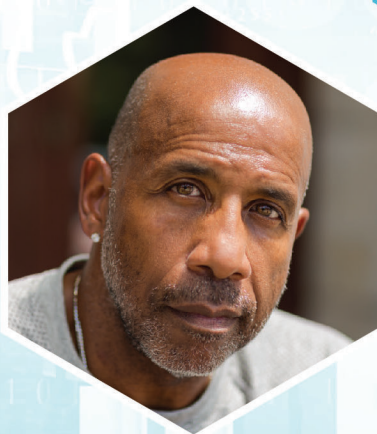


OMMU Office of MEDICAL MARIJUANA Use

Florida's Official Source for Medical Use

Annual Update on the Statewide Cannabis and Medical Marijuana Education and Illicit Use Prevention Campaign

January 31, 2024



Florida
HEALTH

2023 ANNUAL REPORT TABLE OF CONTENTS

Introduction.....	1
Executive Summary	2
Education and Outreach Efforts.....	3
Leadership Events Conducted	
Exhibit Events Conducted	
Presentations and Trainings Conducted	
Florida Qualified Physician 2-Hour CME Course	
Florida Impaired Driving Coalition.....	7
KnowTheFactsMMJ.com.....	9
OMMU Weekly Updates	
KnowTheFactsMMJ.com Updates	
Education Materials.....	12
Law Enforcement Materials	
Instructional Guides	
Power Point Presentations	
Law Enforcement MDT Graphics	
Stakeholder Support	16
2023 Stakeholder Support Calls	
2023 Stakeholder Support Emails	
The Medical Marijuana Use Registry	17
Registry Communication Efforts	
2024 Marketing Plan.....	19
Year Seven Reporting	20



INTRODUCTION

Legislative Direction

During Florida's Special Legislative Session held in June 2017, Senate Bill 8A was passed and subsequently signed by Governor Rick Scott on June 23, 2017. Senate Bill 8A amended section 381.989, Florida Statutes (F.S.), and included provisions directing the Florida Department of Health (Department) to develop a statewide public education campaign to inform and educate Floridians on medical marijuana laws and the importance of preventing illicit use.

There are specific objectives established in statute including publicizing accurate information regarding the legal requirements for licit use and possession; the safe use of medical marijuana and preventing access by those other than the qualified patient, particularly children; and the short-term and long-term effects of medical marijuana use, particularly on minors and young adults.

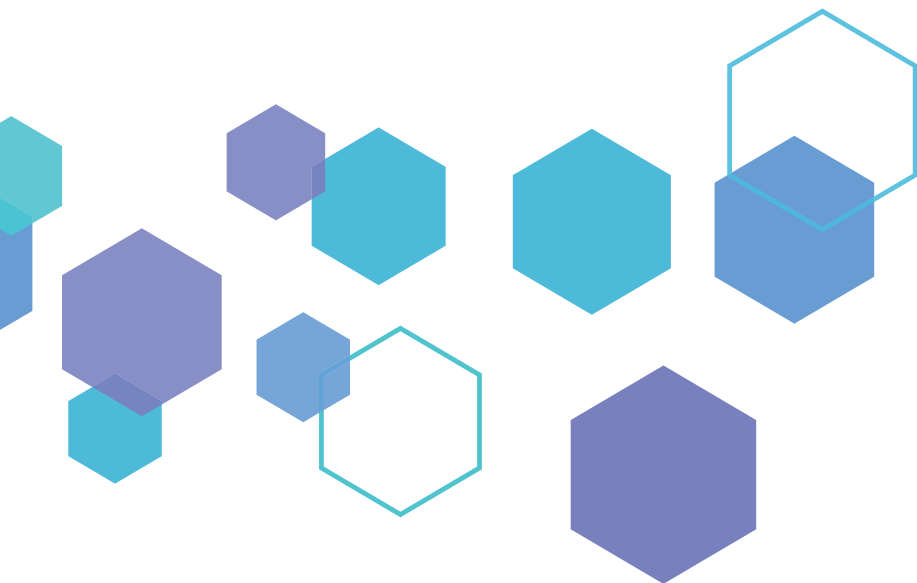
Additionally, the Office of Medical Marijuana Use (OMMU) develops and implements the Florida Department of Health's rules for medical marijuana; oversees the statewide Medical Marijuana Use Registry (Registry); licenses Florida businesses to cultivate, process, and dispense medical marijuana to qualified patients and caregivers; and certifies marijuana testing laboratories to ensure the health and safety of the public as it relates to marijuana.

