of marijuana video had fewer clicks than anticipated and did use the remainder of funding budgeted.
Program Supplies	\$2,078.00	\$2,078.00	None.
Wages	\$ 359.59	\$ 406.00	Delay in grant funding announcement delayed work from starting until March when originally anticipated to start in February.
Fringe	\$ 179.48	\$ 200.00	Delay in grant funding announcement delayed work from starting until March when originally anticipated to start in February.
Central Stores and Postage	\$ 2.22	\$ 3.00	Delay in grant funding required less postage and office supplies needed than anticipated.
Communications	\$ 7.98	\$ 11.00	Delay in grant funding required less cost for communications than anticipated.
Space	\$ 39.61	\$ 44.00	Delay in grant funding required less cost for space than anticipated.
Liability	\$ 3.00	\$ 3.00	None.
Maintenance	\$ 16.36	\$ 13.00	Upkeep and repairs were slightly higher than anticipated.
Indirect Costs	\$ 104.17	\$ 87.00	Underestimated as it is based on predictions for the whole year.

Sincerely, Fabran L. Umysch

Fabian L. Knizacky Mason County Administrator



Phone: 906-863-9648

839 10th Avenue

Menominee County Courthouse

Menominee, Michigan 49858



Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Public Health Delta & Menominee Counties (PHDM) completed the project without deviation from the original project as proposed. PHDM utilized the requested funds for targeted and geofenced digital advertising to educate Delta County about the known and unknown facts related to Medical Marihuana consumption and exposure. PHDM partnered with MacDonald Garber Broadcasting, as indicated in the grant proposal to create unique media ads that targeted youth and education. The media campaign ran for the majority of the Medical Marihuana grant cycle.

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

Accomplishments for Fiscal Year 2022 include a targeted ad display click thru rate of 0.17% which is almost triple the national average click thru rate of 0.06%. The Menominee County geofenced impression campaign was above average having a total click thru rate of 0.29%, above the national average for geofenced display impression of 0.20%. Overall, no problems were experienced while carrying out the outlined project activities.

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

As stated in the Request for Proposal and grant agreement, PHDM partnered with MacDonald Garber Broadcasting for creation and distribution of uniquely create digital media advertisements. This partnership work was seamless.

PHDM also engaged prevention specialists and coalition coordinators in Menominee County to help with creative ideas for ads that engage both youth and adults with a non-bias perception regarding Medical Marihuana use for adults over the age of 21.



Department of Administration

Jason Carviou – County Administrator Sherry DuPont – Administrative Assistant

Phone: 906-863-9648

Menominee County Courthouse 539 10<sup>th</sup> Avenue Menominee, Michigan 49858

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

With boosted social media posts on Facebook and Instagram, PHDM staff anticipated that posts would spark community discussion that balanced opposite mindsets regarding Medical Marihuana use for youth. Discussions helped PHDM staff gauge the perceived facts vs misconceptions surrounding youth Medical Marihuana use.

- 5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
- 6. Any experience in applying the project products and anticipated "next steps".

The Upper Peninsula Communities that Care coalition (UP CTC) shared ideas regarding messaging for Medical Marihuana use for youth under the age of 21. A brainstorming idea ensued to purchase lock boxes, partner with the cannabis companies and distribute lock boxes for adult cannabis users on 4/20. One Upper Peninsula County piloted this project and reported great success and positive feedback. PHDM is strongly considering doing a similar effort for Fiscal Year 2023 in Menominee County.

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

# DEPARTMENT OF PUBLIC HEALTH



Fred Yanoski, MPH Director/Health Officer Phone (989) 832-6380 Fax (989) 832-6628

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

The original plan was to run billboards throughout the county with marihuana harm reduction messaging, such as the negative impacts of driving under the influence, and to run a digital campaign covering marihuana prevention during pregnancy, youth prevention, and safe storage to protect youth. Most of the plan remained the same. We ran 4-5 billboards per month from June through September throughout Midland County. The most significant change was that we had planned to use targeted ads on various digital media platforms, but ended up focusing on social media, where we targeted social posts and ads to select audiences.

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

The billboard campaign ran smoothly and we saw our messages regularly as we traveled around the county. Several months, we had billboards on major thoroughfares, such as US-10 and M-20. The digital campaign ran into many more obstacles this year. We learned that many social media platforms have restricted any messaging about substance use, even prevention messaging. Thus, we struggled to have a good reach and were unable to boost some of the social posts we had hoped to.

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

We worked with the Community Alliance 4 Youth Success and the Midland County Department of Public Health to create the strategy for the project. We worked with Lamar Advertising for billboards, and with Digital Mitten to manage the social media campaign.

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

It takes seven encounters with a message before it starts to sink in for someone. Therefore, it takes time to see an impact from a public health campaign. Individuals who drive regular routes by the billboards we posted should have begun to understand the messaging. Some of the more effective social media posts covered

# DEPARTMENT OF PUBLIC HEALTH

Fred Yanoski, MPH Director/Health Officer Phone (989) 832-6380 Fax (989) 832-6628

locking up products to protect children and pets. From the comments on the social posts, people seem to be more receptive to safe storage messages that relate to pets than children. While this is not our primary goal, if we can influence behavior because of pets, then children are also more protected.

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

All Midland County Local Public Health Department staff time was considered in-kind with no charges expensed to the grant.

The combined total wage and fringe expense of the Legacy Center was \$8,300. The total contractual expenses were \$22,430. All contractual expenses were for various forms of advertising.

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

The products from the project seem to be well-received, in general. The "good to know" messaging seems less controversial than an abstinence approach. Moving forward, we will be changing our approach on the digital campaign, pulling away from social media because we had so many problems with it. We are also beginning to work up a series of articles for the local paper that address these same four key topics: driving under the influence, safe storage, risk of use during pregnancy, and youth prevention. These articles will likely run quarterly, initially.

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

Wages and fringe benefits were budgeted at \$8,300 and were 100% expended. Supplies were budgeted at \$217 and were not expended. The contractual total budget for the three different avenues of advertising was \$23,100. This total budget was expended at 97% though a portion of two of the originally planned advertising avenues were actually spent in the third. This was a change made to reach a higher audience. The total budget of \$31.617 was expended at 97%.



# 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 Grant Final Report**

#### FY22

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 2022. Objective was implemented as planned.

**Objective 2:** Presentations – We were able to successfully present at organizations serving youth during summer 2022 in partnership with a Michigan State Police Trooper. Objective was implemented as planned.

**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. Objective was implemented as planned.

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

#### Accomplishments:

- Successful Media Campaign with over 8 million impressions.
- Coordinated presentations for youth in partnership with Michigan State Police Trooper reaching high school age students from across Monroe County.
- 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:

- Still faced challenges in widespread distribution of lock bags due to limited in-person services and event opportunities. Discussions currently underway with Monroe County Substance Abuse Coalition related to possible partnerships for distribution.
- 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 collaborated with the Monroe County Youth Center (juvenile detention center) and other local educators including the Monroe County Upward Bound team (serve lower income students whose parents have not completed a four-year college degree program) to coordinate presentations. We also continued our partnership with our local Michigan State Police Community Service Trooper to assist in the delivery of youth presentations.

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

The media campaign was extremely successful, with over 8 million impressions of the ads.

While we faced challenges in expanding our educational presentations for community sites serving adults as some locations remained limited in their ability to host larger groups, we were able to present in-person for programs reaching adolescents.

Although we still faced challenges with widespread distribution of lock bags, our distribution significantly increased from past years 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 \$47,950 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, locking bags and indirect costs were slightly higher than budgeted, but those excess costs were not charged to the grant. They will be covered with local funds.



12265 M-32 P.O. Box 789 Atlainta, MI 49709 Phone (\$89) 785-8002

dhubbard@montcounty.org

## **Montmorency County Board of Commissioners**

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

# Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

- 1. A summary of the project implementation plan and any deviations from the original project as proposed.
  - Distribution of the locked boxes were completed as proposed for the four DHD4 offices. Community outreach events increased as COVID decreased allowing more boxes to the community.
- 2. Accomplishments and problems experienced while carrying out the project activities.

The biggest problem DHD4 experienced this past year was the decrease flow of clients into the DHD4 offices to pick up locked marijuana boxes due to COVID. The biggest accomplishment was to provide the locked boxes at the different COVID clinics DHD4 offered. People were appreciative and Harm Reduction information was placed in each box.

- 3. Coordinated efforts with other organizations to complete the project.
  - DHD4 continued to supply business sites with locked boxes. Harm reduction nurses visited/phoned each business monthly regarding supplies. Locked boxes have been provided with Harm Reduction information in each box. DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

We at DHD4 continue to educate community on Harm Reduction products to keep our children safe using the locked boxes.



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## **Montmorency County Board of Commissioners**

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".

We have encouraged the other clinics we work with - WIC - to provide locked boxes if needed. Continue to provide locked boxes at Marijuana businesses and have available in each office for walk-ins.

