



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary

AUG 30 2012

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate
H-107 State House
Annapolis, MD 21401-1991

The Honorable Michael E. Busch
Speaker of the House
H-101 State House
Annapolis, MD 21401-1991

RE: Health-General Article, § 20-117, Annotated Code of Maryland
2012 Legislative Report on the Maryland Cancer Fund – Income Tax Checkoff

Dear President Miller and Speaker Busch:

House Bill 1000, Chapter 392 of the Acts of 2004, established the Maryland Cancer Fund (the Fund) within the Department of Health and Mental Hygiene (the Department). The purpose of the Fund is to award grants for cancer prevention and treatment through voluntary contributions made to the Fund from an income tax checkoff and other donations. The Fund is comprised entirely of special funds. The enacted legislation further directs the Department to annually report on the administration of the Maryland Cancer Fund per Health-General Article, § 20-117(d), Annotated Code of Maryland.

Maryland is in its eighth year of collecting monies for the Fund from the income tax checkoff and other donations. Since its inception through the close of FY 2012, donations amounting to \$3,817,239 have been allocated to the Fund. The Comptroller of Maryland did not deduct any expenses to administer the Fund in FY 2012. Therefore, this entire amount, less the cost needed to fund staff at the Department to administer the Fund, is dedicated to the cancer grants.

During FY 2012, the Department awarded cancer treatment grants to local health departments and other authorized vendors in order to provide forty-eight (48) individuals with cancer treatment for one year and/or to pay for diagnostic testing to rule out a cancer diagnosis. The cancer treatment grants totaled \$633,471. The grant recipients were:

- Allegany County Health Department - \$125,122;
- Baltimore County Health Department - \$69,550;
- Caroline County - \$21,400;
- Carroll County Health Department - \$16,050;

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- Cecil County Health Department - \$42,800;
- Charles County Health Department - \$64,200;
- Dorchester County - \$32,100;
- Frederick County Health Department - \$28,076;
- Garrett County Health Department - \$68,328;
- Harford County Health Department - \$16,050;
- Howard County - \$48,150;
- MedStar Health (Harbor Hospital and Union Memorial Hospital) - \$42,795;
- Queen Anne's County - \$16,050;
- Wicomico County - \$16,050; and
- Worcester County Health Department - \$26,750.

Additionally, during FY 2012, the Department awarded three (3) secondary prevention grants for cancer screening and one (1) primary prevention grant for cancer wellness, in a total of \$402,037.

The grant recipients of the secondary prevention grants for cancer screening were:

- Cecil County Health Department – colorectal cancer screening program – 23 individuals screened;
- MedStar Health – colorectal cancer screening program – 45 individuals screened; and
- Shore Health System – prostate cancer screening program – 19 individuals screened.

The Garrett County Health Department was awarded a cancer primary prevention grant to improve access to programs that promote healthy eating and physical activity, improve access to tobacco cessation, and increase linkages between residents of limited income housing facilities and health-related resources. During FY 2012, the Garrett County Health Department conducted mini fairs where 50 individuals received education about healthy eating and physical activity. The Health Department also partnered with four low-income housing facilities to educate its residents and to develop walking programs and community gardens.

The three-year primary and secondary prevention grants concluded at the end of FY 2012. In FY 2013, donations will be used solely for cancer treatment grants. In the future, funding levels will be assessed to determine whether additional primary and secondary grants may be awarded.

In February 2012, the Department worked with WJZ-TV (CBS in Baltimore) to promote the Fund via the Manic Monday promotional segment. The Manic Monday segment is broadcast live during the Monday morning newscast. Staff from the Fund, the

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Department's Center for Cancer Surveillance and Control and Local Health Department staff participated to encourage donations to the Fund during the 2012 tax season. There was no cost to promote the Fund during the Manic Monday segment. The Department also mailed letters and other promotional materials to Maryland accountants' and tax preparers' offices during the 2012 tax season in an effort to increase donations to the Fund.

In addition, a six-week radio, web and print media campaign was implemented to encourage donating to the Maryland Cancer Fund during the tax season, with an estimated 5 million impressions targeting the Central Baltimore Region. The campaign included: radio ads for 60 and 30 seconds placed with WMMJ, WPRS, WWMX/WLIF and WEAA stations; newspaper ads in The Sentinel, Arundel Sun and Carroll Eagle; and website ads appeared on CBSBaltimore.com, BaltimoreSun.com, TheSentinel.com and WEAA.org websites. As an added value, the Director and Medical Director of the Center for Cancer Prevention and Control participated in radio interviews with WEAA and WWMX/WLIF to further promote the Fund. The cost of the campaign was \$25,000.

The Department commends the Maryland General Assembly's dedication to supporting initiatives that will reduce the burden of cancer in Maryland. The Department will continue to report on its administration of the Maryland Cancer Fund, including the amount of donations raised for the Fund and the number and types of grants awarded. If you wish to discuss this matter further, please contact Ms. Marie Grant, Office of Governmental Affairs, at (410) 767-6480.

Sincerely,



Joshua M. Sharfstein, M.D.
Secretary

cc: The Honorable Charles Barkley
Marie Grant, J.D.
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