Section 381.989(2), F.S.

(2) STATEWIDE CANNABIS AND MARIJUANA EDUCATION AND ILLICIT USE PREVENTION CAMPAIGN.

(a) The department shall implement a statewide cannabis and marijuana education and illicit use prevention campaign to publicize accurate information regarding:

1. The legal requirements for licit use and possession of marijuana in this state.
2. Safe use of marijuana, including preventing access by persons other than the qualified patients as defined in s. 381.986, F.S., particularly children.
3. The short- and long-term health effects of cannabis and marijuana use, particularly on minors and young adults.
4. Other cannabis-related and marijuana-related education determined by the department to be necessary to the public health and safety.



EXECUTIVE SUMMARY

Each year, the OMMU provides Florida's Governor, President of the Senate, and Speaker of the House with an annual report on Florida's Medical Marijuana Use Program. This report provides a summary of the Registry ID card program, education and outreach efforts, call center activities, documentation processing, and Registry activities for calendar year 2023 (the 2024 Annual Report).



Cannabis Clinical Outcomes Research Conference



Florida Hospice & Palliative Care Association Annual Conference



American Academy of Pain Medicine Annual Meeting



Florida Osteopathic Medical Association Annual Conference



25th Annual Family Café Conference



Cannabis Clinical Outcomes Research Conference

EDUCATION AND OUTREACH EFFORTS

Pursuant to section 381.989, F.S., the OMMU is statutorily charged with implementing a statewide cannabis and marijuana education and illicit use prevention campaign to publicize accurate information regarding the legal, healthy, and safe use of medical marijuana—particularly amongst children, and other related education determined necessary to protect public health and safety. The OMMU is also directed to provide educational materials regarding the eligibility for medical use of marijuana by individuals diagnosed with a terminal condition to individuals who provide palliative care or hospice services.

The Department and the OMMU continue to focus on the health and safety of Florida’s families and are dedicated to ensuring patients have safe access to low-THC cannabis and medical marijuana.

As Florida’s “Official Source for Medical Use,” the OMMU provides the most current and accurate information on medical marijuana in Florida to patients, caregivers, physicians, Treatment Centers, lawmakers, law enforcement, and the general public.

To reach our stakeholders, the OMMU develops resources and conducts education activities across the state. Key activities used by the OMMU to keep its stakeholders up to date on the latest happenings in the Florida Medical Marijuana Use Program are listed on the following pages.



Florida Osteopathic Medical Association Annual Conference



25th Annual Family Café Conference



Florida Hospice & Palliative Care Association Annual Conference

EDUCATION AND OUTREACH EFFORTS

The OMMU Communications Team conducted education and outreach events throughout the state in 2023. These events helped to educate and inform key stakeholders about the Florida Medical Marijuana Use Program, as well as the licit and safe use of marijuana. The OMMU visited various groups, including patients, caregivers, physicians, patient organizations, and law enforcement entities.

Leadership Events Conducted in 2023:

DATE	EVENT
1/17/2023	Florida Police Chiefs' Association
1/18/2023	Madison County Sheriff's Office Training (Presentation)
2/1/2023	Madison County Sheriff's Office Training (Presentation)
2/13/2023	Parkinson's Association of Southwest Florida (Presentation)
2/16/2023	Florida Impaired Driving Coalition 2 nd Quarter Meeting (Presentation)
6/21/2023	Gadsden County Sheriff's Office Leadership Training (Presentation)
7/7/2023	Columbia County Sheriff's Department Leadership Training (Presentation)
11/14/2023	Santa Rosa County Family Services Counselors (Presentation)

Exhibit Events Conducted in 2023:

DATE	EVENT
3/3/2023 to 3/5/2023	Florida Osteopathic Medical Association Annual Meeting
3/23/2023 to 3/26/2023	American Academy of Pain Medicine Annual Conference
4/20/2023 to 4/23/2023	American Society of Regional Anesthesia and Pain Medicine Annual Meeting
5/11/2023 to 5/12/2023	Florida Hospice and Palliative Care Association Annual Conference
5/18/2023 to 5/19/2023	Cannabis Clinical Outcomes Research Conference
6/2/2023 to 6/4/2023	Florida Medical Cannabis Conference & Exhibition (Presentation and Exhibit)
6/9/2023 to 6/11/2023	25 th Annual Family Café Conference (Presentation and Exhibit)
7/17/2023 to 7/18/2023	LeadingAge Conference
7/28/2023 to 7/30/2023	Florida Society on Interventional Pain Physicians Annual Conference (Presentation and Exhibit)
7/29/2023 to 8/1/2023	Florida Police Chiefs' Association Summer Conference
8/16/2023 to 8/18/2023	Florida Behavioral Health Conference (Presentation and Exhibit)
9/30/2023	University of Florida's Cancer Chomp
12/8/2023 to 12/10/2023	Florida Academy of Family Physician's Family Medicine Winter Summit

EDUCATION AND OUTREACH EFFORTS

Presentations and Trainings Conducted in 2023:

DATE	EVENT
1/18/2023	Hospice Valor Program for Veterans
2/3/2023	United Way of Broward County
3/2/2023 and 3/3/2023	Florida Impaired Driving Coalition 2 nd Quarter Meeting (Presentation and Meeting)
3/30/2023	Manatee County Sheriff's Office Training
4/3/2023 and 4/4/2023	Escambia County Sheriff's Office (Two Presentations)
4/4/2023	U.S. Department of Veterans Affairs – Jacksonville Substance Abuse Treatment Team
5/4/2023 and 5/5/2023	Florida Impaired Driving Coalition 3 rd Quarter Meeting (Presentation and Meeting)
5/9/2023	FamiliesFirst Network Annual Child Welfare Conference
5/19/2023	Consortium for Medical Marijuana Clinical Outcomes Research Board Meeting
6/3/2023	Florida Medical Cannabis Conference & Exhibition (Presentation and Exhibit)
6/8/2023	Florida Association of DUI Programs
6/10/2023	25 th Annual Family Café Conference (Presentation and Exhibit)
6/21/2023	Florida Department of Highway Safety and Motor Vehicles (FHSMV) DUI Program Training
6/23/2023	Drug Free America Foundation – Marijuana and Pregnancy Task Force
6/26/2023, 6/28/2023 and 6/30/2023	Symposium on Traffic Safety - Institute of Police Technology Management (Three Presentations)
7/18/2023	Bradford County Sheriff's Office Training
7/29/2023	Florida Society of Interventional Pain Physicians Annual Conference (Presentation and Exhibit)
8/4/2023	Mothers Against Drunk Driving Florida Law Enforcement Recognition and Training Symposium
8/8/2023 and 8/9/2023	University of South Florida Police Department Training (Two Presentations)
8/17/2023	Florida Behavioral Health Conference (Presentation and Exhibit)
8/17/2023 and 8/18/2023	Florida Impaired Driving Coalition 4 th Quarter Meeting (Presentation and Meeting)
10/18/2023 and 10/19/2023	Florida Department of Health, Division of Medical Quality Assurance Investigative Services Unit Annual Training (Two Presentations)
12/7/2023 and 12/8/2023	Florida Impaired Driving Coalition 1 st Quarter Meeting (Presentation and Meeting)

EDUCATION AND OUTREACH EFFORTS

Florida Qualified Physician 2-Hour CME Course

The OMMU received feedback from physicians at numerous education and outreach events about the 2-hour CME course that is required of a physician if they want to recommend medical marijuana to patients. Many of the comments received were that the course concentrates on the statute and rules of the program and needs additional rules of the program and additional clinical aspects. During the leadership meeting with the Florida Medical Association (FMA), the subject was discussed and the OMMU asked if the FMA would consider updating the course. The FMA was open to updating the course.



American Academy of Pain Medicine Annual Meeting



Florida Medical Cannabis Conference & Exhibition



25th Annual Family Café Conference



Florida Hospice & Palliative Care Association Annual Conference



American Society of Regional Anesthesia and Pain Medicine



Cannabis Clinical Outcomes Research Conference



The Florida Impaired Driving Coalition (FIDC) was formed to identify and prioritize the state's most pressing impaired driving issues. The FIDC reviews proven strategies that can effectively impact these issues as well as develops and oversees a strategic plan that will guide the implementation of programs, policy, and funding strategies to maximize the state's ability to reduce impaired driving crashes, fatalities, and injuries.

