

# CIGARETTE RESTITUTION FUND PROGRAM

## MINORITY OUTREACH AND TECHNICAL ASSISTANCE FISCAL YEAR 2008 ACOMPLISHMENTS

### Grants Awarded

The Minority Outreach and Technical Assistance Program (MOTA) awarded competitive one-year grants to **16** jurisdictions in Maryland that contained the largest proportion of minorities.

**Competitive grants ranged from \$35,000 to \$252,000.** The organizations receiving the grants includes: **2** - Asian American, **1**- community hospital, **4** - faith-based, **1**- Native American Organization, **1**- Community-Based-Academic Organization, **1**- Multi-Cultural Community-Based Organization, and **6**- African Americans serving community-based organizations. Counties receiving more than \$100,000 used a percentage of their total grant to fund **1**- Native American, **5** - Hispanic, **5** - faith-based, **4** - Asian, **5** - African American, and **3** - youth community-based organizations. The jurisdictions funded were:

**Anne Arundel County**  
**Caroline County**  
**Frederick County**  
**Kent County**  
**Somerset County**  
**Washington County**

**Baltimore City**  
**Charles County**  
**Harford County**  
**Montgomery County**  
**St. Mary's County**  
**Wicomico County**

**Baltimore County**  
**Dorchester County**  
**Howard County**  
**Prince George's County**

The non-funded jurisdictions are:

Talbot County                      Worcester County

### Overarching Activities

MOTA grantees conducted a variety of activities designed to increase awareness among minority populations, increase participation with local health departments and promote alliances with organizations within their respective jurisdiction to prevent tobacco use and decrease cancer incidence. These activities included:

- **338** minority individuals attended the local health department's cancer and tobacco coalition meetings on behalf of MOTA during the year;  
The ethnicities of the attendees at the Local Health Coalition meetings across the state:  
**197** African American    **22** Native American    **53** Asian American    **43** Hispanic/Latino
- **496** cultural fairs/events that highlighted cancer and tobacco messages; events were held reaching **59,933** individuals;
- **88,606** tobacco-cessation and cancer awareness brochures and educational materials were distributed;
- **37** training sessions were conducted on resource development targeting minority and/or minority serving community-based organizations. Some of the topics included: grant writing, understanding grant announcements, building the health program infrastructure and

networking within communities; During these technical assistance sessions, **373** individuals were in attendance;

- **74** technical assistance sessions were provided on grant opportunities reaching **328** individuals;
- **361** Cancer screening informational referrals were made to the Local Health Department;
- **594** Tobacco Cessation informational referrals were made to the Local Health Department

### **Local Jurisdiction Cancer and Tobacco Coalition Minority Recruitment**

A total of **130** new individuals/organizations were recruited to join and participate in the Local Cancer and Tobacco Coalitions at the local health departments. The local coalitions are charged to develop their respective county's tobacco and cancer control plans. The plans through legislation must include community input.

The ethnicities of the new individuals were:

**44** African Americans            **10** Native Americans            **34** Asian Americans  
**31** Hispanic/Latino

MOTA Grantees partnered with community organizations statewide such as:

**Baltimore City-** Maintains an extensive 158-paged community-based organization resource list that reaches across the state. University of Maryland and Johns Hopkins Cancer Programs are active partners. **Sub grantee partners are:** Latinos for Progress, Dayspring Programs, Inc, KAGRO of Maryland, Inc., and Native American Lifelines, Inc. **Community partners include:** Alternative Directions, Inc., The Family League of Baltimore, Baltimore American Indian Center, 100 Black Men, Inc. Baltimore Healthcare Access, Casa de Maryland, Center for Health Disparities Solution-JHU, Centro de la Comunidad, East Baltimore Community Corporation, , Greater Baltimore Urban League, Korean Resource Center, University of Maryland Hospital for Children's Breathmobile, Tobacco Free Kids Maryland.

**Baltimore County-** Susan G. Komen of Maryland, American Cancer Society of Maryland-Baltimore County, Asian American Round Table, Philippine Festival, Migrant Heritage Commission Gala, Maryland Association of Nigerian Physicians.

