

LARRY HOGAN
Governor
BOYD K. RUTHERFORD
Lieutenant Governor

October 30, 2015

DAVID R. BRINKLEY
Secretary

MARC L. NICOLE
Deputy Secretary

The Honorable Thomas V. Mike Miller, Jr. President of the Senate H-107 State House Annapolis MD 21401-1991

The Honorable Michael E. Busch Speaker of the House H-101 State House Annapolis MD 21401-1991

Dear President Miller and Speaker Busch:

Pursuant to Section 7-317(h)(2) of the State Finance and Procurement Article, we are forwarding reports on funds expended in the prior fiscal year from the Cigarette Restitution Fund and the related outcomes or public benefits, prepared by the Department of Health and Mental Hygiene (DHMH) and the Department of Agriculture.

A summary of fiscal year 2015 appropriations and expenditures (including encumbrances) follows. Please note that the expenditures represent State expenditures and not expenditures by the grantees. To the extent that the grantees do not spend grants, the funds may be returned to DHMH as part of the grant reconciliation process conducted by the Department. That process is not complete until several months after the end of the State's fiscal year. Funds relating to unspent grants from prior fiscal years were recovered by DHMH and transferred back to the Cigarette Restitution Fund in the amount of \$2,380,094 (not reflected in the fiscal year 2015 activity shown below).

Crop Conversion

L00A.12.10 Marketing and Development

Appropriation: \$4,323,000 Expended/Encumbered: \$4,323,000

L00A.12.13 Tobacco Transition Program

Appropriation: \$2,216,000 Expended/Encumbered: \$2,216,000

Cancer Prevention, Education, Screening, and Treatment

M00F.03.04 Prevention and Disease Control

Appropriation: \$17,872,102 Unobligated/Reverted: \$(156,609) Expended/Encumbered: \$17,715,493

~Effective Resource Management~

The Honorable Thomas V. Mike Miller, Jr The Honorable Michael E. Busch October 30, 2015 Page 2

Tobacco Use Prevention and Cessation

M00F.03.04 Prevention and Disease Control

Appropriation:	\$7,675,853
Unobligated/Reverted:	\$(159,528)
Expended/Encumbered:	\$7,516,325

Breast and Cervical Cancer

M00F.03.04 Prevention and Disease Control

Appropriation:	\$13,230,000
Unobligated/Reverted:	\$(55,931)
Expended/Encumbered:	\$13,174,069

Drug Addiction

M00L.01.02 Addiction Treatment and Prevention Services

Appropriation:	\$21,032,184
Expended/Encumbered:	\$21,032,184

Medicaid

M00Q.01.03 Medical Provider Reimbursement

Appropriation:	•	\$70,743,073
Expended/Encumbered:		\$70,743,073

If you have any further questions or concerns regarding this report, please contact me at 410-260-7041.

David R. Brinkley Secretary

Enclosure

cc: The Honorable Van Mitchell, Secretary, Department of Health and Mental Hygiene

The Honorable Joseph Bartenfelder, Secretary, Maryland Department of Agriculture

Allison Taylor, DHMH Joanna Kille, MDA Michelle Pack, DBM Barbara Wilkins, DBM



Larry Hogan, Governor - Boyd Rutherford, Lt. Governor - Van Mitchell, Secretary

October 8, 2015

The Honorable David R. Brinkley, Secretary Department of Budget and Management Office of the Secretary 45 Calvert Street Annapolis, MD 21401-1907

State Finance and Procurement Article, Section 7-317(h)(2) - Cigarette Restitution Fund Program Re:

(CRFP): Fiscal Year 2015, and Chapter 58 of the Acts of 2015 (HB 67) - Status of the Counter-

Marketing and Media Component

Dear Secretary Brinkley:

Pursuant to State Finance and Procurement Article, Section 7-317(h)(2), the Department of Health and Mental Hygiene is directed to report annually on November 1 total funds expended by the CRFP, by program and subdivision, in the prior fiscal year and the specific outcomes or public benefits resulting from that expenditure.

Pursuant to Chapter 58 of the Acts of 2015 (HB 67), the Department of Health and Mental Hygiene can include a summary of the programmatic activities including the Counter-Marketing and Media Component as part of the annual fiscal report for the Cigarette Restitution Fund required under Section 7-317 of the State Finance and Procurement Article.

The fiscal year 2015 Annual Report is attached. The report includes expenditures, accomplishments, and Managing-for-Results data for the Tobacco, Cancer, Alcohol and Drug Abuse Prevention, and Medical Care programs. The status of the Counter-Marketing and Media Component of the CRFP are included with the accomplishments for Tobacco.

Please direct any questions to Ms. Allison Taylor, Director of the Office of Governmental Affairs at 410-767-6481.

Sincerely,

Van T. Mitchell Secretary

Enclosure

Allison Taylor, Director, Office of Governmental Affairs cc:

Shawn Cain, Chief of Staff

Howard Haft, Deputy Secretary, Public Health Services

Michelle Spencer, Director, Prevention and Health Promotion Administration Donna Gugel, Deputy Director, Prevention and Health Promotion Administration

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MARYLAND DEPARTMENT OF HEALTH AND MENTAL HYGIENE

CIGARETTE RESTITUTION FUND PROGRAM

FISCAL YEAR 2015 ANNUAL REPORT

FUND EXPENDITURES AND ACCOMPLISHMENTS

State Finance and Procurement Article, Section 7-317(h)(2) Chapter 58 of the Acts of 2015 (HB 67)

September 2015



CIGARETTE RESTITUTION FUND PROGRAM

FISCAL YEAR 2015 ANNUAL REPORT

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CANCER CONTROL PROGRAMS AND TOBACCO USE PREVENTION

FISCAL REPORTS

Department of Health and Mental Hygiene, Prevention and Health Promotion Administration

Cigarette Restitution Fund Program

Interim Fiscal Report – Fiscal Year 2015 (July 1, 2014 – June 30, 2015)

1) Cancer Prevention, Education, Screening and Treatment Program

	Appropriation	Expenditures	Obligations	Unobligated
Components:				
Administration	607,011	498,304	6,905	101,802
Surveillance and Evaluation	1,224,795	925,444	268,998	30,352
Statewide Academic Health Center - Cancer	5,800,000	4,828,430	971,570	0
Research				
Local Public Health *	7,547,472	7,547,472	0	0
Baltimore City Public Health Grant *	2,446,000	1,660,492	785,508	0
Statewide Public Health Network	0		0	0
Statewide Academic Health Center - Other	0		0	0
Tobacco-Related Diseases				
Cancer - Database Development	244,125	116,442	105,927	21,756
Total	17,869,403	15,576,584	2,138,908	153,911

Local Public Health Component - Distribution by Jurisdiction - CANCER

	(Budget)	Unreconciled		
Subdivision	Available	Expenditures	Obligations	Unobligated
	Funding			
Allegany	207,098	207,098	0	0
Anne Arundel	678,245	678,245	0	0
Baltimore Co.	1,085,594	1,085,594	0	0
Calvert	190,596	190,596	0	0
Caroline	139,925	139,925	0	0
Carroll	283,658	283,658	0	0
Cecil	216,750	216,750	0	0
Charles	227,058	227,058	0	0
Dorchester	147,706	147,706	0	0
Frederick	316,928	316,928	0	0
Garrett	137,165	137,165	0	0
Harford	377,473	377,473	0	0
Howard	325,707	325,707	0	0
Kent	134,341	134,341	0	0
Montgomery	899,437	899,437	0	0
Prince George's	812,605	812,605	0	0
Queen Anne's	161,786	161,786	0	0
St. Mary's	196,758	196,758	0	0
Somerset	137,603	137,603	0	0
Talbot	163,738	163,738	0	0
Washington	273,290	273,290	0	0
Wicomico	235,080	235,080	0	0
Worcester	198,931	198,931	0	0
Baltimore City*	2,446,000	1,660,492	785,508	0
TOTAL	9,993,472	9,207,964	785,508	0

^{*} The budget and expenditure for Baltimore City are in the Baltimore City Public Health Grant. Baltimore City's budget of \$2,446,000 adds to the Local Public Health distribution by jurisdiction of \$7,547,472 to make a total of \$9,993,472.

Department of Health and Mental Hygiene, Prevention and Health Promotion Administration Cigarette Restitution Fund Program

Interim Fiscal Report – Fiscal Year 2015 (July 1, 2014 – June 30, 2015) (Continued)

2) Tobacco Use Prevention and Cessation Program

	Appropriation	Expenditures	Obligations	Unobligated
Components:				
Administration	239,008	193,434	35,364	10,210
Surveillance and Evaluation	935,611	896,009	39,602	0
Counter-marketing and Media	0	0	0	0
Local Public Health	3,877,227	3,877,224	3	0
Tobacco Prevention and Cessation	216,478	216,478	0	0
Statewide Public Health	2,408,355	1,293,623	964,591	150,141
Total	7,676,679	6,476,768	1,039,560	160,351

Local Public Health Component - Distribution by Jurisdiction - TOBACCO

	(Budget)	Unreconciled		
Subdivision	Available	Expenditures	Obligations	Unobligated
	Funding			
Allegany	126,876	126,876	0	0
Anne Arundel	232,585	232,585	0	0
Baltimore Co.	130,599	130,599	0	0
Calvert	112,592	112,592	0	0
Caroline	153,569	153,569	0	0
Carroll	138,123	138,123	0	0
Cecil	143,947	143,947	0	0
Charles	109,516	109,516	0	0
Dorchester	163,123	163,123	0	0
Frederick	112,881	112,881	0	0
Garrett	174,115	174,115	0	0
Harford	160,606	160,606	0	0
Howard	106,149	106,149	0	0
Kent	268,267	268,267	0	0
Montgomery	293,464	293,461	3	0
Prince George's	115,815	115,815	0	0
Queen Anne's	131,255	131,255	0	0
St. Mary's	107,189	107,189	0	0
Somerset	109,807	109,807	0	0
Talbot	150,223	150,223	0	0
Washington	128,928	128,928	0	0
Wicomico	116,175	116,175	0	0
Worcester	277,055	277,055	0	0
Baltimore City	126,876	126,876	0	0
TOTAL	3,877,227	3,877,224	3	0

Department of Health and Mental Hygiene, Prevention and Health Promotion Administration Cigarette Restitution Fund Program

Interim Fiscal Report – Fiscal Year 2015 (July 1, 2014 – June 30, 2015) (Continued)

	(Budget) Available Funding	Expenditures	Obligations	Unobligated
3) Breast & Cervical Cancer	13,230,000	9,610,968	3,563,100	55,932
CRF Program Totals	13,230,000	9,610,968	3,563,100	55,932

Footnotes/Definitions

Source: Financial reports of the State's Financial Management Information System (FMIS)

1) Budget: funds allocated to each component and distributed to each county.

2) Expenditures: items reflected in the State's FMIS.

3) Obligations: funds reflective of an executed signed agreement or contract.

4) Unobligated: budget minus expenditures and obligations.

5) Expenditures from all jurisdictions have not yet been reconciled.

CANCER CONTROL PROGRAMS AND TOBACCO USE PREVENTION

MANAGING-FOR-RESULTS REPORTS

M00F03.04 CIGARETTE RESTITUTION FUND – CANCER PREVENTION, EDUCATION, SCREENING AND TREATMENT PROGRAM – PREVENTION AND HEALTH PROMOTION ADMINISTRATION

PROGRAM DESCRIPTION

The Cancer Prevention, Education, Screening and Treatment Program was created under the Cigarette Restitution Fund (CRF) and seeks to reduce death and disability due to cancer in Maryland through implementation of local public health and statewide academic health center initiatives.

MISSION

The mission of the Cancer Prevention, Education, Screening and Treatment Program is to reduce the burden of cancer among Maryland residents through enhancement of cancer surveillance, implementation of community-based programs to prevent and/or detect and treat cancer early, enhancement of cancer research, and translation of cancer research into community-based clinical care.

VISION

The Cancer Prevention, Education, Screening and Treatment Program envisions a future in which all residents of Maryland can lead healthy, productive lives free from cancer or disability due to cancer.

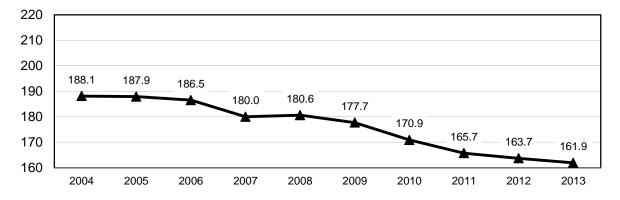
KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES

Goal 1. To reduce overall cancer mortality in Maryland.

Objective 1.1 By calendar year 2016, reduce overall cancer mortality to a rate of no more than 153.1 per 100,000 persons. (Age-adjusted to the 2000 U.S. standard population.)

	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Overall cancer mortality rate	161.9	158.9	156.0	153.1

Overall Cancer Mortality Rate Per 100,000 Persons (Age Adjusted to 2000 U.S. Standard Population)



Goal 2. To reduce disparities in cancer mortality between ethnic minorities and whites.

Objective 2.1 By calendar year 2016, reduce disparities in overall cancer mortality between blacks and whites to a rate of no more than 1.13. (Age-adjusted to the 2000 U.S. standard population.)

	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Cancer death rate ratio between	1.13	1.13	1.13	1.13

Goal 3. To reduce mortality due to each of the targeted cancers under the local public health component of the CRF program.

Objective 3.1 By calendar year 2016, reduce colorectal cancer mortality to a rate of no more than 12.5 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

Performance Measures	FY2014 Actual	FY2015 Actual	FY2016 Estimated	FY2017 Estimated
Output: Number screened for colorectal cancer with CRF funds	1,899	1,217	1,217	1,217
Number minorities screened for colorectal cancer with CRF funds	1,225	848	848	848
	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Colorectal cancer mortality rate	13.9	13.4	12.9	12.5

Objective 3.2 By calendar year 2016, reduce breast cancer mortality to a rate of no more than 20.2 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

	FY2014	FY2015	FY2016	FY2017
Performance Measures	Actual	Actual	Estimated	Estimated
Output: Number of women screened for breast cancer with CRF funds	1,014	570	570	570
Number of minority women screened for breast cancer with CRF funds	842	513	513	513
	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Breast cancer mortality rate	21.4	21.0	20.6	20.2

Objective 3.3 By calendar year 2016, reduce prostate cancer mortality to a rate of no more than 16.9 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Prostate cancer mortality rate	19.0	18.3	17.6	16.9

Goal 4. To increase access to cancer care for uninsured persons in Maryland.

Objective 4.1 To provide treatment or linkages to treatment for uninsured persons screened for cancer under the Cancer Prevention, Education, Screening and Treatment Program.

	FY2014	FY2015	FY2016	FY2017
Performance Measures	Actual	Actual	Estimated	Estimated
Output: Number of persons diagnosed and linked or provided treatment	38	15	15	15

Goal 5. To reduce the burden of cancer by promoting increased participation of diverse populations in clinical trials; and coordinating with local hospitals, health care providers and local health departments.

Objective 5.1 By fiscal year 2017, at least 13 percent of the individuals participating in clinical trials through University of Maryland Greenebaum Cancer Center (UMGCC) will be from diverse populations.

	FY2014	FY2015	FY2016	FY2017
Performance Measures	Actual	Actual	Estimated	Estimated
Input: Number of individuals participating in clinical trials	149	164	170	170
Number of diverse individuals participating in clinical trials	20	59	22	22
Outcome: Percent of diverse individuals participating in clinical trials	13.4%	36.0%	13.0%	13.0%

M00F03.04 CIGARETTE RESTITUTION FUND – TOBACCO USE PREVENTION AND CESSATION PROGRAM – PREVENTION AND HEALTH PROMOTION ADMINISTRATION

PROGRAM DESCRIPTION

The Tobacco Use Prevention and Cessation Program is a statutory program (Title 13, Subtitle 10 of the Health-General Article) incorporating the *best practice* recommendations of the Centers for Disease Control and Prevention (CDC). The Program delivers comprehensive smoking cessation assistance to Maryland smokers seeking assistance in quitting smoking, and tobacco use prevention services and counter-marketing initiatives directed at Maryland youth and young adults. The Program is funded through the CRF.

The program is mandated to conduct biennial county-level youth and adult tobacco surveys, replicating the Program's baseline (2000) surveys, in support of state and local program accountability measures, evaluation, and program planning and development. The last youth surveys were conducted in the spring of 2013. The last adult survey was completed in December of 2013.

MISSION

The mission of the Tobacco Use Prevention and Cessation Program is to reduce the use of tobacco products in Maryland, thereby reducing the burden of tobacco-related morbidity and mortality on the population.

VISION

The Tobacco Use Prevention and Cessation Program envisions a future in which all residents of Maryland can lead healthy, productive lives free from disease and cancer caused by the use of tobacco.

KEY GOALS, OBJECTIVES AND PERFORMANCE MEASURES²

Goal 1. To reduce the proportion of under-age (less than 18 years old) Maryland youth who have ever initiated tobacco use.

Objective 1.1 By the end of calendar year 2016, reduce the proportion of under-age Maryland middle school students that have ever smoked a whole cigarette by 58.3 percent from the calendar year 2000 baseline rate.

	CY2000	CY2012	CY2014	CY2016 ³
Performance Measures	Actual	Actual	Estimated	Projected
Input: Percent of middle school students who have ever smoked a whole cigarette	16.8%	8.1%	7.5%	7.0%
Outcome: Cumulative percentage change	N/A	- 51.8%	- 55.4%	- 58.3%

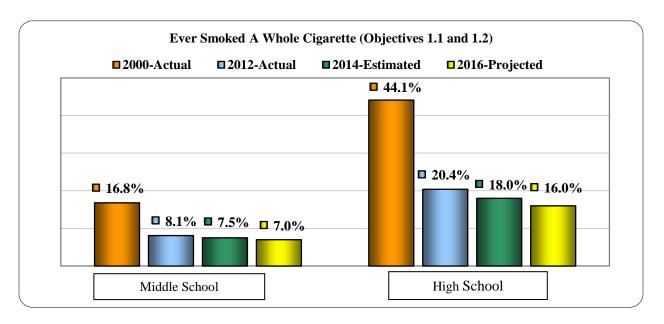
¹ Funding for the original Maryland Adult Tobacco Survey (MATS) was discontinued after 2008, necessitating abandonment of the MATS 2000 baseline in favor of the CDC's Behavioral Risk Factor Surveillance System (BRFSS) survey, with its own 2000 baseline data. However, in 2011 the CDC altered its methodology for weighting BRFSS data necessitating the establishment of a new baseline for adult data beginning with the 2011 BRFSS survey.

² Calendar years were used for goals and objectives where data sources are the baseline and subsequent tobacco surveys. With respect to youth surveys, data collection occurs only during the fourth quarter of the applicable calendar year (the second quarter of the fiscal year). Thus, objectives more closely relate to what has occurred by the end of any particular calendar year than they would to a fiscal year which ends 6 months after the last data is collected. Adult data is collected throughout distinct calendar years and represents an average of tobacco use throughout a single calendar year.

³ The difference between Estimated and Projected figures relates to the methodology used to arrive at the figures.

Objective 1.2 By the end of calendar year 2016, reduce the proportion of under-age Maryland high school students that have ever smoked a whole cigarette by 63.7 percent from the calendar year 2000 baseline rate.

	CY2000	CY2012	CY2014	CY2016
Performance Measures	Actual	Actual	Estimated	Projected
Input: Percent of under-age high school students	44.1%	20.4%	18.0%	16.0%
who have ever smoked a whole cigarette				
Outcome: Cumulative percentage change	N/A	- 53.7%	- 59.2%	- 63.7%



Goal 2. To reduce the proportion of Maryland youth and adults who currently smoke cigarettes.

Objective 2.1 By the end of calendar year 2016, reduce the proportion of underage middle and high school students that currently smoke cigarettes by 58.9 percent and 65.2 percent respectively, from the calendar year 2000 baseline rate.

	CY2000	CY2012	CY2014	CY2016
Performance Measures	Actual	Actual	Actual	Projected
Input: Percent of underage middle school students who currently smoke cigarettes	7.3%	3.9%	3.5% estimated	3.0%
Input: Percent of underage high school students who currently smoke cigarettes	23.0%	11.0%	8.2%	8.0%
Outcome: Cumulative percentage change – middle school	N/A	- 46.6%	- 52.1%	- 58.9%
Outcome: Cumulative percentage change – high school	N/A	- 52.2%	- 64.3%	- 65.2%

Objective 2.2 By the end of calendar year 2016, reduce the proportion of Maryland adults that currently smoke cigarettes by 26.7 percent from the calendar year 2011 baseline rate.⁴

	CY2011	CY2012	CY2014	CY2016
Performance Measures	Actual	Actual	Actual	Projected
Input: Percent of adults who currently smoke cigarettes	19.1%	16.2%	14.6%	14.0%
Outcome: Cumulative percentage change	N/A	- 15.2%	- 23.6%	- 26.7%

Goal 3. To reduce the prevalence of current smoking among minority populations.

Objective 3.1 By the end of calendar year 2016, reduce the proportion of African-American adults who currently smoke cigarettes by 12.7 percent from the calendar year 2011 baseline rate.⁵

	CY2011	CY2013	CY2014	CY2016
Performance Measures	Actual	Actual	Actual	Projected
Input: Percent of adult African-Americans who currently smokes cigarettes	18.9%	16.7%	16.8%	16.5%
Outcome: Cumulative percentage change	N/A	- 11.6%	- 11.1%	- 12.7%

Objective 3.2 By the end of calendar year 2016, reduce the proportion of Hispanic adults who currently smoke cigarettes by 59.8 percent from the calendar year 2011 baseline rate.

	CY2011	CY2012	CY2014	CY2016
Performance Measures	Actual	Actual	Actual	Projected
Input: Percent of adult Hispanics who currently	19.9%	10.1%	8.2%	8.0%
smokes cigarettes Outcome: Cumulative percentage change	N/A	- 49.2%	- 58.8%	- 59.8%

⁴The Behavioral Risk Factor Surveillance System (BRFSS) is a survey of the adult Maryland population, and in order for the survey data to be generalized to the adult population as a whole, survey results must be 'weighted' to reflect the adult population. From the inception of the BRFSS through calendar 2010, the CDC used a 'post-stratification' weighting methodology. Beginning in 2011, the CDC is using an 'Iterative Proportional Fitting' (or Raking) methodology. The new methodology is much more comprehensive and will provide better estimates of risk behaviors. With respect to tobacco use in Maryland, it appears that the higher estimates generated by the new methodology are wholly a result of the methodology change and do not reflect increases in tobacco use.

⁵ Estimates of adult tobacco use. Beginning with 2011, CDC enhanced its methodology for weighting estimates of risk behaviors through its BRFSS estimates for prior years cannot be compared to BRFSS estimates of 2011 and thereafter. For that reason, a new baseline has been established (2011) for these objectives.

CANCER CONTROL PROGRAMS

ACCOMPLISHMENTS

CIGARETTE RESTITUTION FUND PROGRAM

CANCER PREVENTION, EDUCATION, SCREENING AND TREATMENT PROGRAM (CPEST)

FISCAL YEAR 2015 ACCOMPLISHMENTS

LOCAL PUBLIC HEALTH COMPONENT

Overall

- Funding was awarded to each local jurisdiction's CPEST for fiscal year 2015; this includes 24 local health departments and one academic health center in Baltimore City. Each local health department, excluding Baltimore City, received a base amount of \$100,000 with the remainder of its award based on the formula specified in the statute for the CRF Program. The Baltimore City programs (Baltimore City Health Department and University of Maryland) were funded according to the budget allocation.
- Community health cancer coalitions continued in 24 jurisdictions. Each coalition is comprised of
 representatives that reflect the demographics of each jurisdiction and includes membership of
 minority, rural, and medically underserved populations that are familiar with different cultures
 and communities in the jurisdiction. The majority of the community health coalitions met three
 or more times during the fiscal year.
- Comprehensive cancer plans addressing prevention, education, screening, and/or treatment for one or more of the targeted cancers were updated in 24 jurisdictions in fiscal year 2015.
 - 24 jurisdictions addressed colorectal cancer;
 - o 7 jurisdictions addressed oral cancer;
 - o 6 jurisdictions addressed prostate cancer;
 - o 10 jurisdictions addressed breast cancer;
 - o 9 jurisdictions addressed cervical cancer;
 - o 18 jurisdictions addressed skin cancer; and
 - o 5 jurisdictions addressed lung cancer.
- Contracts were entered into and/or renewed between local health departments and local medical
 providers (e.g. gastroenterologists, medical laboratories, primary care physicians, hospitals,
 surgeons, etc.). These providers deliver clinical services for cancer screening, diagnosis, and
 treatment.

Screening, Diagnosis, and Treatment

- In fiscal year 2015, screening, diagnosis, and treatment data for the targeted cancers under the CRF Program for local health departments, Baltimore City Local Public Health, and the statewide academic health center included the following:
 - 3,140 screening tests were performed 15 individuals were diagnosed with cancer in the program, linked to care, or provided treatment;
 - 2,984 persons received one or more cancer screenings 70% of persons screened were minorities;
 - o 1,232 screening colonoscopies were performed, of which:
 - 398 had adenomatous polyps;
 - 6 sigmoidoscopies were performed; and
 - 12 individuals were diagnosed with colorectal cancer in the program, linked to care, or provided treatment;
 - o 574 oral cancer screening examinations were performed No individuals were diagnosed with oral cancer in the program;
 - o 36 skin cancer screening examinations were performed 3 individuals in the program were diagnosed with any type of skin cancer, linked to care, or provided treatment;
 - 496 mammograms were performed and 517 clinical breast examinations were performed -No individuals in the program were diagnosed with breast cancer; and
 - 279 Pap tests were done No individuals in the program were diagnosed with cervical cancer.

Public Education and Outreach

- A total of 105,800 Maryland residents in the general public were educated for all cancers.
- Local programs conducted a variety of public education and specific outreach activities.
 - Cancer education and outreach has been conducted through community sites and events such as at educational institutions, parks and recreation centers, clinics and health agencies, churches, food banks, soup kitchens, barbershops, laundry facilities, hair and nail salons, department stores, libraries, supermarkets, senior centers, housing units, fitness centers, businesses, health fairs, and conferences and symposiums. Education and outreach activities have also been conducted through work with coalitions, mass mailings, radio, newspaper, television, and provider websites.

- Cancer education was conducted at program-supported walk/runs where participants were given literature regarding cancer prevention activities and encouraged to participate in local cancer screenings.
- Media events included public service announcements on television and radio, talk shows, press conferences, and news releases. Public officials were educated about local cancer control issues during public meetings.
- O Local programs have funded and placed roadside billboards, community bulletin boards, ads on buses, videos, brochures, flyers, posters, and informational printouts included with doctor visit receipts. Items such as pencils, nail files, and magnets with program and educational information on them have been distributed door-to-door and at venues like health fairs, libraries, pharmacies, senior centers, and housing units.
- Examples of public education and outreach performed by the local health departments and the Baltimore City Public Health component included the following:

Allegany County

Outreach was performed through various media outlets. These included placing program information on a local television station specifically targeted for school aged children, a live radio interview on WCBC discussing colorectal cancer and services available, and thirty second advertisements with colorectal cancer education placed on the WCBC radio station. The ads were run for one month at different times during the day. Allegany County Health Department implemented outreach activities by working with community groups and organizations. This included display boards at various community buildings and group presentations in venues such as the Western Maryland Health Systems' Colorectal Cancer Awareness event and the annual Homeless Resource Day.

