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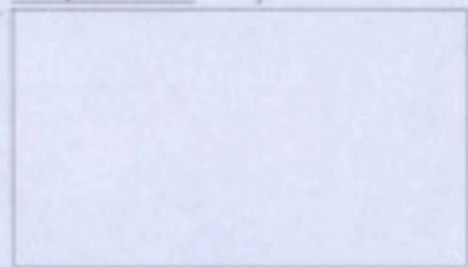
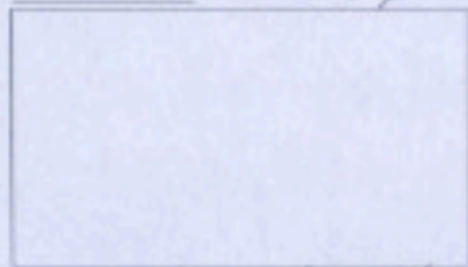
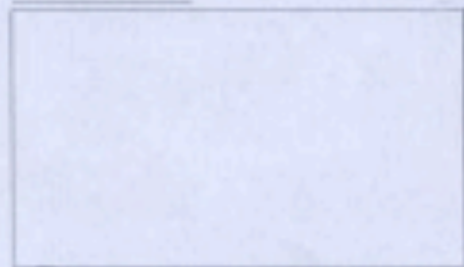
*Anthony Brown*

Design with Science in Mind

## *Customer Journey Map*

*Campaign for  
Government approval of CBD's for use by Children with Epilepsy*

Issue Seizures and Marijuana - Federally not approved/Need Fed approval



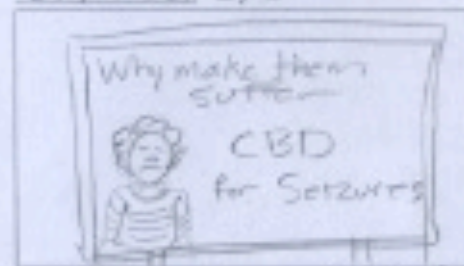
Patients needing Federal Aid can't get help because Marijuana is Schedule I  
How can we advocate Federal declassification for Medical Marijuana for seizure patients

BLOG

CBD vs Seizures	
CBD - vs. Pharm	
Cost -	
Effects -	
Results -	
Position -	
Forum -	

Create a Blog (National)  
to petition the Fed.

Bill boards



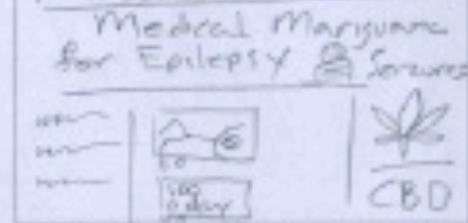
Bill Boards with stats  
on CBD -vs- Pharm

Research Fact Chart

MARIJUANA - PHARM	
CBD	PHARM
Side Effect	Side Effect
Cost	Cost
Effects	Effects

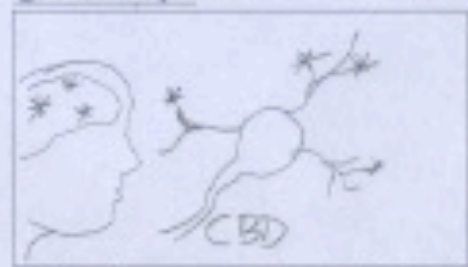
Create a Fact Chart  
Pros + Cons of Med Mar  
compared to Pharm  
Social Media Campaign

Facebook

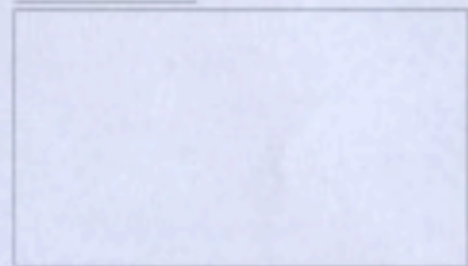


Utilize Social Media sites  
to spread info about the issue

Short Film



Create a Short Film - animation  
showing how Mari. interacts with  
seizure patients



Issue FDA tested imported Foods not enough what percent.