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

No discrepancies

# MUSKEGON COUNTY MICHIGAN

### Medical Marihuana Operation and Oversight Grants Final Report FY 2022

- 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. Objective 1: Develop, test and distribute target audience appropriate harm reduction-based messages for Muskegon County residents by May 2022. Objective met, however task not completed until June 2022.
    - ii. Objective 2: Develop and execute a strategy to reuse/refresh at least 2 of the prior campaign messages by August 31, 2022. No deviations from plan.
- 2. Accomplishments and problems experienced while carrying out the project activities. Some significant accomplishments this year include: 1) Gaining a better understanding of how budtenders address use during pregnancy and development of new materials to help educate provisioning center staff and, 2) Creation of a Safe Cannabis Saturday annual event where PHMC partners with provisioning centers to deliver messages to consumers on safety. Only problem experienced this year is our very late start on projects due to contracting procedures, however, we were able to accomplish desired objectives on time.
- 3. Coordinated efforts with other organizations to complete the project. We continue to work with provisioning centers to reduce the harms associated with use. Provisioning centers are very much on board with our messaging that focuses on reducing youth access, use by pregnant and breastfeeding women, overdosing, poly-drug use and use while operating machinery and driving.
- 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation. Using secret shopper methods, we were able to gain first hand knowledge on the education pregnant women received when asking budtenders about use during pregnancy. Because of the information gained, we were able to develop tools provisioning centers could use when educating their budtenders.
- 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 \$35,116, of which 75% (or \$26,319) was spent in FY22.

# Office of Administration



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

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### Medical Marihuana Operation and Oversight Grants Final Report FY 2022

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

The Headway Coalition staff coordinated with Newaygo County's Youth Prevention Coalitions to plan and implement peer-to-peer and community wide prevention education opportunities. Effective prevention strategies were used to provide information, address environmental changes, and advocate for community level policy change. Youth involvement offers a unique opportunity for the Headway Coalition to provide prevention education to our area youth while encouraging leadership roles in addressing substance misuse. Additionally, the Headway Coalition continued its partnership created last grant cycle with local marihuana provisionary centers. Together the partnership continued its disbursement plan to provide medical marihuana lockboxes to adult medical marihuana users in Newaygo County. Partnership with Newaygo County medical marihuana provisionary centers 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.

No deviations from the original project occurred.

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

- Headway staff and Newaygo County's Youth Prevention Coalitions planned, designed, and implemented a county-wide media campaign that educated on the associated mental health implications of high THC. The campaign was shared via Snapchat, Spotify, and three county billboards.
- Headway staff purchased simulated marihuana use education materials for prevention education within local school districts.
- Headway staff attended local community events to provide marihuana lock boxes and continued its efforts in partnership with local provisionary centers to increase the number to safeguarding mechanisms and decrease youth access to medical marihuana in Newaygo County households.

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

 Headway staff coordinated with local school districts to utilize the Youth Prevention Coalitions within the respective school districts to plan and implement marihuana prevention strategies.

## Office of Administration



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 Headway staff and local marihuana provisionary centers partnered to increase the number of medical marihuana lock boxes to Newaygo County residents as an effort to increase perception of risk and decrease youth access within Newaygo County households.

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

During the duration of the project the following impacts were experienced:

- Marihuana media campaign was heard on Spotify over 46,000 times by young people ages 13-24 in Newaygo County
- 451,000 impressions to 13-24 year old's were delivered on SnapChat
- Outdoor billboards were passed 277,000 times over the course of 12 weeks
- Over 50 marihuana lock boxes were distributed to Newaygo County households

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

\$15,901.77 was expended during the implementation of the project.

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

Strengthened partnerships and community collaborations developed during implementation will allow for continued prevention education efforts. Youth Prevention Coalitions will have access to new prevention education supplies for on-going peer-to-peer education.

Anticipated next steps involve efforts of the Youth Prevention Coalitions to bring a renowned speaker/parent of a teenage student who recently lost his life to marihuana use to the Newaygo County area to educate their peers at local school districts.

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

Below is a capture of project budget expenditures. All goals of the project were met with the expended funds. The excess funds in the amount of \$115.90 is a result of slight shifts to the original quote for community outreach and cost saving abilities during the purchase process for supplies.

Category	<b>Budget Amount</b>	<b>Amount Expended</b>	<b>Total Amount Left</b>
Supplies	\$8,000.00	\$7,955.10	\$44.90
Community Outreach	\$9,571.00	\$9,500.00	\$71.00
Total	\$17,571.00	\$17,455.10	\$115.90



#### HEALTH DIVISION

Calandra Green, Health Officer (248) 858-1280 | health@oakgov.com

#### Medical Marihuana Operation and Oversight Grants Final Report - FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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. Proposed activities included creation of an educational medical cannabis PowerPoint presentation to be converted to a live or recorded webinar event for the next grant cycle 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 June. This affected the staff hiring process and greatly adjusted the timeline and scope of the proposed grant activities. The adjusted timeline (1.5 months of actively working on the implementation plan) limited our capability to fully expend the \$454,786 awarded.

One, part-time Public Health Educator was hired in July 2022 to support this project and was supervised by a Health Education Supervisor from OCHD's Health Promotion Services (HPS) unit. The Health Educator administered the provisioning center survey, conducted outreach efforts to provisioning centers, and created a draft PowerPoint presentation to use for future outreach efforts. The Health Education Supervisor coordinated the purchase of 300 lockboxes with intent to distribute in the future via trusted community partners.

#### **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 within County lines. The survey targeting provisioning centers was administered to gauge interest in receiving educational materials. 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 attempting to re-engage with past relationships established with businesses in the medical marihuana field. This was done via email communication and the distribution of the survey.

#### **Awareness & Education**

The awareness and education strategy included reusing 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. Materials were created during the prior grant cycle. 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 was shorter than anticipated due to unexpected contracting delays. Notable accomplishments include the development of an educational PowerPoint geared towards healthcare professionals, re-establishing communication with partners via outreach, and administering the assessment to attempt to gain more insight as to what is needed from provisioning centers to reach their patients with educational materials.

#### **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 to inform efforts.

A survey was distributed 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 topics of focus. 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.

#### Deliverables include:

Provisioning Center Survey

#### Outreach

The outreach activities included communicating with 14 provisioning centers in Oakland County via survey to gather baseline information about the educational materials and training provided to consumers and staff to understand what resources and information are needed. Staff made

initial contact via email to establish a working relationship for future awareness and education efforts. More time is needed to develop relationships and build capacity for future efforts.

#### **Awareness & Education**

The educational awareness campaigns created in past grant cycles was and 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 are available on OCHD's social media channels including YouTube, Facebook, and Twitter. Printed materials created in previous cycles were and will continue to be distributed at community-wide health fairs and events.

Magnets and keychain tags focused on safe storage will be disseminated to provisioning centers and community partners when applicable and disseminated in conjunction with lock box dissemination. 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. OCHD purchased 300 lockboxes to distribute to trusted community partners to deliver to their client/patient base to encourage and increase capacity for safe marijuana storage.

#### Deliverables include:

- Creation of a draft educational PowerPoint geared towards healthcare professionals
- 300 lockboxes

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

The project included collaboration with 14 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.

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

Anticipated impacts included increased knowledge of safety and health risks related to medical marihuana use. We anticipated the heightened exposure through the media campaign which include PSAs featured on Oakland County social media platforms. We also anticipated increased relationships with provisioning centers to further our work.

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

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

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

- Disseminating lock boxes along with educational materials regarding safe storage to identified community partners.
- Enhancing current 'Marijuana' information webpage on <u>www.oakgov.com/health</u> to include all grant deliverables (fact sheets, brochure, educational videos, etc.)

- Disseminate survey and conduct focus groups to assess patient marihuana use and perception of use. Data will inform and target education and prevention strategies.
- Deliver educational presentations to a variety of key partners and organizations, specifically healthcare professionals. Information will include education about medical marihuana, health effects, 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 by our Board of Commissioners until late June. This affected the staff hiring process and greatly adjusted the timeline and scope of the proposed grant activities. The adjusted timeline (1.5 months of actively working on the implementation plan) limited our capability to fully expend the \$454,786 awarded. All expenses related to staffing (salaries, fringe benefits, IT Operations - phones & computers, and indirect costs) were affected by the grant fund allocation timeline. Please see detailed notes below.

	Budgeted	Expenditure	Notes
Salaries	\$37,030	\$3899.53	Once the stall and a threat the stall and
Fringe Benefits	\$1,992	\$171.18	Grant fund allocation timeline
Training	\$6,000	\$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	\$125,000.00	\$10,425.00	<ul> <li>Timeline greatly affected our ability to purchase materials and supplies.</li> <li>Amount spent reflects the priority to purchase lockboxes.</li> </ul>
Communications	\$200.00	\$0.00	Grant fund allocation timeline was short and therefore not necessary to get staff a work cell phone.
IT Development	\$40,000	\$0.00	Initially proposed creating 1 additional PSA. This was not done due to time constraints.
IT Operations	\$0.00	\$0.00	
Liability Insurance	\$441.00	\$0.00	
Interpreter Fees	\$8,705	\$0.00	Did not have time to translate previously made items such as the magnet and keychain.
Workshops & Meetings	\$25,000	\$0.00	Intended to be able to pay speakers/panelists on planned presentations. Timeline constraints did not allow.
Advertising	\$200,000	\$0.00	Did not pursue paid advertisements due to timeline and focus on other initiatives.

