

LARRY HOGAN Governor BOYD K. RUTHERFORD Lieutenant Governor DAVID R. BRINKLEY Secretary MARC L. NICOLE Deputy Secretary

November 1, 2017

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 2017 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 \$1,395,002 (not reflected in the fiscal year 2017 activity shown below).

#### **Crop Conversion**

L00A.12.10 Marketing and DevelopmentAppropriation:\$4,773,000Expended/Encumbered:\$4,773,000L00A.12.13 Tobacco Transition ProgramAppropriation:\$1,000,000Expended/Encumbered:\$1,000,000

#### Cancer Prevention, Education, Screening, and Treatment

M00F.03.04 Prevention and Disease ControlAppropriation:\$25,152,660Unobligated/Reverted:\$ (124,836)Expended/Encumbered:\$25,027,824

Prevention and Disease Con	itrol	
ion:	\$7,708,138	
d/Reverted:	\$(312,416)	
Encumbered:	\$7,395,722	
Cervical Cancer		
Prevention and Disease Con	itrol	
ion:	\$13,230,000	
Encumbered:	\$13,230,000	
<b>Iforcement</b> Prevention and Disease Con	itrol	
ion:	\$2,010,775	
d/Reverted:	\$ (32,422)	
Encumbered:	\$1,978,353	
tion Addiction Treatment and Pr	revention Convices	
ion:	\$21,452,828	4
Encumbered:	\$21,452,828	
B Medical Provider Reimburs	sement	
ion:	\$86,170,000	
Encumbered:	\$86,170,000	
Aid to Non-public Schools		
ion:	\$11,780,812	
d/Reverted:	\$ (807,949)	
		)

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Legal Expenses C81C.00.01 Legal Counsel and Advice	
Appropriation:	\$1,044,761
Unobligated/Reverted:	\$(198,340)
Expended/Encumbered:	\$ 846,421
C81C.00.14 Civil Litigation Division	
Appropriation:	\$485,429
Unobligated/Reverted:	\$(82,878)
Expended/Encumbered:	\$402,551

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

Sincere David R. Brinkley Secretary

Enclosure

MSAR 10412



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

RE: State Finance and Procurement Article, Section 7-317(h)(2) - Cigarette Restitution Fund (CRF) Program: Fiscal Year 2017, 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 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 2017 Annual Report is attached. The report includes expenditures, accomplishments, and Managing-for-Results data for the Cancer, Tobacco, Behavioral Health Administration, and Medical Care programs. The status of the Counter-Marketing and Media Component of the CRF Program are included as well.

If you have questions concerning this report, please contact Webster Ye, Deputy Chief of Staff, Office of the Secretary, at (410) 767-6480.

Sincerely,

ennis R. Ahradan

Dennis Schrader Secretary

Enclosure

cc: Jinlene Chan, M.D., M.P.H., F.A.A.P., Acting Deputy Secretary, Public Health Services Donna Gugel, M.H.S., Director, Prevention and Health Promotion Administration Sarah Albert, MSAR #2181

# MARYLAND DEPARTMENT OF HEALTH

# CIGARETTE RESTITUTION FUND PROGRAM

# FISCAL YEAR 2017 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 2017



Larry Hogan Governor Boyd Rutherford Lieutenant Governor Dennis Schrader Secretary

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# CIGARETTE RESTITUTION FUND PROGRAM

# FISCAL YEAR 2017 ANNUAL REPORT

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# **FISCAL REPORTS**

# CANCER CONTROL PROGRAMS AND TOBACCO USE PREVENTION

## Maryland Department of Health, Prevention and Health Promotion Administration Cigarette Restitution Fund Program

Interim Fiscal Report - Fiscal Year 2017 (July 1, 2016 - June 30, 2017)

#### 1) Cancer Prevention, Education, Screening and Treatment Program

Components	Appropriation	Expenditures	Obligations	Unobligated
Administration	639,334	601,555	37,779	0
Surveillance and Evaluation	1,249,740	968,191	189,186	92,363
Statewide Academic Health Center - Cancer Research	13,000,000	8,480,729	4,519,271	0
Local Public Health*	7,547,472	7,229,172	318,300	0
Baltimore City Public Health Grant*	2,446,000	946,161	1,499,839	0
Cancer - Database Development	244,125	159,539	78,103	6,483
Total	25,126,671	18,385,347	6,642,478	98,846

#### Local Public Health Component - Distribution by Jurisdiction - CANCER

	(Budget)	Unreconciled		
Subdivision	Available	Expenditures	Obligations	Unobligated
	Funding			
Allegany	203,544	203,544	0	0
Anne Arundel	684,228	684,228	0	0
Baltimore Co.	1,083,489	1,083,489	0	0
Calvert	193,373	193,373	0	0
Caroline	141,032	141,032	0	0
Carroll	290,107	290,107	0	0
Cecil	221,993	221,993	0	0
Charles	234,753	234,753	0	0
Dorchester	151,407	151,407	0	0
Frederick	318,467	318,467	0	0
Garrett	135,404	135,404	0	0
Harford	381,123	381,123	0	0
Howard	320,517	320,517	0	0
Kent	132,965	132,965	0	0
Montgomery	867,387	867,387	0	0
Prince George's**	824,716	506,416	318,300	0
Queen Anne's	157,177	157,177	0	0
St. Mary's	200,845	200,845	0	0
Somerset	135,877	135,877	0	0
Talbot	162,079	162,079	0	0
Washington	280,587	280,587	0	0
Wicomico	228,917	228,917	0	0
Worcester	197,485	197,485	0	0
Baltimore City*	2,446,000	946,161	1,499,839	0
TOTAL	9,993,472	8,175,333	1,818,139	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.

\*\* Prince George's County no longer receives funds; the funds are allocated to Doctor's Community Hospital.

## Maryland Department of Health, Prevention and Health Promotion Administration **Cigarette Restitution Fund Program**

Interim Fiscal Report - Fiscal Year 2017 (July 1, 2016 - June 30, 2017)

## (Continued)

### 2) Tobacco Use Prevention and Cessation Program

Components	Appropriation	Expenditures	Obligations	Unobligated
Administration	270,369	187,011	20,282	63,076
Surveillance and Evaluation	1,022,142	571,649	222,815	227,678
Countermarketing and Media	0	0	0	0
Local Public Health	3,877,227	3,877,227	0	0
Tobacco Prevention and Cessation	216,478	216,478	0	0
CRF Enforcement	2,010,674	1,648,696	329,657	32,321
Statewide Public Health	2,321,824	1,448,923	851,288	21,613
Total	9,718,714	7,949,984	1,424,042	344,688

### Local Public Health Component - Distribution by Jurisdiction - TOBACCO

Subdivision	(Budget) Available Funding	Unreconciled Expenditures	Obligations	Unobligated
Allegany	123,969	123,969	0	0
Anne Arundel	245,943	245,943	0	0
Baltimore Co.	328,039	328,039	0	0
Calvert	126,670	126,670	0	0
Caroline	112,473	112,473	0	0
Carroll	146,870	146,870	0	0
Cecil	131,503	131,503	0	0
Charles	147,148	147,148	0	0
Dorchester	109,808	109,808	0	0
Frederick	163,057	163,057	0	0
Garrett	111,138	111,138	0	0
Harford	179,321	179,321	0	0
Howard	155,191	155,191	0	0
Kent	105,755	105,755	0	0
Montgomery	237,792	237,792	0	0
Prince George's	302,025	302,025	0	0
Queen Anne's	114,360	114,360	0	0
St. Mary's	131,936	131,936	0	0
Somerset	107,553	107,553	0	0
Talbot	110,461	110,461	0	0
Washington	150,338	150,338	0	0
Wicomico	134,438	134,438	0	0
Worcester	115,249	115,249	0	0
Baltimore City	286,190	286,190	0	0
TOTAL	3,877,227	3,877,227	0	0

#### 3) Breast and Cervical Cancer

	(Budget) Available Funding	Expenditures	Obligations	Unobligated
Breast and Cervical Cancer	13,230,000	11,259,915	1,970,085	0

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

### **Definitions:**

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

Expenditures: items reflected in the State's FMIS.

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

Unobligated: budget minus expenditures and obligations.

NOTE: Expenditures from all jurisdictions have not yet been reconciled.

# **MANAGING-FOR-RESULTS REPORTS**

# CANCER CONTROL PROGRAMS AND TOBACCO USE PREVENTION

#### 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 (CPEST) 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

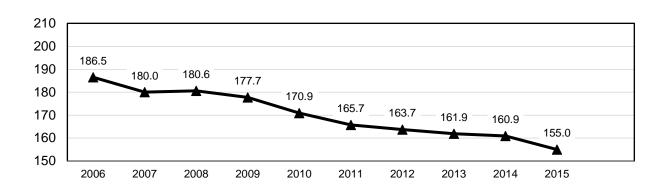
The Cancer Prevention, Education, Screening and Treatment Program envisions a future in which all residents of Maryland can lead healthy, productive lives free from cancer or disability due to cancer.

#### **KEY GOALS, OBJECTIVES, AND PERFORMANCE MEASURES**

Goal 1. To reduce overall cancer mortality in Maryland.

**Objective 1.1** By calendar year 2018, reduce overall cancer mortality to a rate of no more than 146.0 per 100,000 persons. (Age-adjusted to the 2000 U.S. standard population.)

	CY2015	CY2016	CY2017	CY2018
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Overall cancer mortality rate	155.0	152.0	149.0	146.0



**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 2018, reduce disparities in overall cancer mortality between blacks and whites to a rate of no more than 1.15. (Age-adjusted to the 2000 U.S. standard population.)

	CY2015	CY2016	CY2017	CY2018
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Cancer death rate ratio between	1.29	1.16	1.16	1.15
blacks/whites				

**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 2018, reduce colorectal cancer mortality to a rate of no more than 12.2 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

	FY2016	FY2017	FY2018	FY2019
Performance Measures	Actual	Actual	Estimated	Estimated
Output: Number screened for colorectal cancer with CRF funds	$1,280^{1}$	1,395	1,338	1,338
Number minorities screened for colorectal cancer with CRF funds	953 <sup>1</sup>	1,089	1,021	1,021
	CY2015	CY2016	CY2017	CY2018
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Colorectal cancer mortality rate	13.5	13.1	12.6	12.2

**Objective 3.2** By calendar year 2018, reduce breast cancer mortality to a rate of no more than 20.8 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

Performance Measures	FY2016 Actual	FY2017 Actual	FY2018 Estimated	FY2019 Estimated
<b>Output:</b> Number of women screened for breast cancer with CRF funds	610 <sup>1</sup>	454	532	532
Number of minority women screened for breast cancer with CRF funds	553 <sup>1</sup>	406	480	480
Performance Measures	CY2015 Actual	CY2016 Estimated	CY2017 Estimated	CY2018 Estimated
Outcome: Breast cancer mortality rate	21.8	21.5	21.1	20.8

<sup>&</sup>lt;sup>1</sup> This data is a correction from the previously submitted Fiscal Year 2016 "Actual" data for these measures due to coding errors in 2016 in Local Health Department data.

**Objective 3.3** By calendar year 2018, reduce prostate cancer mortality to a rate of no more than 18.6 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

	CY2015	CY2016	CY2017	CY2018
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Prostate cancer mortality rate	20.9	20.1	19.3	18.6

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.

	FY2016	FY2017	FY2018	FY2019
Performance Measures	Actual	Actual	Estimated	Estimated
<b>Output:</b> Number of uninsured persons	$44^{1}$	42	43	43
diagnosed and linked or provided				
treatment				

# 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 2016, and the data analyses from these surveys are expected to be released in December 2017.<sup>2</sup>

#### **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 MEASURES<sup>3</sup>**

- **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 2018, reduce the proportion of under-age Maryland middle school students that have ever smoked a whole cigarette by 73.2% from the calendar year 2000 baseline rate.

	CY2000	CY2014	<b>CY2016</b> <sup>4</sup>	CY2018
Performance Measures	Actual	Actual	Estimated	Projected
<b>Input:</b> Percent of middle school students who have ever smoked a whole cigarette	16.8%	5.4%	5.0%	4.5%
Outcome: Cumulative percentage change	N/A	- 67.9%	- 70.2%	- 73.2%

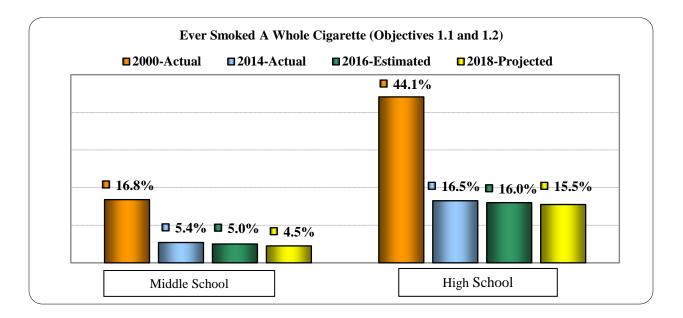
<sup>&</sup>lt;sup>2</sup> Funding for the original Maryland Adult Tobacco Survey (MATS) was discontinued after 2008, necessitating abandonment of the MATS 2000 baseline in favor of the CDC's Behavioral Risk Factor Surveillance System (BRFSS) survey, with its own 2000 baseline data. However, in 2011 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.

 $<sup>^{3}</sup>$  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.

<sup>&</sup>lt;sup>4</sup> For the tobacco performance measures, "Estimated" values are for years past or current where data is not yet available and "Projected" values are for future years where data does not yet exist.

**Objective 1.2** By the end of calendar year 2018, reduce the proportion of under-age Maryland high school students that have ever smoked a whole cigarette by 64.9% from the calendar year 2000 baseline rate.

	CY2000	CY2014	CY2016	CY2018
Performance Measures	Actual	Actual	Estimated	Projected
<b>Input:</b> Percent of under-age high school students who have ever smoked a whole cigarette	44.1%	16.5%	16.0%	15.5%
Outcome: Cumulative percentage change	N/A	- 62.6%	- 63.7%	- 64.9%



Goal 2. To reduce the proportion of Maryland youth and adults who currently smoke cigarettes.Objective 2.1 By the end of calendar year 2018, reduce the proportion of under-age Maryland middle and high school youth that currently smoke cigarettes by 79.5% and 67.4% respectively, from the calendar year 2000 baseline rate.

Performance Measures	CY2000 Actual	CY2014 Actual	CY2016 Estimated	CY2018 Projected
<b>Input:</b> Percent of under-age middle school students who currently smoke cigarettes	7.3%	2.5%	2.0%	1.8%
<b>Input:</b> Percent of under-age high school students who currently smoke cigarettes	23.0%	8.2%	8.0%	7.5%
Outcome: Cumulative percentage change from CY 2000 for middle school students	N/A	-65.8%	-72.6%	-79.5%
Outcome: Cumulative percentage change from CY 2000 for high school students	N/A	-64.3%	-65.2%	-67.4%

**Objective 2.2** By the end of calendar year 2018, reduce the proportion of Maryland adults that currently smoke cigarettes by 30.9% from the calendar year 2011 baseline rate.<sup>5</sup>

	CY2011	CY2016	CY2017	CY2018
Performance Measures	Actual	Actual	Estimated	Projected
<b>Input:</b> Percent of adults who currently smoke cigarettes	19.1%	13.7%	13.5%	13.2%
<b>Outcome:</b> Cumulative percentage change from CY 2011	N/A	-28.3%	-29.3%	-30.9%

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

**Objective 3.1** By the end of calendar year 2018, reduce the proportion of African-American adults who currently smoke cigarettes by 30.2% from the calendar year 2011 baseline rate.<sup>6</sup>

	CY2011	CY2016	CY2017	CY2018
Performance Measures	Actual	Actual	Estimated	Projected
<b>Input:</b> Percent of African-American adults who currently smoke cigarettes	18.9%	13.7%	13.5%	13.2%
Outcome: Cumulative percentage change from CY 2011	N/A	-28.27%	-28.6%	-30.2%

**Objective 3.2** By the end of calendar year 2018, reduce the proportion of Hispanic adults who currently smoke cigarettes by 52.3% from the calendar year 2011 baseline rate.

	CY2011	CY2016	CY2017	CY2018
Performance Measures	Actual	Actual	Estimated	Projected
<b>Input:</b> Percent of Hispanic adults who currently smoke cigarettes	19.9%	10.2%	10.0%	9.5%
Outcome: Cumulative percentage change from CY 2011	N/A	-48.7%	-49.7%.3	-52.3%

<sup>&</sup>lt;sup>5</sup> The 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.

<sup>&</sup>lt;sup>6</sup> Estimates of adult tobacco use. Beginning in 2011, CDC enhanced its methodology for weighting estimates of risk behaviors through BRFSS. BRFSS estimates for prior years cannot be compared to BRFSS estimates for 2011 and thereafter. For that reason, a new baseline has been established (2011) for these objectives.

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# ACCOMPLISHMENTS

# **CANCER CONTROL PROGRAMS**

## CIGARETTE RESTITUTION FUND PROGRAM

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

## FISCAL YEAR 2017 ACCOMPLISHMENTS

### LOCAL PUBLIC HEALTH COMPONENT

#### Overall

- Funding was awarded to each local jurisdiction's CPEST program for Fiscal Year 2017; this includes 22 Local Health Departments (LHDs), one hospital in Prince George's County, and an academic health center and a hospital located in Baltimore City. Each LHD, 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 (University of Maryland and MedStar Health) were funded according to the budget allocation. The Baltimore City Health Department was funded to administer the Baltimore City Community Health Coalition.
- Community health cancer coalitions continued in 24 jurisdictions. Each coalition is comprised of representatives that reflect the demographics of each jurisdiction, and includes membership from minority, geographically diverse, and medically underserved populations in that 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 2017:
  - o 24 jurisdictions addressed colorectal cancer;
  - o 18 jurisdictions addressed skin cancer;
  - o 10 jurisdictions addressed breast cancer;
  - 9 jurisdictions addressed cervical cancer; 5 jurisdictions addressed prostate cancer;4 jurisdictions addressed lung cancer; and
  - o 3 jurisdictions addressed oral cancer.
- Contracts were entered into and/or renewed between the funded programs (LHDs, private vendors, academic health centers) and local medical providers (e.g. gastroenterologists, surgeons, radiologists, primary care physicians, hospitals, medical laboratories). These providers deliver clinical services for cancer screening, diagnosis, and treatment.
- CPEST programs expanded patient navigation services to assist insured clients in accessing cancer screening services. The objective of this service is to reduce disparities related to accessing screening services for all individuals, regardless of health insurance status. Patient navigation services were implemented by 24 CPEST programs for breast, cervical, and/or colorectal cancer screening. Individualized assistance was offered to clients to help them overcome barriers and facilitate timely access to cancer screening and diagnostic services, as well as to help them with initiation of treatment if needed.