Anne Arundel County

The Anne Arundel County Health Department's Community Education and Health Disparities (CEHD) staff participated in sixty-one events that educated 2,800 people throughout the county. Thirteen of the educational events targeted Hispanic/Latino groups and forty-nine events targeted African-American groups. The CEHD disseminated information through local schools and through social media outlets. CEHD staff provided materials and tools to School Health nurses and students, including presentations and skin cancer display materials for 13 high schools. CEHD staff worked with public information officers to issue press releases to 91 media contacts and used Twitter and Facebook to disseminate information promoting cancer prevention. CEHD workers also planned and implemented a full day event called the Health Equity Summit which focused on cancer and chronic disease prevention. A total of 120 community leaders attended.

Baltimore City, University of Maryland Medical Group

Coalition members and their associates were encouraged to tweet two hashtags (#BmoreSurvivor and #CelebrateLife) during the week leading up to National Cancer Survivorship Day. The goal of the community outreach activity was to increase community awareness about the Baltimore City Cancer Coalition and provide local support to the National Cancer Survivorship Day. The week-long event resulted in 3,292 tweets.

Calvert County

Outreach staff participated in several events to educate the public about cancer prevention. In March, outreach staff participated in the 10th annual Keep Your Colon Rollin' 5K and educated 250 people about colon cancer risk factors and screening. In April, the Calvert County Health Department attended the second annual Women's Health Expo to educate participants about colorectal cancer. In January, outreach staff attended the curriculum night held at Calvert High School to educate parents about sun safety. During the Beach Family Fun Fest, staff educated 167 adults and children about sun safety through the use of SunGuard Man and sunscreen packets.

Cecil County

Cecil County Health Department partnered with various local health and community groups to increase colorectal and breast cancer awareness. They worked with the Triangle Health Alliance to include the Cecil County Health Department's Colorectal Cancer Screening Program and Breast and Cervical Cancer Screening Program flyers with the visit summary information provided to patients. Six locally owned pharmacies agreed to place program flyers in pharmacy medication bags. Program staff also developed and delivered display boards to promote Colorectal Cancer Awareness to seven branches of the Cecil County Public Library.

Charles County

The outreach staff focuses on establishing positive relationships with the businesses and organizations around them. Through the Ministers Alliance, the Charles County Health Department conducted multiple presentations to different congregations discussing cancer screening and promoting the Charles County Health Department's screening program. In addition to creating relationships, outreach staff expanded their reach to the public by contracting ad space for three months on the side of a local bus highlighting cancer prevention.

Frederick County

Frederick County has a very active and robust Cancer Coalition that assists in implementing outreach activities. The outreach staff and Cancer Coalition implemented educational activities with local businesses and organizations. They worked with 175 Frederick County tobacco merchants to educate employees on lung cancer prevention and Maryland laws regarding minors and tobacco. Outreach staff also worked to educate and offer resources about colorectal cancer screening and program eligibility to the underserved community by partnering with local food banks including Glade Valley Food Bank and Thurmont Food Bank. Staff also participated in an event at the Frederick Fairgrounds called "Planting Hope" where they were able to educate 141 attendees about breast, cervical, and colorectal cancer prevention as well as available screening programs.

Harford County

Staff members provided a skin cancer presentation at the County Council Board of Health meeting which aired on the Harford Cable Network on the 20th, the 22nd, and the 28th of May. They educated the general public on breast, cervical, colorectal, and skin cancer prevention and their screening programs at several events including: the Delta Sigma Theta Wellness Fair at the Epicenter in Edgewood; the Summer Jam (community

resource fair) in Havre de Grace; as well as the 10th Annual Family Affair in Edgewood hosted by an outreach ministry (Growing in Life & in the Word). A staff member participated in an interview with a local CBS radio station and provided information on cancer prevention, cancer screening, and patient navigation programs.

Montgomery County

Montgomery County Health Department partnered with various health providers to implement their education and outreach activities. In the spring, 76 individuals were able to participate in a skin cancer screening event. Over a two-day period, board-certified dermatologists provided full body scans to screen for possible suspicious lesions. The skin cancer screening was open to all Montgomery County residents and was advertised in a local hospital's quarterly newsletter, New Directions, reaching over 400,000 homes. The Montgomery County Cancer Crusade and the Primary Care Coalition collaborated to provide colorectal cancer screenings to clients at local clinics with the goals of improving care coordination, increasing the compliance rates to align with the Maryland Comprehensive Cancer Plan Goal and to reduce colorectal cancer incidence and mortality.

St. Mary's County

Smoking cessation classes were held at the St. Mary's County Health Department as well as the Lexington Park Library. Each class provided support to those wishing to quit smoking as well as information about colorectal, lung, and skin cancer prevention. In addition to smoking cessation classes, the St. Mary's County Health Department worked on a door to door outreach campaign in remote areas. Small numbers of individuals have responded to this outreach and more community members are expected to be reached. St. Mary's County Health Department has also worked hard to disseminate colorectal cancer screening information to county residents. Avenues of communication include: Facebook, Twitter, interviews on local television channels, monthly mailers, flyers, ads in Your Health Magazine and newspapers, local events such as Juneteenth and working with local physicians to provide resources to community members.

Minority Outreach

• Each of the 24 jurisdictions planned specific activities that focused on ensuring that there was minority outreach within their communities. Examples of these types of services include:

Anne Arundel County

Staff worked with two African-American organizations to educate the public about cancer prevention. One organization, Restoration Community Development Corporation, conducted 25 activities and educated over 870 participants. The other organization, Fresh Start, leads a five-church project called AIMn4 Health with approximately 740 participants at 24 events. In addition, staff partnered with eight Hispanic churches and conducted 13 cancer prevention activities, educating over 875 Hispanics/Latinos. Outreach efforts included targeting food banks in minority areas of the county as well as Hispanic and African-American grocery stores and businesses.

Baltimore City, University of Maryland Medical Group

To reach a large audience in their jurisdiction, several public service announcements were provided to local radio stations in March 2015 to promote Colorectal Cancer Awareness Month. One notable station, WEAA, Morgan State University's radio station, a historically black radio station, aired their message several times.

Calvert County

Calvert County Health Department staff members attended the African-American Community Day held at Jefferson Patterson Park & Museum where 30 people were educated on cancer screening recommendations and risk factors. The Spanish translators were also involved with recruiting the Hispanic population for identifying need for colon cancer screening and serving on the coalition. Outreach staff partnered with Concerned Black Women to host a women's conference and assisted with the 5K event.

Cecil County

Staff members conducted Community Volunteer Outreach Training through one-to-one sessions and group presentations with volunteers in order for them to outreach to the minority populations. These trained volunteers conducted educational sessions to individuals within their local community. As a part of the outreach efforts, Hispanic/Latino populations in Cecil County were provided with bilingual or Spanish information on the importance of colorectal cancer screening at the following sites: Barksdale Nursery, Hassler Dressage Riveredge, Help Center of Department of Social Services, Kilby's Cream, Milburn's Orchards, Moon Nurseries of Maryland, O'Kleen Laundry & Dry Cleaning, Sinking Spring Herb Farm, Tidal Creek Nursery, TNT Trees at Maple Spring, Turkey Point Vineyard, and Winbak Farm.

Frederick County

Several events offered the opportunity to disseminate information about their cancer prevention program to large audiences of minorities. Ninety-five attendees were reached at The National Association of Negro Business & Professional Women 2015 Multicultural Community Fair; 165 residents at The Kappa Alpha Psi Fraternity 32nd Annual Scholarship Ball were educated about cancer prevention and screening programs; 650 attendees at the Theodore W. Stephens Honors Award Program – Sponsored by the Kappa Alpha Psi Fraternity were educated about colorectal cancer prevention and screening programs. Frederick County Health Department was also present at the lesbian, gay, bisexual, transgender, and queer Frederick Pride 2015 event to educate attendees about cancer prevention and screening programs.

Howard County

Howard County Health Department (HCHD) was very active in the Korean community. An interview was given to The Korean Times on July 10, 2014 explaining the HCHD Cancer program services, screening, prevention, and education. Presentations were given at the Korean Festival in Centennial Park and GaNaDa School for Koreans. All individuals were given information regarding program services and eligible participants were referred to breast and cervical cancer prevention and screening services, as well as smoking cessation classes. At the Gyung Hyang Garden Presbyterian Church, staff presented on early detection through screening and provided information regarding health department services and Cessation program information. HCHD also focused on

women's health by participating in "Spotlight on Women" – On Saturday, April 25, 2015 a 30 minute program aired on ABC 2 – four minutes of that segment highlighted the HCHD and programs offered for clinical services. Other services were also highlighted including tobacco cessation classes and breast and cervical screening services.

Montgomery County

On Sunday, June 7th, Suburban Hospital partnered with the Latino Health Initiative to support the 9th Annual Ama Tu Vida (Love Your Life) Health Festival. The festival used a one-stop shop model for facilitating access to community resources, on-site free health screenings, and education. The health festival drew a large crowd of community members. Suburban Hospital's team of nurse volunteers and health educators provided nearly 250 community members with quality cancer education/prevention workshops and blood pressure screenings. Adventist Healthcare provided free mammography screening and education to women at their Breast Cancer Screening Program at Shady Grove Medical Center and Washington Adventist Hospital. Each patient received breast cancer educational materials and one-on-one education about the screening along with the free mammography. If a patient was 50 years and older, they received information about colorectal cancer and the free colonoscopy screening. The women who come to their program are 90% minority, the majority of them being Latinos and African-American.

Prince George's County

The Prince George's County Health Department actively participated in the development of a multimedia health education/risk reduction project — "Photonovella." The Photonovella provided cancer education utilizing a comic book/soap opera style format to educate the Latino community. Their bilingual outreach worker worked intensely to recruit community volunteers to participate in the project. The Photonovella can be accessed from the Prince George's County Health Department's website and to date over 50,000 individuals have searched this site. Outreach staff distributed the Photonovella booklets to Latino residents utilizing services available through community partners such as: Holy Cross Clinics, Langley Park Multi-Service Center and the Spanish Catholic Center.

Professional Education and Outreach

- Local health departments and the statewide academic health center educated health care professionals and providers about the targeted cancers and cancer screening guidelines.
 - o 308,292 providers were reached through education and outreach efforts such as mailings and newsletters.
 - 12,810 health care professionals were educated through brief group and individual educational sessions and presentations at various locations such as physicians' offices, the county medical societies, and hospital staff meetings.
- Local programs mailed to medical providers the "Minimal Elements for Screening, Diagnosis, and Treatment" (Minimal Elements) that was developed and/or updated by the Department of Health and Mental Hygiene (Department) for oral cancer, colorectal cancer, breast cancer,

cervical cancer, and prostate cancer. The programs also notified medical providers of the services provided through the local CRF cancer control programs.

STATEWIDE PUBLIC HEALTH COMPONENT

- Monthly teleconferences were provided throughout the fiscal year by staff from the Department's Center for Cancer Prevention and Control (CCPC), in which representatives from the 24 local jurisdictions, an academic center, their vendors, the Maryland State Medical Society (MedChi), Maryland Skin Cancer Coalition, Maryland Cancer Fund, Maryland State Council on Cancer Control, and the Minority Outreach and Technical Assistance (MOTA) Program participated in an exchange of information and guidance in clinical, administrative, and program evaluation/data collection areas. Prior to these conference calls, an enhanced agenda and PowerPoint presentations were provided as a visual component for each of the teleconferences.
- Site visits and/or quality assurance reviews of the CRF Program cancer grantees were conducted by the Department's CCPC staff at 17 of the 24 local jurisdictions and the academic centers.
 During these site visits and quality assurance reviews consultation and guidance were provided regarding clinical, administrative, and program evaluation issues.
- The following education and trainings were provided:
 - O PowerPoint computer-based training modules for health educators, outreach workers, and clinical staff were developed and utilized by the local health departments. The PowerPoint topics included: CRF Program overview; colorectal, prostate, and oral cancers; case management; paying for clinical services; and linkage to care.
 - Technical assistance meetings and/or conference calls for education/training purposes were provided for health departments in Dorchester, Washington, and Charles counties.
 A series of conference call trainings focused on the pilot implementation of Patient Navigation services was provided to all local health department programs.
- Written guidance continued to be provided to the local jurisdictions. The Department's website
 for the Cancer CRF Program was continually updated with written guidance for local
 jurisdictions.
- CRF Program staff set up displays and distributed cancer control literature at the Department's
 State Center during sun safety/skin cancer, prostate cancer, and colon cancer awareness months.
 CRF Program staff developed and distributed colorectal, prostate, and skin cancer awareness
 toolkits with fact sheets, news release templates, proclamations, public service announcements,
 posters, and resources throughout the State.

SURVEILLANCE AND EVALUATION COMPONENT

• The Program supported the statewide CPEST Cancer Client Database (CDB) application. Each local health department and one statewide academic health center currently use this database for persons screened for colorectal, oral, and skin cancer. Maintenance and revisions to the database are ongoing. Training was conducted at the Department and at local sites on the CDB. Quality

assurance activities continue; guidance procedures and documents were continually developed for use by the state and local programs.

- O At each of the site visits completed, jurisdictions that used CRF funds for colorectal, oral, and/or skin cancer screening were provided with annual review of their data as entered in the CDB. These reviews included assessment of the completeness and accuracy of the data entry as well as assessment of recommended follow-up interval for future screening to ensure compliance with the Minimal Elements. The intent is to assure that all clients served in the program are getting appropriate care and that funds are being spent according to the specifications in the grant applications submitted for each county.
- o Guidance documents were updated for data entry into the CDB.
- Data from the Department's Breast and Cervical Cancer Program (BCCP) for the CPEST programs targeting breast and cervical cancer screening, diagnosis, and/or treatment program was analyzed by CRF Program staff.
- The statewide CPEST Education Database (EDB) for tracking education and outreach efforts continues to be maintained and supported by Program staff.
- Thirteen staff completed online EDB training.
- Twenty-one staff completed onsite CDB training at the Department.

STATEWIDE ACADEMIC HEALTH CENTERS COMPONENT

Baltimore City Public Health Grant

- The Baltimore City Comprehensive Plan for Cancer Prevention, Education, Screening, and Treatment was developed and submitted to the Department for review and approval. The University of Maryland Medical Group (UMMG) and the Baltimore City Health Department were awarded grants for implementation of the Baltimore City Comprehensive Cancer Plan. The Baltimore City Health Department component focused on colorectal and oral cancer education and screening, and the University of Maryland's component focused on breast, cervical, and colorectal cancer education and screening.
- The Baltimore City Cancer/Health Equity Coalition met four times in Fiscal Year 2015: November 19, 2014; March 11, 2015; April 15, 2015; and June 24, 2015.
 - At the November 19, 2014 meeting, members discussed the need for strategic planning to address colorectal cancer screening in Baltimore City, with the intent to focus on the American Cancer Society 80% by 2018 initiative. The members further brainstormed ways to invigorate the coalition and its membership. The Survivorship Guide and the 2012-2014 Coalition Survivorship were discussed, and members mutually agreed that a survivorship resource guide would be beneficial to provide to the community and providers, as well as to share through social media outlets.

- O During the March 11, 2015 meeting, members further defined plans for their strategic planning sessions, which included meetings, working lunches, and a round table discussion. The coalition members brainstormed ideas for the 2015 Community Outreach Event, including collaborating with other organizations hosting events in the community, and holding a social media community event to coincide with the 211 cancer screening awareness program launch coordinated with the United Way and other partnering agencies.
- O At the April 15, 2015 coalition meeting, the coalition announced their name change to the Baltimore City Cancer Coalition. The change was implemented to simplify their name and better meet the current objectives of the coalition. With a focus on a growing active membership, plans were discussed for the next year when the Baltimore City Health Department will assume the administrative leadership of the coalition. A draft of the social media campaign (scheduled for June 1st) was presented to the coalition and included an evaluation component. The coalition newsletter draft was presented for review, to be released in May 2015.
- The last meeting for the fiscal year was held on June 24, 2015 at the University of Maryland Baltimore. Dr. St. George presented the results from the week long community outreach social media event. The event resulted in 3,292 tweets, with the majority of tweets occurring on June 1st, which was also National Cancer Survivorship Day. Members participated in feedback sessions for the Maryland Comprehensive Cancer Control Plan hosted by the Department on June 25th.
- Just less than 14,000 individuals (13,946) in the general public were educated through brief group and individual sessions by UMMG. Public education and outreach for the targeted cancers continued through partnerships with small businesses such as beauty salons and barbershops, community associations, libraries, local employers, civic groups, and faith-based organizations. Health promotion was also provided in conjunction with citywide festivals and through community meetings.
- UMMG screened 30 people for colorectal cancer with colonoscopies. Of the 30 persons screened, 29 (97%) were racial or ethnic minorities. No individuals were diagnosed with colorectal cancer.
- UMMG screened 399 women for breast cancer. Of the women screened, 380 (95%) were racial or ethnic minorities. No individuals were diagnosed with breast cancer.
- UMMG screened 201 women for cervical cancer. Of the women screened, 192 (96%) were racial or ethnic minorities. No individuals were diagnosed with cervical cancer.
- The Baltimore City Health Department screened 93 persons for colorectal cancer with colonoscopies. Of the 93 persons screened, 83 (89%) were racial or ethnic minorities. No individuals were diagnosed with colorectal cancer. A total of 551 people were screened for oral cancer, and none were found to have oral cancer. Of the 551 people screened, 503 (91%) were racial or ethnic minorities.

Johns Hopkins Institutions Cancer Research Grant

- In Fiscal Year 2015, the Johns Hopkins Institutions (JHI) was originally awarded \$2,000,000. At the January 7, 2014 Board of Public Works meeting, the Fiscal Year 2015 CRF budget was revised, resulting in a reduced budget of \$800,000 for JHI in Fiscal Year 2015.
- JHI awarded mini-grants in Fiscal Year 2015 including four for faculty recruitment and 10 for translational research. Fourteen projects were funded in the following areas:
 - A Multiple Biopsy Approach to Address Diagnostic Challenges due to Tumor Heterogeneity in Genitourinary Malignancies
 - Tissue-based Telomere Measurements for Improved Risk Prediction and Prognostication of Breast and Ovarian Cancer
 - Understanding the Role of Screening in Cervical Cancer Incidence and Disparities in Maryland
 - O Determining the Feasibility of a Breast Cancer Surveillance Cohort Study among Young African-American and non-Hispanic White Women at Johns Hopkins Radiology sites
 - o Study of Colorectal Cancer Screening among the Underserved in Baltimore II
 - The Burden of Environmental Pollutants: Adipose Deposition and Mobilization of Environmental Toxins
 - o Air Pollution and Cancer: Benzene Albumin and Urinary Biomarkers in Baltimore
 - Effects of Single Nucleoclide Polymorphisms (SNPs) on RNASEL-mediated Induction of Apoptotic Genes and their Association with Prostate Cancer Risk and Etiology
 - Stepping Out for Health: The Walking Project
 - o Cancer Screening Trends among Hospitalized Women in Baltimore City
 - Can Advance Planning Reduce the Long-Term Burden of Cancer Treatments on Family Health and Financial Well-Being?
 - Assessing Appropriate Surveillance and Preventive Care Following Completion of Acute Cancer Treatment
 - Evaluating Inflammation and Oxidative Stress in Breast Cancer Survivors at High-Familial Risk
 - Metformin Treatment or Lifestyle Intervention to Improve Health in Overweight/Obese Cancer Survivors

- In Fiscal Year 2015, multiple audiences were educated about the findings of CRF investigators findings through various presentations. The "Conquest" publication for Fiscal Year 2015 will be published early in 2016. Publications can be viewed at http://www.hopkinsmedicine.org/news/publications/conquest/issues.
- In Fiscal Year 2015, CRF funds were leveraged and resulted in 56 new grants from outside funding sources.

University of Maryland Cancer Research Grant

- In Fiscal Year 2015, the University of Maryland Greenebaum Cancer Center (UMGCC) was originally awarded \$11,250,000. At the January 7, 2014 Board of Public Works meeting, the Fiscal Year 2015 CRF budget was revised, resulting in a reduced budget of \$5,000,000 for UMGCC in Fiscal Year 2015.
- UMGCC continued to improve a Shared Services interactive research program structure
 designed to achieve bi-directional translational research. This structure combined clinical and
 basic research investigators who worked together to assure rapid translation of research in the
 laboratory to the clinic by developing and supporting a series of shared resources which
 facilitated specialized research activities for all faculty.
- As of June 2015, UMGCC had twenty research activities underway that will translate into clinical applications for patient benefit.
- As of June 2015 Shared Services include:
 - o **Pathology Biorepository and Research Core Shared Service**⁹: This core provides banked tissues and blood specimens for genomics, proteomics, and other analyses for identification of new biomarkers and therapeutic targets while maintaining patient confidentiality. The core's main goal is to provide a constant flow of quality banked tissue and blood specimens to its researchers.
 - O Genomics Shared Service⁹: This program is a comprehensive genomics resource facility that provides DNA sequencing, genotyping, gene expression analysis by real-time PCR and microarray analysis, as well as continued support for peptide synthesis and custom protein/peptide analysis and purification.
 - o **Biostatistics Shared Service**⁹: This core promotes clinical and laboratory cancer investigations through the application of statistical methodology to proposed and/or ongoing cancer research projects. The core service area serves as the central resource of statistical expertise for the Cancer Center and is critical to meeting the goals of conducting and translating research into clinical applications.
 - Flow Cytometry⁹: This shared service provides supplies, including sheath fluid, necessary to operate the flow cytometers, as well as supplies and calibration kits for BioPlex suspension arrays.

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⁹ Receiving CRF funding in Fiscal Year 2015.

- o **Translational Laboratory**⁹: This core service area was established for clinicians participating in early phase drug development clinical trials and for basic scientists that have an interest in assessing the clinical relevance of their own research topics.
- o **Structural Biology (X-ray Crystallography and Nuclear Magnetic Resonance)**⁹: The Structural Biology Shared Service helps researchers use the unique information derived from macromolecular structures to understand the molecular basis of cancer-causing cellular defects and to design drugs that mitigate such defects.
- o **Imaging**⁹: The Imaging Shared Service provides a wide array of applications using state-of-the-art imaging instruments, offers training and assistance in the use of the instruments, helps optimize data acquisition and analysis, and provides image processing and interpretation services. The applications include electron microscopy, confocal microscopy, and translational imaging services.
- As of June 30, 2015, the CRF Cancer Research grant supported 45 faculty members and 39 of these researchers published at least one cancer related article in a peer reviewed scientific journal.
- As of June 30, 2015, 27 faculty members filed 93 federal, state, and private grant applications. In addition, there were 72 new clinical trials opened during Fiscal Year 2015. There were 164 patients that entered into the University of Maryland's clinical trials, an increase from Fiscal Year 2014.
- During Fiscal Year 2015, the cancer center's overall enrollment of minority patients in clinical trials was 36%, which is higher than the national average of minorities in clinical trials.

Maryland Cancer Registry

- The Maryland Cancer Registry (MCR) submitted 2012 incidence data for evaluation and confidential feedback from the North American Association of Central Cancer Registries (NAACCR) and received "gold" certification in five areas: completeness of case ascertainment; completeness of information recorded; percentage of death certificate only cases; duplicate primary cases; passing edits; and timeliness. The MCR also submitted 1996-2012 data to be included in the Cancer in North America publication. This data also passed all required edits.
- The MCR data for incidence years 1996-2012 was submitted during Fiscal Year 2015 to the CDC's National Program of Cancer Registries for inclusion in the United States Cancer Statistics Publication. MCR data met the National Data Quality and Completeness Program standards, the highest standards set by this federal program, and passed all required edits.
- The MCR linked Maryland data with the Social Security Death Index and the National Death Index during Fiscal Year 2015 to obtain more complete death information on cases in the MCR.
- During Fiscal Year 2015, the MCR linked the MCR database with BCCP database of cancer cases diagnosed from 2004-2011. There were 177 breast cancer records and 7 cervical cancer

records that were imported from the MCR database into the BCCP database. The MCR will link with the BCCP database annually to assist in case finding and as part of requirements of the CDC's BCCP federal funding.

- The MCR's Quality Assurance/Data Management contractor, Westat, and the Department's MCR staff began the conversion of its database to the NAACCR version 15 during Fiscal Year 2015. Major changes from the conversion include changes in Hematopoietic coding and new transgender codes.
- Westat completed six hospital audits during Fiscal Year 2015. Westat evaluated case finding
 procedures, abstracting, and coding done by each selected facility to determine the quality of
 data submitted to MCR.
- Westat developed "ComTrack", a database system that tracks monthly hospital reporting rates, permitting MCR the ability to identify and intervene with hospitals that are delinquent with reporting.
- MCR staff at the Department processed over 29 requests for release of MCR data.
- MCR staff resolved over 2,756 unknown races through queries in the Motor Vehicle Administration's database for missing race information.

Breast and Cervical Cancer Diagnosis and Treatment Program

- The Breast and Cervical Cancer Diagnosis and Treatment Program (BCCDTP) was established in 1992 to provide breast and cervical cancer diagnostic and treatment services to uninsured or underinsured low-income Maryland residents.
- BCCDTP directly reimburses participating providers who provide covered services to BCCDTP residents. Covered services include but are not limited to: diagnostic mammograms and sonograms; surgical consultations; breast biopsies; colposcopies; cervical biopsies; surgery for cancer treatment and breast reconstruction; chemotherapy; radiation therapy; medications; durable medical equipment; home health services; physical therapy; and occupational therapy.
- For Fiscal Year 2015 the BCCDTP paid for services for 1,560 participants, and processed a total of 20,498 paid claims.
- BCCDTP funds were awarded to local Breast and Cervical Cancer Programs through BCCP Expanded Services. BCCP Expanded Services funds additional screening tests or diagnostic services in local Breast and Cervical Cancer Programs.
 - o 24 local programs received funds for Expanded Services in Fiscal Year 2015.
 - o 301 women received at least one screening test or diagnostic service.
 - 295 women received a breast cancer service; and

• 8 women received a cervical cancer service.

