

Marihuana Operation and Oversight Grants to Counties for FY 2024

Pursuant to Article 10, Section 901 of
Public Act 121 of 2024

October 15, 2024

Prepared by:



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



**GRETCHEN WHITMER
GOVERNOR**



**MARLON I. BROWN
DIRECTOR**

Table of Contents

Summary of Legislative Reporting Requirements.....	4
---	----------

County Report Attachments

Alcona County	7
Allegan County	9
Alpena County	12
Baraga County	15
Barry County	17
Bay County	21
Benzie County	24
Berrien County	26
Branch County	32
Calhoun County	34
Cass County	37
Cheboygan County	38
Chippewa County	41
Clinton County	43
Delta County	46
Eaton County	48
Genesee County	50
Gogebic County	53
Gratiot County	55
Hillsdale County	57
Houghton County	58
Ingham County	60
Ionia County	62
Iosco County	63
Isabella County	65
Jackson County	67
Kalamazoo County	71
Kent County	75
Keweenaw County	79

Lapeer County.....	81
Lenawee County	83
Livingston County.....	86
Menominee County	90
Midland County	92
Monroe County.....	94
Montcalm County	100
Montmorency County	103
Muskegon County	106
Oakland County.....	108
Ogemaw County.....	112
Ontonagon County	114
Ottawa County.....	116
Presque Isle County	119
Saginaw County	122
Saint Clair County	125
Saint Joseph County	127
Sanilac County	129
Shiawassee County.....	131
Tuscola County	133
Van Buren County	138
Washtenaw County	140
Wayne County.....	146

Summary of Legislative Reporting Requirements

Public Act 119 of 2023, Article 10, Section 901 required the Michigan Department of Licensing and Regulatory Affairs (LARA) to expend funds appropriated by the legislature for marihuana operation and oversight grants for grants to counties for education and outreach programs relating to the Michigan medical marihuana program and the adult-use marihuana program. 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.

Pursuant to these requirements, this report has been prepared and issued electronically to the House and Senate appropriations standing committees to meet the October 15 reporting requirements. In addition, this report is also online at the LARA website here: <https://www.michigan.gov/lara/about/legis-report>.

In 2024, fifty-two county agencies applied for and received grants, and made expenditures as follows:

County	Available	Amount Requested	Total Amount Spent
Alcona	\$4,119	\$4,119	\$3,905.92
Allegan	\$54,917	\$54,917	\$54,892.00
Alpena	\$9,372	\$9,372	\$9,370.82
Baraga	\$4,119	\$4,119	\$4,089.82
Barry	\$20,474	\$20,474	\$17,762.50
Bay	\$60,050	\$60,050	\$30,131.85
Benzie	\$17,311	\$17,000	\$10,915.14
Berrien	\$40,173	\$40,173	\$40,173.00
Branch	\$17,191	\$17,191	\$15,956.02
Calhoun	\$21,907	\$21,907	\$20,322.84
Cass	\$14,445	\$14,445	\$14,445.00
Cheboygan	\$7,282	\$7,282	\$6,991.00
Chippewa	\$8,297	\$8,297	\$8,297.00
Clinton	\$31,219	\$31,219	\$23,053.77
Delta	\$8,297	\$8,297	\$8,297.00
Eaton	\$31,995	\$31,995	\$29,127.60
Genesee	\$112,818	\$112,818	\$69,848.70*
Gogebic	\$5,014	\$5,014	\$4,986.55
Gratiot	\$3,283	\$3,283	\$2,492.39
Hillsdale	\$9,372	\$9,372	\$7,960.20

County	Available	Amount Requested	Total Amount Spent
Houghton	\$5,611	\$5,611	\$5,514.69
Ingham	\$25,488	\$25,488	\$22,836.75
Ionia	\$3,343	\$1,911.04	\$1,709.00
Iosco	\$2,089	\$2,089	\$2,000.00
Isabella	\$6,626	\$6,626	\$6,597.75
Jackson	\$57,662	\$57,662	\$50,433.02*
Kalamazoo	\$34,204	\$34,204	\$32,498.14
Kent	\$98,492	\$98,492	\$92,342.62
Keweenaw	\$3,641	\$3,641	\$3,514.52
Lapeer	\$33,189	\$33,189	\$29,251.11*
Lenawee	\$31,637	\$31,637	\$31,128.50
Livingston	\$55,573	\$55,573	\$51,660.00
Menominee	\$5,014	\$5,014	\$5,014.00
Midland	\$29,070	\$29,070	\$26,803.00
Monroe	\$47,455	\$47,455	\$44,548.74
Montcalm	\$23,459	\$23,459	\$17,363.89
Montmorency	\$1,134	\$1,134	\$1,134.00
Muskegon	\$28,055	\$28,055	\$16,931.39
Oakland	\$515,261	\$515,261	\$485,641.45
Ogemaw	\$4,537	\$4,537	\$4,537.00
Ontonagon	\$1,254	\$1,254	\$1,254.00
Ottawa	\$39,934	\$39,934	\$39,526.00
Presque Isle	\$1,671	\$1,671	\$1,443.20
Saginaw	\$36,591	\$36,591	\$36,000
Saint Clair	\$48,978	\$48,978	\$46,978.00
Saint Joseph	\$7,282	\$7,282	\$4,498.26
Sanilac	\$10,506	\$10,506	\$10,161.52
Shiawassee	\$24,892	\$24,892	\$19,777.82*
Tuscola	\$39,456	\$39,456	\$39,180.25
Van Buren	\$17,848	\$17,848	\$17,847.60

County	Available	Amount Requested	Total Amount Spent
Washtenaw	\$139,739	\$139,739	\$137,177.40*
Wayne	\$617,275	\$617,275	\$549,731.04*
Total	\$2,478,621	\$2,476,878.04	\$2,218,053.78**

*Genesee, Jackson, Lapeer, Shiawassee, Washtenaw, and Wayne counties failed to provide sufficient or accurate accounting of how funds were expended by the deadline in 2023 PA 119, Article 10, Sec. 901. The counties will be reimbursed upon receipt of sufficient documentation.

**Includes \$856,219.09 from six counties that had not been reimbursed as of the date of publication of this report.

Any unused funds remain in the Marihuana Regulation Fund. Provided in this report are the program summaries provided by each grant recipient that was to include:

- A summary of the project implementation plan and any deviations from the original project as proposed.
- Accomplishments and problems experienced while carrying out the project activities.
- Coordinated efforts with other organizations to complete the project.
- Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
- Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
- Any experience in applying the project products and anticipated “next steps.”
- Actual budget expenditures compared to the budget in the agreement, and the reason for any discrepancies.

Pursuant to Public Act 119 of 2023, Article 10, Section 901, 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.



Alcona County Board of Commissioners

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

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

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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

Project staff worked to complete all grant objectives for the 2024 fiscal year. Project staff started securing educational resources and lock boxes to give out to residents promoting safe storage and a reduction in youth access. Once these items were received, staff worked to pack lock boxes with the educational resources and start promoting them to the community. Social media posts were created and 2 billboards were posted in our county.

With leftover funding, we purchased some additional educational supplies to enhance agency effectiveness when speaking to community members about marijuana.

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

Accomplishments

- Ran two billboard ads throughout the county.
 - Purchased 82 lockboxes for distribution within the community
 - Purchased and distributed educational information on how to quit marijuana, secondhand marijuana, marijuana and driving, marijuana and pregnancy, medical marijuana, and edible marijuana.
 - Built capacity for future community events to educate on marijuana.
3. Coordinated efforts with other organizations to complete the project.

The county has allowed District Health Department No. 2 (DHD2) to manage grant activities and requirements. DHD2 is an integral agency for health in our community. Staff are equipped with knowledge of the community and the needs that our residents have. Aside from DHD2, there are no specific coordinated efforts with other organizations specific to this grant. Although, other agencies do host community events that we attend to spread our messaging for this grant.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
- Community members gained knowledge on the harms of marijuana.
 - Community members gained access to safe storage options.



Alcona County Board of Commissioners

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

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

- Community members were given the opportunity to engage with educators to get individual questions answered.
 - Lock boxes helped reduce youth access to 15 children throughout the county.
 - Billboards received 17,330 impressions each week that the billboards were posted.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Please see attached FSR.

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

DHD2 plans to continue distribution of safe storage options to community members as well as continued education at community events. We are committed to advocating for safe storage and reducing youth access to marijuana in all forms.

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

Please see attached FSR.



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

Educational Materials

We purchased approx \$13,500 for In-school SRO (School Resource Officer) items/handouts/conversation starters, we have 9 school districts with an SRO. The budget is approx \$1,500 per school. For the Sheriffs Dept and Health Dept we purchased approx. \$15,000 in promotional items and conversation starters for youth and for community events. The items will be given out by the Allegan County Sheriff's Dept officers and/or Health Department at public events such as parades and festivals.

- Foam footballs
- Soccer balls
- Fidget keychains
- Lanyard
- Cold pack fidgets
- Police Badges
- Drawstring Halloween Bags

All items were printed with the Talk Sooner website or a similar message.

Locked Bags

We purchased 1,070 bags that were sent directly to all the dispensaries in the county with an informational letter on the importance of locking up your marijuana products.

We worked with Lock Med bags to determine the best option for Allegan County. They shipped the bags directly from their facility to cut down on additional costs.

Community Education

Community Education via webinars: Tall Cop also has a series of webinars available to anyone that is interested in more specific, shorter sessions. We offered a “code” for participants to sign up for his webinars at no cost, and then we paid for people that attended those sessions.

Community Outreach

Community outreach campaign- Teen marijuana use targeted campaign: OnPoint prevention worked closely with Go Media Marketing to coordinate a county wide marketing campaign targeted at teens using digital outreach options that teens frequent the most: Spotify ad’s, snapchat, and geo-fencing. Geographical and event-specific targeted social media ads. Coordinated through <https://gomediadetroit.com/>

Here is the overall summary of the campaign results:

Run Dates: April 1st – May 30th

Snapchat Ads (Static)

Target Areas: Allegan County

Target Age: 13-20

Schedule at “Top Snap”

100,000 Impressions

Snapchat Ads (Video)

Rotate (3) :15 Second "Reality Check" Streaming Audio PSAs

Driving Under The Influence

Athletic Performance

What’s In Your Vape

60,000 Impressions

Spotify Streaming Audio

Target Area: Allegan County

Target Age: 18+ (restricted content)

40,000 Impressions

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

The response to the locked bags from the dispensaries has been very positive overall. Two of the dispensaries reached out to us via email and phone to say thank you and inquire about the substance abuse coalition and possible partnerships.

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 school resource officers provided their perspective on items that would be well received at the schools also. 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 purchasing of the locked bags for dispensaries has continued to encourage 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.

Category	Budget Amount approved in Agreement	Jan 1 - June 30	July 1 - End of Grant	Year to Date YTD	Percent of Budget to Date YTD divided by Budget
Educational Materials	\$28,500.00	\$0.00	\$28,500.00	\$28,500.00	100%
Locked Bags	\$20,000.00	\$0.00	\$20,000.00	\$20,000.00	100%
Community Education	\$1,000.00	\$0.00	\$975.00	\$975.00	98%
Community Outreach	\$5,417.00	\$5,417.00	\$0.00	\$5,417.00	100%
<i>List other items</i>					
TOTAL	\$54,917.00	\$5,417.00	\$49,475.00	\$54,892.00	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 into the next without any funding. We have the imprinted items to be handed out at the schools throughout the year, as well as the original ad’s 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.

No discrepancies. Unspent balance of \$25.00



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

Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024

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

- There were no deviations from the plan.
- 100% of grant project was completed.
- 253 Distribution of the locked boxes was completed
- Community outreach events, lobby displays and area businesses were used in the distribution.
- Billboards (see attached)
- Public transportation bus wraps were utilized in Alpena County. (See attached)
- Social media (Facebook and Instagram) was used to promote prevention messages. (See attached) Boosting posts was also done to reach a larger audience in our district. Social media boosted posts were done reaching over 7,200 with 80 interactions
- The majority of boxes are distributed through marijuana dispensaries. Educational materials were developed during previous grant cycles and were printed to be inserted into lock boxes and handed out during public events.

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

The distribution of the lock boxes is a challenge due to the fact that they need large boxes to store and carry about 10-20 lock boxes. They can be awkward and heavy and take a lot of storage space.

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

Partnerships with local marijuana dispensaries have been crucial in getting educational message out and providing lock boxes to residents to prevent accidental poisoning. Alpena has 3 dispensaries.

Local Health care providers have also requested a few lock boxes to be able to give to their patients that disclose marijuana use.



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

DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.

Other businesses that have taken boxes to distribute to their client are:

- Catholic Human Services
- Hope Shore Alliance (domestic Violence agency)
- Freedom Recovery Center
- Thunder Bay Community Health Services
- Fantasies (Adult book a novelty shop)
- Northeast Michigan Community Mental Health Authority
- Sunrise Centre (residential treatment center)

Community events include:

- County Project Connect events
- County Fairs
- Recovery Resource Fair
- Farmers Markets
- Community Health Fairs

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

Lock Boxes are always a popular item. The overwhelming positive response from marijuana shops has been great and they are eager to continue the partnership. They really appreciate being able to offer the boxes to the customers. Many are asking if they have children or animals at home and if they say yes, then they highly recommend taking a lock box. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

Community agencies are also very appreciative to be able to provide them to their clients. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

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

Inkind would be staff time as it is not budgeted for in the grant. Public Health Educator time was approximately 68 hrs. Secretarial time to insert educational material was approximately 30 hours.



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

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

With this year's project, it was brought to our attention that lock "bags" are easier to use so in future plans we will use "bags" for distribution. They are also cheaper so more bags can be purchased.

We have also encouraged the other clinics we work with – WIC, reproductive health, MHIP - to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses, community agencies, community events 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.

N/A



BARAGA COUNTY

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024:

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

The project implementation plan was to research cheaper and smaller safe storage devices due to past popularity with this program. We then negotiated pricing and obtained the storage devices. The next step was to work with community partners and cannabis retailers on distribution of boxes and educational outreach on the importance of safe storage practices. There were no deviations from the original plan.

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

We were able to find a cheaper alternative to the safe storage devices we had provided in the past, this allowed us to distribute more to the community.

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

We worked closely with cannabis retailers throughout the Western Upper Peninsula this year, which allowed us to reach a different cross section of the cannabis community with safe storage devices.

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

We developed a good working relationship with cannabis retailers as a result, likely allowing additional future opportunities for education and outreach via their establishments.

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

Expenses totaled \$4089.82 to cover Staffing, Purchase of Safe Storage Devices and Mileage for delivery.



Western Upper Peninsula Health Department

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

303 Baraga Avenue L'Anse, MI 49946

210 N. Moore Street Bessemer, MI 49911

408 Copper Street Ontonagon, MI 49953

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

We had better than anticipated success with the safe storage device distribution via retailers and will likely seek additional rounds of similar projects in attempt to saturate the cannabis community.

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

Salary: Budget \$1,410.00 Spent \$1,390.82

Fringe: Budget \$207.00 Spent \$207.00

Mileage: Budget \$10.00 Spent \$0.00

Supplies: Budget \$2,492.00 Spent \$2,492.00

Total Expenditures: Budget \$4,119.00 Spent \$4,089.81

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



Barry County

Eric Zuzga
County Administrator

Luella Dennison
Deputy County Administrator

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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 cannabis consumers and others about safe storage and harm reduction; provide safe storage options to at-risk families.
- Educate cannabis consumers and others about the dangers of driving while under the influence of cannabis.
- Educate pregnant individuals and their families regarding the impact of cannabis use during pregnancy and nursing.
- Increase perception of risk for adolescent cannabis use.
- Conduct ongoing community needs assessment regarding perceptions of risk/harm of adult and youth cannabis use, and attitudes regarding increasing access.
- Increase capacity in the community to share safety messaging about cannabis among multiple sectors.
- Media Campaigns:
 - Campaigns were expanded in 2024, with a focus on harm-reduction messages in the areas of prevention of youth use, safe storage, use during pregnancy and nursing, and preventing impaired driving.
 - Billboards – 4 billboards, over 60,000 impressions weekly
 - Mobile Advertising – Continuation of safe storage message on one Barry County Transit bus
 - Social Media – 2,152 impressions
 - Television/Streaming – 19,234 impressions
 - Radio/Streaming – 18,011 impressions
 - Educational Content – 35,000+ reached (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 at one planned harm reduction event:
 - June 22nd, 2024: 42 lockboxes distributed
 - Additional Agencies: 120+ additional lockboxes distributed by agency partners at various community events
 - Safe storage postcards and stickers: 200+ materials total

- Cannabis Education Event for Human Service Professionals; Family & Youth-Serving Organizations:
 - The SATF partnered with four surrounding counties to plan and co-host one educational presentation:
 - ***Weed-Wise: Navigating Today's Cannabis Landscape*** featuring Brian Hanna, Dr. Roneet Lev, and Denise Kolakowski on August 15th, 2024; 90+ total attendees, 69 total feedback responses collected with a 93.5% overall favorable rating.
- Ongoing Community Needs Assessment:
 - Community surveys are underway in August and September, as part of the Community Health Needs Assessment process.
- Partnership Building with Marijuana Businesses and Municipalities:
 - The SATF worked with local 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 (two locations) – 200 event flyers

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

- Accomplishments:
 - Media
 - Billboards – 4 billboards, over 60,000 impressions weekly
 - Mobile Advertising – 1 Continued Bus Wrap
 - Social Media – 2,152 impressions
 - Television/Streaming – 19,234 impressions
 - Radio/Streaming – 18,011 impressions
 - Educational Content – 35,000+ reached (print/electronic)
 - Safe Storage
 - Lockboxes purchased: 170 total
 - Lockboxes distributed: 170 total
 - Educational Event
 - Regional County Prevention Professionals on Planning Committee: 5 counties (Allegan, Barry, Branch, Calhoun and Eaton)
 - Professionals attending event: 90+ total
 - Capacity Building
 - Continuation of support and partnership with local cannabis businesses to help with promotion of safe storage education and lockbox events.

- Problems:
 - Media
 - Underspent in some media categories, due to the effective use of less expensive forms of advertising/promotion, such as social media and printed on-site flyers and materials.
 - Underspent in the category of educational events due to the minimal cost associated in hosting virtual events.
 - Financial Reporting
 - Delays were experienced; communication with involved parties regarding reports was complicated and time-consuming.
 - 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 and at their business location.
 - Bright Start Pediatrics – distribution of lockboxes for at-risk families.
 - Southside Pediatrics – distribution of lockboxes for at-risk families.
 - Nashville Chiropractic Center - distribution of lockboxes for at-risk families.
 - Volunteers – distribution of lockboxes during events and event promotion.
 - Regional Prevention Staff – partnership with four surrounding counties to plan and host a cannabis educational event featuring speakers from the Cannabis Regulatory Agency and National Marijuana Initiative.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
- Impacts as a result of the project implementation include:
 - Positive relationship building with cannabis-related businesses and others within the industry.
 - Capacity building with surrounding counties and prevention staff to offer cannabis education to a broader audience of Human Service professionals and youth-serving organizations throughout Michigan.
 - Timely response to community requests for education on safe storage and harm reduction.
 - 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 cannabis safety.
 - Safe storage events and partnership with local agencies allowed for a reduction in risks of marijuana use in the community.

- Continuation of successful media messaging and harm reduction strategies that the community recognizes and supports.
- 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: \$20,474.00
 - Total grant expenditures: \$17,762.50
 - Other contributions to the project include:
 - 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”.
 - The SATF intends to continue this work utilizing the positive foundation and capacity that has been built and strengthened because of these grant funds.
 - The SATF intends to apply for these grant funds on behalf of Barry County, should they become available in the future.
- 7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
 - Total grant expenditures - \$17,762.50
 - Media
 - Underspent in some media categories, due to the effective use of less expensive forms of advertising/promotion, such as social media, and printed on-site flyers and materials.
 - Educational Event
 - Underspent in the category of educational events due to the minimal cost associated in hosting virtual events.
 - Financial Reporting
 - Delays were experienced; communication with involved parties regarding reports was complicated and time-consuming.
 - Funding was delayed; time constraints on being able to spend funds in short time frames. Accounting/financial systems did not allow for a timely amendment to be submitted.
 - Official financial documents are attached.



1200 Washington Ave, Bay City, Michigan 48708
<http://www.baycounty-mi.gov/Health>

989-895-4009, PHONE
989-895-2083, FAX
989-895-4049, TDD

James A. Barcia
Bay County Executive

Joel R. Strasz
Public Health Officer

Thomas John Bender, MD, PhD
Medical Director

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

The Bay County Health Department (BCHD) researched and integrated the latest marihuana research into its educational materials, multi-media campaign, informational webinar, and outreach efforts. BCHD implemented a comprehensive program to educate the public about the risks associated with marihuana use, particularly for youth and during pregnancy or while breastfeeding. Through a combination of educational materials, a multimedia campaign, and the distribution of locking bags, BCHD has successfully raised awareness of these important issues and provided practical tools for prevention and safety. BCHD educated healthcare professionals on the Michigan marihuana laws and the risks associated with marihuana use through its outreach efforts and by providing an educational webinar in-person and on demand. One deviation was advertisements were done only through exterior bus advertisements and posts on the Bay County Health Department Facebook page; no digital advertisement space was purchased. Another deviation was that the Prime for Life420 program workbooks were unable to be purchased due to a lack of a certified Prime for Life420 instructor at BCHD. Lastly, BCHD was unable to collaborate on specific at-risk youth prevention activities with the Bay County Prevention Network.

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

Accomplishments:

- BCHD worked with an outside marketing agency to develop new youth prevention and safe storage specific 5x7 inch educational cards to address the potential risk to youth if marihuana products were left out by adults.
- BCHD worked with another company that provides advertising on the Bay Metro buses and adapted two of the 5x7 inch educational cards as a bus wrap on the exterior of the bus. The advertisements ran on the Bay Metro buses for a period of four months as a part of a multi-media campaign. Each of the advertisements contained a website domain (TheBluntFacts.com) that directed the public to a BCHD webpage where they could learn more information about the risks of marihuana use.
- BCHD further promoted its media campaign via social media posts and local event outreach.
- BCHD facilitated an educational presentation for healthcare professionals to better inform them on the latest research on marihuana and the Michigan marihuana laws.
- In 2023, BCHD partnered with Central Michigan's School of Medicine to host a "Cannabis Education for Healthcare Professionals" webinar. This webinar will continue to be offered on-

demand with free CME/CEUs for those who watch the presentation and answer 75% of the questions correctly until September 2025.

