



MACOMB COUNTY HEALTH DEPARTMENT

Mount Clemens Health Center

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www.macombgov.org/publichealth

Mark A. Hackel
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Medical Marihuana Operation and Oversight Grants Final Report FY 2020

1. Summary of the project implementation and any deviations from the original project as proposed.

In January 2020, the Macomb County Health Department received grant funding from the Department of Licensing and Regulatory Affairs (LARA) to address a series of health risks related to medical marihuana and provide general education and awareness about its usage.

The overalls goals of the grant were to:

- Educate medical marihuana patients and others about safe storage
- Educate medical marihuana patients and others about the dangers of driving while under the influence of marihuana
- Educate pregnant women and their families regarding the impact of marihuana use during pregnancy
- Encourage individuals to consult with their health care provide on medical marihuana usage for treatment
- Conduct education to Macomb County residents at outreach events and local dispensaries
- Assess the level of medical marihuana knowledge among Macomb County residents
- Assess the level of medical marihuana knowledge among health care providers
- Disseminate reputable research-based information to the general public

In order to achieve these goals, the Macomb County Health Department established a steering committee, who were responsible for implementing the 2020 Medical Marihuana Operation and Oversight Grant around three key areas: education, messaging and awareness and outreach.

Education

As part of building educational messaging, it was critical for the Macomb County Health Department to incorporate reliable, fact-based and scientific information. This was a problem area previously identified from the prior year's project.

Data & Research: In an effort to establish a science-based public awareness campaign, the Macomb County Health Department employed three different data collection methods to determine the general public's level of understanding of medical marihuana and prioritize topic areas related to its usage. Drawing on previous research findings, members of the Medical Marihuana team developed a research brief, underscoring key knowledge and attitude gaps found in research literature. Secondly, a survey was sent to 8,000 Macomb County residents. The survey, as a second method of data collection, was designed to identify the extent of knowledge and attitudes related to medical marihuana, as well as inquire about best practices of information distribution. Finally, a key finding was the lack of engagement with patients and their health care providers in addressing associated health risks and marihuana usage for medical treatment. As such, the final data collection strategy, is to have a focus group of health care providers addressing the topics of medical marihuana with their patients. These focus group discussions will occur in October 2020 after the preliminary findings of survey results are analyzed. Collectively, results from the survey, existing research findings and focus group discussions will continue to inform content for educational and messaging materials for future use.

Educational Materials: The new informational material created is designed to educate Macomb County residents about safe storage practices, Michigan laws, the dangers of driving under the influence, and health risks associated with medical marihuana usage. Printed materials, including postcards and brochures, were developed and disseminated to community partners, a local dispensary, health care providers, and Macomb County residents. Electronic materials were distributed, posted on the website and posted on social media. Two educational brochures titled "The Multi-Message Focus Areas Brochure" and "Know the Law Brochure" were developed and translated into Spanish and Arabic.

Messaging and Awareness

The Medical Marihuana team organized a wide-reach, science-based public awareness campaign to address a series of health risks related to medical marihuana usage. A significant portion of grant funds were used to purchase traditional and non-traditional advertising, including print, audio and video advertisements, with an emphasis on health risks associated with parental and breastfeeding exposure, impaired driving, safe storage and health care provider engagement included the development of print media such as buses, posters and bulletins, cable and radio scripts, a vehicle wrap, and social media advertisements.

In regard to cable advertisements, five 30-second video PSAs were developed through Comcast and include the following health safety messages:

- Health Care Provider Engagement
- Driving Under the Influence
- Safe Storage
- Pregnancy & Breastfeeding

The Macomb County Health Department purchased radio advertisement through iHeart Media, which included the following messaging that aired between May 11th and August 30th:

- Audio Advertisements on 97.9 WJLB
- Audio Advertisements on Channel 955
- Live reads done by Chelsea Kivell of Jay Towers in The Morning (100.3 WNIC); Joey of Channel 955; and Darrius of 97.9 WJLB
- Digital Advertisement via email to 19 zip codes in Macomb County
- Joey of Mojo in the Morning Social Media Facebook and Instagram postings.

In regard to print advertisements, the following graphics were developed for billboard/bulletins, bus and poster advertisements starting in May through December 2020. In total, 20 print advertisements and seven SMART buses, advertised educational materials throughout various locations in Macomb County.

- Marijuana Passes through Breastmilk, Know the Risks
- Don't Drive on Grass; Medical Marijuana Can Impair Your Driving
- Help your Growing Baby: Avoid Marijuana
- Lock it Up: Treat Medical Marijuana like other Medications.