• Six CPEST programs participated in a pilot project to integrate the local CPEST and Breast and Cervical Cancer Program (BCCP) programs. CPEST and BCCP programs collaborated to integrate and streamline their programs' services.

#### Screening, Diagnosis, and Treatment

In Fiscal Year 2017, screening, diagnosis, and treatment data for the targeted cancers under the CRF Program for LHDs, Baltimore City Local Public Health, and the statewide academic health center included the following:

#### All Cancers

- 2,706 screening tests were performed;
- o 2,325 persons received one or more cancer screenings;
- o 77% of those who received one more cancer screenings were minorities; and
- 45 individuals in the program who had received a diagnosis of cancer were either linked to care or provided treatment.

#### Colorectal Cancer

- o 1,681 colorectal cancer screening procedures were performed, including:
  - 1,649 screening colonoscopies, in which 523 adenomatous polyps were found;
  - 10 sigmoidoscopies, in which four polyps were found;
  - 20 fecal occult blood tests, two of which were found to be positive; and
  - One double contrast barium enema and one virtual colonoscopy, in which no suspected cancer or cancer was diagnosed;
- 23 individuals in the program who had received a diagnosis of colorectal cancer were either linked to care or provided with treatment funds, and three of these individuals were patient navigation clients;
- 233 patient navigation individuals were served by the 24 programs, and completed at least one colorectal cancer screening procedure;
- 448 reports of barriers to colorectal cancer screening were received from patient navigation individuals. The types of barriers and number reported are listed below:
  - Lack of medical resources 121
  - Transportation 69
  - Language 39
  - Financial concerns 38
  - Limited education 28
  - Physical disabilities 22
  - Lack of social support 17
  - Literacy 12
  - Behavioral disabilities 10
  - Conflicts with family care 5

• Other barriers, such as assistance making and keeping appointments, and understanding how to navigate the healthcare system and use insurance - 87

#### Oral Cancer

- o 12 oral cancer screening exams were performed; and
- No individuals in the program were diagnosed with oral cancer.

#### Skin Cancer

- o 58 skin cancer screening exams were performed; and
- 20 individuals in the program who had received a diagnosis of any type of skin cancer were either linked to care or provided treatment.

#### Breast Cancer

- o 399 mammograms were performed;
- o 410 clinical breast examinations were performed; and
- Two individuals in the program were diagnosed with breast cancer.

#### Cervical Cancer

- o 146 Pap tests were performed; and
- No individuals in the program were diagnosed with cervical cancer.

#### **Education and Outreach**

- Effective Fiscal Year 2017, education and outreach performance measures for CPEST programs were revised to include the number of activities implemented and new individuals screened for cancer. These revisions were implemented in order to capture data that better reflects the impact of CPEST programs by correlating education and outreach activities to cancer screening outcomes. CPEST programs were also encouraged to focus on education and outreach strategies that would increase their effectiveness in linking individuals to cancer screenings.
- A total of 4,002 public education and targeted outreach activities were implemented for all cancers combined, resulting in 12,411 Maryland residents signing up for cancer screenings.
- Local programs mailed to medical providers the "Minimal Elements for Screening, Diagnosis, and Treatment" (Minimal Elements) that was developed by the Maryland Department of Health (the 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 CPEST programs.
- Local programs implemented various public education and outreach activities in an effort to raise public awareness about cancer prevention and to link eligible individuals to cancer screening in their programs. These activities include targeted outreach at non-traditional and traditional venues, partnerships with providers and community stakeholders, and advertisements through large and small media platforms:

- CPEST programs implemented targeted education and outreach activities in both traditional and non-traditional venues through brief interactions, group presentations, individual sessions, and dissemination of educational materials. Some traditional venues include physician offices, health clinics, local businesses, recreation centers, local libraries, and community health fairs. To access hard-to-reach populations, outreach activities were conducted at non-traditional community sites, such as faith-based organizations, food pantries, barbershops, laundry facilities, beauty salons, homeless shelters, ethnic supermarkets, senior community centers, low-income housing developments, and bus stops. Non-traditional outreach also included community immersion activities using mobile units to reach transient populations, and activities conducted at worksites that employ migrant workers.
- CPEST programs partnered with healthcare providers and community stakeholders to implement outreach and educational activities. Through partnerships with the healthcare system, programs conducted visits to primary care provider offices, held presentations at hospital staff meetings, set up information tables at urgent care centers, provided referral information to pharmacies, and conducted activities at Federally Qualified Health Centers (FQHCs). Several CPEST programs partnered with FQHCs and community health clinics to conduct on-site cancer screening education and recruitment among their patient population. Additionally, several CPEST programs partnered with Minority Outreach Technical Assistance (MOTA) program staff in their jurisdiction to provide outreach and education at local events that target minority community members. CPEST programs also partnered with local businesses and service agencies to address screening barriers such as transportation.
- Media events were conducted to increase public awareness about cancer prevention and screening services. Several programs planned media events such as public service announcements on television and radio, television and radio talk show interviews, messages on public education channels, and articles in local newspapers. CPEST programs also funded large and small media advertisements to promote public health messages focused on cancer prevention and screening. These included advertisements that were placed on mass transit, roadside billboards, and electronic marquee signs on highways. Small media marketing was also conducted by distributing items such as pens, water bottles, nail files, hand sanitizers, and bracelets with printed cancer awareness and screening messages. Programs also increased their education and outreach messaging through online and social media outlets, such as Facebook, Twitter, Instagram, and other websites.
- Examples of public education and outreach performed by the LHDs and the Baltimore City Public Health component included the following:

#### Allegany County

The CPEST program staff at the Allegany County Health Department attended the annual "Homeless Day" event and educated 94 attendees regarding recommended cancer screenings. The program also set up outreach tables at the Department of Social Services and at local farmers markets to provide information to individuals. They also staffed an outreach table in the waiting rooms of local physician's offices affiliated with the Tristate

Community Health Center and educated 208 clients about recommended cancer screenings.

#### Anne Arundel County

The Anne Arundel County Department of Health partnered with the Anne Arundel Medical Center to pilot skin cancer education with local watermen. The program worked with the local Watermen's Association to organize an event that included free skin cancer screening by local dermatologists.

#### Calvert County

Calvert County Health Department's CPEST program participated in outreach activities to reach underserved populations through events such as the "Recovery Fest" and the "Community Resource Day for the Homeless." The program also conducted outreach campaigns and set up information displays at local community events and local health fairs, faith-based sponsored events, the local Walmart, and flu clinics. The program implemented media strategies to promote awareness of colorectal, breast, and cervical cancer screening through social media, the health department website, two local newspapers, and a Comcast commercial.

#### Carroll County

The Carroll County Health Department (CCHD) worked with community organizations and healthcare facilities to increase cancer prevention awareness and referrals to their program. CCHD continued its partnership with Access Carroll, a nonprofit healthcare provider that serves uninsured and low-income Carroll County residents, to increase referrals of individuals to the CCHD cancer screening program. Cancer screening educational materials were disseminated through community partnerships with organizations such as the Department of Social Services, Human Service Programs, and the Westminster Rescue Mission. CCHD also conducted door-to-door outreach in lowincome areas of Carroll County and at provider offices in the Taneytown and Hampstead areas.

#### Frederick County

The Frederick County CPEST program continued to distribute program brochures to community agencies, churches, physician offices, restaurants, businesses, and apartment complexes to increase referrals to their program. The program also partnered with faithbased organizations to implement outreach at events in local churches, such as the Ashbury Methodist Church Annual Block Party and the Trinity Methodist's "Boomers Talk". Social media campaigns were implemented through the Frederick County Health Department Facebook page to coincide with cancer awareness months. In April 2017, the program celebrated National Public Health Week with their first Facebook Live video, which featured information from cancer and chronic disease programs.

#### Kent County

The Kent County Health Department's (KCHD) cancer screening program implemented outreach activities that included brief interactions at community events, media postings, and partnerships to promote cancer awareness and screenings for colorectal, breast, cervical, and skin cancer. KCHD gave presentations during Community Health Coalition and MOTA meetings. Flyers in both English and Spanish were placed in Kent County businesses, restaurants, laundromats, post offices, and fast food establishments. Updates from the CPEST program were shared with the public via the KCHD Facebook page.

#### Queen Anne's County

The Queen Anne's County CPEST program conducted colorectal and skin cancer outreach activities targeting both provider offices and the general public. Activities targeting the general public included colorectal cancer education sessions presented to local restaurant employees. Weekly advertisements were placed in the Shore Update Newspaper, which has a 17,000-home distribution list, and on the Maryland Community Services Locator. Program staff visited local primary care and gastroenterology provider offices to increase awareness about the program's screening and patient navigation services.

#### Somerset County

The Somerset County Health Department's (SCHD) Community Health Educator provided brief educational sessions on colorectal cancer and screening recommendations at various locations, including local healthcare provider offices, faith-based organizations, and the Crisfield Housing Authority. The program also created and published articles highlighting skin and colorectal cancer awareness topics in the SCHD newsletter. Church bulletin inserts were created and distributed to area churches. Program staff also conducted group presentations encouraging colorectal cancer screening and sun safety precautions, in partnership with the Crisfield Housing Authority.

#### Washington County

Washington County Health Department's CPEST program provided education to women's groups and senior centers via presentations and flyer drop-offs. In an effort to reach underserved populations, program staff distributed flyers to homeless shelters and food banks in low-income neighborhoods. Educational events were conducted at local community sites, including employee health benefit fairs at local businesses, the Hagerstown Family Health Fair, Washington County public schools, community clinics and Western Maryland Hospital Center.

#### **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

Anne Arundel County's Department of Health (AADOH) CPEST program staff distributed brochures and posters containing breast and cervical cancer screening information to business establishments frequented by minority populations, such as ethnic grocery stores, laundromats, discount stores, libraries, and food banks. The program also provided small grant opportunities to community groups and churches in minority communities that agreed to host cancer prevention presentations for their congregations and members. Presentations were conducted by AADOH-trained community consultants and leaders from the Hispanic and African American communities.

#### Baltimore City - University of Maryland Medical Group (UMMG)

The University of Maryland Medical Group (UMMG) Public Health program conducted outreach and education events that primarily targeted minority groups. Events were held at various venues, including community health fairs, community action centers, homeless shelters, churches, festivals, health centers, the Patapsco flea market, the North East market, the Mayor's "Back to School" rally, and the Druid Hill Community Health Walk. The program continued to increase their efforts to reach the Hispanic population. Program information was placed in "El Mundo," a Spanish language newspaper targeting the Hispanic community. Bilingual program staff continued to partner with staff from Johns Hopkins University to target residents living on the east side of Baltimore City.

#### **Baltimore County**

Baltimore County's cancer screening program educated minority populations including Korean, Hispanic, Vietnamese, and African American communities about topics such as colorectal, breast, and cervical cancer prevention; general health education; and tobacco cessation. The program distributed program information via brochures to minority-owned grocery stores and markets. The CPEST program also provided program information to Baltimore County and Baltimore City homeless shelters for distribution to their residents, which often include minority populations.

#### **Calvert** County

In September and October 2017, the Calvert County Health Department program staff provided cancer prevention education to underserved minority participants attending homeless resource events, food pantries, and health fairs. Participants were provided education about colorectal cancer risk factors and screening recommendations. Materials utilized were from the "Screen for Life" campaign.

#### **Charles** County

The CPEST program at the Charles County Health Department developed outreach efforts to reach the Nanjemoy community, a hard-to-reach minority group located in a medically underserved area of Charles County. The program staff participated in the Nanjemoy Heritage Day Fair and provided education on cancer screening and services provided by the program. The program worked closely with their community health coalition to distribute education materials to community leaders from various minority groups in the county.

#### Frederick County

Frederick County's CPEST program participated in outreach activities targeting minority and underserved populations. Activities were held at the Annual Minority Health Fair, the Asian American Month festival, and Frederick County's Annual PRIDE Day. The program provided ongoing education and outreach through the Mission of Mercy mobile health clinic and the Frederick Rescue Mission.

#### Harford County

The Harford County Health Department's (HCHD) CPEST program conducted outreach and education activities at large community events that were well attended by minorities and hard-to-reach individuals. The program staff provided local churches with brief education sessions on breast, cervical, and colorectal cancer services during the *1*<sup>st</sup> Annual

*Breast Cancer Awareness Event at Clarks UMC* held at Clarks United Methodist Church in October 2017. HCHD also set up table displays with breast, cervical, and colorectal cancer information in English and Spanish. Program staff attended the Resource Fair's food and clothes giveaway at the Epicenter each month and reached a large number of minorities. The program also held discussions with the Beacon Health Center, the local FQHC. Program staff were stationed at the FQHC to increase cancer screening referrals. This activity has been credited with greatly increasing the number of minority clients enrolled in the program during the year.

#### Howard County

The Howard County Health Department continues to actively engage with the county's Korean and Hispanic communities, and has expanded its services to work with other ethnic minorities. The program has Spanish and Korean-speaking staff to provide education to minority residents about colorectal cancer, breast cancer, and cervical cancer at community events. The program provided education at the Asian American Health Center, the Islamic Festival, minority churches, and retail businesses popular with minorities.

#### Somerset County

Somerset County's CPEST program implemented targeted outreach and education focused on Hispanic populations through faith-based organizations, community service agencies, and the Crisfield Housing Authority. The program offered education sessions to the local Hispanic population at the Seton Center and St. Elizabeth Church. It also disseminated materials in Spanish to local libraries, churches, social services, provider offices and community service agencies. Postcards and flyers with cancer screening information were provided to the Crisfield Housing Authority for mass distribution to low-income and hardto-reach individuals.

### STATEWIDE PUBLIC HEALTH COMPONENT

- Staff from the Department's Center for Cancer Prevention and Control (CCPC) held monthly teleconferences throughout the fiscal year. Participants in the teleconferences included representatives from all 24 jurisdictions, the American Cancer Society, the Maryland Cancer Fund, the CRF Tobacco program, and MOTA. The teleconferences provided an avenue for information exchange and for sharing guidance on clinical, administrative, and program evaluation.
- Site visits and/or quality assurance reviews of the CPEST programs were conducted by the Department's CCPC staff in 13 of the 24 jurisdictions. 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:
  - PowerPoint computer-based training modules for health educators, outreach workers, and clinical staff were developed and utilized by the local jurisdictions. The topics in these

modules included a CRF program overview; information on colorectal, prostate, and oral cancers; case management; patient navigation; payment for clinical services; process mapping; and linkage to care.

- Technical assistance meetings and/or conference calls for education and training purposes were provided to health departments in Charles, Dorchester, Garrett, and St. Mary's counties, as well as for Doctors Community Hospital, located in Prince George's County. Conference call trainings covered different areas of need, including clinical standards, grant administrative and budget processes, recruitment and outreach efforts, clinical reimbursements, and clinical standards.
- Four regional cancer training sessions were held for CPEST and BCCP programs. The sessions provided education and resources to help programs develop strategies in partnership building, which will result in increased recruitment and referrals of eligible clients.
- CRF Program staff provided written guidance on clinical, health education, and administrative issues to the local jurisdictions through Health Officer Memos. These Health Officer Memos are available on the Department's website at the following link: <u>https://phpa.health.maryland.gov/cancer/Pages/homemos.aspx</u>.
- CRF Program staff set up displays and distributed cancer prevention and control literature at the Department's State Center location during skin, prostate, breast, and colorectal cancer awareness months. In collaboration with BCCP, CRF Program staff developed and distributed colorectal, prostate, and skin cancer awareness toolkits with fact sheets, news release templates, proclamations, public service announcements, social media postings, posters, and resources throughout the state.

## SURVEILLANCE AND EVALUATION COMPONENT

- In Fiscal Year 2017, the CRF Program continued to maintain and provide support for the CPEST Cancer Client Database (CDB) and Education Database (EDB) applications. Various enhancements were made to the CDB and EDB during the year.
  - 21 LHDs, one statewide academic health center, and two private vendors used the CDB to enter data for individuals screened for colorectal, oral, or skin cancers.
  - 22 LHDs, one statewide academic health center, and two private vendors used the EDB to enter data on education and outreach activities implemented.
  - 20 staff from CPEST programs completed online EDB training.
  - o 29 staff from CPEST programs completed on-site CDB training at the Department.
  - CDB- and EDB-related trainings and updates were conducted, including:
    - Four quarterly "Introduction to the CDB" training sessions;
    - One statewide EDB training;
    - Eight statewide updates via the CRF-CPEST teleconference; and
    - Multiple technical assistance calls with CPEST programs.

- Quality assurance and reporting activities included:
  - Quality assurance reviews of CDB and EDB data entered by all CPEST programs were conducted and the results were shared with each program.
  - Various cancer reports were disseminated to CPEST programs:
    - Quarterly colorectal cancer benchmark reports;
    - Mid-year performance measure reports;
    - An annual colonoscopy feedback report; and
    - Three-year performance measure average reports.
- Data from the BCCP database used by CPEST programs targeting breast and cervical cancer screening, diagnosis, and/or treatment were analyzed by CRF Program staff.

### 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. UMMG, MedStar Health, and the Baltimore City Health Department were awarded grants for implementation of the Baltimore City Public Health Grant. The University of Maryland's component focused on breast, cervical, and colorectal cancer education and screening. MedStar Health's component focused on colorectal cancer education and screening. The Baltimore City Health Department administered the Community Health Coalition, with active participation from UMMG and MedStar.
- The coalition met four times in Fiscal Year 2017: on November 18, 2016; January 22, 2017; May 12, 2017; and June 7, 2017.
  - At the November 18, 2016 meeting, coalition members discussed plans for Fiscal Year 2017. The members were provided an update on the Maryland Cancer Fund. The members also discussed project updates related to the Resource Guide project and the colorectal cancer project at Park West, a FQHC in Baltimore City.
  - During the February 22, 2017 meeting, members debriefed and discussed their prior month's activities, which included a resource fair and an evaluation conducted at FQHCs. The coalition members planned to host two resource fairs per year, ideally at FQHCs. The coalition members also discussed the need for grant opportunities, updates regarding the Park West colorectal cancer screening project, and a Maryland Cancer Fund update.
  - At the May 12, 2017 meeting, the coalition discussed the colorectal cancer screening project updates implemented through Park West. The coalition members also shared community needs, which would be addressed in detail in the next strategic planning meeting. Members discussed data collection, FQHC partnerships, and outreach to hardto-reach populations through housing programs and re-entry programs. Coalition members also shared ideas on the effective use of coalition funding.