- BCHD ordered 800 medication lock-up bags, disseminated them to other BCHD programs, our partners, and out to the local community. Probing questions were asked to residents requesting a locking bag for an estimation of the number of children/grandchildren in that home that the bag might protect.
- BCHD disseminated educational materials and free lock-up bags during more than a dozen local community events. Educational material was packaged with the locking bag in such a way that an individual would have to physically remove and see the informational packet before use. Several Bay County residents stopped into the health department and requested a bag.
- BCHD is currently working on implementing the Wild Apricot platform to build a contact list of health and human services contacts in the Bay County area in order to disseminate information about marihuana related content and health alerts.

Problems:

- Administrative challenges in processing and finalizing the grant agreement delayed the project.
- BCHD staff member that was originally tasked with completing the grant projects left for other employment in February, thus we had to post and hire his replacement and the new staff member started at the end of April which created a gap of a few months in billing of wages and delays in grant projects.
- Staff that worked either directly or indirectly on the project had personal life events that delayed implementation or was unable to carry out the project activities.
- Staff that worked either directly or indirectly on the project had competing demands from other work-related duties that delayed implementation and effectiveness of a couple project activities.
- A couple miscommunication incidents with the marketing agency affected the implementation/advertisement of our newly designed youth prevention and safe storage materials for the multi-media campaign.
- Distribution of educational material directly to all marihuana vendor establishments residing in Bay County was unable to be completed as proposed during the reporting period.

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

BCHD coordinated efforts with the Barckholtz Group, Wade Promotions LLC., Pinconning Area School District, Bay Arenac Behavioral Health, Great Lakes Bay Pride, Bay Arenac Community High School, Crista-McAuliffe Middle School, Bay County Fair, Consumers Energy, Bay County Prevention Network, Bay City Department of Public Safety, Central Michigan University's School of Medicine program, and the Bay Human Services Collaborative Council to complete the project.

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

- 60 visits to TheBluntFacts.com webpage
- 327 reach from the Facebook posts
 - 11 page likes or followers
 - 7 post engagements
 - 4 reactions
 - 60 link clicks
 - 2 shares
 - 1 save
- 546,000 total views of the Bay Metro bus advertisements (based on estimate of 6,000 views/day)

- 737 medication lock-up bags disseminated
- 1 live presentation to medical staff, on-demand webinar viewed on demand.
- 8 healthcare/human services (primary care, hospital, clinic, OB, etc.) visited and gave materials to
- 13 community events attended with marihuana information (and an estimated total reach of approximately 3,000 individuals who attended those events)

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

Amount	Expense
\$13,010.53	Salary and fringe benefits
\$1,512.00	1-Year, Wild Apricot subscription
\$8,957.00	Media campaign
\$135.16	1-Year, website domain name fee
\$10.88	Supplies
\$6,450.00	Lock-It Up Bags
\$56.28	Local travel
\$30,131.85	Total

***Note: The above table reflects total expenditures from January 1 through September 15, 2024.*

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

- BCHD enjoyed working with Wade Promotions, LLC. on the design and implementation of the bus wraps for the Bay Metro buses and will likely work with them again on any mass communication efforts, pending the funding available to do so.
- BCHD enjoyed learning about the current marihuana research and providing the education and outreach out to the public and health/human services in the county.
- BCHD will work more closely with a marketing agency on posting advertisements on social media channels to have a more impactful campaign and boost engagement.
- BCHD will continue to make coordinated efforts on educating the general public on the risks associated with marihuana use, specifically, youth prevention, safe storage, and abstinence while pregnant or breastfeeding. BCHD would like to pursue educational interventions for youth specifically at risk for marihuana abuse with the Bay County Prevention Network and by utilizing the “Primeforlife420” educational material.
- Finally, more research is needed to really understand the implications of the legalization of adult marihuana use and how it affects an individual at particular stages in life.

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

Description	Actual Budget	Original Budget
Salary and fringe benefits	\$13,010.53	\$27,050.00
1-Year, Wild Apricot subscription	\$1,512.00	\$1,800.00
Media campaign design, development, advertising	\$8,957.00	\$20,500.00
1-Year, website domain name fee	\$135.16	\$200.00
800 locking bags	\$6,450.00	\$7,500.00
Supplies	\$10.88	\$500.00
Local travel	\$56.28	\$2,500.00
Total:	\$30,131.85	\$60,050.00



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

The project plan indicated that we would have all lock boxes/bags distributed by the end of September. However, we are finding that due to the quantity ordered, it is taking a bit more time to distribute. We've identified there is a stigma in taking a lock box/bag at an event, but we're continuously working to distribute them. The media campaign went well and the website, and social media have been live and will continue to be live. The rest of the plan was within the timeline noted in the project plan.

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

Given this was the first round of funding of this type for Benzie County, this was all new to us. However, I think we did well given the quick turnaround. In the future, I think we will have some firsthand experience in what works for our community and what doesn't. We were successful in putting together visuals for the campaign, but supplies and advertising took some time. The schools are still grasping the idea of the local government helping to provide lock boxes/bags to their families as well. The relationship between both entities has strengthened through this campaign.

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

The County worked with the local health department, local schools, and a group of volunteers known as the Bay Area Youth Initiative to see this campaign through. This was a great effort of many good folks that we hope to do again soon.

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

We believe that this campaign helps to get the word out there, more so than before. We did not anticipate the stigma as certain events in taking free lock boxes/bags to protect their families, but we continue to work through that hurdle. Involving the School Resource Officers we found to have the biggest impact as many children and families are comfortable with these folks versus County and Health Department staff.



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

The County utilized the expenditures within the approved budget, which was not the total grant amount. We anticipate being able to utilize the entire grant in the future. There was in-kind time provided by the volunteer group, Bay Area Youth Initiative, as well as by the County Administrator.

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

As stated before, the lock boxes/bags have a bit of a stigma, what we are working through that. The School Resource Officers have been helpful in overcoming this stigma. We will continue to distribute lock boxes/bags to the community.

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

Outside of not spending the entire grant amount, we were able to stick to the approved amended budget. We obtained approval for an amendment because we did not anticipate the cost of advertising for long periods of time.



BERRIEN COUNTY HEALTH DEPARTMENT

better health. stronger communities.

Marihuana Operation and Oversight Grant

Final Report

FY 2024

Responses to the following must be completed in full and submitted to
CRA-MOOG@michigan.gov by September 15, 2024:

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

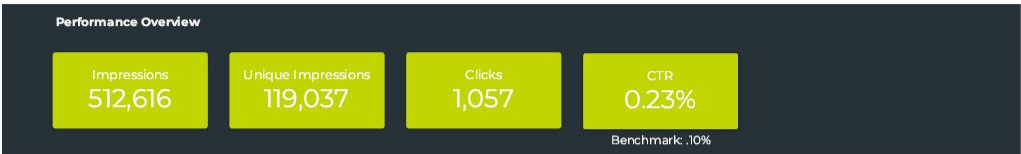
100% of project objectives have been completed.

The 2024 “Dirt on Weed” campaign included various advertising channels, including interstitial video, CTV, Gas Station TV, billboards, and TV advertisements.

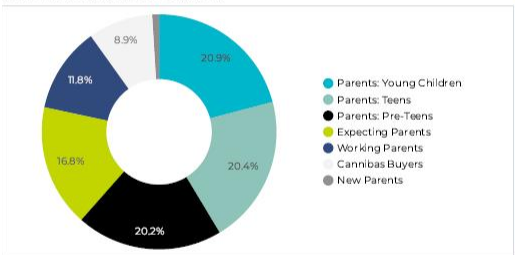
The three main target audiences and three main messages for the campaign:

- 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

.



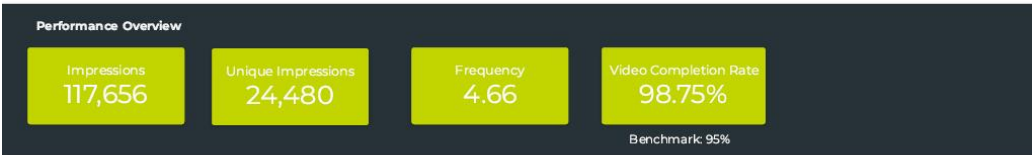
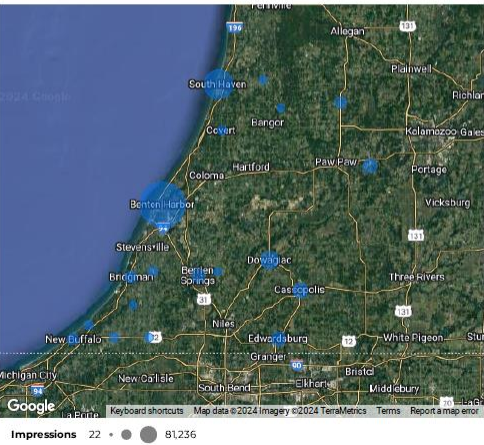
Impressions by Audience Segment



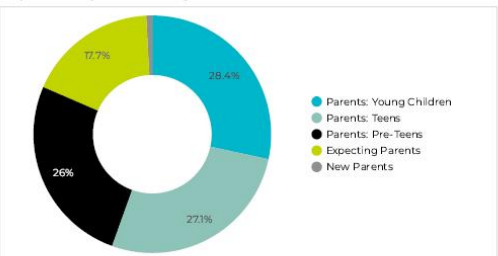
County	Impressions +	Reach	Frequency
Berrien County	302,761	61,839	6,423.85
Van Buren County	135,806	35,571	2,597.35
Cass County	74,049	21,628	1,642.92

1 - 3 / 3 < >

Impressions by City



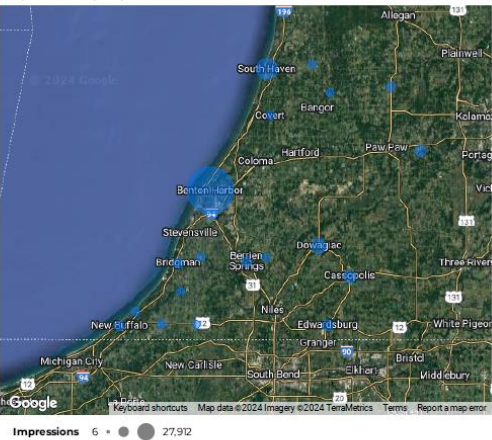
Impressions by Audience Segment



County	Impressions +	Reach	Frequency
Berrien County	77,242	14,324	5,543.24
Van Buren County	26,564	6,627	2,854.36
Cass County	13,850	3,529	1,735.78

1 - 3 / 3 < >

Impressions by City



Video Interstitial (In App)

Report Dates: July 1, 2024 - August 25, 2024

Performance Overview

Impressions
204,281

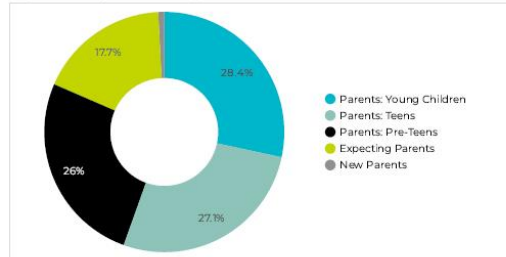
Unique Impressions
53,428

Frequency
3.8

Video Completion Rate
88.05%

Benchmark 70%

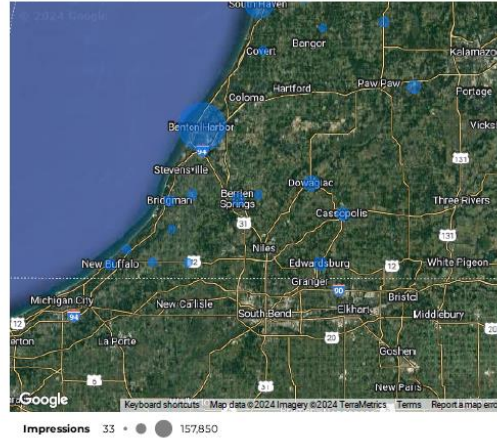
Impressions by Audience Segment



County	Impressions +	Reach	Frequency
Berrien County	137,974	36,633	4,902.77
Van Buren County	48,946	10,617	3,035.89
Cass County	17,361	6,178	1,607.83

1 - 3 / 3 < >

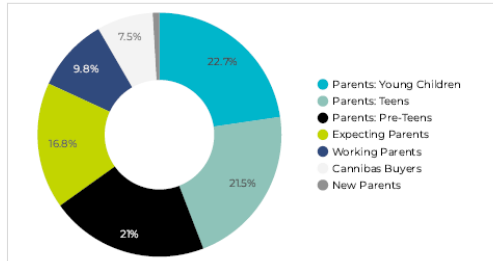
Impressions by City



Audience Breakdown for Digital, CTV, Video Interstitial

Report Dates: July 1, 2024 - August 25, 2024

Impressions by Audience Segment



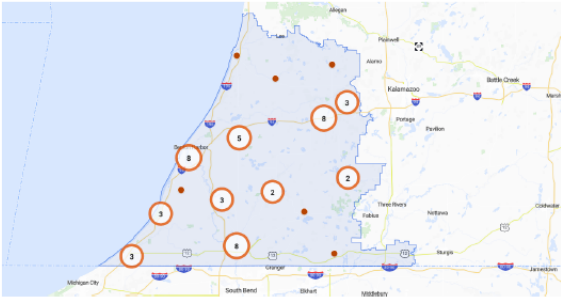
Impressions by City



Performance by Audience Segment

Campaign Group +	Impressions	Unique Impressions	Frequency	Video Completed	Video Completion Rate
Working Parents	81,593	20,143	7.86	18,054	
Parents: Young Children	189,309	44,956	12.9	74,459	
Parents: Teens	179,116	41,716	13.14	67,233	
Parents: Pre-Teens	174,994	41,139	12.9	64,802	
New Parents	7,553	1,751	13.48	2,344	
Expecting Parents	139,802	32,891	34.8	47,837	
Cannabis Buyers	62,186	14,349	8.36	14,049	

Impressions 363,414	Spots 330,793	Locations 51
------------------------	------------------	-----------------



County	Impressions
1. Berrien County	250,784.52
2. Van Buren County	72,862.48
3. Cass County	39,767.46

1 - 3 / 3 < >

Billboards

Report Dates: July 1, 2024 - August 25, 2024

NUMBER	SITE	Area	WEEKLY IMPRESSIONS	TOTAL CONTRACTED IMPRESSIONS	ADDED VALUE IMPRESSIONS
30974	Red Arrow Hwy 50 ft S/O Streed Ave. WS	Berrien County	9,144	73,152	6,531
31724	I-94 0.3 mi W/O SR 140 (Watervliet Exit) SS	Berrien County	131,074	1,048,592	299,598
31674	SR-63 S 0.3 mi N/O Marquette Woods Rd. ES	Berrien County	39,762	318,096	28,401
31624	Pipestone Rd. 0.1 mi W/O SR-139 SS	Berrien County	13,583	108,664	71,796
31638	SR-63 N 100 ft N/O EAMAN RD. ES	Berrien County	18,256	146,048	13,040
31720	I-94 750 ft W/O Territorial Rd. NS	Berrien County	214,384	551,273	153,131
31665	SR-63 0.2 mi S/O Rocky Weed Rd. WS	Berrien County	51,420	411,360	220,371
30079	N. Redbud Trail 0.2 mi N/O Indian Springs Rd ES	Berrien County	5,104	40,832	3,646
31589	669 W. Main St. 50 ft W/O Riverview St. NS	Berrien County	15,404	77,020	2,201
30940	SR 140 0.2 mi N/O Forest Beach Rd WS	Berrien County	10,822	86,576	24,736
31693	Cleveland Ave 50 ft N/O Hilltop Ave. WS	Berrien County	17,472	139,776	12,480
30990	500 Broadway 50 ft S/O SR-62 ES	Cass County	5,540	38,780	29,283
31809	SR-60 0.1 mi W/O Yankee St. NS	Cass County	61,698	431,886	105,768
30937	W. Main St. 200 ft E/O Marion Ave. NS	Van Buren County	6,820	54,560	8,769
30892	SR-40 500 ft N/O 38th St. WS	Van Buren County	23,773	190,184	16,981
30954	I-196 1.5 mi S/O SR 140 ES	Van Buren County	63,951	511,608	45,679

Grand total 688,207 4,228,407 1,042,411

1 - 16 / 16 < >

Unava
in—
PDF/I,
expon

- The "Dirt on Weed" campaign exceeded all industry benchmarks in our 2024 eight-week campaign period. Coverage was provided across Berrien, Cass, and Van Buren Counties, effectively reaching residents through various advertising channels, including interstitial video, Connected TV, Gas Station TV and billboards. The content continues to perform well at engaging and educating parents, pregnant and nursing moms on the effect of marijuana on babies, children and teens developing brains as well as provide education on safe storage to protect their children.
- The campaign created nearly 6.47 million impressions across all tactics. This significantly exceeds the prior campaign performance. The highlight of which is 4.23 million impressions thru the billboard display that was contracted and an additional 1.04 million impressions and building on additional billboard run time.
- The interstitial video highlights show a completion video rate of 88.05% in this campaign period for exceeding the robust 78.7% achieved the prior campaign. Of note, Parents of young children, Parents of teens and Parents of Pre-Teens performed very well with engagement and impressions.
- CTV performed as anticipated, demonstrating a healthy 4.66 frequency and concluding with a strong 98.75% video completion rate, above our expected 95% benchmark. This is very consistent with prior campaign performance.
- The billboard campaign as noted above was the workhorse of the impressions both in contractual result and in added value. We are extremely pleased with this nearly 700,000 / week impression count! In summary, the campaign performed exceptionally well, exceeding benchmark standards and achieved its goal of reaching parents or pregnant and nursing residents across Berrien, Van Buren, and Cass Counties.

In summary, the campaign performed exceptionally well and achieved its goal of reaching parents or pregnant residents in Berrien, Van Buren, and Cass County to educate them about safe storage and the risks of marijuana use for their children.

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

In early August, we (in Berrien County) were notified by King Media that the billboard company received approval to build a digital unit where one of our ads was located. Because they needed to disassemble the billboard, they offered to move our content to another billboard that had more exposure in our county and gave us an additional FREE week beyond our contract. In addition, the billboard company agreed to run our original content on the new digital billboard for one FREE week.

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

This is the sixth 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. In 2023, Cass District Health Department re-joined the effort. This year, we welcomed Woodland Behavioral Health in Cass County as a partner.

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

Because this is our sixth year, we have laid valuable groundwork for successful, annual campaigns. We have capitalized on our deliverables. We also added the dispensing of 100 FREE medication lock boxes as part of our campaign efforts to reinforce the message of safe storage. This received great community response. In years past, we were underspent in salary/fringe. However, this year we slightly exceeded our salary/fringe.

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.

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

Please see #4



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
BRANCH COUNTY**

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

The project plan was always to use promotional advertisements and the well-known “Lock It Up” messaging and image to create awareness among community members. We put more of a focus with online presence and messaging, along with the distribution of medication lockable bags to help promote the “Lock It Up” message.

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

The implementation of campaign partners was a huge accomplishment as it allowed us to spread our messaging in the community as these organizations served as ambassadors to the mission of the campaign. These organizations agreed to be “pick up” locations for the medication “Lock It Up” bags.

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

Branch Area Transportation Authority and all of the partnering local organizations that assist us in spreading the “Lock It Up” message (see attached Performance Report).

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

We focused a lot more with the distribution of the medication bags and educational material, utilizing social media. The community feedback and engagement were seen as a success from using grant dollars to have more of a robust social media presence (see attached Performance Report).

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

The FSR & General Ledger is attached.

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

We will continue to spread the “Lock It Up” message at local events, educational videos and material online, and through any remaining promotional items we have. We look to develop more partnering relationships with organizations and local marijuana dispensaries.



**BRANCH COUNTY
COURTHOUSE**

31 DIVISION STREET • COLDWATER • MICHIGAN • 49036
TELEPHONE (517) 279-4301

FAX (517) 278-4130

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

The FSR & General Ledger is attached. Any discrepancies are minor and were covered by local funds.



CALHOUN COUNTY
Public Health Department

190 E Michigan Ave
Battle Creek, MI 49014

calhouncountymi.gov/publichealth
269-969-6370

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

The Calhoun County Public Health Department (CCPHD) was able to purchase a total of 2,355 locking bags and lockboxes through the completion of this project. Originally, CCPHD intended to purchase 952 prescription lockboxes and 500 locking bags. Ultimately during the final reporting period, the team decided to pivot from focusing on lockbox distribution to locking bag distribution. This decision was made based on feedback from community members during outreach and engagement. This also allowed the team to purchase more of these crucial injury prevention safety devices and will allow us to educate nearly 2,500 community members in Calhoun County. Overall, 1,400 locking bags and lockboxes (with Lock It Up branded stickers and educational flyers included) have been distributed so far this year (96% of our original objective) via community partners, the two CCPHD clinic locations and programs, and 11 community outreach events. This is 138% of the minimum number of outreach events objective. No other deviations from the original project as proposed occurred.

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

CCPHD was able to successfully participate in 11 community events distributing lockboxes so far this calendar year. Overall, the team was able to distribute 399 lockboxes and locking bags through attendance at these events. The 11 community events where lockboxes and locking bags have been distributed include: (1) CCPHD Provider Meeting, (2) Albion Townhall Event, (3) Albion Juneteenth, (4) Battle Creek Juneteenth, (5) the Albion Health and Safety Expo, Voces CCPHD Community Event (6), Battle Creek Pride (7), Healthy Baby Days (8), Breastfeeding in the Park (9), Macedonia MBC Community Baby Shower (10), Kellogg Community College Bruin Blast (11). Staff have also been able to reach a wide variety of community members who participate in other CCPHD programs, specifically the Nurse-Family Partnership© program and Infant Safe Sleep program. Very few problems occurred while conducting the work for this grant. Limitations include not having staff available to prep boxes and bags for distribution, delays in shipping times, and finding organizations with capacity to translate materials. Overall, CCPHD was able to successfully reach the proposed objectives through increased community partnerships and outreach efforts.