The OMMU has participated in the FIDC since 2021. The OMMU joined the FIDC to bring its knowledge and expertise of medical marijuana to the Coalition. The OMMU is working with the Coalition to incorporate messaging about the illicit use of medical marijuana while operating motor vehicles, boats, or aircraft into the group's strategies and programs.

Participation in the FIDC has led to numerous presentation/training requests and facilitated partnership development for the OMMU.

Coalition Members Include:

- Florida Safety Council
- Florida Highway Patrol
- Lake Alfred Police Department
- Jacksonville Sheriff's Office
- Hillsborough County Sheriff's Office
- SunCoast Safety Council
- Florida Department of Law Enforcement, Alcohol Testing Program
- Florida Police Chiefs Association
- Trial Court Judges
- Florida Department of Transportation, State Safety Office
- Florida Department of Health, Office of Medical Marijuana Use
- Collier County Sheriff's Office
- Florida Department of Law Enforcement, Toxicology
- Tampa Alcohol Coalition
- Miami-Dade State Attorney's Office
- The Florida Restaurant & Lodging Association, Regulatory Compliance Services, Inc.
- DUI Counterattack, Hillsborough, Inc.
- Advocate Program, Inc./Florida Association of Community Corrections
- St. Johns County Sheriff's Office
- Miami Beach Police Department
- International Association of Chiefs of Police
- Mothers Against Drunk Driving (MADD)
- University of Miami, Division of Toxicology

FLORIDA IMPAIRED DRIVING COALITION

- United States Probation
- United States Coast Guard
- Orange County Sheriff's Office
- Pinellas County Sheriff's Office
- Pasco County Sheriff's Office
- Students Against Destructive Decisions (SADD)
- Lake County Sheriff's Office
- Tampa Police Department
- Florida Department of Transportation, District 7 and District 1
- Fort Walton Beach Police Department
- Palm Beach County Sheriff's Office
- Florida Fish and Wildlife Conservation Commission, Division of Law Enforcement, Boating and Waterways Section, Statewide Boating Safety Unit
- Florida Department of Highway Safety and Motor Vehicles
- Broward County Sheriff's Office
- 7th Judicial Circuit State Attorney's Office
- Miami-Dade County State Attorney's Office
- University of North Florida, Institute of Police Technology and Management
- Seminole Police Department (Seminole Tribe of Florida)
- Tallahassee Community College, Florida Public Safety Institute
- Florida Department of Business and Professional Regulation, Division of Alcoholic Beverages and Tobacco, Bureau of Law Enforcement
- Orlando Police Department

Traffic Safety Partners

- Cambridge Systematics
- Center for Urban Transportation Research
- Cambridge Systematics
- American Automobile Association (AAA)
- SCRAM Systems
- United States Navy
- University of Miami Miller School of Medicine / Department of Surgery
- Great Bay Distributors



KnowTheFactsMMJ.com

The OMMU's website, [KnowTheFactsMMJ.com](https://www.knowthefactsmmj.com), fulfills a need to have a stand-alone website that serves as a central repository for medical marijuana information in Florida. This comprehensive site was designed with the objectives of establishing the OMMU as the authority on medical use and making information available in one location for all interested stakeholders. [KnowTheFactsMMJ.com](https://www.knowthefactsmmj.com) officially launched in March 2019 and has been continuously updated to meet the needs of key stakeholders.

The website is dedicated to offering the most current and accurate information related to medical marijuana in Florida. It is the information hub for patients, physicians, Treatment Centers, certified marijuana testing laboratories, law enforcement and other interested stakeholders requiring up-to-date and accurate information.

The website features an Educational Resources page that contains links to the "Know the Facts" campaign one-pagers, OMMU educational materials and previous Statewide Cannabis and Medical Marijuana Education and Illicit Use Prevention Campaign annual reports.

The website makes it easy to locate licensed Treatment Center dispensing locations that are in closest proximity to qualified patients. The list of Treatment Centers includes the business's name, phone and email address, authorization status and license number, along with links to the Treatment Center's website.

