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Livingston County Health Department Marihuana Operation and Oversight Grant 2024 Grant Proposal

Livingston County Health Department (LCHD) is pleased to apply for the 2024 Medical Marihuana Operation and Oversight Grant. We appreciate the opportunity to carry out this work focused on education, communication, and outreach. Last year, we were able to use this grant funding to form a partnership with Washtenaw County Health Department and host a joint Cannabis in Practice webinar series for local health care and social service providers. With continued funding in 2024, LCHD will be able to further expand partnerships and create additional opportunities for Livingston County residents to access our educational materials.

Background

LCHD serves nearly 193,866 community members in rural and suburban settings according to the 2020 Census. Located in Southeast Michigan, Livingston County is bordered by Washtenaw County (Ann Arbor) to the South and Genesee County (Flint) and Shiawassee County to the North. It is bordered by Oakland County on the East and Ingham County (Lansing) on the West. The 193,866 residents are projected by the Southeast Michigan Council of Governments (SEMCOG) to grow to 238,137 by 2050.

LCHD's mission is to protect, preserve, and promote the health and safety of the people of Livingston County. Our vision is that Livingston County will be a safe and healthy community where all people realize their fullest health potential and live enriched and productive lives.

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.

Project Description

LCHD plans to build on the work completed in previous grant cycles while simultaneously exploring new opportunities for education, communication, and outreach. Our key strategies will include hosting outreach events, developing messaging campaigns and educational opportunities, and collaborating with stakeholders to develop and distribute program materials.

LCHD will again collaborate with Washtenaw County Health Department (WCHD) to provide a virtual webinar series on various marijuana topics for healthcare providers. The 2024 Cannabis in Practice webinar series will build on previous years' events and, if possible, include new topics related to marijuana to expand the knowledge of local healthcare providers surrounding marijuana. In 2023, this webinar series was promoted in coordination with the Washtenaw Medical Society and Livingston Physician Organization, a collaboration which LCHD and WCHD seek to continue in 2024. In the hope of increasing interest in and attendance of the webinar series, LCHD and WCHD aim to provide continuing

education credits (CEUs) to professionals who attend the webinar series. Partnerships with organizations such as the Michigan Chapter of the National Association of Social workers and others will assist in accomplishing this goal.

As a continuation of previous grant cycles, LCHD will develop a messaging campaign to increase awareness and knowledge of key topics related to marijuana use, including safe use, safe storage, and the potential harms of misuse of marijuana. LCHD will continue to collaborate with various community partners to gather feedback to assist in appropriately gearing messaging toward Livingston County residents. Similar to previous grant cycles, LCHD plans to utilize billboard advertisements, fact sheets/infographics, and social media posts, among other formats, to distribute messaging.

LCHD also plans to promote risk reduction by disseminating marijuana lock bags for the safe storage of marijuana. An educational insert, developed with input from local partners, will be included in the lock bags. LCHD will collaborate with community partners, including those part of the local Human Services Collaborative Body (HSCB) Substance Use Disorder (SUD) Workgroup, to distribute the lock bags to the community through their agencies.

New for the 2024 grant cycle, a marijuana webpage will be created on LCHD's website (www.LCHD.org). This webpage will include information about safe storage, safe use, and the potential harms of misusing marijuana. The webpage will also house the past and future educational materials developed as a part of LCHD's messaging campaign. Links to previous years' Cannabis in Practice webinar series recordings will also be available on the webpage. LCHD plans to utilize the expertise of community partners, such as the HSCB SUD Workgroup to gain feedback on the webpage and assistance in promoting it to the Livingston County community.

Also new for 2024, LCHD plans to organize and host a community resource fair related to substance use disorder prevention, treatment, and recovery, including marijuana. A community event, this resource fair will provide information and resources regarding substance use to community members in Livingston County, and will have food trucks, activities, and giveaways available. LCHD plans to invite local substance use prevention, treatment, and recovery providers to assist in organizing and promoting the fair. These organizations will also be invited to staff tables at the resource fair to promote their services related to substance use to the community.

Implementation Plan

Goal 1: Develop and launch messaging campaigns to increase awareness and knowledge related to the safe use of marijuana, the potential harms of misuse or underage use, and the importance of safe storage.

Objectives:

- By March 15, 2024, identify three priority topics for messaging in Livingston County in coordination with the Substance Use Disorder Workgroup.
- Develop campaign messaging and design drafts in various formats including, but not limited to, social media posts, infographics, and billboard advertisements by April 15, 2024.
- Gather feedback from the Substance Use Disorder Workgroup regarding campaign materials by May 8, 2024.
- Finalize messaging campaign materials by May 15, 2024.
- Order printed messaging campaign materials by May 20, 2024.
- Obtain three billboard estimates and choose billboard vendor by May 31, 2024.
- By July 31, 2024, begin disseminating finalized campaign materials to Livingston County residents through website, social media, print, billboards, etc.

Goal 2: Hold a community resource fair related to substance use disorder prevention, treatment, and recovery, including marijuana.

Objectives:

- Collaborate with the City of Howell Downtown Development Authority to confirm a date for the resource fair by March 15, 2024.