- The last meeting for the fiscal year was held on June 7, 2017. The coalition discussed strategies and ways to build effective collaborations as it relates to the coalition's goals for Fiscal Year 2018. The coalition also discussed how they would obtain and utilize neighborhood-level data to set priorities.
- UMMG implemented 215 public education and targeted outreach activities for all cancers combined, resulting in 46 Maryland residents signing up for cancer screenings.
- UMMG screened 62 people for colorectal cancer with colonoscopies. Of those screened, 59 (95%) were racial or ethnic minorities. No individuals were diagnosed with colorectal cancer.
- UMMG screened 268 women for breast cancer with mammograms and clinical breast exams. Of the women screened, 254 (95%) were racial or ethnic minorities. One individual was diagnosed with breast cancer.
- UMMG screened 89 women for cervical cancer. Of the women screened, 83 (93%) were racial or ethnic minorities. No individuals were diagnosed with cervical cancer.
- MedStar Health screened 245 clients for colorectal cancer with colonoscopies. Of the 245 screened, 217 (89%) were racial or ethnic minorities. One individual was diagnosed with colorectal cancer.

#### Johns Hopkins Institutions Cancer Research Grant

- In Fiscal Year 2017, the Johns Hopkins Institutions (JHI) was awarded \$2,600,000.
- JHI awarded mini-grants in Fiscal Year 2017 including six for faculty recruitment, three for faculty retention, and 21 for translational research. 30 projects were funded, and these projects are listed below:
  - 1. Tumor infiltrating mesenchymal stem cells as a function of the patient's immune response: Potential as a marker of prostate cancer aggressiveness in the African American population;
  - 2. Virus-like particle vaccination to control HHV-8/KSHV and prevent related cancers;
  - 3. Defining pharmacokinetic requirements for synergy between breast cancer therapeutic drugs and phytochemicals;
  - 4. A pilot study to assess an educational intervention to address distress and quality of life related to financial burden in advanced lung cancer patients;
  - 5. Novel individualized technology intervention for behavioral change among cancer survivors among a high risk group: artificial intelligent solutions to increase physical activity;
  - 6. Understanding the role of screening in cervical cancer incidence and disparities in Maryland;
  - 7. Role of spermine oxidase-generated H<sub>2</sub>O<sub>2</sub>, DNA damage and epigenetic changes in inflammation/infection-associated carcinogenesis;
  - 8. Optimizing Bcl-2 inhibitor therapy for small cell lung cancer;

- 9. Enhancing clinical trial participation: Assistance for parking and transportation for patients participating in therapeutic oncology trials;
- 10. Re-engineering the sensory array of prostate to discover novel chemo-mechanical signaling node against cancer metastasis;
- 11. Leveraging clinical somatic mutations profiling of malignancies with modern electronic health records to better characterize etiologic, prognostic, and therapeutic associations;
- 12. Study of colorectal cancer screening among the underserved in Baltimore (SCRUB);
- 13. Development, cultural adaptation and piloting of an avatar delivered smoking cessation intervention for low-income smokers in Baltimore City;
- 14. E-cigarette use among young adults in East Baltimore: A pilot tobacco cessation intervention;
- 15. Pharmacy-driven smoking cessation pilot program within a multidisciplinary cancer clinic for thoracic malignancies;
- 16. Coach2Quit: A novel mHealth smoking cessation application for cancer patients;
- 17. Air pollution and cancer: Benzene albumin and urinary biomarkers in Baltimore;
- 18. Discovery mobilization: Pre-clinical development of a novel ethoxyquin analogue for chemotherapy induced peripheral neuropathy;
- 19. Menthol cigarette use among black/African-American women: Understanding social and biological factors to reduce tobacco disparities;
- 20. A novel link between NDRG1 and mTOR: Developing a rational therapy to target NDRG1-deficient metastatic prostate cancer;
- 21. Discovery Mobilization: Development of a clinical led molecule for RNA polymerase I inhibition;
- 22. Individual characteristics and research decisions in cancer care at Johns Hopkins;
- 23. In situ detection of DNA repair alterations in cancer;
- 24. Implementing an individualized risk prediction tool for men with prostate cancer in the JH active surveillance program;
- 25. Electronic cigarettes as a pathway of exposure to toxic and carcinogenic metals;
- 26. Website evaluation of the Sidney Kimmel Comprehensive Cancer Center: Screening, Prevention, and Diagnostic Services;
- 27. Baltimore ambient particulate matter reprograms the immune system to facilitate tumor escape and progression;
- 28. Single cell transcriptome analysis to decipher the complex tumor;
- 29. Metformin treatment or lifestyle intervention to improve health in overweight/obese cancer survivors; and
- 30. The East Baltimore household-based smoking cessation program.
- In Fiscal Year 2017, multiple audiences were educated about the findings of CRF investigators through various presentations. Findings were published in "Conquest" and can be viewed at <a href="http://www.hopkinsmedicine.org/news/publications/conquest/issues">http://www.hopkinsmedicine.org/news/publications/conquest/issues</a>.
- In Fiscal Year 2017, CRF funds were leveraged and resulted in 35 new grants from outside funding sources.

#### **University of Maryland Cancer Research Grant**

• In Fiscal Year 2017, the UMGCCC was awarded \$10,400,000.

- UMGCCC continued to improve a Shared Services interactive research program structure designed to achieve bi-directional translational research. This structure brought together 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 2017, UMGCCC had several ongoing projects intended to translate research activity into clinical application for patient benefit. For example, a project led by Drs. Emadi and Gartenhaus aims to assess the preclinical safety and efficacy of asparaginase-based combination therapy in acute myeloid leukemia *in vitro* and *in vivo*. Depending on the preclinical results, this project may lead to a Phase II clinical trial to determine the most effective combination in treating patients with relapsed or refractory acute myeloid leukemia.
- As of June 2017 Shared Services include:
  - **Pathology Biorepository and Research Core Shared Service:** 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.
  - **Genomics Shared Service:** This program is a comprehensive genomics resource facility that provides DNA sequencing, genotyping, gene expression analysis by real-time polymerase chain reaction and microarray analysis, as well as continued support for peptide synthesis and custom protein/peptide analysis and purification.
  - **Biostatistics Shared Service:** 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 Cytometry:** 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.
  - **Translational Laboratory:** 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.
  - Structural Biology (X-ray Crystallography and Nuclear Magnetic Resonance): 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.
  - **Imaging:** The Imaging Shared Service provides a wide array of applications using stateof-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, 2017, there were 281 peer-reviewed articles authored and published by CRF-supported UMGCCC investigators.
- As of June 30, 2017, 42 UMGCCC faculty members filed 214 federal, state, and private grant applications.
- 151 applications for clinical trials were submitted to the Clinical Research Committee, of which 101 were approved for new clinical trials.
- During Fiscal Year 2017, UMGCCC offered 160 new treatment protocols for cancer patients. There were 195 patients enrolled into these new treatment protocols.
- During Fiscal Year 2017, a total of 665 new patients entered into all clinical trials at UMGCCC 171 (25.7%) were African-American, and 224 (33.7%) of all new patients were minorities.

### Maryland Cancer Registry

- The Maryland Cancer Registry (MCR) submitted 2014 incidence data for evaluation and confidential feedback from the North American Association of Central Cancer Registries (NAACCR). The evaluation included a review of completeness of case ascertainment, completeness of information recorded, percentage of "death certificate only" cases, duplicate primary cases, passing edits, and timeliness. The MCR received a "gold" certification for its data submission.
- The MCR was recognized by the CDC National Program of Cancer Registries (NPCR) as a "Registry of Distinction." This achievement indicated that the MCR met the CDC NPCR National Data Completeness and Quality Standard. Of the 48 cancer registries supported by the CDC, the MCR was one of 23 that achieved this designation for the most recent data submission. Meeting these standards allows Maryland's data to be included in the 2017 United States Cancer Statistics report and other analytic data sets.
- During Fiscal Year 2017, the MCR linked its database with the BCCP database of cancer cases diagnosed between 2006 and 2014, which resulted in a 100% case match across both databases. The linkage between the two databases is performed annually.
- During Fiscal Year 2017, the MCR's Quality Assurance/Data Management contractor, Westat Inc., and the Department's MCR staff continued the conversion of its data and programs from NAACCR version 15 to 16. Westat is being used as a testing facility by the CDC to identify potential issues related to the upgrade.
- MCR staff at the Department processed over 22 MCR data release requests.

- MCR staff resolved 3,153 cases of missing race information in its database through queries in the Motor Vehicle Administration's database.
- In Fiscal Year 2017, the MCR worked with the Department's Meaningful Use Group, which supports the implementation of the Maryland Electronic Health Records Incentive Program. During the year, 14 eligible providers signed up for Meaningful Use. A total of 15 providers moved into full production mode and submitted actual data (this includes providers who signed up for Meaningful Use in Fiscal Year 2016).

#### **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 participants. 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 2017, the BCCDTP paid for services for 1,224 participants, and processed a total of 17,361 paid claims.
- BCCDTP funds were awarded to local BCCPs, which funded additional diagnostic services in 22 local BCCPs in Fiscal Year 2017.

# ACCOMPLISHMENTS

# TOBACCO USE PREVENTION AND CESSATION PROGRAM

# CIGARETTE RESTITUTION FUND PROGRAM

# **TOBACCO USE PREVENTION AND CESSATION PROGRAM**

# FISCAL YEAR 2017 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), and provided support to over 9,700 callers during this reporting period. The Quitline continues to offer a 12-week supply of nicotine replacement therapy (patch and/or gum; combination therapy is also available), as the budget allows. Proactive counseling sessions include a combination of phone, text, and web-based services.
- The Program maintains a Pregnancy Rewards Program to further encourage and support pregnant smokers to use the Quitline. This incentive program offers rewards to women who are pregnant and up to six months postpartum who complete a series of calls with a Quit Coach. The Pregnancy Rewards Program initially required physician referral, but this barrier was removed to encourage greater participation by those in need. Pregnant and postpartum women who call the Quitline receive gift cards (in four installments, based on a total of 10 completed calls) to various stores that do not sell tobacco and/or alcohol products, including Babies "R" Us and Target. The Program awarded 93 incentives during this fiscal year.
- The Program implemented the following health communication efforts with multiple CRF funding sources, as well as federal funds. The campaigns listed below are outlined in greater detail in this report under "Counter-Marketing and Media":
  - Multiple campaigns promoting the Quitline;
  - Campaigns reaching those in vulnerable populations (e.g., Medicaid participants, individuals with behavioral health issues, pregnant women);
  - Responsible Tobacco Retailer campaign;
  - Toxic Tobacco Litter campaign;
  - o Smokeless Tobacco Use Prevention campaign; and
  - Smoke-free Multi-Unit Housing campaign.
- The Program awarded a five-year media contract to Red House Communications (via competitive solicitation) in April 2017. Through the new five-year agreement, Red House Communications will design, develop, and implement health communication campaigns to further the goals of the Program. In Fiscal Year 2017, Red House Communications provided strategic planning for the five-year contract, and placed ads statewide to promote the Quitline and the Responsible Tobacco Retailer initiative. The campaigns are outlined in greater detail in this report under "Counter-Marketing and Media."

- 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 suffering from behavioral health conditions (i.e., mental health and substance abuse disorders).
- The Program supported the Legal Resource Center for Public Health Policy housed at the University of Maryland Francis King Carey School of Law. The Legal Resource Center for Public Health Policy provides legal technical assistance to community groups, employers, LHDs, residents, and agencies across Maryland on a variety of tobacco control topics, including:
  - Implementation of smoke-free multi-unit housing;
  - Implementation of smoke-free grounds;
  - Implications of electronic smoking device (ESD) use and smoke-free policies (the term ESD includes e-cigarettes and vape pens);
  - Flavored tobacco products;
  - Tobacco sales to minors; and
  - Tobacco point-of-sale advertising and product placement in retail stores.
- The Program supported the University of Maryland School of Medicine to implement an electronic referral program from the University of Maryland Medical System to the Quitline through patient health records.
- The Program supported the Orthopedic Trauma Department at the University of Maryland, Baltimore to further implementation of the usage of combined motivational interviewing and a Quitline referral program for patients. The program provided funding for providers to incorporate tobacco use in discussions with patients in the Orthopedic Trauma Department because often patients who are smokers heal more slowly.
- The Program maintains a free webinar through its Quitline vendor *Helping Your Patients Quit:* A Systems Approach to Tobacco Cessation. The recording can be accessed at: <u>http://www.alerewellbeing.com/\_assets/cms\_uploads/Effective\_Tobacco\_Treatment\_Systems\_M\_DWebinar.mp4</u>.
- The Program maintains a free online brief tobacco intervention training through its Quitline vendor that features the "Ask, Advise, and Refer" methods for the Quitline, as well as pharmacology information. The training is available at: <u>http://www.helppatientsquitmd.org</u>, and <u>www.smokingstopshere.com</u>.
- The Program maintains a free online e-referral training that features information on how the Quitline operates, the effectiveness of Quitlines, a patient's experience using the Quitline, and

how to set up and send e-referrals. The training is available at: <u>www.MDQLereferrals.org</u> and <u>www.smokingstopshere.com</u>.

- The Program hosted a free, statewide tobacco control conference, along with the Legal Resource Center for Public Health Policy called the "2017 Maryland Tobacco Control Conference, Navigating the Changing Landscape: The Future of Tobacco Control in Maryland." The event took place on May 11, 2017 at the Sheraton Baltimore North in Towson, Maryland. The conference had nearly 200 attendees, including state and local health officials, local tobacco control coordinators, community health workers, law enforcement officers, and others. The keynote address was given by Dr. Boris Lushniak, former U.S. Surgeon General and current Dean of the University of Maryland School of Public Health. The conference also included nine breakout sessions in three tracks: (1) enforcement, (2) law/policy, and (3) prevention/cessation.
- Nine jurisdictions were targeted to reduce smoking rates among pregnant women and women of childbearing age through the Pregnancy and Tobacco Cessation Help (PATCH) initiative. The purpose of PATCH is to mobilize and partner with existing resources at the local-level to address smoking cessation, tobacco use screening, education, and prevention services offered to pregnant women and women of childbearing age. In Fiscal Year 2017, LHDs incentivized 39 community partners to be portals for the initiative. Collectively, they educated 6,862 women of childbearing age, including 1,992 pregnant women, on the dangers of using tobacco and nicotine during pregnancy, and made 737 referrals to the Quitline. Some highlights include:
- •
- Eight in-service PATCH trainings were conducted by partner organizations, and 10 partners implemented system changes in their operation to make PATCH more viable.
- Allegany County held a community baby shower on April 22, 2017 to educate pregnant women and families on the dangers of tobacco and nicotine use. There were 70 pregnant women and a total of a 102 individuals in attendance. The LHD also partnered with Western Maryland Hospital, OB/GYN practices, and Allegany College of Maryland on an electronic billboard media campaign.
- Tri-County Youth Services Bureau, an incentivized partner in Calvert County, added a tobacco use screening question to their intake process as of January 2017. Clients received on the spot education and referrals to the LHD tobacco cessation program.
- Choices Pregnancy Center in Dorchester County added tobacco use screening questions to their intake forms for pregnancy counseling and sexually transmitted infection services.
- Garrett Regional Medical Center developed a tobacco cessation referral form for new mothers upon discharge to ensure that all tobacco users are referred to the LHD as part of discharge instructions. The hospital made two follow up calls to mothers that attended the health department program.
- Valor Ministries, a PATCH incentivized partner in Washington County, partnered with Horizon Goodwill Industries and included tobacco prevention education and cessation referral information as a part of their job readiness training program.
- Wicomico County funded cessation service for pregnant women at the Center 4 Clean Start, which provides services to pregnant women with substance use issues.
- In addition to LHD PATCH programs, six MOTAs supported the PATCH Initiative by educating women about tobacco in low-income housing complexes and in faith-based organizations. Over 1,500 women of childbearing age were educated on the dangers of smoking during pregnancy.

Sixteen presentations were conducted about the dangers of tobacco use in low-income communities and faith-based settings, and six grass root messaging campaigns were conducted to increase awareness and to support community norm change.

# LOCAL PUBLIC HEALTH COMPONENT

# Overall

LHD CRF-funded Programs:

- Oversaw 24 local tobacco coalitions with a statewide membership of 551 people to ensure diverse representation and inclusive participation. The demographic composition of all the local coalitions was 36.7% African American, 2.7% Asian American, 53.2% Caucasian, 2.7% Hispanic/Latino, 1.1% Native American, and 3.6% other. These coalitions provide input to their LHD comprehensive tobacco control plans; assess local data; facilitate needs assessments; and support community partnerships, training, and community outreach.
- Provided training and technical assistance to funded organizations, and community partners to sustain tobacco control efforts, particularly in the areas of tobacco enforcement, Electronic Smoking Device (ESD) prevention, and secondhand smoke exposure in homes.
- Funded 208 partner organizations (community-based and faith-based organizations, law enforcement, behavioral health organizations, public school systems, colleges and universities, health systems, day care centers, and the housing authority) to carry out youth tobacco use prevention, tobacco sales enforcement, cessation and other tobacco control activities.

## **Community-Based Element**

- To maximize the effectiveness of tobacco use prevention and control, LHDs work with multiple organizations to increase local-level tobacco control capacity by training community organizations to carry out tobacco control activities and to better target high-risk populations. In addition, LHDs deliver staff-driven outreach, education, and awareness campaigns.
  - 742 advocates and community leaders were trained on smoking cessation, ESD use prevention, smoke-free homes policy, reducing youth access to tobacco products, and general tobacco use prevention strategies and messages.
  - 54 faith-based and 27 minority organizations were funded to incorporate tobacco prevention, cessation, and smoke-free homes messages into various programs in their organizations and surrounding communities.
  - 166,755 individuals were educated on a spectrum of tobacco use prevention and control strategies and programs in a variety of venues including LHDs, community outlets, and faith-based and grass-roots organizations.
  - o 21 youth leadership programs were conducted.