Outreach

The overall goal of the outreach activities were to increase community knowledge about the health risks associated with medical marihuana use, and to connect Macomb County residents with reliable information and safe storage practices. Recognizing the need to reduce negative health outcomes and increase overall knowledge to special populations, the Macomb County Health Department targeted its core outreach, which included specific zip codes, community organizations that provide services to special populations, and directly to medical marihuana patients. Throughout the grant reporting period, five different types of outreach activities ensued, including attending community events, distributing safe storage lock bags, visiting and displaying materials at the local dispensary, reaching out to health care providers and doing direct mailings to county residents.

- ☐ Community Events: Due to COVID-19 there was a limited number of community events occurring throughout the grant cycle. However, the Macomb County Health Department staff attended a back to school community event organized by a local community organization. In addition, information about medical marihuana and safe storage lock bags were distributed to partner organizations.

- ☐ **Safe Storage Outreach:** In addition to educating about safe storage practices, the Macomb County Health Department purchased 2,500 lockable storage bags to secure medical marihuana for distribution to county residents and to disseminate at outreach events. Moreover, these devices were distributed to WIC program participants, a local dispensary, and through other partnering social service agencies. Storage devices included brochure information about Michigan's laws and health risks associated with marihuana usage.
- ☐ **Dispensary Outreach:** A number of outreach events occurred at Clinic Cannabis — a local dispensary in Centerline. Medical Marihuana patients receive brochure information and can also request a safe storage bag during these outreach events. Educational materials and other informational resources were provided to the dispensary for dissemination during operation hours.
- ☐ **Healthcare Provider Outreach:** The Macomb County Health Department identified an opportunity to increase awareness to health care providers about their role in medical marihuana usage, health outcomes and provider bias. As part of the health care provider outreach, the Macomb County Health Department will host focus groups or clinical conversations on how to best equip Macomb County residents with reliable information. In addition, health care providers will receive safe storage lock bags and educational brochures to handout to patients.
- ☐ **Direct Mail Outreach:** The Macomb County Health Department mailed 8,000 educational postcards on medical marihuana safety to county residents. In addition, household residents were able to submit a survey and request a safe storage bag.

Deviations from the Original Project as Proposed

As reported in previous quarterly reports, the Macomb County Health Department is playing a significant role in responding to COVID-19 and at the same time, ensuring the safety of its staff, clients and community. Due to the global pandemic and executive stay-at-home orders, the Medical Marihuana team was unable to move forward with the proposed activities of conducting focus groups and educational sessions with specific populations. Consequently, the Medical Marihuana team adjusted its Statement of Work activities related to the education and outreach goal. The intent of the educational sessions and focus groups were to collect data to help inform educational and outreach activities. In lieu of focus groups made up of county residents, a survey was developed. The Medical Marihuana team mailed 8,000 postcards, with a QR code to the survey, to Macomb County residents. In addition, the team drew on local and regional partners to assist in disseminating the electronic survey to populations they serve, including disseminating

the survey at the local dispensaries to recruit medical marihuana patients. Finally, they prepared a research brief examining findings from existing studies on medical marihuana, and they plan to host a virtual roundtable discussion with health care professionals in October.

The continuation of executive orders spanning into quarters 2 and 3 delayed many outreach opportunities, as staff and employees of community partners continue to work from home. In response, the Medical Marihuana team will continue its outreach efforts until December 2020.

Samples of Work

Attached in the appendices located at the end of this report are samples and products developed or created throughout this grant cycle to help achieve our goals around education, messaging and awareness, and outreach.

2. Accomplishments and problems experienced while carrying out the project

Accomplishments

The Macomb County Health Department's Medical Marihuana team was successful in meeting their objectives of raising awareness, increasing messaging, distributing education and offering community outreach. There are several noteworthy examples to showcase the grant's accomplishments throughout the grant cycle. In particular, three major accomplishments include: 1) established a wide-reach educational campaign; 2) created scientific information and data collection process, and 3) cultivated a partnership with the local dispensary and provided additional community outreach and engagement.

The messaging and awareness campaign was successful reaching more than just Macomb County residents and exceeding anticipated impressions. In regard to digital video and digital TV data analytics, in one month Comcast reached about 30% of our target audiences about 3 times. For the month of August, we have reached 101% of our goal exceeding anticipated impressions. 60% of our ads were viewed on a connected tv (Roku, Amazon Firestick, etc.) and 52.65% of our more targeted digital ads were seen on a mobile device. More specifically, the following highlights include.

- ☐ 661 30-second video spots aired
- ☐ 17,360 digital video impressions delivered with 70% were viewed in full (not exited out of the video they tried watching)
- ☐ 14,385 digital TV impressions delivered with 97% were viewed in full (not exited out of the video they tried watching)

- ☐ On the digital streaming end, 82% of our ads were viewed in full (not exited out of the video they tried watching)

In regard to bulletin and print advertisements, the following data analytics highlights include:

- ☐ 1,137,348 impressions from four billboard locations
- ☐ 1,060,721 impressions from 16 poster locations
- ☐ 7 bus headliners
- ☐ 40 buses with interior cards

Radio analytics include the following highlights:

- ☐ Radio advertisement directed 14.2% of the web traffic to doyourresearch.org, which is over performing as the standard lift of 8.5%
- ☐ Radio advertisement contributed to 81 unique user visits from commercials to the website
- ☐ WJLB-FM listeners converted more to the doyourresearch.org website when visiting the Macomb County Health Department website.
- ☐ 1,196 aired radio spots
- ☐ 200,000 impressions
- ☐ 21,429 emails of educational content to radio listeners.