**Caroline County** – Abrams Memorial, Bikers on a Mission Health Fair, New Hope Baptist Church, County Health Department, Haitian Community Center, Helping Hands Neighborhood Association, Wesleyan Church, St Luke's Health Fair, Allen AME Church, Delta Sigma Theta Sorority, Community Health Center, Mid Shore Counts

**Charles County** – Christian Unity Baptist Church, Charles County Chamber of Commerce, Maryland Association of Non-Profit Organizations, Korean Association of Southern Maryland, Charles County NAACP, Alpha Kappa Alpha Sorority, St Peter’s Catholic Church, Kingdom Baptist Church, Bel Alton High School Association, Community Kwanzaa Marketplace, West Lake High School, North Point High School, Charles County NAACP, Western Maryland Civic Association, Charles County Black Caucus, Tau Lambda Lambda Chapter of Omega Psi Phi Fraternity, Morgan State University Alumni Association of Charles County, Juneteenth Festival of African American Cultures, Expanding Horizons Club of Thomas Stone High School, Ministers Alliance of Charles County, Korean American Association of Southern Maryland, Organization for the Relief of Underprivileged Women in Africa (ORUWOCA). Notable was the recruitment of the Korean American Association of Southern Maryland as a collaborating partner in disseminating and gaining participation of the Asian community in Sothern Maryland was attained.

**Dorchester County – Sub-grantee Partner:** Cambridge Church of Christ. **Community Partners:** Sojourner Douglas College, Dorchester County Public Schools, St Luke United Methodist Church, Multi-Cultural Enrichment Center

**Frederick County** – Family Partnership, LIFE & Discovery, Kappa Alpha Psi Fraternity, Mission of Mercy, Sagner Housing Complex, Juneteenth Celebration at Baker Park, El Salvadorian Community, Chinese Lunar New Year, Centro Hispano.

**Harford County** - Upper Chesapeake Medical Center, Harford County Action Agency, Harford County Health Department, Harford County Office on Aging, Morning Star Native Pow-Wow, Asian American Anti-Smoking Foundation, 18<sup>th</sup> Annual National Leadership Forum, Priority Partners, Community Organization to Aid Non English Speakers (CANES), Aberdeen Boys and Girls Club.

**Howard County** – Howard Community College, Howard County Health Department, Wilde Lake Interfaith Center

**Montgomery County – Sub-grantee Partners:** African America Health Program, African women’s Cancer Awareness Association (AWCAA), Asian American health Initiative (AAHI), Casa of Maryland, Inc. (CASA), Community Ministries of Rockville, Holy Cross Hospitals’ Department of Community Health-Health Promoters, Maryland Commission on Indian Affairs, Holy Cross Minority Empowerment Project (MCEP). **Community Partners include:** Peoples Community Men’s and Women’s Wellness Clinic, Goshen United Methodist Church, Mount Jezreel Baptist Church, Montgomery Avenue Women’s Shelter, Durga Puja (Indian Religious Festival), Tzu Chi (Buddhist), Annual Chinese Cultural and Community Center, Chinese American Senior Services Association, Washington Japanese Alliance Church, Burmese Temple(Rockville)Wat Thai (Thai temple), Filipino Senior Association, Korean Presbyterian Church of Rockville, Guru Nanak Foundation, Montgomery College-Takoma Park, Health Freedom Walk, East County Community Center, Woodside United Methodist Church, Ecuador Embassy, George Washington University Mammovan, Montgomery Housing Partnership, Sophia House, Kali Bari Temple (Hindu Temple), Upper County Recreation Center,

**Prince George’s County –Sub-grantee partners:** Asian American Anti Smoking=g Foundation, Community Ministries of Prince Georges County, First Impressions, Inc, Korean Community Service Center, Corinth Community redevelopment Resource Foundation, MISR Temple #213, Prince Georges Child Resource Center, inc, ROJA inc, Take Charge of Your Life Juvenile Diversion Program Inc, The Energy Institute of the Healing Arts, Youth Professional Development, Inc. **Community Partners include:** American Cancer Society, American Anti-Smoking Foundation,

Office of Multi-Ethnic Student Education at University of Maryland at College Park, Prince Georges County Health Department Community Health Awareness Program (CHAMP), American Legacy Foundation, Institute of Medicine (IOM) “Ending the Tobacco Problem: A Blueprint for the Nation”, The George Washington University School of Public Health and Health Services Department of Prevention and Community Health, Delta Sigma Theta Sorority, Inc, Prince Georges Alumnae Chapter,

**Somerset County** - University of Maryland Eastern Shore, National Advancement of Colored People.

**St. Mary’s County** – 350 Military Families that received care through the Naval Air Warfare Center received information and referrals for local health department services on cancer and tobacco awareness. Mt. Zion Church, Elk’s Temple, Joseph Egans Masonic Temple, Lexington Park and Leonardtown Public Libraries, Lockett Consulting Group-Summer Education Programs for Youth, United Committee for African Contributions’ Juneteeth Celebration, St Mary’s Health Connections.