- 128,260 youth were educated on ESD use prevention in a host of community settings to address the skyrocketing ESD use rates.
- Highlighted local accomplishments include the following:

#### **Baltimore** City

As a part of Kick Butts Day, the Tobacco Free Baltimore program recruited 60 students from Mt. Royal Elementary School to learn more about the dangers of tobacco before traveling around their school and neighborhood searching for tobacco waste. This clean-up effort helped to show the effects of tobacco use on the community and the environment. The students were trained to inventory tobacco advertisements that were displayed in local stores, raising their awareness of the tobacco industry's targeted marketing to youth and poor communities.

#### **Cecil County**

The Cecil County Health Department conducted a "Community Volunteer Outreach Training" with 60 participants to improve community engagement and to promote their tobacco cessation resources. The leaders were recruited from low-income apartment complexes, homeless shelters, faith organizations, and other community help organizations.

#### **Dorchester County**

Twelve child care providers were awarded Tobacco Prevention contracts to provide six sessions of tobacco prevention education to young children and their parents on the dangers of tobacco and ESD use, smoking cessation benefits, and smoke-free homes and cars. A total of 127 children and 135 adults were educated.

#### Frederick County

Frederick Keys Baseball, a minor league baseball team, was awarded funds to host "Knock Tobacco Out of the Park Day" during Family Fitness Weekend. The game day brought 4,961 community members to the park. During the game day, fans were greeted with an educational message on a banner hanging in the park. An on-field presentation on tobacco prevention was given before the game started, and the game concluded with an anti-smoking video featuring the Keys mascot.

#### Kent County

Tobacco Free school signs were purchased and placed at each school entry point. The signs state, "Welcome to our Tobacco free school. No smoking, vaping, dipping. This school prohibits the use of all tobacco products and ESDs everywhere, by everyone, at all times." A total of 35 signs were placed on public school grounds.

#### Washington County

Staff facilitated two break-out sessions focused on ESD use at the Bright Horizon Conference presented by the Department of Social Services on June 14, 2017. This conference targeted youth and young adults between the ages of 12-21, and 40 participants were educated in the break-out sessions.

#### **School-Based Element**

- School-aged youth, parents, teachers, and childcare providers have been targeted through schoolbased initiatives to support the goal of preventing the initiation of tobacco use among young people. These activities include educating public, private, and alternative school students from pre-K through college; reaching youth through peer programs in schools; and educating school and daycare staff.
  - 1,583 teachers, nurses, daycare providers, and school administrators were trained on available tobacco use prevention and cessation curricula, programs, and strategies.
  - o 1,608 pre-K students received multiple tobacco use prevention education sessions.
  - o 126,894 K-12 students received multiple tobacco use prevention education sessions.
  - o 481 private school students were educated on tobacco use prevention.
  - o 9,616 college students received tobacco use prevention education on campus.
  - o 4,630 students were reached with peer programs in schools.
  - o 3,616 K-12 parents were educated on tobacco use prevention.
- Highlighted local accomplishments include the following:

#### Carroll County

Carroll County Public Schools was awarded a grant to incorporate ESD prevention education into the middle school health curriculum. A team of eleven middle school health teachers worked on this project with LHD staff. From March 10 – May 18, 2017, 2,323 middle school students were educated about ESD use. The LHD staff conducted a power point presentation to support the curriculum.

#### Kent County

The Children's Dental Health Program was active throughout the school year, providing dental cleanings and screenings to students in Kent County Public Schools and local daycare programs. Tobacco use prevention education and cessation materials were included in 862 take-home bags for students.

#### Somerset County

Grants were awarded to the middle school and to both high schools in the County. The awards were used to educate students on the dangers of tobacco and ESD use. Each school engaged in a variety of activities including displays in the lunch rooms; student decorated bulletin boards; and education at field hockey, soccer, and basketball games. Nine activities were peer led by either the Students Against Destructive Decisions (SADD) Club, Healthy Herons Club, or the school Health Club.

#### **Smoking Cessation Element**

- In an effort to promote quitting among youth and young adults, as well as to eliminate exposure to environmental tobacco smoke, LHDs provide free tobacco cessation assistance through on-site and community cessation classes provided by staff. LHDs also contract with organizations and other trained providers. Services include behavioral modification smoking cessation classes, one-on-one counseling, and cessation advice in clinics and community settings. A variety of smoking cessation aids are offered to support quit attempts.
  - 283 nurses and healthcare providers were trained on various smoking cessation models and clinical guidelines.
  - o 6,025 adults participated in smoking cessation services:
    - 3,866 received Nicotine Replacement Therapies, including nicotine patches, Chantix, and nicotine replacement gum to support their quit attempt;
    - 115 pregnant women participated in smoking cessation services; and
    - 1,116 of the smoking cessation service participants were behavioral health clients.
  - o 35% (2,101) of smoking cessation class participants were minorities:
    - 30% (1,781) of total cessation participants were African Americans;
    - 4.1% (245) of total cessation participants were Hispanics/Latinos;
    - 0.91% (55) of total cessation participants were Asian Americans; and
    - 0.33% (20) of total cessation participants were Native Americans.
- Highlighted local accomplishments include the following:

#### Charles County

There were 109 cessation referrals made to the LHD tobacco cessation program and to the Quitline through efforts of the Quality Improvement Program. The Quality Improvement Program is designed to prevent and control hypertension and diabetes through implementation of a variety of evidence-based programs, policies, and infrastructure changes. A referral form called "Plan to Manage My Health" was developed, and this form listed the 8-week Quit Smoking Program and contained a check box for the Quitline. The following clinics utilized this form: Health Partners in Nanjemoy and Waldorf, and Greater Baden in Brandywine and La Plata. Additionally, the Hypertension in Oral Health Setting Referral system made 62 referrals to the LHD tobacco cessation program and to the Quitline. This system is comprised of four dental programs that assess tobacco use during intake, and refers clients that ask for help quitting smoking to both the health department and the Quitline. The Dental Clinic at the Health Department and the Dental Clinic at Health Partners have both implemented this referral system.

#### Washington County

Tobacco staff provided tobacco use prevention education in behavioral health treatment groups to promote smoking cessation in this population. A total of 172 behavioral health

clients were educated on the benefits of quitting, and on-site cessation classes were conducted at behavioral health programs.

#### Worcester County

The LHD rotated tobacco cessation classes at locations within each of the main hubs of the county. Tobacco cessation classes took place at the Berlin and Pocomoke Health Centers, and at the Snow Hill Health Department. In Fiscal Year 2017, there were 145 tobacco cessation class participants.

#### Youth Electronic Smoking Device Prevention Education Supported by LHDs

#### Allegany County

An ESD prevention marketing campaign targeting youth was developed through the Mountain Ridge SADD Chapter in partnership with program staff and the Caporale Group marketing firm. An ESD educational presentation was given to SADD Chapter participants by Allegany County Health Department tobacco coordinator Kathy Dudley on February 22, 2017 and was followed by two sessions with the Caporale Group marketing firm (on March 1, 2017 and March 22, 2017) to develop a billboard campaign and radio skits. Utilizing professional marketing advice, the students designed their own campaign.

#### Anne Arundel County

Ten SADD Chapters received grants for conducting youth-led tobacco prevention activities involving peer engagement. In Fiscal Year 2017, a total of twenty SADD-led activities were conducted. Fourteen of these activities focused on the dangers of ESD use, and these activities reached 7,581 youth. Additionally, an anti-smoking and vaping video called "No Smoking or Vaping: Join the Movement" was produced with the help of local teens, and played at five local movie theaters. The attendance for all five movie theaters was over 300,000 people. The video was also posted on YouTube (7,400+ views) and on other social media platforms such as Facebook (1,700 views), Instagram, and Twitter, and shown during school announcements and on local government cable stations. The video can be viewed here: https://www.youtube.com/watch?v=BYMlbyMx24M.

#### **Baltimore** County

All schools that received funding from BCHD were required to incorporate ESD use prevention education in their grant activities. Eighteen funded schools educated 7,080 K-12 students on ESD use prevention.

#### Kent County

On November 17, 2016 KCHD staff, Mt. Olive AME Church (a MOTA vendor) and Dr. John Cole from the University of Medical Center in Baltimore were interviewed as guests on the WKHS 90.5 FM radio station. The interview included a discussion of the dangers of tobacco and nicotine products including ESD use, the dangers of tobacco use during pregnancy, and the need for vape-free policies. Additionally, the Boy Scouts, a funded partner, educated 200 youth and 100 adults on tobacco and nicotine use prevention including youth ESD use prevention, cigarette and smokeless tobacco use, and the dangers of secondhand smoke. The Boy Scouts also collected signatures to petition the County Commissioner to establish tobacco and ESD free public parks and ball fields.

### Wicomico County

The Program created an ESD fact sheet and partnered with local schools in Wicomico County for Kick Butts Day. The fact sheet was emailed to schools for use during morning announcements from March 13 through March 17, 2017. Each day, 4,000 students were educated on three ESD facts, including information on the purpose of Kick Butts Day. Students were encouraged to take a stand against the use of tobacco and nicotine products.

### Worcester County

On January 13, 2017, the middle school SADD group participated in an annual retreat at Camp Arrowhead and received education about youth ESD use prevention. Youth were encouraged to return to their home schools to share information and to make ESD use prevention a discussion topic for future SADD group meetings. Also, the Worcester County Youth Council produced a YouTube video on the dangers of ESD use. The video is entitled "Dangers of Vaping," and can be viewed at the following link: <u>https://goanimate.com/videos/02JW4y-</u>j2B5E?utm\_source=social&utm\_medium=facebook&utm\_campaign=usercontent.

### **Policy Changes Supported by Local Health Departments**

• Effective June 3, 2017, Cecil County became the third county in Maryland (in addition to Harford and Baltimore Counties) to establish legislation prohibiting the use of tobacco products in county parks. Prohibited products include cigarettes, ESDs, pipes, cigars, and chewing tobacco. In addition, the Cecil County Boys and Girls Club and Youth Empowerment Source adopted tobacco-free campus policies, both of which were effective on April 1, 2017.

#### **Enforcement Element**

• In Fiscal Year 2017, enforcement efforts were covered under a separate tobacco enforcement CRF line item; accomplishments can be found in the corresponding section of this report.

## SURVEILLANCE AND EVALUATION COMPONENT

- The Program hired a contracted vendor through a competitive bid process to conduct the Maryland Youth Tobacco and Risk Behavior Survey (YTRBS) in the fall of 2016. The YTRBS combines the Maryland Youth Tobacco Survey and the Maryland Youth Risk Behavior Survey. The data analyses from this survey are expected to be released in December 2017.
- The Program provided financial support for the Maryland Behavioral Risk Factor Surveillance System (BRFSS) survey of Maryland adults. The BRFSS survey was supplemented with additional tobacco-related questions for calendar year 2016 to collect data needed for the CRF Biennial Tobacco Study Report for the Maryland General Assembly.
- The Program successfully collaborated with the Department's Center for Chronic Disease Prevention and Control to enhance the capacity of the existing adult BRFSS. These enhancements included

making updates to the sample size in order to provide more stable annual county specific estimates, and including questions about tobacco use needed to meet statutory and programmatic requirements and objectives.

• The Program contracted to build and implement a new proprietary surveillance system, POST (Point of Sale Toolkit), which will comprehensively monitor tobacco retailer compliance with existing state and federal restrictions on the sale of tobacco products to persons less than 18 years of age. This system will provide LHDs and law enforcement agencies with historical information on individual retailer compliance with operations of the FDA, SYNAR, and LHD inspectors, as well as local law enforcement personnel. In Fiscal Year 2018 the system will be rolled out in pilot jurisdictions.

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# ACCOMPLISHMENTS

# **TOBACCO ENFORCEMENT**

# CIGARETTE RESTITUTION FUND PROGRAM

# **TOBACCO ENFORCEMENT**

# FISCAL YEAR 2017 ACCOMPLISHMENTS

#### Background

As a condition of the federal Substance Abuse and Mental Health Services Administration Substance Abuse Prevention and Treatment Federal Block Grant (SAPTBG) received by the Department's Behavioral Health Administration (BHA), all states must comply with the federal Synar Amendment, adopted in 1992. The Synar Amendment requires states to enact and enforce laws prohibiting the sale or distribution of tobacco products to individuals under 18 years of age. States must conduct annual, random, unannounced inspections of retail tobacco outlets. States also must work to reduce youth access to tobacco (and therefore youth tobacco use) by adhering to a requirement that they maintain a Retailer Violation Rate (RVR) of 20% or less. This means that at least 80% of retailers inspected in the state sample must refuse tobacco sales to minors. If retailers in a state are found to be out of compliance with the Synar RVR threshold, the state health department is subject to a penalty of a 40% reduction in federal SAPTBG funding, which is equivalent to over \$13.5M annually in Maryland.

In Federal Fiscal Year 2014, the non-compliance rate of Maryland tobacco retailers was 24.1%; in Federal Fiscal Year 2015, the non-compliance rate of Maryland retailers rose to 31.4%. In these two years, Maryland was offered an optional alternative penalty to the 40% reduction in federal SAPTBG funding. The alternative was to allocate new state government funds to improve enforcement efforts and compliance with the law. This translated to an alternate penalty of \$1.4M for Federal Fiscal Year 2014 and \$3.9M for Federal Fiscal Year 2015 in state funds required to be spent on enforcement initiatives. The implementation of efforts funded through these dollars resulted in a drop in Maryland's RVR in Federal Fiscal Year 2016 to 13.8%.

In response to the penalties received by Maryland, beginning in Fiscal Year 2017, a Tobacco Enforcement line item was added to the CRF budget (M00 F0304). Utilizing these dollars, Maryland has continued to implement and strengthen its Responsible Tobacco Retailer Initiative. The Responsible Tobacco Retailer Initiative is a comprehensive program at the state and local levels used to educate retailers on youth tobacco sales laws and to increase enforcement of these laws. Due to the concerted efforts of the Program, in Federal Fiscal Year 2017, Maryland's RVR rate decreased further to 10.8%, or a 65% decrease from two years prior. Partnerships between the Prevention and Health Promotion Administration, BHA, the Office of the Comptroller, LHDs, Department leadership, statewide resource centers, community organizations, and the retail community assisted with the success of the initiative. Activities are outlined below.

#### **State-Level Element**

• Campaign Updates: The Center for Tobacco Prevention and Control (CTPC) developed new print and digital ads to complement the existing media from State Fiscal Year 2016 (See Counter-marketing and Media Section and Appendix B).

- Ad Placement: A statewide health communications campaign was executed with ad placements on in-store radio, transit, digital billboards, digital (mobile and web), and Gas Station TV mediums. (See Counter-marketing and Media Section and Appendix B).
- Educational Materials: As requested by those in the retail environment, CTPC developed a 2017 calendar (see Appendix B) to assist retailers at the cash register in verifying the age of customers purchasing tobacco products. Other materials were also updated to include information on FDA's extended authority to regulate all tobacco products including ESDs and the Motor Vehicle Administration's issuance of new Maryland licenses.
- Material Distribution: Postcard mailers, educational materials, and ancillary items (window clings and 2017 calendars) were mailed to LHDs, MOTA community-based groups, and over 6,000 tobacco and ESD retailers. Additional materials continue to be offered for free via an online order form and pdf download directly from the website:
  www.NoTobaccoSalesToMinors.com. An interactive online training module to assist retailers in remaining compliant with all youth tobacco sales laws and employee training also continues to be offered at this website.
- Ongoing Technical Assistance and Training: The Legal Resource Center for Public Health Policy provided ongoing technical assistance to the Department, LHDs, law enforcement, and additional partners on youth tobacco sales laws, how to properly enforce the laws and conduct compliance checks with retailers, and avenues for educating retailers and the community. In addition to regional trainings, the Legal Resource Center for Public Health Policy hosted a series of webinars for local enforcement staff. The webinars provided tools and tips for conducting and documenting enforcement visits.
- Statewide Conference: The Program, along with the Legal Resource Center for Public Health Policy hosted a statewide tobacco control conference on May 11, 2017 (see Statewide Public Health Component above). The conference included a separate enforcement track that provided information and updates on federal, state, and local laws restricting the sale of tobacco to minors, best practices to enforce these laws, lessons learned, and successful strategies in the field.
- Partnerships: The Department continued to partner with the Office of the Comptroller to increase enforcement efforts for retailers who violated youth tobacco sales laws on multiple occasions.

## Local-Level Element

- All 24 LHDs received funding to sustain enforcement efforts in Fiscal Year 2017. They conducted compliance checks using under-age youth, provided store-to-store education to tobacco retailers, funded non-governmental organizations to educate tobacco retailers, facilitated tobacco retailer trainings, contracted with law enforcement agencies to conduct tobacco sales compliance checks, conducted leadership and town hall meetings, and collaborated with school and faith-based organizations to raise awareness about tobacco sales to minors.
  - **6,498** tobacco sales compliance checks were conducted.

- **758** tobacco sales citations were issued.
- **166** tobacco sale outlets were referred to the Office of the Comptroller because of multiple affirmed violations for illegal sales of tobacco to youth.
- **26** non-governmental organizations (NGOs) were contracted to conduct vendor education and community education.
- **1,777** tobacco sales vendors were educated (face-to-face) on state tobacco sales laws by NGOs.
- **3,531** tobacco sales vendors were educated (face-to-face) on state tobacco sales laws by LHD staff.
- 10 town hall meetings were conducted to focus on youth access to tobacco and ESD use prevention, with 325 attendees at town hall meetings.
- **49** leadership meetings were held with community partners, police agencies, local state's attorney community action agencies, and political leaders, with 571 attendees.
- **71** school-based collaborations that raised awareness about youth access to tobacco products and prevention were implemented, with 12,602 attendees.
- 23 faith-based collaborations raised awareness in the faith community about tobacco use, youth access to tobacco products, and prevention through collaborative events, reaching 1,466 participants.
- 42 tobacco retailer group training sessions were conducted by LHD staff, with 664 attendees.
- LHDs partnered with different enforcement entities, including Sheriff Departments, Police Departments, Maryland State Police Barracks, and Departments of Liquor Control, to conduct tobacco compliance operations. Four LHDs have delegation authority and hire staff to conduct inspections or hire contractors.
- Additional Local Highlights:

#### **Baltimore** City

Education on laws regulating tobacco sales to minors was provided to 851 tobacco retailers and 1,017 compliance checks for tobacco sales to minors were completed. As a result, 186 citations were issued and 33 tobacco merchants were referred to the Maryland Office of the Comptroller for multiple failed inspections. The Office of the Comptroller has rendered disposition on 16 of the cases so far (the others are pending):

- 2 stores received license suspensions; and
- 14 stores received reprimands.