The Medical Marihuana team made advances in establishing a science-based public awareness campaign by employing three different data collection methods with the intention to use data to determine the general public's level of understanding and best practices of disseminating information about medical marihuana. Collectively, results from the survey, existing research findings and focus group discussions will continue to inform content for both educational and messaging materials for future use. More specifically, the following highlights include.

- Production of a 20-page Research Brief underscoring key knowledge and attitude gaps found in research literature.
- A survey sent to 8,000 Macomb County residents with the goals. The survey, as a second method of data collection was designed to identify the extent of knowledge and attitudes related to medical marihuana as well as inquire about best practices of information distribution.
- 112 survey responses collected with a goal of collecting 350-400 responses from Macomb County residents
- Health Care Professional Focus Groups: A key piece of data found in exiting research is the role of healthcare in addressing associated health risks and marihuana usage for medical treatment. At this time recruitment of health care professionals is occurring and scheduled for October 2020 after preliminary finding of survey results are analyzed.

Throughout the grant cycle, the Medical Marihuana team made significant progress connecting with community partners and Macomb County residents with educational materials and safe storage products. In addition, the Medical Marihuana team created social media accounts for doyourresearch.org. The information below provides a snapshot of data regarding our social media engagement and highlights several outreach accomplishments in the community:

- ☐ Attended a CARE community outreach event and disseminated educational materials to 25 families
- ☐ Procured 2,500 safe storage bags for distribution
- ☐ Disseminated 105 safe storage bags with educational materials to survey respondents
- ☐ Mailed 8,000 postcards to Macomb County residents
- ☐ Established a platform for social media engagement. Current data analytics include the following:
 - Facebook:
 - 72 Likes
 - 953 People Reached
 - 136 Post Engagements
 - Instagram:
 - 19 Followers
 - 8 Content Interactions
 - 19 Total Followers
 - Twitter:
 - 2 Followers

The final noteworthy accomplishment to highlight is the positive relationship established with the local dispensary in Macomb County. Clinic Cannabis located in Center Line, Michigan was instrumental in connecting the Macomb County Health Department to medical marihuana patients. To date, staff from the Health Department has maintained a booth at that location on multiple occasions and for multiple hours. Clinic Cannabis staff assisted in distributing our educational brochures and assisted in recruiting patients to take our survey. A few highlights:

- ☐ Attended five Clinic Cannabis events at the local dispensary and distributed educational materials to a total of 67 individuals
- ☐ Disseminated approximately 220 postcards and 250 brochures to local dispensaries
- ☐ Disseminated 59 safe storage bags to medical marihuana patients

Problems

As noted above and in previous reports, the Macomb County Health Department played a significant role in responding to COVID-19. Due to the global pandemic and executive stay-at-home orders, the Medical Marihuana team was unable to move forward with a few of the original proposed activities related to in-person community outreach. However, the Medical Marihuana team implemented alternative strategies in response to this particular barrier, including virtual focus groups, administering a survey and mailing door-direct postcards. In addition, with the continuation of executive orders spanning into quarters 2 and 3 many outreach opportunities were delayed as staff and employees of community partners continued to work from home. Therefore, some of our outreach efforts when permissible occurred during the latter end of quarter 3. To address this delay, the Medical Marihuana team will continue its outreach efforts until December 2020. Much of the educational material was finalized toward the end of quarter 3, translated into Spanish and Arabic and will be disseminated out to community partners who serve those populations through the end of December 2020.

3. Coordinated efforts with other organizations to complete the project

Throughout the grant period, the Macomb County Health Department worked with several partners to implement the proposed project activities. Educational material was distributed to Macomb County WIC clinics, the Department's Family Planning program, as well as health care offices and dispensaries throughout Macomb County. In addition, the Macomb County Health Department partnered with CARE, a social service organization and organizer of 13 local substance abuse coalitions. CARE was instrumental in distributing educational materials and hosting a community outreach event attended by Health Department staff. Community partners assisted in disseminating the survey in an effort to collect data and assess educational needs pertaining to medical marihuana and associated health risks. Moreover, partners assisted in the dissemination of printed and electronic educational materials to specialized populations. Many of our community partners expressed interest in our safe storage lock bags.