TOBACCO USE PREVENTION

ACCOMPLISHMENTS

CIGARETTE RESTITUTION FUND PROGRAM

TOBACCO USE PREVENTION AND CESSATION PROGRAM

FISCAL YEAR 2015 ACCOMPLISHMENTS

STATEWIDE PUBLIC HEALTH COMPONENT

- The Tobacco Use Prevention and Cessation Program (Program) continued to provide funding for the Maryland Tobacco Quitline, 1-800-QUIT-NOW (Quitline). Interventions were provided to 8,319 callers. The Quitline now offers a 12-week supply of nicotine replacement therapy (patch and/or gum; combination therapy is now available) and proactive counseling sessions which include a combination of phone, text, and web-based services as desired by each resident.
- The Program launched a Pregnancy Rewards Program to further encourage and support pregnant smokers to use the Quitline. This incentive program offers pregnant and postpartum women (up to six months) rewards for a series of completed calls with a Quit Coach. Though initially requiring physician referral, that barrier was removed and now a pregnant smoker can call and let the Quitline know that she is pregnant and interested in the rewards/incentive program. Pregnant and postpartum women who call the Quitline can receive up to \$90 in gift cards (in four installments, based on completed calls) to stores like Babies "R" Us and Target if all 10 calls are completed.
- The Program implemented several health communication efforts:
 - o Multiple campaigns promoting the Maryland Tobacco Quitline
 - o Campaigns reaching those in vulnerable populations (e.g., Medicaid, behavioral health, pregnant women)
 - Smokeless Tobacco Use Prevention campaign
 - o Responsible Tobacco Retailer campaign
 - Smoke-free Multi-Unit Housing campaign
 - o Toxic Tobacco Litter campaign.
- The Program launched a state-funded "Responsible Tobacco Retailer" initiative to increase enforcement efforts and to provide retailer education to reduce youth access to tobacco products and renew the focus on retailer responsibility. The initiative includes:
 - o A statewide health communications campaign with radio, transit, and billboard ads.
 - Development and distribution of a guidebook, quick reference guide, law charts, and other promotional materials, as well as an interactive online training module to assist

- retailers in remaining compliant with all youth tobacco sales laws and employee training. Materials can be viewed at: www.NoTobaccoSalesToMinors.com. Letters, toolkits, and quick reference guides were mailed to over 8,500 licensed tobacco retailers in the state.
- o Implementation of five regional trainings (in conjunction with the University of Maryland, Baltimore Legal Resource Center for Public Health Policy, the Maryland Office of the Comptroller, and the Department's Behavioral Health Administration) to all 24 local health departments. Local health department staff, community based organizations, and law enforcement were in attendance; information was provided on federal, state, and local laws restricting the sale of tobacco to minors, and best practices to enforce these laws.
- Support for all 24 local health departments to ramp up enforcement efforts and retailer education activities.
- o Support for nine designated MOTAs to provide in-depth retailer education.
- The Program developed a communications campaign that promoted quitting tobacco use among those recovering from mental illness and addictions. The campaign was also designed to empower behavioral health professionals and family members of those in recovery to encourage quitting tobacco. A toolkit was developed and sent to behavioral health professionals at over 360 provider sites. The toolkit included information about the importance of tobacco use cessation among the behavioral health population and provided tools for healthcare providers to help patients quit.
- The Program supported the Maryland Resource Center for Quitting Use and Initiation of Tobacco (MDQuit), housed at the University of Maryland, Baltimore County. MDQuit staff provide statewide technical assistance and training to organizations and healthcare providers across Maryland on motivational interviewing, Fax-to-Assist programs for patient referrals to the Quitline, trainings for providers and residency programs on addressing tobacco use and cessation among their patients, and development of train-the-trainer type models for providers to address tobacco use among Medicaid patients, as well as patients with behavioral/mental health issues.
- The Program supported the Legal Resource Center for Public Health Policy housed at the University of Maryland School of Law. The Legal Resource Center provides legal technical assistance to community groups, employers, local health departments, residents, and agencies across Maryland on a variety of topics, including: implementation of smoke-free multi-unit housing; implementation of smoke-free grounds; implications of electronic cigarettes (ecigarettes) and smoke-free policies; addressing flavored cigar products; addressing tobacco sales to minors; and addressing tobacco point-of-sale advertising and product placement in retail stores.
- The Program supported the University of Maryland, Baltimore, Maryland Learning Collaborative to implement a pilot project for electronic referrals to the Quitline. The Maryland Learning Collaborative assists with training practices and plays a key role in increasing the number of patients receiving coordinated referrals to effective tobacco cessation interventions.

- The Program supported the Orthopedic Trauma Department at the University of Maryland, Baltimore, to implement the usage of combined motivational interviewing and a Quitline referral program for patients.
- The Program, along with the Quitline Contractor (Alere Wellbeing, Inc.), held four free webinars from January-February 2015, titled, *Helping Your Patients Quit: A Systems Approach to Tobacco Cessation*. Nearly 60 providers participated in the webinars which can be accessed at http://www.alerewellbeing.com/ assets/cms uploads/Effective Tobacco Treatment Systems M DWebinar.mp4.
- The Program, along with the Quitline Contractor (Alere Wellbeing, Inc.), developed and launched a free online brief tobacco intervention training in February 2015 that featured the "Ask, Advise, and Refer" referral methods for the Quitline, and pharmacology information. The training is available at http://www.helppatientsquitmd.org, and www.smokingstopshere.com.
- The Program continued support for the Pregnancy and Tobacco Cessation Help (PATCH) initiative in 13 jurisdictions to address and reduce smoking rates among pregnant women, women of child bearing age, and members of their households and social environments. PATCH mobilized existing resources at the local level to better address smoking cessation, tobacco use screening, education, prevention, and treatment offered and made available to pregnant women, women of childbearing age, and to others within their households. In Fiscal Year 15, there were 16 PATCH trainings for staff and community partners, four Grand Round presentations, and two Share and Learn regional meetings. Forty-nine partners were incentivized to promote the PATCH initiative, including seven Federally Qualified Health Centers.
- The Program worked with nine MOTAs to promote the PATCH initiative in low-income housing complexes, faith-based settings, and promote smoke-free homes tobacco policies.
- The Program developed toolkits and materials for landlords and property owners/managers. Topics addressed include the ability of property owners/managers to implement smoke-free multi-unit housing, as well as the benefits of doing so. Focus groups and in-depth interviews were conducted with landlords and property owners in order to determine attitudes and beliefs around smoke-free housing implementation, successes and barriers for implementing smoke-free housing, and determining effective means of communication within the industry. Videos were produced that highlight Maryland properties that have adopted smoke-free/tobacco-free policies featuring a property manager from a market-rate/affordable housing property, as well as a representative from a public housing authority. Additionally, a video from the Director of the Legal Resource Center for Public Health Policy highlights the legality and benefits of implementing these policies. The toolkit and videos may be viewed at www.mdsmokefreeliving.org.

LOCAL PUBLIC HEALTH COMPONENT

Overall

• Oversaw 24 local tobacco coalitions with a statewide membership of 606 people to ensure diverse representation and inclusive participation. The demographic composition of all the local

coalitions is 39% African-American, 4% Asian American, 51% Caucasian, 3% Hispanic/Latino, 1% Native American, and 2.3% other. These coalitions provide input to their local health department on the development of comprehensive tobacco control plans.

- Provided training and technical assistance to local health departments and community organizations to implement sustainable tobacco enforcement strategies targeting youth and tobacco retailers.
- Collaborated with the Behavioral Health Administration on tobacco retail education and compliance checks to comply with the federal SYNAR regulation.
- Funded 215 sub-vendors that ranged from community-based, faith-based, law enforcement, behavioral health, public school systems, colleges and universities, health systems, day care centers, housing authority, and much more.

Community-Based Element

- 2,445 advocates and community leaders were trained on smoking cessation programs and tobacco use prevention strategies.
- 113 faith-based and 20 minority organizations were funded to incorporate tobacco prevention and cessation messages into various programs.
- 101,300 people were educated on tobacco use prevention and control in a variety of venues including local health departments, community outlets, and at faith-based and grass-root organizations.
- 412 awareness campaigns were conducted in targeted communities.
- 44 Youth Leadership Programs were conducted.
- 21,954 youth were educated on e-cigarette prevention.

School-Based Element

- 1,202 teachers, nurses, daycare providers, and school administrators were trained on available tobacco use prevention and cessation curricula, programs, and strategies.
- 1,501 Pre-K students received multiple tobacco use prevention education sessions.
- 103,265 K–12 students received multiple tobacco use prevention education sessions.
- 823 private school students were educated on tobacco use prevention.
- 431 students in alternative school settings were educated on tobacco use prevention.
- 1,861 college students received tobacco use prevention education on campus.

- 5,658 students were reached with Peer Programs in schools.
- 4,766 K-12 parents were educated on tobacco use prevention.
- 90 students received smoking cessation counseling and support at school.

Enforcement of Youth Access Restrictions Element

- 2,681 tobacco retailer (stores) product placement compliance checks were conducted.
- 1,240 tobacco retailer (stores) youth access compliance checks were conducted.
- 310 tobacco retailers (stores) were issued citations for sales to minors.
- 42 youth were cited for illegal possession of tobacco products.
- 131 students participated in the Tobacco Education Group program.
- 51 sub-vendors were funded to conduct face to face vendor education with tobacco retailers.

Smoking Cessation Element

- 306 nurses and health care providers were trained on various smoking cessation models and clinical guidelines.
- 9,518 adults participated in smoking cessation services.
 - 3,396 received nicotine patches, 388 received Chantix, and 791 received nicotine replacement gum to support their quit attempts.
 - o 323 pregnant women participated in smoking cessation services.
 - o 1,432 participants identified behavioral health issues.
- 58% of smoking cessation class participants were racial/ethnic minorities:
 - o 42% of cessation participants were African-Americans (4,032).
 - o 11 % of cessation participants were Hispanics/Latinos (1,069).
 - o 1% of cessation participants were Asian Americans (145).
 - o 3% of cessation participants were Native Americans (245).

Policy Changes Supported by Local Health Departments

Allegany County

• Willow Valley Apartments enacted a smoke-free policy as of July 1, 2014.

Anne Arundel County

Anne Arundel Medical Center's existing ban on tobacco use was expanded on July 1, 2014 to
apply to all hospital buildings and surrounding public sidewalks, parking lots and garages. It
covers cigarettes, cigars, pipes, snuff, and e-cigarettes.

Baltimore City

- The Maryland Zoo became a smoke-free facility as of July 1, 2014.
- As of November 17, 2014, e-cigarettes are prohibited inside any venue where the device is not the primary revenue source, with exemptions provided to taverns and restaurants that post signage.

Cecil County

- Cecil College enacted a smoke-free campus on August 27, 2014.
- West Cecil Health Center enacted a smoke-free campus on August 1, 2014.
- Wright's AME Church adopted a smoke-free policy on June 7, 2015.
- Ray of Hope Mission adopted a smoke-free policy on April 1, 2015.

Harford County

• University of Maryland Upper Chesapeake Health hospital became a tobacco-free campus on January 1, 2015.

Howard County

• Effective on October 10, 2015 a bill was passed that prohibits vaping anywhere tobacco smoking is prohibited. There are no carve outs for bars or restaurants. The bill also prohibits the sale of ecigarettes to minors and requires child proof containers.

Montgomery County

• Bill 56-14, effective June 12, 2015, prohibits the use of e-cigarettes in public places where traditional cigarettes are banned as well. This bill also prohibits the use of e-cigarettes by minors and requires child resistant packaging for e-cigarettes.

Somerset County

• McCready Memorial Hospital established a tobacco free campus policy as of October 1, 2014.

Talbot County

- Talbot County Public Schools expanded its' tobacco-free premises policy to include "all electronic or other smoking devices on school property at all times." The new policy was adopted on August 13, 2014.
- Chesapeake College revised its tobacco-free campus policy to include the prohibition of ecigarettes on January 5, 2015.

Washington County

 Hagerstown Public Housing Authority established a smoke-free unit policy effective August 1, 2014.

Worcester County

- Ocean City established a smoke-free beach policy effective May 1, 2015.
- The Board of Education expanded its tobacco-free campus policy and now includes the ban of electronic nicotine devices as of December 2014.

SURVEILLANCE AND EVALUATION COMPONENT

- Conducted the Maryland Youth Tobacco and Risk Behavior Survey (YTRBS) in the fall of 2014. The YTRBS combines the Maryland Youth Tobacco Survey and the Maryland Youth Risk Behavior Survey. The survey data has not yet been received from the CDC, although release is expected in the fourth quarter of calendar year 2015.
- Conducted the first biennial Maryland Healthier Communities Survey (MHCS) in the fall of 2014. The MHCS builds upon the core questions of the CDC's Adult Tobacco Survey by utilizing additional health-related questions from other CDC surveys. Unlike the Behavioral Risk Factor Surveillance System (BRFSS) surveys which are weighted to the statewide population, the MHCS data is weighted to the individual counties and Baltimore City from which respondents were surveyed. The CDC released the results of this survey to the Department late summer 2015 and the data is currently being analyzed, with results to be disseminated in the fourth quarter of 2015.
- Utilized results from the 2013 YTRBS, the 2008 Maryland Adult Tobacco Survey (MATS), the 2009-2010 National Adult Tobacco Survey (NATS), and the Behavioral Risk Factor Surveillance System in drafting department positions on legislation introduced during the 2015 legislative session.
- Successfully collaborated with the Department's Center for Chronic Disease Prevention and Control to enhance the capacities of the existing adult BRFSS both in terms of sample size (to provide more stable annual county specific estimates) and to include questions about tobacco use needed to meet statutory and programmatic requirements and objectives for calendar years 2012, 2013, and 2014.

TOBACCO USE PREVENTION

COUNTER-MARKETING AND MEDIA

Chapter 58 of the Acts of 2015 (HB 67)

Background

Pursuant to Chapter 58 of the Acts of 2015 (HB 67), the Department of Health and Mental Hygiene can include a summary of the programmatic activities including the Counter-Marketing and Media Component as part of the annual fiscal report for the Cigarette Restitution Fund required under Section 7-317 of the State Finance and Procurement Article.

Introduction

Tobacco use remains the number one cause of preventable death and disease in the United States. In January 2014, the Office of the Surgeon General released its 32nd report on the dangerous health effects of tobacco use and reported that since 1964, over 20 million Americans have died prematurely from smoking and exposure to secondhand smoke. Currently, more than 480,000 Americans lose their lives each year due to smoking-related diseases. Almost 90% of these smokers start smoking in their teens, and many experience life-changing health effects of smoking at a relatively early age. Despite the known dangers, nearly one in five adults in the United States still smoke, and every day over 1,000 youth under 18 become daily smokers. Additionally, Maryland's direct health care expenditures for smokers are over \$2.2 billion annually, translating into nearly \$11.00 in direct medical care expenditures for each pack of cigarettes sold in Maryland. Efforts promoting prevention and cessation are an essential evidence-based approach for reducing the death and disease resulting from tobacco products, especially to counter the roughly \$24 million a day spent by the tobacco industry promoting and marketing its products.

Since 2000, the Center for Tobacco Prevention and Control (CTPC) within the Department has overseen a comprehensive statewide tobacco control program called the Tobacco Use Prevention and Cessation Program (Program). The Program is funded by the CRF and the structure is based upon the five core components outlined in the CDC's *Best Practices for Comprehensive Tobacco Control Programs* (2014): (1) State and Community Interventions; (2) Mass-Reach Health Communication Interventions; (3) Cessation Interventions; (4) Surveillance and Evaluation; and (5) Infrastructure, Administration, and Management.⁸

Within the CDC *Best Practices* document, core component number two – mass-reach health communication interventions – is noted as an essential program component for preventing the initiation of tobacco use, promoting and facilitating cessation, and shaping social norms related to tobacco use. The CDC recommends funding levels of \$0.85 per capita per year for mass-reach health communication interventions in Maryland, translating into \$5 million annually devoted to these efforts. Effective mass-reach health communication intervention strategies at the state and local level include a variety of media, such as: television, radio, transit, billboard, print, and digital advertising. The Community Preventive Services Task Force recommends mass-reach health communication interventions on the basis of strong evidence of effectiveness for decreasing the prevalence of tobacco use, increasing cessation and use of

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⁶ U.S. Department of Health and Human Services. The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

⁷ Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland Governor and the General Assembly, Fiscal Year 2013. (2014 August). Baltimore, MD: Maryland Department of Health and Mental Hygiene.

⁸ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

available cessation services (e.g., quitlines), and decreasing initiation of tobacco use among young people. ⁹

In State Fiscal Years (SFY) 2013 and 2014, Maryland was found to have a high non-compliance rate among licensed tobacco retailers with youth access laws. In SFY 2015, no state funding was allocated to the Tobacco Counter-Marketing and Media Component of the Program; however, CTPC was able to leverage funding from federal prevention and cessation funding and campaigns, as well as CRF funds originally dedicated to core component number one (State and Community Interventions). Funds were used to promote prevention and cessation, primarily through the Quitline and local health department programs. A variety of mass-reach health communication interventions were executed, such as television, radio, transit, digital advertising, and print media targeting disparate populations. A summary of the interventions are listed below and examples can be found in the Appendices.

STATEWIDE PUBLIC HEALTH COMPONENT

Statewide Promotion of the Maryland Tobacco Quitline, 1-800-QUIT-NOW

The Quitline has been an effective service for Marylanders since it launched in 2006, and has an established quit rate of 30% (average quit rates without assistance such as the Quitline range from 4% to 7%). The Quitline provides free telephonic tobacco cessation counseling 24 hours a day/7 days a week to Marylanders 13 years of age and older. Residents 18 years of age and older can receive a free supply of up to 12 weeks of Nicotine Replacement Therapy (a combination of patch and/or gum), web support, and text support. The Quitline consistently demonstrates a stable reach across Maryland, including minority populations, Medicaid participants, and uninsured callers. Currently, the Quitline is reaching just under 1.5% of smokers a year, but has the potential to reach 6-8% of smokers through increased mass-reach health communication interventions. ¹⁰

In SFY 2015, CTPC was able to leverage the CDC's National Tobacco Education Campaign, as well as television, transit, print, and digital media developed by CTPC to promote the availability of the Quitline to Maryland residents. The Quitline saw a progressive increase in registrations for services from February – June 2015 when these robust state and national media aired.

Month	Number of Registrations	Percentage Increase
February	509	
March	662	30.1%
April	804	21.5 %
May	992	23.4%
June	1056	6.5%
Total Increase:		107.5%

¹⁰ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

⁹ Guide to Community Preventive Services. Reducing tobacco use and secondhand smoke exposure: mass-reach health communication interventions. www.thecommunityguide.org/tobacco/massreach.html. Retrieved July 25, 2014.

CDC's National Tobacco Education Campaign – Tips from Former Smokers

The CDC's National Tobacco Education Campaign, *Tips from Former Smokers* (Tips), ran from March 30 – August 16, 2015, including concentrated media buys starting on June 15, 2015, and significantly increased demand for Quitline services in Maryland. The 2015 campaign was 20 weeks long, more than double the length of the nine week campaign in 2014. The ads featured non-actors candidly describing devastating smoking-related health conditions they experience (e.g., colon/rectal cancers and macular degeneration). The campaign placements were purchased by the CDC, and were placed nationally on television, radio, billboards, magazines, newspapers, and online. The ads encouraged smokers to call the Quitline to receive access to quit support through state tobacco control programs. The large media placement of this national campaign in Maryland created a period of extended visibility and helped motivate Maryland tobacco users to call the Quitline. An estimated 11,000 calls were received by the Quitline during the months that the Tips ads aired (7,706 calls through June 30); this represents a 110% increase in call volume. Ads may be found at: http://www.cdc.gov/tobacco/campaign/tips/.

Multimedia Mass-Reach Health Communication Interventions

Maryland State Employee Campaign

CTPC conducted a campaign to increase awareness about the Quitline and insurance cessation benefits for Maryland State Employees. The campaign consisted of a 15 second television commercial on WJZ-TV, web banner on BaltimoreSun.com, and Facebook and Google ads. This campaign ran from February 2, 2015 – March 15, 2015 achieving over 3.4 million impressions, reaching state employees as well as other Maryland residents. ¹¹

Tobacco Stops With Me. Campaign

From 2005 - 2013, there has been a rise in smokeless tobacco use among middle- and high-school youth in Maryland. Rates are particularly high among young males in Western Maryland and the Eastern Shore. Many people inaccurately believe smokeless tobacco products are less harmful, yet they are just as addictive and toxic as cigarettes.

To address the rise in smokeless tobacco use among underage youth in Maryland, CTPC utilized the *Tobacco Stops With Me*. print and radio advertisements from Oklahoma and re-tagged them with the Maryland Tobacco Quitline information. *Tobacco Stops With Me*. is an educational campaign developed by the Oklahoma Department of Health that aims to increase awareness about the dangers of smokeless tobacco use. The ads depict a young man accompanied by the text, "Most of my family smokes or dips. But I'm not afraid to break tradition—especially a deadly one." This simple text conveys two important messages to young people: (1) smokeless tobacco is not a safe alternative to smoking; and (2) it is okay to break away from the perceived norm, especially if it will better your health.

The ads targeted youth and young adults in the counties with the highest rates of other tobacco use. CTPC utilized federal dollars to place the following ads from February16 – March 22, 2015:

40

 $^{^{11}}$ An 'impression' is any view or interaction of a piece of media with an audience member.

- 2,400 ads on traditional radio stations that reach the Eastern Shore and Western Maryland regions along with web banner advertisements on corresponding station websites, achieving 11 million impressions.
- 24 ads on buses in Queen Anne's, Somerset, Wicomico, and Worcester counties, achieving 2.7 million impressions.
- 114 radio advertisements on Orioles radio (The Fan 105.7 Sports Radio and the Orioles Radio Network) with the potential to be heard statewide.
- An ad in *USA Today Sports*, special Orioles addition released in April 2015, with a potential reach of 800,000 individuals.
- Video board advertisements at each Orioles home game in Camden Yards.

Ads direct listeners and viewers to the Maryland Tobacco Quitline 1-800-QUIT-NOW and www.SmokingStopsHere.com. These resources provide information on how to quit tobacco use or not start at all.

Television Mass-Reach Health Communication Interventions

CTPC used existing *Real Marylanders* television ads (developed in 2013) for a New Year's promotion of the Quitline from December 15, 2014 – January 12, 2015. These ads highlight actual Maryland residents helped by the Quitline. Over 1,500 ads aired throughout the Baltimore Metropolitan Area, the Eastern Shore, and Western Maryland regions over four weeks. The Quitline saw an overall increase in registrations of nearly 10%.

Building on the success of the *Real Marylanders* ads, CTPC expanded this campaign by filming three new testimonial ads of Marylanders sharing their inspirational success stories of quitting (or the process of quitting) tobacco use with help from the Quitline. These testimonials featured a pregnant resident, as well as a Medicaid participant, who quit smoking with support from the Quitline. These ads aired from May – June 2015.

Transit Mass-Reach Health Communication Interventions

CTPC placed several additional Quitline advertisements on transit mediums from December 2014 – June 2015, including: a New Year's resolution campaign; a campaign using CDC Tips ads targeting persons in the lesbian, gay, bisexual, transgender (LGBT) community and those living with HIV; and ads promoting the Quitline services for pregnant smokers.

Web and Digital Mass-Reach Health Communication Interventions

CTPC continues to manage a strong web presence for the Quitline and also implemented novel approaches for reaching more Maryland tobacco users in unique settings, including:

• The existing Quitline website, <u>www.smokingstopshere.com</u>, remains up-to-date, with an electronic ordering system available to allow residents and health care providers to easily order

and receive materials – such as brochures, wallet cards, posters, and magnets – to promote the availability of the Quitline and warn of the dangers of secondhand smoke. Over 70,000 pieces of collateral were shipped.

- From March 1 April 30, 2015, CTPC placed Quitline ads on 350 digital touch screens or jukeboxes in bars and restaurants across Maryland. Ads had an interactive game component to engage patrons. These ads reach smokers at times when they may be vulnerable and experiencing cravings. This media gained over 5 million impressions.
- CTPC placed 15-second ads on gas station television digital media platforms for nine weeks from March 1 April 30, 2015. These ads played at the gas pump to reach those who are waiting while filling their gas tanks. Ads reach tobacco users before they go into convenience stores to buy tobacco, as well as encourage smokers to think about their smoking and possibly quitting. The ads gained an estimated one million impressions.

Print Mass-Reach Health Communication Interventions

CTPC placed several advertisements in publications targeting specific populations to promote the availability of the Maryland Tobacco Quitline. Advertisements were placed in:

- Maryland Nurse This publication reaches over 82,000 Maryland nurses. A total of six ads, two
 in each of the three quarterly publications (November, February, and May), were placed. Ads
 with themes such as New Year's resolutions, Valentine's Day, and Mother's Day encouraged
 nurses to talk to their patients about quitting. The Quitline saw a 39% increase in the number of
 residents that heard about the Quitline via 'healthcare provider' after an ad was placed in the
 November issue.
- *Maryland Academy of Family Physicians* An existing Surgeon General's print ad was placed in the Spring 2015 edition which reached over 2,100 family physicians.
- The Baltimore Sun A Real Marylanders ad ran in Maryland's largest general-circulation daily newspaper which has a circulation of over 309,000 and the website has close to 5 million unique visitors per month, including both desktop and mobile.
- *Baltimore Gay Life* A print and an online ad campaign in *Baltimore Gay Life* magazine was placed from December 2014 February 2015 leveraging existing CDC Tips ads targeting those in the LGBT community and those living with HIV. Print distribution is between 9,000 and 10,000, with over 82,000 website views annually.
- Sports Team Publications CTPC placed ads in the 2015 NFL Baltimore Ravens Yearbook, the 2015 University of Maryland Basketball Program, and the 2015 USA Today Orioles Preview. The USA Today Orioles Preview edition, featuring a Tobacco Stops with Me. smokeless tobacco use prevention ad, was sold at all Orioles home games and side-by-side with USA Today locally through the end of April 2015. All three distributions have a reach of 800,000 people.
- Fishing & Hunting Journal Tobacco Stops with Me. advertising was placed on the journal's website and in monthly print publication in April, May, and June 2015 to target smokeless

tobacco users. Based in Maryland, the free *Fishing & Hunting Journal* targets sportsmen and has a circulation of up to 15,000 copies per month.

- *Maryland Dog Magazine* Ads featuring how secondhand smoke can harm pets were placed on the magazine's website and in monthly print publication in the Spring/Summer 2015 issue with a reach of over 30,000 readers.
- *Press Box* Ads were placed with *Press Box*, Maryland's leading sports media company, through their print newspaper, e-mail newsletter, websites, social media platforms, and during a weekly television show throughout April, May, and June 2015. *Press Box* reaches 9,200 sports fans through their newsletter and achieves a minimum of 50,000 impressions on their websites.
- Chesapeake Family Magazine Ads promoting the Quitline to pregnant residents were placed in this print magazine as well as on the corresponding website and electronic newsletter in April and May of 2015. Chesapeake Family Magazine's total reach is 162,000 parents.

Health Communication Outreach to Targeted High-Risk Populations

Pregnant Smokers

CTPC ran a campaign targeting pregnant smokers and the healthcare providers who serve them with the purpose of promoting the health benefits of quitting smoking before and after pregnancy with the help of the Quitline. The campaign consisted of a television ad, public transportation ads, and online radio and Facebook ads featuring a pregnant resident who successfully quit by using the Quitline. Ads ran from April 13 – June 20, 2015 and achieved nearly 5.2 million impressions. Ads were placed on Baltimore City and Frederick transit venues in May 2015 to increase awareness of the new Quitline services available to pregnant residents. As mentioned above, ads were also placed in the April and May 2015 editions of the *Chesapeake Family Magazine* as well as the magazine's website and electronic newsletter.

A toolkit was also developed and sent to all OB/GYN providers across the state. Toolkits included information about cessation resources, including the Quitline, and the importance of working with patients to quit tobacco use before, during, and after pregnancy.

Medicaid Participants and Healthcare Providers

CTPC aired a campaign targeting Medicaid participants and providers. The campaign consisted of a television ad, public transportation ads, and Facebook and Google ads featuring a Maryland Medicaid participant who successfully quit using the Quitline. Ads ran from March 2 – April 18, 2015, achieving over 12 million impressions.

Behavioral Health Population

CTPC, in conjunction with the Maryland Resource Center for Quitting Use and Initiation of Tobacco (MDQuit) and the Department's Behavioral Health Administration, continues to address tobacco use among those with mental health and substance abuse issues, aligning with project goals for the federal Substance Abuse and Mental Health Services Administration and the national Smoking Cessation Leadership Center's Leadership Academy for Wellness and Smoking Cessation. This is an

essential subpopulation to target – nearly 50% of cigarettes in the U.S. are consumed by those with behavioral health issues.

CTPC developed a media campaign that promoted quitting tobacco use among those recovering from mental illness and addictions. The campaign was also designed to empower behavioral health professionals and family members of those in recovery to encourage quitting tobacco. The campaign included television, transit, and internet ads as well as posters. An accompanying toolkit was sent to behavioral health professionals at over 360 provider sites. During the first week that the television ads ran in September 2014, the Quitline saw a 37% increase in call volume, and from August – September 2014 there was an increase in callers reporting attention deficit hyperactivity disorder from 4.1% to 4.9%, and bipolar disorder from 10.4% to 11.4%.

