STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene

Larry Hogan, Governor - Boyd Rutherford, Lt. Governor - Van T. Mitchell, Secretary

August 4, 2016

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

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

RE: Health-General Article, § 20-117(d), Annotated Code of Maryland
2016 Legislative Report on the Maryland Cancer Fund – Income Tax Check-off

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 twelfth year of collecting monies for the Fund from the income tax checkoff and other donations. The overall amount of donations to the Fund since 2004 totals $5,335,331. In Fiscal Year (FY) 2016, $251,445 was donated to the Fund. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2016, the Department awarded cancer treatment grants to local health departments and other authorized vendors in order to provide 31 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 $577,158. The grant recipients were:

- Allegany County Health Department - $21,400;
- Baltimore County Health Department - $21,400;
- Calvert County Health Department - $13,482;
- Carroll County Health Department - $85,600;
- Dorchester County Health Department - $21,400;
- Frederick County Health Department - $304,415;
- Garrett County Health Department - $88,061; and
- Washington County Health Department - $21,400.

Additionally, during FY 2016, the Department awarded four cancer primary prevention grants, for a total of $229,517. Recipients of the cancer primary prevention grants were:

- 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.
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