4. Impacts, anticipated and unanticipated, experienced as a result of the project implementation

Impacts

The Macomb County Health Department was successful in employing a wide-reach messaging and educational campaign reaching millions of Macomb County residents. All survey respondents, including residents, indicating little to no knowledge of health implications and Michigan's Laws received educational materials and a safe storage lock bag with a goal of increasing the level of knowledge of health risks, laws and regulation, and the importance of safe storage, medical supervision and driving precautions. In addition, this project led to more

educational resources being available for a wide range of audiences including adults of all ages, pregnant and breastfeeding mothers, dispensaries, patient caregivers, health care and other providers. With the recent legislation of recreational marihuana, this project will continue to enhance the capacity of the Macomb County Health Department and position it to be a resource for reliable and fact-based education in this area. In addition, the Health Department prioritized the importance of establishing a concerted effort to build relationships with local dispensaries, which will be crucial as the availability and legal use of medical marihuana and recreational marihuana continues to expand.

Unanticipated Impacts

There are a couple of unanticipated impacts, noteworthy enough to be mentioned. First, the safe storage lock bags were overwhelming popular among community partners, health care providers and community residents. For example, members of the same household were requesting multiple bags. Health care providers expressed interest in our safe storage bags not only to secure marihuana products, but also for other prescribed medications. Finally, our community partners, including the local dispensary were enthusiastically supportive that safe storage bags were distributed at their community event and/or location.

A second unanticipated impact was that the final products of all print and media advertisement materials were culturally and linguistically appropriate, represented diverse backgrounds and avoided any cultural bias. When we drafted and curated our messaging for our print and media partners, it became incredibly important to ensure that all messaging met the goal of appropriate representation with fact-based information and avoided any cultural or gender bias.

5. Final Expenditures of grant money and other contributions to the project, in-kind and/or direct funding.

- See Attached FSR and supporting documents.

6. Any experience in applying the project products and anticipated next steps

Preliminary survey results indicate the majority of respondents (70%) are informed about medical marihuana from their own understanding or from a friend or family member. In addition, almost half of the respondents (45%) either have no knowledge or only a little knowledge about appropriate dosages of marihuana for medical treatment and 32% of respondents feel their health care provider will judge them if they discuss medical marihuana as a treatment approach. There is evidence to suggest education can improve health care provider preparedness to prescribe and discuss medical marihuana as a treatment approach. This allows the health care provider to be more prepared to answer questions from individuals inquiring

about medical marihuana usage and effects on health. There is also evidence health care provider's attitudes toward medical marihuana may serve as a barrier for individuals wanting to consult with their health care provider about marihuana usage. Thus, making it more difficult to learn about any health risks associated with marihuana usage. Given these preliminary findings, there is an opportunity to educate health care providers about patient's views and attitudes on medical marihuana and provide information to patients about appropriate usage and adverse health effects.

7. Actual Budget expenditures compared to the Budget in the Agreement. Include the basis or reason for any discrepancy.

The areas of discrepancies between the budget and actual expenses are postage and supplies. Both areas had little to no spending in the program.

- See attached budget adjustment documents for additional budget changes.

Appendix A:Multi-Message Focus Area Brochure
Appendix B:Know the Law Brochure
Appendix C:MCHD Van Wrap
Appendix D:Billboard/Posters
Appendix E: Postcards
Appendix F: Safe Storage Bag
Appendix G: Social Media Posts Graphics

Appendix A: Multi-Message Focus Area Brochure



**Talk to your
healthcare provider.**

DOYOURRESEARCH.org

LEARN MORE



Know the risks

of using

MEDICAL MARIJUANA



A healthcare provider is the best source to get information from about the use of medical marijuana.

Your doctor can talk to you about **what conditions medical marijuana can treat, what doses might work best for you, and will ensure there are no interactions with other medications being taken.**

Have open and honest conversations with your healthcare providers in order to receive the best care possible.

References

1. Bertrand, K., Hanna, M., Monerand-Smith, G., Best, R., & Chambers, C. (2018). Marijuana Use by Breastfeeding Mothers and Cannabinoid Concentrations in Breast Milk. *Pediatrics*, 142(5), e20181075-. <https://doi.org/10.1542/peds.2018-1075>
2. Marijuana and Driving Impairment, (pp. 277-293). (2007). Humana Press. https://doi.org/10.1007/978-1-59259-947-9_2
3. Metz, L., & Borgelt, L. (2018). Marijuana Use in Pregnancy and While Breastfeeding. *Obstetrics and Gynecology* (New York, 1952), 132(5), 1156-1210. <https://doi.org/10.1016/j.obgyn.2018.03.006>



Health
Department

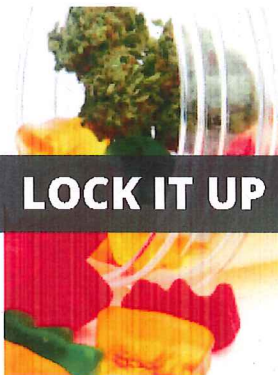
Funding provided by The Michigan
Department of
Licensing and Regulatory Affairs



Health
Department



**Marijuana passes through
breastmilk. Know the risks.**



LOCK IT UP



Don't drive on grass.