CALHOUN COUNTY
Public Health Department

190 E Michigan Ave
Battle Creek, MI 49014

calhouncountymi.gov/publichealth
269-969-6370

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

CCPHD experienced significant success in establishing new community partners as distribution sites. CCPHD partnered with Safe Place, providing 112 lockboxes. Drop offs have also been scheduled with new and existing partners including The Share Center, providing 102 locking bags, CISD Early Childhood Connections & Calhoun Great Start Collaborative, providing 102 locking bags, and the Charitable Union, providing 326 lockboxes. 10 locking bags have been provided to the CCPHD Nurse-Family Partnership© program, 25 locking bags have been provided to CCPHD Project Access, and 40 lockboxes have been provided to the CCPHD Infant Safe Sleep program for distribution. Additional partners have been identified, including local dispensaries, Summit Pointe Youth Suicide Prevention Workgroup, and Willard Library for further distribution and outreach. CCPHD is also leveraging partnerships developed through other programs to start engaging other potential distribution sites across the county.

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

The impact of this program is most noticeable in the increased number of people who will have the opportunity to safely store their marihuana products and prevent accidental poisonings. 1,400 people have accepted lockboxes or locking bags which contain educational material, meaning 1,400 people have been educated on safely storing marihuana. The educational materials aided in increasing the awareness of risks associated with marihuana ingestion in children. Community partners have been excited to participate in this program, and it has allowed CCPHD to continue building positive relationships with organizations in the community. There have been no unanticipated impacts of this project.

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

Category	Expenditures
Wages	\$1,336.05
Fringe Benefits	\$512.12
Advertising	\$737.22
Supplies	\$17,737.45

- Wages and fringe benefits were expensed to cover staff time for preparation of locking bags and lockboxes, community partner engagement, and dropping off supplies throughout the county.
- Advertising expenses were used on educational flyers and Lock-It-Up branded stickers. These items are included in every lockbox or locking bag given to community members. Additionally, this covered the fee for CCPHD staff to host a booth at Battle Creek Pride to advertise and promote the Lock-It-Up program.



CALHOUN COUNTY
Public Health Department

190 E Michigan Ave
Battle Creek, MI 49014

calhouncountymi.gov/publichealth
269-969-6370

- Supplies were expensed on the purchase of lockboxes and locking bags.
- There were no in-kind funding sources.

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

CCPHD found that community members greatly prefer the locking bags over the lockboxes, as it is more discreet and stylish compared to the lockboxes. The locking bags are also less expensive per unit, and significantly less expensive to ship, so CCPHD will only be offering this product in the future. Next steps for this program include continuing to provide this vital service and education to members of the community and work to make the products provided by this program more accessible to members of our community.

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

Overall, CCPHD expensed \$20,322.84 through completion of project activities (93%). The primary discrepancy was failure to spend the allocation for translation services. This was due to the team being unable to find an organization to engage for translation of the educational flyers before the September 15th deadline. This is an ongoing project the team plans to complete in the future utilizing other program budgets. Wages and fringe benefits were also somewhat underspent. This was due to lack of staffing capacity, as the CCPHD Health Education Program where this grant is housed underwent significant growth during this timeframe.

Category	Budget	Actuals
Wages	\$1,840.67	\$1,336.05
Fringe Benefits	\$1,064.73	\$512.12
Advertising	\$750.00	\$737.22
Supplies	\$18,001.60	\$17,737.45
<i>Translation Services</i>	\$250.00	\$0.00
TOTAL	\$21,907.00	\$20,322.84



BEHAVIORAL HEALTHCARE NETWORK

Cass County Mental Health Authority

960 M60 East
Cassopolis, MI 49031
(269) 445-2451

Marihuana Operation and Oversight Grants Final Report FY 2024

1. A summary of the project implementation plan and any deviations from the original project as proposed. Our initial plan included focusing on safe storage and handling for legal marijuana users. In addition, educating risk of underage marijuana use. Using a large multi-media approach in collaboration with Berrien County Health Department and Van Buren Mental Health. To distribute locking storage bags and distribution of educational materials to legal users in the county.

We had no deviations from our original plan.

2. Accomplishments and problems experienced while carrying out the project activities. We successfully collaborated with Berrien County Health Department and Van Buren County Mental Health. We were able to use multiple media platforms to reach many Cass County Residents.

Distributing the locking bags to local cannabis retailers opened communication between Woodlands SUD Prevention and the retailers.

3. Coordinated efforts with other organizations to complete the project. The collaboration with Berrien County Health Department and Van Buren Mental Health allows the media campaign to have a much farther reach and more of a saturation of information. Cass County residents often travel into Berrien and Van Buren County for shopping and employment. Most of the schools in the tri-county area are members of one of two athletic conferences and travel extensively between counties.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation. We were able to distribute 111 locking bags within Cass County. We established communication between Woodlands SUD Prevention and Cannabis retailers. We were effectively reach Cass County Residents through multiple outlets; interstitial, Connected TV, Gas Station CTV, billboards and rack cards. Please see attached media report from King Media that provides additional detail.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding. There were no additional expenditures.
6. Any experience in applying the project products and anticipated “next steps”. We will continue distributing the rack cards and promoting the “Dirt on Weed” website. We will also continue our efforts to educate teens through our in school Towards No Drug Abuse curriculum.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

- There were no deviations from the plan.
- 96% of grant project was completed.
- 242 Distribution of the locked boxes was completed
- Community outreach events, lobby displays and area businesses were used in the distribution.
- Billboards (see attached)
- Social media (Facebook and Instagram) was used to promote prevention messages. (See attached) Boosting posts was also done to reach a larger audience in our district. Social media boosted posts were done reaching over 7,200 with 80 interactions
- The majority of boxes are distributed through marijuana dispensaries. Educational materials were developed during previous grant cycles and were printed to be inserted into lock boxes and handed out during public events.

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

The distribution of the lock boxes is a challenge due to the fact that they need large boxes to store and carry about 10-20 lock boxes. They can be awkward and heavy and take a lot of storage space.

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

Partnerships with local marijuana dispensaries have been crucial in getting educational message out and providing lock boxes to residents to prevent accidental poisoning. Cheboygan has 2 dispensaries.

Local Health care providers have also requested a few lock boxes to be able to give to their patients that disclose marijuana use.

DHD4 offices have locked marijuana boxes available for people who may walk in and ask



for one.

Other businesses that have taken boxes to distribute to their client are:

- Catholic Human Services
- Hope Shore Alliance (domestic Violence agency)
- Freedom Recovery Center
- Thunder Bay Community Health Services
- Fantasies (Adult book a novelty shop)
- Northeast Michigan Community Mental Health Authority
- Sunrise Centre (residential treatment center)

Community events include:

- County Project Connect events
- County Fairs
- Recovery Resource Fair
- Farmers Markets
- Community Health Fairs

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

Lock Boxes are always a popular item. The overwhelming positive response from marijuana shops has been great and they are eager to continue the partnership. They really appreciate being able to offer the boxes to the customers. Many are asking if they have children or animals at home and if they say yes, then they highly recommend taking a lock box. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

Community agencies are also very appreciative to be able to provide them to their clients. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

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

In-kind would be staff time as it is not budgeted for in the grant. Public Health Educator time was approximately 68 hrs. Secretarial time to insert educational material was approximately 30 hours.

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

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

With this year's project, it was brought to our attention that lock "bags" are easier to use so in future plans we will use "bags" for distribution. They are also cheaper so more bags can be purchased.

We have also encouraged the other clinics we work with – WIC, reproductive health, MHIP - to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses, community agencies, community events 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.

N/A



Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024

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

During the reporting period, multiple lockbox distribution days were held, including "420", "710", International Overdose Awareness Day, Back to School Events, and other community events. At these events, lockboxes and marihuana education was distributed. During the "420" and "710" events a marihuana education Kahoot was used to educate the public on general marihuana information.

A media campaign accompanied our lockbox distribution events. The media campaign included billboards and radio advertisements focusing on the importance of locking up your marihuana, not driving under the influence of marihuana, talking to your doctor before using any marihuana products, and asking about a certificate of analysis (COA) when purchasing products.

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

During this reporting period, we distributed nearly 100 lockboxes to the community through several community events listed above.

We also had the above-mentioned advertising where money was spent on billboards and radio ads.

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

During this period, we partnered with Lume Dispensary to distribute lockboxes on "Marihuana Holidays".

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

Due to lockbox distribution, we are expecting less accidental ingestion by those under the age of 21. We are also expecting that people are utilizing their

lockboxes to keep the marihuana they have out of the hands of youth and others who the products are not intended for.

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

At this time, we have spent the entire grant. Lockboxes were purchased over the reporting period; advertising was conducted through billboards and radio advertisements.

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

At this time the grant is complete and there are no next steps.

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

The following expenses were incurred during this grant cycle:

Lockboxes: \$4797

Advertising Billboards: \$2100

Advertising Radio: \$1400

Printed Materials: \$0

Printed Materials were not needed this year as we had leftovers from previous years that were still relevant. The budgeted money for printing materials was used to purchase extra lockboxes.



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

During this grant, Mid-Michigan District Health Department (MMDHD) conducted work to address a series of health risks related to medical and recreational marijuana use and provide general education and awareness of its usage in Clinton County. The overall goals of the plan were:

- Educate medical marijuana patients and others about safe storage
- Educate parents and grandparents about safe storage of marijuana in homes with children
- Educate medical marijuana patients and others about the dangers of driving while under the influence of marijuana
- Educate pregnant women and their families regarding the impact of marijuana use during pregnancy and while breastfeeding
- Conduct education to Clinton County residents at outreach events
- Disseminate research-based information to the public
- Encourage Health Care Provider Engagement with the discussion on marijuana

MMDHD staff completed these goals as anticipated, though there were 2 main deviations. The first being, Community Health Workers (CHWs) were present to assist MMDHD with cannabis education Clinton County Project Connect: Back-to-School Safety Fair.

The second deviation includes the purchasing of billboards in Clinton County. In the original work plan, it is stated: *"Creative messaging material will be designed for social media and print media form, including postcards, posters, bulletins to highlight safe storage, impaired driving and health risks associated with pregnancy, parental and breastfeeding exposure."* Though, by definition, a billboard may be included in one of these terms, we note that it is not explicitly stated in the original plan. 1 billboard in Clinton County was purchased.

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

The accomplishments MMDHD are proud of include conducting such a smooth campaign. We set out a detailed project plan and followed it with no major issues. The team that conducts this grant/campaign is motivated, and following year 2 of this cycle, the team is that much more experienced and are excited for year 3.

The only problem that was faced during this grant was the availability and shipping of safe storage lock bags. When ordering large quantities of these items, we run into the issue of the bags going out of stock, or shipping delays.

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

During this grant, MMDHD & Shiawassee County Health Department purchased \$8,000 worth of radio advertising with Z92.5 The Castle in coordinated efforts (\$4,000 from each Health Department, for a total of \$8,000). The radio ads highlighted all the focus areas of this grant: safe storage, the dangers of driving high, and the dangers of consuming cannabis while pregnant or breastfeeding.

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

A major unanticipated impact was the excitement of community members at outreach events. Many times, when we would talk to residents of this initiative and provide the lock bags, we were met with excitement that we are able to offer this education and materials on cannabis use.

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

The final expenditures of grant money for the grant were \$23,053.77. There were some additional expenses that were covered by the Mid-Michigan District health Department.

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

The biggest next step for MMDHD is to expand our partnerships. We see this grant as a great opportunity to strengthen our relationships with different organizations in Clinton County, while strengthening our notoriety and trust with the community.

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

The entire grant was not spent mainly because we did not do as much advertising as originally anticipated. The salaries were 100% spent, benefits were slightly lower than budgeted and supplies were slightly lower than budgeted.



BOARD OF COMMISSIONERS
ADMINISTRATION OFFICE
Medical Marijuana Operation and Oversight Grants
Final Report
FY 2024

Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2024:

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 to purchase TSA approved scent-proof lock bags for safe cannabis storage from Innovative Product Concepts, LLC. PHDM partnered with Lume Cannabis Co. and Nirvana Center Dispensary to distribute a majority the scent-proof lock bags on April 20, 2024. Additionally, scent proof lock bags were shared with community partners to distribute to families as needed. These partners included, Delta County Department of Health and Human Services (MDHHS), Delta-Schoolcraft Great Start Collaborative and Delta County Early On. All distribution was completed by June 30, 2024, a majority of which was disseminated on April 20, 2024.

Each bag distributed contained safe storage education materials

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

PHDM ordered a total of 345 scent-proof lock bags and distributed all bags via collaboration with two local cannabis retailers and community organizations. The distribution and education efforts were seamless due to the partnerships. Overall, there were no problems or delays experience while carrying out outlined activities.

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

Innovative Product Concepts, LLC was a wonderful partner to order the scent-proof lock bags through. They were understanding about grant requirements and meeting required purchase amounts. The partnerships with Lume Cannabis Co. and Nirvana Center Dispensary were integral in distribution efforts. Community organizations like Delta County MDHHS, Delta County Early On, and Delta-

Schoolcraft Great Start Collaborative were able to distribute in a more niche area of the community that the local dispensaries may not have served.

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

The intended impact of the project was to distribute cannabis safe storage education and lock bags during a peak operational period to maximize reach and distribution success. This was achieved with effective partnerships.

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

Aside from grant funds, there was no additional funding to complete the project. Please see attached financial documents for details.

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

Overall, the lock bag distribution was successful and the partners we worked with were excited to continue this effort in the future. The next steps would be to obtain written or recorded partner input about the lock bag distribution, demographic information and other qualitative information to continue effective partnerships. To maintain knowledge of community outlook concerning safe cannabis usage, we can distribute anonymous online surveys with education during lock bag distribution.

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

There were no discrepancies between the budget agreement and the actual budget. Please see attached FSR and invoice for further details.



Connie L. Sobie
Controller/Administrator

Ben Dawson
Deputy Administrator/
Human Resources Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Melissa L. Ballard, CGFM
Finance Director

Logan Bailey
Communications Director

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

All activities were completed. The multimedia harm reduction campaign was revamped and launched. The community education event took place. BEDHD held two lockbox giveaway events to give away free lockbags along with educational materials. Lockboxes were distributed at Eaton county dispensaries along with educational materials.

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

The lockbox giveaway event held on a Saturday had a mild turnout, due to weather, timing, etc. BEDHD held another lockbox giveaway event on a weekday evening and had more than 3x the turnout. BEDHD worked in collaboration with neighboring counties to host an educational event with multiple speakers.

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

BEDHD Coordinated with Ingham County Health Department and EDGE Partnerships to revamp and launch the “know the facts” multimedia campaign. Partner organizations helped promote our lockbag giveaway event. BEDHD worked collaboratively with the Barry County Substance Abuse Taskforce, and other substance abuse-focused organizations to plan and host the educational event. Members of partner organizations attended the community education session.

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

BEDHD received a large amount of positive feedback from the community about the lockbox giveaway event. There were 2 dispensaries that opened in Eaton County this year and were willing to partner with us to distribute lockboxes and educational materials. The educational event was a huge success due to the multiple partnerships that were recruited to assist with the event. There were a variety of speakers who spoke about different aspects of the marijuana industry from law enforcement to medical professionals to poison control folks.

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

Funds were used to support staff time, the Behavioral Risk Factor Survey, the purchase of lockboxes, and a media campaign.

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

BEDHD has contracted with EDGE Partnerships in the past for multi-media campaigns. EDGE continues to be a reliable partner that effectively and efficiently publishes media campaigns on behalf of BEDHD. BEDHD created a lockbox insert last year that was updated for this year’s use and will be updated for use in future lockbox giveaway events. Lockbox giveaways were much more successful on weekday evenings than weekend days. BEDHD will continue to work collaboratively with neighboring organizations to plan and host an educational event. BEDHD will be evaluating the effectiveness of these project products and determine what products to continue with in FY25.

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

Actual budget expenditures were \$29,127.60 compared to the budget agreement of \$31,995. The areas in which BEDHD did not spend the budgeted amount were wages, indirect costs, travel, and other. Wages were underspent due to less time and effort needed to plan and promote the educational event as a result of partnering with neighboring counties to offer a regional event. Travel was underspend due to educational event and training being offered virtually, versus in person. Expenses that fell under the “other” category include office supplies, which were not fully spent due to not being needed.





**Marihuana Operation and Oversight Grants
Final Report
FY 2024**

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

A Health Educator was hired to implement the marihuana safe storage and education grant. An implementation plan was put into place, which started with identifying internal and external partners, a lock bag and print vendors. A total of 800 lock bags were ordered during the grant cycle and 200 have been distributed. The remaining 600 have been allocated for and will be distributed to two area hospitals affiliated with the Healthy Start program, the Genesee County WIC office, and residents of Genesee County who use marihuana and have underage children in the home. The remaining bags will be provided either through phone requests or future outreach events. Community partners were identified (listed in section 3) and coordinated with to distribute lock bags and provide education. Multiple rack cards on harm reduction and risks of using marihuana during pregnancy and breastfeeding were created, as well as one targeted for college students on the campus of UofM Flint. Several occurrences for educating marihuana users at outreach events, presentations, and over the phone consultations were implemented over the course of the grant cycle. There were not any deviations from the original project as proposed.

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

Accomplishments: All objectives of the grant were met as intended. A total of 800 lock bags were purchased and will be distributed to those who are active users of marihuana and have underage children in the home. A total of 18 outreach events were attended during the grant cycle. These include events such as Genesee County government outreach events, resource fairs, as well as a variety of building and clinic outreach days, Crossroads Village Head Start Day, RX Kids Parade, Woman's Recovery Conference, and Voices for Children's Day at the Flint Farmer's Market. Multiple educational rack cards on the risks associated with using marijuana during pregnancy and breastfeeding, harm reduction, and safe driving for college students were created and distributed.

Problems: Due to both internal processes and inventory, there have been some delays in ordering the storage lock bags. We received 200 bags in March and 600 additional bags in August. All bags were sent to a print vendor to imprint the county logo and have been allocated for distribution.



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

The Health Educator has met with Head Start programs, local school officials, Genesee County Prevention Coalition, Great Start Collaborative, Local Leadership Group, City of Flint, Safe Sleep Advisory Council, Voices for Children, Friend of the Court, and other departments of the Health Department to inform them of the grant, lock bags and the educational resources available.

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

It is estimated that hundreds of Genesee County residents have been impacted by the distribution of lock bags and education. There were two very large outreach events with over 400 attendees at each event. Recipients were engaged, asked questions and were very appreciative of the lock bags and education. It appeared from their feedback that this was the first time they had ever thought about or had been provided lock bags. Many people commented on the local news stories from adolescents who had taken gummies to school, which resulted in accidental ingestion. They further verbalized they didn't want it to happen to them or their child and were very appreciative of the lock bags.

The unanticipated impact was hearing from a number of partner agencies who were excited about the program and were requesting several lock bags to distribute to their own clients via mental or physical health appointments, home visits, parents at schools, etc. While the majority of the lock bags were targeted to be distributed to moms with young children, the community request was higher than anticipated.

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

Program expenses during the reporting period included salaries/medical and other employee benefits, lock bags, educational materials, printing, etc. Please refer to the FSR and the General ledger for detailed information.

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

After the lock bags were purchased, and the educational materials were developed and printed for distribution, the Health Educator attended several outreach events throughout the county, educating both residents and professionals about the program and the importance of keeping children and pets safe from marihuana by using the lock bags and storing them out of reach and sight. We did not anticipate the number of requests for bags



we received from school educators, especially from Head Start programs. We also received several requests from counselors and medical professionals.

Due to this high demand, our next steps will be continuing to provide lock bags, educational materials, and in-person and virtual presentations to our WIC clinic clients, Head Start programs and parent groups and engage those who use marihuana at community outreach events. We will also continue to provide the lock bags and materials to our Healthy Start program Community Liaisons and hospital program partners to offer during home visits and prenatal appointments.

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

Please see attached financial documents.



GOGEBIC COUNTY

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024:

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

The project implementation plan was to research cheaper and smaller safe storage devices due to past popularity with this program. We then negotiated pricing and obtained the storage devices. The next step was to work with community partners and cannabis retailers on distribution of boxes and educational outreach on the importance of safe storage practices. There were no deviations from the original plan.

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

We were able to find a cheaper alternative to the safe storage devices we had provided in the past, this allowed us to distribute more to the community.

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

We worked closely with cannabis retailers throughout the Western Upper Peninsula this year, which allowed us to reach a different cross section of the cannabis community with safe storage devices.

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

We developed a good working relationship with cannabis retailers as a result, likely allowing additional future opportunities for education and outreach via their establishments.

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

Expenses totaled \$4986.55 to cover Staffing, Purchase of Safe Storage Devices and Mileage for delivery.



Western Upper Peninsula Health Department

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

303 Baraga Avenue L'Anse, MI 49946

210 N. Moore Street Bessemer, MI 49911

408 Copper Street Ontonagon, MI 49953

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

We had better than anticipated success with the safe storage device distribution via retailers and will likely seek additional rounds of similar projects in attempt to saturate the cannabis community.

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

Salary: Budget \$1,624.00 Spent \$1,624.00

Fringe: Budget \$280.00 Spent \$255.15

Mileage: Budget \$150.00 Spent \$147.40

Lock box purchase: Budget \$2,960.00 Spent \$2,960.00

Total Expenditures: Budget \$5,014.00 Spent \$4,986.55



GRATIOT COUNTY ADMINISTRATOR

214 E Center Street, Ithaca, MI 48847

coosterhoff@gratiotmi.com

Phone: 989-875-5282

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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

- Mid-Michigan District Health Department (MMDHD) conducted work to address a series of health risks related to medical and recreational marijuana use and provided general education and awareness of its usage in Gratiot County. The overall goals of the plan were:
 - Educate medical marijuana patients and others about safe storage
 - Educate medical marijuana patients and others about the dangers of driving while under the influence of marijuana
 - Educate pregnant women and their families regarding the impact of marijuana use during pregnancy and while breastfeeding.

There were no deviations from the original project as proposed.

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

The accomplishments MMDHD are proud of include conducting such a smooth campaign. We set out a detailed project plan and followed it with no major issues. The team that conducts this grant/campaign is motivated, and following year 1 of this Gratiot County cycle, the team is that much more experienced and is excited for year 2.

The only problem that was faced during this grant was the availability and shipping of safe storage lock bags. When ordering large quantities of these items, we run into the issue of the bags going out of stock, or shipping delays.

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

In Gratiot County, there were no coordinated efforts with other organizations.

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

A major unanticipated impact was the excitement of community members at outreach events. Many times, when we would talk to residents of this initiative and provide the lock bags, we were met with excitement that we are able to offer this education and materials on cannabis use.