Indirect Costs	\$5,118	\$538.92	Grant fund allocation timeline
TOTAL	\$454,786.00	\$15,034.63	



100 S. State Street, Suite M-4 Hart, MI 49420 Phone (231) 873-4835; Fax (231) 873-5914 **Tracy L. Byard**County Administrator

Stacey Becker Financial and Human Resources Coordinator

**Trisha Marsh** Accounting and Payroll Specialist

**Jessica Long** Accounts Payable Clerk

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

### Media Campaign

- 3 press releases were developed and shared quarterly. The first press release focused on youth marijuana use and the risks associated with use (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10\_PressRelease\_MarijuanaYouthRisks\_5.31.2022.pdf">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10\_PressRelease\_MarijuanaYouthRisks\_5.31.2022.pdf</a>). The first press release was also picked up by a local news station and a local media station (broadcast across 5 radio stations) and interviews with program staff were completed (news station interview: <a href="https://www.9and10news.com/2022/06/01/officials-warn-about-youth-marijuana-use-as-michigans-cannabis-industry-grows/">https://www.9and10news.com/2022/06/01/officials-warn-about-youth-marijuana-use-as-michigans-cannabis-industry-grows/</a>). The second press release addressed safely storing marijuana in a lock box, out of reach from children and promoted the availability of free lock bags or boxes available to county residents (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10\_PressRelease\_MarijuanaLockBagsBoxes\_5.31.2022.pdm">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10\_PressRelease\_MarijuanaLockBagsBoxes\_5.31.2022.pdm</a>). The third and final press release highlighted the risks associated with marijuana use during pregnancy and breastfeeding (<a href="https://www.dhd10.org/wp-content/uploads/2022/05/DHD10">https://www.dhd10.org/wp-content/uploads/2022/05/DHD10\_PressRelease\_MarijuanaLockBagsBoxes\_5.31.2022.pdm</a>
- Social media posts were created for 2 of the three press releases and shared via the DHD#10 Facebook page.
- 2 billboards were purchased and were up for two months with weekly impressions of 13,422 and 14,870. The billboards shared messaging about keeping kids safe by locking it up.

content/uploads/2022/08/DHD10 PressRelease PregnancyMarijuana 8.30.2022.pdfa).

• A previously designed video was promoted via social media. The promotion targeted all Oceana County residents over the age of 18. The video can be found at https://youtu.be/fhlU0v6uFn8 and had a total of 1,315 views. There were 16,883 people reached through the video promotion ad on social media and 432 people clicked on the

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link to the video. The video was also shared via email with local school districts and the local substance use coalition list serv.

#### **Lock Boxes:**

 195 medication lock bags were provided to Oceana County Residents. Lock bags were distributed via the health department lobby, the Oceana County Fair, and local food pantries.

Project Timeline: Due to a delay in notification of funding, the timeline was pushed back by a month, but this luckily did not significantly impact the work plan, work was shifted slightly from a February start date. Lock bags were delayed and not received until April, this did not significantly impact the work plan as work.

	March		April		May		June		July		August
1. 2. 3.	Order Lock boxes. Contact Lamar Advertising about billboards. Map out press releases and social media posts, review supporting material.	<ol> <li>2.</li> <li>3.</li> <li>4.</li> </ol>	Distribute lock boxes to partners. Secure contract with Lamar for billboards. Press Release 1 and social media post 1: Risk of youth use (aim for 4/20) Share marijuana video with schools.	<ol> <li>2.</li> <li>3.</li> </ol>	Promote availability of lock boxes with partners. Social media post will be focused on lock boxes. Billboards put up. Press release 2 and social media post 2: Safe storage of marijuana. Share marijuana video with community partners.	2.	Promote availabilit y and benefits of lock boxes. Billboards put up/remain up. Digital ads for marijuana video.	<ol> <li>2.</li> <li>3.</li> </ol>	Continue promoting locking up marijuana. Billboards put up/remain up. Digital ads for marijuana video.	<ol> <li>2.</li> <li>3.</li> </ol>	Distribute/pro mote remaining lock boxes. Wrap up billboard campaign. Wrap up promotion of marijuana video via digital ads.

- 2. Accomplishments and problems experienced while carrying out the project activities.
- Lock bags were slightly delayed in ordering/receiving but were still able to distribute all 195 to the community. There was significant interest in the bags and messaging within the health department lobby.
- The 2 billboards had weekly impression of 13,422 and 14,870 and ran for two months.

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- The educational video was viewed 1,315 times via YouTube.
- The additional news interview and radio station interviews expanded project messaging about locking up marijuana in the home.
- 3. Coordinated efforts with other organizations to complete the project.

During the project the health department partnered with Oceana LEADS substance abuse prevention coalition, the Oceana County Fair, New Hope Food Pantry, Rothbury Community Church Food Pantry, and Bread of Life Food Pantry.

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

#### Anticipated impacts include:

- 195 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.

#### Funds Available: \$13,043

Media Campaign (billboards/ digital media)	\$3730
Program Supplies (lockboxes)	
District Health Department #10 Wages	\$2886
District Health Department #10 Fringe	
Central Stores and Postage	
Communications	
Space	\$310
Liability	
Maintenance	

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Coordinator

**Stacey Becker** Financial and Human Resources

Trisha Marsh

Accounting and Payroll Specialist

**Jessica Long** Accounts Payable Clerk

Indirect Costs	\$610	)
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6. Any experience in applying the project products and anticipated "next steps".

Next steps including continuing partnerships with the Leeward Initiative coalition to continue sharing 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 breastfeeding. Offering the recorded video as an educational resource to schools, parent groups, employers, etc will also be continued.

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
Media Campaign	\$3537.36	\$3730	Social Media promotion of marijuana video had fewer clicks than anticipated and did use the remainder of funding budgeted.
Program Supplies	\$3900.50	\$3900	Only slight discrepancy.
Wages	\$911.61	\$2886	Delay in grant funding announcement resulted in work beginning in March, when originally anticipated to start in February. Local Coalition also contributed volunteer hours when helping to distribute lock bags and other materials.
Fringe	\$455.47	\$1403	Delay in grant funding announcement resulted in work beginning in March, when originally anticipated to start in February. Local Coalition also contributed volunteer hours when helping to distribute lock bags and other materials.
Central Stores and Postage	\$5.65	\$18	Underestimated the need for postage and other office supplies.
Communications	\$20.34	\$75	Delay in grant funding and assistance from local coalition required less cost for communications.
Space	\$100.65	\$310	Delay in grant funding and assistance from local coalition required less cost for space.
Liability	\$7.63	\$20	Underestimated as it is based on predictions for the whole year.

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





Tracy L. Byard

County Administrator

**Stacey Becker** 

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Phone (231) 873-4835;	Fax (231) 873-591	4	Accounts Payable Clerk
Maintenance	\$41.61	\$91	Underestimated as it is based on predictions for the whole year.
Indirect Costs	\$264.05	\$610	Underestimated as it is based on predictions for the whole year.

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



## 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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022 Ogemaw County

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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 service area. A total of 236 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These boxes will continue to be distributed throughout the jurisdiction and contain educational information on safe storage, pregnancy, talking points for parents, and the effects of use. Five billboards were placed in Alcona and Ogemaw Counties with messages related to driving under the influence of marijuana and received an estimated 392,700 impressions. Two billboards will be placed up in Oscoda County, and it is estimated that they will receive 130,256 impressions. DHD2 also created social media content for both Twitter and Facebook related to the Michigan Medical Marijuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving. Lastly, District Health Department No. 2 provided medical marijuana education to the pediatricians and baby pantries in the service area. Knowing the Risks of Vaping Marijuana, Marijuana and Pregnancy, Secondhand Marijuana, and Marijuana and Driving were some of the topics touched on to name a few.

#### **Deviations:**

The main deviation with the billboards is that they are being paid for in this fiscal year, however, due to billboard availability in Oscoda County, they will be going up during the last three months of the year. District Health Department No. 2 did not have enough funds for the geo-fencing advertisements. Instead of the geo-fencing ads, we took what funds and resources we did have and provided medical marijuana education to the pediatricians and baby pantries within the DHD2 service area.

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



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

social media to distribute information on safe storage, the effects of use, and reducing youth access. In addition, a total of 7 billboards on drugged driving were placed in Alcona, Ogemaw, and Oscoda Counties, and resources were directly distributed to providers.

## **Problems Experienced:**

Due to turnover and positions shifting within District Health Department No. 2, we were unable to meet hard deadlines throughout the fiscal year. This also prevented us from being able to purchase and create geo-fencing advertisements and complete 100% our work plan.

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. Another anticipated impact this fiscal year was the exceptional use of the lockboxes in our service area, they were such a hit last year in the community and just as many residents are taking advantage of our lock boxes this year.

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".

The 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 on our social media. We will also be running a billboard campaign surrounding drugged driving in Oscoda County during the last 3 months of the year.

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

\$2677.69 of \$2677.69 totaling 100% expended for Ogemaw County. Due to continued challenges created by the COVID-19 funds were distributed differently than expected.