Marijuana passes through breastmilk and can be present in your infant for up to 6 days following use.

Refraining from marijuana use is the safest option for mom and baby during pregnancy and breastfeeding.

Negative effects of marijuana on your infant's ability to grow and develop properly are **unknown**, but some studies have shown an association. **A lack of data does not mean it is safe** to be using marijuana during pregnancy and breastfeeding.



Keep your medical marijuana locked up.

Not only should medical marijuana be stored **out of sight**, but it should also be stored in a **locked** container.

A lot of times edible marijuana products can be mistaken for candies, sweets, and lozenges. Keep marijuana locked up to avoid accidentally harming others, **especially children and pets.**

Do NOT drive under the influence of marijuana.

Marijuana can impair your ability to drive. **Avoid driving under the influence** by waiting to drive at least 4 hours after marijuana use.

Marijuana can **impair your judgement, reaction time, decrease focus, attention, and cause drowsiness.**

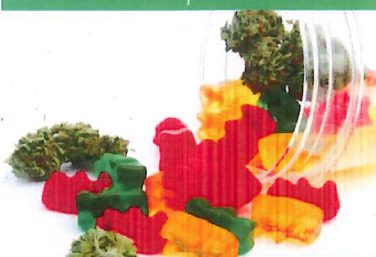


8/2020

Learn more at: **DOYOURRESEARCH.org**

Appendix B: Know the Law Brochure

LOCK IT UP



Treat medical marijuana like other medication.



Health
Department

Learn more at:

DOYOURRESEARCH.org

This information has been provided by
the Michigan Legislature

Michigan Medical Marijuana Act

and

**Michigan Regulation and Taxation of
Marihuana Act**



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Know the Laws in Michigan

**Medical
Marijuana**



**Recreational
Marijuana**

Funding Provided By:
The Michigan Department of Licensing and Regulatory Affairs

**Marijuana
in
Michigan**

**Medical
Marijuana**

vs.

**Recreational
Marijuana**

Legalization

Medical Marijuana was legalized in Michigan on December 4, 2008, with possession of a medical marijuana registration card and valid drivers license or government identification

Recreational Marijuana was legalized in Michigan on December 6, 2018 and sales began December 1, 2019

Equivalents

1 ounce of usable marijuana is equivalent to:

- 16 ounces of a marijuana infused product in a solid form (chocolate bars, gummies, etc.)
- 7 grams of marijuana in a gaseous form (vapes)
- 36 fluid ounces of marijuana in a liquid form (topicals, tinctures, etc.)

Legal Possession Amounts:

- 2.5 ounces of usable marijuana, or usable marijuana equivalents
- 12 marijuana plants kept in an enclosed, locked facility
- A primary caregiver for a patient or child under the age of 21 is able to possess 2.5 ounces of usable marijuana, or equivalents, with a registry identification card

You must possess a medical marijuana card in order to possess the amounts of marijuana presented above.

A qualifying patient or caregiver cannot transfer marijuana or marijuana infused product to any other individual.

Driving under the influence of medical marijuana is strictly illegal in Michigan.

Talk to your doctor if you believe to have a medical condition that could be treated with medical marijuana.

Legal Possession Amounts:

- 2.5 ounces of marijuana in public, with less than 15 grams being cannabis concentrate
- Allowed up to 10 ounces at home, with amounts larger than 2.5 ounces to be stored in locked containers

Cultivation:

- 12 plants allowed to be grown per person of age 21 and older, not exceeding 12 plants per residence
- Plants cannot be visible from a public place

Must be 21 older to use, possess, or cultivate recreational marijuana.

Public cannabis consumption is strictly illegal in Michigan.

Driving under the influence of marijuana is illegal.

8/2020

For more information visit:

DOYOURRESEARCH.org

Appendix C: MCHD Van Wrap



MEDICAL MARIJUANA SAFETY

**Marijuana passes
through breastmilk.
Know the risks.**

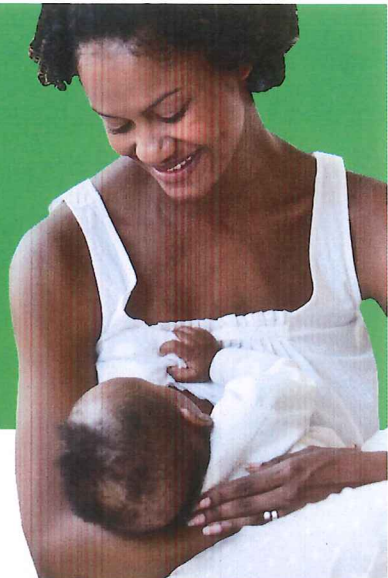


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Learn more at

DO+YOURRESEARCH.org

Funded by the Michigan Department of Licensing and Regulatory Affairs



MEDICAL MARIJUANA SAFETY

Don't Drive on Grass.