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

None reported

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

The biggest next step for MMDHD is to expand our partnerships. In specific, there has been numerous times Commission on Aging would be a great partnership. We see this grant as a great opportunity to strengthen our relationships with different organizations in Gratiot County, while strengthening our notoriety and trust with the community.

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

Due to shipping challenges in ordering supplies we are underbudget on supplies ordered.



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
HILLSDALE COUNTY**

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

The project plan was always to use promotional advertisements and the well-known “Lock It Up” messaging and image to create awareness among community members. We put more of a focus with online presence and messaging, along with the distribution of medication lockable bags to help promote the “Lock It Up” message.

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

The implementation of campaign partners was a huge accomplishment as it allowed us to spread our messaging in the community as these organizations served as ambassadors to the mission of the campaign. These organizations agreed to be “pick up” locations for the medication “Lock It Up” bags.

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

All of the partnering local organizations that assist us in spreading the “Lock It Up” message (see attached Performance Report).

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

We focused a lot more with the distribution of the medication bags and educational material, utilizing social media. The community feedback and engagement were seen as a success from using grant dollars to have more of a robust social media presence (see attached Performance Report).

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

The FSR & General Ledger is attached.

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

We will continue to spread the “Lock It Up” message at local events, educational videos and material online, and through any remaining promotional items we have. We look to develop more partnering relationships with organizations and local marijuana dispensaries.

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

The FSR & General Ledger is attached. Any discrepancies are minor and were covered by local funds.



HOUGHTON COUNTY

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024:

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

The project implementation plan was to research cheaper and smaller safe storage devices due to past popularity with this program. We then negotiated pricing and obtained the storage devices. The next step was to work with community partners and cannabis retailers on distribution of boxes and educational outreach on the importance of safe storage practices. There were no deviations from the original plan.

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

We were able to find a cheaper alternative to the safe storage devices we had provided in the past, this allowed us to distribute more to the community.

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

We worked closely with cannabis retailers throughout the Western Upper Peninsula this year, which allowed us to reach a different cross section of the cannabis community with safe storage devices.

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

We developed a good working relationship with cannabis retailers as a result, likely allowing additional future opportunities for education and outreach via their establishments.

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

Expenses totaled \$5,514.69 to cover Staffing, Purchase of Safe Storage Devices and Mileage for delivery.



Western Upper Peninsula Health Department

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

303 Baraga Avenue L'Anse, MI 49946

210 N. Moore Street Bessemer, MI 49911

408 Copper Street Ontonagon, MI 49953

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

We had better than anticipated success with the safe storage device distribution via retailers and will likely seek additional rounds of similar projects in attempt to saturate the cannabis community.

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

Salary: Budget \$1,802.00 Spent \$1,706.29

Fringe: Budget \$260.00 Spent \$260.00

Mileage: Budget \$14.00 Spent \$13.40

Supplies: Budget \$3,535.00 Spent \$3,535.00

Total Expenditures: Budget \$5,611.00 Spent \$5,514.69



Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024

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

Media Campaign Project:

In 2019, ICHD conducted a research-based media campaign about marijuana in partnership with the Barry-Eaton District Health Department called “Know the Weed Facts.” This successful campaign and collaboration has continued since then and will continue in 2024. As the health departments share a media market, the funds can be maximized for the most significant impact in the region. The final creative deliverables include short videos, billboard art, radio scripts, social media messages, local and statewide articles, and print items such as posters and postcards. The campaign can be viewed at www.knowtheweefacts.com. The campaign will be shared through the end of September and beyond.

Status: Project Completed

Deviations: None

Safe Storage/Lock Box Project:

Educational materials will also be distributed through targeted outreach, such as the mobile health unit (which visits medically underserved neighborhoods in the county) and other outreach events in Ingham County. ICHD will continue to make lock boxes for safe storage available at the mobile health unit, Ingham Community Health Centers, and throughout our department. ICHD will also work with the Women, Infants, and Children (WIC) program and maternal & child health home visitors to make lock boxes available to families that use cannabis and have young children.

Status: Project partially completed

Deviations: Only 124 of the 248 anticipated lock boxes were purchased due to staffing and purchasing delays. This project was underspent.

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

Due to the complexity of the county contracting and approval process, the media campaign implementation was delayed but did run, albeit in a more compressed time frame.

Due to staffing vacancies and capacity issues, we were not able to locate a vendor to purchase the entire amount of lock boxes that we had planned. Lock boxes are used to encourage safe storage of medical marijuana to deter accidental poisoning. Educational materials are included on safe storage recommendations and limiting usage to individuals that are lawfully allowed to use marijuana products.

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

ICHHD continued to partner with the Barry-Eaton District Health Department on the Know The Marijuana Facts campaign. This allows both agencies to achieve an increased impact due to our shared media market.

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

We believe this project continues to encourage safe and responsible use of medical marijuana and recreational marijuana with a harm reduction lens. Community partners have come to rely on the distribution of lock boxes – for example, at our local pediatric emergency room and intensive care unit, lock boxes are distributed to parents after a child experiences an accidental ingestion of marijuana.

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

We expended \$22,836.75 on the project this year from the LARA Michigan Marijuana Operation and Oversight Grants; all on direct spending on the media campaign or the lock boxes. The staff time to apply for and receive the grant, facilitate and plan the media campaign, and order, prepare, and distribute the lock boxes is not charged to the LARA grant and is paid for through Ingham County local funds that support those positions.

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

We will continue to review the efficacy of the projects given the changing landscape of marijuana use patterns, legislation, and changing public views. We do consider the lock box project – even though it’s a small part of the overall budget, to be one of the better received interventions we do at the health department. Increasing the safety of marijuana products in homes with children is an important effort regardless of a person’s views on the use of marijuana.

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

	Actual Budget	Agreement Budget	Reason
Lock Boxes	2,498.75	5,100.00	Delays in ordering boxes
Media Campaign	20,338.00	20,338.00	N/A



IONIA COUNTY HEALTH DEPARTMENT

175 E. Adams Street, Ionia Michigan 48846
www.ioniacounty.org Ph: 616-527-5341

Marihuana Operation and Oversight Grants Final Report FY 2024 Due September 15, 2024

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

The implementation plan is to provide Ionia County Maternal Infant Health providers lockboxes to give to clients that used marijuana in homes with children, we wanted them to lock up their adult use and medical use cannabis so that their children could not access it, we also wanted our community health educators that go out in the community to be able to provide lockboxes to parents with children in the home so that the children would not be able to access their parents medical / adult use cannabis. As we distributed the lockboxes we realized we should contact schools to provide lockboxes and also at other community events that the community health educators attend.

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

One problem was we went over budget on the lockboxes, however, MOOG staff were very helpful and guided me through the steps to get the new budget approved.

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

We have worked with Saranac Community Schools, Mt. Hope Church in Belding and the Ionia County Maternal Infant Health program to complete the project.

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

Everyone that I have spoken to about the lockboxes has been receptive and encouraging.

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

We have spent \$1539 on the lockboxes and only \$170 on the brochures, bringing us under budget on the total award.

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

I am glad we decided to apply for this grant it has brought us out to more community events, and our next steps are to look for other ways we can provide education and safety to our community.

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

Prices did increase on the lockboxes between the time we got a quote and purchased the lockboxes.



Chad Shaw, BBA, Health Officer
Dr. Julie M. Kehdi, D.O., Medical Director

Prevent Disease; Prolong Life; Protect the Environment!



IOSCO COUNTY TREASURER

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

CATHY ANDERSON AND STAFF
"PEOPLE SERVING PEOPLE"

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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

Project staff worked to complete all grant objectives for the 2024 fiscal year. Project staff started securing educational resources and lock boxes to give out to residents promoting safe storage and a reduction in youth access. Once these items were received, staff worked to pack lock boxes with the educational resources and start promoting them to the community. Social media posts were created and posted. This allowed our agency to advertise lock boxes for community residents.

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

Accomplishments

- Purchased 50 lockboxes for distribution within the community
- Purchased and distributed educational information on how to quit marijuana, secondhand marijuana, marijuana and driving, marijuana and pregnancy, medical marijuana, and edible marijuana.
- Built capacity for future community events to educate on marijuana.

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

The county has allowed District Health Department No. 2 (DHD2) to manage grant activities and requirements. DHD2 is an integral agency for health in our community. Staff are equipped with knowledge of the community and the needs that our residents have. Aside from DHD2, there are no specific coordinated efforts with other organizations specific to this grant. Although, other agencies do host community events that we attend to spread our messaging for this grant.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
 - Community members gained knowledge on the harms of marijuana.
 - Community members gained access to safe storage options.
 - Community members were given the opportunity to engage with educators to get individual questions answered.
 - Lock boxes helped reduce youth access to 71 children throughout the county.

IOSCO COUNTY TREASURER

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

CATHY ANDERSON AND STAFF
"PEOPLE SERVING PEOPLE"

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

Please see attached FSR.

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

DHD2 plans to continue distribution of safe storage options to community members as well as continued education at community events. We are committed to advocating for safe storage and reducing youth access to marijuana in all forms.

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

Please see attached FSR.



ISABELLA COUNTY

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

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

Isabella County proposed to utilize its Marihuana Operation and Oversight Grant (MOOG) funds to provide education and outreach to its residents through the provision of educational materials and a free LOCKMED medication lockbox. Isabella County held its distribution event during the Isabella County Youth and Farm Fair held the week of July 20-27, 2024. As much of the \$6,626.00 MOOG budget was spent on lockboxes as possible, with \$6,597.75 being spent for one-hundred eighty-five (185) of the free LOCKMED medication lockboxes.

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

We were able to disseminate all of the lockboxes as originally planned, and 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 medication 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.

Isabella County partnered with the Isabella County Veterans Affairs Office in its efforts to distribute the free medication lockboxes and associated educational materials.

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.



ISABELLA COUNTY

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

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 January 1 – June 30, 2024 reporting period and included the costs of the one-hundred eighty-five (185) LOCKMED mediation lockboxes. A total of \$6,597.75 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 included the Isabella County Administrator/Controller's Office staff time to plan, schedule, and advertise the distribution of lockboxes and printed information, as well as overall grant administration.

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

The impact of the lockbox and information distributions was immediately evident. Isabella County would be thrilled to expand on this project with additional MOOG 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
SUPPLIES:		
LOCKMED Medication Lockboxes	\$6,626.00	\$6,597.75
TOTAL:	\$6,626.00	\$6,597.75

All expenses were within budgeted amounts.

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

The project implementation plan adhered closely to the original objectives, with strategic collaborations and expanded outreach efforts enhancing its effectiveness.

- Community Education on Marijuana Safety: Educational programs have been successfully developed and delivered to improve community understanding of marijuana safety. These programs included in-person and online sessions, where participants received comprehensive information on the risks associated with marijuana use and the importance of safe storage practices.
 - Online Sessions: These sessions featured quizzes and an educational video, allowing participants to expand their knowledge at their own pace. The content focused on key aspects of marijuana safety, emphasizing the significance of secure storage and responsible use.
 - In-Person Educational Sessions: These sessions provided an in-depth review of our marijuana safety brochure, offering extensive safety education. Participants were guided through best practices for secure storage and were provided with a lock bag to help ensure the safe storage of marijuana products at home.
- Training for Human Service Agency Staff: We provided targeted training for human service agency staff which includes: Maternal Infant Health Program (MIHP), Women, Infants, and Children Program (WIC), and Sexual Health Clinic on the Michigan Medical Marijuana Law. This training ensured that staff members are equipped with the necessary knowledge to support the community, addressing legal concerns and promoting safe practices among those they serve.
- Youth Education on Marijuana Risk: We collaborated with TPPI (Teen Pregnancy Prevention Initiative), and ProCEU to enhance our teen education and prevention efforts. These partnerships allowed us to develop and implement effective educational programs aimed at youth under 21. The program included a school-based presentation and parental engagement seminar that encourage open dialogue about marijuana risks.

- Collaborative Outreach Programs: Our collaboration with internal and community-based programs facilitated the dissemination of educational brochures, quizzes, and lock bags to target groups, including pregnant and breastfeeding mothers, parents, and community members. These resources were distributed during community events and through partnerships with local organizations, ensuring that critical information reached those most at risk.
- Media Campaign: We launched an impactful media campaign that included billboards and bus advertisements, reaching a broad audience across the community. The campaign focused on educating the public about the safe use and storage of marijuana and highlighting the dangers of driving under the influence. This visibility helped reinforce the importance of marijuana safety in everyday life.
- Ongoing Training: The JCHD Health Educator remains committed to staying informed about the Michigan Medical Marijuana Laws and the health effects of marijuana use in both adults and teens. The educator has pursued additional training opportunities through online platforms provided by various organizations, such as the Prevention Network, University of Michigan, and Great Lakes Prevention Technology Transfer Center.

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

- Developed a bus advertising campaign to promote the importance of locking up marijuana products, and provide safety awareness to parents with younger kids who may have difficulty distinguishing between edible marijuana products and gummy bears.
- Development of an additional billboard campaign to promote safety awareness among teenagers, and the importance of not using marijuana products.
- Collaboration with staff from the Maternal Infant Health Program (MIHP), Women, Infants, and Children Program (WIC), and Sexual Health Clinic, to distribute marijuana lock bags and safety education to families who participate in the program, and use marijuana products.
- Partnered with Teen Pregnancy Prevention Initiative health educator to provide education on the risk of using Marijuana while being under the age of 21.

- Promoted free lock bags and safety education at Mood Cannabis Company during their 4/20 event.
 - Safety education and lock bags were provided at several community events in Jackson County. Such events included : Recovery in our Backyard, Nation Outside, Bistro Hour at Home of New Vision, Stomp out Suicide., Harm Reduction mobile bus, Pridefest, Hispanic Heritage Festival, and Recovery Out Loud.
 - Provided safety education and a lock bag to individuals who reached out independently.
 - Attended Jackson County Fair to provide Marijuana safety education and promotion of Parent Educational Seminar held on 9/5/24.
 - Collaborated with ProCEU LLC to provide an educational seminar to parents and educators on how to effectively communicate with teens about marijuana, and the impact marijuana use has on brain development.
3. Coordinated efforts with other organizations to complete the project.

Coordinated efforts with other organizations included Henry Ford Health and Drug Free Jackson for continued partnership around spreading education around drug use throughout the county. We maintained our partnership with Adams Billboard and initiated a new collaboration with Lanning Advertisement to expand media awareness within the community. Additionally, we established a new partnership with ProCEU LLC, aimed at educating parents and educators on how to talk to teens about marijuana at our Parent Education Night. Lastly, we continued our internal collaborations with MIHP, WIC, and the Sexual Health Clinic.

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.
 - Anticipated impact in a decrease in youth access due to the number of lock bags that were dispersed.
 - Anticipated increase in community knowledge/awareness surrounding the primary topics of breast feeding/pregnancy, driving laws and child safety.

- The community has been very supportive and appreciative of the work that the health department has done in bringing awareness and education to this topic, especially the focus of safe storage.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
- \$57,149.80 of grant money was expended, with no other contributions or in-kind.
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 collaborate with community partners to further educate the community about marijuana laws, safety, and storage.
 - Continue to find new ways to engage the community and provide education.
 - Identify opportunities to educate youth around cannabis use, and potentially adding in information around vaping for youth under the age of 21.
 - Coordinate with dispensaries to provide education to their customers during their “sponsor events”.
 - Provide education and outreach at the Jackson County Fair.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
- Actual expenditures fulfilled 99% of the budget. Advertising, supplies, travel, and indirect budget categories exceeded the budgeted amount, while wages, fringe benefits, and special projects came in lower than anticipated. With the exceeded budget categories and those that were lower than anticipated, we still came in under budget by 1%.



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

Kalamazoo County Health & Community Services (HCS) has met most of the objectives that were identified to be completed within this reporting period. HCS met with members of the Kalamazoo Regional Educational Services Agency (KRESA), the County Sherriff's Office, and staff from our Veterans, Personal Health and Maternal & Child Health (MCH) divisions to strategize planning efforts for the community-based outreach and educational services that were proposed in the initial application. HCS also met with a team of healthcare providers from WMed and Family Health Center to discuss what materials would be needed for distribution at their facilities.

HCS members reviewed several options for advertising and decided on a digital billboard campaign that ran 6/3/24 – 7/28/24 (8 weeks) through Adams Outdoor Advertising. We chose to implement a targeted programmatic campaign on digital screens targeting an audience interested in marijuana. This campaign anticipated utilizing 5 screens throughout the market including dayparting to maximize reach and frequency within desired time frames. We decided on three creatives (see attached) with the following messages: marijuana use while pregnant can harm the baby, keep marijuana locked up and away from children, and they grow like a weed, protect their growth. lock it up.

The group decided on purchasing lock bags instead of lock boxes this year. An order of 300 lock bags have been ordered and delivered. All 300 lockboxes were distributed to the community at various community events throughout the year as well as to partnering organizations such as the Kalamazoo County Sherriff's Office and the Kalamazoo County Office of Community Corrections. The lock bags were also distributed to the community with help from our home visitation staff and community health workers. Educational materials on marijuana and pregnancy, marijuana and the brain, and the health effects of marijuana were purchased to include in the lock bags as well as a medical marijuana safe storage checklist (see attached). These educational materials were also distributed at the local colleges and universities and well as urgent care centers, and local family practice offices. HCS also developed a marijuana safety checklist document to include within the lock bags (see attached).

During the months of May, June, July, August, and September HCS attended several community events, including the Northside Ministerial Alliance 3rd Annual Anti-Gun Violence Community Carnival, National Night Out, Western Michigan University's Bronco Bash, El Concilio's Latinx

MOOG 08/2023

Festival, and many back-to-school community events. HCS connected with many community members as well as community-based organizations and city officials at these events and provided education on marijuana safety. HCS also hosted an Open House on July 18th where we had brochures and information related to marijuana safety.

Lastly, KCHCS completed work on a webpage dedicated to this campaign which includes laws and regulations, health effects, public health concerns, safe use and storage, and decreasing youth access. The website can be accessed at <https://www.kalcounty.com/hcs/ph/mm/>.

HCS experienced some delay in beginning the implementation process due to the health educator position being vacant until April 29, 2024. No other deviations or delays occurred.

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

Due to a delay in the implementation process, the timeline of planned activities deviated from the original plan. There were no activities completed during January- April 2023. Project implementation began in May 2024. Due to the release of school in early June, we were unable to successfully plan and implement any school-based activities ourselves, however we worked with KRESA on informing their educators of our plans and prior to our Health Educator being hired, they were able to use the curriculum purchased to implement our original plan within the schools. This plan includes the purchasing of and implementation of the evidence-based curriculum "keepin' it REAL" (kiR), which is a scientifically proven, effective substance use prevention and social and emotional competency enhancing program designed to focus on the competencies linked to preventing substance use and abuse. The plan also included the purchase of the resource book, Marijuana: A Prevention and Education Toolkit for Communities, to assist with our media campaign.

The lock bags were much easier to manage than the lock boxes that were purchased last year. The only issue we ran into was that the bags did not come with individual instructions in each bag, making it difficult to give them away without providing instructions on how to use them. We will order from a manufacture that provides individual instructions per bag next time around. We will plan to use the same strategy next year and utilize our volunteer team to assist with the packing and coordination of distribution for more efficient use of time.

The digital billboard campaign was successful as we surpassed the expected number of units and impressions. We anticipated 1,100,000 impressions and received 1,666,666 impressions. There were also 212,421 total commercials, or times played, for all screens. See the attached report on the digital billboard campaign outcomes.

There was great appreciation for the materials that were distributed to the community. We had several individuals and organizations state that marijuana has been a hot topic of discussion and that there is a great need for further outreach and education on marijuana use.

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

HCS coordinated efforts with the following key agencies and organizations: members of the Kalamazoo Regional Educational Services Agency (KRESA), the County Sheriff's Office, The Kalamazoo County Office of Community Corrections, WMed, Family Health Center and staff from our Veterans, Personal Health and Maternal & Child Health (MCH) divisions.

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

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

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

Please refer to the attached finance report for expense information.

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

The next steps will be to continue monitoring, updating, and expanding the website. HCS will be receiving a new website during the upcoming fiscal year with enhanced features, and we are excited for the opportunities that will come from that.

We plan to revisit the original plan and all missed components during next year's planning process, including school-based and provider-based outreach and education.

We would also like for our Health Educator to get certified as a Tobacco Treatment Specialist (TTS) to obtain the skills, knowledge and training to provide effective, evidence-based interventions to those who choose to vape marijuana.

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

As detailed in the attached invoice, total project expenditures were \$32,498.14 which represents 95% of the original budget of \$34,204.00. The two main items that were underspent were educational supply, communications, and travel. These items were underspent due to the delayed implementation of this project.

Marihuana Operation and Oversight Grant
Final Report, FY 2024
Due September 15, 2024

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

Research indicates that marijuana poses risks to adolescents, young adults, and fetal and infant brain development; the Kent County Health Department (KCHD) sought to inform residents about those potential risks as they make decisions about their marijuana use. The proposed campaign had multiple audiences: 1) women who are pregnant or likely to become pregnant, 2) nursing mothers, and 3) parents of adolescents/teens.

The messages aimed to: 1) address the potential for impaired memory, learning, concentration, and coordination – along with anxiety, depression, and addiction – for those who use marijuana during adolescence and young adulthood, and 2) raise awareness among pregnant and nursing mothers that potential negative impacts to their children include preterm birth, low birthweight, brain development and behavioral problems. The campaigns were used primarily in digital media, including social platforms where educational messages about marijuana are accepted, but content was also used in traditional media methods (i.e., billboards, bus ads, and radio and television ads). The project did not deviate from the agreed-upon Statement of Work.

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

KCHD experienced two challenges in the implementation of the project which contributed a brief delay in scheduling and conducting the focus groups. The first was recruiting people with the desired qualifications (i.e., pregnant, breastfeeding, or parent of a teen or young adult) to participate. The second was securing internal approval to offer a gift card incentive to focus group participants.

KCHD also faced a challenge with the negative focus group feedback from the pregnant and breastfeeding women. This feedback prompted a campaign redesign which put the project behind schedule by approximately three weeks. Due to the tight turnaround on the project, KCHD was not able to conduct a second focus group to test the two alternate designs to determine which was more popular with people in the priority audience. KCHD utilized the expertise of its home visiting staff to provide feedback in place of a second focus group. The feedback led to the final product, which was a combination of the two alternate designs.

Both campaigns were scheduled to launch on social media on August 1, 2024, for a four-week pilot to test the messages. With the delay, the campaigns launched on August 23, 2024, and ran through September 8, 2024.