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

## ONTONAGON COUNTY Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to CRA-MMOOG@michigan.gov by September 15, 2022:

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

Our project implementation plan included radio, 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. The primary deviation we had was our ability to leverage existing radio ads for another grant cycle and utilize the funds anticipated for new ads for purchasing hard copy educational materials (tri fold brochures) to educate expectant mothers about marijuana use while pregnant.

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

Primary accomplishment was branching out with educational material for expectant mothers.

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

Connection to local Women, Infants and Children programs, as well as Maternal and Infant Health Programs.

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

Continued benefit of radio advertising is surprising; it creates interest in the topic of marijuana use in the home environment and leads to connections with other entities in the community and individual phone calls regarding the topic.

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

Expenses totaled \$839.45 to cover Staffing, development of the radio ads, the expense for the cost of airing the radio ads and printing of brochures. Administration Overhead expense was covered by local funds and not billed to this grant in the amount of \$99.73.



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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

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

If additional rounds of funding are available, we will be working with our "Healthy Connections" unit here at WUPHD to develop additional ties to their programming in harm reduction, substance use counseling, and peer recovery.

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

Wages: Budget \$200.00 Spent \$195.08 Fringe: Budget \$35.00 Spent \$30.37

Brochure Printing: Budget \$114.00 Spent \$114.00 Advertising: Budget \$500.00 Spent \$500.00

Total Expenditure: Budget \$849.00 Spent \$839.45

## 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

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022 Oscoda County

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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 service area. A total of 236 lock boxes were purchased to support safe storage of/reduce youth access to medical marijuana. These boxes will continue to be distributed throughout the jurisdiction and contain educational information on safe storage, pregnancy, talking points for parents, and the effects of use. Five billboards were placed in Alcona and Ogemaw Counties with messages related to driving under the influence of marijuana and received an estimated 392,700 impressions. Two billboards will be placed up in Oscoda County, and it is estimated that they will receive 130,256 impressions. DHD2 also created social media content for both Twitter and Facebook related to the Michigan Medical Marijuana Act, safe storage, youth access restrictions, marihuana use and pregnancy, and drugged driving. Lastly, District Health Department No. 2 provided medical marijuana education to the pediatricians and baby pantries in the service area. Knowing the Risks of Vaping Marijuana, Marijuana and Pregnancy, Secondhand Marijuana, and Marijuana and Driving were some of the topics touched on to name a few.

#### **Deviations:**

The main deviation with the billboards is that they are being paid for in this fiscal year, however, due to billboard availability in Oscoda County, they will be going up during the last three months of the year. District Health Department No. 2 did not have enough funds for the geo-fencing advertisements. Instead of the geo-fencing ads, we took what funds and resources we did have and provided medical marijuana education to the pediatricians and baby pantries within the DHD2 service area.

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



Alcona County 311 Lake St. P.O. Box 218 Harrisville, MI 48740 Tel: 989-724-6757

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social media to distribute information on safe storage, the effects of use, and reducing youth access. In addition, a total of 7 billboards on drugged driving were placed in Alcona, Ogemaw, and Oscoda Counties, and resources were directly distributed to providers.

## **Problems Experienced:**

Due to turnover and positions shifting within District Health Department No. 2, we were unable to meet hard deadlines throughout the fiscal year. This also prevented us from being able to purchase and create geo-fencing advertisements and complete 100% our work plan.

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. Another anticipated impact this fiscal year was the exceptional use of the lockboxes in our service area, they were such a hit last year in the community and just as many residents are taking advantage of our lock boxes this year.

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".

The 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 on our social media. We will also be running a billboard campaign surrounding drugged driving in Oscoda County during the last 3 months of the year.

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

\$2403.69 of \$2403.69 totaling 100% expended for Oscoda County. Due to continued challenges created by the COVID-19 funds were distributed differently than expected.



Gwen Unzicker, MD

Medical Director

## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

**Public School Education Events** –MHFA classes were completed, there were a total of 55 registrants who completed the course. Lunch was provided to class participants, all participants received Mental Health First Aid Certification. Prevention lessons have been fully updated with new information regarding cannabis risks and distributed to schools to utilize.

Marijuana Prevention Educational Event –Tickets were purchased and distributed to therapists for alternative behavioral therapies used for insomnia to assist in helping those who are medicating for insomnia through cannabis use. Trainings have been completed. Mother-Son speaker duo was hired for to share their experience with addiction. This event is advertised to families through the juvenile court system who have been charged with cannabis use as well as other families who are interested. All sign ups and purchases for event have been fully completed. This event had to be rescheduled due to personal conflict and will be taking place at the end of the month.

Marketing/Prevention Campaign – All billboards have been posted in their locations. Many billboards have been taken down while some do not have replacements yet and were able to stay up past the contract date. Decals and other campaign materials were also ordered and utilized in schools and events. Some materials have been ordered and saved for educational event taking place at the end of the month, as well as recovery fest which is a large event in Ottawa County to celebrate September as the National Recovery Month.

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

All projects were accomplished successfully. Goal accomplished of creating a widespread "No matter how you feel about cannabis, its still bad for youth" campaign working alongside the "lock it up" campaign. Have heard positive reports from residents grateful that we are addressing this issue in the county.

Public School Education Events – No problems or delays experienced.

Marijuana Prevention Educational Event – Experienced a cancellation from our original speaker in the third quarter. Originally thought we would have to starch the event all together and spend money on school educational services, this was communicated to CRA via email. Was able to adjust and provide event through a different format and hire a new speaker. Was able to hire a new speaker, complete full registrations, and finalize all event details. All problems and delays have been resolved.



Gwen Unzicker, MD Medical Director

Marketing/Prevention Campaign – LAMAR accidentally applied a payment from Ottawa County from a different campaign to our campaign. This campaign was for "Man Therapy," a program the suicide prevention coalition is working with. This delayed them in sending us their final invoice for one of our billboards as they had it on their records that it was paid. We were able to identify the mistake and the other campaign received a reimbursement of those funds and we were given our invoice. This was all resolved and paid before the 9/15 date.

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

Worked with Community Mental Health with advertisement for events, worked with the Mental Health Foundation, 'be nice.' to complete MHFA classes as well as add information regarding SUD and cannabis use into their extension lessons. Worked with the Juvenile Courts to receive referrals for youth who need access to prevention services. Worked with Ottawa County Public Schools to distribute prevention and educational materials. Worked with local dispensaries to distribute educational information regarding the dangers of underage use.

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

A total of 55 individuals received Mental Health First Aid Certification, a total of 13 individual completed training and received certification in CBT-I training, 7 which were funded through this grant. This is specifically used to help those who are currently self-medicating with cannabis to treat insomnia. These 13 therapists learned different CBT strategies to help these individuals, so they do not need to use cannabis. Twenty-five students (and their parents) referred by the Juvenile courts for their underage use of cannabis registered to complete educational lesson regarding the dangers of this use. Still waiting to hear final reports of views from LAMAR regarding our advertisement campaign, but we were able to place 9 different billboards throughout Ottawa County for the summer. We expect these impacts to continue as educational materials continue to circulate through the county.

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

#### **Public School Educational Events –**

- \$7,000.00: Mental Health Foundation (\$3,000 MHFA class expenses, \$4,000 Extension Lesson expenses)
- \$207.98: Walmart Stores Inc. (food for MHFA classes 3 separate transactions: \$50.76, \$35.16, \$122.06)
- \$436.42: Jimmy Johns (food for MHFA classes 2 separate transactions: \$218.21, \$218.21)
- TOTAL: \$7,644.40

## Marijuana Prevention Educational Event -

• \$2,274.16: CBT-I training (expenses for tickets)



Gwen Unzicker, MD Medical Director

- \$3,500.00: WAI-IAM Inc (speaker costs for Mother-Son Duo)
- TOTAL: \$5,774.16

## **Marketing/Prevention Campaign**

- \$21,000.00: LAMAR (expenses for billboard campaign)
- \$1,438.50: Sticker Mule (buttons, magnets, coasters, stickers)
- \$1,410.00: Sticker Mule (keychains, magnets)
- \$897.24: Vista Print (presentation materials stickers, postcard magnets, banners)
- \$533.17: 4Imprint (show ID decals for retailers)
- TOTAL: \$25,278.91

## **TOTAL EXPENDITURES: \$38,697.47**

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

Next steps include following up with participants who have completed the CBT-I training as well as participated in the MHFA classes that were provided. I would like to send a questionnaire to see how these educational experiences have impacted their work. I would also like to continue to work with the Mental Health Foundation to see how we can get more information into the schools regarding the harms of cannabis use. I believe the projects completed this year were a good start, but there is still room for improvement.

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

No significant deviation from previously agreed-upon Statement of Work. Budget varied in category of 'Marijuana Prevention Educational Event'. Original budget was \$5,644.00. A total of \$5,774.16 was spent in this category due to an increase in speaker costs. This was an increase of \$130.16 in this category. Finished overall under budget in other categories and utilized a total of 95% of the total budget. As a whole, planned activities came in under budget and did not feel it was appropriate to add on additional activities that were not agreed-upon and therefore utilized 95%. Please refer to question 5 for detailed expenses.