**Medical Marijuana
Can Impair Your Driving.**

Learn more at

DO+YOURRESEARCH.org

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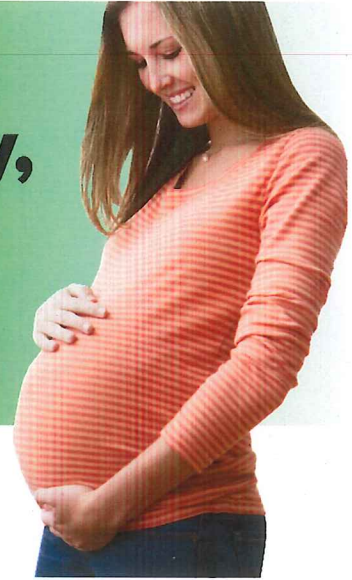


MEDICAL MARIJUANA SAFETY

Help Your Growing Baby, Avoid Marijuana



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LOCK IT UP

Treat medical marijuana
like other medication.

Learn more at
DoYourResearch.org



Health
Department



MEDICAL MARIJUANA SAFETY



**TREAT MEDICAL MARIJUANA
LIKE OTHER MEDICATIONS**

Learn more at

DO+YOURRESEARCH.org

Funded by the Michigan Department of Licensing and Regulatory Affairs



Health
Department

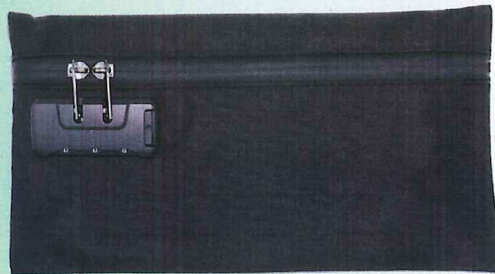
**Help us learn more about how to
best provide information to Macomb
County residents.**

Please participate in our survey by scanning
the QR code with your camera using any
smart device.



**For your
participation, you
will receive a safe
storage bag**

While supplies last.



Funded by the Michigan Department of Licensing and Regulatory Affairs

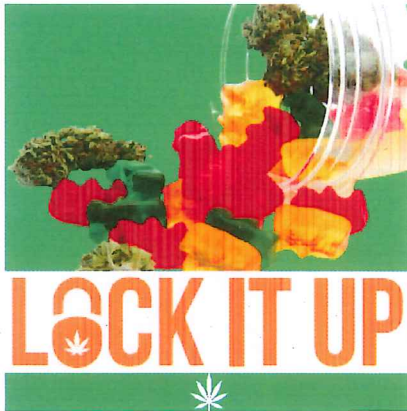
DO+YOURRESEARCH.org

Appendix F: Safe Storage Bag



Appendix G: Social Media Posts Graphics

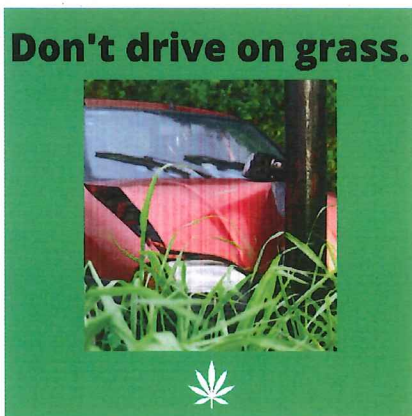
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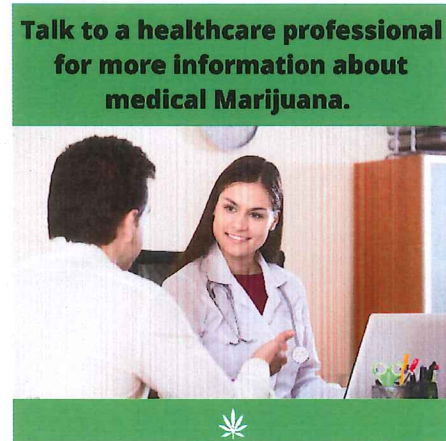
DOYOURRESEARCH.org



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DOYOURRESEARCH.org

Help us learn how to best provide
information to Macomb County
residents by taking the survey below:



Receive a FREE medical Marijuana safe
storage bag for your participation.



