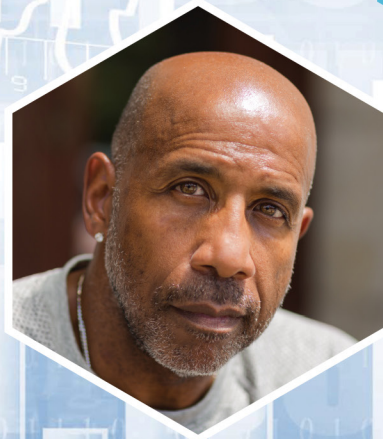
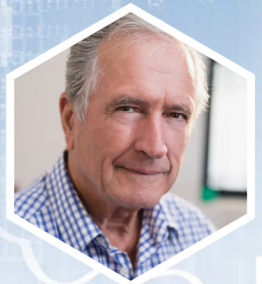


# OMMU

# Office of MEDICAL MARIJUANA Use

Florida's Official Source for Responsible Use.

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



Florida  
HEALTH



Joseph A. Ladapo, MD, PhD  
**STATE SURGEON GENERAL**

Ron DeSantis  
**GOVERNOR**

January 31, 2022

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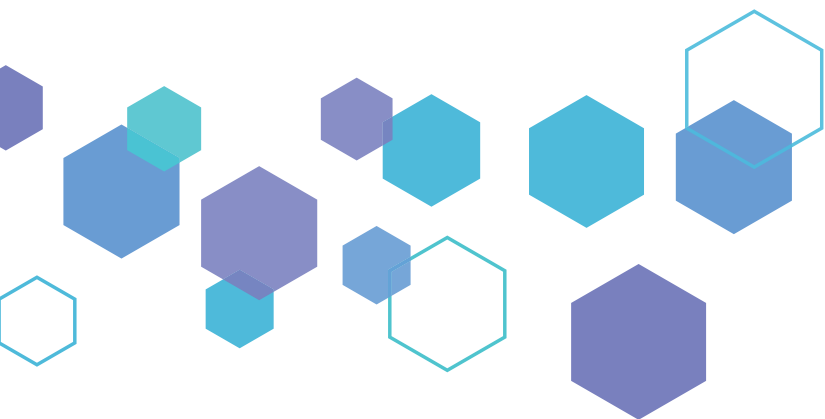
# INTRODUCTION

## LEGISLATIVE DIRECTION

During 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 newly established medical marijuana laws and the importance of responsible 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 (MMUR); 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.

# 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. This campaign publicizes accurate information regarding the legal, healthy and safe use of medical marijuana. It particularly focuses on medical marijuana amongst children, and other related education determined necessary to protect public health and safety of Florida.

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 that provide palliative care or hospice services.

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

As Florida's "Official Source for Responsible Use," the OMMU provides the most current and accurate information on medical marijuana in Florida to patients, caregivers, physicians, medical marijuana treatment centers (MMTCs), lawmakers, law enforcement and the general public.

To reach our stakeholders, the OMMU develops educational resources and conducts outreach activities across the state. Below are key activities used by the OMMU to keep its stakeholders informed on the latest events in Florida's medical marijuana program.

## Section 381.989(2)(a)4., F.S.

Other cannabis-related and marijuana-related education determined by the department to be necessary to the public health and safety.



CMSC Annual Meeting October 2021



Jacksonville Senior Expo November 2021



FAFP Family Medicine Winter Summit December 2021



Military Veterans Expo October 2021

The OMMU Communications Team conducted education and outreach events throughout the state in 2021. These events helped to educate and inform key stakeholders about Florida’s medical marijuana program, as well as licit and safe use. The OMMU visited various groups, including patients, caregivers, physicians, patient organizations and law enforcement entities.