## Presque Isle County Board of Commissioners



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

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

<u>COUNTY CLERK &</u> <u>CLERK TO THE BOARD OF COMMISSIONERS</u>

Ann Marie Main

Medical Marihuana Operation and Oversight Grants Final Report FY 2022

## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

Distribution of the locked boxes were completed as proposed for the four DHD4 offices. Community outreach events increased as COVID decreased allowing more boxes to the community.

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

The biggest problem DHD4 experienced this past year was the decrease flow of clients into the DHD4 offices to pick up locked marijuana boxes due to COVID. The biggest accomplishment was to provide the locked boxes at the different COVID clinics DHD4 offered. People were appreciative and Harm Reduction information was placed in each box.

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

DHD4 continued to supply businesses with locked boxes. Harm reduction nurses visited/phoned each business monthly regarding supplies. Locked boxes have been provided with Harm Reduction information in each box. DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.

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

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

Phone: (989) 734-3288 Fax: (989) 734-7635

We at DHD4 continue to educate community on Harm Reduction products to keep our children safe using the locked boxes.

Email: piclerk@picounty.org

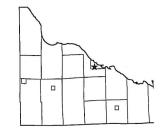
<u>COMMISSIONERS</u> District 1 – Nancy Shutes

District 2 - Lee Gapczynski

District 3 – Michael Darga District 4 – Carl L. Altman

District 5 – John Chappa

## Presque Isle County Board of Commissioners



**CHAIR** Carl L. Altman

VICE-CHAIR Lee Gapczynski

**COUNTY CLERK &** CLERK TO THE BOARD OF COMMISSIONERS

Ann Marie Main

District 1 - Nancy Shutes District 2 - Lee Gapczynski District 3 - Michael Darga

**COMMISSIONERS** 

District 4 - Carl L. Altman District 5 – John Chappa

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".

We have encouraged the other clinics we work with - WIC - to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses and have available in each office for walk ins.

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

No discrepancies

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

Phone: (989) 734-3288 (989) 734-7635

Email: piclerk@picounty.org



## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

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

Our project implementation plan had two major goals this year: 1) Using video to deliver emotional and impactful messaging about safe medical marijuana usage and harm reduction for children, pets, and youth, pregnant/breastfeeding moms, and drivers; and 2) Improving understanding by connecting healthcare providers and marijuana growers/dispensaries to educate and inform those who treat and care for users.

#### Under Goal 1, we focused on:

- Creating a one-stop shop of information on medical marijuana on SCHD's website and social media channels.
- Creating and disseminating video and digital display content to users by geotargeting marijuana dispensaries in our county and surrounding areas. Videos can be viewed <a href="here">here</a>.
- Collaborating with partners in Be Well Saginaw network to share content on social channels community wide.
- Providing lock pouches and boxes to community members to safely store medical marijuana.

Under Goal 2, we deviated from our original proposal to host an educational event for the healthcare community. We were unable to schedule High Life Farms at a time convenient for our providers. Instead, we repurposed our video content and extended our social media outreach – capitalizing on our high visibility post-COVID. We hope to reschedule our educational event in the future.

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

Our digital campaign performed well above industry benchmarks:

- Digital display ads earned more than 10,000 impressions, with 158 clicks to our website.
- Targeted video earned nearly 44,000 impressions, with 12 clicks. We were able to analyze data and track 16 people who were served our messaging and later came to SCHD (presumably for a lockbox).
- Geofencing campaign earned 64,195 impressions and 99 clicks to our website.

- OTT TV earned nearly 65,000 impressions with 98.99% video completion rate. The channels where most of our ads were watched include AMC, Lifetime, NBA, Sundance, Discover and Fox Sports.
- The WNEM TV5 app delivered another 160,000 impressions for us with 1,697 clicks.

We gave out an estimated 20 lockboxes, bags and locks each month throughout the campaign, not including a rush for 90 bags after our media partner WNEM TV5 ran a news story on safe marijuana usage in the spring.

Our campaign was greatly enhanced when a local artist painted a 4-story mural on the side of our building during the campaign, drawing attention to harm reduction.

Two problems we encountered:

- Scheduling High Life Farms for our CMU provider educational event. We were able to pivot and extend our campaign, focusing on a younger audience via social media.
- BWell partners were initially slow to share content.

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

This campaign could not have been done without the work of our contracted communications firm, a local video production company, and our local media partner WNEM TV5.

Nor would it have been as successful as it was without the BWell Saginaw Partner Coalition: Saginaw County Community Mental Health Authority, United Way of Saginaw County, Saginaw Community Foundation, Ascension St. Mary's, Covenant HealthCare, CMU Health, Great Lakes Bay Health Centers, Saginaw County Intermediate School District, and Michigan Health Improvement Alliance.

The mural painting – which brought infinitely more awareness and impact to our campaign -- was made possible by the Saginaw Community Foundation, Peer 360 Recovery Alliance, 1016 Recovery Network, Saginaw Police Department, Mobile Medical Response, Great Lakes Bay Health Centers, Michigan Health Improvement Alliance, and the City of Saginaw.

## <u>Impacts</u>, anticipated and unanticipated, experienced as a result of the project <u>implementation</u>.

Anticipated outcomes included:

- Increased awareness of safe medical marihuana usage.
- Greater distribution of lockboxes, bags, and locks for safe storage away from children, teens and pets. (Interestingly, our most successful video was the one focused on pets).
- Less stigma around marijuana messaging and conversations.

## Unanticipated outcomes included:

- Greater awareness of harm reduction philosophies and their role in helping us improve our community's overall health and health outcomes.
- Relationships with so many community partners (see above).

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

Our final total spent for this grant was \$39,278.74. Within the line items of our budget for our multi-faceted campaign, we paid our marketing firm \$24,278.74 for campaign development, video production and editing, for campaign materials, and to coordinate with our media representatives on our buys. We paid our local media partner WNEM \$15,000.00 to run the digital campaign.

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

Next steps will include:

- Scheduling the healthcare provider webinar or live session with High Life Farms to connect physicians who treat marijuana users with sources growing, producing and dispensing products. Our hope is greater understanding of dosing and drug interactions to enhance the role of healthcare providers.
- Applying many of the lessons learned and momentum gained on other harm reduction strategies through our new "Room 202" clinic. There, drug users can pick up lockboxes, bags and locks as well as clean syringes, works, Narcan, fentanyl test strips and more.
- Continuing to incorporate harm reduction messaging in our BWell Saginaw initiative.

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

Actual Expenditures – \$39,278.74 Budgeted Expenditures - \$47,233.00

Variance - We were not able to hold the educational event that we were planning with the original budget so we deviated from our original proposal but were able to repurpose our video content and extend our social media outreach

Telephone: (269) 467-5534

125 Main St. P.O. Box 277 Centreville, MI 49032-0277

## ST. JOSEPH COUNTY - Final Report MMOOG 2022

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

The Branch-Hillsdale-St. Joseph Community Health Agency (BHSJ), led by the Health Promotion & Education team and in partnership with St. Joseph County, had an overall goal to utilize the funds provided by this grant to effectively educate community members, engage with community partners and collaboratively reduce the potential harm of medicinal marijuana when used, and stored, incorrectly; the objective is to remind medicinal marijuana users that they need to treat marijuana as any other prescription medicine that has the potential to harm anyone that it is not intended to treat. We have done this through a targeted "Lock It Up" public and social media campaign involving the use of any, and all, media platforms that we have at our disposal, along with the purchasing and distribution of lockable "bank-like" marijuana storage bags.

Our social media platforms, alone, reached a far greater number of individuals than we could have anticipated and almost doubled the 5000 that viewed our messages a year ago. BHSJ also worked closely with online vendors and Graphics 3, a local design company, to create print items to promote the "Lock It Up" message, namely: posters, yard signs, rubber "lock it up" bracelets, brochures, and stickers. These print-style promotional items the topics of general marijuana usage and storage safety, educated individuals on the risks associated with 2nd-hand marijuana smoke, and emphasized the dangers of prenatal marijuana use; of course, they also directed people to the BHSJ website and associated social media platforms where there is further information and an array of resources.

Furthermore, these promotional items allowed the Health Promotion & Education team to engage with the public by giving them the opportunity to hand them out at St. Joseph County events such as the county fair and the Water and Polish Festivals. Along the same lines, BHSJ has incorporated the "lock it up" message into several other of similarly-themed campaigns during the course of this year's project period. This campaign also saw the "Lock It Up" message heavily promoted by the Substance Abuse Task Force of St. Joseph County, the Child Abuse Prevention Council, St. Joseph County Community Mental Health and other affiliated organizations; we are excited to continue to foster these existing, and new, partnerships that we have created during this 2022 "Lock It Up" campaign.

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

**Accomplishments:** With the boom in the number of dispensaries opening for business throughout surrounding counties, and the state as a whole, the education revolving around



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the proper storage, and safe use, of all marijuana-containing substances has never been more important. Whether you carry a medicinal marijuana card, or not, 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, using multiple platforms, directed towards delivering the "Lock It Up" message, in addition to the revival of providing the county's residents with a storage device specifically created to safely store marijuana behind lock and key, would be successful in that endeavor; and we believe that it has been and will continue to cultivate the partnerships that we have formed while continuing to spread the "Lock It Up" message.