Statewide Health Communication Interventions

Responsible Tobacco Retailer Campaign

In order to educate retailers of the federal, State, and local laws prohibiting the sale of tobacco to minors, CTPC utilized additional state dollars to implement a Responsible Tobacco Retailer education campaign to reduce youth access to tobacco products and renew the focus on retailer responsibility.

CTPC developed radio, transit, and billboard advertisements along with a guidebook, quick reference guide, law charts, promotional materials, and an interactive training module to assist retailers in remaining compliant with all youth tobacco sales laws.

During May 18 – June 30, 2015, CTPC placed:

- 551 ads on county buses in Frederick, Howard, Anne Arundel, Prince George's, Montgomery, Somerset, Wicomico, Worcester and Queen Anne's counties; Baltimore City buses, light rail and metro kiosks; metro car interiors; and bus shelters. Forty-two million impressions were achieved.
- 21 billboard ads in Baltimore City, and Baltimore, Anne Arundel, and Prince George's counties. Fourteen million impressions were achieved.
- 334,295 ads statewide on traditional and internet radio, on both English- and Spanish-speaking stations, along with web banner ads on corresponding station websites. Sixteen million impressions were achieved. As part of the radio ad placement, two radio interviews with CTPC Director, Dawn Berkowitz, were conducted.

Ads direct listeners and viewers to the campaign website –<u>www.NoTobaccoSalesToMinors.com</u>. Materials are available on the website for free download and ordering. Additionally, toolkits were sent to over 8,500 licensed tobacco retailers in Maryland and all local health departments.

Toxic Tobacco Litter Campaign

The toxic tobacco litter awareness campaign aims to educate residents about the negative and detrimental impact of tobacco litter on the environment. The ads show that cigarette toxins can get into "more than just your lungs"—tobacco litter poisons where we live, work, and play. The campaign has a

primary audience of those who self-identify as smokers but also aims to reach the general population to encourage healthy communities. CTPC utilized state dollars to place ads from April 15 – June 30, 2015:

- May 18 June 14, 2015: 1,858 television ads aired statewide achieving 14.5 million impressions.
 As part of the ad placement a television interview with CTPC Director, Dawn Berkowitz, was conducted.
- May 18 June 14, 2015: 312,329 ads aired on both traditional and internet radio, reaching residents of the Baltimore Metropolitan Area and Eastern Shore regions, along with web banner advertisements on corresponding station websites, achieving 9.4 million impressions.
- April 15 June 30, 2015: 323 ads were placed on Baltimore City buses, metro and light rail car interiors, and bus shelters; Ocean City tram stops and buses; and Frederick County buses; achieving nearly 30 million impressions.

Ads directed listeners and viewers to the campaign website, www.NoTobaccoLitter.com. Radio, television, transit, and other outreach materials, as well as a toolkit, are available on the website to assist local health departments and community partners in implementing their own tobacco litter awareness campaigns.

Statewide Smoke-Free Multi-Unit Housing Initiatives

CTPC utilized state funds to expand state and federal efforts to encourage implementation of smoke-free multi-unit housing properties. CTPC developed materials targeting property owners and managers of multi-unit housing complexes to promote smoke- and tobacco-free policies. CTPC hosted focus groups, utilized information from other states, and referenced best practices from the U.S. Department of Housing and Urban Development to develop a toolkit and testimonial videos for landlords, property owners, and managers of market rate, voucher-based, affordable, and public housing. The toolkit highlights the benefits of, and ability to implement, smoke-free multi-unit housing and provides resources and tools to assist in implementation. Videos produced highlight Maryland properties that have adopted smoke-free and tobacco-free policies – featuring a property manager from a market-rate affordable housing property, as well as a representative from a public housing authority. Additionally, a video from the Director of the Legal Resource Center for Public Health Policy highlights the legality and benefits of implementing these policies. The toolkit and videos may be viewed at www.mdsmokefreeliving.org.

In addition to developing toolkits, CTPC utilized an ad developed by the California Department of Public Health, *Baby in Playpen*. This ad aims to increase awareness of the dangers of secondhand smoke drift in multi-unit housing complexes and encourages residents to speak with their landlord about implementing smoke-free policies. The ad depicts a baby in a playpen accompanied by the text, "Millions are exposed to secondhand smoke and some can't do anything about it." The ad was re-tagged with Maryland specific information and directed people to the campaign website www.mdsmokefreeapartments.org. CTPC utilized federal dollars to place the *Baby in Playpen* ads. During September 1 – November 18, 2014, the following ads were placed:

• 35 billboard advertisements in Frederick, Washington, Allegany, Carroll, Wicomico, Somerset, Worcester, Dorchester, and Caroline counties, achieving 9.6 million impressions.

• 251 ads on Baltimore City buses, metro, MARC, light rail car interiors, and light rail kiosks; Ocean City buses; and Frederick County buses; achieving 15 million impressions.

LOCAL PUBLIC HEALTH COMPONENT

For the past several years, local health departments have been engaging in a wide variety of counter-marketing and media activities with funding from the local public health component of CRF. The various media and marketing campaigns that are developed by local health departments are intended to actively engage all Maryland residents in tobacco control discussions, prevention activities, cessation services, school-based prevention programs, enforcement, policy measures, and dialogue concerning non-smoking norms. Various print media campaigns conducted include:

- Newspaper articles and inserts
- Direct mail campaigns
- News releases
- Brochures
- Billboards
- Bus signs
- Highway signs
- Placards and hanging signs

Other awareness campaigns were designed to market local programs and educate the public such as:

- Ads on local radio stations
- Ads on local television and cable access channels
- Ads at local movie theaters
- Oral presentations
- Web based disseminations
- Text message blasts
- Online digital advertising
- Electronic newsletters

Some jurisdictions used advanced technology to conduct media and marketing campaigns on list serves and social networks such as Facebook, Twitter, Google Adwords, Pinterest, Instagram, YouTube, QR codes, and mobile telephone applications. To maximize resources, some local health departments collaborated with neighboring health departments, City Councils, local Departments of Parks and Recreation, Boards of Education, Departments of Social Services, and youth clubs/organizations, on joint campaigns.

Local media and marketing campaigns are also tailored to reach target populations. These campaigns are developed in a culturally and linguistically sensitive manner. Targeted populations consist of, but are not limited to, African-Americans, Asian Americans, Hispanic/Latinos, Native Americans, the medically underserved, low income, uninsured populations, and pregnant women. Below are some locations where direct marketing was targeted to reach ethnic/racial, vulnerable, and special populations:

- Public housing authorities
- Churches and faith-based institutions
- Mass transit
- Homeless shelters
- Department of Social Services
- Cultural organizations
- Malls
- Daycare providers
- Mental health facilities
- WIC programs
- Hospitals and medical centers
- Colleges and universities

Local health departments enlist members from their local tobacco coalition, faith-based organizations, Minority Outreach and Technical Assistance vendors, police departments, community partners, schools, and state health department staff to develop tailored and sensitive media and marketing campaigns. All of the media and marketing approaches support the four goal areas of the CRF Program: prevent initiation of tobacco use, eliminate harm from secondhand smoke, support cessation among adults, and reduce tobacco related health disparities.

Media messages developed by local health departments are also targeted to youth-serving organizations such as The Girls' and Boys' Club, Students Against Drunk Driving, Police Athletic League, community centers, and youth leadership groups. Schools are targeted with poster displays,

bulletin boards, videos, and printed materials. Social networks like Facebook and YouTube have emerged as an effective marketing and outreach tool to engage young people as well.

The tobacco control media and marketing approaches in Maryland are designed to reach individuals of all ages and within all population groups in the state. The counter-marketing and media approaches utilized by the following jurisdictions are highlighted as examples:

- Allegany County ran a billboard campaign that featured the following slogan: "Be Healthy, Be Smoke Free We Can Help You Quit!" In addition, the World No Tobacco Day Campaign ran for the entire month of May with billboard displays and radio spots on Magic 107.7.
- Charles County collaborated with Dorchester and Calvert counties to create a public service
 message about the Youth Tobacco Access Law and not selling tobacco to minors. Teens from
 Calvert High School were featured in the public service announcement that aired on local radio
 stations from April May 2015.
- Wicomico County promoted Kick Butts Day and World No Tobacco Day on media sources such as the Wicomico County Health Department website, Facebook, press releases, and electronic billboards.

Next Steps

Over the next year, CTPC plans to establish mass-reach health communication interventions to further efforts to prevent the initiation of tobacco use, promote and facilitate cessation, and shape social norms related to tobacco use. This is critical at a time when Maryland youth attitudes about tobacco use are moving in the wrong direction; in 2013, 40% of underage high school smokers believed smoking helps them to look cool or fit in, an increase of 50% since 2000. Even more alarming, 21% of underage high school non-smokers believe smoking helps youth to look cool and fit in, an increase of 63.5% since 2000. Mass-reach health communication interventions can be powerful tools for preventing the initiation of tobacco use, and there is extensive evidence that tobacco counter-marketing – the use of commercial marketing tactics to reduce the prevalence of tobacco use – can be a valuable tool in reducing smoking. ¹³

In many arenas, Maryland continues to be on the forefront of successfully addressing critical tobacco control issues. Maryland is leading efforts nationally as one of the first states to work with the Medicaid program to obtain an administrative match for Quitline services and to develop methods to continue promoting Quitline services. This administrative match provides Maryland with a 50% reimbursement of counseling costs for each Medicaid recipient that utilizes the Quitline.

Other CTPC priority areas for health communication efforts include:

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¹² Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland Governor and the General Assembly, Fiscal Year 2013. (2014 August). Baltimore, MD: Maryland Department of Health and Mental Hygiene.

¹³ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

- Continue to leverage and promote the CDC "Tips From Former Smokers" campaigns, with ads airing in 2016.
- Develop and place new components for the Responsible Tobacco Retailer program that complement existing ads and materials.
- Continue to promote the Quitline to those in vulnerable populations.
- Promote the Quitline to healthcare providers and encourage them to discuss tobacco use cessation with their patients.
- Expand smoke-free homes and smoke-free living initiatives.

CTPC will continue working with partners to promote and support the Quitline and other state and local initiatives, and to leverage resources from other Centers and programs within the Department. Further, CTPC will expand collaborations and partnerships to other State Departments, outside partners, and communities, to sustain programming.

Behavioral Health Administration

FISCAL REPORT

Behavioral Health Administration (BHA)

Cigarette Restitution Fund Program

Fiscal Report

During Fiscal Year 2015, the Behavioral Health Administration (BHA) administered \$21,032,184 in Cigarette Restitution Funds. These funds were appropriated in BHA's budget PCA M274. These budget's services provide for the administration of funds for the enhancement and expansion of alcohol and drug treatment and recovery programming. Funding allocations are provided based on local requests and priorities regarding areas of greatest needs.

		As of June 30, 2015			
		Budget	Expenditures	Obligations	Unobligated
Treatment	M274	21,032,184	21,032,184	0	0
		21,032,184	21,032,184	0	0

Distribution by Subdivision

	As of June 30, 2014				
<u>Subdivision</u>	Budget	Expenditures	Obligations	Unobligated	
Allegany	259,934	259,934	0	0	
Anne Arundel	1,000,585	1,000,585	0	0	
Baltimore City	11,714,906	11,714,906	0	0	
Baltimore County	1,000,585	1,000,585	0	0	
Calvert	119,384	119,384	0	0	
Caroline	33,239	33,239	0	0	
Carroll	144,573	144,573	0	0	
Cecil	92,426	92,426	0	0	
Charles	119,331	119,331	0	0	
Dorchester	144,427	144,427	0	0	
Frederick	96,164	96,164	0	0	
Garrett	40,585	40,585	0	0	
Harford	299,246	299,246	0	0	
Howard	145,551	145,551	0	0	
Kent	286,494	286,494	0	0	
Montgomery	1,000,585	1,000,585	0	0	
Prince George's	3,342,244	3,342,244	0	0	
Queen Anne's	43,444	43,444	0	0	
St. Mary's	204,311	204,311	0	0	
Somerset	114,849	114,849	0	0	
Talbot	37,321	37.321	0	0	
Washington	98,587	98,587	0	0	
Wicomico	424,793	424,793	0	0	
Worcester	268,620	268,620	0	0	
TOTAL	21,032,184	21,032,184	0	0	

Note: Data source - FMIS M274S

BEHAVIORAL HEALTH ADMINISTRATION

PROGRAM ACCOMPLISHMENTS

CIGARETTE RESTITUTION FUND PROGRAM

BEHAVIORAL HEALTH ADMINISTRATION

FISCAL YEAR 2015 ACCOMPLISHMENTS

Outcomes and Public Benefits: Fiscal Year 2015 Accomplishments

During Fiscal Year 2015, CRF funds were used to support the following:

During Fiscal Fear 2016, Cita Fands were used to support the following.	Slots	Patients Served
Allegany County Level III.7 Adolescent In-Patient Addiction Services	4	22
Anne Arundel County		
Level I Outpatient Services		1
Level II.I Intensive Outpatient Services		2
Level III.1 Halfway House Services		53
Level III.3 Long Term Residential Services		10
Level III.5 Therapeutic Community Services		11
Level III.7 Medically Monitored Inpatient Services		22
Level III.7.D Medically Monitored Inpatient Detoxification Services		12
Baltimore City		
Level I Outpatient Services	169	480
Level II.1 Intensive Outpatient Services	72	423
Level III.1 Halfway House Services	119	238
Level III.3 Long Term Residential Services	41	74
Level III.7 Medically Monitored Inpatient Services	24	336
Level III.7.D Medically Monitored Inpatient Detoxification Services	17	877
OMT Opioid Maintenance Therapy	573	802
Acupuncture		64
Baltimore County		
Level I Outpatient Services (Adult)	223	618
Level I Outpatient Services (Adolescent)		19
Level II.1 Intensive Outpatient Services (Adult)	16	78
Level II.1 Intensive Outpatient Services (Adolescent)	5	11
Calvert County		
Level II.1 Intensive Outpatient Services	15	126
Caroline County Level I Outpatient Services (Adult)	40	80
Zever i Suspundin Services (riddin)	.0	00
Carroll County	20	50
Level II.I Intensive Outpatient Services	30	59

<u>Cecil County</u> Level III.7D Medically Monitored Inpatient Detoxification Services		89
Charles County Level II.1 Intensive Outpatient Services	12	89
Dorchester County Level II.1 Intensive Outpatient Services	24	197
Frederick County Level I.D Outpatient Detoxification Services		3
Garrett County Level I Outpatient Services (Adolescent)	24	24
Harford County Level I Outpatient Services	350	700
Howard County ASAM Level I Outpatient Services ASAM Level I Outpatient Services (Jail)		92 166
Kent County Level III.7D Medically Monitored Inpatient Detoxification Services (Co-Occurring)	251
Montgomery County Level 0.5 Early Intervention Services Level II.I Intensive Outpatient Services (Avery Road- Co-Occurring)	8	350 19
Prince George's County Level 0.5 Early Intervention Services Level I Outpatient Services (Adolescent) Level IA Therapy Treatment Services Level II.I Intensive Outpatient Services (Adolescent) Level III.I Intensive Outpatient Services Level III.3 Long Term Residential Care Services Level III.5 Adolescent Therapy Community Services Assessment & Case Management Services (Adolescent) Assessment Services (Adult) Continuing Care Services (Adolescent) Continuing Care Services (Adult) Queen Anne's County Level III.7 Medically Monitored Inpatient Services (ICF) Level III.7D Medically Monitored Inpatient Detoxification Services	584 759 10 81 164 11	300 146 820 10 455 2 5 122 268 15 68
St. Mary's County Level I Outpatient Services (Criminal Justice)	40	101

Level II.1 Intensive Outpatient Services (Criminal Justice)	40	101
Level III.7D Medically Monitored Inpatient Detoxification Services		25
•		
Somerset County		
Level I Outpatient Services	140	386
T		
Talbot County		
During Fiscal Year 2015, CRF funds were used to support a portion		
of the clinical supervisor program director's salary.		
of the entired supervisor program director is surary.		
Washington County		
Level I Outpatient Services (Jail-Based)	40	60
Level I Outputient Services (Juli Bused)	40	00
Wicomico County		
Level III.7 Medically Monitored Inpatient Detoxification Services		12
Level III. / Medicarry Monitored inpatient Detoxification Services		12
W		
Worcester County	1260	
Level I Outpatient Services	1369	
Level II.I Intensive Outpatient Services	181	
Level III.7D Medically Monitored Inpatient Detoxification Services		22

In addition to the services listed above, the Worcester County Health Department contracted with the Joan Jenkins Foundation to provide various recovery services through the Atlantic Club to residents and visitors of the self-help community. In Fiscal Year 2015, the Club reported serving 47,081 individuals per year, of which half of the reported were supported with CRF funds.

Managing-For-Results

The Behavioral Health Administration (BHA) does not establish MFRs according to funding streams (e.g., CRF). The BHA awards funding to the jurisdictions by level of care (type of certified service) through a combination of State, Federal, and Special Funds. The applicable MFR performance measures address the agency goal to provide a comprehensive continuum of effective substance abuse treatment and recovery services with emphasis on access to treatment and retention in treatment; however, the MFRs are not specific to M274S (CRF) funds.

MEDICAL CARE PROGRAM

FISCAL REPORT AND MANAGING-FOR-RESULTS

CIGARETTE RESTITUTION FUND PROGRAM

MEDICAL CARE PROGRAM PROVIDER REIMBURSEMENTS

&

MANAGING-FOR-RESULTS (CY 2014)

Appropriation: \$\frac{\$70,743,073}{\$70,743,073}\$

M00Q01.00 MEDICAL CARE PROGRAMS ADMINISTRATION

Objective 1.4 For Calendar Year 2016, reduce by one admission annually, the rate per thousand of asthma-related avoidable hospital admissions among HealthChoice children ages 5-20 with asthma.

Admissions are defined as "avoidable admissions" and are based on specifications from the Agency for Healthcare Research and Quality (AHRQ). The methodology for determining performance reflects both AHRQ and the Healthcare Effectiveness Data and Information Set specifications and recommendations.

	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Actual	Estimated	Estimated
Input: Number of HealthChoice children ages 5-20 with asthma	12,294	11,737	12,053	12,028
Output: Number of asthma-related avoidable admissions among HealthChoice children ages 5-20 with asthma	460	457	470	356
Outcome: Rate per thousand of asthma-related avoidable admissions among HealthChoice children ages 5-20 with asthma	38	39	38	37

Objective 2.5 For Calendar Year 2016, reduce the gap in access to ambulatory services between Caucasians and African-Americans in HealthChoice by one percentage point.

	CY2013	CY2014	CY2015	CY2016
Performance Measures	Actual	Actual	Estimated	Estimated
Input: Number of Caucasians enrolled in HealthChoice	274,818	366,226	390,684	415,142
Number of African-Americans enrolled in HealthChoice	467,154	569,129	631,658	677,187
Output: Percentage of Caucasians in HealthChoice accessing at least one	78.2%	75.4%	75.0%	74.7%

ambulatory service				
Percentage of African-Americans in HealthChoice accessing at least one ambulatory service	74.5%	72.5%	68.6%	68.1%
Outcome: Percentage gap between access rate for Caucasians compared to the access rate for African-Americans	3.7%	2.9%	6.4%	6.6%

Note: 90% of total HealthChoice enrollment is made up of African-Americans and Caucasians; therefore comparing access to ambulatory services between these two populations is a good indicator of disparities in access to ambulatory services.

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Appendices

Tobacco Control Program Sample Media

Appendix A

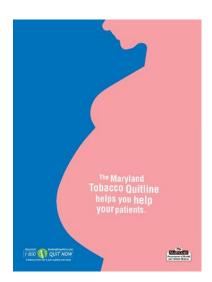
Maryland Tobacco Quitline Promotions – <u>www.SmokingStopsHere.com</u>

Pregnancy Program Promotions

*Transit/Print Ad



*OB/GYN toolkits



Behavioral Health Campaign

*Posters



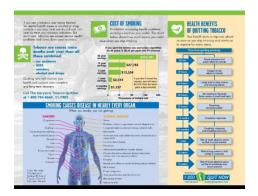


*Television Ad



*Tailored Quitline Brochure





Real Marylanders Campaign







Maryland State Employees Campaign





NEW benefits are available. 1-800-784-8669



Tobacco Stops With Me.







Print Publications and Publication Websites

*Maryland Nurse





*Maryland Family Physicians



*Maryland Dog



*Maryland Hunting & Fishing Journal



*Baltimore Gay Life



*Chesapeake Family



Jukebox Digital Media





Various Transit Campaigns

*CDC Tips ads targeting LGBT Community and those living with HIV





*New Year's Resolution Campaign



Appendix B

Responsible Retailer Campaign – <u>www.NoTobaccoSalesToMinors.com</u>













We don't sell tobacco to kids. It's NOT a MINOR thing. • We ask for photo ID from everyone under 27. • We check to make sure all customers are at least 18. • If you're under 18, that means no tobacco sale. | MAKYLAND | Payritimed II Halls | Payritimed II Halls











Appendix D
Smoke-free Multi-Unit Housing









END OF YEAR REPORT - FY'15 (JULY 2014- JUNE 2015)

Introduction

The Southern Maryland Agricultural Development Commission (SMADC) has worked for many years to provide resources to farmers to be profitable, support land preservation, grow new farmers, and foster healthy food, farms and communities.

With our partners, SMADC has helped individual farms and the community transform to a new economy based on food, beverages, equine, tourism, green products, and natural resources. Our efforts have successfully enhanced individual farmers' capacity and increased the supply of fresh, locally grown food. SMADC has initiated and/or fostered the development of several agricultural industries, most notably the direct sale of farm food to the local food markets, the re-emergence of a meat industry, the creation of a wine industry and an agri-tourism industry. We have worked to increase access to fresh food for the hunger community while enhancing farmers' profitability. We created a *Farm Share* program so that farmers could share equipment, and we developed a *Maryland FarmLINK* program to foster new farmers, and bridge communication between farmers, both new and experienced. Our efforts in streamlining regulations have helped farms to add value by extending the life of farm foods through on-farm processing, highway signage, dairy processing, and more.

Simultaneously, we launched promotion campaigns to the public so there would be consumers and buyers for this wonderful food (*So. Maryland, So Good*), the Maryland *Buy Local Challenge, Southern Maryland Trails: Earth, Art, Imagination, Southern Maryland Meats*). Throughout the process, SMADC also held public forums and focal group discussions, and invited public input into our strategic plans. Consistently, the community has asked SMADC for help with food processing and distribution, navigating complex regulatons, and assistance for new and transitioning farmers. The Agricultural Business Park and Food Innovation Center (Ag & Food Innovation Center) is the next logical step.

SCALING UP: AGRICULTURAL BUSINESS PARK AND FOOD INNOVATION CENTER

The Ag & Food Innovation Center is intended to benefit Southern Maryland by: 1) enhancing farmers' profitability, 2) enabling entry to bigger wholesale markets, 3) increasing the region's capacity to meet consumer demand for locally produced foods, 4) expanding and fortifying the region's multi-cultural farm community, 5) enabling businesses to develop and expand using local farm products, and 6) creating new jobs for the region. The Center plan is structured in a way to give farmers and rural business a voice in the Center and its success and we are committed to providing farmers a fair price and/or return for their food.

Borrowing and adapting language from the Public Market Concept by Partnership for Public Spaces:

"The Center is envisioned not just as place of commerce. The successful Center is self-sustaining and helps grow and connect urban and rural economies. It encourages development, meets community social needs, strengthens the region's multi-cultural farm community, enhances real estate values and the tax base, and keeps money in the local neighborhood."

The following challenges facing our local farm community also present exciting opportunities:

- The Baltimore-Washington DC region is home to the wealthiest population in the country and those residents are spending roughly \$26 billion per year on food. Less than 2% percent of that is spent on food grown on our region's farms, in spite of the huge market demand for local food.
- Wholesale buyers, restaurants and caterers express increasing interest in procuring locally sourced food, but find it challenging to buy small lots from multiple farmers.
- Individual farmers find it challenging to divert time from production to marketing and delivering their products.
- There are no regional food processing facilities. Those that exist are hours away from Southern Maryland, and often have long waiting lists.
- SMADC, in partnership with our five counties, has helped preserve 306 farms and 35,174 acres.
- The average age of the Maryland farmer is now 59. The age of the former Southern Maryland tobacco grower is well into the 70s. Only about 5% of Maryland growers are 34 or younger. In Calvert county, there are only seven farmers under the age of 35 (USDA census 2012 data).
- By 2028, it is predicted that 70% of farmland will change hands. Without new farmers and adequate succession planning, farms are more likely to go out of business, be absorbed by larger neighboring farms, or be converted for non-farm use.
- Young and new farmers are finding it cost-prohibitive to buy farmland in Maryland, and there are few opportunities for them to learn the business of farming.

The Ag & Food Innovation Center is intended to assist Southern Maryland meet these challenges and opportunities. Each component will be designed to be synergistic (rather than competitive) as much as possible with on-going activities in the region.

Feedback from public forums and surveys over the years identified the key components. In 2015, SMADC held 29 public meetings and issued a public survey to solicit input into the prioritization and staging. To date, we have received 101 responses to the survey, both from the farm community and general public. Respondants were invited to identify other needs as well. The following prioritization of components has emerged (in order):

Key Components Prioritized:

- A regional meat processing facility
- A hub to efficiently warehouse and distribute food from local farms to wholesale and retail buyers.
- A food innovation center where start-ups can create value-added products like salsas, jams, pies, etc. from local farm foods.
- Land for new farmer incubation.
- If the site is suitable, a year-round indoor farmers' market/store, café/deli and/or outdoor farmer's market.
- Warehouse space for local food and food products.
- An aquaculture processing center.

<u>Meat Processing</u>: The Center will be synergistic with the emerging regional mobile meat processing operator, provide a long term opportunity for public-private partnership, expand suite of services available, provide processing adhering to USDA certification, develop a high quality line of meat products including niche products to meet ethnic community demand, and provide marketing and training to build on established programs such as *Southern Maryland Meats*.

<u>Food Distribution Component and Food Innovation Center:</u> Envisioned to help our farmers and food businesses gain entrance into markets they are not currently tapping and facilitate better access to the \$26

billion food market in the Washington DC-Baltimore metro region by efficiently aggregating and distributing local farm foods. It will provide processing services currently not available in the region, and provide business and on-the-ground training for new farmers and start-ups using locally produced food.

New Farmer Incubation: In a recent survey of young farmers by the Maryland Department of Agriculture, the top five obstacles facing young farmers were identified as: making enough income (73.7%), finding available land for rent or purchase (66.76%), burdensome government regulation (54.05%), lack of capital to invest (53.47%), and a lack of access to credit and finance. SMADC's Maryland FarmLINK program offers resources to help new farmers find land, mentors, business partners, equipment for rent and enables workforce development for new and beginning farmers in Southern Maryland and across the state.

The Center will provide opportunities for new farmers to gain access to land and markets. As 3-5 year tenants, they will have access to farmland, equipment, and technical-professional support through Maryland FarmLINK program and other partners (University of Maryland, University of Maryland Extension, Future Harvest Chesapeake Alliance for Sustainable Agriculture, etc.) for several years as they build their business and equity. Depending on the location of the site, the Center could host from three to ten clients per year. SMADC sees this training and resource program, in addition to having a market outlet through the food hub, as an essential piece for breaking the barriers to entry for beginning farmers.