**Washington County** – Member of the Maryland Tobacco-Related Disparities Workgroup, Initiated Campaign: “Don’t Smoke with Kids in the Car”. Distributed campaign advocate information and commitment forms to over 20, 000 students in the Washington County School System.

**Wicomico County** – A new initiative was launched targeting African America-Barbershops in the county. The Initiative entitled: “Black Barbers Promoting Health”, culminated the gathering of barbers to discuss ways to get health information to the populations that they serve. The initiative was successful in maintaining a partnership with 10 local barbershops in the county. The Wicomico County Health Dept in collaboration with the St. James AME Church/MOTA Program conducted health education sessions with the barbers and provide them with health materials to distribute in their businesses. The Assateague People, Wicomico Youth and Civic Center, Salisbury University, University of Maryland Statewide Network (Eastern Shore), Telamon Corporation, Greenhill Yacht Club, One Stop Job Market, Salvation Army Boys and Girls Club, Wicomico Family Support Center, Wicomico County Board of Education, Local Hotels, Apartment Complex’s Restaurant’s, and Café’s.

### **Outreach to Youth**

Organized and held events for youth such as:

**Harford County** – No Puff Pals-Anti-Tobacco presentation targeting youth among child care age, October Fest Event, targets youth and families to promote better health and nutrition, Harvest Dinner held at the Boys/Girls Club of Aberdeen.

**Caroline County** - Youth Day Celebration, Colonel Richardson Middle School, Immaculate Conception’s Happy Helpers Group, Villages at Marley Station, Van Bokkelen Elementary

**Charles County**- Family Fun Day At the Nanjemoy Community Center, Bel Alton Alumni Association Meetings, “Welcome to Hollywood Fashion Show” sponsored by the Class of 2009 at Westlake High School where 300 persons were in attendance, Shear Perfection Fashion Show sponsored by the Expanding Horizons Club of Thomas Stone High School, 300 persons were in attendance.

**Dorchester County**- Organized and confirmed 4 New County Schools as tobacco-free materials distribution site: Mace’s Lane Middle, South Dorchester High, North Dorchester Middle and High School.

**Kent County** -Bethel's Back to School Night, Community Health Day at the Playground, Kick-Butt Day-Youth Summit

**Frederick County** - Youth Life Skill, Kick Butts Day, Chinese Lunar New Year Event,

**Wicomico County** – Joy Youth Explosion Bible Study, University of Maryland Eastern Shore's National Youth Sports Program

**St Mary's County** –Lockett Consulting Summer Youth Program

**Washington County** – No Smoking Youth Club, Family & Friend Day, Annual MLK Scholarship Dinner, “Don't Smoke With Kids in the Car” Washington County Schools and County-wide Campaign.

### **MOTA Outreach Involvement with State/Local Officials**

Charles County MOTA Grantee Black Leadership Council for Excellence was an exhibitor at the Annual Martin Luther King Jr. Breakfast at North Point High School in Waldorf, Maryland. Congressman Elijah Cummings was the keynote speaker.

### **Maryland Governor's Commissions**

- MOTA Grantees attended 3 Indian Affairs Commission meetings during 2008.
- MOTA Grantees attended 4 Asian American Affairs Commission meetings during 2008.

### **DHMH Program Administration**

The MOTA program staff participated in Cancer Program teleconferences. The program staff organized and coordinated the 2008 Maryland Health Disparities Two-Day Conference. A formal presentation of the MOTA Program: A Statewide Partnership Model was made at the 6<sup>th</sup> Annual International Conference on Urban Health, sponsored by the Johns Hopkins University. Program staff exhibited at the African American Health Roundtable, Maryland Black Caucus Annual Event, DHMH-Headquarters Healthy Check Initiative, and Maryland Center's Health Symposiums, Annual Cancer Council Conference and attended the Accohannock Indian Tribe, Inc.'s Pow-Wow. Partnership in referrals and referral reporting between MOTA grantees and the Maryland Quit line was established. Statewide tracking of MOTA referrals to the quit line will be monitored.