

MMCP 2024 Grant Award

Planting Seeds of Understanding: A Medical Cannabis Community Toolkit

Issuing Agency: Mississippi State Department of Health

RFP Number: MMCP-001-2024

Release Date: 11/01/2024

Proposal Submission Deadline: 11/18/2024

I. Introduction and Purpose

The Mississippi State Department of Health (MSDH) is issuing this Request for Proposals (RFP) to qualified organizations to design and implement a comprehensive public education campaign focused on the legal, health, and safety aspects of medical cannabis in Mississippi. This grant, amounting to \$50,000, aims to educate the public on responsible use, health benefits, and potential risks associated with medical cannabis, aligning with both state law and evidence-based research. Funds will be allocated in accordance with state requirements for the period of January 1, 2025, through June 30, 2025.

The initiative will incorporate the findings from the National Academies of Sciences, Engineering, and Medicine (NASEM) 2024 report, Cannabis Policy Impacts Public Health and Health Equity, ensuring that public education materials reflect the most reliable data available on the benefits and risks of cannabis.

Successful applicants will enter a subgrant agreement with MSDH. In addition to the subgrant agreement, completion of a W-9 Form and Conflicts of Interest Form will be required. All grant recipients must have both a Mississippi vendor number, which can be obtained from the MS Department of Finance and Administration and a Unique Entity Identifier number



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(UEI), which can be obtained by visiting www.Sam.gov. Funds will be administered on reimbursement basis upon receipt of invoices and supporting documentation. All applications will be reviewed by a review committee. As part of the application review process, applicants may be interviewed via Zoom by the review committee to more accurately determine the organization’s ability and commitment to complete the funding goal(s). The grant recipient will subject to the policies and procedures set forth in the MSDH Subgrant Policies and Procedures Manual which can be accessed via the following link: [Grants and RFAs - Mississippi State Department of Health](#).

Timeline of Events

Request for Proposal Release Date	November 1, 2024
Deadline for Proposal Submission	November 18, 2024
Notification Date	December 9, 2024
Estimated Budget Period	January 1 – June 30, 2025

SUBMISSIONS MUST BE MADE USING THE FOLLOWING LINK:

<https://app.smartsheet.com/b/form/b53c955f452149bd958baa6c3ed38ae5>

II. Background

With the enactment of the Mississippi Medical Cannabis Act and the implementation of the Mississippi Medical Cannabis Program (MMCP), there is a critical need for the public to be informed about the safe and responsible use of medical cannabis. Public education must address the potential health benefits for qualifying patients, as well as risks, particularly to vulnerable populations, in alignment with Mississippi Medical Cannabis Act, associated regulations (Title 15, Part 22) and the NASEM report.

III. Scope of Work



The selected organization will be responsible for developing, managing, and implementing a statewide educational campaign that addresses the following components. These elements should align with current Mississippi law, evidence-based research, and the health effects and risks outlined in the NASEM report.

1) Community Toolkit Development

The grantee will create a Mississippi-specific toolkit designed to educate diverse communities on medical cannabis laws, benefits, and public health risks. The toolkit must address:

- **Evidence-Based Health Benefits:** Develop materials that explain the evidence-supported medical benefits of cannabis for conditions such as chronic pain, chemotherapy-induced nausea, and spasticity in multiple sclerosis.
- **Health Risks:** Emphasize the potential health risks of cannabis use, including mental health concerns (e.g., schizophrenia and social anxiety), cognitive impairment, and respiratory conditions, particularly for chronic users.
- **Targeted Education for Vulnerable Populations:** Include specific materials tailored to vulnerable groups such as adolescents, pregnant and breastfeeding women, and individuals with pre-existing mental health conditions. Highlight the risks of cannabis use during pregnancy, including potential developmental effects on children.
- **Driving and Cannabis Use:** Provide materials that highlight the dangers of driving under the influence of cannabis, particularly focusing on how medical cannabis can impair motor skills and judgment.
- **Clarification of Insufficient Evidence:** Ensure that materials transparently communicate the areas where cannabis-related research is still developing, such as its efficacy in treating anxiety, cancer, and other conditions.