Meeting Community Needs: SMADC also envisions the Center to sustain a community in which healthy food production and consumption are tied to fair, sustainable wages for all engaged, from farmers who provide the raw product to workers at the center. The Center would strive to set rigorous standards for the respectful treatment of workers, living wages, and safe working conditions and offering more opportunities for farms to increase income. The Center could also partner with organizations to provide lessons on cooking fresh food, storing food, good nutrition, and budgeting.

Strengthening the Region's Multi-Cultural Farm Community: Southern Maryland spans from the urban-adjacent counites of Prince George's and Anne Arundel to the more rural counties of Calvert, Charles, and St. Mary's. The needs differ vastly from the urban table crop farmers in the north to the those of the Amish, Mennonite and English farmers in the south. SMADC is dedicated to helping each community meet their needs.

Management and organization: SB 909, introduced and passed in 2015, gives the Tri-County Council/SMADC the authority to use funds to purchase or lease property for this project, but not the authority to own property. It is envisioned that the management and organization will be structured by the owner such that the facility and each of its components are "mission based" and aligned with SMADC's goals to promote farms and rural economic development.

The for-profit components will be leased to public or private entities and/or farmer organizations with supportive missions that align with SMADC's strategic goals. Community oriented components, such as the new farmer incubation mentioned above, will likely be managed by SMADC, County agencies and related entities.

<u>Job Creation and Work Force Development:</u> The Center, once fully up and running, has the potential to create upwards of 62 jobs.

<u>Returns to the Community</u>: Early business plan models show an potential \$5 million back to the farm community once each component is up and running.

<u>Center Location:</u> The Center will be a centrally located site or series of sites in Southern Maryland (Anne Arundel, Calvert, Charles, Prince George's and St. Mary's County) to house private and/or public partnerships that will phase in the components overtime. Ideally, creating a centrally located site (or series of sites) with these multiple uses will allow businesses to share assets and personnel, training, cross marketing, and more.

<u>Finances and Sustainability</u>: SMADC intends to use funds for land acquisition and the build-out of the components as outlined above and will seek additional grants and investors.

The initial business plan intends that each for-profit component will be bid out as appropriate for a public and/or private enterprise to operate and lease. The lease rates in the business plan are comparable to those already in existence in Southern Maryland. The business plan "pro-forma" shows hard and soft operating costs that will be repaid into a sinking fund, so that over 20 years, the initial hard and soft costs are repaid. The lease rates also covers management, administration, and Common Area Maintenance Fees. Once each component is running, the plan shows the Center management to be financially self-sustaining.

The actual cost of the build-out will depend on the site/sites.

<u>Project Staging</u>: The staging of the project will depend on the location of the site/sites.

Where we are in the process: The Southern Maryland Delegation successfully introduced a bill (SB 909) early in 2015 to allow SMADC, through the Tri-County Council, to use funds to purchase, lease or lease-to-buy real estate for this project. The bill required that a public search for property be conducted, as well as a public search for an entity to hold title. Several offices of the Maryland Attorney General's office have been engaged in interpreting the bill language.

Two public requests for an "Expression of Interest" (EOI) have been issued for the site. Anyone with suitable property within the five-county area was invited to apply. Objective technical criteria was developed to evaluate the EOI applications, and an advisory panel has been selected to make prioritized recommendations in the selection process. Review of the sites will be conducted beginning in September. A "Request for Proposals" (RFP) will be drafted and publized to solicit an entity willing to hold title to the property and assist in developing the project.

SMADC continues to meet with farmers, farm groups, elected officials and the public to discuss the project.

Highlights (2014-2015):

- 23 public meetings / open houses have been held regarding the Center since December 2014.
- Community Survey issued on-line and in-print (101 respondents) as of August 2015.
- SB 909 passed.
- Initial business plan elements drafted.
- Two EOI publicly issued to solicit site/sites.
- EOI committee identified.
- Selection criteria developed for site.

WWW.SMADC.COM/PROGRAMS/AGCENTER.HTML

SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT PROGRAMS: Program Accomplishments in FY'15

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

SOUTHERN MARYLAND MEAT INDUSTRY

Identifying the strong desire for local meat from consumers, and the lack of farms producing local meat, SMADC undertook the challenge of building the local meat industry. Cumulative trailer use and meat display case sales totals since the Southern Maryland Meats (SMM) program's inception in 2010 confirm the industry is now well established and continues to grow. More and more producers are adding livestock to their business models and taking



advantage of value-added potential for profit offered by SMM trailers and retail cases and rental equipment provided by SMADC grants.

A major impediment to profitability is the lack of USDA meat processing facilities. Journeys to the nearest facility average between 150 to 250 miles round trip, depending on county. Farmers continue to report wait lines of several months to a year. A survey of the community to identify priority components for the proposed Agriculture Business Park and Food Innovation Center identified a slaughter/processing facility as one of the top needs for regional producers. As with all SMADC initiatives, building a program has many facets, from educating farmers, providing infrastructure and a marketing platform, to streamlining regulations. A recent survey of SMM participants indicates nearly all respondents would use a local facility if located in the five county area.

Southern Maryland Meats Brand

The "Southern Maryland Meats" brand, co-created by SMADC and producers, assures the quality of the meat in raising and feeding practices. SMM criteria are continually re-evaluated by the SMM Steering Committee to ensure they are in line with USDA guidelines and compliant with marketing and statement claims concerning antibiotics and growth hormones, etc.

Licensing

Producers must obtain a license in Maryland to sell USDA-inspected meat directly to retail stores and restaurants. To assist producers through the licensing process, SMADC developed an on-line tutorial (accessible to producers statewide) on the SMM website. 38 Southern Maryland producers have thus far obtained their licenses, facilitated by SMADC and regional agricultural marketing staff. Five new licenses were issued in FY'15.

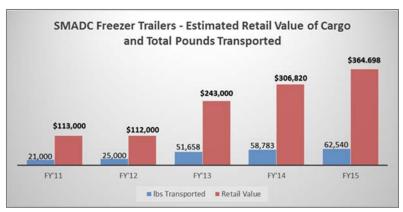


Farm Share Equipment: Freezer Trailers

In 2011, SMADC provided funds for two freezer trailers to transport farmers' meat products from USDA slaughtering/processing plants to farm or retail stores. The trailers, managed by St. Mary's County Farm Bureau and Prince George's County Farm Bureau, are available to all Southern Maryland meat producers for rent. In FY'15, the Calvert County Farm Bureau requested a third trailer to service their livestock community. Calvert FB reported more and more farms are raising livestock for the meat industry. As a result, there is heavy

demand for the existing trailers that is complicated by burden of time and distance as the trailers are parked in Prince George's and St. Mary's. SMADC approved funding and the trailer was purchased in May 2015.

Counties are experiencing steady use of the trailers, which have travelled nearly 10,000 miles in FY'15 transporting 62,540 pounds of frozen meat (an increase of 21% in FY'15) for an estimated retail value of \$364,698 (an increase of 19 % in FY'15). The program has witnessed a 223% increase in cargo value since the launch of the trailers. 45 producers participate in SMM (4 new in FY'15) with additional 4

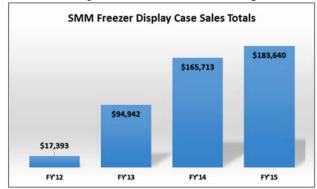


pending. In 2015, the new trailer purchased for the Calvert County Farm Bureau has transported 2,530 lbs. of meat products between May and July, with an estimated retail value of \$14,500.

Marketing at Retail Venues

SMADC also provided funds to purchase commercial freezer display cases to promote sales of Southern Maryland Meats directly to the public. Eight retail display cases are located at farm market stores and grocery stores (2 in Calvert, 1 in Charles, 1 in Prince George's, 2 in Anne Arundel and 2 in St. Mary's). Two cases were relocated to new partner sites in Anne Arundel (Greenstreet Gardens) and Prince George's County (Montpelier Farms).

Meat sales at partner venues remain strong; SMM display case retail sales show an increase of 10% over



all, with total sales of \$183,640 in FY'15. Keepin' It Local in Morganza (combination retailer) reported sales for SMM products increased over 60% in FY'15. "We have experienced a growing interest in local meats resulting in a 20% growth in our consumer traffic in the last year." Another success story, Chesapeake's Bounty (farm market retailer) reported "over 67% of our total local meat purchases are from SMM producer farms." The estimated retail value of Chesapeake's Bounty SMM sales has increased by 52% since FY'14. Home Grown Farm Market (a producer only

farmer's market) also reported consistent sales for the period of over \$38,000, a 13% increase in FY'15.

SMM Website

The website is the main public portal for the SMM program providing producer listings, directories of partner venues, producer resources for rental equipment, marketing tools, promotion, downloadable tip sheets, quality standards and regulatory/licensing tutorials. A popular destination for both consumers and producers, the website registered over 17,000 unique visitors in FY'15 (an average of 1,400 per month). Launched in the fall of 2014 at the request of SMM participants, the Facebook page provides consumer information on SMM farm participants and host retail sites, including availability of product for sale and purchase, special events, and other SMM program updates.

<u>Promotion and Marketing</u>: A program priority is to build awareness for SMM meats. SMADC published the first Meats and Seafood Directory for the region in 2012, which remains a popular online destination for consumers eager to find locally raised meats. The guide averages 240 visits per month. An updated printed guide is planned for FY'16.

Cross-promotion through participating producers to grow awareness for the brand and benefits of SMM meats is a requirement for SMM partner retailers, examples include hosting events and connecting with consumers through website, newsletters and social media. New in FY'15, SMADC staff created a training power point presentation to educate vendor staff about SMM farms, meat products and selling points. Of note in FY'15, several partner stores teamed up with producers to jointly promote SMM meats at open house events and tastings. This has been particularly effective model for non-traditional meat selling venues (such as combination market stores selling an array of locally sourced arts/crafts/furniture and locally sourced edible products including meats).

SMADC published six new educational brochures as a resource for SMM customers and producers. Available on the SMM website, the printable tri-folds help consumers understand how to purchase local meats (cuts and custom) and address common misconceptions and benefits to buying frozen meats.

Additionally, SMM launched an advertising campaign, "Get Fired Up – Great on the Grill" to encourage consumers to buy local meats in time for the grilling season and beyond. Ads placed with WashingtonPost.com are designed for desktop, tablet and mobile devices, specifically targeted by interest food/cooking/lifestyles as a strategy. Results indicate high interest (SMM Website and on the SMM Facebook page) with 854,969 viewed/impressions of the meat campaign Ad delivered, resulting in an active a click through rate of 10%.

Workshops

SMADC offers educational forums for farmers to enhance marketing, value added pricing and production and livestock husbandry. In FY'15, SMADC held a joint workshop for producers and retailers "Take Your Product to the Next Level – Production and Sales to Retail/Wholesale Markets." The workshop provided a stimulating forum for farm businesses and buyers to explore the marketing opportunities and challenges of selling and buying locally produced products to small and large retail and wholesale venues, and discussed state and local regulations for producers and retailers. Invited panelists included farmers, chefs, local food hubs, restaurants and store owner/buyers. Key note speaker Jessica Moore, Philadelphia Cow Share explored building and growing a niche meat business and opportunities for 'scaling-up' livestock production and aggregation to meet growing consumer (and institutional) demand for farm-raised meats. Other topics included improved genetics for meat animal selection, updates on the new MDA traceability and bio-security regulations, farm liability and business insurance, plus information on transitioning farm enterprises from one generation to the next. 65 attended. Additionally, SMADC partnered with MDA to host a regional Poultry and Rabbit Processing Workshop (There are now nine MDA certified Poultry/Rabbit producers in Southern Maryland).

Challenges

The program has shown successes in increasing retail sales and consumer awareness of local meat producers, but it has had its challenges. SMADC continues to work closely with the managing entities to ensure placement, maintenance and monitoring of the display cases is optimized. In FY'15, protocols were established to insure rapid repair/service response and a maintenance status report was initiated for all cases. Total maintenance costs overall (8 display cases) since program inception is \$8,549. Warranties for labor and parts for most cases expired after 3 years (2014).

WHAT'S NEXT? St. Mary's Farm Bureau submitted a proposal to purchase a small-size, single axel trailer to facilitate the transportation of small ruminant (pigs, sheep, goat, etc.) meats. The purchase is currently on hold pending the Farm Bureau's re-evaluation of the specifications for a more robust model.

<u>Partners include</u>: St. Mary's County Farm Bureau, Prince George's County Farm Bureau, Calvert County Farm Bureau, St. Mary's County Economic Development, Anne Arundel Economic Development Corporation, Calvert County Economic Development, Calvert County Sustainable Agriculture

Workgroup, Prince George's UME and Soil Conservation District, Maryland Department of Health and Mental Hygiene, Keepin' It Local, Cooksey's Store, The Honey Hive, Montpelier Farm Store, Chesapeake's Bounty, Spider Hall Farm Shop, Home Grown Farm Market, LLC. Chesapeake's Bounty North Beach, Greenstreet Gardens, LLC.

Highlights:

- 45 producers participate in SMM (5 new in FY'15) with additional 4 pending.
- 62,540 pounds of frozen product transported (increase of 21% in FY'15), estimated retail value of \$364,698.
- New trailer purchased, managing entity Calvert (for a total of 3 SMADC Trailers).
- 8 retail venues host retail SMM display cases, at least one case in each of the 5 counties.
- Retail host venues report sales of \$183,640, nearly 100% increase since program inception.
- SMM Facebook page launched.
- 6 new SMM informational consumer brochures published.
- 65 farmers and retailers attended the SMM Buyer Grower Workshop.

www.southernmarylandmeats.com

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

DAIRY INDUSTRY

THE NEED / CHALLENGE: In 2011, SMADC was solicited by members of the Amish farming community in St. Mary's county to assist with state regulatory requirements to obtain a permit for Grade 'M' production for cheese. Regulatory requirements are complex and costly, as a result Clover Hill is one of only two dairies in the region.



From 2011 to spring of 2014, SMADC staff facilitated meetings with state Center for Milk Control and Clover Hill

Dairy to streamline communications and navigate regulatory issues for approval of the dairy pasteurization equipment. In March 2014, Clover Hill Dairy received Grade 'M' operating permit (the first for Southern Maryland), a direct result of SMADC staff assistance in conjunction with Southern Maryland legislators Senator Mac Middleton, Delegates John D. Wood and Sally Jameson, the Secretary of Agriculture and St. Mary's County Government who successfully guided discussions for approval for the non-standard power source (24 volt direct current) and equipment.

WHAT'S SMADC DOING?

SMADC staff continue to facilitate communications and assist Dairy management with regulatory compliance requirements, Standards of Procedure (SOP) updates and revisions, new recipe submissions, approved source procurement, packaging and other dairy regulatory oversight.

For example, SMADC assisted with the approval of a manufacture process for Ricotta cheese. Custom built culinary steam piping equipment for the Ricotta 'steam injection' process was installed and approved by the state in June 2015 and regular production now amounts to



approximately 800 lbs. per week. SMADC staff also assisted with the development of the Dairy's first Food and Drug Administration (FDA) food nutrition label. In FY'15, 13 cheese recipes were approved for production: Ricotta (1), Latin American Curd Cheese (1), Caujada (2), Cheddar (4), Colby (2), Jack (3), and fresh 'curds' for Cheddar and Colby. The dairy processed over 43,000 lbs. milk per week (5,000 gallons) in FY'15, with an average yield of approximately 4,000 lbs. cheese per week. This is a three-fold increase from FY'14 (1,000 lbs. per week).

Bulk Milk Trailer – In FY'15, a custom portable trailer (capacity 9,000 gallons) was purchased to transport bulk milk supplies directly from the local community farms. The trailer ensures raw milk is sourced from participating local farms only (not mixed with other milk supply) and is delivered to suit the

dairy's unique processing days and times. 17 local dairy farms (one additional farm in FY'15) in St. Mary's and Charles counties now supply the bulk milk.

The dairy is currently in the process of submitting plans for a proposed storage room to be built. Plans are pending review and approval by St. Mary's Office of Environmental Health, Department of Land Use and Growth Management.

The dairy retail shop is a popular local destination for local consumers and Clover Hill cheese is now sold at numerous farmers' markets and other retail stores around the region.

Partners Include: Clover Hill Cheese House, Center for Milk & Dairy Product Safety, DHMH Office of Food Protection, Rowlands Engineering, Harbor Designs Engineering, St. Mary's County Government and County Health Department, Maryland Department of Agriculture.

Highlights (FY'15):

- 17 dairy farms supply bulk milk.
- 13 recipes approved for production.
- 43,000 lbs. milk processed per week.
- 4,000 lbs. cheese produced per week (three-fold increase since FY'14).
- Bulk milk trailer state approved for milk collection.

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

EQUINE INDUSTRY

Southern Maryland's horse stables and farms help to preserve the rural landscape and stimulate the trajectory of the regional economy by bringing together communities through equine sports events, recreational activities, and as vibrant tourism destinations. According to a 2012 Schaefer Center for Public Policy survey of 1,000 Maryland households, 14.5% have family members who ride or actively attend equestrian events, 44.5% have some interest in riding horses and other horse related activities.

The Southern Maryland Equine guide continues to be a valuable resource and in FY'15, five additional So. MD horse farms requested inclusion in the next edition. A total of 165 Maryland Horse Industry Board (MHIB) licensed equine facilities operate in Southern Maryland, an increase of 89% in FY'15 (Anne Arundel: 68, up from 34 in FY'14, Prince George's: 38, up from 21 in FY'14, and Calvert: 19, Charles: 20 and St. Mary's: 20, up from 32 in FY'14 collectively).

Currently in Southern Maryland there are:

- Over 3,210 equine establishments (boarding facilities, commercial and private breeding, farms, recreational and commercial properties).
- 61 facilities supported by SMADC's Equine Guide.
- Over 30,000 acres attributed to equine businesses in Southern Maryland (MD Horse Board 2010 Census).
- Total capital expenditure of over \$57 million dollars (MD Horse Board 2010 Census).

Southern Maryland Horse Discovery Center Program and Horse History Trail

In response to growing public interest in equine activities and events, the Maryland Horse Industry Board (MHIB) launched the Horse Discovery Center Program in 2015. Centers offer year round programs to the public to learn about horses in a friendly and knowledgeable



environment. SMADC staff assisted with criteria development and promoted the opportunity to regional equine facilities. SMADC's Executive Director was appointed to MHIB Advisory Committee. Seven So. MD equine facilities were selected (PG 1), (AA 2), (CA 2), (SM 2).

SMADC is assisting the MHIB to develop a So. Md 'Horse History Trail' to promote equine-related tourism, events and ridership. One of one three trails planned for the state, the So. Md. trail will highlight the historic role of horses in the region in combination with opportunities to explore/and experience the world of the horse at the 7 newly launched Horse Discovery Centers. Initial meetings with MHIB, local and state tourism directors, area historical societies and representatives from the equine community identified led to 13 prospective So. Md. historical sites. A website is in development with associated application/criteria. It will be completed in FY'16.

Highlights (FY'15):

- 5 additional horse farms requested inclusion in the next edition of the Equine Guide. (2013 Equine Guide lists 61 equine businesses).
- 7 So. Md. Horse Discovery Centers identified with MHIB.
- Horse History Trail underway with 13 potential historical sites identified.

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

MARYLAND BUY LOCAL CHALLENGE



SMADC created the Buy Local Challenge (BLC) in 2007 to encourage and educate the public about the benefits of supporting local farms. The challenge is to eat (or drink) something every day from a local farm during the last full week of every July. SMADC's 2015 theme "Healthy Plate, Healthy Communities" conveys many messages about the benefits of buying from local farms, among them personal and community health, economic health for the region, and health of the environment.

In 2007, SMADC began by offering promotional materials to the Agricultural Marketing Professionals throughout the state. In 2008, the Maryland Department of Agriculture initiated a Buy Local cookout contest, which has been held at the Governor's mansion, and in Governor Hogan and Agriculture Secretary Bartenfelder endorsed the continuance of the BLC statewide. For the first time, the Buy Local Challenge promotion was included on the State Portal: www.maryland.gov.

Governor Hogan and First Lady Yumi Hogan hosted the eighth annual "Buy Local Cookout." Selected recipes from the Governor's Cookout competition showcased the diversity of Maryland's farm products. Recipes included products from six Southern Maryland farms and four restaurant/caterers. The First Lady and



Government House chefs also prepared an entrée and salad for the cookout.

Each year, restaurants and stores, caterers, distributors and other food purchasing businesses are encouraged to increase their 'local' purchases during the BLC. 150,000 SMADC BLC fliers were distributed to over 100 Southern Maryland region 'farm to table' venues (restaurants, caterers, distributors), area food banks, 29 farmers' markets, three regional library systems and 4 welcome centers. Agriculture Marketing Professionals (AMPs) spearheaded BLC promotions/events in their counties; AAEDC created a flier "It's Easy to Take the Challenge in Anne Arundel County" featuring BLC partner restaurants and farmers' markets. And the Maryland Department of Agriculture distributed 100,000 copies of the state BLC flyer (annually re-designed by SMADC) in the MVA license renewals.

The BLC campaign is taking on a life of its own, borne out by the activity on Facebook, as more consumers connect with the Challenge and are incentivized to create their own BLC week events and cross promote Buy Local Week. Enthusiastic consumers engaged in numerous creative events throughout the week on the BLC Facebook page and in the media. Carroll County 4-H Clubs posted 'selfies' on social media at seven participating county venues to raise youth awareness about the importance and availability of local food. The Capital Gazette profiled a different farmer each day of the Challenge. The Maryland Wineries Association, and for the first time the Brewers Association of Maryland and the newly formed Maryland Distillers Guild, all endorsed Buy Local Week.

Farm to Table List

In honor of the 2015 BLC, SMADC launched the "So. Maryland, So Good Farm to Table List." (See So. Maryland, So. Good below).

BLC Media Campaign

Throughout the entire BLC week MDA, the Governor's Office, sister agencies, Maryland Department of Agriculture and SMADC promoted the BLC on social media. In the first four days of the campaign, the BLC Facebook page registered close to 2,000 'likes', with a 'reach' of 10,000 (an increase of 258% from before BLC week). The BLC website registered 10,935 unique visits at campaign midpoint, of which 5,000 were new to the challenge. The BLC Twitter hashtag *#buylocalchallenge* was also enthusiastically utilized to tweet the latest BLC happenings. Both MDA and SMADC advertised in local media; a new BLC Ad campaign with Washingtonpost.com was created to target consumers across all platforms (desktop, mobile and pads) to an estimated audience of over one million (1,493,598).



BLC Website

SMADC recently purchased the domain name: buylocalchallenge.com to streamline intuitive searches for the BLC by consumers.

Hospital Challenge

SMADC continued its partnership with the Chesapeake Food Leadership Council to invite food service directors, chefs and food purchasing managers of hospitals, institutions and businesses to offer at least one local food every day on their menus during the BLC week. Individuals from over 24 Maryland hospitals/healthcare organizations pledged. Hospital/facility staff engaged fellow workers and patients with individualized BLC events and hospital catering/cafes promoted and featured meals prepared with locally sourced foods.

Highlights (FY'15-16):

- SMADC distributed 150,000 fliers to BLC participants (100 Southern Maryland region 'farm to table' venues restaurants, caterers, distributors, 2 area food banks, and 29 farmers' markets regionally.
- MDA distributed 100,000 fliers mailed with MVA license renewals.
- Governor Hogan and Agriculture Secretary endorse BLC Week.
- Numerous independent articles, press notices, TV, radio and ads reached a combined audience over 1 million people.
- BLC Facebook page registered close to 2,000 'likes' at campaign mid-point.
- Maryland Wineries Association, Brewers Association of Maryland and newly formed Maryland Distillers Guild endorsed Buy Local Week.
- 24 Maryland hospitals/healthcare organizations pledged to take the Challenge.

<u>Partners include</u>: Maryland Agricultural Marketing Professionals (AMPS), Maryland Department of Agriculture, Maryland Hospitals for a Healthy Environment (MD H2E), Chesapeake Food Leadership Council, Maryland's Governor Hogan, Maryland Wineries Association, Brewers Association of Maryland, Maryland Distillers Guild.

www.buylocalchallenge.com

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

SO. MARYLAND, SO GOOD: MARKETING SOUTHERN MARYLAND

So. Maryland, So Good (SMSG) – This three-fold campaign seeks to directly link farmers and buyers, add value to local agricultural products through the use of an identifiable brand (logo), and educate consumers about the benefits of buying from and supporting local farms.

Data from the latest USDA National agricultural census data show that from 2007 to 2012, the value of agricultural products sold directly to individuals for human consumption grew 58% in Southern Maryland. Direct sales grew by \$1.6 million in Southern Maryland, with growth in all five counties.

So. Maryland, So Good Buyer Grower Exchange - Connecting Buyers and Sellers

In April 2015, at the request of chefs and farmers, SMADC designed and developed a pilot communication platform, the *So. Maryland, So Good Buyer Grower Exchange* on Facebook, in partnership with Anne Arundel Economic Development Corporation (AAEDC) and hotel/caterer



Herrington on the Bay. The Exchange is intended to facilitate sales of fresh farm foods between buyers and growers. It resulted from a meeting hosted by Herrington on the Bay where participants evaluated the

quantities of local farm products (meats, dairy, produce, wines, seafood) and discussed ways to collaboratively facilitate purchasing, aggregation and delivery.

The pilot 'closed group' Facebook page was established as a test exclusively between the group members and is jointly administered by SMADC, AAEDC and Herrington on the Bay. Currently, the Exchange has 29 participants consisting of farmers, chefs, restaurants, caterers, and stores located in the Herring Bay area on the Anne Arundel/Calvert county lines. The platform is expected to take on a life of its own in response to the group's supply and demand. SMADC will assess the pilot forum in the fall of 2015, and if successful, may replicate the initiative and/or open the Exchange to a larger audience.

Farm to Table Retailers

Launched to coincide with the 2015 statewide Buy Local Week in July, SMADC published a new online 'Farm to Table' listing of regional businesses that purchase and promote farm products grown and produced exclusively by farms in Southern Maryland.

The SMSG Farm to Table List provides a one-stop shop for consumers who are eager to find locally grown farm products. Available to view or download on the So. Maryland, So Good website (www.somarylandsogood.com), the 'Farm to Table List' showcases stores, restaurants and other businesses committed to buying and promoting locally grown farm foods. To be included, restaurants and stores go above and beyond to educate their customers about the farms and farmers which supply them.

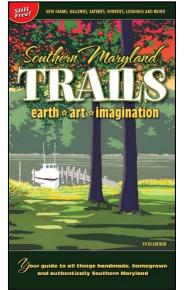
The website includes basic contact information, and features a special section that indicates whether the venues purchase locally year-round or seasonally, which product categories they offer regularly (such as meats, dairy, wine, seafood, produce) and if the featured businesses participate in the Buy Local Week, host special events with local foods, actively promote local farms by name and also train their staff about the farms products offered. The Farm to Table List is free and is updated as applications are received.

Highlights FY'15:

- So. Maryland, So Good Buyer Grower Exchange launched (29 buyer/sellers join).
- New Farm to Table Listing launched (13 venues listed in July).
- 360 farms (12 new in FY'15), (348 in FY'14) listed throughout all of SMSG websites, guides and contact lists in 2015.
- 2015/2016 Farmers Market Guide listing 29 Southern Maryland Markets and 12 additional markets in MD, Metro DC and VA hosting Southern MD farm vendors (7 new So. MD markets in FY'15).
- 2015/2016 Farms for the Holiday's Guide listing 67 agricultural businesses (wineries, farms, seafood, retail venues).
- 4 SMADC/SMSG workshops benefitted 141 individuals/farm businesses.
- SMADC website over 64,000 unique visits in FY'15.
- SMADC Facebook page registered over 11,000 total 'daily reach' for the period.

http://www.smadc.com/programs/smsg.html

SOUTHERN MARYLAND TRAILS: EARTH, ART, IMAGINATION



Cultural tourism continues to grow as a lucrative alternative for regional farms and businesses.



