

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, 2025



Florida
HEALTH

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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 includes 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.

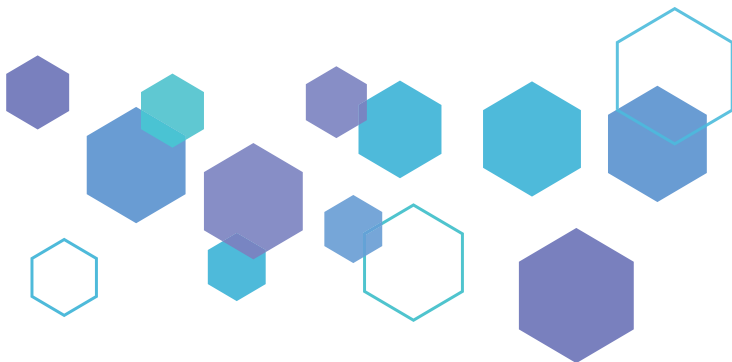
Additionally, the Office of Medical Marijuana Use (OMMU) develops and implements the Department's rules for medical marijuana; oversees the statewide Medical Marijuana Use Registry (Registry); licenses Florida businesses to cultivate, process and dispense medical marijuana to qualified patients and caregivers; 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.

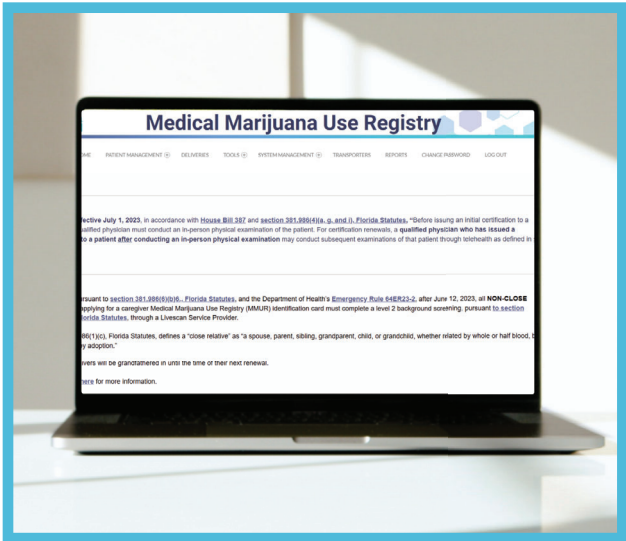
(a) The department shall implement a statewide cannabis and marijuana education and illicit use prevention campaign to publicize accurate information regarding:

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 Identification Card program, education and outreach efforts, call center activities, documentation processing, and Registry activities for calendar year 2024 (the 2025 Annual Report).



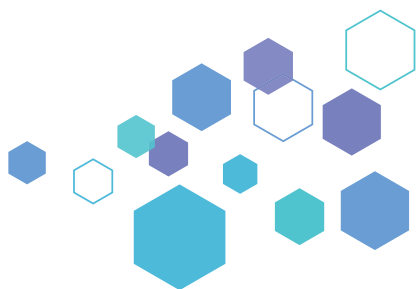
EDUCATION AND OUTREACH EFFORTS

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.



Cannabis Clinical Outcomes Research Conference



American Academy of Pain Medicine Annual Meeting



Florida Behavioral Health Conference

EDUCATION AND OUTREACH EFFORTS

The OMMU Communications Team conducted education and outreach events throughout the state in 2024. 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.

Exhibit Events Conducted in 2024:

DATE	EVENT
1/7/2024 to 1/9/2024	Florida Police Chiefs' Association Mid-Winter Conference (Presentation and Exhibit)
1/19/2024 to 1/21/2024	Florida Society of Clinical Oncology Miami Education Meeting
2/16/2024 to 2/18/2024	Florida Osteopathic Medical Association Annual Meeting
5/6/2024 to 5/8/2024	Tallahassee State College Florida Public Safety Institute 2024 Instructors Conference
5/30/2024 to 5/31/2024	Cannabis Clinical Outcomes Research Conference
5/31/2024 to 6/2/2024	Florida Medical Cannabis Conference & Exhibition (Presentation and Exhibit)
6/8/2024 to 6/11/2024	Florida Police Chiefs' Association Summer Conference
6/13/2024 to 6/16/2024	26th Annual Family Café Conference (Presentation and Exhibit)
7/21/2024 to 7/23/2024	Florida Sheriffs' Association Summer Conference
7/21/2024 to 7/24/2024	Florida Health Care Association Annual Conference
8/2/2024 to 8/3/2024	Florida Medical Association Annual Conference
8/20/2024 to 8/23/2024	Florida Behavioral Health Conference (Presentation and Exhibit)
9/19/2024 to 9/22/2024	Florida Society of Interventional Pain Physicians Annual Conference
11/8/2024 to 11/9/2024	2024 Florida Society of Clinical Oncology Cancer Disparities & Health Equity Summit
12/6/2024 to 12/8/2024	Florida Academy of Family Physicians' 2024 Winter Summit