Many foods are imported for consumption but are they safe  
What percentage of foods are tested entering the country - what are the standards

Solutions

PSA asks FDA

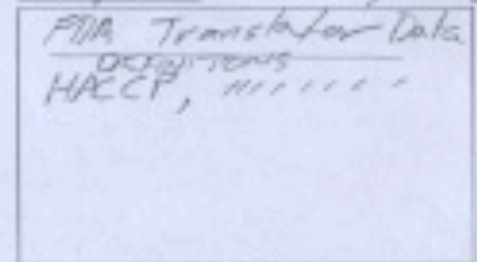


PSA asking FDA for total access and disclosure

Billboards + Posters



Simplification Blog page



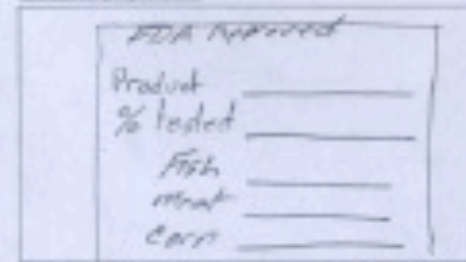
The idea is to simplify the data resources of agencies such as FDA - CDC -

Phone scanner



Barcode scanner can tell you where food coming from

Blogs



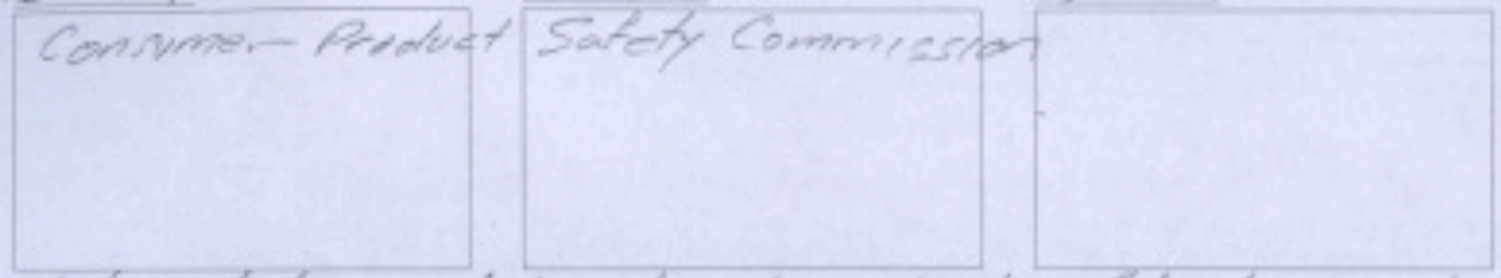
Will link to product's info and FDA results



Blog will connect to Agriculture Dept. (imported from ... theme)

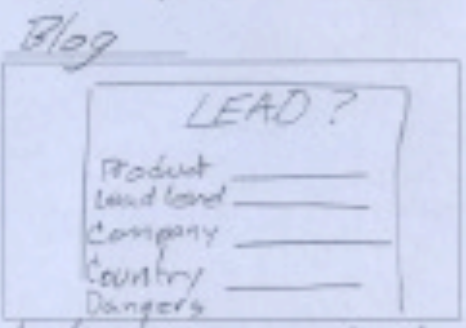


Issue International Products / Import Products with dangerous lead levels

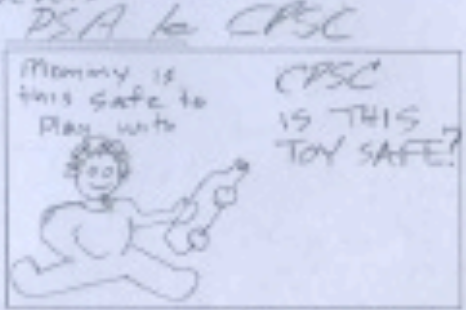


What products imported contain high levels of lead - Toys - leads - etc...  
How to protect our children from using high lead products:

Solutions



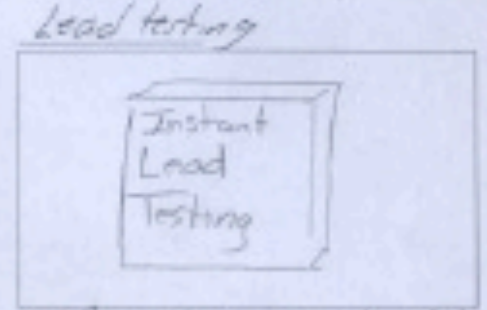
links to researched items containing unsafe levels



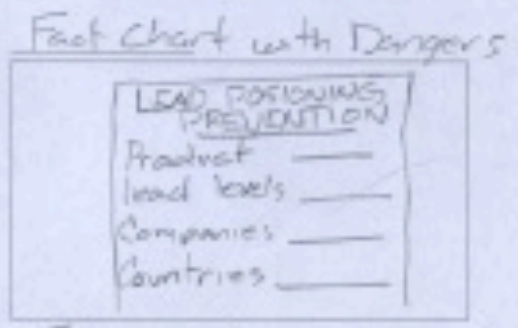
PIA asking for disclosure on high lead products



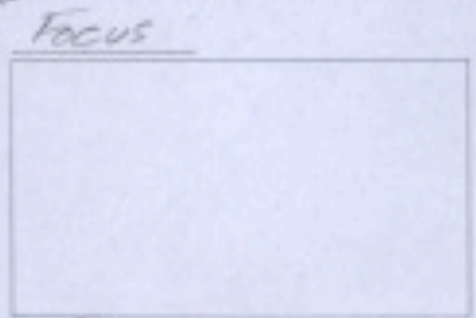
Scan will link to web site with researched results  
Scan to app - scan in products



Information on lead testing Kits - Develop Kit

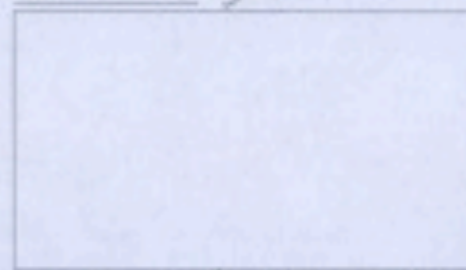


Focus on Companies and products known to have high lead.



Anthony Brown  
 Thesis idea # 4

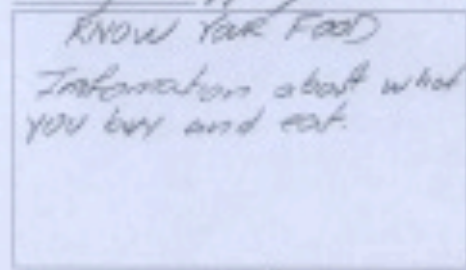
Issue GMO's - Genetically Modified Organisms - disclosure



What food products are genetically modified and how to spot them  
How can consumers identify GMO's for informed shopping choices

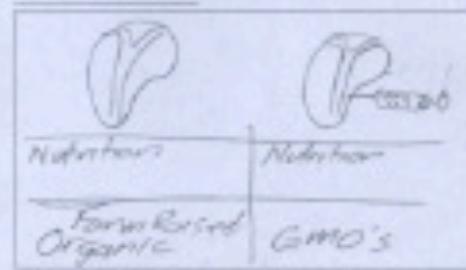
Solutions

Blog-Shopping



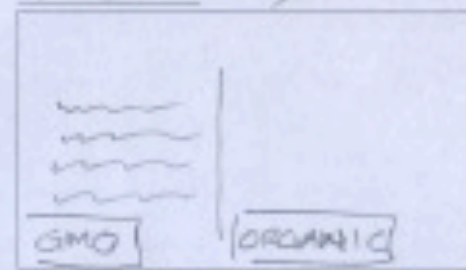
Blog can link to company web pages to research foods

PSA



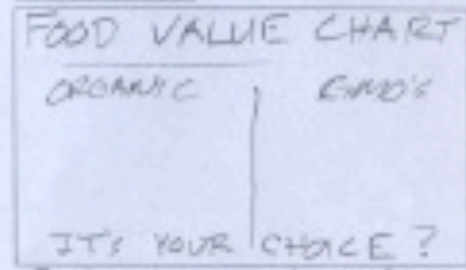
PSA comparing natural foods content to GMO Foods content