SMADC has connected area farms with arts, eateries and other public venues and businesses to enhance cross promotion, profit opportunities and build a sense of local awareness and community.

This cultural program provides economic benefit to Southern Maryland by developing farms for agritourism and offering visitors a unique and authentic experience of the region's culture and living heritage. The program facilitates innovative partnerships between farms, artists, related heritage sites, parks and businesses. The program also seeks to educate the local community on the importance of sustaining Southern Maryland's natural beauty and rural character. Workshops, networking opportunities, and promotional materials are provided for partner sites. The trails guide features individual trails sites as well as themed day and weekend itineraries.

As farmers connect more directly with consumers, agritourism has become a growing segment of Maryland agriculture and an important source of income for our farmers.

Agritourism sales grew 142% in Southern Maryland between 2007 and 2012 according to the 2012 USDA Census data. Agritourism provides not only an additional revenue stream but also enhances sales of value-added products directly to consumers.

Maze Craze Promotion - At the request of Trails participants in FY'15, SMADC developed a campaign to promote the region's corn maze farms during the peak season. Five Trails agritourism farms participated to cross-promote their mazes and associated on-farm activities (Spider Hall Farm, Calvert, Middleton's Cedar Hill Farm and Zekiah Farms, Charles County, Montpelier Farms, Prince George's and Forrest Hall Farm, St. Mary's). A postcard was designed to advertise the campaign and offer a 20% discount (off admission) incentive. Consumers were encouraged to visit each of the advertised farms to validate and complete their cards and be entered in a 'drawing' to win a grand prize (determined by each farm). 5,000 promo-cards were printed and distributed, and were also available on the Trails website. Farms agreed to pay a portion of the

print/design cost. The Maze Craze was advertised in press releases, on the Trails website and at participating farm venues.

www.somdtrails.com

FARM SHARE: EQUIPMENT AND ENVIRONMENTAL STEWARDSHIP

The NEED and CHALLENGE

Farm equipment is expensive, and many farmers find it cost-prohibitive to purchase equipment that is used only a few times a year. Over-tillage has been shown to be harmful to the environment.

WHAT'S SMADC DOING

Beginning in 2010, SMADC invited agricultural entities to identify farm equipment needs that would be shared and rented by farmers across the Southern Maryland region. Funds were made available to purchase the equipment. Priority was placed on equipment that promoted long-term environmental benefit to the Chesapeake Bay and/or supported new farm initiatives, such as wine grape growing, and small scale, urban farming operations.

The equipment is managed by local agricultural entities. Rental fees are expected to cover routine maintenance and other costs of the program, such as insurance. SMADC is planning a meeting in the fall of 2015 with all the managing entities to discuss the program, review any underutilized equipment and take steps to make the program even more successful.

The equipment is listed on the "farmer resources" page of the SMADC website, and on the websites of the managing entities.

Highlights (2015):

- 38 pieces of equipment have been purchased and are available for farmers to rent across the region (See Southern Maryland Farm Share Equipment List attached).
- 2,660 acres positively impacted by conservation tillage across the five counties, an increase of 6% from FY'14 (2,500 acres).
- The no-till drill is the most demanded piece of equipment. There are four drills between three counties.

Partners: Anne Arundel Economic Development Corporation, Calvert Farm Bureau, Calvert Soil Conservation District, Charles County Farm Bureau, Charles County Soil Conservation District, Prince George's County Soil Conservation District, St. Mary's County Farm Bureau, St. Mary's Soil Conservation District.

http://www.smadc.com/farmRESOR/equiprental.htm

AGRITOURISM: HIGHWAY SIGNS - MARYLAND PILOT PROGRAM

Initiated by Charles County and SMADC in 2011, an Agritourism Signage Program was developed with Maryland State Highway Administration (SHA), Maryland Department of Agriculture (MDA) and local farmers. The program permits highway signs directing the public to agritourism farms that meet specific criteria. The program was launched in 2013, and applications from two Charles County farms (Serenity Farm and Zekiah Farms) were approved by SHA and MDA, and signs were installed in March 2014. The program was adopted and is available to farms statewide, however these farms remain the only two in the state to have received approval and signs.



Eligibility criteria for the program requires participating farms to be open to the public a minimum of six months of the year (at least four days a week and at least six hours a day). Farms must also have an established (or self-guided) educational tour and/or host public events, such as festivals, fairs or workshops. Each individual county must agree to participate in the program. SHA and MDA have the authority to approve applications and determine the number of signs applicable per site. The cost of the signs can be prohibitive, therefore in Southern Maryland, SMADC has offered to provide matching grant funds (pending availability) for the purchase and installation of signs for up to three farms in each of the five counties.

State-wide challenges

Of the 23 counties statewide, 11 have signed endorsements from the county legislature for the Agritourism Signage program. In Southern Maryland, Calvert, Prince George's, St. Mary's counties and Charles have endorsed the program. Eight counties are moving ahead to develop county regulations to facilitate the signage program (Calvert, Prince George's and St. Mary's in So.MD). SHA is currently accepting MDA approved applications from 9 counties (including Prince George's and Calvert). Two applications are under review from Howard County and Carroll County.

The Maryland Agriculture Marketing Professionals (AMPS) report some applicants are experiencing problems as the SHA agritourism signage requirements are in conflict with counties' permanent off-site directional signage programs and in some cases may necessitate changes in legislation (Anne Arundel). Farms are also finding it difficult to meet the criteria to be open four days a week, six hours a day and six months a year.

Equine farms are researching the opportunity to apply for signage. Two Anne Arundel County farms, participants in the newly launched Maryland Horse Industry Board Discovery Center Program, could potentially meet Signage Program criteria. These centers offer a range of experiences, hands-on educational activities, farm tours and riding lessons year-round.

Highlights in So. MD:

- 2 Charles county farms approved for state signage in FY'14. Signs installed.
- 4 Southern Maryland counties signed endorsements (Calvert, Charles, Prince George's, St. Mary's).
- 3 Southern Maryland counties developing local regulations to include signage (Calvert, Prince George's, St. Mary's).

• 3 Southern Maryland farms are in process pending local county approval (Montpelier Farms, PA Bowen Farmstead, Forrest Hall Farm).

<u>Partners include</u>: Charles County Planning and Zoning, Maryland State Highway Administration, Maryland Department of Business and Development, Maryland Department of Agriculture, Charles County Farmers.

PROVIDING FARMERS RESOURCES TO BE PROFITABLE

REGULATORY, OMBUDSMAN AND BEYOND

A 2015 Maryland Department of Agriculture survey of young farmers reported over 50% of those surveyed cited burdensome regulation as one of the top five obstacles facing young farmers' progress to prosperity.

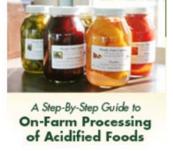
SMADC's regional and statewide programs strive to create economic opportunities for farmers and provide the research, resources, information and support for existing and new farm entrepreneurs to be successful. More and more farms are engaging in value added production and agritourism to capitalize on the profit potential these products offer: to make the most of the season's bounty, minimize waste and in particular to extend seasonal sales to earn additional income through the fall and winter months when fresh product is limited.

It is anticipated the FDA Food Safety Modernization Act (FSMA) may increase the impact of regulatory compliance for food production, as focus shifts to heightened preventative controls, potentially inhibiting

on-farm production of value-added products and produce for retail/wholesale markets. To complicate further, in Maryland, the DHMH Departments for Facility and Process Review and Milk Control have experienced staff shortages which resulted in protracted turn around for license applications annual reviews and inspections.

The Challenge:

Increasingly, as farms innovate to expand their profitability through valueadded production and agritourism, SMADC staff are sought out regionally and statewide to help navigate the complex and frequently time-consuming regulatory requirements of multiple federal, state and local (FDA, USDA, DHMH, SHA) agencies and zoning departments which oversee food



A Maryland FarmLINK Info Guide

production and farm enterprise. SMADC staff support is carefully assessed to ensure time spent ultimately benefits more than one farming enterprise in the region (industry building – meats, dairy, acidified, agritourism, etc.)

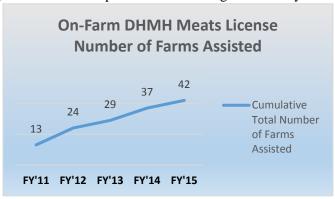
SMADC's modus operandi has always been "let's not say NO, let's say HOW" and works cooperatively with farms and agencies to achieve compliance and mutual goals. In order to facilitate and streamline regulatory oversight of on-farm value-added enterprises, SMADC has developed a close working relationship with DHMH to speed up the time required to inspect, review, and license on-farm enterprises. SMADC's role has become an essential component of DHMH's out-reach to on-farm processors. SMADC staff continue to facilitate joint workshops for regulatory updates, support for ongoing record keeping, process reviews, and license applications and as needed, provide a vital regulatory information conduit for the farming community.

What's SMADC doing?

SMADC has put in place a variety of online tools, tutorials and template resources designed to easily

access local and state regulatory compliance guidelines for Acidified Foods and the On-Farm Processor/Meats License application, and created a zoning tutorial describing planning and zoning issues for the entire region for those wishing to start a new farm enterprise.

Additionally SMADC staff is available if requested, to assist with one on one consultation. SMADC is currently considering elevating the implementation of an 'ombudsman' program to facilitate increased demand for knowledgeable assistance for farms.



FY'15 Highlights:

- 1 new baked goods certified/approved kitchen.
- 1 new acidified on-farm processor certified/approved for production.
- 4 new acidified recipe submissions facilitated/approved (Cornell, FDA, DHMH).
- 4 acidified foods (pickles) on-farm processors annual process reviews facilitated.
- 4 acidified on-farm product state laboratory sample collections facilitated.
- Clover Hill Dairy: bulk milk trailer approved, 4 new recipes approved, numerous SOP revisions assisted.
- 5 new on-farm processor meat licenses.
- HACCP certification completed for mobile meat processing trailer, USDA inspection preparation and meat labelling assistance.
- 2 Acidified Foods BPSC scholarships awarded.

Ongoing and Next:

- Small grains assist on-farm certification for one on-farm portable grain milling enterprise.
- Brewing company assist preliminary research on regulatory requirements for beer-based jellies.
- Clover Hill Dairy assist Center of Milk Control compliance/approval for new storage addition.
- Acidified SMADC will work with DHMH in FY'16 to update acidified tutorial and add "what's next" component for on-going compliance and record keeping.
- Slaughter process research zoning allowable uses definitions for Southern Maryland.
- Group GAP certification SMADC plans to explore implementation once USDA approves group certification.

<u>Partners include</u>: St. Mary's County Economic Development, College of Southern Maryland, Maryland Department of Health and Mental Hygiene, Cornell University, University of Maryland Extension, Infectious Disease & Environmental Health Administration - Center for Milk Control, Food and Drug Administration, United States Department of Agriculture, Maryland Department of Agriculture, State Highway Administration, Department of Health and Mental Hygiene.

www.smadc.com

MARYLAND TOBACCO BUYOUT

Fifteen years ago, the Maryland Legislature put in motion an innovative program known as the Tobacco Buyout. Using a modest portion of funds from the Master Settlement Agreement, Governor Parris N. Glendenning vowed to, "close the book on Maryland's tobacco heritage and improve the health and quality of life for all Marylanders."

The goal, however, wasn't to simply pay farmers to stop growing tobacco. It was important to state legislators that the Tobacco Buyout program also help preserve farmland in southern Maryland and aid former tobacco farmers in transitioning to more profitable and life-sustaining crops. Three priorities were identified by the Governor's Tobacco Crop Conversion Task Force 1) buyout and transition; 2) land preservation and 3) infrastructure development.

The Tobacco Buyout payments have now concluded. Ninety-two percent of the 1998 eligible tobacco were taken out of production for human consumption as 854 growers have taken Maryland's Tobacco Buyout. This represents 7.65 million pounds of tobacco and 83% of Maryland's producers.

LAND PRESERVATION AND STEWARDSHIP

AGRICULTURAL LAND PRESERVATION:

The land preservation component of the Tobacco Buyout should not be understated. While the buyout of individual farmers radically changed the *culture* of agriculture in the five-county region, investment in land preservation has made a significant impact on the region's agricultural industry. Land preservation efforts have slowed the development of prime agricultural land, helped to stabilize farming operations and foster renewed enthusiasm for agriculture in Southern Maryland.

For years, the demand from farmers wishing to sell conservation easements has far outpaced the available resources from county and state land preservation programs. There are currently 62 farms with land preservation applications in southern Maryland for the 2015 cycle. Funding for both state and local programs has been inconsistent over the past decade and land values have also been extremely volatile in the past several years. In 2002, the average cost per acre for the MALPF program statewide was \$1,958. By 2012, the average cost per acre had increased to \$4,522, reaching a peak in 2009 at \$6,880 per acre. The combination of these factors resulted in modest gains toward the acquisition of new conservation easements during the past decade.

SMADC has received full or partial funding for land preservation in all but one year (2012). Those funds helped the five counties in southern Maryland to leverage more acres than they would have been able to otherwise. And, those funds enabled Prince George's county to begin a land preservation program. Without SMADC's land preservation efforts, far fewer farm acres would have preserved.

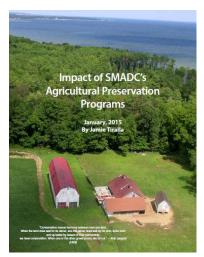
Proximity to urban areas has always been posed as a threat to Maryland agriculture, but it also presents an opportunity. Since its inception, SMADC has been working on programs and initiatives to help Southern Maryland farmers to take advantage of the local food movement. Located in the backyard of the nation's 4th largest metropolitan area, many of the region's farmers are now tapping into an area food budget that is estimated at \$26 billion.

Beginning in 2014 and through FY'15, through its FarmLINK program, SMADC helped to facilitate several realtor training classes throughout Maryland. The course equips realtors with the tools and information necessary to help their clients identify, analyze and purchase or lease farmland in Maryland. To date, more than 100 realtors from 16 counties have successfully completed the course (See FarmLINK).

The Future of Land Preservation

The change to Southern Maryland agriculture has not been without its challenges. But in just fifteen years, the attitudes of many have shifted from worry to optimism. With a renewed sense of enthusiasm, SMADC can build on the momentum over the next ten years. Funding for the Cigarette Restitution Fund will continue to flow to the state through 2025. SMADC hopes it will continue to receive the 5% share promised to Southern Maryland's farmers.

Land preservation is a key aspect of those efforts. Having a stable land base is instrumental in securing the economic future of agriculture in the region. Farming is hardly possible without land. New farmland is not being made. Aggressive strategies and incentives are needed to preserve the existing farmland and attract future farmers not just to the five-county region - but the state as a whole.



Land preservation is a high priority for SMADC, as Southern Maryland has been one of the fastest growing areas in the state. The average age of the tobacco farmer is now well into their 70's. SMADC's funds permit the counties to place a priority on former tobacco farms through matching funds. These funds assure that farmland will persist not just for today, but for farmers and food production into the future.

Highlights (FY'15):

SMADC funds:

- 982 acres (10 farms) directly preserved in three counties (8 Calvert, 1 Prince George's, 1 St. Mary's).*
- Resulting in 16,176 cumulative acres over the 13 years of program funding.

SMADC plus leveraged County program funds:

- 35,174 acres (306 farms) cumulatively preserved in the five counties.
- SMADC has actually surpassed the FY '15 and FY '16 goal of 35,000 acres preserved. Recommend the FY '16 goal be increased to 36,000 of preserved acres.
- 2,660 acres positively impacted by conservation tillage across the five counties, an increase of 6% from FY'14 (2,500 acres) (see Farm Share Equipment).
- A report on the Impact of SMADC's Agricultural Preservation Programs, authored by Jamie Tiralla was commissioned and published (See www.smadc.com).

*Note: Acres reported at the end of each fiscal year include properties that are approved by the counties and waiting settlement, thus funds are encumbered for those specific properties and attributed to this fiscal year.

FOOD, FARMS AND HEALTHY COMMUNITIES

SOUTHERN MARYLAND FARMERS' MARKETS

Farmers' markets have gained popularity over recent years for a number of reasons: more informed consumers, interest in eating healthy, desire to support the local growers and the economy, and heightened awareness of the issues related to food safety and wanting to know where one's food comes from. They also provide a source of income for direct-market farmers. Farmers' markets can also be a means to provide fresh food to the underserved communities, while also boosting income for farmers. SMADC has developed initiatives to each of these.

SMADC Support

SMADC assists farmers' markets in the five counties (Anne Arundel, Calvert, Charles, Prince George's and St. Mary's) through education, promotion, advice for start-up, soliciting farmers, and acting as a conduit of information about regulations and other pertinent information.

SMADC hosts workshops for farmers' market managers to keep the markets up to date with new incentives, opportunities and regulations. SMADC has provided administrative support to individual markets in applying for grants for EBT/SNAP incentive funds. Additionally, for several years SMADC produces an annual directory of farmers' markets throughout the five-county region. The brochure features a chart of what's in season when and lists which markets provide EBT/SNAP.

SMADC provides promotional assistance grants directly to farmers' markets where the majority of farm vendors are from Southern Maryland. The grants range from \$500 - \$2,000 per market. Since 2003, over \$242,000 has been awarded to eligible farmers' markets for promotion. In 2014, gross revenue from these farmers markets was approximately \$2.4 million, from 266 Southern Maryland vendors. Over the years that SMADC has worked with markets, a cumulative estimate of \$25 million has been earned through the markets; which amounts to a \$47 million impact on the local economy, as farms and their employees reinvest their earnings in the community. For a relatively small amount of SMADC grant funds, the overall return on investment in the farmers' markets has been significant.

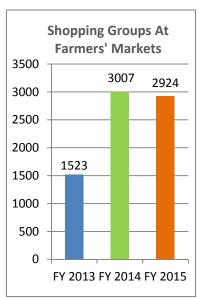
Trends:

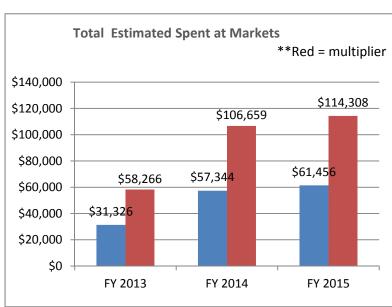
We see an increase in the number of specialty vendors at markets such as wineries, meat producers and breweries. Many surrounding businesses and management companies view farmers' markets as an asset, and are soliciting more markets and actively supporting and promoting them. This has two ramifications, while the increase of markets may have an economic benefit in the surrounding communities; farmers complain that too many markets decrease sales at any one venue.

Farmers' Market Economic Surveys

In order to fully appreciate the economic and social impact of Southern Maryland farmers' markets on the local economy, SMADC has conducted consumer surveys at markets. The number of shoppers is recorded, along with a customer survey. Analysis is enabling SMADC and the markets to better understand the impact of the market on the local communities. These surveys also help vendors, market managers and local community government better understand their customers. Through the surveys, markets can also better understand the needs and wishes of their customers.

Five markets have been continuously surveyed for three years, and in 2015, staff will conduct a 4th survey round. Surveying over a number of years should average out abnormalities in any given year. Data and highlights are shared with the individual markets. The following graphs show preliminary data from the original five markets.





Results are for a single market day on a specific date. Note: Shopping group is typically 1.6-2.0 people; SMADC used 1.8 as the average number. Counts take place hourly, 20 minutes after the hour. The estimated attendance is determined by multiplying the total of the hourly counts by 3. Shopping groups are determined by dividing the est. attendance by 1.8.

Thus far, in 2015, preliminary data for five markets shows following:

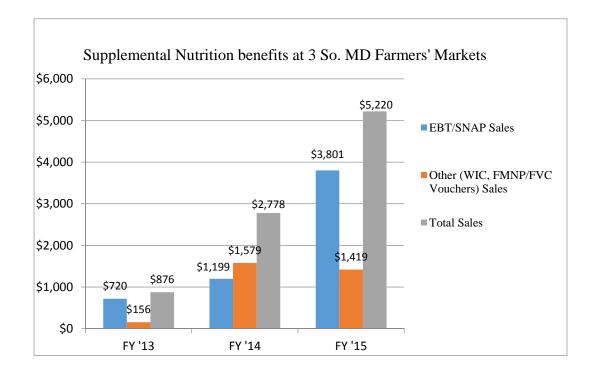
- 83% of all patrons of these markets primarily came out exclusively for the market (may depend on market location and proximity to other businesses).
- Patrons surveyed spent \$15 \$24 at the markets on day of survey.
- An estimated \$4,000 \$23,000 was spent at the markets on day of the survey.

Increasing Access to Fresh Food for the Hunger Community at Farmers' Markets

Several federal nutrition assistance programs have been established to help needy families attain better access to fresh farm food, such as the Supplemental Nutrition Assistance Program (SNAP), Farmers' Market Nutrition Program (FMNP/WIC), and Fruit and Vegetable Check (FVC) program. The primary challenge to make farmers' markets accessible to low-income shoppers is the technology and administration required to accept SNAP benefits. In Maryland, all SNAP benefits are redeemed through Electronic Benefits Transfer (EBT) machines. Debit and credit cards can also be swiped through the EBT machines which allow the market to earn income through transaction fees. SMADC assisted two markets to obtain EBT machines (Home Grown Farm Market in Lexington Park and the Waldorf Farmers' Market). There are 10 markets in Southern Maryland that now accept EBT; five have received marketing assistance from SMADC.

This marks the third year accepting SNAP benefits for the two markets SMADC assisted. These two markets were able to incentivize all federal nutrition programs (SNAP, FMNP and FVC check) by providing up to \$10 "Bonus Bucks" per transaction to purchase more fresh food. Although the grant that allowed these markets to offer incentive funding has ended, SMADC has assisted the markets in submitting applications for additional funds.

<u>Partners include</u>: Waldorf Farmers' Market, Charles County Department of Social Services, Charles County Department of Community Services, Home Grown Farm Market, Maryland Department of Agriculture, St. Mary's County Economic Development.



FOOD, FARMS AND HEALTHY COMMUNITIES

HUB AND SPOKE PROGRAM



This program seeks to bring fresh farm food to the hunger community, while enhancing profitability for farmers in partnership with a regional non-profit, Farming 4 Hunger (F4H).

The Hub and Spoke Task Force formed in FY'12 to identify effective ways to improve distribution of fresh, locally grown produce to food-insecure families in Southern Maryland. Staffed by SMADC, the Task Force met with many members of the community, including public

health officials, University of Maryland educators, food banks, farmers, churches, pantries, Department of Corrections, and School Superintendents to assess the needs of the community and develop a series of recommendations.

The Hub and Spoke Task Force proposed a three-year pilot program in which fresh, locally grown produce donations from farmers/gardeners would be distributed to needy families in the five counties of Southern Maryland. Edible produce may be brought to a central site (Farming 4 Hunger) which then distributes the food to the hunger community through mobile food drops at targeted sites (Spokes) in the community such as churches, schools or pantries. Alternatively, farms can directly donate to Spoke sites.

In FY15, SMADC funds provided a refrigerated truck and warehouse space for F4H, thus enabling F4H to engage 29 farmers from Southern Maryland, bringing 1.2 million pounds of local, fresh farm food to the working poor and \$191,000 dollars to the farm community in 5 months. Fresh produce from local farms was picked up by F4H, aggregated and delivered within an unprecedented 24-48 hours of harvest time to the local community, thus keeping the "food miles" with the region, and the produce fresher and more nourishing. Engaging new farmers in the region significantly enhanced the diversity, quality and freshness of farm products for the hunger community.

The project has provided farmers with a sense of hope, knowing that there was a market for their "seconds, ugly tomatoes, surplus or dropped accounts by large wholesalers," and provided an outlet for what would otherwise be considered food waste in society. Farmers have indicated willingness to plant more produce in FY'16, and more farmers have expressed interest in joining the project. Therefore, we plan to continue the partnership and expansion of the Hub and Spoke program into the future. Through this partnership, F4H plans increase its food distribution in FY'16.

As a result of the project and the truck provided by SMADC, F4H will now be able to grow and deliver food to institutions. As a result of the connections made, Charles County Public Schools is interested in teaming up for the FY'15 season. We hope that all of this work will incentivize farmers to grow more food in the region.

Economic benefit for local farms

Twenty nine local farms have teamed up with F4H, and in FY'15, F4H tripled the number of fresh produce drops. Farmers were able to make a small profit as F4H provided between \$2.50-\$3.00 per bushel through an agreement with the Maryland Food Bank. Although the price may change with supply and demand, previously the farmers received only \$1.50 per bushel for donated food. Thus, participating farmers doubled their economic benefit. In Prince George's County alone, over 91,000 pounds of produce were picked and distributed from one farm between August and October 2014. According to the farmer, most of this would otherwise have gone to waste.

Farm Food Donation Tax Credit (financial incentive for farmers)

A key component of the Hub and Spoke model is an economic incentive to reimburse farmers a portion of the cost of the harvest, packaging, and delivery. The Hub and Spoke Task Force formally ended in June

2014 as the Farm Food Donation Tax Credit Bill was not taken up by the House in 2014 (SB 670). The H&S project continued regardless. In December 2014, the Task Force met to formulate a strategy for 2015. The tax credit bill was re-introduced in January 2015 (Senate Bill 0280 / House Bill 0359) "Income Tax Credit - Qualified Farms - Food Donation Pilot Program."



The bill would have allowed "a qualified farm a credit, for tax years 2015 through 2017, of up to \$5,000 against the State income tax; providing that the credit is equal to 50% of the value of an eligible food donation or 75% of the value of donated certified organic produce; providing that, for a fiscal year, the total amount of tax credit certificates issued may not exceed \$250,000; reestablishing the Task Force to Study the Implementation of a Hub and Spoke Program in the Southern Maryland Region; etc." It was envisioned as a pilot for the rest of the state. The initiative garnered interest from as far away as the Food Law and Policy Clinic at the Center for Health Law and Policy Innovation at Harvard Law School, who submitted a letter of support. The bill was not addressed during the 2015 winter legislative session.

Despite the lack of passage of the Maryland tax credit bill, SMADC still aims to help increase the number farms donating fresh produce to the hunger community through the Hub and Spoke program. Where it makes sense logistically, some farms donate directly to Spokes in their community. For example, as result of the Hub and Spoke program, a large produce farm in Charles County has donated several thousand pounds of fresh, organic produce to a food pantry in Charles County that serves up to 100 people in need a week. The partnership has gone so well that the pantry has not had to buy canned vegetables and fruits, thus providing its community fresher and tastier foods. The farm is a four season farm, which allowed for produce to be delivered throughout the year. This farm, and others who donate regularly, did not receive funds and would have received the benefit of the Maryland Tax Credit for Farm Food Donations, had it existed. SMADC will continue to work closely with Farming 4 Hunger, farmers, and the spoke sites to assist and enhance getting fresh farm food to the hunger community.

Five additional food pantries/soup kitchens (two in Calvert, one in Charles, one in Prince George's, and one in St. Mary's County) have had a similar experience. By picking up farm fresh produce directly from the F4H on a recurring basis, these pantries are now able to provide more nutritious meal options to their clients. Additional groups have asked to participate, and SMADC is researching how to put this part of the program in place for FY'17, assuming the Maryland Tax Credit bill is passed by the Maryland legislature.

Hub and Spoke Assessment Tools:

In addition to measurements such as the number of farms, spokes, families, pounds of food, time and food miles, SMADC and F4H created a test survey to be administered at drop sites in FY'16. Overall recipients were pleased by the freshness of the produce, the delivery, and service of the program.