EDUCATION AND OUTREACH EFFORTS

Presentations and Trainings Conducted in 2024:

DATE	EVENT
1/9/2024	Mayo Clinic Department of Pain Medicine Monthly Community Meeting
2/1/2024 to 2/2/2024	Florida Impaired Driving Coalition 2 nd Quarter Meeting
3/29/2024	Regional Drug Recognition Expert Training with the Institute of Police Technology and Management (IPTM)
4/2/2024	Impaired Driving Education and Awareness (IDEA) Tampa Presentation
4/11/2024	University of South Florida Student Conduct and Ethical Development
5/9/2024 to 5/10/2024	Florida Impaired Driving Coalition 3 rd Quarter Meeting
5/20/2024	Holmes County Sheriff's Office
5/30/2024	Florida Hospice and Palliative Care Association Annual Conference
5/31/2024 to 6/2/2024	Florida Medical Cannabis Conference & Exhibition (Two Presentations and Exhibit)
6/3/2024 to 6/6/2024	Symposium on Traffic Safety (Two Presentations)
6/5/2024	Florida Medical Cannabis Physicians Group Training Webinar
6/6/2024	University of South Florida Student Well Being Center Presentation
6/13/2024	Florida Department of Health, Environmental Public Health, Hillsborough County Presentation
6/13/2024 to 6/16/2024	26 th Annual Family Café Conference (Exhibit and Presentation)
7/18/2024	Suncoast Safety Council Board Meeting
8/20/2024 to 8/23/2024	Florida Behavioral Health Conference (Exhibit and Presentation)
8/22/2024 to 8/23/2024	Florida Impaired Driving Coalition 4 th Quarter Meeting

EDUCATION AND OUTREACH EFFORTS

9/9/2024 to 9/12/2024	City of Aventura Police Department Training (Eight Presentations)
9/10/2024	Florida Safety Council's 3rd Annual Driving Under the Influence (DUI) Advisory Board Meeting
10/16/2024	Indian River Shores Public Safety Department
11/6/2024 to 11/7/2024	Palm Beach Gardens Police Department Training (Two Presentations)
11/14/2024	Palm Beach Gardens Police Department Training
11/18/2024 to 11/19/2024	Palm Beach Gardens Police Department Training (Two Presentations)
11/19/2024 to 11/20/2024	Florida Impaired Driving Coalition 1 st Quarter Meeting
12/11/2024	Neuro Challenge, Foundation for Parkinson's Presentation
12/11/2024	Department of Community Corrections, Escambia County Probation Presentation



Florida Osteopathic Medical Association



Family Café Conference



Florida Medical Cannabis Conference & Exhibit



Military Veterans Expo

EDUCATION AND OUTREACH EFFORTS

Florida Impaired Driving Coalition Impaired Driving Flyers

To raise awareness about the dangers of impaired driving, the Florida Impaired Driving Coalition (FIDC) created two flyers that could be distributed or displayed in Treatment Centers' dispensing facilities and physicians' offices. One flyer covers the dangers of using marijuana and driving, and the other discusses the dangers of using prescription drugs and driving. The OMMU was asked to assist in the development of the flyer on impaired driving and marijuana use.

Additionally, the OMMU coordinated meetings between the FIDC and the Florida Medical Cannabis Group (group of qualified medical marijuana physicians) to discuss getting their assistance in educating patients and caregivers, as well as posting the flyer in their offices.

The OMMU is currently working to meet with the FIDC and the Florida Medical Association and the Florida Osteopathic Medical Association to discuss the dangers of using prescription drugs while driving and to see if the two organizations would assist in outreach to their members regarding the posting of the flyers in their offices.



The goal is to have these flyers in the physicians' offices in 2025.