DATE	EVENT
3/9/2021	Broward County Sheriff’s Office Training (presentation)
5/10/2021	Broward County Sheriff’s Office Training (presentation)
5/13/2021	Division of Medical Quality Assurance, Florida Department of Health (presentation)
6/11/2021 - 6/13/2021	Florida Medical Cannabis Conference & Exhibition (exhibit opportunity)
7/13/2021	Broward County Sheriff’s Office Training (presentation)
7/20/2021	GatorWell Health Promotion Services at the University of Florida (Division of Student Affairs) (presentation)
7/30/2021	Nurse Practitioners of Florida (presentation)
7/30/2021	Florida Department of Agriculture and Consumer Services, Division of Food Safety, Bureau of Food Inspection, Manufactured Food (presentation)
8/5/2021	Nurse Practitioners of Florida (presentation)
8/12/2021	HIV/AIDS Section, Bureau of Communicable Diseases, Florida Department of Health (presentation)
9/1/2021 - 9/2/2021	Florida Impaired Driving Coalition 4th quarter meeting (presentation)
9/8/2021	Epilepsy Florida (presentation)
9/14/2021	Broward County Sheriff’s Office Training (presentation)
9/22/2021	Suncoast Safety Council (presentation)
9/24/2021	Florida Substance Use Disorder Symposium
10/7/2021	Florida Department of Children and Families (presentation)
10/9/2021	Military Veteran Expo (exhibit opportunity)
10/12/2021	Florida Medical Marijuana Physicians Group (meeting)
10/25/2021 - 10/28/2021	Consortium of MS Centers Annual Meeting (exhibit opportunity)
11/15/2021 - 11/18/2021	Florida Sheriff’s Association Executive Leadership/Fleet Conference (presentation and exhibit opportunity)
11/17/2021 - 11/18/2021	Jacksonville Senior Expo (exhibit opportunity)
11/30/2021	Florida Public Safety Institute (presentation)
12/1/2021 - 12/2/2021	Florida Impaired Driving Coalition 4th quarter meeting (presentation)
12/9/2021	Florida Safety Council DUI Advisory Committee (presentation)
12/10/2021 - 12/12/2021	Florida Academy of Family Physician’s Family Medicine Winter Summit (exhibit opportunity)



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

The OMMU joined the FIDC in 2021 to bring its knowledge and expertise of medical marijuana to the Coalition. The OMMU is working with the Coalition to incorporate messaging into the group's strategies and programs to inform people that it is illegal to use medical marijuana while operating motor vehicles, boats or aircraft.

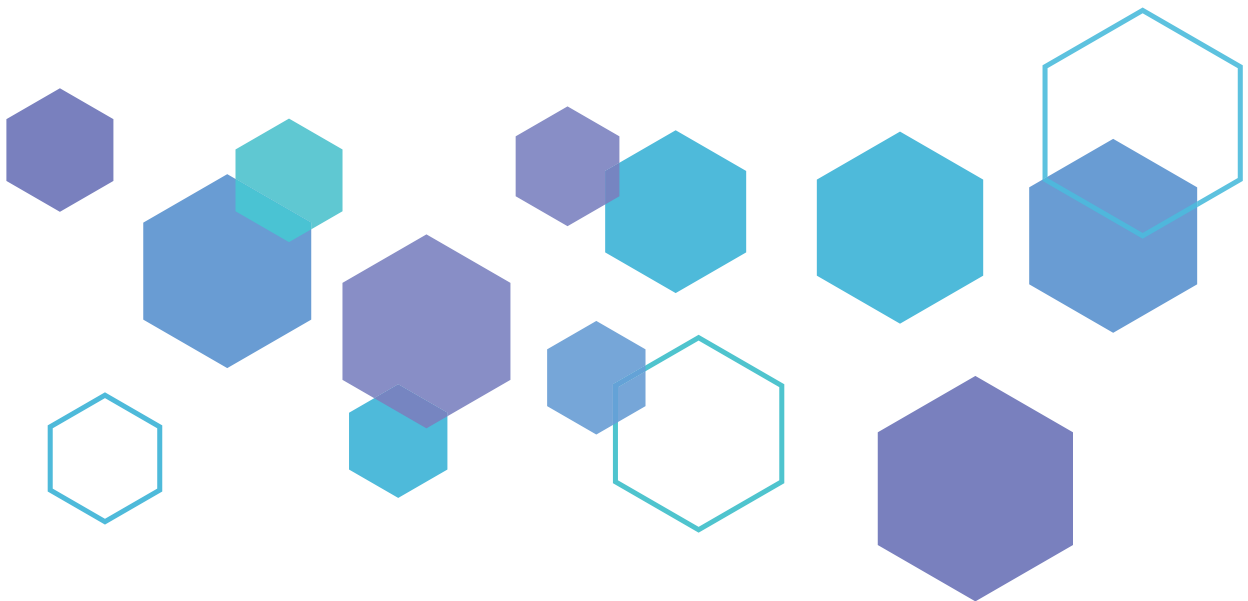
## COALITION MEMBERS INCLUDE:

- Florida Safety Council
- Florida Highway Patrol
- Alfred Police Department
- Hillsborough County Sheriff's Office
- Suncoast Safety Council
- Department of Law Enforcement, Alcohol Testing Program
- Florida Police Chiefs Association
- Florida Department of Transportation, State Safety Office
- Florida Restaurant & Lodging Association
- Collier County Sheriff's Office
- University of North Florida, Institute of Police Technology and Management
- Florida Department of Law Enforcement, Toxicology
- Miami-Dade State Attorney's Office
- DUI Counterattack, Hillsborough, Inc.
- Hillsborough County Sheriff's Office
- Advocate Program, Inc./Florida Association of Community Corrections
- St. Johns County Sheriff's Office
- Florida Department of Highway Safety and Motor Vehicles
- Stuart Police Department
- 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

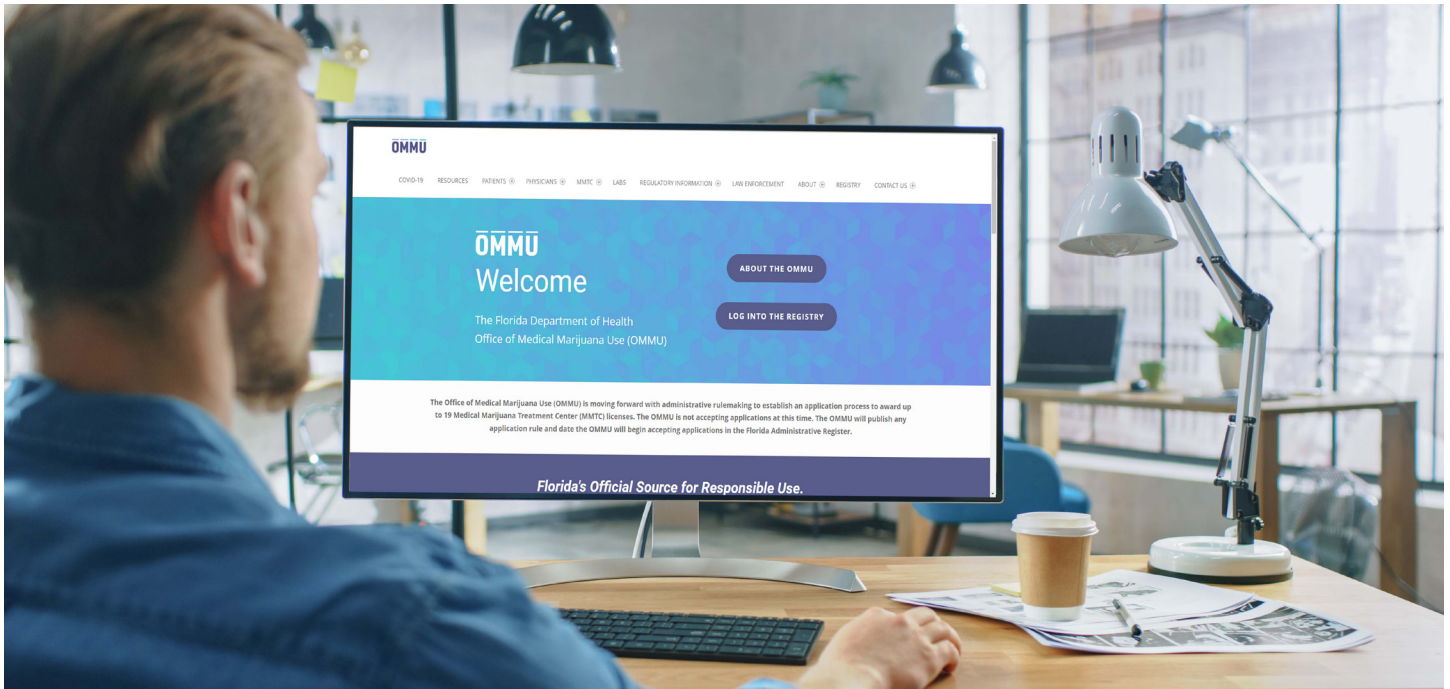
# FLORIDA IMPAIRED DRIVING COALITION

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- 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
- Palm Beach County Sheriff's Office
- Florida Association of State Prosecutors
- Florida Fish and Wildlife Conservation Commission, Division of Law Enforcement, Boating and Waterways Section, Statewide Boating Safety Unit
- Broward County Sheriff's Office
- University of South Florida Police Department
- Florida Department of Criminal Justice System, Alcohol Testing Program
- 7th Judicial Circuit State Attorney's Office
- Miami-Dade County State Attorney's Office
- Florida Department of Law Enforcement, Alcohol Testing Program
- University of North Florida, Institute of Police Technology and Management
- Indian River Shores Public Safety
- Seminole Police Department (Seminole Tribe of Florida)
- Tallahassee Community College, Florida Public Safety Institute
- Florida Department of Business and Professional Regulation
- Orlando Police Department







The Department's website **KnowTheFactsMMJ.com** fulfills a goal 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 Department as the authority on responsible 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, MMTCs, certified marijuana testing laboratories, law enforcement and others interested stakeholders requiring up-to-date and accurate information.