Additionally, the website provides a list of qualified physicians who have completed the required training to recommend medical marijuana to qualified patients. The site provides patients and caregivers with the Medical Marijuana Qualified Physician Search tool, enabling them to find a qualified physician by location and specialty.

The website's "About" section provides users with an overview of the OMMU and its responsibilities related to medical marijuana in Florida, as well as an archive of OMMU Weekly Updates by year going back to 2016. The site hosts an FAQ page with 16 of the most frequently asked questions that stakeholders may have and a Caregiver FAQ page with 13 of the most frequently asked questions about the caregiver application process. Several links are embedded within the FAQs, which direct users to expanded information.

OMMU Weekly Updates

The OMMU provides a weekly update about Florida’s medical marijuana use program that keeps stakeholders up to date on the latest program numbers. The OMMU Weekly Update is distributed via email and the OMMU’s website every Friday and contains the following information:

- Number of qualified patients (Active ID Card).
- Number of qualified physicians.
- Newly approved Treatment Center dispensing locations.
- Weekly dispensations from the Treatment Centers.

KnowTheFactsMMJ.com Updates

Below is a list of the major updates that happened in 2023.

DATE	EVENT
January	<ul style="list-style-type: none"> • Updated the “Submitting the Physician Request for Exemption” Instructional Guide.
February	<ul style="list-style-type: none"> • Added a new Certified Marijuana Testing Lab: Certified Test and Data. • Updated the OMMU tagline to “Florida’s Official Source for Medical Use.” • Updated all educational one-pagers to reflect the tagline change. • Added a notification for Emergency Rule 64ER23-1, Medical Marijuana Treatment Center Licensing Cycle, on the home page.
March	<ul style="list-style-type: none"> • Uploaded the approved Law Enforcement Organization Legal Use and Packaging Requirements Tip Cards and Mobile Data Terminal (MDT) graphics.
April	<ul style="list-style-type: none"> • Uploaded the 2023 OMMU Annual Report to the Resources page.
May	<ul style="list-style-type: none"> • Added Emergency Rule 64ER23-2, Caregiver Background Screening and Request for Close Relative Status, and its incorporated materials. • Published a Caregiver and Caregiver FAQ page.
June	<ul style="list-style-type: none"> • Uploaded three Instructional Guides for the new Caregiver Background Screening process.
July	<ul style="list-style-type: none"> • Added two new Medical Marijuana Treatment Center licensees: Terry Donell Gwinn and Shedrick McGriff. • Added FAQs regarding new telehealth rules set forth in HB 387 to physician’s FAQ. • Added an FLHSMV maintenance period notification to the home page informing stakeholders that the FLHSMV interface would be down.

September	<ul style="list-style-type: none"> Updated the Qualified Physician “Create a Certification and Orders” Instructional Guide.
October	<ul style="list-style-type: none"> Removed Kaycha – Gainesville and AmeriCanna labs from the Labs page. Updated Shedrick McGriff and Terry Donell Gwinn’s status on the Medical Marijuana Treatment Center page from “Initial Licensure” to “Cultivation Authorization.” Updated the home page with important information about a Registry outage. Added messaging on the home page for the FLHSMV database outage.
November	<ul style="list-style-type: none"> Reviewed and updated all 76 stakeholder instructional guides. Added the Registry Law Enforcement Organization 893 Reporting instructional guide. Updated Shedrick McGriff’s status on the Medical Marijuana Treatment Center page to “Processing Authorization.”
December	<ul style="list-style-type: none"> Added the Patient/Caregiver Certification Documentation Dashboard instructional guide. Updated Prosperity Medical LLC’s (formerly Terry Donell Gwinn) status on the Medical Marijuana Treatment Center page to “Processing Authorization.” Added Willard Meeks as a new Medical Marijuana Treatment Center licensee.



American Academy of Pain Medicine Annual Meeting



Florida Hospice & Palliative Care Conference

EDUCATION MATERIALS

In addition to online resources, educational materials continue to be developed and updated to provide qualified patients and caregivers with information on how to access Florida's Medical Marijuana Use Program.