KCHD has not received the campaign analytics yet, but will utilize that information to plan future use of the campaigns.

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

KCHD worked with King Media, the contracted vendor, through the research phase to provide them with accurate information to guide message creation. When the images were developed, KCHD and King Media worked together to schedule and conduct the focus groups to collect feedback from members of the priority audiences. After the focus groups, the two agencies met to discuss the focus group results as well as additional informal feedback collected by KCHD staff from individual members of the community who either couldn't or didn't want to be a part of the focus groups. Additional meetings were held with King Media to discuss the two alternate campaigns, in which KCHD shared feedback from the KCHD home visiting program team. Once the campaigns were launched, King Media provided a midpoint report and will submit a final report detailing the campaign reach.

A health coordinator at the Kent Intermediate School District assisted in recruiting parents of teens to participate in the focus group. Assistance was also received from a KCHD public health nurse and social worker to recruit participants for the pregnant and breastfeeding women focus group.

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

Many involved with the project assumed everyone knew or understood the risk marijuana use could have to fetal and infant brain development. However, it became apparent after getting the feedback from the pregnant and breastfeeding women focus group that was not the case. The feedback also indicated the women in the group who were using marijuana were reluctant to stop while pregnant or breastfeeding. As a result, the message deviated from its original goal of not using marijuana at all while pregnant or breastfeeding to a harm reduction message.

It is hoped this perspective will make the campaign more friendly and less judgmental.

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

No funding other than the LARA Marijuana Operation and Oversight grant was used to complete the project.

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

The “Please Mom. Pause Pot.” creative and “But Not Pot” creative was launched on Facebook, Snapchat, Instagram, and streaming television and audio for an approximately two-week pilot test of messages on August 23, 2024. King Media described exceptional results in a midpoint report submitted on September 4, 2024. Facebook and Instagram were exceeding expectations with 440,000 impressions and a .45% click thru rate for pregnant and nursing moms. The results were even stronger for parents of teens with 456,000 impressions and a .50% click thru rate. Snapchat generally skews to a younger audience, so after a couple of days, King Media adjusted that campaign to get the messages in front of a slightly older audience. While the teen audience should not be discounted, that group is not the primary focus and the adjustments made are showing the numbers slowly adjust higher in age. The streaming video and audio ads are also performing strongly.

In this test, both campaigns ran on multiple platforms. The analytics in the final report will help determine which methods were best for the two primary audiences and where future expenditures should be directed to get the most impact for money spent. The

KCHD intends to seek funding including potential future allocations from LARA to finance campaign implementation.

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

KCHD budgeted \$98,492.00 for the cost of the project, and expended 94% of the total award. KCHD was nominally underspent in wages/fringe costs, as well as the media campaign costs. These differences can be tied to the challenges discussed in the performance report and this final report – delayed soft launch and campaign creatives redesign. Ultimately, KCHD remained on budget and expended budget as anticipated with the application budget.



KEWEENAW COUNTY

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024:

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

The project implementation plan was to research cheaper and smaller safe storage devices due to past popularity with this program. We then negotiated pricing and obtained the storage devices. The next step was to work with community partners and cannabis retailers on distribution of boxes and educational outreach on the importance of safe storage practices. There were no deviations from the original plan.

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

We were able to find a cheaper alternative to the safe storage devices we had provided in the past, this allowed us to distribute more to the community.

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

We worked closely with cannabis retailers throughout the Western Upper Peninsula this year, which allowed us to reach a different cross section of the cannabis community with safe storage devices.

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

We developed a good working relationship with cannabis retailers as a result, likely allowing additional future opportunities for education and outreach via their establishments.

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

Expenses totaled \$3514.52 to cover Staffing, Purchase of Safe Storage Devices and Mileage for delivery.



Western Upper Peninsula Health Department

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

303 Baraga Avenue L'Anse, MI 49946

210 N. Moore Street Bessemer, MI 49911

408 Copper Street Ontonagon, MI 49953

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

We had better than anticipated success with the safe storage device distribution via retailers and will likely seek additional rounds of similar projects in attempt to saturate the cannabis community.

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

Salary: Budget \$1,192.00 Spent \$1093.50

Fringe: Budget \$182.00 Spent \$165.88

Mileage: Budget \$40.00 Spent \$28.14

Supplies: Budget \$2,227.00 Spent \$2,227.00

Total Expenditures: Budget \$3,641.00 Spent \$3,514.52

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

An amendment to the original budget was requested to conduct a project that will alter the original grant proposal. In the original grant proposal updates and additional vape detectors were going to be purchased to support the local schools in a project that has been going on since these grant dollars have been available. With the school's input, Lapeer County Community Mental Health requested an amendment to the original \$11,100.00 for vape equipment to \$29,251.11. The amendment requested switching from the original brand of vape detectors to the new vape detectors from Halo allowing for the detection of marihuana which targets the students at the core of this project. The agency continues to work with the schools to require students who are caught vaping to be evaluated and assessed for substance use to determine if marihuana is being used, and if this marihuana is coming from homes where the parents use medicinal marihuana.

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

The only problem that occurred during this grant cycle was a delay in the amendment being signed by MOOG. Once the amendment was approved all projects were completed within the grant cycle. Vape detectors were ordered for the school as well as the assessment of the students who were identified as using marihuana.

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

none

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

During the grant cycle other schools reached out and requested information on how they can become part of this community project in the future. It is anticipated that additional schools will be on-board to participate in the project for grant cycle 2025.

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

Total expenditures in grant funding \$ 29,251.11 for vape detectors.

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

Next steps will be to follow up with current school on how new detectors are working and continue to work with other interested schools to expand the project.

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

88% of total budget expended compared to the original budget. This is directly related to the amendment for the additional vape detectors. The staff’s time was never documented in the timesheets; therefore, does not reflect on the general and is not included in the FSR.



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

Purchase lock-bags and distribute to marijuana dispensaries & the community: We purchased 2,500 lock-bags and distributed 2,327 lock-bags to community agencies, marijuana dispensaries, child care/day care centers and also gave them out at numerous community events. Included in each lock-bag was an educational piece.

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.

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 as well as had a special lock-it up Saturday at the Adrian City Market on June 1st. The radio station broadcast live from the event and ran public service announcements prior to the event. Residents specifically stopped by the market to pick-up a lock-bag-17 were given out that day.

Social Media and Newspaper ads: Social media posts were developed and used to promote events where we were giving out lock-bags over the summer. We also purchased ads in both the Daily Telegram and Tecumseh Herald promoting the availability of lock-bags and the number to call to receive a free one.

MJR Theater ad: We worked with MJR to develop a 15 second ad to run before movies at our local Adrian location. The ad promoted the importance of locking up marijuana to keep children and pets safe and how to request a free lock-bag.

<https://vimeo.com/manage/videos/954129091/d57c2c3c2f>

2. Accomplishments and problems experienced while carrying out the project activities.
Accomplishments: We distributed 2327 lock-bags to date at community events, to childcares and to interested agencies; we continued our positive relationship with the county's marijuana dispensaries that was established two years ago; We provided reminders to "lock it up" through our billboard and newspaper advertisements, on our

LENAWEE COUNTY HEALTH DEPARTMENT

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

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



website, on the radio, through our social media ads as well as at the MJR Theater in Adrian. We didn't experience any problems carrying out the project activities.

3. Coordinated efforts with other organizations to complete the project.
We partnered with the Lenawee Substance Abuse Prevention Coalition (LSAPC) as well as county marijuana dispensaries, community organizations, child care/day care centers and community events staff to be invited to participate in so many events where the lock-bags were given out. We worked with Hoyden Branding to develop and boost ads on social media as well as Adams Outdoor to develop the billboards and our local newspapers to print advertisements. We worked with our local radio station WLEN as well as MJR Theater-Adrian to develop and show ads before movies.
4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
It is our belief that we have raised awareness in Lenawee County about the importance of the safe storage and handling of marijuana to keep kids and pets safe from accidental consumption. For over 2,300 people, we provided the lock-bag as a first step in that process. A few dispensaries have indicated that they will purchase lock-bags 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.
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

Wages \$4548.75-

Standard Wages for Rebecca Selenko

Fringe Benefits \$1042.73

Social Security- \$347.98

Retirement Defined Benefit Liability- \$432.14

Retirement Defined Contribution- \$227.43

Unemployment- \$13.64

Workers Compensation- \$21.54

Advertising \$9956.75

Adams Outdoor Advertising- \$640.00, \$1236.00, & \$1648.00: Total \$3524.00

Hoyden Branding – Social Media Campaign \$1000.00

MJR Group-\$2560.00

M-1 Studio- \$325.00

The Tecumseh Herald- \$491.50

Gannet Michigan LocaliQ- \$456.25

LENAWEE COUNTY HEALTH DEPARTMENT

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

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



Southeast MI Media- \$800.00
Lenawee Broadcasting Company WLEN- \$800.00
Supplies \$15295.52
Elite Textile Trading- \$13900.00
Fatal Vision THC Starter Kit- \$967.00
Lenawee County Printing and Purchasing: \$428.52
Travel \$284.75

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 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 work with more agencies and organizations serving children and families in Lenawee County.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.

	Budget	Actual	Difference
Salary 145 Hours	4600	4548.75	51.25
Fringe Composite Fringe	1050	1042.73	7.27
Advertising	10085	9956.75	128.25
Daily Telegram ad	500	491.5	8.5
Tecumseh Herald ad	500	456.25	43.75
Billboards	3600	3524	76
WLEN (Live remote at farmer’s market)	1600	1600	0
Movie theater ads (.15 sec ads for 8 weeks plus video production)	2885	2885	0
Hoyden- social media (Ad creation & boost ads)	1000	1000	0
Supplies	15617	15295.52	321.48
Lock It Up Bags (2,500)	14150	13900	250
Fatal Vision Marijuana Goggles kit	967	967	0
Education Piece for Lock Bags	500	428.52	71.48
Travel Mileage 435 miles	285	284.75	0.25
Total:	31637	31128.5	508.5

We came in with \$508.50 left in the grant because some of the expenses came in lower than we had budgeted.



LIVINGSTON COUNTY HEALTH DEPARTMENT

2300 East Grand River Avenue, Suite 102

Howell, Michigan 48843-7578

www.lchd.org

Personal and Preventive Health Services

P: (517) 546-9850

F: (517) 546-6995

Environmental Health Services

P: (517) 546-9858

F: (517) 546-9853

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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

As part of the Michigan Marihuana Operation and Oversight Grant, Livingston County Health Department (LCHD) continued a messaging and awareness campaign on topics identified as high priority, including safe storage of cannabis, driving under the influence, the effects of cannabis and vaping, and discussing cannabis with a healthcare provider. Messages were distributed across multiple formats, including social media, print media, and advertising. Four social media posts on the above-mentioned topics were posted to LCHD's Facebook and Instagram social media pages and had a total reach of 1,314 combined impressions. Three billboards on the identified high priority topics were scheduled to run for eight weeks on two major highways within the county with an estimated weekly total of 474,767 impressions and an estimated total of 3,798,136 impressions throughout the campaign. In addition to the social media and billboard advertising, LCHD created bar coasters to promote safe driving and distributed these coasters to seven bars within the city of Howell and Brighton during two large events. A total of 1,000 coasters were distributed.

LCHD staff created and released a Cannabis webpage in May 2024. The webpage includes education on different types of cannabis, effects of cannabis, cannabis laws in Michigan, cannabis safe storage, frequently asked questions and additional resources for healthcare providers, parents, pregnant and breastfeeding women, youth and young adults, and LCHD created fact sheets. The webpage is housed under the Health Promotion and Education section of the LCHD [website](http://www.lchd.org).

LCHD also partnered with other agencies and local organizations to gather input on educational materials used in the awareness campaign for the advertising designs for billboards. These partner agencies also assisted in the distribution of the educational materials to the general public. LCHD purchased 500 safe storage lock bags with the grant funds and included educational information on locking up marijuana to keep it away from children and pets. The lock bags were distributed by LCHD and LCHD's local community partners.

In addition to a messaging campaign, LCHD collaborated with Washtenaw County Health Department (WCHD) for a second year to organize and host a virtual webinar series aimed at addressing questions that local and regional healthcare providers have about cannabis use and their patients. Six total webinars were conducted for the series.

This year, LCHD and WCHD expanded the reach of attendees by partnering with Washtenaw County Medical Society, the Michigan Certification Board for Addiction Professionals (MCBAP), and the National Association of Social Workers – Michigan Chapter to offer continuing education for attendees that watched the live presentations. Total continuing education credit requests included:

- 527 total social work (SW) credits
- 387 total MCBAP credits
- 69 total CME credits

LCHD and WCHD promoted the series through email listservs, social media, flyers, targeted healthcare provider outreach, and the CEU affiliates. Prior to the series, there was a total of 1,964 registrants. In total, the webinar series had 1,244 total live viewers.

The presenters for this webinar series covered a wide variety of topics, the presenters for this year included:

- Dr. Jodi Gilman, Harvard Medical School Division of Medical Sciences: *Medical and Non-Medical Cannabis Use: Potential Implications on Cognition and Clinical Outcomes*
 - 237 total attendees
 - 31 audience questions
 - Continuing Education Requests: 105 SW, 68 MCBAP, and 9 CME
- Dr. Kenneth Finn, Capital Pain Institute: *Cannabis, Opioids, and Public Health Implications*
 - 199 total attendees
 - 11 audience questions
 - Continuing Education Requests: 87 SW, 66 MCBAP, and 11 CME
- Dr. Karen Osilla, Stanford University: *Advances in Motivational Interviewing: Practical Strategies for Empowering People to Change*
 - 182 total attendees
 - 2 audience questions
 - Continuing Education Requests: 77 SW, 51 MCBAP, and 7 CME
- Dr. Roneet Lev, Scripps Mercy Emergency Department: *It's Just Pot. What's the Problem?*
 - 237 total attendees
 - 22 audience questions
 - Continuing Education Requests: 106 SW, 81 MCBAP, and 13 CME
- Dr. Kelly Young-Wolff, Kaiser Permanente Division of Research: *Cannabis Use During Pregnancy: Research from Policy to Practice*
 - 195 total attendees
 - 15 audience questions
 - Continuing Education Requests: 73 SW, 69 MCBAP, and 15 CME
- Dr. Leslie Lundahl, Wayne State University: *Adolescent Cannabis Use*
 - 195 total attendees
 - 15 audience questions
 - Continuing Education Requests: 73 SW, 69 MCBAP, and 15 CME

The webinar recordings are available to the general public and can be found at <http://washtenaw.org/marijuana> or through the [LCHD Cannabis webpage](#).

Each webinar attendee was asked to complete a survey evaluating the webinar. A link to the survey was provided at the end of each webinar and emailed to attendees the day following the webinar. A total of 1,002 attendees completed the evaluation survey for the respective session they attended. Across the evaluation surveys for each webinar, most attendees reported being satisfied with the webinar they attended, and a majority reported increased knowledge of marijuana as a result of attending the webinar. A majority of those who completed the evaluation also agreed they will be able to apply information they learned in the webinar to their current work. Comments from the survey included:

- "Great information, very helpful."
- "Excellent webinar, thank you!"

- “The research presented was informative and helpful. I will be sharing what I learned. Thank you!”
- “More time for Q&A.”

During this grant cycle, LCHD implemented a new activity to increase community outreach and hosted a Substance Use Disorder Resource Fair. This event was held in downtown Howell in June of 2024. LCHD created the flyer and promoted the event. LCHD partnered with 14 agencies. Thirteen of the agencies provided resources to community members during the event such as: substance use disorder prevention, harm reduction, treatment, and recovery resources in Livingston County. LCHD also partnered with the Howell Downtown Development Authority to host the resource fair in conjunction with an existing event. The event served roughly 95 attendees. LCHD conducted two surveys, one for attendees and one for the vendors. Both surveys provided event feedback with successes and suggestions to improve a future event.

There are no deviations to report.

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

LCHD considered the new Substance Use Disorder Resource Fair and the Cannabis in Practice Webinar Series to be successful. Both events had a larger attendee turnout than expected and received positive feedback from attendees and vendors/presenters.

LCHD did not experience any problems carrying out project activities.

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

LCHD partnered with the Washtenaw County Health Department for the Cannabis in Practice Webinar Series.

LCHD partnered with the following community partners for the Substance Use Disorder Resource Fair: Big Red Barrel, Livingston County Community Alliance, Stepping Stones Engagement Center, Livingston County Community Mental Health, Livingston County Veteran Services, Michigan Poison & Drug Information Center, Overdose Prevention Engagement Network, Key Development Center, Ascension Brighton Center for Recovery, Recovery Advocates in Livingston Inc., Livingston County Area Alano Club, Celebrate Recovery @ the Naz, Downtown Howell DDA and the Livingston County Health Department Communicable Disease Team.

The following community partners assisted with lock bag distribution: Livingston County Community Alliance, LACASA, Stepping Stones Engagement Center, Livingston County Veteran’s Services, Livingston County Community Mental Health, and the Big Red Barrel.

LCHD worked with the Human Services Collaborative Body Substance Use Disorders Workgroup (HSCB SUD workgroup) to gather input during the creation of the billboard designs and the promotional items.

The following bars and/or restaurants participated in the coaster distribution campaign: The Pound, El Arbol Taqueria, Lu & Carl’s, Sidecar Slider Bar, Aberrant Ales, Cleary’s Pub, and Eternity Brewing.

In total, LCHD partnered with 31 agencies or businesses throughout the grant cycle. Out of 31 partners, 15 of those were considered new partnerships. LCHD also identified three potential new partnerships for cannabis education related activities.

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

LCHD did not anticipate the numbers of registrations and the attendees for the webinar series and the number of individuals seeking continuing education credits.

No additional anticipated or unanticipated impacts to report.

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

A total of \$51,660.00 of the grant money was utilized during the 2024 operational period. Expenses amounted to \$18,731.81 in wages, \$3,628.31 in fringe benefits, \$14,844.00 in advertising, \$8,613.78 in supplies, \$967.10 in printing, \$4,500.00 in conference speakers, and \$375.00 in staff training.

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

Next steps for LCHD include continuing to distribute leftover lock bags and educational materials through LCHD and the outlined community partners listed above and determining where to focus grant funds and activities in future Marijuana Operation and Oversight Grant cycles.

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

Actual expenditures in the “Wages” line item were slightly higher than what was planned in the budget. However, LCHD is not requesting reimbursement for the overage amount. While the totals are over in the General Ledger, the “Staff Salaries” line in the FSR reflects the amount LCHD is requesting for reimbursement.

The “Staff Training” line in the FSR in the amount of \$375.00 reflects the amount LCHD is requesting for reimbursement and is consistent with the costs required in our initial budget.

Actual expenditures in the “Fringes” line item were lower than expected.

LCHD is requesting a lower amount for reimbursement in our “Printing” line item than originally budgeted due to LCHD internally going over budget and the County’s accounting system not allowing further charges to be allocated to this grant.

Medical Marihuana Operation and Oversight Grants Final Report FY 2024

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2024:**

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 to purchase TSA approved scent-proof lock bags for safe cannabis storage from Innovative Product Concepts, LLC. PHDM partnered with Fire Station Cannabis company in Hannahville to distribute the scent-proof lock bags on April 20, 2024. Additionally, PHDM distributed scent proof lock bags through our Substance Use Services program. All distribution was completed by June 30, 2024, a majority of which was given on April 20, 2024.

Each bag distributed contained safe storage education materials

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

PHDM ordered a total of 220 scent-proof lock bags and distributed all bags via collaboration with Fire Station at Hannahville. Successful distribution and education were made possible due to the partnership. Fire Station at Hannahville staff reported success and excitement about scent-proof lock bag distribution from their consumers. Overall, there were no problems or delays experience while carrying out the outlined activities.

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

Innovative Product Concepts, LLC was a wonderful partner to order the scent-proof lock bags through. They were understanding about grant requirements and meeting required purchase amounts. PHDM partnered with Fire Station Cannabis Company at Hannahville (Wilson, MI) to complete distribution of the scent-proof

lock bags. Fire Station Cannabis Company was chosen due to their and clientele being the target demographic for the education and bag usage. The partnership was very effective.

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

The intended impact of the project was to distribute cannabis safe storage education and lock bags during a peak operational period to maximize reach and distribution success. This was achieved with effective partnerships. Fire Station Cannabis Company reported excitement and interest in future collaborations regarding the lock bag distribution.

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

Aside from grant funds, there was no additional funding to complete the project. Please see attached financial documents for details.

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

In the future, PHDM would continue current partnerships with local cannabis dispensaries for bag distribution. With the success of distribution, expanding to partner with other cannabis dispensaries seems natural. The City of Menominee has a number of cannabis dispensaries we aren’t connected with and hope that including additional locations can increase educational reach.

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

There were no discrepancies between the budget agreement and the actual budget. Please see the attached FSR and invoice for farther details.



DEPARTMENT OF PUBLIC HEALTH

Fred Yanoski, MPH
Director/Health Officer

Phone (989) 832-6380
Fax (989) 832-6628

Marihuana Operation and Oversight Grants Final Report FY 2024 Due September 15, 2024

1. A summary of the project implementation plan and any deviations from the original project as proposed.
 - The initial plan was to run billboard and digital marketing ads from April through August. Timing and marketing strategies were created for each form of media.
 - Early into the process, we faced three challenges:
 - The original media that we used to create the campaign did not meet all the needs of the new digital marketing campaign, and the original project contract did not allow us to use the raw footage;
 - Local law enforcement requested new photos to match their new vehicle design;
 - There were fewer billboards available for the campaign than we had budgeted.
 - In response:
 - We used some funding to work with a photographer to update photos in order to have raw footage to use for the updated campaign;
 - We extended the digital marketing budget into September;
 - We added radio ads in September.
 - While the changes to the plan all still fell within marketing and advertising, we had to rework our plans several times this year. In the end, we have greater flexibility for future campaigns and another avenue for marketing the messages.
2. Accomplishments and problems experienced while carrying out the project activities.
 - The Legacy Center's team largely redesigned the Good To Know campaign. The content looks great and is effective.
 - In addition to the challenges we faced with the campaign content, we did find that some of the billboards were very tree-covered. This was concerning because it defeats the purpose of the advertising. We will likely reduce the number of billboards in the future and be more selective of placement, now that we have identified problematic areas. We will redirect those funds to radio ads.
3. Coordinated efforts with other organizations to complete the project.
 - The Legacy Center worked closely with the Midland County Department of Public Health, especially to navigate adjustments to the plan, while ensuring that we remain within the confines of the project scope.
 - The plan was created in conjunction with the Midland County Coalition for Substance-Free Resiliency.
 - Additionally, we partnered with Midland Daily News/Hearst Media for the digital marketing campaign, Lamar Advertising Company for billboards, Tridge Media for updated photography, and Alpha Media for radio.