2020

Medical Marihuana Operation and Oversight Grants

FINANCIAL STATUS REPORT

County Agency Name: Macomb County Health Department	
Street Address: 43252 Elizabeth Road	Report Period: 1/1/2020 – 9/15/2020
City, State, Zip Code Mt. Clemens, MI 48043	

Category	Budget	Jan 1-Mar 31	Apr 1-Jun 30	Jul 1-Sep 15	Year to Date	Percent of Budget to Date
Contractual:						
Consultant	11,200	0	0	8,000.00	8,000.00	71.43%
Translation Services	6,000	0	0	459.20	459.20	7.65%
Operating Expenses:						
Training	6,000	312.00	0	0	312.00	5.20%
Advertising	181,000	0	18,000.00	145,170.94	163,170.94	9.94%
Printing	25,000	0	0	2,594.00	2,594.00	90.15%
Supplies	8,000	0	0	0	0	0.00%
Postage	7,250	0	.46	1.38	1.84	0.00%
Community Projects	19,000	0	0	34,398.46	34,398.46	181.04%
Vehicles:						
Fuel & Maintenance	2,550	0	0	688.60	688.60	27.00%
Total Expenditures	266,000	312.00	18,000.46	191,312.58	209,625.04	78.81%

Authorized Signature:

Patrick DeTine

Digitally signed by Patrick DeTine

Date: 2020.09.15 11:40:58 -04'00'

Contact Person Name:

Shannon Murray 586-469-2005

Macomb County, Michigan

Budget to Actual Report - By Org Key

1/1/2020 TO 9/15/2020

Fiscal Year: 2019 / 2020

Key	Description	2019	2020	Encumbered	Actual	Variance	Pct Utilized
		Adopted Budget	Final Budget				
21960104	Hlth-Medical Marihuana						
Revenue Accounts							
57001	STATE-GRANTS	294,600.00	266,000.00	0.00	0.00	(266,000.00)	0.00 %
	Total State Revenue	294,600.00	266,000.00	0.00	0.00	(266,000.00)	0.00 %
	Total Revenue Accounts	294,600.00	266,000.00	0.00	0.00	(266,000.00)	0.00 %
Expense Accounts							
70200	SAL & WAGE - BASE PAY	4,447.00	0.00	0.00	0.00	0.00	100.00 %
	Total Salaries and Wages	4,447.00	0.00	0.00	0.00	0.00	100.00 %
71510	FICA - OASDI	275.00	0.00	0.00	0.00	0.00	100.00 %
71515	FICA - MEDICARE	65.00	0.00	0.00	0.00	0.00	100.00 %
71520	HOSPITALIZATION INSURANCE	0.00	0.00	0.00	0.00	0.00	100.00 %
71521	DENTAL INSURANCE	0.00	0.00	0.00	0.00	0.00	100.00 %
71529	RETIREE MEDICAL	0.00	0.00	0.00	0.00	0.00	100.00 %
71530	LIFE INSURANCE - BASE	0.00	0.00	0.00	0.00	0.00	100.00 %
71540	PENSION	0.00	0.00	0.00	0.00	0.00	100.00 %
71542	PENSION DEFINED CONTRIB	61.00	0.00	0.00	0.00	0.00	100.00 %
71560	WORKER'S COMPENSATION	9.00	0.00	0.00	0.00	0.00	100.00 %
71580	LONG-TERM DISABILITY	10.00	0.00	0.00	0.00	0.00	100.00 %
71590	COMPENSATED ABSENCES	133.00	0.00	0.00	0.00	0.00	100.00 %
	Total Fringe Benefits	553.00	0.00	0.00	0.00	0.00	100.00 %
72624	SUPPLIES - OFFICE	0.00	0.00	0.00	0.00	0.00	100.00 %
72699	SUPPLIES - OTHER	8,000.00	8,000.00	0.00	0.00	8,000.00	0.00 %
72901	POSTAGE & DELIVERY	8,000.00	7,250.00	0.00	1.84	7,248.16	0.02 %
86201	TRAVEL - LOCAL MILEAGE	0.00	0.00	0.00	0.00	0.00	100.00 %
90101	PRINTING & REPRODUCTION	51,500.00	5,000.00	0.00	2,152.00	2,848.00	43.04 %
90301	ADVERTISING	133,000.00	181,000.00	5,670.94	157,500.00	17,829.06	90.14 %
93003	REPAIRS & MAINT - VEHICLE	0.00	700.00	0.00	388.60	311.40	55.51 %
95901	EMPLOYEE TRAINING	36,000.00	6,000.00	0.00	312.00	5,688.00	5.20 %
96104	VEHICLE-GASOLINE	1,300.00	1,850.00	0.00	0.00	1,850.00	0.00 %
97801	COMMUNITY PROJECTS	0.00	39,000.00	20,160.00	14,118.32	4,721.68	87.89 %

