

CIGARETTE RESTITUTION FUND PROGRAM

MINORITY OUTREACH AND TECHNICAL ASSISTANCE

FISCAL YEAR 2009 ACCOMPLISHMENTS

Grants Awarded

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 \$35,000 to \$227,000. The minority or minority serving community-based organizations receiving the grants includes: 2 - Asian American, 1- community hospitals, 4 - faith-based, 6 - African Americans and 0-Native American. Counties receiving more than \$100,000 used a percentage of their total grant to fund 2- 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
St. Mary's County**

**Baltimore City
Charles County
Harford County
Montgomery County
Talbot County**

**Baltimore County
Dorchester County
Howard County
Prince George's County
Wicomico 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 to prevent smoking and decrease cancer. These activities included:

- 1,461 minority individuals were recruited to attend the local health department's cancer and tobacco coalition meetings on behalf of MOTA during the year;
- 433 minority individuals (MOTA Minority Staff included) attended the local health department's cancer and tobacco coalition meetings on behalf of MOTA during the year;
- 1,542 cultural fairs/events that highlighted cancer and tobacco messages;
- 2,436 technical assistance/training sessions held on resource development targeting minority and/or minority serving community-based organizations; grant writing and building the health program infrastructure and networking within communities; reaching 1, 846 individuals;
- 177,964 tobacco-cessation and cancer awareness brochures and educational materials were distributed state-wide;

- 282,312 persons received tobacco-cessation were reached through outreach activities, cultural fairs, health events, faith-based initiatives, TV public service announcements;
- 7,322 cancer screening referrals for minorities to the local health department's services were conducted;
- 10,664 tobacco cessation program referrals were made to the Maryland Quitline and local health department cessation programs; and
- 480,424 total persons were reached through MOTA efforts. Persons reached included recruited minorities, minorities who attended coalition meetings, attendees at technical assistance session, individuals referred for services, and individuals receiving materials.

Key Program Highlights for MOTA Grantees Activities Statewide

Anne Arundel County

Restoration Community Development Corporation, Inc. (RCDC) is a faith-based not-for profit organization that assists the Anne Arundel faith and human service communities.

- Established the Friday Night Alternative, a weekly program sponsoring safe-alternative activities for youth by incorporating a health message into the fun activities of the program;
- 50,000 minorities participated in the After-School Program curriculum established by the Department of Education targeting youth to avoid tobacco-use and to be informed about cancer prevention; and
- Distributed 11,645 cancer/tobacco-related materials and conducted 49 awareness events.

Baltimore County

TAA Foundation, Inc. is a Filipino-American organization that provides support for human services within the local community and the Philippines.

- Reached 4,262 persons with cancer and tobacco health messages;
- Provided 2,521 technical assistance emails to various community-based groups concerning grant opportunities and grants management;
- Referred 397 individuals to cancer screening and tobacco cessation programs; and
- Contracted with 5 minority partners: Sanbanyan. Inc., Zeta Ph Beta Sorority, Inc., St. Stephens AME Church, Maryland Association of Nigerian Physicians and Native American Lifelines.

Baltimore City

Associated Black Charities, Inc. (ABC) is a not-for-profit organization that specializes in providing minority serving organizations with technical assistance, training and support to the greater Baltimore City area.

- Reached 917 persons at various events and health fairs;
- Distributed 2,206 pieces of cancer and tobacco cessation literature; and
- Referred 1 Native American Male for prostate cancer screening.

Caroline County

Union Bethel AME Church is a faith-based non-profit organization that maintains a health ministry that targets African-American congregants, their families and the surrounding neighborhoods.

- Reached 51 persons at three fellowship activities focused on healing the body;
- Collaborated with 14 various schools, organizations and ethnic and racial communities; and
- Established a relationship with 3 schools established by Maryland State Department of Education through its Century Learning Centers.

Charles County

Black Leadership Council for Excellence (BLCE) is the MOTA Grantee for Charles County. BLCE has been a MOTA Grantee for the past 5 years.

- Reached over 72,144 by participating in cultural events, health fairs, community fundraisers, workshops, fashion shows, and community canvassing;
- Distributed 25 cancer and tobacco health education tool kit to hair salons, barbershops, restaurants, bars, clubs, and merchant stores;
- Distributed 28,949 pieces of cancer/tobacco related materials;
- Referred 86 individuals to cancer screening/tobacco cessation;
- Partnered with 13 sororities, fraternal, alumni association, cultural entities to provide an array of cancer and tobacco messages to various ethnic and racial groups; and
- Established an electronic newsletter that was emailed to 50 Charles County MOTA partners.

Dorchester County

Associated Black Charities, Inc. (ABC) Dorchester County is the Eastern Shore affiliate to ABC Baltimore City. The Dorchester County ABC is a not-for-profit organization that specializes in providing minority serving organizations with technical assistance, training and support.

- Funded 2 faith-based organizations - Cambridge Church of Christ and St. Luke's Church;
- Provided 275 brochures and informational documents at The Men's Night Out Health Initiative sponsored by the ABC and Community Partners Packets;

- Referred 22 individuals for cancer screenings were made along with 9 referrals for tobacco cessation programs through a partnership with Shore Health Systems and Choptank Community Health Systems;
- Reached 300 men, women and children through a health education class hosted by St. Luke Church;
- 23 sub-grantee volunteers delivered goodie bags with health education and awareness messages to restaurants, churches, and the low-income housing projects;
- 36 men, women, and children attended Cambridge Church of Christ's Non-Smoking Tobacco; and
- Sleep Over facilitated by a Drug Abuse Resistance Education (D.A.R.E.) consultant.