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2) **Public Engagement Workshops and Digital Outreach**

The selected organization will host a series of public engagement events and develop digital content to educate the public on medical cannabis. This will include:

- **In-Person Workshops:** A minimum of six events across different regions, targeting medical cannabis patients, educators, stakeholders, and the general public. Each session must include both the health benefits and risks of cannabis use as per the NASEM findings.
- **Social Media and Online Campaigns:** Leverage social media platforms to deliver key messages through interactive content, videos, infographics, and webinars, emphasizing both the therapeutic potential and the risks associated with cannabis.

3) **Educational Materials for Stakeholders**

The selected organization will develop and distribute educational materials for patients and other industry stakeholders. The training must focus on:

- **Medical and Therapeutic Uses:** Explain the evidence-based therapeutic uses of medical cannabis while addressing health professionals' legal responsibilities under Mississippi law.
- **Cannabis Use Disorder:** Provide training on recognizing and managing cannabis use disorder, ensuring health professionals can identify and treat patients who may develop dependence.
- **Compliance with Regulations:** Ensure dispensaries and processors understand the legal requirements for packaging, labeling, and advertising, including rules around child-resistant packaging, accurate labeling of THC content, and restrictions on health claims.



4) Driving Safety Campaign on Cannabis Impairment

Create and distribute educational materials that focus specifically on the risks of driving under the influence of cannabis, following evidence that cannabis use increases the risk of motor vehicle accidents. This campaign should include collaboration with local law enforcement to raise awareness and ensure that medical cannabis users are aware of the legal and safety implications of driving while impaired.

IV. Deliverables

The successful applicant will be responsible for delivering the following:

1) Comprehensive Community Toolkit

- Digital and print resources (brochures, fact sheets, infographics, and videos) that explain cannabis laws, therapeutic uses, risks, and safety concerns.
- Infographics that outline the difference between short-term medical benefits and long-term risks, as per the NASEM report.

2) Workshops and Outreach Events

- Conduct at least six public education workshops across Mississippi (both in-person and virtual), with a special focus on vulnerable groups and health risks identified in the NASEM report.
- An interactive website or social media campaign providing educational videos and virtual Q&A sessions.

3) Educational Materials for Patients and Stakeholders

- Develop educational materials such as pamphlets, brochures, etc., focused on cannabis health effects, legal compliance, and cannabis use disorder.
- Provide educational resources for patients, caregivers, and stakeholders regarding the information included on medical cannabis product labeling and Certificate of Analysis.



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4) Driving Safety Campaign Materials

- Public service announcements (PSAs), flyers, and digital content about the dangers of driving under the influence of cannabis.

5) Evaluation Report

- A detailed report outlining campaign activities, metrics on community engagement, feedback from public events, and an analysis of the campaign's impact.

V. Proposal Submission Guidelines

Proposals should include the following components:

- **Executive Summary:** A summary of the organization's qualifications, experience in public health campaigns, and a clear understanding of the scope of work.
- **Work Plan and Approach:** A detailed work plan outlining how the organization will meet the deliverables. Include a timeline and key milestones for the project.
- **Budget:** A line-item budget for the \$50,000 grant, detailing expected costs for staffing, materials, event coordination, and digital outreach efforts.
- **Experience and References:** Provide examples of past successful public health campaigns, especially those related to cannabis or other regulated substances.

VI. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1) *Technical Approach and Evidence-Based Focus (30%)*

Proposals must demonstrate a clear understanding of the NASEM findings and how they will be integrated into public education materials and outreach.

2) *Experience and Capacity (30%)*

Previous experience in public health education, especially regarding cannabis or similar regulated substances.

3) *Budget and Cost-Effectiveness (25%)*



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A well-justified budget showing how the project can be completed within the grant amount.

4) *Innovation and Public Engagement Strategies (15%)*

Creative approaches to reaching diverse and vulnerable populations, including the use of digital media and community partnerships.

VII. Grant Terms and Conditions

The awarded organization must adhere to all applicable Mississippi laws and regulations governing medical cannabis. Grantees must provide quarterly reports on project progress and remain in compliance with Mississippi State Department of Health guidelines for financial and programmatic accountability.

Contact Information

For questions or additional information, please contact:

Mississippi Medical Cannabis Program

Mississippi State Department of Health

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