The website features an updated 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 MMTC dispensing locations that are in closest proximity to qualified patients. An updated list of MMTCs includes the business's name, phone and email address(es), authorization status and license number, along with links to the MMTC's website.

Additionally, the website provides a list of the 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 a *FAQ* page with 16 of the most frequently asked questions that stakeholders may have. Several links are embedded within the *FAQ*, which direct users to expanded information.

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## WEEKLY UPDATES

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

- Number of qualified patients (Active MMUR ID Card)
- Number of qualified physicians
- New dispensing locations
- Weekly dispensations from the Medical Marijuana Treatment Centers

## KNOWTHEFACTMMJ.COM UPDATES

Below is a list of the major updates that happened in 2021.

DATE	EVENT
01/13/2021	Added Notice of Workshop information and materials for ten proposed rules
01/13/2021	Added messaging and new/updated patient and physician instructional guides for the FLHSMV update
04/15/2021	Added Emergency Rule 64ER21-6 (CMTL Waste Management and Disposal)
04/19/2021	Added new physician instructional guides for the certification dashboard
05/19/2021	Added a note that Executive Order 20-52 was extended for 60 additional days by EO21-94
05/20/2021	Added new/updated physician instructional guides for the “Appropriate Route Form” Registry update
05/27/2021	Added the approved language for the MMTC application process
06/23/2021	Added messaging about Executive Order 20-52 expiring Added Emergency Rule 64ER21-10, (MMTC Authorization Procedure)
07/02/2021	Added the Edibles one-pager
07/08/2021	Added three new MMTC instructional guides for dispensing product and delivery devices via in-person and delivery, and correcting a delivery device dispensation
07/21/2021	Added messaging about the new consent form and linked to a new post with the Boards’ messages about the new form
07/29/2021	Added the Epilepsy one-pager
08/17/2021	Added the updated instructional guide for creating a new certification/ orders and editing an order
08/18/2021	Added messaging about the delivery device Registry update
08/24/2021	Added Emergency Rule 64ER21-13 (MMTC Solvent-Based Extraction) and its incorporated materials
09/03/2021	Added new proposed rules (64-4.013, 64-4.207, 64-4.212, 64-4.213)
10/13/2021	Added message about upcoming maintenance to FLHSMV’s photo service

