

- Adventist HealthCare, Inc. for Tobacco Use Prevention and Cessation - \$74,828;
- Anne Arundel County Department of Health for Human Papillomavirus (HPV) Vaccination - \$5,892;
- Harford County Health Department for Nutrition, Physical Activity and Healthy Weight - \$73,797; and
- Johns Hopkins University for Human Papillomavirus (HPV) Vaccination - \$75,000.

In February 2016, a six-week television and web media campaign was implemented to encourage donations to the Maryland Cancer Fund during the tax season, with more than three million impressions targeting Maryland taxpaying residents within the State. The campaign included 125 thirty-second television advertisement spots appearing on WMAR-TV ABC (Baltimore), WJZ-TV CBS (Baltimore), WBOC-TV CBS (Salisbury), NEWS Channel 8 (southern Maryland), and WHAG NBC (Hagerstown). The campaign also included a website advertisement placed on CBSBaltimore.com, abc2news.com, WBOC.com, WJLA.com, and Your4State.com. As an added value, WHAG-TV provided a news ticker sponsorship displaying the Maryland Cancer Fund logo during local newscasts. The cost of the campaign was \$23,820.

A full page advertisement was placed in the January 2016 issue of The Statement Magazine, the official membership publication of the Maryland Association of Certified Public Accountants, Inc. (MACPA). This quarterly publication targets certified public accountants in Maryland. The magazine is mailed to all MACPA members, with a circulation of approximately 10,000. In addition, the Department mailed letters and other promotional materials to Maryland accountants' and tax preparers' offices during the 2016 tax season in an effort to increase donations to the Fund. The Fund also had a presence on the homepage of the Department's website.

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. Allison Taylor, Director of Governmental Affairs at 410-767-6481.

Sincerely,



Van T. Mitchell
Secretary

cc: The Honorable Charles Barkley
Allison Taylor, M.P.P., J.D.
Howard Haft, M.D.
Michelle Spencer, M.S.
Donna Gugel, M.H.S.
Courtney Lewis, M.P.H., C.H.E.S.
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