DEPARTMENT OF PUBLIC HEALTH

Fred Yanoski, MPH
Director/Health Officer

Phone (989) 832-6380
Fax (989) 832-6628

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
 - The digital marketing campaign is the only one we are able to measure. The following reflect the reach of the campaign for the entire grant period:
 - News Site Displays: 179,305 Impressions, 405 Clicks.
 - Extended Network Display: 306,681 Impressions, 352 Clicks.
 - Email Marketing: 4,719 Opens (open rate of 15.22%).
5. Financial expenditures of grant money and other contributions to the project, in-kind and/or direct funding.
 - Several hours of work were put into the planning and organizing of this project by our PHEP manager. The costs of these hours are considered in-kind.
6. Any experience in applying the project products and anticipated “next steps”.
 - We continue to value the messaging from the Good To Know campaign, as there is still limited information about cannabis harm reduction broadly available. Moving forward, we will continue to use the campaign to promote these key messages of not driving under the influence, not using during pregnancy, talking to teens, and locking up products to protect children and pets from accidental use.
7. Actual Budget expenditures compared to the Budget in this Agreement. Include the basis or reason for any discrepancies.
 - The project financial activity was completed September 13, 2024 with the entire budget expended by 93% for the fiscal year.
 - Total advertising expenses were \$20,450 which was 90% of the budget. The Legacy Center costs were \$5,000 for the fiscal year which was 100% of the budget.
 - Wages and fringe benefits were slightly over the budget at 105% and 106% respectively.
 - Indirect costs, which are always difficult to estimate when budgeting, totaled \$726.91 which is 150% of the overall budget.
 - a. This will be taken into account in subsequent years with attempts made to be closer to actual costs.
 - The total project expenses were \$27,088.75 which is 7% below the budgeted cost of \$29,070.



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

**Marihuana Operation and Oversight Grants
Final Report
FY 2024**

**Responses to the following must be completed in full and submitted to
MRA-MOOG@michigan.gov by September 13, 2024:**

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

Objective 1: Mass Media Campaign utilizing a contracted marketing company to develop topic-related materials and assist in the creation of educational resources. The plan is to develop social media outreach and digital and printed materials. Information will be sourced from reputable state and federal organizations.

Action Steps	Responsible Person/Stakeholders	Anticipated Outcomes	Final Outcomes & Deviations from Original Project
<ul style="list-style-type: none">Initiate contract with a marketing company to develop outreach materialsResearch content through reputable state and national health resources and share it with contractorReview developed print and digital materialsDevelop and implement a material dissemination plan	Monroe County Health Department Health Education Program Staff	<p>Development of campaigns focused on safe use and storage, pregnant and breastfeeding women, impaired driving, and accidental consumption. Each topic area will have individualized print and digital materials. The contractor will advise on best practices to reach targeted audiences. Created materials will be shared with partner agencies for distribution as appropriate.</p> <p>We will track type and number of educational materials produced and residents reached, as feasible.</p>	2,242,069 impressions delivered. This is significantly less than the previous year, but the objective this year was to provide more targeted ads.

Objective 2: Presentations to local youth and possibly other interested agencies regarding the risks of substance abuse, safe storage, impaired driving and accidental consumption. This may require additional training for current staff at MCHD.

Action Steps	Responsible Person/Stakeholders	Anticipated Outcomes	Final Outcomes & Deviations from Original Project
<ul style="list-style-type: none"> Research content through reputable state and national health resources Develop presentations for selected schools/agencies Schedule presentations Partner with Michigan State Police – Monroe Post Community Service Trooper to deliver education (as possible) 	Monroe County Health Department Health Education Program Staff	<p>Development of presentations focused on substance abuse, safe storage, impaired driving, accidental consumption and the Medical Marihuana Regulation Act as well as the Michigan Regulation and Taxation of Marihuana Act. Materials developed through mass media campaign and supplemental items will be distributed.</p> <p>Anticipate conducting 4 community presentations, reaching at least 50 individuals.</p> <p>Post presentation evaluations will be conducted, with at least 70% of participants reporting increased knowledge of the topic area.</p>	<ul style="list-style-type: none"> Our Health Educator was able to utilize funding to participate in the “Fourth Annual Teaching Cannabis Awareness & Prevention Conference: A Focus on the Triangulum of Cannabis, Tobacco, and Vaping”, presented by the Reach Lab at Stanford Medicine. Due to additional responsibilities recently acquired by our Michigan State Police – Monroe Post Community Service Trooper, he was unable to accommodate our presentations into his schedule this summer. In his absence, we collaborated with local partners from the Monroe County Substance Abuse Coalition (MCSAC) and Catholic Charities of Southeast Michigan’s Student Prevention Leadership Team (SPLT) on presentations. Due to limited options for scheduling presentations during the grant period, we were unable to schedule presentations. In lieu of presentations we attended multiple partnership events where safe storage education material and lock bags were distributed.

Objective 3: Purchase lock bags for medical marijuana storage and distribute to community members through health department staff and local partners.

Action Steps	Responsible Person/Stakeholders	Anticipated Outcomes	Final Outcomes & Deviations from Original Project
<ul style="list-style-type: none"> • Purchase lock bags • Develop and print educational materials for distribution with bags • Provide bags for distribution to health department staff (such as home visitors, WIC nurses, etc.) • Provide bags for distribution to community partners and agencies (such as community mental health, MDHHS, Commission on aging, etc.) • Provide bags for distribution at local provisioning centers 	<p>Monroe County Health Department Health Education Program Staff</p>	<p>Provide bags for distribution to at least 2 community partners/agencies</p> <p>Offer bags for clients receiving in-person services at MCHD</p>	<ul style="list-style-type: none"> • We were able to provide bags for distribution to more than two agencies and also distribute through a collaboration with the Monroe County Substance Abuse Coalition. • Assisted the Monroe County Substance Abuse Coalition with the distribution of lock bags to local dispensaries. • We also expanded distribution efforts by our agency's increased participation in local events where we were able to provide bags and education to adults (the number of community events and our staff's availability to attend was limited in past years due to COVID). • We continued to offer bags for clients receiving in-person services at MCHD.

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

Accomplishments:

- Successful media campaign with over 2 Million targeted impressions.
- Build new presentation partnerships with Monroe County Substance Abuse Coalition and Catholic Charities of Southeast Michigan's Student Prevention Leadership Team program staff.
- Distributed lock bags to local dispensaries.
- Purchased lock bags to be distributed throughout the community.
- Continued to expand lock bag distribution during this grant cycle compared to the previous year as more in-person community events and programs resumed and more clients returned for in-person services at the Monroe County Health Department. Provided bags through a partnership with the Substance Abuse Coalition and the Monroe County Sheriff's Office to distribute at the Monroe County Fair.
- Participated in two live segments with two different local media outlets.

Problems:

- Faced challenges related to scheduling presentations in community during grant timeline due to not having a health educator on staff.
- Limited timeline to develop new material for the media campaign due to the grant time restrictions. We would like additional time to create new content for the media campaign.
- Due to the additional job responsibilities of our MSP Community Service Trooper, he was unable to schedule presentations during our grant period despite his interest in continuing this partnership with us.
- Concerns remained regarding best practices for providing adequate education to accompany lock bags, resulting in limited expansion of bag distribution to new partner sites.

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

The Health Department is an active member of the Monroe County Substance Abuse Coalition and they played a beneficial role in supporting the efforts of this grant. This group has helped distribute bags as community events and services continue to resume and expand.

MCHD's new Health Educator entered into our collaboration 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



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

college degree program) to coordinate educational opportunities in the community. In addition to the Monroe County Substance Abuse Coalition, we continue to partner with staff from the Catholic Charities of Southeast Michigan's Student Prevention Leadership Team. We also established connections with marijuana dispensaries throughout the County to work on new partnerships for the future.

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

The media campaign was highly successful, with over 2 Million targeted 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 educate individuals through local public events.

Although we still faced challenges with the widespread distribution of lock bags, our distribution continued to increase from past years as more local services and events returned in person and more community agency partners became aware of the availability of bags to share with their clients.

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 \$59,000 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 along with education about safe storage. Our agency will also continue to promote the availability of lock bags for our clients seeking in-person services.

In addition, our Health Educator will continue to pursue training around best practices for education and youth prevention, and we will continue to offer presentations to local schools, and groups as schedules permit.



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

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 in areas, but those excess costs were not charged to the grant. They will be covered with local funds. The contractual services agreement with the media agency came in at a lower cost than what was expected.

Category	Budget	Actual	Charged to Grant	Local Funding
Salary & Wages	2,072.00	2,300.67	2072.00	228.67
Fringe	619.00	672.60	619.00	53.60
Supplies & Materials	18,695.00	19,059.00	18,695.00	364.00
Other	60.00	40.19	40.19	0.00
Training	0.00	0.00	0.00	0.00
Contractual	25,000	22,153.55	22,153.55	0.00
Travel	40.00	0.00	0.00	0.00
Indirect	969.00	1087.18	969.00	118.18
Total	47,455.00	45,313.19	44,548.74	764.45

MONTCALM COUNTY OFFICE OF THE COUNTY CONTROLLER

***211 W. MAIN ST.
P.O. BOX 368, STANTON, MI 48888
(989) 831-7300
FAX (989) 831-7375
www.montcalm.us***

Marihuana Operation and Oversight Grants Final Report FY 2024 Due September 15, 2024

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

- Mid-Michigan District Health Department (MMDHD) conducted work to address a series of health risks related to medical and recreational marijuana use and provided general education and awareness of its usage in Montcalm County. The overall goals of the plan were:
 - Educate medical marijuana patients and others about safe storage
 - Educate medical marijuana patients and others about the dangers of driving while under the influence of marijuana.
 - Educate pregnant people and their families regarding the impact of marijuana use during pregnancy and while breastfeeding.
 - Conduct education to Montcalm County residents at outreach events and at local provisions centers.
 - Disseminate research-based information to the public.

The main deviation from the original proposed project was radio advertising. MMDHD did not collaborate with Montcalm County Radio stations as intended. All advertising funds were used to purchase billboards.

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

The accomplishments MMDHD are proud of include conducting such a smooth campaign. We set out a detailed project plan and followed it with no major issues. The team that conducts this grant/campaign is motivated, and following year 2 of this cycle, the team is that much more experienced and are excited for year 3.

The only problem that was faced during this grant was the availability and shipping of safe storage lock bags. When ordering large quantities of these items, we run into the issue of the bags going out of stock, or shipping delays.

MONTCALM COUNTY
OFFICE OF THE COUNTY CONTROLLER

211 W. MAIN ST.
P.O. BOX 368, STANTON, MI 48888
(989) 831-7300
FAX (989) 831-7375
www.montcalm.us

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

During this grant, MMDHD partnered with the Gathering Place. These volunteers packed the safe storage lock bags with the informational material that we designed and distributed. Our Agency worked with Montcalm Prevention Collaboration to ensure equitable distribution of bags throughout our rural community.

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

A major unanticipated impact was the excitement of community members at outreach events. Many times, when we would talk to residents of this initiative and provide the lock bags, we were met with excitement that we are able to offer this education and materials on cannabis use.

Another unanticipated impact was the strengthened partnership with the Gathering Place. This has introduced us and made a great connection moving forward.

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

Category	Budget Amount approved in Agreement	Jan 1 - June 30	July 1 - End of Grant	Year to Date YTD	Percent of Budget to Date YTD divided by Budget
Wages	\$1,924.00	\$0.00	\$0.00	\$0.00	0%
Fringe Benefits	\$1,235.00	\$0.00	\$0.00	\$0.00	0%
Advertising	\$8,000.00	\$0.00	\$5,500.00	\$5,500.00	69%
Supplies	\$12,000.00	\$4,744.96	\$7,118.93	\$11,863.89	99%
Travel	\$300.00	\$0.00	\$0.00	\$0.00	0%
Equipment	\$0.00	\$0.00	\$0.00	\$0.00	#DIV/0!
List other items			\$0.00	\$0.00	#DIV/0!
TOTAL	\$23,459.00	\$4,744.96	\$12,618.93	\$17,363.89	74%

MONTCALM COUNTY
OFFICE OF THE COUNTY CONTROLLER

211 W. MAIN ST.
P.O. BOX 368, STANTON, MI 48888
(989) 831-7300
FAX (989) 831-7375
www.montcalm.us

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

The biggest next step for MMDHD is to expand our partnerships. We see this grant as a great opportunity to strengthen our relationships with different organizations in Montcalm County, while strengthening our notoriety and trust with the community.

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

Our Agency was underbudget since we did not contract for Radio advertising. No funding was used for wages due to our Agency having established prevention programs and staff time was allocated to other fund sources.



County of Montmorency Board of Commissioners

Marihuana Operation and Oversight Grants Final Report FY 2024 Due September 15, 2024

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

- There were no deviations from the plan.
- 100% of grant project was completed.
- 48 Distribution of the locked boxes was completed
- Community outreach events, lobby displays and area businesses were used in the distribution.
- Social media (Facebook and Instagram) was used to promote prevention messages. (See attached) Boosting posts was also done to reach a larger audience in our district. Social media boosted posts were done reaching over 7,200 with 80 interactions
- The majority of boxes are distributed through marijuana dispensaries. Educational materials were developed during previous grant cycles and were printed to be inserted into lock boxes and handed out during public events.

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

The distribution of the lock boxes is a challenge due to the fact that they need large boxes to store and carry about 10-20 lock boxes. They can be awkward and heavy and take a lot of storage space.

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

Partnerships with local marijuana dispensaries have been crucial in getting educational message out and providing lock boxes to residents to prevent accidental poisoning. Montmorency has 1 dispensary.

Local Health care providers have also requested a few lock boxes to be able to give to their patients that disclose marijuana use.

DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.

Other businesses that have taken boxes to distribute to their client are:

- Catholic Human Services



County of Montmorency Board of Commissioners

- Hope Shore Alliance (domestic Violence agency)
- Freedom Recovery Center
- Thunder Bay Community Health Services
- Fantasies (Adult book a novelty shop)
- Northeast Michigan Community Mental Health Authority
- Sunrise Centre (residential treatment center)

Community events include:

- County Project Connect events
- County Fairs
- Recovery Resource Fair
- Farmers Markets
- Community Health Fairs

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

Lock Boxes are always a popular item. The overwhelming positive response from marijuana shops has been great and they are eager to continue the partnership. They really appreciate being able to offer the boxes to the customers. Many are asking if they have children or animals at home and if they say yes, then they highly recommend taking a lock box. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

Community agencies are also very appreciative to be able to provide them to their clients. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

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

Inkind would be staff time as it is not budgeted for in the grant. Public Health Educator time was approximately 68 hrs. Secretarial time to insert educational material was approximately 30 hours.

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

With this year's project, it was brought to our attention that lock "bags" are easier to use so in future plans we will use "bags" for distribution. They are also cheaper so more bags can be purchased.

Don Edwards
Gary Girardin
Mary Hardies
Dell Bolser
Lloyd Peltier



12265 M-32
P.O. Box 789
Atlanta, MI 49709
Phone (989) 785-8002
awilliamson@montcounty.org
dhubbard@montcounty.org
ljimkoski@montcounty.org

County of Montmorency Board of Commissioners

We have also encouraged the other clinics we work with – WIC, reproductive health, MHIP - to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses, community agencies, community events 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.

N/A



**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

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

Objective: Continue distribution of already created target audience appropriate, harm reduction-based, messages for Muskegon County residents through August 31, 2024.

Activities

- 1) Distribute use during pregnancy information to physicians, federally qualified health centers, hospitals, home visitation programs, and provisioning centers for distribution to clientele. Work with individual offices to assure delivery to clients.
 - 2) Distribute drug interaction (polydrug use) and safe driving awareness information to pharmacies, drivers training, secretary of state offices, provisioning centers, and social districts, working with individual businesses to assure delivery to clients.
 - 3) Distribute limiting youth access messaging in partnership with Safe Kids West Michigan, marijuana provisioning centers, and local family focused venues. Work with individual businesses to assure delivery to clients.
2. Accomplishments and problems experienced while carrying out the project activities.
Muskegon County is fortunate that many of the materials we have created over the past few grant years, have become quite popular with provisioning centers as well as the public. We have been able to reprint and distribute these materials to a broader range of entities throughout the county. We have also developed an education packet for the provisioning centers. This packet highlights checking IDs at delivery, pregnancy and use, a list of dos and don'ts with minor sales, and a training guideline checklist to assure that they include these items to reduce the harms associated with use. These packets have been distributed to all of the retail outlets in Muskegon County.
3. Coordinated efforts with other organizations to complete the project.
Public Health Muskegon County has and will continue to work with other local agencies and cannabis retailers. Specifically, PHMC has worked with West Michigan Mediation and Restorative Services and Indigrow, a local dispensary, to distribute educational materials to staff, consumers, and interested parents.



4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation.
The willingness of retailers to partner with us in distributing safety messages was unanticipated and underestimated.
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 during the next fiscal year, refining messages to assure the community is getting accurate, factual, and timely information on safe use of marijuana 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 \$28,055, of which 60% (or \$16,931.39) was spent in FY24.

Leigh-Anne Stafford, Health Officer
(248) 858-1280 | health@oakgov.com

**Marihuana Operation and Oversight Grants
Final Report
FY 2024**

Responses to the following must be completed in full and submitted to
MRA-MOOG@michigan.gov **by September 15, 2024:**

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

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 those utilizing cannabis, 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 purchasing lockboxes and lockbags to increase capacity for safe storage of marijuana products, a robust awareness and education campaign via paid advertising in contract with GÜD Marketing, and conducting outreach with key populations such as provisioning centers, healthcare providers and local representatives to build relationships and distribute lockboxes.

The specific advertising plan with GÜD Marketing was to develop updated artwork and messaging to use in market throughout Oakland County guided by a strategic plan using the most effective advertising channels such as billboards, paid social media, mobile billboards, Gas Station TV, and Twitch to achieve frequent and impactful impressions.

A major deviation from the proposed implementation plan occurred because the timing for receiving grant funds was later than expected as local grant review approval process is lengthy. Funds were not officially approved until late June which affected the staff hiring process. This consistent barrier with timeline limited our capability to fully expend the \$515,261 awarded.

One, part-time Public Health Educator was hired in July 2023 to support this project and was supervised by a Health Education Supervisor from OCHD's Health Promotion Services (HPS) unit.

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

Outreach

Community Outreach included engaging with provisioning centers, local and county leaders (I.e., Local County Commissioners) and other businesses and community members. The Health Educator conducted outreach via phone and email communications, as well as attending community events and collaborating with other Health Division departments. Outreach events included the Oakland County Airshow, Hazel Park Pride, and Arts, Beats & Eats Festival to distribute lockboxes and educational materials. In addition, programs within the Health Division such as the Harm Reduction & Syringe Service Program, Community Nursing, Clinic Nursing and the county at large such as Veterans Services received lockboxes and materials to distribute to their clients. As of 9/15, 1500 lockboxes and 500 locking bags have been distributed to encourage safe storage of marijuana products. There is a distribution plan in place to continue these efforts past the 9/15 grant end date.

Awareness & Education

This project successfully implemented a robust paid campaign across a variety of channels, complemented by the conceptualization and development of creative for four distinct messages. These messages and campaign strategies were informed by last year's performance metrics and survey insights, ensuring they were data-driven and highly relevant.

Our efforts had a substantial impact in Oakland County. The campaign deployed 19 digital billboards and seven strategically placed posters along major roads and side streets. To further amplify reach, we selected nine high-traffic mobile billboard locations, timed to coincide with large events and family attractions. These efforts resulted in over 10 million impressions across Oakland County.

In addition to outdoor advertising, we executed a highly effective paid media strategy. Animated ads broadcast via Gas Station TV covered impaired driving awareness at stations throughout Oakland County and generated over 1 million impressions. To engage youth audiences, we expanded our reach with animated ads on the Twitch platform that were seen 284,234 times. Furthermore, we ran targeted paid social campaigns on Facebook, Instagram and Snapchat, extending our messaging to critical demographics and receiving over 1,677,332 impressions.

Overall, this campaign significantly increased medical marijuana safety awareness across Oakland County by delivering eye-catching visuals, tailored messages and strategic placements that reached the intended target audiences.

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

The project included a key collaboration with GÜD Marketing who provided ongoing marketing consulting & strategy, led all paid in-market efforts and supplied creative services for this project. In addition, collaboration with various Health Division programs (Community Nursing, Clinic Services, Harm Reduction, Veterans' Services, and the Board of Commissioners) to distribute lockboxes/bags and educational materials.

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 marijuana use. We anticipated the heightened exposure through the media campaign. We also anticipated increased relationships with provisioning centers and other local businesses and entities to further our work. Additionally, this grant provided opportunities for internal collaboration across the Health Division.

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

Financial expenditure reports and detailed ledger reports were submitted by OCHD's Fiscal Services. Grant funds were combined with local, in-kind resources including the involvement of OCHD staff funded with general fund dollars. A

Public Health Education Supervisor oversaw the grant funded Public Health Educator 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:

- Continue to disseminate more lock boxes along with educational materials regarding safe storage to identified community partners.
- Continual enhancement of the current ‘Marijuana’ information webpage on www.oakgov.com/health to include all grant deliverables (fact sheets, brochure, educational videos, etc.)
- 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.
- Develop additional strategic partnerships to continue doing this work.

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

All expenses related to staffing (salaries, fringe benefits, IT Operations - phones & computers, and indirect costs) were affected by the grant fund allocation timeline that was highlighted in section 1 of this report. Please see detailed notes below.