Law Enforcement Materials

The OMMU revised its two 3"x5" tip cards (visor cards) for law enforcement officers. These cards are designed to be quick reference guides for law enforcement officers while they are working in the field:

- Medical Marijuana Packaging.
- Legal Use of Medical Marijuana.

The OMMU created two Mobile Data Terminal (MDT) resource graphics for law enforcement officers to be quick reference guides while working in the field:

- Medical Marijuana Packaging.
- Legal Use of Medical Marijuana.

Instructional Guides

The OMMU created or updated:

- 16 instructional guides for patients.
- 10 instructional guides for caregivers.
- 28 instructional guides for qualified physicians.
- 9 instructional guides for Medical Marijuana Treatment Centers.
- 13 instructional guides for law enforcement organizations.

PowerPoint Presentations

The OMMU developed a Master PowerPoint slide deck. Select slides from the Master slide deck were chosen to create all PowerPoint presentations the OMMU developed throughout the year.

PowerPoint presentations were developed for the following audiences:

- Patients and caregivers.
- Physicians.
- Patient groups.
- Physician groups.
- Not-for-profit organizations.
- Community organizations.
- State agencies.
- Law enforcement entities.



LAW ENFORCEMENT MDT Graphics

In 2022, the OMMU created the Legal Use of Medical Marijuana and the Medical Marijuana Packaging Tip Cards. These two 3"x5" tip cards were created to be resources for law enforcement officers to reference while working in the field.

In 2023, during a meeting with a law enforcement organization's leadership, they commented on the usefulness of tip cards and suggested the OMMU take the information on the tip cards and create graphics in JPEG format that officers could upload to the Mobile Data Terminals (MDT) inside police cruisers.

The OMMU took the recommendation and created two MDT graphics as resources for law enforcement officers to reference while working in the field:

- Legal Use of Medical Marijuana.
- Medical Marijuana Packaging.




Symposium on Traffic Safety





American Society of Regional Anesthesia and Pain Medicine

Legal Use of Medical Marijuana MDT Graphic

**Office of MEDICAL MARIJUANA Use**


KnowTheFactsMMJ.com





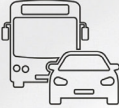
MMUR Card

Each qualified patient and caregiver is required to have a valid Medical Marijuana Use Registry (MMUR) identification (ID) card, which must be renewed annually. [§ 381.986(7)(a), Fla. Stat.]




MMUR Card Request

A qualified patient or caregiver in possession of marijuana or a marijuana delivery device who fails or refuses to present his or her MMUR ID card upon the request of a law enforcement officer commits a misdemeanor of the second degree. [§ 381.986(12)(e)1., Fla. Stat.]




Vehicle Operation

A person is prohibited from the operation of any vehicle, aircraft, train or boat while under the influence of medical marijuana. [Art. X, § 29(c)(4), Fla. Const.]




Reciprocity

Section 381.986, F.S., does not allow reciprocity agreements with other states. Bringing medical or recreational marijuana from another state into Florida violates s. 893.13, F.S.



Public Use

A qualified patient or caregiver who uses or administers marijuana, not including low-THC cannabis, in plain view of or in a place open to the general public; in a school bus; a vehicle; an aircraft or a boat; or on the grounds of a school except as provided in s. 1006.062, F.S., commits a misdemeanor of the first degree. [§ 381.986(12)(c), Fla. Stat.]



Legal Use

A Florida qualified patient and the qualified patient's caregiver:


- May purchase from a Medical Marijuana Treatment Center (MMTC) for the patient's medical use a marijuana delivery device and up to the amount of marijuana authorized in the physician certification.
- May not possess more than a 70-day supply of marijuana, or the greater of 4 ounces of marijuana in a form for smoking or 1.6 times the number of ounces of the amount ordered for marijuana in a form for smoking approved by the department pursuant to s. 381.986(4)(f), F.S., and Emergency Rule 64ER22-3 at any given time.
- Must keep all medical marijuana purchased in its original MMTC packaging. [§ 381.986(14)(a), Fla. Stat.]

Law enforcement should notify the OMMU of a qualified patient or caregiver who is charged under chapter 893, F.S., or for a violation under section 381.986, F.S., via email to MedicalMarijuanaUse@FLHealth.gov.