In the fall, SMADC was contacted by the Johns Hopkins School of Public Health who was interested in developing additional tools to evaluate the Hub and Spoke program. A graduate student at the Johns Hopkins University Bloomberg School of Public Health partnered with SMADC to develop a health assessment tool to measure the health impact of the Hub and Spoke program. It will be modifiable for use

in other communities. The tool will provide information beyond basic measures such as the extent of unmet need for fresh food, knowledge, attitudes, and behaviors about fresh food, and the program's impact on social well-being and community engagement. The new assessment tool will be administered during the 2015 season.

This project will continue in FY'16. Many of the farmers that participated in the program with F4H have indicated they will grow more food this year, knowing there is market for it and that it helps address a growing societal problem.

Highlights in FY'15

- Increased distribution of F4H fresh food deliveries to 75 locations in Southern Maryland in 2014 (up from 10 delivery sites in 2013).
- 29 Southern Maryland farms participated in 2014 (up from 2 in 2013).
- 1.2 million pounds of local, fresh farm food distributed to the working poor.
- \$191,000 dollars to farmers in 2014.
- Diversity, quality and freshness of farm foods increased: 12 kinds of vegetables and fruits were offered (up from 3 vegetables in 2013).
- Turnaround time from harvest to the hands of the needy increased; food was harvested and delivered within 24-48 hours (versus 2013, when delivery via Baltimore could take significantly longer).
- Reduced mileage and trucking costs of shipped produce.
- Increased direct farmer to food pantry relationships (Spokes), increasing fresh produce to the hunger community.

Next Steps (FY'16)

- Administer and evaluate the Hub and Spoke Health Impact survey.
- Increase distribution of fresh food deliveries in Southern Maryland.
- Increase connections with local farms and the Hub and Spoke program.
- Engage with additional sites for new farmer incubation.
- Implement the tax credit bill.
- Increase education and outreach.

<u>Hub and Spoke Partners include</u>: Farming 4 Hunger, Johns Hopkins School of Public Health, National Good Food Network, Town Creek Foundation.

FOOD, FARMS AND HEALTHY COMMUNITIES

SOUTHERN MARYLAND FOOD MAPS

In the course of SMADC's research, it became obvious that communities in need must be identified differently in rural areas versus urban areas. Maps created by the United States Department of Agriculture (USDA) did not validate what is truly seen on the ground. SMADC recommended new ways of identifying areas of need and food deserts based on school data, and developed



maps showing public transportation lines, schools, food distribution sites, and grocery stores. SMADC worked with the Johns Hopkins University Center for a Livable Future to create food maps for the five

counties of Southern Maryland. In FY'15 the Southern Maryland Food and Farm interactive map was publically launched and publicly available on the SMADC website under Food, Farms, and Nutrition.

The Southern Maryland Food and Farm maps include:

- Farms, Farmers' markets and farm stands.
- Supermarkets and small food stores.
- Food deserts.
- Food banks/warehouses.
- Overlapping layers of income, population, and health statistics.
- Schools that provide free and reduced meals (FARM) to children.
- Nutrition assistance offices (SNAP, WIC).
- Hub and Spoke locations for distribution for the hunger community.
- Public transportation lines.

Next Steps (FY'16)

• Continue to build and refine the Southern Maryland Food and Farms Map and share the data with Johns Hopkins for the Maryland Food System Map.

<u>Partners</u>: Farming 4 Hunger, Johns Hopkins Center for a Liveable Future, Town Creek Foundation, Calvert County Government, Department of Community Planning and Building.

FOOD, FARMS AND HEALTHY COMMUNITIES

MARYLAND FOOD HUBS - REPORT AND CONVENINGS

In response to a request from the Maryland Legislature, in 2014, SMADC prepared a summary report of emerging and existing food hubs across Maryland, many of whom did not know each other existed, and offered to update the report annually. The first report was delivered in September 2014.

SMADC also convened the new and emerging Food Hubs for a training session with the Town Creek Foundation and the Wallace Center in 2015, and is planning a follow-up convening in November 2015.

The Maryland Food Hub Report

SMADC conducted a study on existing and emerging Food Hubs in Maryland with an eye to identify collaborative and synergistic initiatives between the hubs as appropriate. SMADC undertook this report through a transparent process, inviting all hubs willing to participate. A substantial amount of initial information was compiled through an exhaustive web search. A survey was then sent to all Food Hubs that could be identified in Maryland, with a relatively good response rate. The report helped identify areas of need and provided a blueprint for the state.

The report was shared with the Food Hub and sent to to the Maryland Department of Housing and Community Development and the Maryland Department of Agriculture. It is publically available at www.smadc.com under Food/Farms/Nutrition. An updated report will be published in FY'16 (September 2015).

SMADC was also awarded grant funds to explore national trends and explore further collaborative opportunities for Maryland Food Hubs with the Wallace Center at Winrock International and National Good Food Network in FY'16. These findings will be shared with the Hubs and a summary compiled in a supplemental Maryland Food Hub Report.



Food Hub Convenings

In FY'15, the first-ever convening of Food Hubs in Maryland was held in Baltimore by the Town Creek Foundation. The event was very well received and many requested that the meetings be continued, perhaps at the various Food Hub sites to facilitate learning.

SMADC sees value in breaking down the silos that currently exist within the region and across the state. By working together as a group or sub-groups, the Maryland Food Hubs could discover ways to be synergistic with each other, and apply for regional or federal grants, and

collecively work to enhance the sustainability of local food systems.

To this end, SMADC sees tremendous value in sharing lessons learned, cross-marketing, and working synergistically as much as possible, and therefore offered to help coordinate additional convening's in FY'16.

SMADC and the Wallace Center at Winrock International hosted a training session for Emerging and Early Stage Food Hubs in FY'16 (July 2016). The event included an instructor from a Philadelphia Hub (Common Market) and the Wallace Center. The workshop was a daylong in-depth "start-up and capacity-building course" to support the development of food hubs and the decisions needed to create them. The training was targeted to help hubs, entrepreneurs, and communities understand various hub models and make initial decisions about feasibility and business planning, business organization, models, operations, farmers, food safety and regulation, transportation, markets, pricing, financing and raising capital. The workshop provided a clear understanding of what is needed to establish and operate food hubs as viable businesses and as strategies for social impact. The workshop combined discussions and presentations, and provided the participants with take home materials that include the presentation and notes, case studies, topic write ups, and tools.

Eight Hubs attended the workshop (Representatives from Maryland food hubs included SMADC, Chesapeake Harvest, Community FARE, Chesapeake Farm to Table and Garrett Growers Cooperative, Inc. In addition, representatives from outside Maryland attended, including: DC/VA- Arcadia Center for Sustainable Food and Agriculture, VA- Miltons Local, PA- South Central PA)

SMADC is planning a follow-up convening for all Maryland Food Hubs at Common Market, one of the oldest Food Hubs in the Mid-Atlantic, and will continue to undertake periodic convening's for the Maryland Food Hubs as funding permits.

SMADC also held a Buyer Grower workshop in Southern Maryland which included a food hub component. The panel discussion provided a stimulating forum for farm businesses and buyers to explore the opportunities and challenges of selling and buying local products, and discussed regulations for producers and retailers. Invited panelists included farmers, chefs, restaurants and local and regional store owners and buyers.



And, through the Southern Maryland Food Council, SMADC reached out to additional community members to guage interest in the Southern Maryland Ag and Food Center (see sections on the Center and the Council).

Highlights in FY'15

- Researched and published "Existing and Emerging Food Hubs in Maryland" report.
- Hosted the Regional Existing and Emerging Food Hub workshop with the Wallace Center at Winrock International. 8 food hubs attended, 5 from Maryland.
- Hosted a Southern Maryland Buyer Grower Workshop with food hub panel discussion. 65 farmers and retailers in attendance.

Next Steps (FY'16)

- Continue to research and update the Exisiting and Emerging Food Hubs in Maryland report.
- Co-author a Maryland Region Food Hubs report with the Wallace Center at Winrock International, National Good Food Network.
- Continue to host and attend convenings with regional food hubs and wholesale distributors.

<u>Partners include</u>: National Good Food Network, Town Creek Foundation, Wallace Center at Winrock International.

FOOD, FARMS AND HEALTHY COMMUNITIES

CROP HOP: A CYCLING TOUR OF SO. MARYLAND FARMS

Always looking for creative ways to engage and educate the community about the importance of farms and fresh food, SMADC initiated the Crop Hop in 2012. The Crop Hop is a cycling tour of Southern Maryland farms designed to provide a fun and healthy way to learn about our area's diverse agriculture, and raise funds to provide fresh, local farm products to low-income communities in Southern Maryland. The event is for all riders, including avid cyclists and families.



The Crop Hop has the three following goals:

- Connect people to the local food system by improving their understanding of local farms.
- Promote healthy living through a diet of fresh, local foods and physical activities such as bicycling.
- Support those who can't afford to buy locally produced foods by donating proceeds to a local anti-hunger organization to purchase and distribute

fresh local foods.

In its third year, the 2104 Crop Hop took place in Prince George's County. 320 riders chose from one of four routes, including a metric century ride (Silo Century) and a short ride for children and families (the Sprout Route).

Five diverse farms and two parks were featured (Sun Splash Farm, Leighton Horse Farm, P.A. Bowen Farmstead, Bald Eagle Farm, Romano Vineyards & Winery, Mt. Calvert Historical & Archaeological Park, and Merkle Wildlife Sanctuary).



After the ride, participants were provided a picnic featuring local farm foods. The picnic was also open to the public for a fee. Proceeds from the Crop Hop provided \$2,500 to Farming 4 Hunger to purchase fresh, local produce for low-income communities in the region.



Partners include: Local businesses also sponsored the event through monetary or in-kind donations: ATHA War of 1812 Mini Grant, Prince George's County Farm Bureau, Lynn White, Wegman's Grocery, Department of Parks and Recreation, MOMS Organic Grocery, La Plata Coca-Cola, Colonial Farm Credit, SMECO, Oxon Hill Bicycle and Trail Club, Proteus Bike Shop, Greenbelt Co-Op Supermarket & Pharmacy.

In addition to the farms and parks, partners included: Prince George's County Government Public Safety Special Events Coordinating Group, Patuxent Riverkeepers Center, Farming 4 Hunger, Ernshaw Brothers, Inc., Baden Community Center and Moore's Country Store, Pineapple Alley Catering.

2015 Crop Hop

The 2015 Crop Hop is scheduled for Saturday, October 10, 2014 in Anne Arundel County. The route will begin and end at the Smithsonian Environmental Research Center (SERC). The 2015 farm stops will be The Vineyards at Dodon, Griffith Farm, Greenstreet Gardens, Red Top Farm, Obligation Farm and Hot Sox Ball Field.

Highlights (FY'15):

- 320 riders participated (up from 249 in FY'14, a 28% increase in ridership).
- Crop Hop Facebook posts organically reached 8,526 people (Facebook uses the term "organic" to mean "reach that is not due to paid advertising").
- \$2,500 benefitted Farming 4 Hunger (for the Prince George's County hunger community).

www.crophop.com and www.facebook.com/TheCropHop

ADDITIONAL WORK WITH PARTNERS:



SMADC assisted the MedStar St. Mary's Hospital and the Healthy Eating and Active Living (HEAL) Action Team to sponsor a farmers'

market on the "More to Explore" passport program. This program encourages families and youths to explore 22 sites throughout the county during the summer months, while getting outside to receive the wellness and health benefits of



exercise.

<u>Partners include</u>: MedStar St. Mary's Hospital, St. Mary's County Public Libraries, St. Mary's County Health Department, the Healthy Eating and Active Living (HEAL) Action Team.

Plan USA's Global Women in Management Tour – May 2015

SMADC was honored to host a tour for 32 women from 18 countries attending Plan USA's Global Women in Management Program. The tour began at the SMADC offices where they learned about the rural economy, economic advancement, strategic communications, advocacy, policy change and project management from SMADC staff. Several farms were visited:

 Forrest Hall Farm where they heard from several women in leadership positions in the farm community who discussed diversification, marketing strategies, and challenges facing young farmers.



- The recently launched Amish Dairy, Clover Hill, where they shared insights on establishing new businesses, regulatory hurdles, and product development.
- At Farming 4 Hunger the group enjoyed lunch and presentations on providing fresh food to the hunger community, business sustainability, training pre-release inmates, and the role of food councils in the community.
- The final stop on the tour was the beautiful Herrington on the Bay where the group enjoyed discussions on strategic marketing, government support, and responding to consumer demand with regards to fresh farm food.



QUOTE from Participant:

"I am deeply thankful for your wonderful preparation for us to have a great field trip. I have never been to any workshop where I have seen so much, felt so much, learn so much, been taken such good care and of course, eaten so much. I am really touched seeing the farmers smile and proudly share their stories and passion in farm work and contribution to a mentally and physically healthier community. For me, when someone feels deeply happy with what they are doing and is willing to spread their good work to others simply by putting your heart in making food, it is already the biggest achievement though they are facing many challenges."

Other Notable Events:

- Secretary Bartenfelder informal inaugural visit to So. MD farms (5 farms showcased).
- Senator Cardin visit (9 young farmers/ farms showcased).
- SMADC Hosts 2015 Agricultural Marketing Specialists (AMP's) Tour (8 farms showcased).

FOOD, FARMS AND HEALTHY COMMUNITIES

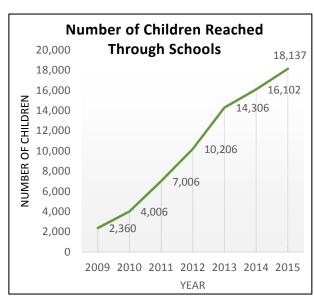
CORNELIA AND THE FARM BAND PROGRAM Addressing Childhood Health and Obesity

SMADC's Cornelia and the Farm Band program was created to educate and excite children and their families about the long term benefits of good health, tasty foods, and supporting local farms. It addresses serious topics such as childhood obesity and exercise in fun and creative ways. The program has grown over the years, and touches children and their families in many diverse ways.

K-12 curriculum was developed in line with the Maryland State Curriculum. Now in its ninth year, much of the educational package is available to view and download from the www.Let'sGotoAFarm.com website for individual classroom and home schooling venues. These materials also continue to be widely distributed at public events and *Farm to School* activities.

<u>Farm to School</u> (Maryland Homegrown School Lunch Week):

The goal of the Maryland Farm to School Week is to encourage the use of locally grown produce in school meals, to promote community partnerships, and to help students connect with local farmers. Throughout FY'15, SMADC's mascot, Cornelia attended five elementary schools, reaching 1,800 students. Cornelia helped the children understand the importance of local farm foods and helped them identify some of the many fun outdoor activities they can experience at local farms. Since 2009, Cornelia has reached over 18,137 students in schools.



Town Creek Elementary School

In November 2014, Cornelia attended Town Creek

Elementary School's Healthy Habits "all school" assembly. 235 students enjoyed Cornelia and each received their own Farm Starter Kit. Cornelia was given an honorarium (\$300) to appear at this event which covered costs and planning time.

Hear Maryland Crunch

In March 2015, Cornelia and staff participated in the Maryland Hunger Solutions "Hear Maryland

Crunch" photo contest to raise awareness of the importance of having a healthy and nutritious breakfast. Cornelia was one of the prize winners of the contest.

Bowie Baysox Baseball Game



On Father's Day, June 21st, 2015, SMADC sponsored their second Bowie Baysox baseball game. Cornelia and staff promoted the SMADC programs: The Buy Local Challenge, The Crop Hop and Maryland FarmLINK. SMADC was also given the opportunity to speak prior to the game, display SMADC banners and distribute

marketing materials. In addition, several 'Cornelia' animated songs were



played on the big screen, Cornelia threw out the first pitch and SMADC radio announcements were played through the entire Baysox season. Cornelia had countless opportunities to interact with the 4,400 fans in attendance.

Blue Crabs Baseball Game

In July 2015, SMADC sponsored the Southern Maryland Blue Crabs (Baseball) first "Farm Fresh" Night. The event featured a small farmers' market prior to the game, informational booths in the concourse, and a display of two working tractors from Part Green Hill Farm. During the game Cornelia, Couch Potato and SMADC staff promoted the Crop Hop, FarmLINK and the Buy Local Challenge Week which began the following day. Attendees were also given the opportunity to take the Buy Local Challenge pledge at the



stadium and receive a special pledge certificate. Cornelia and Couch Potato posed for photos and shared their message with the 3,400 fans in attendance. The Blue Crabs have expressed a desire to host a second Farm Fresh Night next year.

County Fairs

Cornelia and Couch are enthusiastically received at the local County Fairs where they pass their messages to parents and children, and encourage people to visit the SMADC booth. Cornelia and Couch Potato again participated in the St. Mary's County Parade. Cornelia made countless connections with parents and

children, many of whom remembered her from visits to their schools. The last 783 "Cornelia Cooks" coloring books were distributed during the County Fairs.



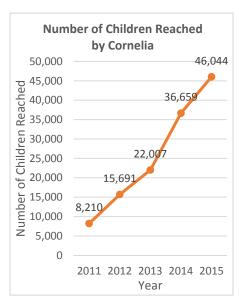
Marine Corps Marathon – Healthy Kid Fun Run For the second year in a row, Cornelia attended the Marine Corps Marathon Healthy Kids Fun Run. Cornelia had an opportunity to share her message

with a portion of the 3,000 children in attendance as well as promote a healthy active lifestyle.

Highlights (FY'15)

- Approximately 9,385 new children were reached at the special events and schools.
- Since 2009, Cornelia has reached over 46,044 children through schools and special events.
- Since 2009, over 18,100 school children have been reached at schools.

www.Let'sGotoAFarm.com



SOUTHERN MARYLAND FOOD COUNCIL



SMADC initiated the creation of the "Southern Maryland Food Council" (the Council) in 2011 to bring a new set of voices to a table concerned with food issues, food access and availability, food equity, and farms. SMADC's specific focus is on increased access to fresh locally grown food, while enhancing farmers' profitability. The Council is open to anyone interested in food issues, including problems of inadequate nutrition and related health concerns in Southern Maryland.

The Councils mission is to: "Bring together diverse stakeholders to integrate all aspects of the food system (production, distribution, access, consumption, processing and recycling) in order to sustain and enhance the environmental, economic, social and nutritional health of Southern Maryland." It strives to provide a forum for education and community discussion on food systems, aimed at identifying opportunities and challenges by engaging speakers from around the region and state. This will (and has already) resulted in stronger community networks between organizations and individuals interested in food-related issues.

Council members have forged partnerships and brought forth ideas for implementation. The Council and SMADC also continue to work with other groups across the region to share information on similar issues and policies. They have met with the Prince George's County Food Equity Council on several occasions to discuss ways in which to work together on initiatives, with the Chesapeake Food Leadership Council, and with the Institute for Public Health Innovation. The Council has sponsored public Networking Events, discussion groups, and has begun hosting a guest speaker from around the region prior to each of the meetings.

Foodways Community Networking Event

The second annual regional Networking Event was held in May 2015 in St. Mary's County. The event was well attended and allowed participants to explore specific food-related issues. Topics of discussion were identified through an online survey, and included community gardens, the emerging Agricultural Business Park and Food Innovation Center, and childhood hunger. During the event, many new connections were made. One in particular, was a cross-cutting connection with SMADC's Hub and Spoke program. St. Mary's Caring,



a food pantry serving the Lexington Park area, was at the childhood hunger table and mentioned a new summer meals pilot program they were starting at two low-income elementary schools, targeted to students and their families. They were set to start in July, but did not have enough food. Farming 4 Hunger was also at the table and, during the event the two groups were able to form a partnership. The pantry is now being provided with fresh locally grown produce for their summer meals program (summer 2015). The partnership is working well to date, and over 1,000 pounds of produce has already been donated as a direct result of the connection made at the Foodways Networking Event.

7th Annual Southern Maryland Hunger Conference

On behalf of the Southern Maryland Food Council, SMADC staff presented to 68 attendees at the 7th Annual Southern Maryland Hunger Conference. This was a valuable opportunity to engage those supporting the hunger community.

Institute for Public Health Innovation (IPHI) Regional Convening

The Food Council also paired with the IPHI to hold a regional Food Policy Brainstorming meeting. The event brought together members of the Food Council and general public to discuss how Food Councils can better collaborate to make changes and support each other across the state of Maryland. IPHI is holding a series of regional convening's to develop a Maryland Food Policy Blueprint for a state level food system.

Highlights in FY'15

- Added Educational Presentations prior to each Council meeting.
- Participated in four meetings with other Food Policy councils from Maryland, D.C. and surrounding states.
- Worked closely with the Chesapeake Foodshed Network on cross-cutting initiatives.

Next Steps (FY'16)

- Finalize revision of its bylaws.
- Third Foodways Networking Event is planned for May 2016.
- Create a 'volunteer' directory to connect those who would like to volunteer in the food community with organizations seeking help. This will include how volunteers can be utilized and organization contact information.
- Possibly undertake a Farmers and Chefs cooking demonstration to educate the public on the importance of local farm foods and ways to prepare them.
- Continue to update the regional Hunger Resource Directory as new information becomes available.
- Continue to connect those in the community who are working on food issues.
- Increase membership on Council.

www.somdfoodcouncil.com

FOOD, FARMS AND HEALTHY COMMUNITIES: FUTURE

SMILE: EDUCATION AND NETWORKING FOR YOUTH



As farms become fewer in number across the state of Maryland, it is increasingly important to find ways to provide educational and networking



opportunities for farm and community youth, stimulate interest in agricultural careers and grow a new generation of farmers. To address this need, SMADC has sponsored the Southern Maryland Invitational Livestock Expo (SMILE) show for 11 consecutive years. The SMILE Expo features fitting and showing, market and breeding competitions for large domestic livestock species and classes for small species (rabbits and

guinea pigs). This year, the much anticipated SMILE community dinner featured live and silent auctions and fun competitions. Educational demonstrations and youth development team games, an important component of the show, foster friendships, enhance participants' skills and appreciation for the region's agricultural heritage. The Rabbit and Cavy (guinea pig) classes offer an opportunity for urban youth and others to compete (who do not have the land and facilities to raise large livestock). The show is

consistently well attended with a record attendance of 102 participants in FY'15, the largest participation recorded for the past 4 years. The SMILE show Board and Stewards strive to improve the show each year and comment cards issued to participants provide vital feedback on successes and areas needing improvement. "The whole show was terrific! I enjoyed the show of course, but the dinner and auction was wonderful. I especially enjoyed knowing (the show stewards) were there to help us." (FY'14 participant survey results).

Highlights (FY'15):

- 102 youth participated from seven counties (Anne Arundel, Calvert, Charles, Prince George's, St. Mary's, Montgomery and Talbot Counties).
- 350 animals were registered for the events (87 Swine, 54 Sheep, 108 Meat Goats, 25 Dairy Goats, 7 Dairy Cows, 27 Beef and 42 Rabbits and Cavies).
- Over \$10,000 garnered in additional sponsorships. The SMILE board continues to actively seek sponsorship grants and donations from other organizations.

FOOD, FARMS AND HEALTHY COMMUNITIES: FUTURE GROWING NEW FARMERS



THE NEED / CHALLENGE:

Within the next 20 years, 75% of the Maryland's farmland will change hands. The average age of a principal farmer in Maryland is 59 and the average age of the former tobacco farmers is well into the 70s. As those farmers retire, they are not being replaced sufficiently. Less than 5% of Maryland farmers are under 35 years of age.

The American Farm Bureau Federation's 2015 national survey of young farmers reports that they are most concerned about the availability of land to grow their crops and raise their animals. Despite increased interest in farming (by those who grew up on a farm, and those who did not), access to land remains a top concern. Furthermore, new farmers who did not grow up on a farm lack access to experienced farmers who can act as mentors.

MARYLAND FARMLINK

SMADC's Maryland FarmLINK program is designed to help aspiring farmers locate farmland and find mentors and business partners. FarmLINK also provides a forum for all farmers to exchange valuable information, such as where to find equipment for rent, educational opportunities, and general topics of interest. The Maryland FarmLINK website provides a one-stop shop for farm resources in Maryland.

Property Exchange: Property for Purchase

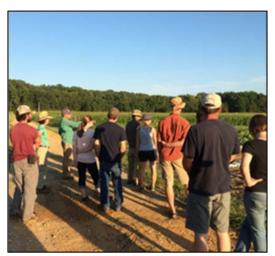
Those seeking farmland are finding properties through FarmLINK for sale or lease, but challenges remain. First, land values in Maryland are nearly three times the national average and it is very difficult for beginning farmers to qualify for farm loans. Second, farmland owners appear reluctant to make their land available for lease, a preferred option for many beginning farmers. Third, most farmland offered for sale is sold through a realtor, but most realtors, particularly those outside the region, are not familiar with the unique characteristics of selling farmland, and may not be not aware that Maryland FarmLINK exists. Staff had hoped that more land owners would make use of the site to post properties for sale or lease. Beginning farmers and those wishing to expand are frustrated that there are so few options.

To overcome these challenges, in 2014 staff directly reached out to real estate agents, Farm Bureau groups, land conservancy associations and land trusts to expand the list of properties available on Maryland FarmLINK. SMADC's FarmLINK Director was certified to teach realtors about the planning and zoning issues related to selling farmland, including land preservation options, right to farm legislation, and permitting. And, in FY'15, SMADC worked with MDA and the University of Maryland to conduct four realtor training classes (2 in Southern Maryland) and 4 land leasing workshops (1 in Southern Maryland).

There are currently over 100 farm properties are listed the FarmLINK website (August 2015). Updates underway to the website management will allow FarmLINK to collect cumulative data on posted properties, however, to protect the confidentiality of property sales, FarmLINK has not been able to monitor when a property has been successfully sold or leased at this time.

Property Exchange: Land Lease Options

Most beginning farmers consider leasing farmland to be the most feasible way to start farming. SMADC/FarmLINK has made a concerted effort to get realtors and land owners to post properties for



lease on the Maryland FarmLINK website. By year's end, there were 34 farms available for lease through FarmLINK. Several new farmers have now made leasing arrangements through FarmLINK.

Fostering New and Beginning Farmers

In 2012, Maryland FarmLINK brought together new farmers to gauge interest in forming a regional Young Farmers' group. The group subsequently formed a very active "Young Farmers' Brigade" Facebook page. In one year, it has grown from 176 members to 287 members this year and is a resource for farmer news and events in Southern Maryland and the metropolitan region.

In FY'14, staff formed a new group of beginning farmers

who meet on a

regular basis to help SMADC learn how to best support the next generation of farmers. The new group, called the Starting, Transitioning, and Returning (START) Farmers' Network, has also highlighted the need to bring together Farm Bureau and non-Farm Bureau farmers, to advocate for Farm-to-Table farmers, and to have a place to share ideas, hopes and resources. In FY 15, staff organized three farm tours for the START Farmers' Network and those were well attended.

New Farmer Incubation

SMADC has been exploring several possible sites for locating a new farmers and/or a farm incubator on public lands and property owned by a non-profit (examples being the Greenwell Foundation and the Wicomico Foundation). Thus far, no successful matches have been made with these large land holders, but we remain hopeful.



SMADC is looking into the possibility of securing land for the purposes of creating an agricultural center for the region, which would include land for new farmer incubation.

Mentor Match Program

FarmLINK's Mentor Match program pairs experienced farmers (mentors) with new or transitioning farm owners/operators (mentees) for one-on-one training, advice and interaction.