Food Labeling



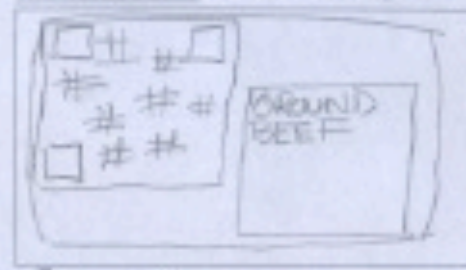
Color coded labeling tags to indicate what your buying.

POSTER

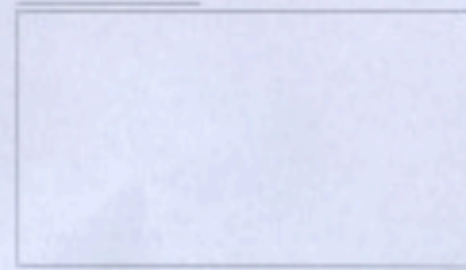


Posters educating the choice to eat which?

Phone Scan barcodes



Participating companies include barcodes with links to information



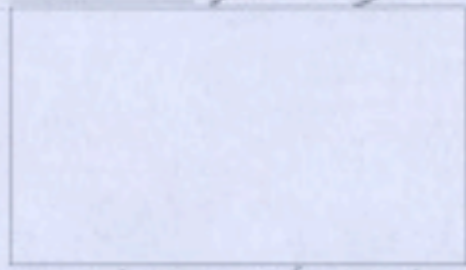
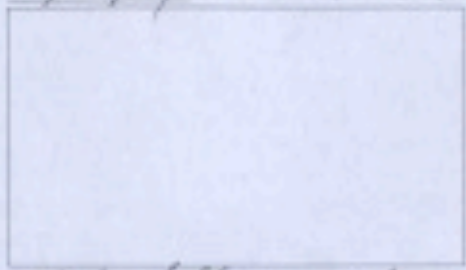
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Anthony Brown  
Thesis idea # 5

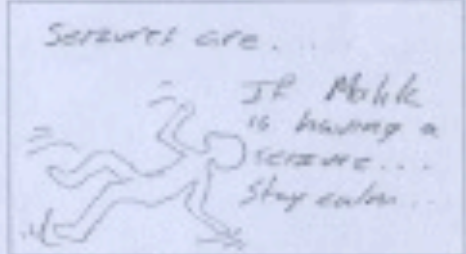
Issue Epilepsy Awareness / Schools recognizing students



Most staff are not aware of students with epilepsy and seizures  
How can we educate staff on how to respond to known students

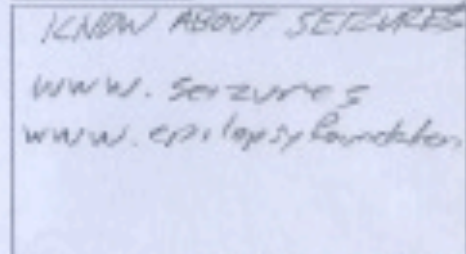
Solutions

Start movie



Short film brief explanation of seizures + what to do

Include 'Seizure 101' title



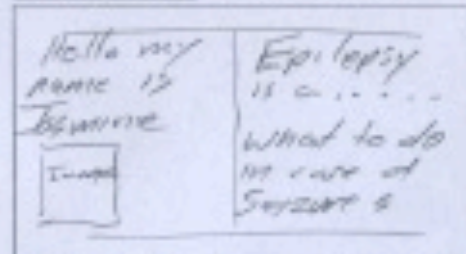
Create a Blog page that can be accessed from schools web pages about epilepsy