#### **Baltimore** County

A press conference was conducted on March 28, 2017 with Kevin Kamenetz (Baltimore County's County Executive) and Dr. Gregory Branch (Baltimore County's Director of Department of Health and Human Services) announcing improved tobacco retailer compliance with the State tobacco sales laws. Their non-compliance rate dropped from 40% in Federal Fiscal Year 2014 to 1.25% in Federal Fiscal Year 2017, according to State Synar Reports. Education on State and local laws regulating tobacco sales to minors was provided to 323 tobacco retailers. Additionally, 1,171 tobacco sales compliance checks were conducted, 130 tobacco sales citations were issued, and 118 tobacco sales outlets were referred to the Office of the Comptroller for multiple violations. The Office of the Comptroller issued the following dispositions (some of which were for violations were in the preceding year):

- 4 stores received license suspensions;
- 139 stores received reprimands; and

#### Cecil County

Group trainings were offered for licensed tobacco vendors on December 8, 2016 and June 8, 2017. Fifteen tobacco vendors attended the December 8 training, which focused on youth access tobacco sale laws and presented tips on training employees to ensure they correctly enforce the laws. The June 12 training was held in collaboration with the Cecil County Liquor Board. The Cecil County Liquor Board engaged their licensed alcohol vendors, most of which sold tobacco products as well. Twelve attendees participated in this training.

#### Frederick County

Eight unique meetings were conducted. One meeting focused on conducting merchant compliance operations and merchant education, and was attended by a variety of local law enforcement officials, including mentors for the Explorer Program, which recruits young adults into careers in the police force. Six meetings were held with school officials, principals, assistant principals, and guidance counselors regarding the Tobacco Education Group program. During the meetings, information was provided about the State tobacco sales laws and about the Frederick County Tobacco Education Group Program. Another meeting was held with the local health officer, County Administrator, a member of the county's legal representation, and the LHD program coordinator to discuss the County Executive sponsoring legislation to change to a civil citation in Frederick County. A total of 76 participants attended these meetings.

#### Garrett County

On September 15, 2016, the LHD partnered with the Garrett County Board of License Commissioners to invite local alcohol and tobacco vendors to an awards luncheon. Michael Wilburn (from the LHD) and Detective Sergeant Michael Sigmund from the Maryland State Police presented on tobacco sales, how compliance checks are conducted, and the penalties associated with violations. There was discussion around the changes to the Maryland driver's license format and discussion of how to determine a person's age from their license. Forty-five people attended this meeting. As a part of an ongoing effort to recognize positive compliance, health department staff provided plaques or plaque tags to acknowledge stores with good compliance. The plaque has space for additional plaque tags in future years. Forty-one tobacco sales vendors were recognized in Fiscal Year 2017.

### Howard County

Two hundred and fifty compliance checks for tobacco sales to minors were conducted, resulting in 61 citations. Twelve retailors were referred to the Office of the Comptroller for at least two failed compliance checks within a 24-month period. The Office of the Comptroller issued dispositions for the twelve retailers as follows:

- Three stores received license suspensions;
- Seven stores received reprimands and warnings; and
- Two are pending.

### Kent County

Rob Edler, Enforcement Officer, conducted three Tobacco Sales Compliance trainings. These trainings involve bringing youth to stores to conduct compliance checks, providing employee training tips, and providing information on how community organizations can assist in compliance efforts. Mr. Edler educated 35 tobacco retailers and community participants about how to spot a fake ID and how to properly check an ID, and discussed tobacco sales laws and consequences of non-compliance.

#### **Montgomery County**

Alcohol Law Education Regulatory Trainings (ALERT) were offered twice a month by the Department of Liquor Control. Of the retail outlets that sell tobacco products, 158 also sell alcohol and must attend the ALERT training prior to obtaining their license. Some retail outlets must repeat the training if there is a violation. Twelve trainings were offered (January 8, January 23, February 13, February 27, March 13, March 27, April 10, April 24, May 8, May 22, June 2, and June 26), and there were 540 total attendees.

### Talbot County

Alexandra Duff (the Talbot County Health Department Prevention Supervisor) and Sandra Bradley (the Talbot County CRF Coordinator) met with 25 local leaders including multiple law enforcement agencies; local and state political leaders; and representatives from several community organizations Department of Social Services, the Department of Juvenile Justice, and Teen Court. At the meeting, attendees discussed the Synar penalty and laws about the sales of tobacco products, including the sale of ESDs to minors and the possession of tobacco-related products by minors. Additionally, 92 tobacco vendors were educated on laws regulating tobacco sales to minors, 56 tobacco sales compliance checks were conducted, 10 stores received citations, and 3 tobacco retailers were referred to the Office of the Comptroller (all 3 cases are pending).

#### Queen Anne's County

On October 25, 2016 an ID Check training was held in partnership with the Queen Anne's County Office of the Sheriff. Tobacco retailers, owners, managers, and employees attended. Sheriff Hofmann facilitated the training.

#### St. Mary's County

The Sheriff's Office and Health Department published joint press releases through local news outlets commending retailers who complied and mentioning those who were not in compliance to bring more attention to the issue within the community.

#### Wicomico County

In collaboration with the Alcohol Tobacco and Other Drugs prevention program, an awards luncheon was conducted to recognize retailers, enforcement, and community partners. NGOs and enforcement officers received awards for compliance checks and for face-to-face vendor education. Two community partners (Perdue, Inc. and Lower Shore Friends) received leadership awards for their continual commitment to holding smoking cessation support groups for their employees and the clients that they serve. There were 97 participants in attendance.

#### Worcester County

A recognition breakfast was provided for compliant retailers, and an advertisement in the local newspaper recognizing compliant retailers was published during Public Health Week in April 2017.

#### **Community Partners**

Community partners included MOTA organizations from the Office of Minority Health and Health Disparities. These groups were selected by the State because they had tobacco control expertise, were respected organizations in their jurisdiction, and were embedded in high-risk communities. Additional community partners were selected by local jurisdictions to conduct culturally appropriate store-to-store education campaigns and meetings on youth access to tobacco and nicotine products to support social norm change. These organizations made 3,151 store visits to have face-to-face discussions with tobacco vendors about complying with the State laws regulating youth access to tobacco products, and about properly training their employees or helpers. In addition to store visits, community partners held community meetings on reducing youth access to tobacco products, spoke on radio programs, wrote articles in community newspapers, and developed T-shirt campaigns to promote reducing youth access to tobacco products.

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# **COUNTER-MARKETING AND MEDIA**

# **TOBACCO USE PREVENTION**

Chapter 58 of the Acts of 2015 (HB 67)

### Background

Pursuant to Chapter 58 of the Acts of 2015 (HB 67), the Department can include a summary of the programmatic activities including the Counter-Marketing and Media Component as part of the annual expenditures and accomplishments report for the CRF 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 32<sup>nd</sup> 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.<sup>7</sup> More than 480,000 Americans lose their lives each year due to smoking-related diseases.<sup>8</sup> Nearly 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. Maryland's direct healthcare expenditures for smokers are over \$2.7 billion annually, and estimated to grow to \$4.5 billion by 2020; translating into nearly \$11.00 in direct medical care expenditures for each pack of cigarettes sold in Maryland, or \$3,356 for each adult smoker.<sup>9</sup> Efforts promoting prevention and cessation are an essential evidence-based approach for reducing the death and disease resulting from the use of tobacco products, especially to counter the roughly \$25 million a day spent by the tobacco industry promoting and marketing its products.<sup>10</sup>

Although cigarettes continue to be the most widely used tobacco product among adults, new and emerging products continue to attract youth. ESDs are now the most widely used tobacco product among youth in the United States and in Maryland. From 2011-2015, youth use of ESDs increased 900% among high school students across the country.<sup>11</sup> The rates of ESD use in Maryland have been found to be similar to the national rates, with nearly 20% of Maryland youth reporting that they used ESDs in 2014.<sup>12</sup>

<sup>&</sup>lt;sup>7</sup> U.S. Department of Health and Human Services, "The Health Consequences of Smoking - 50 Years of Progress: A Report of the Surgeon General," Printed with corrections January 2014, 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 <<u>https://www.surgeongeneral.gov/library/reports/50-years-of-progress/index.html#fullreport</u>>.

<sup>&</sup>lt;sup>8</sup> Centers for Disease Control and Prevention, "Health Effects of Cigarette Smoking," Retrieved 6 September 2017 <<u>https://www.cdc.gov/tobacco/data\_statistics/fact\_sheets/health\_effects/effects\_cig\_smoking/</u>>.

<sup>&</sup>lt;sup>9</sup> Maryland Department of Health and Mental Hygiene, "Monitoring Changing Tobacco Use Behaviors: A Report to the Maryland Governor and the General Assembly", August 2014, Maryland Department of Health and Mental Hygiene, Retrieved 6 September 2017 <<u>https://phpa.health.maryland.gov/ohpetup/Documents/HG%2013-1004%20-%20PHPA%20-</u> %20Biennial%20Tobacco%20Study%20.pdf>.

<sup>&</sup>lt;sup>10</sup> Centers for Disease Control and Prevention, "Economic Facts About U.S. Tobacco Production and Use," Retrieved 13 Semptember 2017 <<u>http://www.cdc.gov/tobacco/data\_statistics/fact\_sheets/economics/econ\_facts/</u>>.

<sup>&</sup>lt;sup>11</sup> U.S. Department of Health and Human Services, "E-cigarette Use Among Youth and Young Adults: A Report of the Surgeon General," 2016, 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, Retrieved 13 September 2017 <<u>https://www.surgeongeneral.gov/library/2016ecigarettes/index.html#fullreport</u>>.

<sup>&</sup>lt;sup>12</sup> Maryland Department of Health and Mental Hygiene, "Monitoring Changing Tobacco Use Behaviors: 2000 – 2014," May 2016, Baltimore: Maryland Department of Health and Mental Hygiene, Prevention and Health Promotion Administration, Primary Care and Community Health Bureau, Center for Tobacco Prevention and Control, Retrieved 13 September 2017 <<u>https://phpa.health.maryland.gov/ohpetup/Documents/Legislative%20Report%20May%202016-</u> <u>%20Biennial%20Tobacco%20Study.pdf</u>>.

In 2016, the Office of the Surgeon General released the first report on the dangerous health effects of youth and young adult ESD use. Potential risks of using ESDs during youth and adolescence include nicotine exposure, which may damage the developing brain; respiratory damage from aerosolized chemicals such as solvents and flavorants; deterrence of quitting tobacco use; nicotine addiction; and dual use of ESDs and other tobacco products, which can impede quitting efforts, increase addiction, and increase the dose of nicotine (70% of Maryland adolescent cigarette smokers also use ESDs and 35% of adult ESD users also smoke cigarettes).<sup>12</sup> Fruit and candy flavors are used to attract youth to use the product and potentially become addicted to nicotine.

The CTPC within the Department implements a comprehensive statewide tobacco control program. This program 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.<sup>13</sup>

Within the CDC *Best Practices* document, mass-reach health communication interventions are 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. CDC *Best Practices* recommends a comprehensive approach - school-based programming must be combined with community interventions, policy implementation, and mass-reach health communication interventions in order to make a meaningful impact on decreasing youth tobacco use initiation. 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 based on strong evidence of effectiveness for decreasing the prevalence of tobacco use, increasing cessation and use of available cessation services (e.g., quitlines), and decreasing initiation of tobacco use among young people.<sup>14</sup>

Though the Tobacco Counter-Marketing and Media Component has no longer been funded as a separate line item in the CRF budget, in Fiscal Year 2017 CTPC has continued to leverage federal prevention and cessation funding and campaigns, as well as CRF Statewide and Local Public Health (through LHDs) dollars, to support these efforts.

As stated previously, in Federal Fiscal Year 2014 and Federal Fiscal Year 2015, Maryland was found to have a high non-compliance rate among licensed tobacco retailers with youth access laws. Utilizing state dollars, CTPC developed a statewide campaign to address youth access to tobacco and to encourage Maryland tobacco retailers to comply with the pre-existing laws prohibiting the sale of tobacco to persons less than 18 years of age. These funds have enhanced efforts to educate Maryland tobacco retailers, conduct additional compliance checks, and enforce laws regarding youth access. The Department also developed retailer materials, trainings, and a website:

<sup>&</sup>lt;sup>13</sup> 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, Retrieved 13 September 2017

<sup>&</sup>lt;https://www.cdc.gov/tobacco/stateandcommunity/best\_practices/pdfs/2014/comprehensive.pdf>.

<sup>&</sup>lt;sup>14</sup> The Community Preventive Services Task Force, "Tobacco Use and Secondhand Smoke Exposure: Mass-Reach Health Communication Interventions," Retrieved 13 September 2017 <<u>https://www.thecommunityguide.org/findings/tobacco-use-and-secondhand-smoke-exposure-mass-reach-health-communication-interventions</u>>.

<u>www.NoTobaccoSalesToMinors.com</u>. After these intensive efforts to promote retailer compliance, Maryland's Federal Fiscal Year 2017 non-compliance rate dropped significantly to below 11% (from over 31% in Federal Fiscal Year 2015). See "Tobacco Enforcement Section" for more information.

Additionally, CRF funds were used to promote prevention and cessation, primarily through the Quitline and LHD 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 is listed below and examples can be found in the Appendices.

# MEDIA FUNDED THROUGH 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%, while 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) while supplies last, web support, and text support. The Quitline consistently demonstrates a stable reach across Maryland, including minority populations, Medicaid participants, and uninsured callers. Specialized multi-call and incentive programs for pregnant participants are included, as well as a specialized multi-call program for youth smokers (ages 13-17).

In State Fiscal Year 2017, 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.

## CDC's National Tobacco Education Campaign - Tips from Former Smokers

The CDC's National Tobacco Education Campaign, *Tips from Former Smokers* (Tips), ran from January 9 – July 30, 2017 and significantly increased demand for Quitline services in Maryland. The 29-week campaign featured non-actors candidly describing their devastating smoking-related health conditions (e.g., chronic obstructive pulmonary disease, depression, and other health complications related to cigarette use). 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 17,180 inbound calls were received by the Quitline during the months that the Tips ads aired (including tobacco users and proxies such as general public, family or friends of a tobacco user, providers, etc.), resulting in over 6,417 registered participants. This reflects a 53% increase as compared to the preceding 29 weeks, in which 4,199 Maryland residents enrolled in Quitline services.

# **Quitline Media Promotions**

- Mass Media:
  - From December 19, 2016 to January 15, 2017, over 122 15-second and 30-second spots ran on Spanish language network television stations featuring Rose, a smoker who struggled with cancer. The spots aired on WFDC and WMDO, Univision affiliate networks, and CTV, a medium that reaches audiences who record programs and skip commercials, as well as those who stream programming online. An interview also aired on January 23, 2017 with a representative from the Department speaking about Quitline services. The campaign delivered over 1.7 million impressions.
  - From December 16, 2016 to January 12, 2017, CTPC aired existing Real Marylander TV testimonials (from Robin, Jeffery, and Michael). These testimonials can be viewed at: <a href="http://smokingstopshere.com/media/">http://smokingstopshere.com/media/</a>. The testimonials were tagged with "Resolve to Quit" to coincide with New Year's resolutions. As added value to the media buy, an interview featuring the Director for the CTPC was conducted and aired for the "ON TIME" segment on WJZ TV. The interview aired on January 1, 2017, and highlighted the free services offered by the Quitline to residents. Over 1.7 million impressions were achieved.
  - From January 2, 2017 to March 31, 2017, CTPC aired a 60-second educational Public Service Announcement (PSA) promoting the Quitline. The ads were distributed via wall mounted video flat screens with audio in 406 healthcare provider waiting rooms in Baltimore City. The PSA appeared along with other health and wellness information and localized physician messages. The spot aired approximately every 30 - 45 minutes during office hours, translating into an average of 16 times a day throughout a typical 8-hour office day. Over 8 million impressions were achieved.
  - From January 22, 2017 to March 18, 2017, CTPC aired a 30-second audio PSA promoting the Quitline in 240 retail locations such as Giant and Martin's, SuperValu/Shoppers, and Albertsons chains. Over 11 million impressions were achieved.
  - From February 21, 2017 to June 30, 2017, CTPC placed 210 Quitline ads statewide on Gas Station TV, and over 1 million impressions were achieved.
- *Transit Mass-Reach Health Communication Interventions:* From December 19, 2016 to January 15, 2017, CTPC placed the Quitline "Resolve to Quit" ads on transit mediums to raise awareness of the Quitline's free services available to Maryland residents. The ads were placed throughout Baltimore with an estimated 20 million impressions achieved.
- 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, and has an electronic ordering system to allow residents and healthcare 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. Nearly 150,000 pieces of collateral were shipped in Fiscal Year 2017.

- From December 2016 to January 15, 2017, CTPC placed Quitline ads on 400 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 placement resulted in more than 6 million impressions.
- *Print Mass-Reach Health Communication Interventions:* CTPC placed advertisements in publications targeting specific populations to promote the availability of the Quitline. Ads 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 were tailored to the 'season'; for example, New Year's resolutions and Valentine's Day. The ads encouraged nurses to talk to their patients about quitting.
  - *Sports Team Publications* CTPC placed ads in the December 10, 2016 Army Navy playbook and reached an estimated 250,000 people.
- *Statewide Multi-Faceted Campaign:* CTPC launched a multi-faceted statewide campaign promoting the Quitline from May 8, 2017 to June 30, 2017. The "Ready to Quit" campaign consisted of TV, digital billboard, transit, Gas Station TV and web-based media. Over 41.85 million impressions were achieved for the total campaign.
  - TV –126 "Real Marylander" TV testimonial ads were aired: Michael's 30-second story, Robin's 15-second story, and Stephen's 15-second story. These ads are available at <u>http://smokingstopshere.com/media/</u>. The TV ads achieved 5.29 million impressions.
  - *Digital Billboards* Ads were placed on 14 digital billboards along I-95, I-83, I-695, and I-295, as well as at Ritchie Station. Over 7.81 million impressions were achieved.
  - *Transit* 414 ads were placed on transit mediums in the Baltimore Area. These ads were placed on buses, metro cars, light rail, and mobility buses. The transit campaign achieved an estimated 27.97 million impressions.
  - Gas Station TV Fifteen-second testimonial ads from Robin and Stephen (available at <u>http://smokingstopshere.com/media/</u>) were placed at 32 gas stations, for a total of 308 screens. Over 681,000 impressions were achieved.
  - *Google Ad Words/YouTube Videos* Web ads promoted the Quitline and directed those who clicked on the ads to the Quitline website. Over 96,000 impressions were achieved.