10/14/2021	Added Emergency Rule 64ER21-16 (Application for <i>Pigford/BFL</i> MMTC Licensure) and its incorporated documents Removed Constitutional Regulations 1-1.01, 1-1.02, 2-1.01, and 2-1.02 and all materials incorporated by reference and added Regulation 2021-01
12/01/2021	Added new patient and MMTC instructional guides, and messaging for the Amount Available Calculation Page Registry update
12/02/2021	Added Emergency Rule 64ER21-19 (Application Window for the <i>Pigford/BFL</i> Batching Cycle)

# EDUCATION MATERIALS

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In addition to online resources, print educational materials continue to be developed and updated to provide qualifying patients and their caregivers with information on how to access Florida's medical marijuana program.

## ONE-PAGERS

OMMU created the following one-pagers for patients and caregivers:

- Know the Facts about Edibles
- Know the Facts about Medical Marijuana and Epilepsy

## INSTRUCTIONAL GUIDES

OMMU created the following instructional guides for patients and caregivers:

- Initial Application Instruction Guide with Florida Department of Highway Safety and Motor Vehicles (FLHSMV) Database integration
- Renewal Application Instruction Guide with FLHSMV Database integration
- Uploading Documentation from a Personal Computer
- Uploading Documentation from a Mobile Device
- Deactivating Myself from My Current Physician
- Understanding the New Amount Available Calculation Page

OMMU created the following instructional guides for qualified physicians:

- Creating a Certification and Orders
- Understanding the New Certification Documentation Dashboard
- Submitting Board-Required "Same Kind Class" Documentation
- Submitting Board-Required "Appropriate Route" Documentation
- Creating a New Caregiver with FLHSMV Database Integration
- Creating a New Patient with FLHSMV Database Integration
- Manually Creating New Patient (no FLHSMV Database Integration)

OMMU created the following instructional guides for Medical Marijuana Treatment Centers:

- Understanding the New Amount Available Calculation Page
- Dispensing Product and Delivery Devices in Person
- Dispensing Product and Delivery Devices via Delivery
- Correcting a Delivery Device Dispensation

## POWERPOINTS

The OMMU developed a Master PowerPoint slide deck. Select slides from the Master slide deck were used to create all PowerPoint presentations the OMMU used throughout the year. This slide deck is reviewed and updated continuously to keep pace with the growth of Florida's medical marijuana program.

PowerPoint presentations were developed for the following audiences:

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

## EXHIBIT DISPLAYS

To help brand recognition of the OMMU and its mission, new exhibit booth display units were created. These exhibit booth display pieces were designed following the OMMU brand guidelines and will raise awareness about the OMMU and Florida's medical marijuana program to our key stakeholders at education and outreach events.





## STAKEHOLDER SUPPORT

The OMMU conducts stakeholder support through its Stakeholder Support Team. This team includes members of the Call Center(s) and email support personnel. Members of the team assist patients, caregivers, qualified physicians, MMTC personnel and law enforcement with issues and questions they have about the program and the MMUR. These calls and emails range from helping a patient apply for an MMUR Identification Card (MMUR ID Card), to assisting a physician’s office with questions about patients’ profiles. The team also answers questions for MMTC personnel and law enforcement entities.

Below is a synopsis of the calls and emails received by the OMMU in 2021.