Medical Marijuana Packaging MDT Graphic

Packaging and Labeling Requirements

Section 381.986(8)(e)11.f., F.S., requires Medical Marijuana Treatment Centers (MMTCs) to package the marijuana in a receptacle that has a firmly affixed and legible label stating the following information:

- The marijuana or low-THC cannabis meets the requirements of sub-subparagraph d
- The name of the medical marijuana treatment center
- The batch number, harvest number and the date dispensed
- Issuing physician's name
- Patient's name
- The product name, if applicable, and dosage form
- Recommended dose
- A warning that it is illegal to transfer medical marijuana to another person
- The marijuana universal symbol 



Original Packaging

Qualified patients and the qualified patient's caregiver must keep all medical marijuana purchased in its original MMTC packaging.



Plain, Opaque, and White

Packaging for marijuana in a form for smoking or edibles must be plain, opaque, and white. The universal symbol must be printed on the package and be no less than 10 percent of the overall surface area of the package.



Edibles Warning Label

Receptacles for edibles must have a warning to keep away from children and pets, and a warning stating that the edible has not been produced or inspected pursuant to federal food safety laws.



Whole Flower Warning Label

Receptacles for whole flower must have a warning to keep the product away from children and a warning stating that marijuana smoke contains carcinogens and may negatively affect health.

Law enforcement should notify the OMMU of a qualified patient or caregiver who is charged under chapter 893, F.S., or for a violation under section 381.986, F.S., via email to MedicalMarijuanaUse@FLHealth.gov.



The OMMU conducts stakeholder support through its Stakeholder Support Team. This team includes members of the Call Center and Email Request support personnel. Members of the team assist key stakeholders (patients, caregivers, qualified physicians, Treatment Center personnel, and law enforcement) with issues and questions about the program and the Registry. Stakeholder support ranges from helping a patient apply for a Registry Identification Card, to assisting a physician’s office with questions about patient profiles, to clarifying questions for Treatment Center personnel and law enforcement entities.

Total calls and emails received by the OMMU in 2023.

2023 Stakeholder Support Calls

Calls Received	Calls Made
207,295	9,427

2023 Stakeholder Support Emails

Emails Received	Emails Sent
35,626	39,084



Medical Marijuana Use Registry

Registry Communication Efforts

The OMMU communicates Registry updates to all user types who will be affected by the update, including patients, caregivers, qualified physicians, and Treatment Centers. The OMMU uses multiple communication channels to inform stakeholders about these updates, including email and posting information on the Registry home page and the KnowTheFactsMMJ.com website. Additionally, step-by-step Instructional Guides are created or updated to assist stakeholders in navigating these updates.

The OMMU posts the Instructional Guides and messaging about upcoming updates prior to the update being implemented. The Communications Team also sends out an email with links to the new Instructional Guides to targeted stakeholders prior to the update and a second email out the day the update is implemented.

Call Center staff are also informed and trained on the new updates prior to the update release to better help stakeholders who have questions.

The following page is a list of Registry communication efforts conducted in 2023.

THE MEDICAL MARIJUANA USE REGISTRY

Emergency Rule 64ER23-2 Update (Caregiver Close Relative Form and Background Screening)	
Audience	Update Sent
Patients	<ul style="list-style-type: none"> • 5/26/2023 • 6/1/2023 • 6/8/2023
Caregivers	<ul style="list-style-type: none"> • 5/26/2023 5/26/2023 • 6/1/2023 • 6/8/2023
Treatment Centers	<ul style="list-style-type: none"> • 5/26/2023 • 6/1/2023 • 6/8/2023
Qualified Physicians	<ul style="list-style-type: none"> • 5/26/2023 • 6/1/2023 • 6/8/2023
House Bill 387 Telemedicine Update	
Audience	Update Sent
Patients	<ul style="list-style-type: none"> • 6/30/2023
Caregivers	<ul style="list-style-type: none"> • 6/30/2023
Qualified Physicians	<ul style="list-style-type: none"> • 6/30/2023
Registry Outage Update	
Audience	Update Sent
Patients	<ul style="list-style-type: none"> • 10/13/2023
Caregivers	<ul style="list-style-type: none"> • 10/13/2023
Qualified Physicians	<ul style="list-style-type: none"> • 10/13/2023
Law Enforcement Organizations	<ul style="list-style-type: none"> • 10/13/2023
Treatment Centers	<ul style="list-style-type: none"> • 10/13/2023
Registry Law Enforcement Organization Chapter 893 F.S. (Drug Abuse Prevention and Control) Reporting Update	
Audience	Update Sent
Law Enforcement Organizations	<ul style="list-style-type: none"> • 11/03/2023
Registry Patient/Caregiver Certification Documentation Dashboard Update	
Audience	Update Sent
Patients	<ul style="list-style-type: none"> • 12/05/2023
Caregivers	<ul style="list-style-type: none"> • 12/05/2023