# Health Communication Outreach to Targeted High-Risk Populations

## Pregnant Smokers

Using federal funding, CTPC executed a "Point of Care" marketing campaign from November 21, 2016 through December 2016 to reach pregnant women, post-partum women, and women of child-bearing age. Point of care marketing offers patients actionable information on key health conditions and lifestyle changes that directly influences the way they think about their health and encourages them to discuss

condition-management with their physician. The Pregnancy Incentive poster with "take-one displays" was placed in 200 locations in OB/GYN, pediatric, and family practice offices throughout Maryland with impressions of more than 1 million.

# Medicaid Participants and Healthcare Providers

Using federal funding, CTPC executed a "Point of Care" marketing campaign from November 21, 2016 through December 2016 to reach Maryland's Medicaid participants and the healthcare providers who serve them. The Quitline's 10<sup>th</sup> Anniversary posters with "take-one displays" were placed in 77 doctors' offices and independent pharmacies who accept Medicaid throughout Maryland with impressions of more than 1 million. Over 40% of callers to the Quitline self-reported being Medicaid participants in Fiscal Year 2017.

# **Additional Statewide Health Communication Interventions**

# 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," and that tobacco litter impacts where we live, work, and play. The campaign's primary audience is those who self-identify as smokers, but the campaign also aims to reach the general population to encourage healthy communities. (See Appendix C).

Ads directed residents to the campaign website, <u>www.NoTobaccoLitter.com</u>. Radio, television, transit, and other outreach materials, as well as a toolkit, are available on the website to assist LHDs and community partners in implementing their own tobacco litter awareness campaigns.

CTPC utilized state dollars to place ads from March 18 - June 30, 2017, with all ads airing throughout the month of April, which was Earth Month.

- Transit Ads: 327 ads were placed on Ocean City boardwalk tram tops and buses; Baltimore City buses, light rail interiors, metro car interiors, and bus shelters; Prince George's County bus shelters; and Baltimore Collegetown Shuttles. Over 62.6 million impressions were achieved.
- Gas Station TV Ads: Ads were shown on 211 Gas Station TV screens across the state, and over 1 million impressions were achieved.
- Radio Ads: A 30-second radio ad aired on the Maryland Transit Authority radio station at no cost to the Program. Ads played throughout April, and the station plays continuously at all Light Rail and Metro stations.
- Motor Vehicle Administration TV Ads: The 30-second captioned TV ad aired in Motor Vehicle Administration waiting rooms at no cost to the Program throughout April.

## Smokeless Tobacco Use Prevention Campaign

The smokeless tobacco use prevention campaign, *Tobacco Stops With Me*, was developed by the Oklahoma Department of Health and re-tagged with permission with Maryland-specific information. The primary audience is youth and young adults who are rural and male. Campaign messaging encourages young men to break away from the perceived norm (smokeless tobacco use) to protect their health. (See Appendix D).

CTPC utilized federal dollars to place 32 ads on Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester counties buses from January 23 - March 19, 2017. These counties have high rates of smokeless tobacco use. Ads achieved approximately 4.6 million impressions, and placement coincided with *Through with Chew* Week, a nationally recognized event in February that focuses on increasing education about the dangers of smokeless tobacco use and promoting resources to assist in quitting use of these products.

## Smoke-free Multi-Unit Housing Campaign

The smoke-free multi-unit housing campaign aims to expand state and federal efforts to encourage the implementation of smoke-free policies in multi-unit housing. The *Baby in Playpen* ad was developed by the California Department of Public Health and re-tagged with permission with Maryland-specific information. The ad directs residents to the campaign website: www.mdsmokefreeliving.org.

Campaign messaging increases 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." (See Appendix E).

CTPC utilized state dollars to place 340 ads on Baltimore City buses, light rail interiors, metro car interiors, and bus shelters from May 29 – June 25, 2017. Ads achieved approximately 19 million impressions and coincided with the United States Housing and Urban Development's *Healthy Homes Month* in June.

# MEDIA FUNDED THROUGH LOCAL PUBLIC HEALTH COMPONENT

For the past several years, LHDs have been engaging in a wide variety of counter-marketing and media activities with funding from the local public health component of the CRF Program. The various media and marketing campaigns developed by LHDs 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 shelter signs;
- Highway signs; and
- Placards and hanging signs.

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

- 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; and
- Electronic newsletters.

Some jurisdictions used advanced technology to conduct media and marketing campaigns using electronic mailing lists and social networks such as Facebook, Twitter, Google, Pinterest, Instagram, YouTube, and mobile telephone apps. To maximize resources, some LHDs collaborated with neighboring health departments, City Councils, local Parks and Recreation Departments, the Board of Education, the Department of Social Services, and youth clubs and organizations.

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

- Public housing authorities;
- Churches and faith-based institutions;
- Homeless shelters;
- The Department of Social Services;
- Cultural organizations;
- Malls;
- Day care providers;
- Mental health facilities;
- Women, Infants, and Children (WIC) programs;
- Hospitals and medical centers; and
- Colleges and universities.

LHDs enlisted members from their local tobacco coalitions, faith-based organizations, MOTA vendors, 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: (1) prevent initiation of tobacco use, (2) eliminate harm from secondhand smoke, (3) support cessation among adults, and (4) reduce tobacco related health disparities.

Media messages developed by LHDs were also targeted to youth-serving organizations such as the Boys and Girls Club, SADD, the Police Athletic League, community centers, and youth leadership groups. Schools were targeted with poster displays, bulletin boards, videos, and printed materials. Social networks such as Facebook and YouTube have emerged as effective marketing and outreach tools to engage young people as well.

# MEDIA FUNDED THROUGH CRF TOBACCO ENFORCEMENT

## **Responsible Tobacco Retailer Campaign**

In order to educate retailers on the federal, state, and local laws prohibiting the sale of tobacco to minors, CTPC designated state dollars to continue to implement a Responsible Tobacco Retailer education campaign to reduce youth access to tobacco products and renew the focus on retailer responsibility. (See Appendix B).

Ads direct listeners and viewers to the campaign website, <u>www.NoTobaccoSalesToMinors.com</u>, where materials are available for free to download and order. Additionally, postcards, toolkits, and minipackets containing calendars were sent to over 6,000 licensed tobacco retailers and vape shops in Maryland. Materials were also sent to all LHDs and community-based organization groups to assist with retailer educational visits.

From August 4 - September 30, 2016, CTPC placed:

- <u>Transit Ads</u>. 313 ads on Baltimore City buses, light rail panels, metro car interiors, and bus shelters. Nearly 20 million impressions were achieved.
- <u>Gas Station TV Ads</u>. 126 Gas Station TV screens across the state; over 700,000 impressions were achieved.

From December 2, 2016 - June 15, 2017, CTPC placed:

- <u>Print Ads</u>. 13 ads in print publications across the state; six in the Baltimore Sun and community papers, and seven in the Maryland Beverage Journal. Approximately 960,000 impressions were achieved.
- <u>Digital/Mobile Ads</u>. Eight ads were placed on <u>www.patch.com</u> and <u>www.baltimoresun.com</u>, achieving nearly 2.3 million impressions.

From April 15 - June 30, 2017, CTPC placed:

• <u>Transit Ads</u>. 226 ads on county buses in Anne Arundel, Caroline, Dorchester, Frederick, Howard, Kent, Montgomery, Prince George's, and Talbot counties; and Ocean City boardwalk tram tops and city-liner buses. Over 32 million impressions were achieved.

- <u>Radio Ads</u>. A 30-second radio ad was placed at 237 grocery stores across the state on Public Service Network in-store radio. Over 400,000 broadcasts and over 19.6 million impressions were achieved.
- <u>Statewide Multi-Faceted Campaign</u> A multi-faceted campaign was implemented through CTPC to continue to promote the Responsible Tobacco Retailer Program and enhance current efforts. Over 36 million impressions were achieved for the campaign; placements consisted of:
  - *Transit* 512 ads were placed on transit mediums in the Baltimore, Frederick, and Eastern Shore areas on buses, metro cars, light rail, bus shelters, and mobility buses. The transit campaign earned over 31.54 million impressions.
  - Digital Billboards Ads were placed on 14 digital billboards along I-95, I-83, I-695 and I-295. Over 3.8 million impressions were achieved.
  - $\circ$  *Gas Station TV* 30-second video ads were placed at 32 gas stations (on 308 screens). Over 681,000 impressions were achieved.

## **Next Steps**

Over the next year, CTPC plans to continue 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 2014, 46.6% of underage high school smokers believed smoking helps them to look cool or fit in, an increase of 70% since 2000. Even more alarming, 23% of under-age high school non-smokers believe smoking helps youth to look cool and fit in, an increase of 83% since 2000.<sup>12</sup> 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.<sup>13</sup> Additionally, efforts will be underway to launch a counter-marketing campaign targeted at youth regarding the harmfulness of ESD use. Maryland 2014 data shows that these products are now the most used tobacco product among under-age youth in Maryland, at nearly 20%.<sup>12</sup>

In many arenas, Maryland continues to be on the forefront of successfully addressing critical tobacco control issues. Maryland was 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:

- Continuing to leverage and promote the CDC "Tips from Former Smokers" campaigns, with ads airing in 2018.
- Continuing to place and distribute Responsible Tobacco Retailer ads and materials.
- Continuing to promote the Quitline to vulnerable populations.

- Engaging populations disproportionately affected by tobacco use, such as lesbian, gay, bisexual, transgender, and queer individuals; individuals with behavioral health issues; and those of lower socioeconomic status, in addressing tobacco control efforts within their communities.
- Promoting the Quitline to healthcare providers and encourage them to discuss tobacco use cessation with their patients.
- Expanding 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 health departments, outside partners, and communities to sustain programming. Upon receipt of forthcoming data analysis from 2016 YTRBS, CTPC will also determine targeted efforts necessary to address tobacco prevention efforts.

# FISCAL REPORT

# **BEHAVIORAL HEALTH ADMINISTRATION**

# Behavioral Health Administration Cigarette Restitution Fund Program Fiscal Report

During Fiscal Year 2017, the BHA administered \$21,452,828 in CRF funds. These funds were appropriated in the BHA's budget M00.L0102 – Behavioral Health Community Services to the Uninsured. The budget services provide for the administration of funds for the enhancement and expansion of substance related disorder treatment and recovery programming. Funding allocations are provided based on local requests and priorities regarding areas of greatest needs.

	As of June 30, 2017			
	Budget	Expenditures	Obligations	Unobligated
Treatment Services	21,452,828	21,452,828	<u>0</u>	<u>0</u>
	21,452,828	21,452,828	0	$\overline{0}$
Distribution by Subdivision				
·	As of June 30, 2017			
<u>Subdivision</u>	Budget	Expenditures	Obligations	Unobligated
Anne Arundel	311,376	311,376	0	0
Baltimore City	7,669,823	7,669,823	0	0
Baltimore County	1,040,782	1,040,782	0	0
Calvert	125,681	125,681	0	0
Caroline	138,343	138,343	0	0
Cecil	153,158	153,158	0	0
Charles	631,783	631,783	0	0
Dorchester	227,041	227,041	0	0
Garrett	146,503	146,503	0	0
Harford	247,680	247,680	0	0
Howard	203,938	203,938	0	0
Kent	77,779	77,779	0	0
Montgomery	330,988	330,988	0	0
Prince George's	2,149,047	2,149,047	0	0
St. Mary's	349,931	349,931	0	0
Talbot	71,272	71,272	0	0
Washington	170,989	170,989	0	0
Statewide – Fee-For-Service	7,406,714	7,406,714	0	0
TOTAL	21,452,828	21,452,828	0	0

NOTE – Not all 24 counties are listed because some Maryland counties that previously received direct grants for treatment services no longer receive direct grants, but instead received funding through "Fee-For-Service" in Fiscal Year 2017. These expenditures are listed in the "Statewide – Fee-For-Service" category.

# ACCOMPLISHMENTS

# **BEHAVIORAL HEALTH ADMINISTRATION**

# CIGARETTE RESTITUTION FUND PROGRAM

# **BEHAVIORAL HEALTH ADMINISTRATION**

### FISCAL YEAR 2017 ACCOMPLISHMENTS

# **Outcomes and Public Benefits: Fiscal Year 2017 Accomplishments**

During Fiscal Year 2017, CRF funds were used to support the following:

	Patients Served
Anne Arundel County Level 1 Outpatient Services	250
Baltimore City Level 1 Outpatient Services	99
Level 3.1 Halfway House Services	232
Level 3.3 Long Term Residential Services	68
Level 3.5 Therapeutic Community Services	232
OMT Opioid Maintenance Therapy	234
<b>Baltimore County</b>	
Level 1 Outpatient Services (Adult)	375
Level 2.1 Intensive Outpatient Services (Adult)	38
Level 2.1 Intensive Outpatient Services (Adolescent)	2
Level 3.7 Medically Monitored Inpatient Services	15
(Adolescent)	22.4
OMT Opioid Maintenance Therapy	224
Urinalysis	572
<u>Calvert County</u>	
Level O.5 Early Intervention	18
Assessments	24
Level 1 Outpatient Services	160
Level 2.1 Intensive Outpatient Services	44
Caroline County	
Level 1 Outpatient Services (Adolescents)	10
Level 1 Outpatient Services (Adult)	200
Telepsychiatry	34
Naloxone	500
Cecil County	
Continuing Care	25
Level 1 Outpatient (Adolescent)	10

Level 1 Outpatient (Adult)	96
<u>Charles County</u> Level 1 Outpatient Services (Adult) Level 2.1 Intensive Outpatient Services (Adults)	2,400 50
Dorchester County Level 1 Outpatient Services (Adolescent) Level 1 Outpatient Services (Adults) Level 2.1 Intensive Outpatient Services (Adults) Buprenorphine	36 70 34 104
Garrett County Level 1 Outpatient Services (Adolescent)	14
Level 1 Outpatient Services (Adults)	62
<u>Harford County</u> Level 1 Outpatient Services (Adolescents) Level 1 Outpatient Services (Adults) OMT Opioid Maintenance Therapy	100 320 21
<u>Howard County</u> Level 1 Outpatient Services (Adolescents) Level 1 Outpatient Services (Adults) Level 2.1 Intensive Outpatient Services (Adults)	6 256 28
<u>Kent County</u> Level 1 Outpatient Services (Adults) Care Coordination	75 21
Montgomery County OMT Opioid Maintenance Therapy	88
Prince George's County Level 0.5 Early Intervention Level 1 Outpatient Services (Adolescent) Level 1 Outpatient Services (Adults) Level 1 Outpatient Services (Women and Children) Level 2.1 Intensive Outpatient Services (Adolescent) Level 2.1 Intensive Outpatient Services (Adults) Level 2.1 Intensive Outpatient Services (Women and Children) OMT Opioid Maintenance Therapy	190 120 60 30 60 158 180 138

St. Mary's County	
Level 1 Outpatient Services	245
Level 1 Outpatient Services (Criminal Justice)	88
Level 2.1 Intensive Outpatient Services	208
-	
Talbot County	
Level 1 Outpatient Services	46
Washington County	
Assessments and Referrals	500
Court Assessments	25
Medication Assisted Treatment	10
<u>Statewide</u>	
Ambulatory Services (Level 1 Outpatient, Level 2.1 Intensive	4,381
Outpatient Services; OMT Opioid Maintenance Therapy)	

NOTE – Not all 24 counties are listed because some Maryland counties that previously received direct grants for treatment services no longer receive direct grants, but instead received funding through "Fee-For-Service" in Fiscal Year 2017. These expenditures are listed in the "Statewide – Fee-For-Service" category.

#### Managing-For-Results

The 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-related disorder treatment and recovery services with emphasis on access to treatment and retention in treatment.

# FISCAL REPORT AND MANAGING-FOR-RESULTS REPORT

# **MEDICAL CARE PROGRAM**

# CIGARETTE RESTITUTION FUND PROGRAM

# MEDICAL CARE PROGRAM

## **PROVIDER REIMBURSEMENTS**

## AND

# MANAGING-FOR-RESULTS (CY 2016)

Appropriation: **<u>\$108.448.000</u>** Expenditure: **<u>\$104.448.000</u>** 

#### M00Q01.00 MEDICAL CARE PROGRAMS ADMINISTRATION

**Objective 1.4** For Calendar Year 2019, reduce by 3 admissions the rate per thousand of asthma-related avoidable hospital admissions among HealthChoice children ages 5-20 with asthma compared to CY 2016.

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. The denominator for this measure includes children enrolled for at least 320 days in a HealthChoice managed care organization during the calendar year and the previous calendar year.

	CY2016	CY2017	CY2018	CY2019
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Rate per thousand of asthma-related avoidable admissions among HealthChoice children ages 5-20	26	25	24	23
with asthma				

**Objective 2.4** For Calendar Year 2019, reduce the gap in access to ambulatory services between Caucasians and African-Americans in HealthChoice by 0.5%.