**Problems:** There can be push back from the community when a controversial subject like medical marijuana is discussed; but we have also reached a point where with every passing day it becomes more and more accepted, and for that reason, we all need to educate ourselves about how to use it safely. For the most part, there was not very much negative feedback, but some do see a local health department's involvement in a campaign like this as an attempt to be controlled or told what to do; and, unfortunately, there are community members that feel this way and occasionally they let their voices be heard.

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

Among others, some organizations that BHSJ partnered with during this project period was 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 marijuana will be decreased because of the wide-reaching distribution of the "Lock It Up" promotional messages across a wide array of media platforms; Medicinal users will become more aware and educated on how their actions can harm others and they will begin to view marijuana as they would any other prescription medicine. Our efforts are resulting in a community that is more well-educated on the topic, and knows the simple steps, such as secure storage, that can be taken to make marijuana usage safe. Furthermore, the "Lock It Up" logo that has been used over the past several years has begun to gain notoriety as community members 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.



Telephone: (269) 467-5534

125 Main St. P.O. Box 277 Centreville, MI 49032-0277

5. Financial expenditures of grant money and other contributions to the project, inkind 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 area 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.



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		Actual Budget	Oversight Grant - ST. JOSEPH COUNTY
Category	Original Budget	Expenditures (% Used)	Reason for Discrepancy
Wages	\$2,549	\$2009.58 <b>(78.84%)</b>	The original wage budget was planned for 3-4 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 two employee and therefore diminished the actual expenditures in relation to the original budget for employee wages; however, we were still able to utilize over three quarters of the original wage budget.
Fringe Benefits	\$892	\$851.06 <i>(95.41%)</i>	No Significant Discrepancy
Supplies & Mat.	\$100	\$0.00 <del>(0%)</del>	Supplies & Materials that were not related to advertisement and promotional based objectives were not needed for this project.
Travel	\$25	\$25.00 <i>(100%)</i>	No Significant Discrepancy
Indirect	\$728.00	\$728.00 <i>(100%)</i>	No Significant Discrepancy
Space	\$25	\$24.83 <i>(99.32%)</i>	No Significant Discrepancy
Advertising (Breakdown Below)	\$2,800.00	\$1363.48 <i>(48.70%)</i>	One of the two main objectives of this campaign was to educate the public regarding the importance of locking up your marijuana and keeping it out of
Graphics 3 - Print Materials (Yard Signs, Posters, Stickers)		\$363.48	hands of children. To accomplish this, we partnered with local radio stations, and a variety of other local organizational partners, that were willing to display the messaging via posters, yard signs, stickers, brochures, etc. Although we were not able to spend the large majority of our original budget in this endeavor, it must also be pointed out that our advertising budget was not large to begin with and
Radio Ads (WLKM & WRCI)		\$1,000.00	St. Joseph County simply does not have a large number of medicinal marijuana users and therefore not as many organizations were willing to take part in this campaign.
Other Expense (Breakdown Below)	\$600	\$600.28 <i>(100.05%)</i>	Our 2022 campaign, besides utilizing promotional advertisements through print media and other mediums, decided to once again purchase locking devices for our community members; this year we chose to purchase "bank-style" durable
Marijuana "Lock Bags"		\$503.70	and lockable bags and encouraged those that we provided them to to use them for the safe storage of their medicinal marijuana. Furthermore we also were able to use almost all of our budget in this line item by also purchasing rubber
"Lock-It-up" Rubber Wristbands		\$95.58	bracelets with the "Lock it up" message on them as a reminder to those that use medicinal marijuana to always do so safely
Telecomm	\$25	\$0.96 <i>(3.8%)</i>	During this project period, we did not have any specific expenditures dedicated to the Telecomm portion of this budget.
TOTAL	\$7,744	\$5603.19 <b>(72.36%)</b>	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, engage at high levels with both community members and community organizations regarding the importance of the "Lock-It-Up" campaign, accomplish the objectives that we had set out to achieve, and build some very important partnerships with like-minded agencies in our area.

# S B Harrie Barrey Hailet Horse

## 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

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Protecting and promoting health for Sanilac County citizens since 1937

Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

The Sanilac County Health Departments implementation plan was to reach as many people in the community as we possibly could and educate them on the safe and proper use of medical marijuana with an emphasis on harm reduction techniques. The harm reduction techniques focused on marijuana education, forms of marijuana, driving under the influence and also the safe storage and proper disposal of marijuana.

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

Throughout the grant period, we were pleased with the number of people we were able to reach. We attended different events than we thought we were going to and targeted community members with an interest in the elderly population. We passed out information and medication locked boxes at the local fairs and at senior food distribution events. We have realized how much of the elderly population has a need for these locked boxes, but have not been targeted as a population yet.

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

In an effort to educate more community members we coordinated with Sanilac County Prevention Network, and Building Ties Coalition. We also shared and disseminated information and education at our local Community Collaborative meetings, Board of Health Meetings and did education with local law enforcement. We were also able to implement the education into our groups within the Sanilac County Jail. In an attempt to do outreach to even more community

# Signature Conserved by Marcalle, In Biograph.

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members, we continued to partner with a few of the internal programs within the Health Department. These programs included Family Planning, Women Infant and Children (WIC) as well as Maternal Infant Health Program (MIHP). Through the efforts of many staff members were able to reach out to more of those community members that were in need of the information and education.

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

Overall, we were able to reach more individuals and educate them, but we realized that we still have many more community members to educate particularly the elderly population.

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

In terms of grant money, we used \$9449.58 of the agreed upon \$9544.00 dollars of funding that was granted to us. As far as in-kind, we had approximately 28 hours of time or \$848.40 that was not recorded towards the grant that was spent on the reporting, monthly meetings and follow-up needed to ensure that our plan and efforts were going smoothly and as effectively as possible by the Financial Administrator and the Health Officer at the Health Department.

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

We were able to learn a lot from this project and seen firsthand just how much the community was able to benefit from the education and harm reduction techniques, but it also made us realize how much more potential we have to reach even more individuals to ensure a safer and more educated community. Our next steps would be to continue with the education and outreach we have been giving, but to hopefully also be able to secure more funding for the 2023 fiscal year in order to continue to enable us to provide the services and education.

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

As far as actual budget expenditures, we were under budget as a whole compared to what was agreed upon, but we were over on a few of the individual category lines. We ended up being a little over on the salary/fringe line because of using more staff time than we had originally planned. We were under budget on the advertising, supplies, and travel lines. As a whole we spent \$9449.58 of the agreed upon grant amount of \$9544.00.

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## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

<u>Goal 1:</u> Educate medical marijuana card holders about the importance of responsible usage and safe storage of medical marijuana.

Lock boxes (500) were purchased. Each box contained a lock, poison control information as well as What You Weed to Know rack card and Don't Drive High rack card. One local marijuana dispensary and five community agencies partnered to help distribute the lock boxes. At the time of this report, 90% of the lock boxes have been distributed.

<u>Goal 2:</u> Provide outreach materials to community members about the impacts of driving under the influence of medical marijuana.

Shiawassee Prevention Network update the Initiatives tab at shiawasseeprevention.org to include Marijuana Education and Prevention information. Community members can visit shiawasseeprevention.org to request for a free lock box as well as information about safe storage and the impacts of driving under the influence of medical marijuana. Five short videos about marijuana safety can be found on the website as well.

Safe Storage stickers with a QR Code were given to local pizza businesses to place on pizza boxes. When individuals scan the QR Code, they are directed on how to get a free lock box for safe medical marijuana storage.

Safe storage brochures were distributed to local practitioners, community agencies, and at community.

<u>Goal 3:</u> Partner with SPN to provide at least three presentations about safe storage of medical marijuana.

Lock boxes were distributed in connection with the Hidden in Plain Sight trailer that was displayed at community events, including the Great Start Parent Coalition Meeting, Project Connect, Prescription Drug Take Back events (4), Run Drugs Out of Town, and at the local suicide prevention awareness walk.



<u>Goal 4:</u> Collaborate with SPN to plan an event to inform parents about family safety regarding medical marijuana.

Representatives from SPN attended the Great Start Parent Coalition meeting in May where a safe storage presentation, information, and post survey were shared.

<u>Goal 5:</u> Distribute medical marijuana family safety brochures to local medical providers and agency home visitors.

Information was distributed to medical providers and visiting agencies, including Great Start, Infant Mental Health, and Tender Care providers. Lock boxes were also provided.

Goal 6: Create social media messaging.

A new social media message about medical marijuana safety was posted monthly on the SPN Facebook and Instagram page. Additionally, a What You Weed to Know announcement is on the local radio station and at the movie theater as well as a Don't Drive High message on the monitor at the local Secretary of State.

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

During the process to purchase lock boxes and locks, there was a supply chain issue. However, we were able to fulfill the goal. Additionally, it was a challenge to get the local dispensaries to respond to our request to distribute the lock boxes to new customers.

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

SCHD and SPN increased partnerships with pizza businesses and a local marijuana dispensary through these project activities, including a local family-owned business to purchase the locks for the lock boxes. Additionally, we had local law enforcement volunteer to distribute lock boxes.

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

During the last quarter, Shiawassee County has seen a significant decrease in drug overdoses (Sparrow Medical Examiner's Report, 2022.) Although this safe storage of medical marijuana project is not a standalone, it has made a significant contribution to the overall overdose prevention efforts.