2024 MARKETING PLAN

An integrated communications program will continue to be implemented to reach target audiences with the OMMU's key messages. This plan will include using digital media and education/outreach efforts.

Education/outreach efforts will include attending key events for organizations across the state, including non-profits, community groups, law enforcement, nursing homes/retirement communities, patient groups, and physician organizations. These events may include training sessions, conferences, workshops, annual meetings, chapter meetings, etc.

The OMMU will also continue to develop the new Leadership Meeting Initiative in the 2024 marketing plan. This initiative will involve the OMMU's leadership meeting with leadership from key stakeholder groups, including physician groups, law enforcement, and other state entities. These meetings will be designed to enhance relationships between the OMMU and targeted organizations.

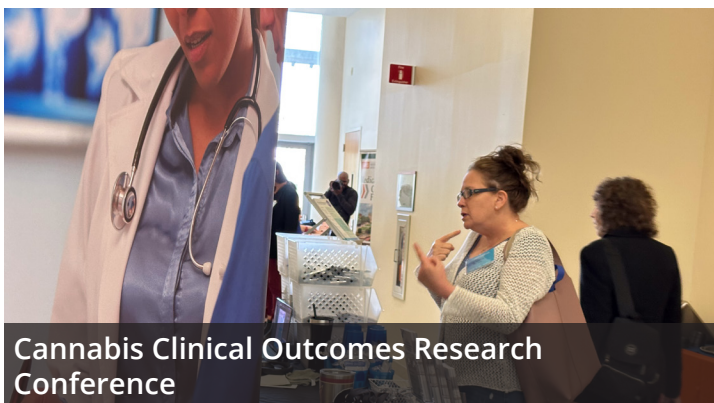
Additionally, the OMMU's contact database will continue to be developed from contacted groups to create a network of partners that can be used each year to help spread the OMMU's key messages.

Section 381.989(2)(c), F.S.

(c) The department may use television messaging, radio broadcasts, print media, digital strategies, social media, and any other form of messaging deemed necessary and appropriate by the department to implement the campaign. The department may work with school districts, community organizations, businesses and business organizations, and other entities to provide training and programming.

Section 381.989(2)(d), F.S.

(d) The department may contract with one or more vendors to implement the campaign.



YEAR SEVEN REPORTING

Stakeholders need a consistent flow of information to keep up to date on the Florida's Medical Marijuana Use Program, as well as licit and safe use. The Department plans to continue to work with school districts, community organizations, business organizations, law enforcement organizations, physician groups, disability non-profits, and other entities to provide education and training on the program.

Educational outreach for any future legislative actions, court decisions, and new rules will also be a key component moving forward as keeping our stakeholders informed is of the utmost importance.

Continuing the development of a partner network is an important undertaking for 2024. Partners, such as physician groups, law enforcement organizations, community groups, and targeted non-profit organizations will be an important resource in spreading the messages of the OMMU and keeping key stakeholders informed.

The Department plans to use an integrated communications approach to maximize the efficiency of appropriated funds for 2024.



Symposium on Traffic Safety



FamiliesFirst Network Annual Child Welfare Conference



American Society of Regional Anesthesia and Pain Medicine



Florida Osteopathic Medical Association Annual Conference

The background is a light blue collage featuring various medical and financial graphics. It includes a line graph with data points, a bar chart, a pie chart, and a map of Florida. The text 'Florida HEALTH' is prominently displayed in the center.

Florida HEALTH

Office of Medical Marijuana Use

4052 Bald Cypress Way, Bin M-01

Tallahassee, FL 32399

Phone: 850-245-4657

Email: MedicalMarijuanaUse@FLHealth.gov

Website: www.KnowTheFactsMMJ.com