Category*	Budget					
		Jan 1-Jun 30	Jul 1-Sep 15 Final	Year to Date	Percent of Budget to Date**	Notes
Salaries & Wages	\$19,299	\$0.00	\$4,631.71	\$4,631.71	24%	Lower due to only hiring 1 staff for approximately 1 month of work
Fringe Benefits	\$1,013	\$0.00	\$207.95	\$207.95	21%	Lower due to only hiring 1 staff for approximately 1 month of work
Travel	\$328	\$0.00	\$0.00	\$0.00	0.00%	No travel or mileage was charged
Supplies	\$275,000	\$0.00	\$272,621	\$272,621	99%	Timeline was a factor in not purchasing more lockboxes.
Printing	\$12,172	0.00	\$6,980	\$6,980	57%	Printed as much as we could with timeline

Telephone Communications	\$365	\$0.00	\$0.00	\$0.00	0%	Decided to not charge a cell phone to the grant due to the short time span of staffing
Liability Insurance	\$3,030	827.94	\$0.00	\$827.94	27%	Not charged
Interpretation Fees	\$2,500	\$0.00	\$0.00	\$0.00	0.00%	Not utilized due to time constraints
Advertising	\$200,000	\$0.00	\$200,000	\$200,00	100.00 %	Gud Contract and priority of strategies
Indirect (13.81%)	\$1,554	\$0.00	\$372.85	\$372.85	24%	
TOTAL EXPENDITURES	\$515,261	\$827.94	\$484,813.51	\$485,641.45	94%	

Ogemaw County Administrator

806 W. Houghton Avenue
West Branch, MI 48661
(989) 516-9020

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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

Project staff worked to complete all grant objectives for the 2024 fiscal year. Project staff started securing educational resources and lock boxes to give out to residents promoting safe storage and a reduction in youth access. Once these items were received, staff worked to pack lock boxes with the educational resources and start promoting them to the community. Social media posts were created, and 5 billboards were posted in our county. This allowed our agency to advertise lock boxes for community residents.

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

Accomplishments

- Ran five billboard ads throughout the county.
- Purchased 108 lockboxes for distribution within the community
- Purchased and distributed educational information on how to quit marijuana, secondhand marijuana, marijuana and driving, marijuana and pregnancy, medical marijuana, and edible marijuana.
- Built capacity for future community events to educate on marijuana.

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

The county has allowed District Health Department No. 2 (DHD2) to manage grant activities and requirements. DHD2 is an integral agency for health in our community. Staff are equipped with knowledge of the community and the needs that our residents have. Aside from DHD2, there are no specific coordinated efforts with other organizations specific to this grant. Although, other agencies do host community events that we attend to spread our messaging for this grant.

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

- Community members gained knowledge on the harms of marijuana.
- Community members gained access to safe storage options.
- Community members were given the opportunity to engage with educators to get individual questions answered.
- Lock boxes helped reduce youth access to 37 children throughout the county.
- Billboards received 51,370 impressions each week that the billboards were posted.

Ogemaw County Administrator

806 W. Houghton Avenue
West Branch, MI 48661
(989) 516-9020

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”.

DHD2 plans to continue distribution of safe storage options to community members as well as continued education at community events. We are committed to advocating for safe storage and reducing youth access to marijuana in all forms.

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

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



ONTONAGON COUNTY

Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024:

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

The project implementation plan was to research cheaper and smaller safe storage devices due to past popularity with this program. We then negotiated pricing and obtained the storage devices. The next step was to work with community partners and cannabis retailers on distribution of boxes and educational outreach on the importance of safe storage practices. There were no deviations from the original plan.

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

We were able to find a cheaper alternative to the safe storage devices we had provided in the past, this allowed us to distribute more to the community.

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

We worked closely with cannabis retailers throughout the Western Upper Peninsula this year, which allowed us to reach a different cross section of the cannabis community with safe storage devices.

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

We developed a good working relationship with cannabis retailers as a result, likely allowing additional future opportunities for education and outreach via their establishments.

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

Expenses totaled \$1,254.00 to cover Staffing, Purchase of Safe Storage Devices and Mileage for delivery.



Western Upper Peninsula Health Department

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

303 Baraga Avenue L'Anse, MI 49946

210 N. Moore Street Bessemer, MI 49911

408 Copper Street Ontonagon, MI 49953

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

We had better than anticipated success with the safe storage device distribution via retailers and will likely seek additional rounds of similar projects in attempt to saturate the cannabis community.

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

Salary: Budget \$406.00 Spent \$406.00

Fringe: Budget \$58.00 Spent \$58.00

Mileage: Budget \$0.00 Spent \$0.00

Supplies: Budget \$790.00 Spent \$790.00

Total Expenditures: Budget \$1,254.00 Spent \$1,254.00

**Marihuana Operation and Oversight Grants
Final Report
FY 2024**

Due September 15, 2024

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

As proposed in the application, 40 vape/THC detectors were delivered to Coopersville Area Public Schools (High School), West Ottawa Public Schools (Middle & High Schools), Zeeland Public Schools (Middle & High Schools), Grand Haven Area Public Schools (High School), and Hudsonville Public School (High School). In addition to the vape detectors, over 2,500 vape education guides were distributed in both English and Spanish. Guides were distributed to the schools that received vape detectors to be used for parent education. Guides were also distributed to libraries, at outreach events, medical centers, food pantries, and community organizations.

A media campaign was conducted through a partnership with CRAVE (Cannabis Reduction And preVention Education) to promote the harms of marijuana to youth and to promote talksooner.org – a website with local, statewide and national resources that is supported by our local Lakeshore Regional Entity and Ottawa Substance Abuse Prevention group.

Two of the Substance Use Disorder Health Educators from the Ottawa County Department of Public Health attended the CADCA conference in July to bring back new knowledge and resources to local coalitions.

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

New partnerships were made and strengthened as a result of the vape/THC work with the schools and community organizations. The awareness campaign allowed for resource sharing and the promotion of talksooner.org. Ottawa County Department of Public Health continues to get requests for the vape education guides and provides a multi-prong approach to prevention among youth.

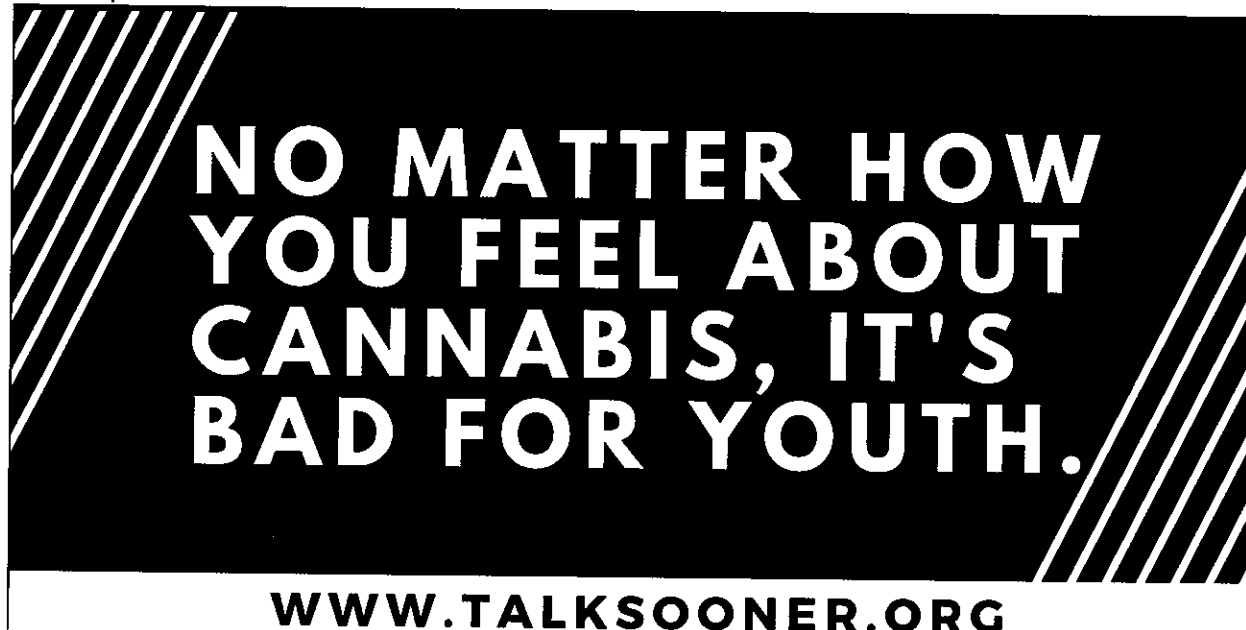
3. Coordinated efforts with other organizations to complete the project.

Partners for the project included Ottawa County schools (listed above), Ottawa County Substance Abuse Prevention coalition, Ottawa County Cannabis Education and PreVention Education coalition, school resource officers through the Ottawa County Sheriff's Office, and community groups such as food pantries, libraries, and nonprofit organizations.

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

Impact numbers include 100,000 people through Revue magazine, 80,000 people through La Voz and 142,500 through El Vocero. Outfront Billboards had 833,000 impressions. Over 66,000 riders were exposed to the bus ads in through Max Bus service.

Ad sample here:



As mentioned above, 40 vape detectors and 2,500 vape education guides were distributed.

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

Staff time for this project was provided by the Ottawa County Department of Public Health (positions are funded by Lakeshore Regional Entity). All direct costs incurred from this project were from this grant award.

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

We have more demand for the vape/THC detectors in schools, along with educational guides. Will continue to distribute using other funding sources if available next year. Additionally, the Ottawa County Department of Public Health is in the process of creating an online learning resource as a tool for parents and students for vape/THC education and prevention. It will be available by next year.

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

Supplies: \$28,716

500 vape education guides in Spanish: \$1,038

Purchase of 40 vape/THC detectors for Ottawa County Schools: \$27,678

Travel: \$1,000

CADCA conference – Rajvir Kaur: \$955.00

CADCA conference – Tim Findlay: \$45.00 (remaining amount paid by another funding source)

*Note that this was charged on P-Card in June 2024 (conference registration), but statement was not received, and the expense was not posted in MUNIS until July. The conference took place in July.

Advertising: \$9,810

Billboards (Outfront Media): \$2,500

Bus Ads (Max Bus): \$1,730

Spanish media ads (El Vocero): \$2,000

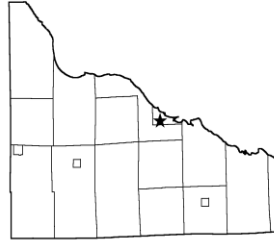
Spanish radio ads (La Voz): \$2,340

Revue magazine ad (Serendipity): \$1,240

Presque Isle County Board of Commissioners

COMMISSIONERS

District 1 – Nancy Shutes
District 2 – Lee Gapczynski
District 3 – Michael Darga
District 4 – Carl L. Altman
District 5 – John Chappa



CHAIR
Carl L. Altman

VICE-CHAIR
Lee Gapczynski

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

Marihuana Operation and Oversight Grants Final Report FY 2024 Due September 15, 2024

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

- There were no deviations from the plan.
- 86% of grant project was completed.
- 72 Distribution of the locked boxes was completed
- Community outreach events, lobby displays and area businesses were used in the distribution.
- Social media (Facebook and Instagram) was used to promote prevention messages. (See attached) Boosting posts was also done to reach a larger audience in our district. Social media boosted posts were done reaching over 7,200 with 80 interactions
- The majority of boxes are distributed through marijuana dispensaries. Educational materials were developed during previous grant cycles and were printed to be inserted into lock boxes and handed out during public events.

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

The distribution of the lock boxes is a challenge due to the fact that they need large boxes to store and carry about 10-20 lock boxes. They can be awkward and heavy and take a lot of storage space.

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

Partnerships with local marijuana dispensaries have been crucial in getting educational message out and providing lock boxes to residents to prevent accidental poisoning. Presque Isle has 1 dispensary.

Local Health care providers have also requested a few lock boxes to be able to give to

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

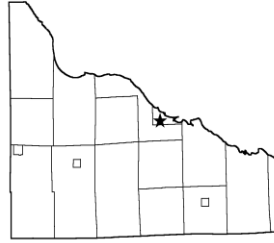
Phone: (989) 734-3288
Fax: (989) 734-7635

Email:
piclerk@picounty.org

Presque Isle County Board of Commissioners

COMMISSIONERS

District 1 – Nancy Shutes
District 2 – Lee Gapczynski
District 3 – Michael Darga
District 4 – Carl L. Altman
District 5 – John Chappa



CHAIR
Carl L. Altman

VICE-CHAIR
Lee Gapczynski

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

their patients that disclose marijuana use.

DHD4 offices have locked marijuana boxes available for people who may walk in and ask for one.

Other businesses that have taken boxes to distribute to their client are:

- Catholic Human Services
- Hope Shore Alliance (domestic Violence agency)
- Freedom Recovery Center
- Thunder Bay Community Health Services
- Fantasies (Adult book a novelty shop)
- Northeast Michigan Community Mental Health Authority
- Sunrise Centre (residential treatment center)

Community events include:

- County Project Connect events
- County Fairs
- Recovery Resource Fair
- Farmers Markets
- Community Health Fairs

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

Lock Boxes are always a popular item. The overwhelming positive response from marijuana shops has been great and they are eager to continue the partnership. They really appreciate being able to offer the boxes to the customers. Many are asking if they have children or animals at home and if they say yes, then they highly recommend taking a lock box. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

Community agencies are also very appreciative to be able to provide them to their clients. Many times, these individuals may not use DHD4 services so these are opportunities to reach more people.

5. Financial expenditures of grant money and other contributions to the

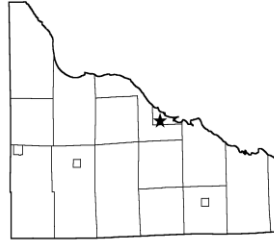
151 E. Huron Ave.
P.O. Box 110
Rogers City, MI 49779
Phone: (989) 734-3288
Fax: (989) 734-7635

Email:
piclerk@picounty.org

Presque Isle County Board of Commissioners

COMMISSIONERS

District 1 – Nancy Shutes
District 2 – Lee Gapczynski
District 3 – Michael Darga
District 4 – Carl L. Altman
District 5 – John Chappa



CHAIR
Carl L. Altman

VICE-CHAIR
Lee Gapczynski

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

project, in-kind and/or direct funding.

Inkind would be staff time as it is not budgeted for in the grant. Public Health Educator time was approximately 68 hrs. Secretarial time to insert educational material was approximately 30 hours.

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

With this year's project, it was brought to our attention that lock "bags" are easier to use so in future plans we will use "bags" for distribution. They are also cheaper so more bags can be purchased.

We have also encouraged the other clinics we work with – WIC, reproductive health, MHIP - to provide locked boxes if needed. Continue to provide locked boxes at marijuana businesses, community agencies, community events 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.

N/A

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

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

Email:
piclerk@picounty.org

Marihuana Operation & Oversight Grant, Final Report, September 15, 2024

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

This year's implementation plan included:

- **Distributing lockboxes** containing educational material promoting: 1) locking it up to protect children and teens and 2) never using when pregnant or breastfeeding.
- **Sponsoring "Arrive Alive" simulations** at our county's high schools. These demonstrations allowed students to experience the real-life dangers of driving under the influence of marijuana or alcohol WITHOUT the real-life consequences. The goal was to education educate young people in a relevant, impactful and meaningful way that allowed them to see the dangers of substance use firsthand, change their potentially dangerous driving behaviors, and save lives.

There were no deviations from the plan.

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

- Our county schools LOVED the "Arrive Alive" simulations.
- Twelve of them accepted invitations to have the drunk/impaired simulator on site for students.
- There were no problems with the project.

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

- We coordinated with local public health partners, area health fairs and dispensaries for lockbox distribution.
- We coordinated with the Arrive Alive organization and 12 local school districts for the drunk/impaired driving simulation including:
 - Carrollton High School - April 30
 - Merrill High School - April 30
 - Birch Run High School - May 1
 - Hemlock High School - May 1
 - Swan Valley High School - May 2
 - Saginaw Arts and Sciences - May 3
 - Heritage High School - May 6
 - Bridgeport – Spaulding High School - May 7
 - Saginaw High School - May 8
 - Arthur Hill High School - May 9

- OMNI High School - May 10
- St Charles High School - May 16



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

- We likely impacted 2,500 students and even more adults with our safe driving and safe storage/use messaging.

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

Total financial expenditures incurred for the reporting period July 1, 2024 – Sept 15, 2024 were \$36,000.00 in grant money that consists of the following purchases:

- \$11,000 1,100 Happy Pouches – Grey @ \$10 each
- \$25,000 Arrive Alive Driving Simulation Events

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

- Substance use and overdose prevention are among Saginaw County’s Top 3 health priorities. We anticipate focusing on this area aggressively through 2026 and likely beyond. Planned projects will include an overdose dashboard with real-time information, partnerships with area youth organizations and treatment/recovery specialists, as well as a Community Information Exchange facilitated by a robust community health worker network.

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

Our budget was \$36,591 for FY24 and we spent \$36,000.00 which left a balance of \$591.00.

- We spent the entire \$25,000.00 that was allocated for “Arrive Alive” High Driving Simulation
- We underspent on Supplies – Pouches by \$591.00 due to quantities available



ST. CLAIR COUNTY HEALTH DEPARTMENT

Our Community. Our Environment.

3415 28th Street Port Huron MI 48060

DUE DATE: September 15, 2024

ATTENTION: Bureau of Licensing and Regulatory Affairs

RE: Marihuana Operation and Oversight Grants
Final Report – FY 2024
St. Clair County Health Department (SCCHD)

ADMINISTRATION

ELIZABETH KING, RN, BSN
DIRECTOR/HEALTH OFFICER

REMINGTON NEVIN, MD, MPH, DrPH
MEDICAL DIRECTOR

GREG BROWN, BS
ADMINISTRATOR

ADVISORY BOARD OF HEALTH

MONICA STANDEL
CHAIRPERSON

DAWN FULK
VICE CHAIRPERSON

STEVEN GURA
SECRETARY

MARIE J. MULLER

KENNETH HEUVELMAN

KEVIN WATKINS

LISA BEEDON
COUNTY COMMISSIONER

DIVISIONS

ADMINISTRATION
P 810.987.5300
F 810.985.2150

DENTAL CLINIC
P 810.984.5197
F 810.984.0747

EMERGENCY PREPAREDNESS
P 810.987.5300
F 810.987.0630

ENVIRONMENTAL HEALTH
P 810.987.5306
F 910.985.5533

HEALTH EDUCATION
P 810.987.5300
F 810.986.2150

NURSING DIVISION
P 810.987.5300
F 810.985.4487

TEEN HEALTH
P 810.987.1311
F 810.966.2898

WIC PROGRAM
P 810.987.8222
F 810.966.2898



www.scchealth.co
follow us @scchmi

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

- Qualtrics: SCCHD purchased the “experience management” software application to help assist in providing community referrals through the SCC Link system using algorithms. SCC Link is a survey residents can take online that produces personalized referrals to help people struggling with substance use find local support.
- Medical lock boxes/bags: Lock bags were distributed to different marijuana/cannabis retailers within the county. Safe storage information was included. Will continue to reach out to retailers as they become established. Work continues surrounding providing retailers with information on safe storage. Lock bags with safe storage information will also be distributed to at-risk clients and at community events where users may be in attendance.
- Educational marijuana goggle kit: Planning continues to implement trainings and presentations within the county providing education and simulation of use and the dangers of driving while under the influence. Will continue to plan for presentations with community partners.

Accomplishments and problems experienced while carrying out the project activities .

- The use of Qualtrics for SCC Link is going well. Some internal staffing changes have occurred, however as new staff are hired, they will be trained to promote and educate the community on a more widespread basis.
- It was helpful to go on a site visit to the two dispensaries/retailers. The lock bags and safe storage information were received very well by those staff. More dispensaries have since opened and we will make it a point to reach out.
- The initial training on the marijuana goggles educational tool kit went well. Staff changes have postponed next steps, however new staff is being hired to assume leading this endeavor and staff are being cross trained to implement the program out in the community.

Coordinated efforts with other organizations to complete the project.

- SCC Link is promoted at all meetings and events. People are asked to share the information far and wide.
- Visit to the two dispensaries/retailers to share information and lock bags. Business card was left with the materials to reach out with questions or future requests.

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

- Besides the staffing changes we have experienced, there have been no significant impacts that have affected any of our work in a negative matter. We are cross training new staff, promoting what we are doing pertaining to SCC Link, to more work with marijuana/cannabis retailers, as well as getting closer to providing trainings on the marijuana google curriculum.

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

- See attached documents. Work on this grant was provided as part of staff's job responsibilities. No staff time was charged to this grant.

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

- Work will continue to promote SCC Link and explore new partnerships.
- Will continue to reach out to retailers as they become established. Work continues surrounding providing retailers with information on safe storage. Lock bags with safe storage information will also be distributed to at-risk clients and at community events where users may be in attendance.
- Planning continues to implement trainings and presentations within the county providing education and simulation of use and the dangers of driving while under the influence. Will continue to plan for presentations with community partners.

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

- See attached documents.



FINANCE DEPARTMENT

Telephone: (269) 467-5534

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

Marihuana Operation and Oversight Grants

Final Report

FY 2024

ST. JOSEPH COUNTY

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

The project plan was always to use promotional advertisements and the well-known “Lock It Up” messaging and image to create awareness among community members. We put more of a focus with online presence and messaging, along with the distribution of medication lockable bags to help promote the “Lock It Up” message.

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

The implementation of campaign partners was a huge accomplishment as it allowed us to spread our messaging in the community as these organizations served as ambassadors to the mission of the campaign. These organizations agreed to be “pick up” locations for the medication “Lock It Up” bags. We look to collaborate with dispensaries in St. Joseph County next year to spread the message even more.

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

St. Joseph Transportation Authority and all of the partnering local organizations that assist us in spreading the “Lock It Up” message (see attached Performance Report).

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

We focused a lot more with the distribution of the medication bags and educational material, utilizing social media. The community feedback and engagement were seen as a success from using grant dollars to have more of a robust social media presence (see attached Performance Report).

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

The FSR & General Ledger is attached.

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

We will continue to spread the “Lock It Up” message at local events, educational videos and material online, and through any remaining promotional items we have. We look to develop more partnering relationships with organizations and local marijuana dispensaries.

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

The FSR & General Ledger is attached. Any discrepancies are minor and were covered by local funds.

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

Because of this grant, we were able to distribute Medication Locked boxes at a variety of events such as the County Fair, which has a specific day for senior citizens and veterans, senior fairs, Family Fun Fair, Kids Day, Suicide Remembrance Walk, and in our office. We also were able to purchase items to help advertise that we offer Medical Marihuana education. These in person events allow us to engage with diverse groups throughout our community.

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

Typically, the community members were afraid of the stigma to come into the Health Department and ask for a medication locked box. With the efforts we have put in at events, it is showing the community that we are not here to judge or lecture them, we are here to offer support to provide resources to keep your Medical Marihuana safe and out of reach from children and pets.