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



The financial expenditures for this grant included campaign materials around safe storage and "what you weed to know" the expenses will be outlined in the financial status report.

- 6. Any experience in applying the project products and anticipated "next steps".
  - SPN will continue monitor and update the SPN website as well as social media posts. SPN will also continue to work with local dispensaries to share safe storage information.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

We had anticipated a larger expense for the sticker campaign however the only cost that was incurred with this activity was the printing of the sticker thus decreasing the expense for that category and allowing us to utilize those funds through other outreach methods.



Amanda Ertman, B.S., Health Officer Mark Hamed, M.D., M.B.A., M.P.H., Medical Director

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## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

This year's campaign focused on harm reduction in the senior population, as well as safe storage, and abstaining from use while pregnant, driving, or childhood. While stickers and collaboration with local dispensaries did not come to fruition, that money was used for additional media campaigns to reach populations outside of the county center.

Other platforms used for the various media campaigns were digital, radio, TV, newspaper, billboards, and a bus wrap "moving billboard". Brochures on marijuana education were purchased and dispersed as well.

2. Accomplishments and problems experienced while carrying out the project activities. More media platforms were utilized this grant cycle, which expanded the campaign's reach and were successful.

Creating a campaign with trusted local agencies and businesses went very smoothly. Communication with CRA-MMOOG was challenging, resulting in delays and inefficacy with this year's campaign.

- 3. Coordinated efforts with other organizations to complete the project. Tuscola Prevention and Recovery Coalition, Vassar Township, Tuscola County Advertiser, Cass City Chronicle, Lamar, Dynamic Bus Ads (Thumbody Express), McLaren Senior Fair, WNEM, and Heritage Press.
  - 4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.

Lamar: Total impressions across 8 county billboards across 3 months = 874,788

WNEM: Total impressions though targets online ads and WNEM app ads (Not including news

segment) = 340,000

Dynamic Bus Ads: Over 450,000 impressions



Amanda Ertman, B.S., Health Officer Mark Hamed, M.D., M.B.A., M.P.H., Medical Director



Tuscola County Advertiser: Newspapers impressions to over 37,000 homes per week, and over 151,000 digital impressions.

Cass City Chronicle: 2,200 papers distributed weekly in town, not including subscriptions in several other communities throughout the thumb, and out of state subscriptions.

Wix: From June 1- Sept. 12: 176-page views, 130 site sessions, 100 unique visitors.

 Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
 \$41,991.96

- 6. Any experience in applying the project products and anticipated "next steps". Media campaigns will continue into November, including printed/digital ads, billboard and radio ads, bus wrap ad, and the website.
  - 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

Final expenditure \$41,991.96, 98% of original budget (\$42,731.00). TCHD does program distribution quarterly. Because the CRA-MMOOG grant cycle ends on September 15<sup>th</sup>, it does not get the final quarter distribution as it ends before fiscal books the distributions (September 30<sup>th</sup>).

CARI ELMORE
Executive Assistant



#### VAN BUREN COUNTY ADMINISTRATION

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## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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

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and removed the potential for conflicting or inconsistent recommendations. Additionally, Van Buren Community Health partnered with businesses, within the county, that sell marihuana to help distribute lock boxes to those that use medical marihuana. Van Buren Community Mental Health Substance Abuse Task Force hosted "An Overview of Michigan Marihuana Laws" conference/training were Susan Zuiderveen, Van Buren County Prosecutor and Ken Stecker, Traffic Safety Resource Prosecutor, Prosecuting Attorneys Association presented.

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.

There were three main target audiences and three main messages for the campaign: educating marijuana users on safe storage; educating pregnant and/or nursing moms on the harmful effects of marijuana while pregnant or nursing; and educating the parents of teenagers of the harmful effects of marijuana on a teenage developing brain. After three years of using the same creative assets, a creative refresh was completed for the campaign. The campaign refresh maintained the successful "Dirt on Weed" theme but developed an entirely new set of outdoor, television and social media campaign assets.

Social Media Campaign dates were July 25 – September 11, 2022. The purpose of the sponsored Facebook 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. Marijuana use is sensitive subject matter for Facebook. The platform's inconsistent approval and rejection of the campaign content limited the range of ads we could place, but performance on the approved ads was strong.

CARI ELMORE
Executive Assistant



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#### Van Buren County Facebook Campaign

Ad	Impressions	Reach	All Clicks	CTR (AII)	Link Clicks	CTR (Links)
Nursing Video	5,250	1,937	205	3.90%	179	3.14%
TLC	1,354	680	21	1.55%	6	0.44%
Secure Video	140,698	30,846	5,568	3.96%	2,627	1.87%
Secure Your Stash	5,094	2,689	120	2.36%	63	1.24%
Young Minds 7/25 – 8/8 (rejected on 8/8)	768	565	3	0.39%	1	0.13%
Total	153,164	32,206	5,917	3.86%	2,876	1.88%

The overall click-through rate (CTR) for the Van Buren campaign was 3.86%. This CTRs exceed the industry standard of 0.90%. The goal of this campaign was to drive users to the campaign landing page through link clicks. A "link click" is clicking on any link shown in the ad. There is no published benchmark for link clicks. The Van Buren County CTR for link clicks was 1.88%. This rate exceeds the industry standard for overall clicks. This campaign generated at total of 6,221 link clicks to the campaign landing page.

The social media metrics from this year's campaign were astonishingly strong. In 2021, the campaign delivered a total of 3,707 link clicks with a link CTR of 0.87%. This year's campaign delivered a total of 6,221 link clicks with a link CTR of 1.96% - more than double last year's rate. This is a testament to the strength of the refreshed creative.

Further, ads that passed Facebook's review process and ran for the entire eight-week campaign were even more successful. The "Secure Video," which ran consistently for both Berrien and Van Buren counties, had overall CTRs of 4.24% and 3.96%, respectively. This indicates strong engagement with the content, as the industry standard for CTR is 0.90%.

Social media continues to be one of our most measurable campaign tactics, but it is also one of our most challenging. Since 2020, we have been using Facebook's robust Ads Manager to reach this campaign's many target audiences. But marijuana is a sensitive subject for Facebook and

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even though our ads are clearly working to educate the public rather than promote cannabis use, this campaign's ads are often rejected. The appeals process is rarely successful and making direct contact with a human who can override rejections is impossible. This year, we even experienced something new: ad rejections after our content had previously been approved.

Additionally, with the refresh, three new billboard signs were developed to be placed in Van Buren County. The outdoor campaign dates were August 1-28, 2022 (four weeks). Total impressions were 84,937.

30935	Van Buren	CR 365 (S. Paw Paw St) 1 mi N/O I-94	4,411
30926	Van Buren	SR-43 500 ft W/O SR-40	25,349
30958	Van Buren	I-196 0.3 mi N/O SR 140	55,077

Three new television commercials were produced for the 2022 campaign: Love and Understanding:30 seconds, Pregnant/Nursing/Secure:15 seconds, and Pregnant/Nursing/Teen:15 seconds.

Days	Time	Program	Length	Frequency
Sat 8/13	12n - 3:30p	NFL Pre-Season Bears vs Kansas City	:15	1
Sat 8/20	8p - 11:30p	NFL Pre-Season Bears vs Arizona	:30	1
Sat 8/27	6p - 10:30p	NFL Pre-Season Bears vs Cleveland	:30	1
Weekly Total				3
Total Number of Commercials			3	

**CARI ELMORE**Executive Assistant



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Flight Weeks: 8/1, 8/8, 8/1: Days	Time	Program	Length	Frequency
M-F	6a - 7a	First In The Morning	:30	3
M-F	7a - 9a	CBS This Morning	:15	5
Sat	8a - 11a	CBS This Morning Saturday	:30	1
Sat	11p - 11:35p	News @ 11 PM	:15	1
Sun	6a - 7:30a	News Sunday Morning	:30	1
Weekly Total				11
Total Number of Commerc	ials		44	
ESBT			44	
<b>ESBT</b> Flight Weeks: 8/1, 8/8, 8/1:	5, 8/22, 8/29			
ESBT Flight Weeks: 8/1, 8/8, 8/1: Days	5, 8/22, 8/29 Time	Program	Length	Frequency
ESBT Flight Weeks: 8/1, 8/8, 8/1: Days M-F	5, 8/22, 8/29 Time 9a - 10a	Rachael Ray	Length:	3
ESBT Flight Weeks: 8/1, 8/8, 8/1: Days M-F M-F	5, 8/22, 8/29 Time 9a - 10a 1p - 2p	Rachael Ray Couple's Court	:30 :15	3 5
ESBT Flight Weeks: 8/1, 8/8, 8/1: Days M-F	5, 8/22, 8/29 Time 9a - 10a	Rachael Ray	Length:	3

Additionally, 100 lock boxes were distributed throughout Van Buren County to promote safe storage and handling for legal medical marihuana users. 55 community members attended "An Overview of Michigan Marihuana Laws" conference held on August 23, 2022.

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).

**CARI ELMORE**Executive Assistant



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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.



## Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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, except for youth-focused advertising and communications messaging (see the answer to question 4) which remains in progress.