Frederick County

Learning Institute for Enrichment and Discovery (LIFE & Discovery, Inc.) is a community-based organization that provides human service support for the Asian American population in Frederick County.

- 5,000 persons attended the Pangean County-wide Festival and received health messages;
- 80 foreign dignitaries and researchers attended Dr. Mark Li's Hepatitis Project-purpose to promote hepatitis screening among Asian Americans;
- 250 persons were provided health information on liver cancer activity entitled One-to-One Outreach at the Costco Food Warehouse;
- 30 individuals were referred to Quitline services;
- 65 Asian Americans were greeted in their native language at West Frederick Middle School's Back
- to School for Asian Americans program by a MOTA minority consultant; and
- 25 persons attended sessions for the Native Americans and their families in collaboration with the Governor's Office on Native American Affairs.

Harford County

Inner County Outreach is a community-based organization that provides the community with human services support.

- 350 individuals received second-hand smoke and cancer and tobacco screening at the Under the Tent celebration which recognized 20 years of service for African Americans in the county;
- 100 anti-tobacco/cancer prevention pamphlets were distributed at the Faith-Based Resource Fair in Edgewood;
- 1,350 bulletin inserts were mailed to faith congregations;
- 12,453 cancer/tobacco-related materials were distributed at the Fall Fest;
- 35 referrals were made to cancer screening and tobacco cessation programs; and
- Sponsored The Appalachian Cherokee All Night Gathering, a special religious ceremony held during the full moon.

Howard County

FIRN, Inc. (Resources for the Foreign Born,) is a multi-ethnic, community serving organization that provides human services to the foreign-born within the community.

- 160 persons were referred to tobacco cessation programs;
- 6,282 cancer/tobacco-related literature were distributed; and
- 14 events were held where cancer and tobacco health messages were distributed.

Kent County

- Bethel AME Church is a faith-based community organization that provides outreach and education to various groups within the community.
- 80 students received a back to school bag containing health messages, during the “Welcome Back to Church/School-Honoring Grandparents” event;
- 40 persons reached at “Party at the Park” event held in collaboration with the local radio station;
- 300 participants attended the “Great American Smoke Out” annual event;
- 140 individuals attended the “Celebrating Cultural Diversity” for cultural enrichment event;
- 30 persons attended the “Hide and Seek Stamp Out Smoking” event; and
- 150 African Americans attended the “Celebration of National Women’s Health Week” event.

Montgomery County

Holy Cross Hospitals’ Minority Community Empowerment Project (MCEP) is an initiative which provides extensive outreach, education and training to community partners.

- 150 free laboratory screenings were provided by the hospital in collaboration with the MCEP Program during the “Cover the Uninsured Week Initiative”;
- 100 persons attended the “Annual Native American POW-POW”;
- 22,782 health literature messages on cancer and tobacco were distributed;
- 2,111 cancer screening and tobacco cessation referrals were made; and
- 21,516 educational encounters at 690 outreach sessions were conducted for African Americans, Africans, Asian Americans, Hispanics/Latinos, and Holy Cross Hospital Health Promoters.

Prince George’s County

The Maryland Center at Bowie State University is a non-profit organization that provides community and faith-based organizations with grants management, program development, evaluation, and training skills.

- 34,727 tobacco/cancer-related materials were distributed in the community;
- 34,560 persons received a tobacco/cancer related health message;

- 411 events were conducted by grantee and sub-grantees;
- 3,916 referrals for cancer screening were made;
- 6,205 referrals for tobacco cessation were made;
- 115 referrals were made to the Maryland Quitline;
- 103 persons/organizations received technical assistance on the MOTA program; and
- The local MOTA grantee funded 14 minority sub-grantees to conduct outreach in the county.

St. Mary's County

Minority Outreach Coalition (MOC) is a community-based, not-for-profit organization that serves the St. Mary's County and its military community.

- 3,000 "I-quit" health messages were distributed at the County Fair on Tobacco Awareness, with a live performance by Hip Hop artist "No-Puff Daddy";
- 275 military families were reached at the Naval Air Warfare Center family day;
- 749 participants were reached during the joint Latino and Asian/Pacific Island Community event;
- 18,321 cancer/tobacco-related health information materials were distributed countywide;
- 401 cancer screening referrals were made;
- 982 tobacco cessation referrals were made; and
- 111 persons/groups received technical assistance from MOTA.

Talbot County

St. Luke's United Methodist Church is a faith-based non-profit organization that serves the county with community support services.

- 1,000 individuals attended the Back-to School collaboration with the Talbot County Department of Social Services;
- 70 individuals were reached and received tobacco and prostate cancer information at the Annual Homecoming Celebration; and
- 650 residents affiliate attended Trapp's October Fest and 55 signatures were obtained confirming receipt of cancer/tobacco information.

Wicomico County

St. James AME Zion Church is a faith-based organization that serves the Salisbury community.

- 6,886 cancer/tobacco-related materials were distributed;
- 20 health fair and cultural events were held;
- 3 grant writing and advocacy training workshops were conducted; and
- Collaborated with 7 community-based organizations on cancer and tobacco awareness.