The 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 FIDC. The OMMU is working with the FIDC 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:

- Broward County Sheriff's Office
- Collier County Sheriff's Office
- DUI Counterattack, Hillsborough, Inc.
- Florida Department of Business and Professional Regulation, Division of Alcoholic Beverages and Tobacco, Bureau of Law Enforcement
- Florida Department of Health, Office of Medical Marijuana Use
- Florida Department of Law Enforcement, Alcohol Testing Program
- Florida Department of Law Enforcement, Toxicology
- Florida Department of Transportation, State Safety Office
- Florida Department of Transportation, District 7 and District 1
- Florida Teen Safe Driving Coalition
- Florida Safety Council
- Florida Highway Patrol
- Florida Police Chiefs Association
- Fort Walton Beach Police Department
- 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
- Lake Alfred Police Department
- Jacksonville Sheriff's Office
- Hillsborough County Sheriff's Office

FLORIDA IMPAIRED DRIVING COALITION

- Suncoast Safety Council
- Trial Court Judges
- Tampa Alcohol Coalition
- Miami-Dade State Attorney's Office
- Miccosukee Tribal Court
- Miccosukee Police Department
- The Florida Restaurant and Lodging Association, Regulatory Compliance Services, 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
- United States Probation
- United States Coast Guard
- Orange County Sheriff's Office
- Pinellas County Sheriff's Office
- Pasco County Sheriff's Office
- Lake County Sheriff's Office
- Tampa Police Department
- Palm Beach County Sheriff's Office
- Office of the State Attorney, Seventh Judicial Circuit
- Office of the State Attorney, Seventeenth Judicial Circuit
- 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 State College, Florida Public Safety Institute
- Orlando Police Department

Traffic Safety Partners:

- Cambridge Systematics
- Center for Urban Transportation Research
- American Automobile Association (AAA)
- United States Navy
- University of Miami Miller School of Medicine / Department of Surgery
- Great Bay Distributors
- Coalition of Ignition Interlock Manufacturers, South Dakota Office of Highway Safety



KNOWTHEFACTSMMJ.COM

The OMMU's website, **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** 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 number 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 or 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, a Caregiver FAQ page with 13 of the most frequently asked questions about the caregiver application process, and a Physician FAQ page with 14 of the most frequently asked questions from physicians. 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 published on the OMMU's website every Friday and contains the following information:

- Number of qualified patients (with an Active ID Card)
- Number of qualified physicians
- Newly approved Treatment Center dispensing locations
- Weekly Treatment Center dispensation amounts

KnowTheFactsMMJ.com Updates

Below is a list of the major updates that happened in 2024.

DATE	EVENT
1/16/2024	Added Emergency Rule 64ER24-1, Medical Marijuana Treatment Center Seed-to-Sale Tracking System Integration, and its incorporated materials.
1/16/2024	Added Emergency Rule 64ER24-2, Medical Marijuana Treatment Center Seed-to-Sale Tracking System Procedures, and its incorporated materials.
2/23/2024	Uploaded an updated version of the Caregiver Application instructional guide.
5/3/2024	Uploaded updated Law Enforcement Registry Modernization instructional guides.
5/21/2024	Uploaded updated Physician Registry Modernization instructional guides.
6/25/2024	Updated Eden's status on the Medical Marijuana Treatment Center page from "Cultivation Authorization" to "Processing Authorization."
6/25/2024	Updated Prosperity's status on the Medical Marijuana Treatment Center page from "Processing Authorization" to "Dispensing Authorization."
7/1/2024	Uploaded updated Patient and Caregiver Registry Modernization instructional guides.
8/23/2024	Updated Planet 13's d/b/a on the Medical Marijuana Treatment Center page to "Fino Brands."

8/23/2024	Updated VidaCann's d/b/a on the Medical Marijuana Treatment Center page to "Planet 13 Florida Cannabis for the Planet."
9/5/2024	Updated the list of Certified Marijuana Testing Laboratories that have integrated with the Seed-to-Sale Tracking System.
11/25/2024	Added Henry Crusaw and Leola T. Robinson as new Medical Marijuana Treatment Center licensees.
11/26/2024	Posted the list of 22 applicants receiving letters of intent to approve their April 2023 Medical Marijuana Treatment Center batching cycle application.



EDUCATION MATERIALS

In addition to online resources, educational materials continue to be developed and updated to provide 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, and cover the topics below.