	CY2016	CY2017	CY2018	CY2019
Performance Measures	Actual	Estimated	Estimated	Estimated
Outcome: Percentage gap between ambulatory care access rate for Caucasians compared to the access rate for African-Americans	3.9%	3.7%	3.5%	3.4%

**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.

# **APPENDICES**

# **TOBACCO CONTROL PROGRAM SAMPLE MEDIA**

## Appendix A

Maryland Tobacco Quitline Mass Media Promotions - <u>www.SmokingStopsHere.com</u>

### New Year's TV Campaign, "Resolve to Quit"



### Digital Marketing Campaign



New Year's Transit: "Resolve to Quit"



#### Print Media 2016: Army/Navy Game Program and the Maryland Nurse



Point of Care Medicaid and Pregnancy Campaign







#### Maryland Tobacco Quitline's Print Materials: Wallet Cards and Brochures



# Appendix B

Responsible Tobacco Retailer Campaign - <u>www.NoTobaccoSalesToMinors.com</u>

### Transit Ads August – September 2016



Transit, Print, and Digital ads December 2016 - June 2017













Appendix C Toxic Tobacco Litter Campaign - <u>www.NoTobaccoLitter.com</u>









**Appendix D** Tobacco Stops With Me.





**Appendix E** Smoke-free Multi-unit Housing - <u>www.mdsmokefreeliving.org</u>







Southern Maryland Agricultural Development Commission (SMADC) Of the Tri-County Council for Southern Maryland November 2017



# **END OF YEAR REPORT – FY'17**

#### **INTRODUCTION**

The purpose of the Southern Maryland Agricultural Development Commission (SMADC) is to support farms and the future of agriculture in Southern Maryland. We are committed to expanding and promoting a viable and profitable agricultural farming community in Southern Maryland. While the primary focus is on the five southern Maryland counties of Anne Arundel, Calvert, Charles, Prince George's and St. Mary's, many of its initiatives reach statewide.

SMADC provides vision, support, research, grants, and marketing & promotion to area farmers. As new farm economies are being formed, SMADC helps to streamline regulations and reduce obstacles. At SMADC, we are helping farmers to help themselves in creating a profitable farming future and helping the public to understand the importance of local farms to our overall economy. To achieve that goal, SMADC is committed to helping connect local farmers to their consumers, as well as to protecting area farmland through local land preservation.

SMADC has dispersed the tobacco buyout monies to all buyout participants, developed a regional plan for diversification, and continues to provide ag grants and training, and funding for land preservation as it is available.

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 to their products by extending the life of farm foods through on-farm processing, dairy processing, and more.

Simultaneously, SMADC launched promotion campaigns to the public to alert consumers and buyers to the availability of Southern Maryland's diverse farm foods and innovative on-farm services (*So. Maryland, So Good*), the Maryland *Buy Local Challenge, Southern Maryland Trails: Earth, Art, Imagination, Southern Maryland Meats.* Throughout the process, SMADC has held public forums, focus group discussions, and invited public input on our strategic plans. Consistently, the community has asked SMADC to address a meat processing facility for the region, provide assistance to the growing equine and aquaculture industries, provide infrastructure for value-added processing and on-going regulatory support.

#### MEAT CENTER

Feedback from public forums and surveys, particularly during FY'15, identified a meat processing facility was identified as the top priority for the region.

In March 2016, SMADC was directed by the Executive Board of the Tri-County Council for Southern Maryland (TCCSMD) to focus exclusively on the creation of a USDA certified meat slaughter/processing facility convenient to the region's farmers and develop a Request for Proposal (RFP) to identify a site and managing entity.

The objective of the TCCSMD and SMADC board is to create an RFP that allows a public-private partnership to develop, manage and operate a meat processing facility located within the five counties of Southern Maryland (under current structural organization the TCCSMD and SMADC cannot hold title to property). The meat processing facility is intended to provide a suite of multi-species meat processing services adhering to USDA certification (slaughter, cut, process and wrap) with minimum processing capabilities of 500 beef and 2000 sheep/goat/hog units, and optional ability to process additional livestock species including poultry. The ideal capacity for the facility is 3000 animal units per year. Ideally, a single award will be made to an entity which can provide all of the services through sub-contractors and a lease or purchase of property. The contract to be awarded will be for a term of up to 9 years.

In FY'16, SMADC set aside funds to support the development/construction of the meat processing facility. In FY'17, TCCSMD and SMADC engaged in conversations with Maryland Agricultural Resource-Based Industry Development Corporation (MARBIDCO) to investigate the possibility of dispensing SMADC funds for this project through MARBIDCO financial instruments. MARBIDCO agreed to assist with the financial component of the RFP development and administer SMADC funds through a low-interest loan which may be converted to a grant, conditional upon certain benchmarks being achieved. The total maximum amount available is \$1 million, of which \$500,000 is available as a loan which can be converted to a grant and the remaining \$500,000 is available as a loan only.

The RFP (prepared under legal oversight, in strict alignment with state procurement law requirements) was issued on November 28, 2016 on eMaryland Market Place and promoted statewide through media press-releases paid advertisements and through SMADC social media platforms.

A Pre-Proposal Conference/Bidders Meeting was held on December 13, 2016, to address questions from prospective bidders. SMADC staff acting as Procurement Officer with TCCSCM Executive Director and Executive Director-MARBIDCO reviewed the RFP content and Scope of Work. Fifteen people attended the meeting, including representatives from potential bidders and groups, local government and regional economic development specialists. A summary inclusive of meeting agenda and RFP was posted on SMADC website. No proposals were received by the due date, January 27, 2017.

Due to the lack of RFP responses, SMADC has appointed a subcommittee in the interim to work with TCCSMD Executive Director to review the RFP, address issues that may inhibit potential bidders and consider options for enhancements and incentives to increase successful bid responses. A timeline for re-issuing the RFP is proposed for late August 2017 with bids due in January 2018.

#### Highlights (2016-2017)

- RFP final draft approved by state legal entities
- RFP launched on eMaryland Market Place
- 1 Pre-proposal Conference held 15 individuals attend
- Pre-proposal Conference Questions posted on SMADC.com

#### **SMADC APPOINTS NEW DIRECTOR, SHELBY WATSON-HAMPTON**

In March 2017, Tri-County Council Executive Board and SMADC Board appointed Shelby Watson-Hampton as the new Director of SMADC. Ms. Watson-Hampton is a Southern Maryland farmer and active member of the Maryland farming community. In her previous position in the Marketing

Department at the Maryland Department of Agriculture, she managed the Farmers Market Nutrition Program and worked to promote and market Maryland products, farmers, and farmer's markets. "As Director, my mission will be to work towards fostering a truly cohesive farming community in Southern Maryland, which brings out the best in all farmers and all production types. I will strive to continue and to expand the tradition of a strong and prosperous farming community in Southern Maryland." *Shelby Watson-Hampton, SMADC Director.* 

#### SMADC APPOINTS NEW CHAIRMAN, YATES CLAGETT

During FY'17, at the April SMADC meeting, Yates Clagett, SMADC board member, was elected as SMADC's new Chairman and commenced his tenure in May. Mr. Clagett (a former tobacco producer who transitioned to livestock production in 2006), works for the Prince George's Soil Conservation District and manages all agricultural programs, including the Land Preservation Programs. He is also the county's Farm Bureau President, and has served on numerous state and local agricultural boards. "After 16 years, SMADC has refocused and redefined our mission to evolve with the Southern Maryland agricultural economy as it continues to grow. I'm excited to lead the board and to take on new initiatives to help farmers continue to transition and increase profitability." *Yates Clagett, SMADC Chairman*.

# SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT PROGRAMS:

### **PROVIDING FARMERS RESOURCES TO BE PROFITABLE**

#### NEW SMADC FARM GRANTS AND FINANCING OPPORTUNITIES

During FY'17, SMADC developed and launched a formal application process for scholarships and sponsorships, a new mini-grant program to help farmers start or expand agricultural operations, and new funds to incentivize the utilization of MARBIDCO programs in the five-county region. As part of its ongoing mission to support farming in Southern Maryland, SMADC makes grants and financing assistance available to individual farmers, groups and ag-related entities to fund projects, acquisitions, research and development and other project areas. Two new grant programs and two SMADC/MARBIDCO loan financing options were launched:

- The Regional Agriculture Project (RAP), which fosters collaboration among the ag-related entities and farmers within each county, will support projects deemed to enhance the agricultural infrastructure of the county (purchase of equipment or development of central facilities to be used by farmers in each home county.) Awards up to \$25,000 per county/partnership.
- **The Southern Maryland Agricultural Mini-Grant Program** will assist farmers with small start-up projects and with diversifying their farming enterprise. Awards up to \$2,000 to individual farmers (with a one-to-one match by the farmer).
- The Southern Maryland Agricultural Equity Incentive Matching Fund, offered in conjunction with MARBIDCO, is designed to incentivize loan requests from farmers and to help them meet certain down-payment (equity) requirements, in order to help improve the credit quality of their applications.
- The Southern Maryland Revolving Loan Fund for Agricultural Producers, a loan program designed exclusively for Southern Maryland applicants to assist with purchases and upgrades. Loans available from \$10,000 \$20,000.

#### **SMADC Scholarships and Sponsorships**

SMADC recognizes the importance of educational and networking opportunities for farmers and for young adults (high school and above) that promote and support agriculture, stimulate interest in careers in agriculture and grow a new generation of farmers. To address this need, SMADC is offering both sponsorships and scholarships to residents in Southern Maryland.

- **Sponsorships** are typically awarded to an entity seeking sponsorship funds for events that provide information or assistance to benefit the region's farming community.
- Scholarships are typically awarded to individuals who live in Southern Maryland to assist in the costs of attending training, a workshop or a program related to agriculture.

#### New on-line Grant and Scholarship Portal Launched – SMADC.com

In order to effectively promote the new grant and financing opportunities, SMADC launched dedicated webpages on SMADC.com to host the full grant, scholarship and sponsorship details, together with online submission forms (as applicable) and provided corresponding links to MARBIDCO partnership loan/grant offerings to streamline the applications process.

In addition to launching these new grants and financing opportunities, SMADC will set up an independent board grant review committee to review and award the funds. The review committee will be made up of stakeholders from the community who are not currently on SMADC's board but who are active in the agriculture community in Maryland.

#### **Highlights:**

- 2 new grant programs launched (Mini-Grant, RAP)
- 2 MARBIDCO/SMADC loan partnerships launched (Revolving Loan, Equity Incentive)
- Scholarship and Sponsorship web portal launched
- Dedicated Grant/Loan portal launched

#### SOUTHERN MARYLAND MEAT INDUSTRY

#### Southern Maryland Meats (SMM)

In the past 7 years, SMADC has undertaken the challenge of building the local meat industry. As a result, more producers are adding livestock to their business models and taking advantage of value-added potential for profit offered by SMM trailers, retail cases and rental farm equipment provided by SMADC grants. Cumulative trailer use and meat display case sales since the inception of the Southern Maryland



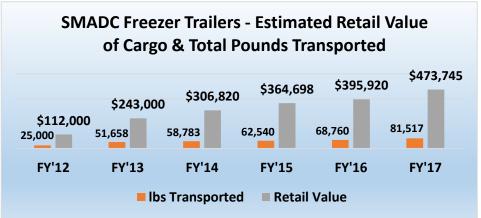
Meats (SMM) program in 2010 demonstrate the industry is solidly established and continues to show potential for growth.

www.southernmarylandmeats.com

#### Farm Share Equipment - Freezer Trailers

In 2011, SMADC provided funds to St. Mary's County Farm Bureau and Prince George's County Farm Bureau to purchase two freezer trailers to transport farmers' meat products from USDA processing plants to farm or retail stores. In

FY'15, funds were approved for a third trailer for Calvert County Farm Bureau. All three trailers are available to rent by any Southern Maryland meat producer. In FY'16, Prince George's and St. Mary's counties received funding to purchase new trailers. Both counties auctioned their old trailers and have returned the sale proceeds



to SMADC to be used to establish a fund for ongoing trailer a display case maintenance.

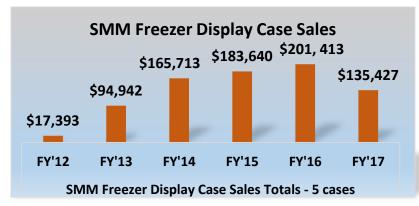
The new trailers are more stable and easier to haul than the previous models. As a result, all 3 counties picked up new users in FY'17. Managing entities have received many compliments for the ease of use and report that "the trailer is a huge asset to the meat producers" (*C. Cosgrove – Calvert County*). Parity of rental rates across all counties helps to insure equitable use and minimize wear and tear. In FY'17, a combined total of 81,517 lbs of processed meat was transported for an estimated retail value of \$473,475.00 (increase on 19% from FY'16).

#### Marketing at Retail Venues – Freezer Display Cases

In FY'17, five SMM freezer display cases are hosted by retail partners, at Cooksey's Store in Charles

County, Chesapeake's Bounty and Chesapeake's Bounty North in Calvert, the Home Grown Farm Market and Keepin' It Local in St. Mary's County.

The SMM freezer case initiative has provided SMM participants with important retail sales opportunities within Southern Maryland and has facilitated successful, profitable ongoing retail connections for producers as well as increasing consumer



awareness for the availability of local meat products. Additionally, producers are more adept at marketing their products and increasingly selling direct to consumers on-farm and at farmers' markets. The Home Grown Farm Market reported the 'personal touch' is a powerful sales tool and attributes their robust meat sales to a dedicated individual tasked with the promotion and selling of the meats on every market sale day. As a result, the SMM Steering Committee recommended, as program goals have been achieved, to twilight the display case initiative.

Commencing in FY'17, any cases with major maintenance issues will be retired from the program and offered for sale by closed bid to SMM participants. Three freezer cases were sold in FY'17. Funds from the sale of the cases (\$2,568.00) have been returned to SMADC and are encumbered to establish a maintenance fund for the remaining five display cases. In FY'17, combined total sales for the five cases is \$135,426.52 (down from \$201,413.00 in FY'16); the decrease in sales is due in part to fewer display cases/venues (seven cases in FY'16).

#### SMM Website

The SMM website is the main public portal for the SMM program providing producer and retail partner directories, plus resources for producers such as marketing and processing information, promotional materials, rental equipment and regulatory/licensing guides and tutorials. A popular destination for both consumers and producers, the SMM website averages 1,800 visits a month. SMM Facebook page offers an additional conduit for retail partners and producers to connect directly with consumers and 'post' availability of product for sale, upcoming events and other updates.

#### **Promotion and Marketing**

A program priority is to build awareness for SMM meats. The "Southern Maryland Meats" brand/logo, co-created by SMADC and producers, assures transparency and product authenticity to consumers. Participating farms' raising practices are 'juried' to assure the quality and integrity of the SMM brand is maintained. 46 producers participate in the SMM program (one new in FY'17 and three pending approval). In response to SMM Steering Committee requests for enhanced marketing support, SMADC hired a permanent part-time SMM Marketing and Livestock Assistant to help administer the program and expand program outreach to producers and consumers.

The new SMM Assistant increased marketing efforts to build and reinforce brand recognition for SMM meats, promote individual farms and direct consumers to find SMM products in the market place. The SMM program was promoted at 5 events (Maryland Sheep and Wool Festival, SMILE Livestock Expo, Jefferson Patterson Park Children's Day, and the Washington DC Lamb Jam (hosted by The American Lamb Board). The SMM Assistant met with owners and chefs of restaurants and stores, as well as consumers and distributed SMM promotional flyers directing consumers to the SMM website producer listings. 5 businesses expressed interest to connect with SMM producers.

**SMM Junior Promotion:** In FY'16, SMM received SMADC funding for a 'youth' promotion to build awareness of SMM program, inform a new generation of beginning farmers, grow participation in the SMM program, and stimulate interest to implement SMM quality/raising standards. The SMM Junior Promotion was launched in the spring of FY'17. Participants received free promotional materials (stall card, flyers, t-shirt) to promote their animals during the fall fair livestock auctions. At the conclusion of the promotion and successful sale of their animals, applicants must submit a one-page essay about raising and selling their livestock to program standards. Promotion completers will receive an award of \$100 to help finance their livestock projects. Fifteen participants have signed up for the program.

#### **Highlights:**

- 46 producers participate in SMM (1 new in FY'17).
- 81,517lbs, frozen meats transported, total estimated retail value of \$473,475.00.
- \$135,426.52 Freezer display case sales/5 cases.
- 2 new freezer trailers purchased (Prince George's and St. Mary's).
- 5 retail venues host SMM display cases.
- 15 youth participate in SMM Junior Promotion.

#### **REGULATORY ASSISTANCE/ SMADC OMBUDSMAN**

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. SMADC's works cooperatively with farms and state and local agencies to facilitate a vital regulatory information conduit for the farming community by providing workshops for regulatory updates and staff expertise and support for ongoing record keeping, process reviews, and license applications as needed.

#### What's SMADC Doing?

An ever growing inventory of value-added on-farm products (fermented foods, dairy, acidified, meats, etc.) coupled with innovative on-farm agritourism activities are dramatically changing the profile of farming; health and permit inspectors struggle to interpret current guidance and regulation to accommodate new agri-business models. As a result, SMADC staff is frequently sought out regionally and statewide as a knowledgeable resource to help producers navigate the complex regulatory requirements of multiple federal, state and local agencies (FDA, USDA, DHMH, SHA) which oversee food production and farm enterprise.

The Food Safety Modernization Act (FSMA), is intensifying regulatory oversight for food production, as focus shifts to heightened preventative controls. In August 2016, the US Food and Drug Administration (FDA) issued a final. It is anticipated, almost all farming enterprises will be affected by the new regulations. SMADC places great importance on continuing training for SMADC staff in food safety protocols to enhance SMADC's ability to provide informed ongoing regulatory assistance to regional value-added farm enterprises engaged in food and beverage production.

SMADC's online tools, tutorials and template resources continue to provide easily accessible local and state regulatory compliance guidelines for Acidified Foods and the On-Farm Processor/Meats License application; both tutorials remain top visited pages on the SMADC website. SMADC facilitated 5 new meat/on-farm processor licenses in FY'17.

