

MINORITY OUTREACH AND TECHNICAL ASSISTANCE FISCAL YEAR 2005 ACCOMPLISHMENT HIGHLIGHTS

Anne Arundel County - RESPECT Foundation, Incorporated (Respect) presented to 20 minority organizations to inform them of cancer prevention and tobacco use and reached 417 adults and youths. An additional 600 persons were reached during the Mt Olive Unity Festival and Pumphrey Community Day events. RESPECT Foundation recruited three organizations to the local coalitions: Community Preservation and Development Corporation Learning Center, Center of Hope and the National Association for the Advancement of Colored People.

Baltimore City – Associated Black Charities (ABC) funded four minority community-based organizations through a competitive grant announcement. ABC sponsored 32 training sessions on the hazardous impact of tobacco in minority communities. ABC collectively educated 1,869 individuals on the dangers of tobacco use, colorectal cancer prevention, tobacco cessation programs and early cancer prevention screening services. ABC sponsored and/or exhibited at 14 cultural diversity and community health events that reached 1,784 individuals. ABC recruited a Native American and two Hispanic/Latinos into the cancer and tobacco coalitions. Thirty-three minorities represented MOTA at the cancer and tobacco coalition meetings.

Baltimore County – TAA Foundation, Incorporated (TAAF) conducted 5 resource-training sessions to community-based organizations on resource development, grants management and basic computer skills building to improve infrastructure capacity. Three churches received a grant from the American Lung of Maryland for “You Smoke I Choke” campaign for smoke-free homes. TAAF recruited 11 minorities to join the cancer and tobacco coalitions: 2 Asians, 2 Hispanic/Latinos, 3 Native Americans and 4 African Americans. Thirteen minorities represented MOTA at the cancer and tobacco coalition meetings. TAAF extended its outreach efforts to 10,220 individuals through exhibiting at Katipunan Kids’ Day and the Filipino Festival.

Caroline County – Union Bethel African Methodist Episcopal Church (Bethel) sponsored 2 technical assistance workshops specifically focused on anti-tobacco projects to 7 faith-based organizations. Bethel collaborated with Caroline County Health Department on 4 different occasions and offered free health screenings and distributed health information on breast, cervical, colorectal and oral cancer. Bethel shared preventive health literature on tobacco facts, tobacco cessation, AIDS awareness, nutrition and cardiovascular to 634 individuals at health fair and events. Bethel recruited 2 Native Americans to the cancer and tobacco coalitions. Bethel was instrumental in recruiting 8 minorities to represent MOTA at the cancer and tobacco coalitions.

Charles County - Black Leadership Council for Excellence (BLCE) provided training on minority health and resource development to 6 local community based organizations. BLCE sponsored 2 cultural festivals – 1,290 individuals attended Asian and Pacific Islander and JUNETEENTH Festivals. Asian Americans represented 250 of the 1,290 individuals that received disease prevention literature from BLCE. BLCE conducted outreach in Calvert and Saint Mary’s counties and funded two local community-based organizations to conduct minority outreach. Preventive cancer education and tobacco intervention materials were disseminated to 1,300 individuals in Calvert and Saint Mary’s Counties. BLCE provided training to 87 individuals from minority community-based organizations on accessing community resources; effective outreach to other ethnic groups; writing goals and objectives for grant proposals; writing grant proposal budgets and locating funds.

Dorchester County – Associated Black Charities (ABC) provided infrastructure capacity building to 167 individuals from 48 community-based organizations and Dorchester County Health Department on grant writing; minority business enterprise certification; non-profit designation; resource development and grant preparation. Three African American organizations: NDAAIGA, Vision America and Hurlock Multi-Cultural Community Center were awarded a grant after receiving technical assistance from ABC. ABC sponsored two community events targeting children and parents on second hand smoke that reached 120 individuals. Five African American individuals represented MOTA at the cancer and tobacco meetings.

Frederick County – Frederick Memorial Hospital Wellness Center (FMH) and minority partners presented information on colorectal, breast cancer and tobacco use prevention to 543 individuals at 9 events. FMH organized the first Minority Health and Heritage Celebration held at Francis Scott Key Mall during minority health month. Health table exhibitors provided over 300 visitors with health disparities and resource information. Performers included individuals from the Baltimore American Indian Center, Pachimama Tinku, Bolivian, Philippine Bamboo Dancers, Walden African American Jazz Group, Bernetta Brown Dance Team and Paul Cote and a Tai-Chi instructor. FMH expanded minority outreach efforts and reached 3,005 individuals through collaborating with partners at the Asian Health Fair, Lunar New Year Festival and Nuestra Vida en Frederick. FMH recruited a Native American, one Hispanic and a Woman to the cancer and tobacco coalitions. FMH was able to recruit 18 minority individuals to represent MOTA at the coalition meetings.