Report: GL80F

Fund: 219 Health Grants 19/20

Key: 21960104 Hlth-Medical Marihuana

Y/E: SEP

Macomb County, Michigan

Budget to Actual Report - By Org Key

1/1/2020 TO 9/15/2020

Fiscal Year: 2019 / 2020

Key	Description	2019		2020		Actual	Variance	Pct Utilized
		Adopted Budget	Final Budget	Encumbered	Budget			
	Total Operating Expenses	237,800.00	248,800.00	25,830.94		174,472.76	48,496.30	80.50 %
80134	CS - SEMHA	30,000.00	0.00	0.00		0.00	0.00	100.00 %
80199	CS - OTHER	11,000.00	17,200.00	0.00		8,459.20	8,740.80	49.18 %
	Total Contract Services	41,000.00	17,200.00	0.00		8,459.20	8,740.80	49.18 %
99101	INDIRECT COST ALLOCATION	6,000.00	0.00	0.00		0.00	0.00	100.00 %
99102	INDIRECT COST-ADMIN OH	4,800.00	0.00	0.00		0.00	0.00	100.00 %
	Total Internal Service Costs	10,800.00	0.00	0.00		0.00	0.00	100.00 %
98100	VEHICLES	0.00	0.00	0.00		0.00	0.00	100.00 %
	Total Capital Outlay	0.00	0.00	0.00		0.00	0.00	100.00 %
	Total Expense Accounts	294,600.00	266,000.00	25,830.94		182,931.96	57,237.10	78.48 %

Revenue	294,600.00	266,000.00	0.00	0.00	(266,000.00)
Expenses	294,600.00	266,000.00	25,830.94	182,931.96	57,237.10
Net	0.00	0.00	(25,830.94)	(182,931.96)	(208,762.90)

Additional Expenses (Currently Processing But Will Be Posted as of 9/15/2020):

90101 (Printing) - \$442.00
 90301 (Advertising)- \$5,670.94
 93003 (Repairs & Maint - Vehicle) - \$300.00
 97801 (Community Projects) - \$20,280.14

Total Expenses - \$209,625.04

Report: GL80F

Fund: 219 Health Grants 19/20

Key: 21960104 Hlth-Medical Marihuana

Y/E: SEP

Macomb County, Michigan

Budget to Actual Report - By Org Key

1/1/2020 TO 9/15/2020

Fiscal Year: 2019 / 2020

	2019		2020		Actual	Variance	Pct Utilized
	Adopted	Budget	Final	Budget			
Revenue	294,600.00	266,000.00	0.00	266,000.00	0.00	-266,000.00	0.00 %
Expenses	294,600.00	266,000.00	25,830.94	25,830.94	182,931.96	57,237.10	78.48 %
Net	0.00	0.00	-25,830.94	-25,830.94	-182,931.96		

Total Health Grants 19/20



Mark A. Hackel
County Executive

MACOMB COUNTY HEALTH DEPARTMENT

Mount Clemens Health Center

43525 Elizabeth Road ♦ Mount Clemens, Michigan 48043

PHONE: 586-469-5235 FAX: 586-469-5885

www.macombgov.org/publichealth

William J. Ridella, M.P.H., M.B.A.
Director/Health Officer

Kevin P. Lokar, M.D.
Medical Director

July 27, 2020

Ashley Smith
Operations Support Section
Enforcement Division
Michigan Marijuana Regulatory Agency

Dear Ms. Smith –

This letter serves as communication of budget adjustments to the medical marijuana operation and oversight grant awarded to the Macomb County Health Department (MCHD) for education and outreach programs relating to the Michigan Medical Marijuana program pursuant to section 6(l) of the Michigan Medical Marijuana Act, 2008 IL 1, MCL 333.26426.

MCHD has made the following adjustments to the budget in order to accurately document spending.
Budget adjusted within the Education Activities line item; original amount of \$61,000.

Community and Professional Education Session Beginning Balance \$30,000

Create new line item: Community Projects
+\$19,000 from Community and Professional Education Session (balance)
= \$19,000 (Balance Community Projects)

Postage \$2,250 (Original)
+\$5,000 from Community and Professional Education Session
= \$7,250.00 (Balance Postage)

Ending balance in Community and Professional Education Session \$6,000

Attached you will find an updated budget.

If you have any questions or concerns, contact Natalie Dean-Wood, Division Director of Community Health Planning and Promotion at (586) 469-2004, natalie.dean-wood@macombgov.org.

Sincerely,

William J. Ridella
Director/Health Officer

WJR/ndw

**2020 Medical Marihuana Operation and Oversight Grant
Macomb County
Updated Budget 7/27/2020**

<u>Staffing</u>	\$11,200
Consultant	\$9,000
Health Educator/Support Staff overtime	\$2,200
<u>Advertising</u>	\$181,000
Radio Ads	\$55,500
Cable Ads (Comcast Spotlight)	\$40,000
Billboards & Posters	\$73,500
Transit	\$12,000
<u>Education Activities</u>	\$56,000
Print Materials - Toolkits, Handouts, Postcards, Vehicle Wrap	\$25,000
Community and Professional Education Sessions	\$6,000
Community Projects	\$19,000
Translation Services	\$6,000
<u>Outreach Activities</u>	\$17,800
Supplies and Materials	\$8,000
Fuel Cost and Maintenance	\$2,550
Postage	\$7,250
Total Budget	\$266,000