### 2021 STAKEHOLDER SUPPORT CALLS

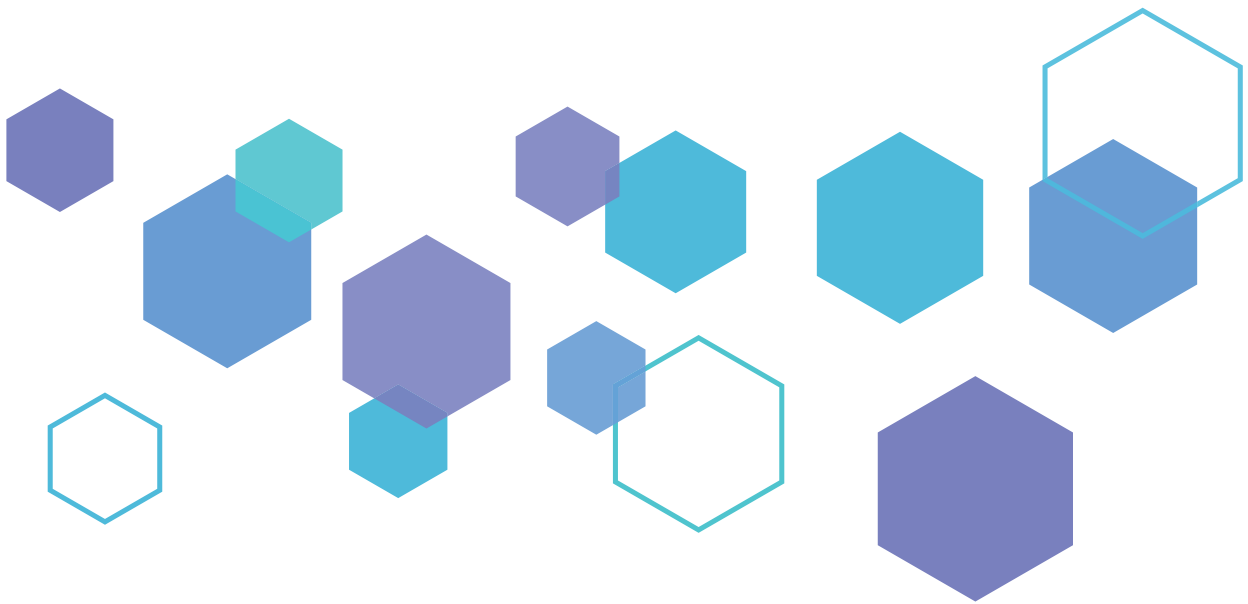
Month	Calls Answered	Outbound Calls	Average Call Duration
January	23,532	1,200	7:58
February	23,372	1,726	8:04
March	19,714	898	7:56
April	18,587	38	7:30
May	17,141	60	6:53
June	19,110	76	7:04
July	19,031	91	8:11
August	18,749	561	7:50
September	18,460	54	7:48
October	17,695	1,581	7:47
November	17,068	968	8:14
December	16,204	1,121	8:40
<b>Total</b>	<b>228,663</b>	<b>8,374</b>	<b>7:49</b>

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## 2021 STAKEHOLDER SUPPORT EMAILS

Month	Emails Sent
January	0*
February	0*
March	0*
April	1,495
May	1,507
June	1,850
July	1,948
August	2,209
September	2,122
October	2,096
November	2,060
December	1,739
<b>Total</b>	<b>17,026</b>

\* Note: There are no data available for emails sent to or received from stakeholders during these months.



# THE MEDICAL MARIJUANA USE REGISTRY

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The Medical Marijuana Use Registry (MMUR) is a secure, online database for:

- Registration of qualified patients and caregivers
- Registration of qualified physicians
- Qualified physicians to create orders for patients
- MMTc personnel to verify patients' certifications and track what has been dispensed to patients and caregivers
- Law Enforcement to verify registered patients and caregivers, patient orders and dispensations and if a person is an approved and valid medical marijuana transporter

The MMUR is only accessible by patients, physicians, law enforcement, medical marijuana treatment center staff and Office of Medical Marijuana Use staff.

Pursuant to s. 381.987, F.S., the Florida Department of Health allows access to confidential and exempt information in the Medical Marijuana Use Registry to law enforcement agencies that are investigating a violation of law regarding marijuana in which the subject of the investigation claims an exception established under s. 381.986, F.S.

## MMUR UPDATES

01/2021	Florida Department of Highway Safety and Motor Vehicle (FLHSMV) database integration
03/2021	Physician Documentation Dashboard Same Kind/Class Electronic Form
05/2021	Appropriate Route Form
06/2021	Delivery Device Dispensations
11/2021	Dispensation Limit Tracker MMUR ID Card Auto Suspension Process

### Communication Efforts

The OMMU communicates out all MMUR updates to patients, caregivers, qualified physicians and MMTcs. The OMMU uses multiple communication channels to inform stakeholders about these updates, including emails, MMUR notifications and posting information on the OMMU website (KnowTheFactsMMJ.com). Additionally, step-by-step instructional guides are created to assist stakeholders in navigating these updates.

