



LIVINGSTON COUNTY HEALTH DEPARTMENT

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Michigan Medical Marihuana Operation and Oversight Grant Use Proposal - 2023

Project Description and Organizational Priorities

The Livingston County Health Department (LCHD) applied for and received funding under the Medical Marihuana Operation and Oversight Grant in 2019, 2020 and 2021. LCHD was able to provide resources to clients that were previously not available and conduct outreach and education via social media, print media, and advertising. LCHD collaborated with the Human Services Collaborative Body (HSCB) Substance Use Disorder (SUD) Workgroup to gather input on educational materials and community outreach around medical marihuana and to help fund already existing efforts under the scope of this grant. One of the activities carried out was a virtual educational session on medical marihuana to the community.

During the 2020 and 2021 year's grant cycle, LCHD experienced limited capacity due to staff resources dedicated to our COVID-19 response and in 2022 LCHD did not participate. Activities under the grant were paused for a period of time, and one of the educational sessions for provider's was cancelled. Although arrangements were made to accomplish most of the grant objectives while complying with new requirements, education and outreach was limited. With continued funding in 2023, LCHD will be able to leverage the partnership with the HSCB SUD Workgroup again, in order to expand outreach and provide more in-depth education related to medical marihuana.

It stands that this project directly aligns with our Strategic Plan and top priorities, including increasing public visibility and awareness, enhancing collaborative partnerships and achieving financial sustainability. Our Community Health Improvement Plan further supports this project as it addresses strategic issue areas relevant to this topic, particularly those around health education/promotion, communication, mental health and substance abuse. Finally, this project would help to support requirements of the Public Health Accreditation Board Domain 3 (inform and educate) which we continuously strive to exceed as a PHAB accredited Health Department.

Livingston County is eager to build upon the foundation laid over the past three years under this grant and achieve outcomes to further educate and bring awareness around medical marihuana. Our local partners are keen to collaborate on activities which will enable us to address serious needs in the Livingston County community, using a strategic and collective approach.

Work Plan

LCHD will build on information gathered previously to engage in a messaging/awareness campaign focused on priority topics, including youth prevention and harm reduction. Education and outreach will be conducted through communication, targeted messages, advertisements (billboard) and educational materials around the health effects of medical marihuana and related laws. LCHD will work collaboratively with the HSCB SUD Workgroup in order to plan and provide educational sessions to healthcare providers and the community. In addition, LCHD will engage in outreach activities and provide harm reduction tools for distribution to the community and by partner agencies.

Goal 1: Continue a messaging/awareness campaign in multiple formats to focus specifically on topics identified as high priority:

- Marihuana use while pregnant or breastfeeding and subsequent effects on unborn babies and growing babies
- Health effects on brain development in youth
- Safe storage/harm reduction (to address child/youth access and unintentional poisoning)
- Driving under the influence of marihuana

Objectives:

1. Create and print fact sheets on the effects of marihuana on youth brain development and health.
2. Create and post videos on facts related to marihuana use during pregnancy or breastfeeding; in youth; and while driving. Additionally, create videos and posts on safe storage/harm reduction.
3. Create additional billboard advertisements to reach a larger audience.

Goal 2: Collaborate with other agencies to continue to provide educational sessions on medical marijuana to health care providers and the general public.

Objectives:

1. Collaborate with the HSCB Substance Use Disorder workgroup to provide a part II educational session on medical marihuana to the community. Highlighted topics include the health effects of marihuana, vaping marihuana, laws on marihuana, and safe storage.
2. Collaborate with the HSCB Substance Use Disorder workgroup to provide an education session to local health care providers on the health effects of marihuana use.

Goal 3: Distribute materials created during the previous grant cycle to partner agencies and providers; particularly materials that highlight priority messaging identified in Goal 1.

Objectives:

1. Print additional “Marijuana and Pregnancy” brochures and provide to local OB/GYN’s, pediatrics, and childcare sites.
2. Print additional TalkSooner postcards on safe storage and safety information related to child safety/ unintentional poisoning.
3. Purchase and provide additional lock bags with educational insert to clients and other local agencies for distribution to the public.

Goal 4: Partner with other agencies and local organizations to gather input on educational materials and community outreach around medical marihuana and help to fund already existing efforts that fall under the scope of this grant.

Objectives:

1. Identify any additional efforts around medical marihuana and any gaps that exist where support may be provided.
2. Continue to collaborate with Southeastern Michigan Health Association (SEMHA) Regional Health Department partners (Oakland, Washtenaw, Monroe, Macomb, St. Clair, Wayne and City of Detroit) to ensure consistent messaging at the regional level.

Potential partners:

1. Livingston County Community Mental Health Authority
2. Livingston County Community Alliance
3. SEMHA Regional Health Departments
4. Human Services Collaborative Body (Substance Use Disorder workgroup)

Budget (Please see attached Excel document).

Evaluation

Success of our team will continue to be evaluated by identifying knowledge gained around the subject matter of medical marijuana and our ability to relay this information to the public and health care providers. Pre and post surveys will be utilized during educational sessions to understand what information was most useful to the target audience, in addition to what areas we can improve upon and what further information is needed, if any. Success will also be defined by new partnerships formed and any gaps identified in the community related to medical marijuana and addressed under this grant.

Grant Expenditure and Reporting

Livingston County Health Department will submit financial status reports to the Department of Licensing and Regulatory Affairs on July 17, 2023 and September 15, 2023. In the final report due September 15, 2023 LCHD will detail how the total grant was expended, including:

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