In addition, the OMMU created two Mobile Data Terminal (MDT) resource graphics for law enforcement officers to be quick reference guides while working in the field, which cover the following topics:

- Medical Marijuana Packaging
- Legal Use of Medical Marijuana

Instructional Guides

The OMMU created or updated:

- 8 instructional guides for patients
- 10 instructional guides for caregivers
- 17 instructional guides for qualified physicians
- 10 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




Legal Use of Medical Marijuana Mobile Data Terminal 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.

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Medical Marijuana Packaging Mobile Data Terminal Graphic

OMMU Office of **MEDICAL MARIJUANA** Use

KnowTheFactsMMJ.com

Florida
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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 2024

2024 STAKEHOLDER SUPPPORT CALLS	
Calls Received	Outgoing Calls Made
189,702	8,174

2024 STAKEHOLDER SUPPPORT EMAILS	
Emails Received	Emails Sent
14,463	818,340

THE MEDICAL MARIJUANA USE REGISTRY



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's 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 2024.

THE MEDICAL MARIJUANA USE REGISTRY

PATIENTS	
DATE	COMMUNICATION
6/12/2024	Medical Marijuana Use Registry Infrastructure and Security Update email #1
6/17/2024	Medical Marijuana Use Registry Infrastructure and Security Update email #2

CAREGIVERS	
DATE	COMMUNICATION
6/12/2024	Medical Marijuana Use Registry Infrastructure and Security Update email #1
6/17/2024	Medical Marijuana Use Registry Infrastructure and Security Update email #2

PHYSICIANS	
DATE	COMMUNICATION
6/12/2024	Medical Marijuana Use Registry Infrastructure and Security Update email #1
6/17/2024	Medical Marijuana Use Registry Infrastructure and Security Update email #2

LAW ENFORCEMENT	
DATE	COMMUNICATION
6/12/2024	Medical Marijuana Use Registry Infrastructure and Security Update email

THE MEDICAL MARIJUANA USE REGISTRY

MEDICAL MARIJUANA TREATMENT CENTERS	
DATE	COMMUNICATION
1/18/2024	Seed-To-Sale (STS) rule implementation notice and notice of Treatment Center training requirements and dates
1/23/2024	STS rule implementation notice and how it affects Certified Marijuana Testing Labs (CMTLs)
1/31/2024	STS highlight - Reviewing OMMU vendor information, integration expectations, and required training dates and information
2/15/2024	STS letter - Deadlines for integration clarity, extension request process explanation, emergency rule and technical questions guidance
2/21/2024	STS letter - CMTL integration expectation
3/7/2024	STS highlight - Implementation timeline, new genetics or cultivars expectations, required training timeline clarification
5/3/2024	STS highlight - Real time dispensing tracking requirement clarification, STS system training clarification, contingency plan clarification, missing integration date clarification
5/8/2024	STS maintenance notice
5/8/2024	STS letter - Product remediation process clarification



2025 MARKETING PLAN

The OMMU will continue to implement an integrated communications program 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 leadership meeting initiative in the 2025 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.



Cannabis Clinical Outcomes Research Conference



Symposium on Traffic Safety

YEAR EIGHT REPORTING

Stakeholders need a consistent flow of information to keep up to date on 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 to develop relationships with key stakeholders is an important undertaking for 2025. Stakeholder groups, such as physician groups, law enforcement organizations, community groups, and targeted nonprofit organizations will be an important resource in spreading the OMMU's key messages and keeping stakeholders informed.

The Department plans to use an integrated communications approach to maximize the efficiency of appropriated funds for 2025.



Florida Hospice and Palliative Care Conference



Family Café Conference



Florida Medical Cannabis Conference & Exhibit



Florida Osteopathic Medical Association

The background is a light blue collage featuring various medical and financial data visualizations. It includes a bar chart with vertical bars of varying heights, a line graph with a fluctuating line, a pie chart with several segments, and a map of Florida. The text 'Florida HEALTH' is prominently displayed in the center, with 'Florida' in orange and 'HEALTH' in teal. Below the title, the text '2025 Annual Report' is in a smaller, dark teal font. Further down, the contact information for the Office of Medical Marijuana Use is listed in a dark teal font, including the address, phone number, email, and website. The overall aesthetic is clean and professional, with a focus on data and healthcare.

Florida HEALTH

2025 Annual Report

Office of Medical Marijuana Use

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Email: MedicalMarijuanaUse@FLHealth.gov

Website: www.KnowTheFactsMMJ.com