The OMMU posts instructional guides and messaging about the upcoming update prior to the update being implemented. The Communications Team also sends an email out (with the new instructional guides attached) to a targeted audience, prior to the update.



## BY THE NUMBERS – FLORIDA’S MEDICAL MARIJUANA PROGRAM

Florida’s medical marijuana program is one of the largest in the United States and the program continues to grow at an accelerated rate. Below are program numbers from 2021 and a look at the growth of the program since 2017.

### APPLICATION NUMBERS

Month	Applications Reviewed	Applications Approved	*Number of FLHSMV Applications	Percentage of FLHSMV Applications Received
January	51,159	45,099	9,182	20.36%
February	68,067	67,777	41,524	61.27%
March	61,755	61,385	52,969	86.29%
April	60,199	59,818	53,527	89.48%
May	58,883	58,357	52,707	90.32%
June	63,757	63,543	57,864	91.06%
July	62,955	62,374	57,100	91.54%
August	63,947	62,800	55,299	88.06%
September	60,403	59,997	53,589	89.32%
October	56,450	56,044	50,490	90.09%
November	54,436	52,753	46,106	87.40%
December	56,478	54,111	49,635	91.73%
<b>Total</b>	<b>718,489</b>	<b>704,058</b>	<b>579,992</b>	<b>82.38%</b>

*\*Starting on January 25, 2021, the OMMU implemented an integration with the FLHSMV database and the MMUR that would allow patients to pull their proof of residency and photo for their MMUR ID Card application. Using this trusted source of data helped decrease the approval time for MMUR ID Cards applied for in this manner by 5 days.*

### MEDICAL MARIJUANA TREATMENT CENTERS (MMTCs)

Licensed MMTCs are vertically integrated and are the only businesses in Florida authorized to dispense medical marijuana and low-THC cannabis to qualified patients and caregivers.

Each MMTC must receive authorization from the OMMU at three stages: (1) cultivation authorization, (2) processing authorization and (3) dispensing authorization, prior to dispensing low-THC cannabis or medical marijuana.

As of December 31, 2021, Florida had 22 licensed MMTCs, with these businesses having a total of 396 dispensing locations statewide.



## QUALIFIED PHYSICIAN NUMBERS

Florida physicians who want to become qualified to recommend medical marijuana to their patients must:

- Have an active, unrestricted license as an allopathic physician under chapter 458, F.S., or as an osteopathic physician under chapter 459, F.S.
- Complete the required course and examination provided by the Florida Medical Association and Florida Osteopathic Medical Association.