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

Sanilac County Health Department has worked collaboratively with Sanilac County Community Mental Health, Great Start Collaborative, Deckerville Community Hospital, Sanilac County Prevention Network, among several other organizations to be able to attend events and distribute the advertising material as well as the Medication Locked boxes.

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

As previously stated, we have noticed more community members comfortably walking into the Health Department to ask for the Medication Locked boxes after they seen or heard the advertising that we provide resources and education. Overcoming the stigma has been a huge step forward in our county.

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

Final Expenditures for this grant were \$10,380.81. For January through June, the expenditures were a total of \$399.00 and then July through September was \$9762.52 for a grand total of \$10,380.81. See attached general ledger and receipts.

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

Moving forward we continue to push individuals to use Medical Marihuana safely, which includes the storage and knowledge of the laws, relating to Medical Marihuana. We will provide resources and education, as we are able to at future events to make our community as a whole a safer place.

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

We expensed 97.00% of our budget for this grant. We were over on two line items which we will cover the overage with our local allocation. Our approved budget for harm reduction supplies was \$5550.00 and we spent \$5695.69, and our approved budget for printing was \$2000.00 and we spent \$2073.60. We were a little under budget on our advertising line and did not expend any of our travel line leaving us with 97% of our budget expended.



Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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

The Shiawassee County Health Department worked to inform doctors offices on their patients and the perceptions of medical marijuana. There was also a campaign about the safe storage of medical marijuana. These plans were completed and more work will be done in upcoming years.

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

There continued to be a large success this year in teaching the public about safe storage. This message is well received, and the public appreciates the education and materials to help do so.

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

SCHD partnered with several external organizations as well as doctors' offices to educate the staff on patients who may be using medical marijuana.

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

Administration Office

149 E. Corunna Ave., 2nd Floor Corunna, MI 48817 • Office 989.743.2318 • Fax 989.743.2357
www.shiawasseechd.net

The timeline for grant implementation had a direct impact on the results of this project. While all objectives and goals were met, the timeline did play a role in workplan activities.

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

There were no additional financial contributions from any sources.

6. Any experience in applying the project products and anticipated “next steps”.
We will be speaking to our partners and staff in the coming months to identify what is needed for the community moving forward.

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

The discrepancies which took place this year were related to the need for more staff time to coordinate and build relationships as well as in the community. There was also a variance in the advertising over the original budget. The indirect costs are a direct correlation to more staff time.

**Marihuana Operation and Oversight Grants
Final Report
FY 2024
Due September 15, 2024**

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

This year's campaign was focused on Marijuana Responsibility and Safety. Like previous years, our educational campaign used advertising to reach the community including billboards, digital ads, transit marketing, and newspaper formats. Lock bags were also purchased and are available for free at the health department, as well as disseminated to community members at outreach events. Brochures covering topics like secondhand marijuana smoke, vaping marijuana, and how to quit were purchased and disseminated to other programs and will be given to other organizations to hand out. A new venture this year will be working with some district schools to put up educational marijuana posters in the buildings, as well as work with students for a service-learning project with the posters, brochures, and pop sockets that are aimed at adolescent marijuana prevention.

The tagline for this year's campaign was "Be Aware. Be Respectful. Be Responsible."

- 350 Medicine lock bags purchased for outreach. Free to pick up at the health department and disseminated at community events and to other agencies to disperse. 109 bags given out at Tuscola County Fair, 50 given out at back to school Vassar event.
- PSA Print campaign in 3 county publications
 - "Secondhand marijuana smoke can cause asthma attacks, and makes respiratory infections more likely"
 - "Pick up a free lock bag at the health department"
 - "Kids and pets sometimes get into things they shouldn't. All types of marijuana should be hidden/locked in a place out of sight and reach of them"
 - Marijuana Do's and Don'ts
 - Do be aware, respectful and responsible with marijuana use
 - Do educate yourself on products, potency, and side effects
 - Do properly dispose of your used products and materials
 - Do keep your products locked and out of sight/reach of kids/teens, and pets
 - Don't use what you don't know
 - Don't assume those around you are okay with marijuana use
 - Don't litter. Throw cartridges/wrappers in the trash
 - Don't keep products in the open, don't use around kids, and don't allow teen use
- Digital GIS educational outreach ads
 - "Marijuana is still a drug. Be aware, be responsible, be respectful"



TUSCOLA COUNTY HEALTH DEPARTMENT

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

989-873-8114

989-873-7490

www.tchd.us

1309 Cleaver Road, Suite B
Caro, MI 48723

- “Don’t let your choices affect someone else’s. Secondhand marijuana smoke can be damaging to health”
 - “Pick up a free lock bag at the health department”
 - “What’s your weed etiquette? I don’t litter, I ask others if it’s okay, I don’t drive when I’m high”
- County transit bus wrap harm reduction ad
 - “You wouldn’t drive drunk, so why drive high? Pot impairs your ability to drive”
 - “Secondhand marijuana smoke could cause developmental damage in growing children”
- 12 Billboard ads (ads reused in different locations)
 - “Secondhand marijuana smoke could cause developmental damage in growing children”
 - “Secondhand marijuana smoke can cause asthma attacks, and makes respiratory infections more likely”
 - “Kids exposed to marijuana smoke can have detectable levels of THC in their system”
 - “Marijuana is still a drug. Be aware, be respectful, be responsible”
- Brochures
 - “Vaping Marijuana”
 - “Secondhand Marijuana”
 - “Medical Marijuana”
 - “How to Quit Marijuana”
- Posters
 - “Using marijuana as a teen can permanently alter the shape and structure of your brain. Let your brain live up to its full potential! Get the facts, know the risks.”
 - “Highly potent marijuana is linked to depression, anxiety, and psychosis. Especially in teens and young adults. Get the facts, know the risks”
 - “Air should be the only thing you inhale. Vaping marijuana means also breathing in poisons and neurotoxins like arsenic, lead, chromium, nickel, and more. Get the facts, know the risks.”
 - Vaping marijuana can cause lung damage and increase respiratory infections. Get the facts, know the risks.”



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

☎ 989-873-8114
🖨 989-873-7490
💻 www.tchd.us
📍 1309 Cleaver Road, Suite B,
Caro, MI 48723

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

There were no issues carrying out the planned project activities. There was one budget amendment to move some printing funds to the educational materials line item in order to purchase more marijuana information brochures that would benefit our community. An upcoming accomplishment will be the students at a local school completing a service-learning project about teen marijuana prevention/awareness. The grant allowed us to purchase pop sockets and create and print posters that the teens will use for their campaign.

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

We are lucky to have many professional relationships with local organizations and agencies who share the educational materials we create and print. Also, the schools we will be working with this fall will be a new, helpful tool to spreading more marijuana information, especially to adolescents. Some programs within the health department also utilize and help disperse educational outreach.

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

Anticipated impacts include an increased awareness about secondhand marijuana smoke's impact on others, specifically children, being aware of the danger of driving while under the influence, safe storage knowledge, appropriate use understanding, and increase knowledge on how marijuana use impacts adolescents. Based on the survey results from last years community marijuana perception, behavior and knowledge survey, many participants responded to have seen TCHD's multiple marijuana educational materials, and the lock bags are a crucial step to harm reduction in the community.



**TUSCOLA COUNTY
HEALTH DEPARTMENT**

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

989-673-8114

989-673-7490

www.tchd.us

1309 Cleaver Road Suite B
Caro, MI 48723

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

Category	Budget Approved	Year to Date	Percent of Budget
Wages	\$7,302.00	\$7,347.08	101%
Fringe Benefits	\$3,842.00	\$3,768.90	98%
Advertising	\$22,600.00	\$22,600.00	100%
Printing	\$200.00	\$200.00	100%
Office Supplies	\$79.00	\$25.00	32%
Educational Materials	\$700.00	\$700.00	100%
Other Supplies	\$4,500.00	\$4,499.74	100%
Travel	\$20.00	\$0.00	0%
Equipment	\$0.00	\$0.00	100%
Telco	\$10.00	\$7.33	73%
Liability Insurance	\$59.00	\$3.58	6%
Space	\$48.00	\$36.96	77%
Central Service	\$76.00	\$29.75	39%
Equipment Maintenance	\$10.00	\$6.99	70%
Vehicle Maintenance	\$10.00	\$0.00	0%
Total	39,456.00	\$39,225.33	99%

The above accounts for all expenditures of grant money.

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

The billboards and bus wrap ads will continue to run through October. The posters and pop sockets will be used by a local school’s 9th graders for a service-learning project in November.



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

989-873-8114

989-873-7490

www.tchd.us

1309 Cleaver Road Suite B
 Caro, MI 48723

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

Category	Budget Approved	Year to Date	Percent of Budget
Wages	\$7,302.00	\$7,347.08	101%
Fringe Benefits	\$3,842.00	\$3,768.90	98%
Advertising	\$22,600.00	\$22,600.00	100%
Printing	\$200.00	\$200.00	100%
Office Supplies	\$79.00	\$25.00	32%
Educational Materials	\$700.00	\$700.00	100%
Other Suplies	\$4,500.00	\$4,499.74	100%
Travel	\$20.00	\$0.00	0%
Equipment	\$0.00	\$0.00	100%
Telco	\$10.00	\$7.33	73%
Liability Insurance	\$59.00	\$3.58	6%
Space	\$48.00	\$36.96	77%
Central Service	\$76.00	\$29.75	39%
Equipment Maintenance	\$10.00	\$6.99	70%
Vehicle Maintenance	\$10.00	\$0.00	0%
Total	39,456.00	\$39,225.33	99%

The wages line item over 100% by a minute amount (1%, or \$47.08)



OFFICE OF COUNTY ADMINISTRATOR

219 EAST PAW PAW STREET, SUITE 305, PAW PAW, MICHIGAN 49079
(269) 657-8253, email: faulj@vanburencountymi.gov

**Responses to the following must be completed in full and submitted to
MRA-MOOG@michigan.gov by September 15, 2024:**

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 and Woodlands. We planned to expand the reach throughout Van Buren, Berrien, and Cass counties, taking a comprehensive approach to marihuana and misuse prevention. The implementation plan included a mass media campaign, procurement, and distribution of lock boxes to medical marihuana users, and distribution of educational materials. Deviation that occurred from the original project was VBCMH was unable to secure guest presenters to host a conference/training for professionals on updates or changes to marijuana laws in Michigan.

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

There were many accomplishments experienced carrying out the project activities. 99% of the project activities have been completed. Accomplishments include: successful partnership between four different organizations and King Media to develop a tri-county, mass media promotion campaign, "The Dirt on Weed"; distributed lock boxes throughout the county for safe storage of medical marihuana, and partnerships with local dispensaries and programs in Van Buren County to distribute 122 lock boxes and lock bags."

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

Van Buren Community Mental Health (Van Buren), Berrien County Health Department (Berrien), and Woodlands (Cass) combined grant monies into one large scale media to promote "The Dirt on Weed" campaign. By combining our efforts, elicited the most effective saturation through this collaboration. In the southwest Michigan tri-county region where residents frequently travel across counties for work and leisure, a shared campaign ensured a consistent prevention message and

removed the potential for conflicting or inconsistent recommendations. Additionally, Van Buren Community Health partnered with businesses, within the county, that sell marihuana to help distribute lock boxes/lock bags to those that use medical marihuana and to different programs in Van Buren County to distribute to families to help keep marijuana safe from youth.

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

There were three main target audiences and three main messages for the Dirt on Weed 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. The media campaign dates were July 1 – August 25, 2023 which included: outdoor billboards, rack cards in English and Spanish, interstitial video, connected TV (CTV), and Gas Station TV (GSTV). Please see additional report from King Media that provides performance overview of the media campaign.

Additionally, 122 lock boxes and lock bags were distributed throughout Van Buren County to promote safe storage and handling for legal medical marihuana users. Rack cards, both English and Spanish, will continue to be distributed throughout Van Buren County as educational material.

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

\$7.84 was 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: rack cards in English and Spanish and the [dirtonweed.com](https://www.dirtonweed.com) campaign landing page). VBCMh does plan on hosting a training/conference to professionals in the community on updates or changes to marijuana laws.

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.



Marihuana Operation and Oversight Grants

Final Report

FY 2024

Due September 15, 2024

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.

Washtenaw County Health Department completed the proposed work and continued fostering multiple partnerships throughout the project period. Our partners helped us deliver current and clear messaging to our target population groups about marijuana, as well as offered their expertise in the marijuana field and youth prevention messaging. Partners included: the Livingston County Health Department and the Washtenaw County Medical Society (with whom we partnered on our annual marijuana conference for healthcare providers virtual webinar series); and with accrediting agencies to offer continuing education credits for the webinars. Additional partnerships included community partners who hosted events where we tabled, as well as community partners who tabled at events hosted by Washtenaw County Health Department. The project team also connected regularly K12 school partners and with the A2C3 (Ann Arbor Campus-Community Coalition) out of the University of Michigan and youth-serving organizations around local prevention initiatives and marijuana messaging.

Washtenaw County Health Department held our annual marijuana conference for healthcare providers ([virtual webinar series](#)). We co-facilitated this series with the Livingston County Health Department in partnership with the Washtenaw County Medical Society. There were six speakers. We paid the speaker fee for three speakers, and Livingston County Health Department paid the speaker fee for the other three. The series had the highest live attendance since it began and is available for viewing on our website (www.washtenaw.org/marijuana).

Washtenaw County Health Department held multiple, in-person outdoor outreach events for community members to attend. These events promoted education and information around marijuana and were entitled “Summer Health Days.” These events also provided free food, ice cream, water, facepainting, and fun! Events were held on July 31 and August 21. Community education and distribution of educational items and materials (including lock bags and lock boxes) occurred at these events, as well as at events not hosted by Washtenaw County Health Department.

Additionally, multiple advertising platforms were utilized to reach a larger, more diverse audience. Ads were placed on billboards and busses and focused on youth prevention messaging. Social media posts pertaining to the promotion of our “Summer Health Days” events, webinar series, and youth prevention were also shared.

Print materials were reviewed and updated. In-person communication included targeted outreach and education at the “Summer Health Days” event series, other community events, and gathering community feedback via a survey at the “Summer Health Days” event series.

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

Our [Cannabis in Practice](#) virtual webinar series was again well received with 1,964 total registrants (659 unique registrants), 1,244 total viewers and 11 total phone attendees (501 unique viewers and 5 unique phone attendees), and ongoing views through online recordings and platforms. Six speakers provided the medical community timely and relevant education on marijuana and related topics. Each webinar session was successful and engaged participants. New this year, each live webinar was approved for 1 credit hour of Social Work CE, MCBAP credit (either specific or related), and CME. There were 527 total requests for Social Work CE (233 unique), 402 total requests for MCBAP credit (159 unique), and 69 total requests for CME (38 unique) Overall, post-session survey feedback was positive.

Our community outreach and tabling events were also successful. Participants were engaged in learning about marijuana (including understanding and awareness of marijuana regulations; potential harms of use or underage use; safe, secure storage, and safe use) and were interested in giveaways, lock bags and lock boxes to safely store marijuana, and educational materials. Staff participated in multiple events hosted by community partners, and we also hosted two outdoor events (entitled “Summer Health Days”) in conjunction with evening vaccination and WIC clinics at the Health Department on July 31 and August 21. These events also provided free food, ice cream, water, facepainting, and fun! Both events were well-attended, with an estimated 200-300 attendees per event). Community feedback was gathered via a survey at the “Summer Health Days” event series. The survey, offered in English and Spanish, yielded 6 total responses from community members. Overall, post-event survey feedback was positive. These events were successful, well received, well attended, and engaged community members in conversation and education.

Regarding our communications plan, we utilized our 2022 MyVoice data to inform our campaign messaging. Through data review, concerns about underage marijuana use and potential health risks emerged as a key theme. We prioritized the development of a youth-focused messaging about underage marijuana use and the potential health risks (e.g., harm to brain development, negative impact on learning and decision-making, worsening of mental health conditions, and substance use disorder). Multiple communication avenues and channels were harnessed to create and disseminate the various messages and topics of the marijuana campaign. We promoted our campaign messages on five electronic billboards in the Washtenaw County area which ran from 7/24/2024-9/30/2024 (with an estimated total of 1,230,768 impressions) and 20 buses along AATA The Ride bus routes from 08/07/2024-09/15/2024. All billboard and bus ads linked to our washtenaw.org/marijuana page. Images of our billboard and bus ad designs can be seen below.

Social media posts pertaining to the promotion of our “Summer Health Days” events and webinar series were also shared. In-person education and marketing included distributing educational materials such as our Cannabis 101 brochure, safe marijuana use and storage, a parent’s guide to teen use, and more at various community outreach events: Ypsi Pride, the Ann Arbor African American Downtown Festival, Ann Arbor NAACP Annual Juneteenth Celebration, Ypsilanti Juneteenth Celebration, Community Action Network Mental Health Fair, Better Mental Health Day, Peacenic 2024, Washtenaw County Sheriff Community Open House, Parkridge Summer Festival & Joe Dulin Community Day, and our own Summer Health Days events. These educational materials are available on our washtenaw.org/marijuana page.

Billboard ad designs:



Image: Stay Out of the Haze: Marijuana Use Can Harm Brain Development (billboard)



Image: Stay Out of the Haze: Marijuana Use Can Affect Learning and Decision-Making (billboard)



Image: Stay Out of the Haze: Marijuana Can Worsen Depression and Anxiety Symptoms (billboard)

Bus ad designs:



Image: Don't Get Lost in the Weeds: Underage Marijuana Use Increases Risk of Addiction (bus ad)



Image: Don't Get Lost in the Weeds: 17% of Teens Who Use Marijuana Become Addicted (bus ad)



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

Washtenaw County Health Department continued to build and sustain multiple partnerships. Our partners helped us deliver current and clear messaging to our target population groups about marijuana, as well as offer their expertise in the marijuana field and substance use prevention. We co-facilitated our annual Cannabis in Practice webinar series for health care providers with the Livingston County Health Department in partnership with the Washtenaw County Medical Society. We also partnered with accrediting agencies to offer continuing education credits for the webinars, which increased attendance.

Community education and distribution of educational items and materials (including lock bags and lock boxes) occurred at events hosted by Washtenaw County Health Department, as well as at events not hosted by Washtenaw County Health Department. Multiple partners assisted with and attended our Summer Health Days events, including Washtenaw County Community Mental Health, the Michigan Department of Health and Human Services, Washtenaw Recovery Advocacy Project, Children's Special Health Care Services, Washtenaw County WIC, and others.

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

We had anticipated that the total number of registrants and viewers of our [Cannabis in Practice](#) virtual webinar series would increase once we learned that each live webinar was approved for 1 credit hour of Social Work CE, MCBAP credit (either specific or related), and CME. However, we did not expect the number of registrants and viewers to be high.

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. Washtenaw County Health Department was able to successfully complete all project objectives despite this initial delay.

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

Financial expenditures have been reported in the Financial Status Report. In August 2024, WCHD requested a budget amendment that decreased the Wages (-\$5,000), Fringes (-\$1,500), Contracts (-\$6,000), County-Central Service (-\$3,000) and Health Admin Indirect (\$5,000) categories, while also increasing the Supplies (+\$7,700) and Advertising categories (+\$12,800). When financial reporting was completed, WCHD had spent less than 100% of the amended budgeted amount in the Travel, Supplies, Advertising, and Contracts categories. An over expenditures in the Wages, Fringe Benefits, County Central Service and Health Admin Indirect categories resulted in moving the over expenditures to a County general-funded project within the organization.

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 providing the webinars and updated educational materials online, to partners, and through community events or partners.



We also look forward to continuing to foster our working relationships with our primary audiences (health care providers and community members) and organizational partners. Next steps include, building on this year's materials (including developing more youth-targeted messages and gathering feedback when possible), resources, and partnerships. Additional next steps include, continuing to provide educational events and messages, such as via the webinar series for healthcare providers and ongoing in-person community event(s) and online platforms. We would also like to provide continuing education credits for multiple professions via the webinar series, if possible.

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

Advertising was underspent due to the inconsistent nature of social media messaging and its pricing structure; 93% of the amended budget amount was spent. 98% of the amended supplies budget amount was spent – we experienced some small, cancelled orders involving lockboxes and were unable to spend the last small amount. Travel was underspent, at 95% of the budget, due to carpooling and efficiencies in travel. Contracts was slightly underspent, at 99% of the total budget, due to the change from three summer events to two. We experienced some difficulty in determining the budget required to change to two events (as opposed to the prior three events) and experienced delays in receiving communication about our budget amendment request, though we met all deadlines for amendment requests.



Public Health

Medical Marihuana Operation and Oversight Grants Final Report FY 2024

**Responses to the following must be completed in full and submitted to
MRA-MMOOG@michigan.gov by September 15, 2024:**

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

In summary, the project implementation plan consisted of utilizing a health education team to perform outreach in the community and also publicize the Wayne County Blunt Facts Education Campaign. Similar to 2023, the Medical Marijuana Outreach Team's health education efforts coincided with previous years marketing efforts. Specifically, this would have been a continuation of the outreach and marketing that occurred during the 2022 and 2023 calendar year, with continued use of diverse actors.

Throughout this year's performance period, the health outreach team was able to continue collaborating with the public, marijuana dispensaries, and other related groups to provide education on safe storage, adverse impact on pregnant mother's, risk to drivers, etc. Similar to last year, there has been an additional emphasis on pregnant women and the potential impact on maternal health. This was partially due to the increasing rhetoric concerning the claims that medical marijuana was effective in treating morning sickness associated with pregnancy. Further, outreach personnel were tasked with strategically connecting with Wayne County communities throughout the 2024 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" and secure a firm to product a media campaign.

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

Accomplishments include maintaining previously established relationships as well as establishing new relationships with dispensaries and advocacy groups. These connections allowed for more direct outreach to actual medical marijuana cardholders and advocates. The nine-month performance period proves challenging, when compared to full-year grant performance periods. Specifically, grant funds must undergo a rather extensive approval process



Public Health

at the local level, which leaves a shorter timeline for program operations (i.e., RFP distribution, hiring, etc.).

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 calls and meetings 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. There were no unanticipated impacts.

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

Please see the attached FSR that encompasses the entire 2024 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 and individuals operating motorized vehicles, etc.).



Public Health

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

The medical marijuana media campaign will be included in next year's performance period. It may not be completed in this period due to the inability to execute the bid process in line with the abbreviated performance period (i.e., September 15th).