

CIGARETTE RESTITUTION FUND PROGRAM
MINORITY OUTREACH AND TECHNICAL ASSISTANCE
FISCAL YEAR 2010 ACCOMPLISHMENTS

Grants Awarded

The Minority Outreach and Technical Assistance Program (MOTA) awarded competitive one-year grants to 13 jurisdictions in Maryland that contained the largest proportion of minorities.

Competitive grants ranged from \$22,567 to \$146,234. The minority or minority serving community-based organizations receiving the grants includes: 2 - Asian American, 1- community hospital, 4 - faith-based, and 6 - African 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
Wicomico County

Baltimore City
Dorchester County
Harford County
Montgomery County

Charles County
Howard County
Prince George's County
St. Mary's County

In FY 2010 the MOTA program funds was reduced from \$862,700 to \$556,500. With the decrease in funding representing about 35%, the MOTA grantees' efforts and performance standards were reduced to reflect the decrease in funding.

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:

- **531** minority individuals were recruited to attend the local health department's cancer and tobacco coalition meetings on behalf of MOTA during the year;
- **336** minority individuals attended the local health department's cancer and tobacco coalition meetings on behalf of MOTA during the year;
- **918** cultural fairs/events that highlighted cancer and tobacco messages;
- **268** 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 **780** individuals;

- **685,877** tobacco-cessation and cancer awareness brochures and educational materials were distributed state-wide;
- **166,174** persons received tobacco-cessation were reached through outreach activities, cultural fairs, health events, faith-based initiatives, TV public service announcements;
- **2,395** minority cancer screening referrals were made to the local health department's services were conducted;
- **3,069** tobacco cessation program referrals were made to the Maryland Quitline and local health department cessation programs; and
- **860,348** total persons were reached through MOTA efforts. Persons reached included minorities recruited, minorities who attended coalition meetings, attendees at technical assistance session, individuals referred for services, and individuals receiving materials.

Key Program Highlights for MOTA Grantee 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 minority youths and minority viewing audience received information 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 70,524 cancer/tobacco-related materials and conducted 49 awareness events.

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 2,892 minority persons received cancer/tobacco education health messages;
- Distributed 10,480 pieces of culturally appropriate health related materials; and
- Referred 317 minorities to 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.

- Referred 95 minority persons to local health department tobacco cessation and nicotine replacement program;
- Distributed 4,628 health education materials; and
- Reached 64 attendees at the Old Fashion Tent Revival as an exhibitor.

Charles County

Black Leadership Council for Excellence (BLCE) is the MOTA Grantee for Charles County. BLCE has been a MOTA Grantee for the past 6 years.

- Reached over 26,353 by participating in cultural events, health fairs, community fundraisers, workshops, fashion shows, and community canvassing;
- Partnered with 7 local chapter, 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 reached 1195 persons.

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.

- Reached 600 minority individuals as an exhibitor at the Job & Health;
- Disseminated 811 cancer and tobacco health give-aways; AND
- Distributed 957 pamphlets on cancer education and tobacco education awareness.

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.

- 8,645 health material distributed to minority individuals;
- 38 minority serving groups were trained to advocate for cancer and tobacco health; and
- 25 minorities were recruited to serve on the local health coalitions.

Harford County

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

- 270 anti-tobacco/cancer prevention pamphlets were distributed ;
- 2,925 health bulletin inserts were provided to faith congregations;
- 1,000 cancer prevention and tobacco second hand smoke brochures distributed at Morningstar PowWow; and

- 7,085 cancer/tobacco-related materials were distributed to promote cancer and tobacco screening.

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.

- 2,503 persons received health information on the cancer screening and tobacco cessation programs;
- 870 cancer/tobacco-related literature were translated and distributed in 4 different languages; Burmese, Chinese, Korean and Spanish distributed; and
- Partnered with 12 community based organizations such as hospital, elementary and high schools, Medicaid providers, faith-based, women and youth organizers and festival sponsors.

Kent County

Bethel AME Church is a faith-based community organization that provides outreach and education to various groups within the community.

- 3 minority persons recruited to serve on health department coalition;
- 11 technical assistance sessions; and
- Sponsored 4 events targeting youth, women, legislatures and diverse individuals.

Montgomery County

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

- 16,976 health literature messages on cancer and tobacco were distributed;
- 787 cancer screening referrals were made; and
- 17,429 educational encounters conducted with 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.

- 22,886 tobacco/cancer-related materials were distributed in the community;
- 528,507 persons received a tobacco/cancer related health message;
- 1,718 referrals for tobacco cessations services; and
- The local MOTA grantee funded 6 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.

- 21,783 persons received cancer/tobacco-related health information materials;
- Co-sponsored a six week Tobacco Cessation Class with local health department; and
- Collaborated with 5 community-based organizations to reach military families, aging population, health providers and event chairs to reach diverse communities.

Wicomico County

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

- 3,763 cancer/tobacco-related materials were distributed;
- 1,865 minority persons was reached and provide health messages; and
- 15 health fair and cultural events were held.