Harford County – Inner County Outreach (IOC) reached 254 individuals during one-on-one technical assistance to 5 community-based organizations interested in obtaining 501c3 status designation and group training sessions on funding opportunities and developing a business profile. IOC sponsored 6 educational awareness and screening events on breast, cervical, colon and prostate cancer targeting minority communities.

IOC received a grant from the American Cancer Society to promote prostate cancer prevention and awareness targeting African American males. ICO participated at 5 cultural diversity fairs/events that reached 1,111 individuals who was provided the opportunity to receive cancer and tobacco education literature. ICO recruited two African Americans and a Hispanic to join the cancer and tobacco coalitions.

Kent County - Bethel African Methodist Episcopal Church (Bethel AME) hosted 3 events targeting youths on tobacco intervention and women of color on cancer prevention that reached 122 individuals. Bethel partnered with two church ministries, Mount Olive AME Church and Kent County Health Department and provided health literature and MOTA program material to 600 individuals. Bethel recruited 5 new members to the coalitions. One member recruited was a Hispanic; the other 4 were African Americans. Ina Upshur, MOTA Project Director received a recognition certificate from Kent County Commissioner for community participation and promoting tobacco prevention.

Montgomery County - Holy Cross Hospital (HCH) partnered with three community-based racial and ethnic organizations and adopted the ethnic health promoters' concept model. HCH sponsored health promoters outreach efforts to educate racial and ethnic communities on breast, colorectal, cervical and cancer screening services. HCH ethnic promoters conducted cancer outreach to 11,889 individuals. HCH held 376 cancer lectures that targeted ethnic and racial communities. HCH planned three cancer health fairs and provided 220 individuals with literature on cancer prevention. HCH sponsored a multicultural summit that allowed health promoters to articulate challenges and experiences from their perspective communities. HCH recruited 5 Hispanic/Latinos, 2 African Americans and 1 Asian American into the cancer and tobacco coalitions. Twenty-five minorities attended the cancer and tobacco coalition meetings as a MOTA representative.

Prince George's County – Maryland Center at Bowie State University (Maryland Center) funded six minority community-based organizations through a competitive grant announcement and hired a Native American to conduct outreach in Prince George's County. Maryland Center convened 6 outreach activities and met with 30 representatives from state government, public high school, cable outlets and community organizations to broaden their awareness on community health education and disease prevention interventions. The Maryland Center in partnership with recruited minority-based organizations reached 57,408 individuals through tobacco prevention cessation programs, ministerial programs, community celebrations, workshops and community health presentations and health fairs. Maryland Center recruited an American Indian to the cancer and tobacco coalitions and attended 13 coalition meetings.

Somerset County – Community Relief Incorporated (Community Relief) held a teen anti smoking event and obtained 50 quit smoking pledges from the 150 teens attendees. Community Relief exhibited at Somerset County's Native American powwow and disseminated health literature to 200 visitors in attendance. Community Relief held 2

capacity building sessions and provided two organizations with information on grant research opportunities and grant writing. Four African American and 1 Asian represented MOTA during the cancer and tobacco coalition meetings.

Talbot County – TriLife Christian Center (TriLife) served as a primary co-sponsor in establishing Faith, Health and Happiness (FHH) which created a program to partner with faith based organizations in Talbot County combat tobacco awareness and other related tobacco disease. TriLife sponsored 4 educational workshop/focus groups on breast, prostate, colorectal cancer to provide cancer prevention education to 51 individuals. TriLife recruited 6 members to the cancer and tobacco coalitions. The recruited members and TriLife staff attended 36 coalition meetings to advocate minority health needs. TriLife provided 705 individuals with cancer awareness and anti-tobacco messages through MOTA sponsored health fair, back to school and basketball tournament events.

Wicomico County - St. James AME Zion Church (St. James) conducted 9 presentations on the purpose of MOTA, services available through cancer screenings and tobacco cessation program that reached 272 individuals. St. James reached 3,896 individuals by conducting and attending community events such as community appreciation day, forums, health fairs, jamboree, pow wows, and workshops on disease prevention, dangers of tobacco use and resource development opportunities. St. James successfully recruited an African American, a Hispanic/Latino and a woman to represent MOTA at the cancer and tobacco coalition meetings.