Initially, this program was offered by SMADC for the five Southern Maryland counties; however, in the fall of 2012, the Maryland Collaborative for Beginning Farmers Success was awarded funding from the USDA's Beginning Farmer and Rancher Development Program. SMADC partnered in the grant, along with Future Harvest CASA, University of Maryland Eastern Shore, and the University of Maryland Extension (the lead agency) which permitted funds to expand the program Mentor Match program state-wide. The year-long mentoring experience is enhanced with support from the Maryland FarmLINK Mentor Team, which provides technical assistance in farm production, business management, regulations, marketing and funding resources. Invitations to



apply began in FY'14. To date, 46 applications have been received and 17 matches have been formalized (with one additional mentee transfer to a new mentor). Seven of the mentees are located in Southern Maryland. The cost to match a mentor and mentee is roughly \$1,200 per year and about 30 hours of staff time per mentee per year.

The program hosts an Annual mentee/mentor meeting so that recipients can meet and network with each other. In 2014, the meeting included presentations on starting a farm business (from a farmer perspective), liability and labor issues, and upcoming news.

Outreach

Despite the lack of property exchange posts, the popularity of the Maryland FarmLINK website continues to grow. Visits to the site increased 134%, from 53,000 to 124,000. We believe that many beginning farmers and local food producers are using the Maryland FarmLINK website as their one-stop shop for farm resources in Maryland

In FY'14, the website picked up 544 members, an increase of 40%. SMADC's FarmLINK regularly posts current agricultural reports on marketing, food hubs, food processing regulations, etc. In September, 2013, FarmLINK began specifically logging the number of *beginning* farmers joining the website. 103 beginning farmers joined since July 1, 2014 for a total of 278 farmers.

Education and Workshops Calendar

FarmLINK maintains a current calendar of upcoming seminars, workshops and other educational opportunities around the state and region, averaging 30-50 listings.

Additionally, staff maintains the following resources to help farmers get access to land or expand their operation:

- Step-by-step tutorial on "How to Find Soils Analysis Information."
- Zoning tutorial describing planning and zoning for those wishing to start a new farm enterprise.
- "Guide to Land Preservation in Maryland."

- "Tools" page with links to the Farm Share Equipment and other SMADC tutorials, such as the "Guide to Acidified Foods."
- "Realtors Guide to Selling and Leasing Farmland" and a listing of realtors who have taken the FarmLINK Realtor's class.
- Facebook page which is rapidly growing (viewers increased 60% to 538 likes in 2015).
- Twitter feed posting the top 15 -30 tweets per week on current farming stories and events around the state and country. 417 followers in 2014, an increase from 289 followers in 2014.
- Weekly blog providing local perspectives on national stories about farming, marketing, and new farmers. 3,000 to 9,000 views per month.
- Weekly Roundup summarizing and highlighting the best of the week on Maryland FarmLINK. 1508 subscribers, a 37% increase from 2014.
- Calendar current listing an average 30-50 upcoming seminars, workshops and other educational opportunities around the state and region.

What's Next?

In efforts to foster continual learning, FarmLINK is developing a series of on-line mentee profiles, which will be posted in the fall of 2015. It plans a series of blog posts profiling farmers across the region, offering lessons learned and other information, and a series of farm tours of mentee farm.

Maryland FarmLINK Partners include: Accokeek Foundation, Anne Arundel Parks and Recreation Department, Anne Arundel Economic Development Corporation, Calvert County Land Planning and Zoning, Charles County Land Planning and Zoning, Future Harvest, Prince George's County Soil Conservation District, Prince George's County UME, St. Mary's County Economic Development, University of Maryland Extension, Maryland Agricultural Conflict Resolution Service of the Maryland Department of Agriculture, University of Maryland College of Agriculture and Natural Resources, and the Maryland Beginning Farmer Success Project.

Highlights (FY'15)

- 103 properties posted.
- 534 new members (40% increase from 2014).
- 103 new beginning farmer members.
- 175 new farmer members.
- 17 total mentor matches (9 new in 2015), plus 1 mentee transfer to a new mentor.
- 2 START farmers Farm Tours.
- 4 Land Leasing Workshops.
- 4 realtor training classes (2 in Southern Maryland) with MDA and the University of Maryland.

www.marylandfarmlink.com



SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION Southern Maryland Regional Agricultural Strategy 2012—2020

MEASURING FOR RESULTS FY'15

GOAL 1: THRIVING, MARKET-DRIVEN FARMS THAT HAVE THE RESOURCES TO BE PROFITABLE

Resources for Profitability

Measurement forecasted in FY'12: 5 % increase in profitability for key product areas for existing farms by 2015.

Southern Maryland Meats:

- 62,540 pounds of frozen product transported (increase of 21% in FY'15) with an estimated retail value of \$364,698.
- 10 % increase in total sales at retail venues (\$183,640) from FY'14. 100% increase since FY'12.
- 45 producers participate in SMM (5 new in FY'15) with additional 4 pending reviews for acceptance.
- 65 farmers and retailers attended the SMM Buyer Grower Workshop.

Dairy:

- Southern Maryland's first Amish Dairy established in 2014, assisted by SMADC.
- 4,000 lbs. cheese produced per week (three-fold increase since FY'14).
- 17 dairy farms supply bulk milk (44,000 lbs. per week).
- 43,000 lbs. milk processed per week.

Maryland Buy Local Challenge (BLC):

- BLC Facebook page registered close to 2,000 'likes' at campaign mid-point.
- 24 Maryland hospitals/healthcare organizations registered in 2015.
- Maryland Wineries Association, Brewers Association of Maryland and newly formed Maryland Distillers Guild endorsed BLC.

Agritourism:

• SMADC's initiative helped create the Maryland state highway agri-tourism sign program. As of August 2015, only two farms in the state have been approved for agri-tourism signs, both in Charles County.

GOAL 2: FARMLAND PRESERVATION AND ENVIRONMENTAL STEWARDSHIP

Increased acres under farmland preservation

Measurement forecasted in FY $^{'}$ 12: 247 farms preserved, which will result in preserving an estimated cumulative total of 28,200 acres, by 2015, assuming funds are made available.

Agricultural Land Preservation:

• Ten farms containing 982 acres have been directly preserved by the program in three counties of Southern Maryland in FY'15, resulting in 16,176 acres cumulative over the 13 years of program funding (just SMADC program funds).*

- 306 farms containing 35,174 acres have been cumulatively preserved in Southern Maryland (SMADC and leveraged funds by the counties).
- The FY'15 goal of 35,000 preserved acres has been achieved.
- (Recommend the FY'16 goal increase the number of preserved acres to an estimated 36,000 acres)

Farm Share Equipment:

- 38 pieces of equipment purchased and are available for farmers to rent across the region.
- 2,600 acres positively impacted by conservation tillage across the five counties, an increase of 6% from FY'14 (2,500 acres) and an increase from the 1,900 acres tilled in 2013.

GOAL 3: A FUTURE WHERE PROFITABLE FARMS PLAY AN INTEGRAL ROLE IN THE HEALTH AND QUALITY OF LIFE OF OUR COMMUNITY (FARMS, FOODS, COMMUNITIES)

Increased access to farm foods

Measurement: Track the number of underserved that receive fresh, local farm foods.

Farmers' Markets

- 10 Farmers' markets in Southern Maryland now accept EBT. Of those markets, 5 received marketing assistance from SMADC.
- 3 markets with EBT sales of \$5,220 in FY' 15.

<u>Enhanced awareness</u> of the beneficial role farms provide in childhood obesity, nutrition, overall community health, and the environment.

Measurement: Track the number of children exposed to the benefits of local farm foods. 20% more children exposed: 3000 more school children exposed to the benefits of local farm foods in FY'14 and again in FY'15

Cornelia and the Farm Band:

- Approximately 9,385 new children were reached at the special events and schools, well over 20% increase in total students reached since FY'14.
- Cumulatively, nearly 28,000 children have been reached through special events since 2009.
- Cumulatively, over 18,100 children have been reached at schools since 2009.

Crop Hop:

• 320 riders participated in the 2014 Crop Hop, receiving educational tours on five farms and two educational stops, a 28% increase in ridership (up from 249 in 2014 and 185 in 2013).

SMILE:

• 102 youth participated from seven counties (Anne Arundel, Calvert, Charles, Prince George's, St. Mary's, Montgomery and Talbot Counties), up from 93 youth in FY'14.

Increase the number of new farmer enterprises

Track the number of new farms in the region. Measurement forecasted in FY'12: 20 new farmer enterprises by 2015.

Maryland FarmLINK

- 103 properties posted, up from 72 properties in FY '14.
- 534 new members (40% increase from 2014).
- 17 mentee/mentor matches (9 new in 2015, plus one transfer mentee-mentor match).

CROSS-CUTTING

Measurement: Hub and Spoke model developed for Southern Maryland that facilitates distribution of fresh farm food to the hunger community and enhances the economic sustainability of local farms by FY'15 with partners.

- Increased distribution of fresh food deliveries to 75 locations in Southern Maryland in 2014 (up from 10 delivery sites in 2013).
- 29 Southern Maryland farms participated in 2014 (up from 2 in 2013).
- 1.2 million pounds of local, fresh farm food distributed to the working poor.
- \$191,000 dollars to farmers in 2014.
- Diversity, quality and freshness of farm foods increased: 12 farm vegetables and fruits offered (up from 3 vegetables in 2013).
- Reduced mileage and trucking costs of shipped produce.
- Turnaround time from harvest to the hands of the needy increased; food was harvested and delivered within 24-48 hours (versus 2013, when delivery from So.MD via Baltimore took significantly longer).
- Increased direct farmer to food pantry relationships (Spokes), increasing fresh produce to the hunger community.

For more information regarding this program, please contact:

Dr. Christine L. Bergmark, Executive Director, or Cia Morey, Administrator Southern Maryland Agricultural Development Commission P.O. Box 745, Hughesville, MD, 20637

Telephone: 301-274-1922

email: cbergmark@smadc.com or info@smadc.com

web: www.smadc.com

SMADC Staff:

Christine L. Bergmark, Ph.D., Executive Director Greg Bowen, Maryland FarmLINK Director Jennifer Carnahan, Cornelia Handler Susan McQuilkin, Marketing Executive Cia Morey, Administrator Joe Okoniewski, GIS Intern Priscilla Wentworth, Food Programs Coordinator

Anne Arundel County

Anne Arundel Economic Development Corporation

Available to residents of other counties.

Sioux Cattle Squeeze Chute and SmartScale*	All Purpose Seeder/Pasture – Lands Pride 5 ft.*
Fees: Squeeze Chute - \$40/day, Scale - \$20/day,	Fees: \$100/day
Both Chute and Scale- \$50/day	
The chute is 12 ft. long with an automatic head gate. This chute comes with a trailer to haul it. Chute has a built-in palpation cage and is extremely user-friendly. Four 10 ft. panels can be borrowed as well to help get cattle onto chute. Scale is rechargeable and lightweight. It must be on a flat surface for accurate reading. Scale will fit inside chute. However, if scale is placed in chute, the squeeze feature of the chute cannot be used. Chute and scale can be used to determine accurate weights of cattle. Chute can be used for reproductive purposes, treatment purposes, vaccinations and other cattle management needs.	Overall width 73 3/8", seeding width 61", 8 seeds cups with a wide range of calibration settings per 1000 sq. and per acre. Approximately 25 HP with front weight or front loader for proper ballast. Transportation Requirements: Minimum 6' X 10' trailer, larger trailer that would carry both the tractor and seeder is preferred (seeder is approx. 6' L).
Downd Dolon, Mosson E 1745*	Cuinnau Cuusa dan Handa Daida 500 Dassa 10
Round Baler – Massey-Ferguson 1745* Fees: \$8/per bale	Spinner Spreader – Lands Pride 563 Pound 3 Point Hitch* Fees: \$50/day
Bale size: 46.5 x 62., maximum weight 1,250	Rotary/spin type broadcast spreader, spreads seeds,
pounds, and auto tie bale monitor. Tractor	salt, top dressing prilled/granular fertilizer, lime and
requirements: Minimum 40 HP tractor.	iron. Delivery rates: 43-890 lbs. per acre. Tractor
	Requirements: category 1 – 3 point hitch, 18 HP minimum. Will fit in any size pickup truck bed or commercial van.
Turbo Till –Great Plains 12 ft.* Fees: \$125/day	Manure Spreader – MillCreek #127* Fees: \$75/day
Useful in all soil conditions with easy and quick	PTO driven, ideal for large stables. Spreads bulk
depth adjustment. Tractor Requirements:	materials (wood chips, manure), 140 ft. capacity
120 HP minimum, front wheel drive, set of remote	heaped, 30 wheelbarrow loads. Tractor
hydraulics and front weights and/or front loader.	Requirements: standard tractor - 28 HP, 1,440 lbs.
Tractor with the above specification is required, or make arrangements with trucking company.	Hooked up to tractor or Standard pickup truck
make arrangements with trucking company.	
No-Till Pull Type Drill Great Plains 10 ft.*	Raised Bed Mulch Layer –Model 2550 Series II*
Fees: \$50/day and \$10/acre with a 10 acre	Fees: \$175/day-Drip T Tape \$160/roll; Plastic
minimum	4'X4,000 \$110/roll
10 foot planting width. Tractor Requirements: 50	Drip irrigation attachment with roll brake, lays
HP, 4-wheel drive OR 75hp, 2-wheel drive,	plastic 3 or 4 ft. wide with adjustable bed height
hydraulics. Transportation with a standard duty	from 3" – 7" in. Tractor Requirements: minimum
pick-up truck and pin hitch.	70 HP or 40 HP 4-wheel drive. Transportation
	Requirements: on a trailer and hooked up to tractor or standard pickup truck.
Post Driver –Wheatheart Trailer Mounted*	or sumante promp tracks
Fees: \$200 first day and \$100 additional day	

Easy operation and transport. Joystick hydraulic	
controls and adjustable hammer height	
accommodates different post lengths.	
Transportation with a standard ½ ton truck and pin	
hitch.	

Commercial Meat Freezer Trailer* (Prince George's County Farm Bureau)

Calvert County

Calvert Soil Conservation District

Available to Calvert County residents only, except the Grain Vac which is available to residents of other Southern Maryland counties.

Cusin Vas Vina ((40*	Post Pounder – Wheatheart	
Grain Vac – King 6640*		
Fees: \$100/1st day, \$50/2nd day – Rental limited to	Fees: \$100 for the first day and \$50 for each	
two days unless otherwise scheduled. May be	subsequent day.	
rented by any cooperator in the Southern Maryland		
counties.		
Has the capacity to vacuum soybeans, wheat,	Renter must view a short operational safety video at	
canola, barley and corn. The vac must be sheltered the district office before using. Drives 4"x4"		
if not being used. It requires a standard 1,000 rpm	in seconds and will drive up to a 10" round post, 40	
PTO shaft to operate the pump (small spline shaft).	HP tractor recommended.	
Minimum one-ton truck with a pin hitch or 110 HP		
tractor to tow and the ability to haul the piping.		
Brillion Seeder – 8 ft.	Tractor and Trailer w/Kasco Versa-Drill No Till	
Fees: \$25/day and \$7/acre	Drill – John Deere	
	Fees: \$100 equipment delivery and \$50/hour	
Used for seeding pasture and for an assortment of	Used for planting pastures and for wildlife	
grasses and seeds, for conventionally prepared	plantings. Capable of planting grain, cool season	
seedbeds. 40 HP tractors recommended have a pin	grasses, warm season grasses, and legumes. NOTE:	
hitch and require a connector for lights and rear	Calvert SCD staff will operate the equipment for the	
hydraulic hose connections.	landowner (seed to be supplied by the farmer).	
No-Till Drill - Great Plains 7 ft.*	Roto-Till – Great Plains 5 ft.*	
Fees: \$25/day and \$7/acre.	Fees: \$100 for equipment delivery and \$50/hour for	
	each hour of work.	
Used for planting soybeans and grasses but does not	Used for seedbed preparation (1 acre or less).	
plant corn, has a pin hitch and requires a connector	Cook for section propagation (1 acre of 1035).	
for lights and rear hydraulic hose connections, 55		
HP tractor recommended.		
The tractor recommended.		
No-Till Drill – John Deere 10 ft.	Turbo-Till – Great Plains 12 ft.*	
Fees: \$25/day and \$7/acre.	Fees: \$150/day	
Used for planting soybean and has an attachment	Used for minimum disturbance tillage. Has a pintle	
for small grains, does not plant corn, has a pin hitch	hitch and requires rear hydraulic hose connections.	
and requires a connector for lights and rear	Minimum two-ton truck with pintle hitch or 100 HP	
draulic hose connections. 34 ton truck is William W		
necessary to haul the drill, 75 HP tractors		
recommended. Note: Farmers who used a lower	recommended.	
HP tractor had trouble climbing uphill and		
stopping going downhill.		
stopping going aowiniti.		

Litter Spreader – Pull – Type 16 ft.	Root Crop Harvester*
Fees: \$100 for the first day and \$50 for each	Fees: \$50/day
subsequent day	
Specializes in spreading chicken litter and lime, 85	Used for harvesting potatoes, sweet potatoes, and
HP tractor recommended.	other root crops. Has a pin hitch and requires rear
	hydraulic hose connections and PTO. Minimum 40
	HP tractor is recommended.

Commercial Meat Freezer Trailer* (Calvert County Farm Bureau)

Charles County

Charles Soil Conservation District

Available to residents of other counties.

No-Till Drill - Great Plains Model 1005	Subsoiler with Burm Conditioner – Great Plains,
Fees: \$25/day and \$7/ acre	3-shank inline (ripper)*
	Fees: \$200/day
The drill has a 10 ft. planting width with 7.5 inch rows and a 12 ft. transport width. The drill is capable of planting soybeans, small grains, cool season grassed and small seeded legumes. For nearly flat land, a 50 hp full size tractor will be required for pulling this implement, for gently sloping land a 65 hp will be required and, steeply sloping land will require greater than 65 hp or a 4-wheel drive tractor. This drill will also require an auxiliary value (hydraulic) to raise and lower the machinery.	Used to reduce compaction in fields with no-till and minimum tillage systems. Tractor requirements _ 150 hp with front-wheel drive, hydraulics. Must be transported by tractor.
Turbo Till – Great Plains 12 ft. heavy duty package* Fees: \$125/day	Post Driver – Wheatheart, trailer mounted with added electric start* Fees: \$175/day
Can be used as a seedbed conditioner for all grain crops. Useful for residue management on high-residue crops such as corn and sorghum. Also used to improve seed to soil contact for cover crops planted by broadcast light tillage.	Drives multiple sized posts up to 10" in diameter and up to 12' in length. Easy to transport and maneuver with self-contained power unit (no hydraulic hook-up necessary.) Renter must view a short operational safety video at the district office before picking up equipment.

Commercial Meat Freezer Trailer* (St. Mary's County Farm Bureau)

Charles County Farm Bureau

Available to residents of other counties.

Sioux Cattle Squeeze Chute and SmartScale* Fees: Squeeze Chute - \$50/day, Scale - \$30/day, Both Chute and Scale- \$60/day	Roto-tiller – Land Pride Rear Tine Tiller* Fees: \$50/day
The chute is 12 ft. long with an automatic head	The tiller is 58 inches wide and needs a three-point
gate. This chute comes with a trailer to haul it.	hitch attachment. It can be used to prepare
Chute has a built in palpation cage and is extremely	

user friendly. Four 10 ft. panels can be borrowed as	seedbeds for planting. It is also useful in
well to help get cattle onto chute. Scale is	landscaping projects.
rechargeable and light weight. It must be on a flat	
surface for accurate reading. Scale will fit inside	
chute. However, if scale is placed in chute the	
squeeze feature of the chute cannot be used. Chute	
and scale can be used to determine accurate weights	
of cattle. Chute can be used for reproductive	
purposes, treatment purposes, vaccinations, and	
other cattle management needs.	

PRINCE GEORGE'S COUNTY

Prince George's Soil Conservation District Available to Prince Georges County residents only.

Post Driver – Wheatheart, trailer mounted with
added electric start* Fees: \$100 for the first day and \$50 for each
subsequent day.
Drives multiple sized posts up to 10" in diameter and up to 12' in length. Easy to transport and maneuver
with self-contained power unit (no hydraulic hook-
up necessary.)
Fertilizer Spreader – Vicon 300 lb. load Fees: \$75/day
Requires a tractor with 3 pt. hitch and PTO. Tractor should be big enough to support weight of loaded
spreader. This piece of equipment can be placed in
the back of a pick-up truck.
Single Shank Sub-Soiler
Fees: \$75/day
Requires at least a 40 HP tractor and 3 pt. hitch. Sub-
soiler can reach a depth of 24". This piece of
equipment can be placed in the back of a pick-up
truck.
Manure Spreader – 175 bu.*
Fees: \$75/day
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Requires a 30 HP tractor with PTO. The spreader is
capable of spreading all types of manure and
compost. Loader needed to load spreader.

Commercial Meat Freezer Trailer* (Prince George's County Farm Bureau)

ST. MARY'S COUNTY

St. Mary's Soil Conservation District

Available to St. Mary's County residents only.

Overseeder – Frontier 6 ft.*	Post Driver – Shaver*
Fees: \$25/day and \$10/acre	Fees: \$150/day
No-Till Drill – Great Plains 7 ft.*	Turbo Till – Great Plains 12 ft.*
Fees: \$25/day and \$10/acre	Fees: \$25/day and \$10/acre
No-Till Drill – John Deere 10 ft.*	Manure Spreader - Gehl 16 ft., with side
Fees: \$25/day and \$10/acre	discharge manure
Used for planting soybean and has an attachment for	Fees: \$25/day and \$10/load
small grains, does not plant corn, has a pin hitch and	The spreader can be calibrated to evenly spread
requires a connector for lights and rear hydraulic	manure as low as one ton per acre.
hose connections. 3/4 ton truck is necessary to haul	
the drill, 75 hp tractor recommended.	

St. Mary's Farm Bureau

Available to residents in other counties.

Vacuum Seeder – Meter Mack 2 Row* Fees: \$100/day	Grain Vacuum* Fees: \$125/day
Direct seeding with plates for seed sizes from pumpkin seeds to carrot seeds with no-till coulter.	40 to 50 HP 1200 BU/HR.
Plastic Mulch Layer – Rain Flow 2600* Fees: \$70/day	Tractor – Massey Ferguson 2650* Fees: \$100/day and \$20/hour
Eight inch raised bed with drip and fertilizer attachments.	4WD cab gear, user responsible for fuel upon return or a fee of \$10/gallon will be assessed.
Plastic Remover* Fees: \$70/day – 2 pieces Mechanical, two piece 3-pt. hitch with cutting dish lifter and 3-pt. hitch wrapper (remover) with hydraulic drive.	VineHedger* Fees: \$160/day. To be used with MF 2650 69"V x 18" H blades. Frame hydraulic Controls.
Mulch Planter* Fees: \$80/day	Planter – Ferris Farm Seeder* Fees: \$100/day
Two row 912 twin row plugs/water barrel. Plants plugs directly into plastic or bare land.	Two row, 8" with layer poly, direct see in (above and below) plastic. Also can be used for very early sweet corn.

Commercial Meat Freezer Trailer* (St. Mary's County Farm Bureau)

www.smadc.com

ATTACHMENT: Maryland Independent Newspaper Editorial

Published: Friday, July 24, 2015

Farm to table: win, win, win, win, win

This time of year is glorious in Southern Maryland, despite the heat and humidity.

Our local farms and backyard gardens are pumping out the fruits of the season in profusion, and residents are feasting on corn, tomatoes, zucchini, cantaloupes — all the fresh favorites that weigh down summer tables.

The good folks at the Southern Maryland Agricultural Development Commission chose the time for Buy Local Week wisely. The annual event — both a celebration of agricultural bounty and a means of promoting farmers — was begun by SMADC in Southern Maryland and now is a statewide program, kicked off each year by the governor's Buy Local Cookout and supported with promotions, a contest and local events through the Maryland Department of Agriculture.

There are many other SMADC programs that bring farmers and consumers together more directly, including support for wine grape growers, which has spawned a new industry of vineyards with attractive facilities for entertainment, parties, weddings and the like; the Southern Maryland Meats program, which touts the benefits of buying local meat and provides help for retailers to get freezer cases to sell it and signs to promote it; So. Maryland, So Good, which works like Southern Maryland Meats, but with all manner of food and drink produced locally; promotion and startup help for farmers markets; and tourist-friendly "trail" maps, with routes that visitors can travel to take in some local goodies as well as history, entertainment and outdoor recreation.

In a report that appeared in the Independent in the July 17 edition — the first day of Buy Local Week — farmers in the tri-county area agreed that the programs have worked. After the tobacco buyout in the late 1990s and early 2000s, agriculture was in a quandary here. Farmers who had depended on steady income and an easy-access local market to sell in were faced with finding new crops, new markets and new strategies for farming. SMADC stepped in with the range of programs noted, recognizing early on that no one solution — wine, agritourism, creating a positive brand for local produce — would solve farmers' problems.

The local effort has been boosted by a national trend of shoppers buying more local, fresh, organic produce for health reasons, to limit environmental damage from agriculture and to create a sense of community around food. Now, farmers told us, there is a strong demand for local food, with shoppers willing to pay a premium well above grocery store costs, and with farmers able to sell for prices at retail levels directly to shoppers, cutting out the wholesaler and allowing farms to make a profit again.

This all unreservedly good news. Farmers are the backbone of rural communities, and profitable farms means fewer farmers looking to sell their land for residential development, with all the infrastructure costs and poor return for taxpayer money that new subdivisons entail. Food bought locally saves on greenhouse gas emissions that cause global warming from transporting it across the country, or even across oceans, and retains more nutrients — and flavor. If you buy at a farmers market, the food travels from the farm field, to the farmers market, to your home. Food bought from grocery stores goes from the field to a wholesaler to a grocery store warehouse to a store and then finally to the shopper, using more energy with every step along the way.

And, when you're at the farmers market, you get to meet the farmer, to ask her about her growing practices, what varieties she has now and what varieties she plans to grow in the future, and learn something about farm life. Who knows, you might even make a friend.

It's not fashionable just now in the U.S. to praise government programs, but the work SMADC has done over the last decade or so has helped preserve an industry on the brink of failure, and has spread the gospel of locally produced food to the benefit of all Southern Maryland residents.

	Acronyms and Abbreviations
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AAEDC	Anne Arundel Economic Development Corporation
AMPS	Agricultural Marketing Professionals
BLC	Buy Local Challenge
CASA	Chesapeake Alliance for Sustainable Agriculture
DC	District of Columbia
DHMH	Maryland Department of Health and Mental Hygiene
EBT	Electronic Benefit Transfer
EOI	Expression of Interest
F4H	Farming 4 Hunger
FARM	Free and Reduced Meals
FDA	Food and Drug Administration
FMNP	Farmers' Market Nutrition Program
FVC	Fruit and Vegetable Check
FY	Fiscal Year
GAP	Good Agricultural Practices
HEAL	Healthy Eating and Active Living
MD	Maryland
MD	Maryland
MD H2E	Maryland Hospitals for a Healthy Environment
MDA	Maryland Department of Agriculture
MHIB	Maryland Horse Industry Board
MOMS	My Organic Market
Mt.	Mount
MVA	Maryland Motor Vehicle Administration
RFP	Request for Proposal
SB	Senate Bill
SHA	Maryland State Highway Administration
SMADC	Southern Maryland Agricultural Development Commission
SMECO	Southern Maryland Electric Cooperative
SMILE	Southern Maryland Invitational Livestock Expo
SMM	Southern Maryland Meats
SMSG	So. Maryland, So Good
SNAP	Supplemental Nutrition Assistance Program
So. MD	Southern Maryland
St.	Saint
TCC	Tri-County Council for Southern Maryland
UME	University of Maryland Extension
USDA	United States Department of Agriculture

www.smadc.com

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