Washtenaw County Health Department continued the proposed work and formed multiple partnerships throughout the project period. Our partners helped us deliver current and clear messaging to our target population groups about medical marijuana, as well as offered their expertise in the marijuana field. Partners included: medical marijuana provisioning centers (with whom we worked to develop educational materials that can be used by their clients and the community at large, and we also provided them with lock boxes for their customers to safely store marijuana); MyVoice (an interactive SMS platform that gathers the real-time opinions and experiences of youth across America to develop youth-targeted messages with members of the prioritized, youth population); and the Washtenaw County Medical Society (partnered together on our annual medical marijuana conference for healthcare providers virtual webinar series).

Washtenaw County Health Department held our annual medical marijuana conference for healthcare providers (<u>Cannabis in Practice</u> virtual webinar series). There were five speakers this year. The team originally budgeted and planned for seven; the additional two were not confirmed after several attempts.

Washtenaw County Health Department held multiple, in-person outdoor outreach events for community members to attend. These events promoted education and information around medical marijuana and were entitled "Summer Health Days." These events also provided free food, drinks, and fun activities! Events were held on June 21, July 19, and August 16. Community education and distribution of educational items and materials (including lock boxes) occurred at these events, as well as at events not hosted by Washtenaw County Health Department and via partnerships with medical marijuana provisioning centers.

Additionally, multiple advertising platforms were utilized to reach a larger, more diverse audience. Ads were placed on billboards and Comcast/effectv, as well as shared across social media channels. Print materials included the creation of a brochure for people interested in beginning to use medical marijuana. In-person communication included targeted outreach and education at the "Summer Health Days" event series, other community events, and gathering preliminary community feedback via a communications survey.



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

Our <u>Cannabis in Practice</u> virtual webinar series was again well received with 175 total registrants (78 unique registrants) and ongoing views through online recordings and platforms. The webinar on an Update on Medical Cannabis Use in Pregnancy, for example, has 145 additional views (as of 8.29.22) since it aired live. Five speakers provided the medical community timely and relevant education on medical marijuana and related topics. Each webinar session was successful and involved engaged participants. Overall, post-session survey feedback was positive.

Our community outreach and tabling events were also successful. Participants were engaged in learning about medical marijuana (including understanding and awareness of medical marijuana regulations; potential benefits or harms of use or underage use; safe, secure storage and safe use) and were interested in giveaways, lock boxes to safely store marijuana, and educational materials. Staff participated in multiple events hosted by community partners, and we also hosted three outdoor events (entitled "Summer Health Days") in conjunction with evening vaccination clinics at the Health Department on June 21, July 19, and August 16. The June 21 Summer Health Days event had low attendance. It was 98 degrees F and felt like 108 degrees F. Attendance at our July event was higher than in June, and August attendance was the highest with an estimated 250-300 attendees. We increased our promotion of these events to our target populations following the low attendance at the June event. Initially, the planning team was concerned about promoting too widely because prior, similar events had attracted hundreds of participants. Additionally, the team added pieces to draw more people to the two subsequent events (including ice cream and a glitter tattoo artist at both the July and August events, as well as a backpack/school supply giveaway for the August event). Overall, post-event survey feedback was positive. These events were successful, well received, well attended, and engaged community members in conversation and education.

Multiple communication avenues and channels were harnessed to create and disseminate the various messages and topics of the medical marijuana campaign. These included the installation of 13 billboards (10 posters and 3 digitals) in the Washtenaw County area running from 8/8/2022-09/04/2022. Billboards included messaging around marijuana use in pregnancy, safe storage, and driving while intoxicated (see images below). In addition, a Comcast/effectv commercial on marijuana safety was broadcast across the Washtenaw County area in the month of August. The ad was broadcasted a total of 3,388 times across streaming platforms and live TV. Social media posts pertaining to the topics of safe storage and safe use were also shared during this period and together were seen by over 10,700 people on Facebook and by more than 2,400 on Instagram. Inperson education and marketing included a table at the "Summer Health Days" event series with information and flyers available educating the public about safe storage and avoiding use during adolescence and pregnancy, as well as a communications survey to gauge opinions and preferences around marijuana use and communication efforts. The survey, offered in English and Spanish, yielded 8 responses from community members. A new print material meant to serve as a source of introductory information for people interested in using medical marijuana was created. This resource will be distributed to local provisioning centers, health centers and on our website for informational purposes.



Image: Lock it Up Billboard



Image: Keep Baby Safe Billboard



Image: Don't Drive High Billboard



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

Washtenaw County Health Department continued and formed multiple partnerships. Our partners helped us deliver current and clear messaging to our target population groups about medical marijuana, as well as offered their expertise in the marijuana field. The medical marijuana provisioning centers in Washtenaw County who accepted our offer of partnership to promote medical marijuana education in the community included Mission Dispensaries (formerly Om of Medicine) and Arbors Wellness. We worked with these provisioning centers to develop educational materials that can be used by their clients, as well as the community at large. Additionally, we provided Mission Dispensaries, Arbors Wellness, and Huron View Provisioning Center with lock boxes for their clients to safely store marijuana. Another partnership with MyVoice was created to develop youth-targeted messages. MyVoice is an interactive SMS platform that gathers the real-time opinions and experiences of youth across America. Additionally, we partnered once again with the Washtenaw County Medical Society on our annual medical marijuana conference for healthcare providers (Cannabis in Practice virtual webinar series again this year).

Community education and distribution of educational items and materials (including lock boxes) occurred at events hosted by Washtenaw County Health Department, as well as at events not hosted by Washtenaw County Health Department, and via partnerships with medical marijuana provisioning centers.

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

Washtenaw County Health Department was able to successfully complete all project objectives despite the following problems/delays which occurred during the course of the project implementation:

- Washtenaw County Health Department received official notification of the grant award in late February, and the Washtenaw County Board of Commissioners formally approved acceptance of this grant in mid-March. As such, the ability to start work on this grant was delayed.
- Our intern had to delay their start date by two weeks due to illness.
- A tabling event at which we intended to provide medical marijuana education and information was canceled.
- We had a low response rate when reaching out to local provisioning centers. We had to send multiple emails to connect with them and most centers did not respond.
- The June 21 Summer Health Days event had low attendance. It was 98 degrees F, and felt like 108 degrees F.
- We originally budgeted and planned to have seven speakers for the virtual medical marijuana conference for health care providers. However, we had five speakers for this conference. We attempted to recruit two other speakers. After multiple attempts via email and phone, they never confirmed.
- The MyVoice campaign provided our team with preliminary, uncoded results from our set of five survey questions sent out to teens across the country. The data are in process of being coded and analyzed. The task of coding the data proved to be a challenge to our team due to

staff transition and time constraints, as well as the volume of responses and data that needed to be categorized. This unexpected challenged caused a delay in being able to analyze the data from our MyVoice question set in the time we were given. We were unable to use these data to inform our youth-targeted outreach as intended during the current project period.

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, Staples, and Underground Printing. These supplies included lockboxes, incentives for outreach events, and printing flyers. Food items were also purchased for events from local vendors, including Washtenaw Dairy, Hero or Villain food truck, Ypsilanti Food Co-Op, JS Lemonade, and Joyful Treats Catering.

Advertising space for a marijuana safety campaign on billboards was purchased through Adams Outdoor Advertising, and marijuana safety campaign videos also ran on Comcast/EffecTV for four weeks.

Funds were also used to compensate webinar speakers. Additionally, MyVoice was engaged in a contract to survey local youths around effective marijuana safety messaging.

\$12,319.79 in Washtenaw County General Fund dollars were utilized to offset cost overages in all categories with the exception of Travel.

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 our primary audiences (health care providers and community members) and dispensaries. This year, we made progress on initiatives regarding youth use by working with MyVoice to gather opinions and experiences of youth across America. Next steps include developing youth-targeted messages based on these data. Other next steps include, building on this year's materials, resources, and partnerships. Additional next steps include, continuing to provide educational events and messages, such as via the webinar series for healthcare providers and in-person community event(s).



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

A minor budget adjustment was requested late in August because the hourly wage for the master's level intern was higher than originally budgeted. Simultaneously, travel and parking expenses were lower than budgeted. Therefore, we requested to move \$235 out or Travel and into Salary (\$170), Other Expenses/Central Service Costs (\$29), and Indirect (\$36).

Overall expenses were higher than budgeted, mostly because more staff tine was utilized than expected; \$12,319.79 in Washtenaw County general fund dollars were utilized to offset those overages.



## Medical Marihuana Operation and Oversight Grants Final Report FY 2022

Responses to the following must be completed in full and submitted to MRA-MMOOG@michigan.gov by September 15, 2022:

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 2021, 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 2021 calendar year, with continued use of diverse characters. However, during the 2022 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 2022 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.

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 2021 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 2022 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 2022 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".

There were no deviations from the initial plan. However, although 2022 was less restrictive than 2021, 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".

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. Fortunately, the outreach staff were knowledgeable about the services provided by Wayne County Public Health and able to provide resources and information.



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

Please see the respective FSRs that encompassed the entire 2022 grant performance period. There were no other funding sources for this project.

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". 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.) in an effort to achieve equity.

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 due to a outreach team members transferring to another program.