



MINORITY HEALTH AND HEALTH DISPARITIES MINORITY OUTREACH AND TECHNICAL ASSISTANCE FISCAL YEAR 2012 ACCOMPLISHMENTS

The Minority Outreach and Technical Assistance Program (MOTA) awarded competitive one-year grants to 15 jurisdictions in Maryland that contained the largest proportion of minorities. **Competitive grants ranged from \$19,000 to \$101,675.** MOTA programs include community hospitals, academic institutions, faith-based organizations, youth-serving minorities, minorities serving nonprofits and grassroots organizations. All of the programs have a mandate to serve all of the racial and ethnic populations in their jurisdiction.

The jurisdictions funded were:

**Anne Arundel County
Baltimore City
Baltimore County
Caroline County
Dorchester County**

**Frederick County
Harford County
Howard County
Kent County
Montgomery County**

**Prince George's County
Somerset County
St. Mary's County
Washington County
Wicomico County**

Overarching Activities

MOTA programs conducted a variety of activities designed to increase health awareness among minority populations, involve minorities in the health decision-making process, increase health screenings, improve health education outreach through ethnic and racial cultural events, and promote and advocate alliances to prevent chronic diseases. The accomplishments of the MOTA program included:

Component: Enhance minority participation in local public health planning groups

- 718 minority individuals attended the Local Health Disparities Committee (LHDC), local health department's cancer/tobacco or other coalition meetings due to MOTA's recruiting efforts during the year.

Component: Perform outreach and health education to minority populations

- 521,370 minority individuals were reached through MOTA efforts. Individuals reached included minorities recruited, minorities who attended coalition meetings, attendees at technical assistance sessions, individuals referred for services, and individuals receiving materials. This reach included:
- 125,124 pieces of health education materials distributed by MOTA programs.
- 757 cultural fairs or events either conducted by or with material participation of MOTA programs, with 102,631 minority individuals reached through those events.
- 206 partnerships between the LHDC and community groups were developed.

Key Program Highlights for MOTA Grantee Activities Statewide

The local MOTA Programs have engaged the community and have collaborated with the Local Health Departments through several types of events and activities throughout fiscal year 2012. Some of these activities include:

- **Associated Black Charities- Dorchester County**
On April 12, 2012, *Associated Black Charities*, the Dorchester County MOTA Program, hosted and sponsored the first Health Disparities Conference. There were 78 community professionals who attended and participated, as well as representatives from DHMH and two state legislators. Following the conference, the Infant Mortality Agenda Challenge Message, “Prevent Infant Mortality by educating ourselves and our families” was printed in the Chamber of Commerce Newsletter, in addition to an article about the conference.
- **Restoration Community Development Corporation, Inc.- Anne Arundel County**
On November 5, 2012, *Restoration Community Development Corporation (RCDC)* the Anne Arundel County MOTA Program, presented the Pathways Leadership Forum in partnership with the City of Annapolis (Mayor’s Office); Anne Arundel County Public Schools; Housing Authority of Anne Arundel County; The Partnership for Children, Youth, and Family; County Executive’s Office; Youth Services Bureau; and Anne Arundel County Health Department. This event attracted over 300 minority residents that reside in the Housing Authority of Anne Arundel County. The purpose of the forum was to address, educate, and empower the residents to properly care for themselves and their families, as well as how to utilize available resources such as free screenings and referral services. RCDC distributed over 370 health education materials during this event such as information on breast cancer, tobacco, and HIV/AIDS.
- **Holy Cross Hospital- Montgomery County**
On March 17, 2012, *Holy Cross Hospital*, the Montgomery County MOTA Program, hosted the 5th Annual *Cancer: It Does Not Discriminate Multicultural Conference*. Approximately

100 community members were present at the event, which was the largest attendance rate in the history of the conference. The event included presentations by the County Health Officer, community testimonies from the MOTA Program Ethnic Health Promoters, and entertainment, which consisted of a Guatemalan Trio and African Dancers.

- **Life and Discovery- Frederick County**

In June 2012, *Life and Discovery*, the Frederick County MOTA Program, helped organize and participated in the Convoy of Hope, which is a “faith-based organization with a driving passion to feed the world through children’s feeding initiatives, community outreaches, and disaster relief,” and other outreach methods. MOTA was represented at the medical tent and community resource tent during the event and reached more than 3,000 minorities through screenings and providing health education materials.

- **The Mid Shore Health Improvement Coalition- (Kent County, Caroline County, and Dorchester County)**

In December 2011, the MOTA programs in Dorchester, Kent, and Caroline counties began collaboration with the Mid Shore Health Improvement Coalition to conduct activities within minority communities. The Mid Shore Health Improvement Coalition, affiliated with the State Health Improvement Process (SHIP), comprises five local health departments located on the eastern shore of Maryland (Kent County, Queen Anne’s County, Caroline County, Dorchester County, and Talbot County). The mission of this coalition is to improve the health of residents of the Mid Shore region through a local collaborative effort that identifies, prioritizes, and provides strategic action planning to solve health problems.