Pamphlets



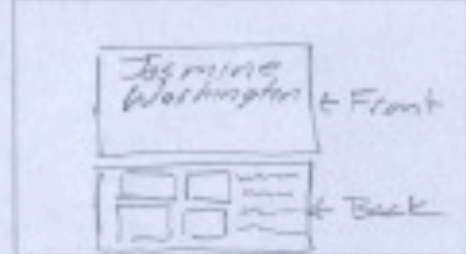
Pamphlets for school staff on what to do

PDF - personalized



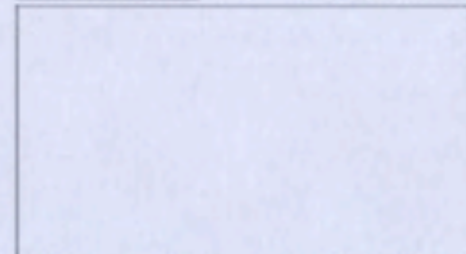
Students will present a PDF to nurse for distribution and training to staff

ID cards

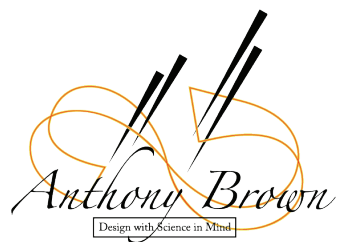


Students can wear ID cards with instructions

Present PDF to School board + Epilepsy Foundation



PDF will be suitable to edit and can include student's picture and name



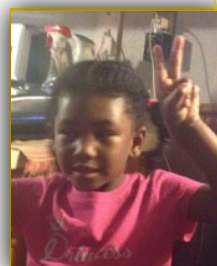
# Customer Journey Map

Campaign for Government approval of CBD's for use by Children

Name: Tyasia  
Age: 25  
Occupation: Homemaker  
Income: Modest  
Education: College  
Family Size: Three  
Health care: Federal Social Security Assistance  
Debt: \$200,000.00



Child: Zaneasha  
Age: 5  
Healthcare: Federal Social Security Assistance  
Seizures Started: Age 3  
Seizure History-6 per day  
Current Hospital Charges: \$200,760.00



## Diagnostic

### Accessibility

Children with Epilepsy require access to Medical Marijuana CBD(cannabidiol) regiments. Currently it is against Federal Law to give Medical Marijuana products to children. However some States have passed laws allowing treatment.

### Scheduling

The government has marijuana as a schedule one drug (rescheduling). This prevents patients from receiving social security or federal aid.

### Education

There is need for a basic education about the Properties of Marijuana CBD's (Cannabinoids) and their contribution in reducing seizures. Compare effectiveness of CBD's with Pharmaceuticals.

### Penalties

Conveying information about drug scheduling restrictions. Classified as a schedule one drug, CBD's are illegal and their use is criminalized under Federal Law

## The Cure

At the conclusion there should be a visual and factual campaign established that would influence the Federal Government. Visual and interactive aids such as: blogs, motion pieces, illustrations and fact charts will be used.

The campaign will stress the need for rescheduling Marijuana properties of Cannabidiols or CBD's from a Class I drug to a lesser class drug. The class should qualify CBD's to be used as a Medical treatment for children in America who suffer from chronic seizures, otherwise known as epilepsy.

In this process patients that are dependent on Federal funds to subsidize or cover cost related to epileptic care and treatment shall be eligible for assistance.

Ultimately we want this project to become at least a small aid in an expeditious conclusion towards the legalization and use of Medical Marijuana and CBD's. We hope to help reveal the benefit and relief that CBD treatments may bring to the many young and innocent children suffering across this nation and the world.

## Treatment

### Research

Research ways in which parents are currently applying CBD's for children. Research States where CBD treatments are legal for children.

Research State laws that have approved the use of Medical Marijuana for children.

Research case studies of children that have benefited from CBD treatment. Research social media sites to access public opinion.

Research financial alternatives for CBD treatment.

### Deliverables

Create a Data Comparison chart. CBD's/ Pharmaceutical benefits and side effects.

Use a Motion piece to show how CBD's works on the nervous system and brain.

Create blog for concerned citizens and groups. Express concerns of present laws.

Network: experts (doctors, researchers, Parents/ groups) who advocate changing laws and scheduling. Survey groups.