- Complete registration of resource fair vendors working in substance use disorder prevention, treatment, and recovery by April 30, 2024.
- By April 30, 2024, create flyers and social media posts to be used to promote the resource fair.
- Beginning four weeks prior to the resource fair, promote the resource fair to the Livingston County community with community partners through email blasts, social media, and printed flyers.
- Host the community resource fair in coordination with community partners and the City of Howell Downtown Development Authority by June 30, 2024.

Goal 3: Create a webpage to hold educational resources regarding marijuana.

Objectives:

- Draft an informational marijuana webpage on Livingston County's website by April 15, 2024.
- Gather feedback from the Substance Use Disorder Workgroup regarding the webpage's design by May 8, 2024.
- Finalize the webpage design and content by May 15, 2024.
- By June 1, 2024, begin promoting the finalized webpage to the Livingston County community by including the web address on messaging campaign materials and flyers promoting the planned webinar series and resource fair.

Goal 4: Facilitate a Cannabis in Practice webinar series for health and human service professionals in collaboration with Washtenaw County Health Department.

Objectives:

- Complete a webinar series planning meeting with Washtenaw County Health Department at least once per month, beginning in March 2024 and ending in August 2024.
- Determine potential subject matter experts to present at the webinar series by attending the 5th Annual Teaching Cannabis Awareness & Prevention Virtual Conference on April 17 and April 18, 2024.
- Recruit subject matter experts to present at the webinar series by May 31, 2024.
- By May 31, 2024, partner with local medical societies and healthcare organizations to assist in promoting the webinar series.
- By June 30, 2024, collaborate with community partners to offer continuing education credits for webinar attendees.
- In coordination with partners, promote the webinar series to health and human service professionals through email blasts, social media, and Washtenaw County Health Department's and Livingston County health Department's marijuana webpages from six weeks prior to the start of the webinar series through the completion of the webinar series.
- In coordination with Washtenaw County Health Department, facilitate all webinars in the webinar series by August 15, 2024.

Goal 5: Reduce the risk of harm from accidental ingestion of marijuana by promoting the safe storage of marijuana.

Objectives:

- From a list of marijuana lock bag vendors used by other local health departments, select a vendor for the purchase of lock bags by March 31, 2024.
- Order 325 marijuana lock bags by April 15, 2024.
- By April 15, 2024, develop an educational insert related to the importance of safely storing marijuana.
- Gather feedback from community partners regarding the educational insert design by May 8, 2024.
- Finalize the educational insert design by May 15, 2024.
- Order printed educational inserts by May 20, 2024.
- Beginning June 1, 2024, disseminate lock bags and educational inserts at the resource fair and through local partners until September 15, 2024, or supplies last.

Coordination with Other Agencies

LCHD will carry out the majority of work and services of the proposed project but will leverage the support and collaboration of key partners and community organizations to shape and carry out the work to the maximum local benefit. Potential partners include Washtenaw County Health Department (WCHD), who LCHD collaborated with in the 2023 project year to co-host the Cannabis in Practice webinar series. Once funding is confirmed, additional webinar partners will be invited to collaborate on the project, including the area health care providers, local and national experts, Washtenaw County Medical Society, Livingston Physician Organization, and other professional organizations.

LCHD also plans to collaborate with a variety of local service providers and community partners, including the HSCB SUD Workgroup and their member agencies, to disseminate materials, messages, lock bags, and to participate in and assist in planning and promoting the proposed resource fair. These partners will also provide feedback on the content of the materials for LCHD's marijuana messaging campaign.

Combination with Other Funding

LCHD is not proposing to combine the requested funding with other sources of funding. Existing staff will dedicate portions of their time to the project and have the skills and capacity to accomplish the goals outlined within this proposal.

Community Impact

LCHD anticipates the impact of this grant to be a safer and healthier community by increasing Livingston County residents' knowledge of the safe use of marijuana, the potential harms of misuse or underage use, and the importance of safe storage. These efforts are expected to reduce harm due to marijuana misuse in Livingston County.

Outcomes and Evaluation

Increased awareness and knowledge related to marijuana use

The proposed project will increase knowledge and awareness related to the safe use of marijuana, the potential harms of misuse or underage use, and the importance of safe storage. To measure this, LCHD will use post-intervention evaluations at planned events targeting health and human service professionals and the other community members as events or engagements allow.

Increased availability of and access to reliable information

The work outlined in this proposal will lead to more educational resources and information for a range of audiences, including youth, adult users, parents, pregnant or breastfeeding moms, health care providers, and human service professionals. These outcomes will be measured through tracking the number of educational materials disseminated, advertising impressions, social media interactions, and relevant website analytics to quantify the availability of materials and information in the community.

Increased partnerships between LCHD and local organizations who are impacted by marijuana use

Through this proposed project, LCHD will have the resources necessary to connect with more health and human service professionals/organizations. Building and sustaining such relationships is essential to increasing the availability of and access to reliable information. Partnerships will be measured through a record of new partnerships formed and documentation of any collaborative work that results.

Budget

A detailed budget is attached for a request of \$55,573.