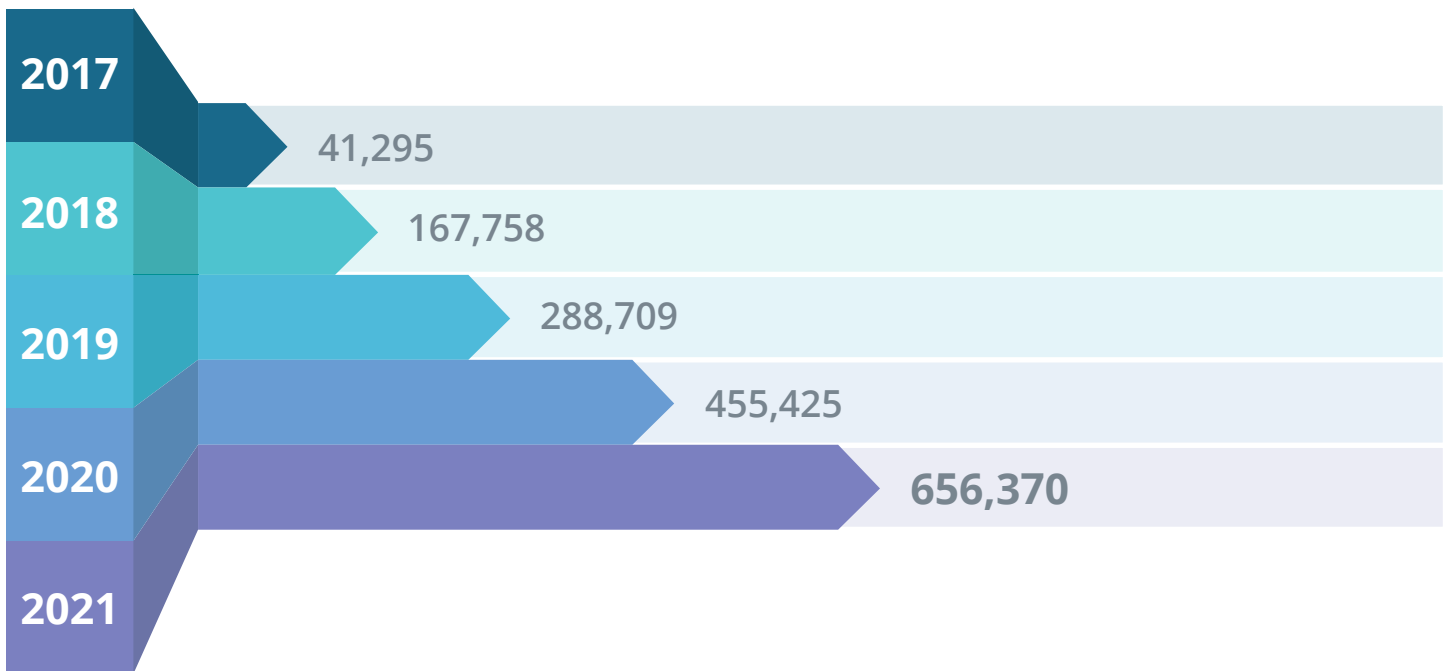
## NUMBER OF QUALIFIED PHYSICIANS IN THE MEDICAL MARIJUANA USE REGISTRY BY MONTH AND YEAR

Month	2019	2020	2021
January	1,551	2,058	2,340
February	1,589	2,089	2,361
March	1,634	2,123	2,383
April	1,696	2,148	2,406
May	1,753	2,166	2,429
June	1,806	2,187	2,454
July	1,851	2,210	2,476
August	1,902	2,235	2,498
September	1,939	2,261	2,520
October	1,984	2,286	2,549
November	2,013	2,303	2,569
December	2,037	2,321	2,583

# GROWTH OF THE PROGRAM



TOTAL ACTIVE PATIENTS AT THE END OF EACH YEAR:



# 2022 MARKETING PLAN

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

Outreach efforts will include attending key events for organizations across the state, including nonprofits, 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. OMMU's goal is to participate in at least 24 outreach opportunities in 2022.

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

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

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



Military Veterans Expo October 2021



CMSC Annual Meeting October 2021



Jacksonville Senior Expo November 2021



FAFP Family Medicine Winter Summit December 2021



FAFP Family Medicine Winter Summit December 2021

# YEAR SIX REPORTING

There is a continuous need for education on the proper procedures for obtaining an MMUR ID Card, finding a qualified physician, understanding the qualifying medical conditions to obtain medical marijuana, as well as licit and safe use. The Department plans to continue to work with school districts, community organizations, business organizations, law enforcement, physician groups, disability non-profits and other entities to provide education and training regarding Florida's medical marijuana program.

Educational outreach for any future legislative decisions and changes to the current or future statutes will also be a key component moving forward as keeping our stakeholders informed is of the utmost importance.

Continuing development of a partner network is an important undertaking for 2022. Partners, such as physician groups, retirement associations, community groups, and targeted non-profits will be an important resource in spreading the messages of OMMU and to keep key stakeholders informed.

The Department plans to use an integrated communications approach to maximum efficiency of appropriated funds for 2022. Department staff will continue to monitor other state's medical marijuana programs and their campaigns to gauge their effectiveness and to determine if those types of programs could be successful in Florida.





# Florida HEALTH

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