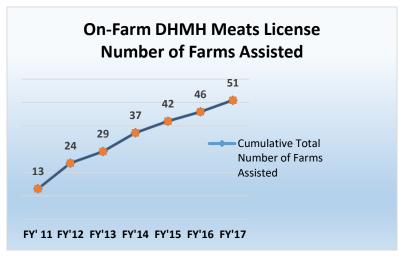
Examples of SMADC regulatory outreach in FY'17 include:

- Slaughter/process Field Trip (February 2017) facilitated with St. Mary's County Government to visit 2 meat processing facilities (Hoffman's Meats and Working H Meats) to assist the Amish community with the development of a meat processing facility. 6 participants.
- Food for Profit Workshop (November 2017) sponsored by University of Maryland Extension, SMADC staff presented on "Food Safety for New Businesses". The one-day workshop was specifically adapted to Maryland's food production regulations to guide new value-added food business entrepreneurs through local and state regulations, food safety issues, and business management concepts. Over 20 participants attended.
- Cane Sorghum Harvest and Milling for Sap Extraction SMADC facilitated the approval of a new sorghum syrup harvesting process for Next Step Farm (Charles County). The process was approved by MD State DHMH in March 2017.
- Clover Hill Dairy exemption from a State Groundwater Discharge Permit permit and plans facilitated with Maryland Department of Environment Water Management Administration in partnership with St. Mary's Health Department, Soil Conservation District Office and Planning Office. (June 2017).
- **Salmonella prevention plan** guidance, Standards of Procedure and prevention plan facilitated for 2 producers in St. Mary's and Charles County. (June 2017)

- **On-farm processor license for meats training** SMADC staff presented a tutorial on the DHMH license application procedure and compliance at a Grazers On-Farm Workshop at Clagett Farm. 25 producers attended. (August 2016).
- **Group GAP Internal Auditor Training Workshop** SMADC staff attended two-day training hosted by the Wallace Center. The long-term goal is to meet the growing demand for food certification from the buying community and provide professional development opportunities for internal auditors, and establish a culture of peer-to-peer training. (June 2017).
- Food Safety Modernization Act (FSMA) Training staff attended a 3-day workshop developed by the Food Safety Preventative Controls Alliance (FSPCA) to meet the FDA compliance mandates of the FSMA Preventative Controls for Human Food. Staff qualified as Preventive Controls Qualified Individual (PCQI). Two members of Clover Hill Dairy cheese making plant in St. Mary's County, attended the training.
- Acidified Tutorial/SMADC.com fully updated in FY'17 to include FSMA compliance guidance and new FDA submission forms and information.
- **SMADC Revolving Loan Fund** launched in 2017 provides funding to assist with costs of food safety upgrades (growing, harvesting, packing and holding of produce).

#### Highlights FY'17:

- 4 on-farm acidified foods and 1 on-farm bakery DHMH annual process reviews facilitated.
- 1 staff and 2 members of Clover Hill Dairy qualify as Preventive Controls Qualified Individuals (PCQI).
- 5 new on-farm processor meat licenses facilitated.
- 1 new Cane Sorghum Harvest/Milling/Sap Extraction SOP facilitated



#### **EQUINE INDUSTRY**

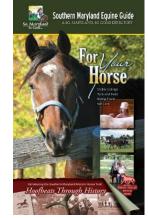
Since its creation in 2000, SMADC has helped local farms expand and thrive. SMADC focuses on promoting the region's diverse agricultural businesses inclusive of Southern Maryland's equine community. Southern Maryland's horse stables and farms help to preserve the rural landscape and stimulate the trajectory of the regional economy bringing together communities through equine sports events, recreational activities, and as vibrant tourism destinations. Over 30,000 acres are attributed to equine businesses in Southern Maryland, (MD Horse Board 2010 Census) and more than 165 Maryland Horse Industry Board (MHIB) licensed equine facilities operate in the region.

#### Southern Maryland Equine Guide

In FY'16, SMADC developed and published "For Your Horse," the fourth edition of the Southern Maryland Equine Guide, which showcases Southern Maryland's equine community and provides

information and resources for horse owners, horse-related businesses and consumers. The 44-page, full-color directory lists 63 horse farms and stables in Anne Arundel (23), Calvert (10), Charles (12), Prince George's (6) and St. Mary's (12) counties that offer riding lessons, training programs, horse boarding, sales and breeding. Additionally, 18 regional hay producers are featured as well as listings of equinerelated goods and services including feed suppliers, vets, farriers, tack shops, horseback riding trails, show arenas and equine associations.

The guide also highlights Southern Maryland's seven Horse Discovery Centers [Anne Arundel (2), Calvert (2), Prince George's (1) and St. Mary's (2)]; these certified stables provide a safe, knowledgeable environment where visitors can interact with horses. Another section offers a preview of SMADC's newest heritage trail "Hoofbeats Through History: The Southern Maryland Historic Horse Trail," a network of destinations highlighting the important role of horses in the area's culture



and heritage. A total of 15,000 Equine Guides were printed in FY'16. To date, over 9000 guides have been distributed to regional public libraries, welcome centers and participating businesses. The guide is available to view or download on the SMADC website. In FY'17, the online guide averaged 606 unique visits per month.

#### Southern Maryland Historic Horse Trail

Launched in June 2016, "Hoofbeats Through History: The Southern Maryland Historic Horse Trail" is one of a network of heritage 'driving' trails in development across the state that highlight the contribution



of horses to Maryland's history and culture.

The state-wide Maryland Historic Horse Trails (HHT) was initiated by the Maryland Horse Industry Board (MHIB) which invited SMADC's participation and provided funding for the development of the HHT website and companion brochure. The HHT initiative is a novel approach to heritage tourism which enhances economic opportunity for regional cultural sites hand

in hand with the promotion of the area's equine industry.

The HHT website is the project centerpiece and features a mapped, self-guided driving trail of 17 documented/equine-related destinations in Southern Maryland (Calvert, Charles, Prince George's and St. Mary's counties\*) that illustrate the role of horses in the region's past offering historical insight and educational opportunities. The trail website includes descriptions, stories, photos, hours, galleries of related documents, articles and an interactive map for the key sites. In addition to the history piece, the website highlights the area's active working horse farms, plus equine events that encourage visitors to experience and participate in the world of horses today. A full color printed brochure provides a summarized version of the trail which directs the public to the HHT website; 15,000 brochures were printed, with 12,836 copies distributed in FY'17. The HHT website received over 8,000 unique visits in FY'17. (\*SMADC's mission and programs generally encompass all five Southern Maryland counties; for this initiative, Anne Arundel County will produce a separate trail.)

#### Highlights (FY17):

- 9000 Equine Guides distributed. Average 606 visits per month/SMADC.com.
- 12,836 HHT brochures distributed
- Over 8,000 unique visits recorded on HHT website in FY '17
- 17 destination sites, 63 active equine businesses promoted/HHT brochure and website

#### www.somdhorsetrails.smadc.com

### MARYLAND BUY LOCAL CHALLENGE

SMADC created the Buy Local Challenge (BLC) in 2007 to educate the public about the benefits of supporting local farms with the goal to incentivize and increase purchases of Maryland farm foods year-round.

#### **Buy Local Challenge - Take the Pledge Promotion**

This year marks the 10<sup>th</sup> Anniversary of the BLC which was conceived by SMADC as a regional promotion which was subsequently adopted by the state and is now jointly promoted with Maryland Department of Agriculture as a statewide promotion.

SMADC purchased digital advertisements with the Washington Post (delivering over 1 million impressions) during the full month of July. Ads drive consumers to the BLC website to 'take the pledge' to buy local and discover state wide resources on where to buy Maryland grown farm products. To incentivize pledging and gauge response to the BLC, SMADC surveyed consumers to estimate much they planned to spend during BLC week, and be automatically entered for a chance to win a 'Buy Local' T-shirt. 10 winners were randomly selected, from close to 300 entries.



Economic Development Departments, agriculture agencies and marketing specialists around the state partnered with SMADC to distribute 60,000 BLC flyers to engage consumers in support of Maryland farms. Statewide Agriculture Marketing Professionals (AMPs) spearheaded BLC promotions/events in their

counties. The Maryland Wineries Association, Brewers Association of Maryland and Maryland Distillers Guild, all endorsed Buy Local Week.

The Buy Local Cookout and contest, hosted each year at the Governor's mansion (for nine consecutive years and through two administrations) featured selected recipes showcasing the diversity of Maryland's farm products. Over 300 invited guests attended including industry leaders and buyers from stores restaurants, schools, and institutions. In FY'17, recipes included products from10 Southern Maryland farms.

SMADC places importance on continuing consumer education. Through promotions like the BLC, public awareness and preference for locally raised/produced products has increased demand for locally sourced foods and has incentivized distributors connect with local growers and offer chefs and food service directors direct and convenient access to farm produced foods.

#### Buy Local Challenge – 10th Anniversary Event

To mark the 10<sup>th</sup> Anniversary of the 'Challenge', a celebration of farms and food was held at Robin Hill Farm and Vineyards in Prince George's County on Monday, July 31<sup>st</sup> (the Watson family kindly donated



rental costs for their agritourism barn/venue). The event featured 30 farm vendors offering product tastings and sales (producers, artisans, wineries, breweries and distilleries), live entertainment, carriage rides, lawn games and a locally sourced dinner. 348 tickets were sold, 455 attended (inclusive of vendors, VIP's, sponsors and general public). Agriculture Secretary, Bartenfelder addressed the gathering with the Deputy Secretary for Agriculture.

A locally sourced Southern Maryland style

buffet dinner was served, with the ingredients supplied by over 10 area farms. SMADC debuted two new T-shirts and (with event sponsors) provided insulated shopping bags (co-funded by event sponsors) to promote the BLC. Feedback from surveyed vendors and guests is very enthusiastic, supported by requests to hold the event every year. Proceeds covered event costs. event sponsors, included: Grow & Fortify, MARBIDCO, Maryland's Best, Maryland Farm Bureau, the Maryland Agricultural Education Foundation, R&D Cross, and the Rural Maryland Council.

#### **BLC Media Campaign**

The BLC campaign is self-propelling, borne out by the activity on Facebook and the BLC website, as more consumers connect with "the Challenge" and are incentivized to create their own BLC week events and commit to the challenge annually.

Throughout the BLC week the Governor's Office, MDA, SMADC, numerous independent media (ABC News, Capital Gazette, CBS, Baltimore Sun), county agencies, local townships and governments promoted the BLC on social media and on their websites. During the campaign, the BLC Facebook page registered a total 'reach' of over 10,700. The BLC website registered over 18,000 unique visits from the launch of the promotion in early June through end of BLC week in July 2017 (of which over 15,000 were new visitors). SMADC supported the BLC with advertisements served to all Maryland and the metro DC area. The WashingtonPost.com advertisement employed content and behavioral targeting across all platforms (desktop, mobile and pads), delivered to an audience of over 130,000 with a click through rate of 12%.

#### Highlights (FY'17-18):

- 60,000 SMADC/BLC fliers distributed statewide.
- Governor Hogan and Agriculture Secretary endorse BLC Week.
- 455 attend the SMADC/BLC Event.
- 30 farm vendors featured at SMADC/Event.
- 7 BLC SMADC/Event Sponsors MARBIDCO, Maryland's Best, Maryland Farm Bureau, Maryland Agricultural Education Foundation, R&D Cross, Rural Maryland Council
- Numerous independent articles, press notices, TV, radio and SMADC ads reached a combined audience over 1 million people.
- 18,000 unique visits registered on BLC website.

www.buylocalchallenge.com

#### MARKETING SOUTHERN MARYLAND

**NEW Creative Services RFP.** In May, SMADC sought proposals for a creative services company that could do graphic design, website design and maintenance for existing websites, corporate promotional items and literature, and SMADC's communications and outreach platforms.

#### Core activities included, but were not limited to the following:

- A. Literature: Design print and digital marketing pieces such as SMADC's mini guides and corporate identity pieces (business cards, letterhead, and PowerPoint templates).
- B. **Promotional Items and Advertisements**: Design promotional items (banners, t-shirts, point of purchase items, etc.) and provide creative services for the development of television, radio, digital and print advertisements inclusive of art direction, copywriting and scripting.
- C. **Outreach Platforms**: Design and update as needed SMADC's corporate templates including social media accounts and online promotional services templates (MailChimp, Wufoo, etc.).
- D. Websites: Maintain current web presences and update as needed appearance, structure and presentation of content. Provide access and/or analysis of website traffic and data to assist with measuring website performance. Additionally, the Provider will be pro-active in making recommendations on website management/operating systems in order to ensure technology meets the current and future needs of SMADC. SMADC will maintain ultimate editorial control of all website content.
- E. **Other:** Providers are encouraged to propose additional tasks or activities that may enhance their Creative Services Proposal. Examples could include but are not limited to, photography, video scripts, custom press releases, editorial, articles, end-of-year or other special reports, etc.

Two bidders submitted for the position, and after review by the Selection Committee and submission of a project proof, the Creative Services bid was awarded to All Ag Media, who began their contract on July 1<sup>st</sup>.

*So. Maryland, So Good (SMSG)* – Established in 2005, this three-fold campaign, has been the core of SMADC's promotional outreach to farmers and consumers. Commencing in FY'17 the key elements of this program (seeking to add value to local agricultural products through the use of an identifiable brand (logo), and educating the general public about the benefits of supporting local farms) is now absorbed into SMADC's new marketing strategy and corporate identity templates. Program guides (Farmers' Market Guide, Farms for the Holiday Guide, Equine Guide) will be updated and published under the new marketing guidelines.

#### Highlights FY'17:

- 222 farms and 102 equine/horse businesses (a total of 6 new in FY'17), listed throughout all of SMADC websites, guides and contact lists.
- 2017 Farmers' Market Guide listing 31 So. MD Markets and 10 additional markets in MD, Metro DC and VA hosting Southern MD farm vendors.
- 2016/17 Farms for the Holiday's Guide listing 62 agricultural businesses, 5 new farm listings in FY'17 (of which 3 farms are new to SMADC programs)
- 2016 Equine Guide (63 horse farms/stables) over 9000 copies distributed in FY'17; online guide averaged 606 unique visits per month.

- SMADC website over 53,800 unique visitors\* in FY'17
- SMADC's upgraded Facebook account registers 1,022 followers as of Oct 1<sup>st</sup>, 2017.

\*In FY'15 SMADC measured using the total number of visits, not accounting for multiple visits by individuals. We feel that measuring by unique visitors is a more accurate way to show the impact of the SMADC website and we will continue to use this measurement in the future.

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

#### **NEW SMADC MARKETING AND OUTREACH EFFORTS**

During FY'17, SMADC held a public forum with the Southern Maryland community and received feedback from the community to focus on more outreach and marketing efforts. The following initiatives and marketing outreach platforms have been implemented:

#### SMADC Logo

SMADC launched a new look as a component of the larger re-branding and marketing intiative, aimed to increase awareness for our programs and make SMADC a household name for farmers, agribusiness, and



consumers. The centerpiece of the re-branding is a new logo which pays homage to the region's farming heritage and encapsulates the Commission's commitment to support agriculture.

The logo brings together the origins of SMADC's historic foundation in one colorful image. Showcasing the stewardship of our land and waterways– the iconic tobacco barn, the Chesapeake Bay, row crops, and that hot Maryland sun– all point to

SMADC's bright, new horizon! The new logo was debuted in May 2017 and is now implemented on all promotional and marketing pieces including websites and social media.

#### **SMADC Billboard**

During FY'18, SMADC designed and launched a billboard campaign geared towards marketing SMADC directly to consumers. Two billboard Ads featuring the legend "Connecting you to So. Md Agriculture", (situated on Rt. 301 in Prince George's and Rt. 5/235 in St. Mary's) receive combined estimated views of over





289,660 people weekly.

People who saw the billboard could visit the SMADC website and enter for a chance to win a t-shirt. Digital devices also receive a signaled reminder, as drivers pass through the Ad zone. The two billboards are situated on Rt. 301 in Prince George's and Rt. 5/235 in St. Mary's. Combined estimated views of reaching over 289,660 people weekly.

#### 'Buy Local' Contests

Additionally, two photo contests were launched during BLC, to further promote the week, and increase awareness for SMADC as a 'buy local' resource. Consumers posted photos of products purchased during the week using the hashtag #BuyLocalChallenge on Instagram and Facebook to win prizes. 20 Winners were randomly selected. We loved seeing all the entries– congratulations to those who won.

#### New SMADC Swag

SMADC created new 'Buy Local' t-shirts, barn squeezes, and insulated bags for promotional items for Buy Local Challenege week, the BLC event, contest prizes, and for staff and board members to use at speaking engagements and conferences.





#### SMADC's new Farm Focus Online Newsletter

SMADC has a new monthly newsletter, Farm Focus. This monthly newsletter features information on SMADC, featured farms, recipes, ag news, upcoming events, and more. The newsletter is intended to be informational for board members, farmers, ag organizations, and interested consumers. The first edition was emailed on May 30th, and is available on our website and through our social media channels. You can read the editions and subscribe to receive it by email each month on our website, www.smadc.com, under "What's New".



2

<u>SMADC Guest Speakers</u> - through offering invitations to organizations to speak with the SMADC board at each monthly meeting SMADC continues to seek and maintain vital connections with our stakeholders and with other organizations, educational institutions and businesses that interact with the regional farming community.

# The following were invited to speak to the Commission during meetings on behalf of their organization, program, event:

- Steve McHenry, Allison Rowe MARBIDCO
- Guy Kilpatric Maryland Young Farmer Coalition
- Amy Crone Maryland Farmers' Market Association
- Jay Farrell Southern Maryland Invitational Livestock Expo

- Bruce Young St. Mary's Soil Conservation District
- Kevin Atticks Grow & Fortify
- Brian Eyler, Peter Jayne & Paul Peddito Maryland Dept. of Natural Resources
- Gretchen Hartman Intergovernmental Task Force for Governor Larry Hogan
- Jamie Tiralla LEAD IX Maryland Fellow
- Tommy Luginbill Director of CSM's Entrepreneur and Innovation Institute
- Bob Parkinson Moonstruck Oysters, LLC

<u>Maryland Farm and Harvest</u> – SMADC sponsored the popular local television show MPT (Maryland Public Television) - Farm & Harvest for a second season. SMADC's 15 second spot will air at the beginning and end of each episode of MPT's Season 5 Farm and Harvest Series. The audio script emphasizes SMADC's support for farms and providing consumers with the resources they need to find farm products. "*The Southern Maryland Agricultural Development Commission, supporting farms, empowering consumers. SMADC helps local farms prosper through extensive support and programs and is the go to source for consumers who want to connect with local agriculture. Learn more at SMADC.com.*"

<u>Subscribe to SMADC News</u> – The SMADC News and Subscription portal at SMADC.com has been updated to include a 'suggestions box'. The agricultural community and general public are invited to engage in SMADC's direction and outreach with suggestions, tips, comments, or ideas to assist in the development of SMADC's programs, resources and support.

<u>SMADC Facebook</u> – SMADC's Facebook page/account was upgraded to be more interactive with the farming community and enhance engagement with consumers. SMADC's Facebook account had 1,022 followers as of Oct  $1^{st}$ , 2017.

<u>SMADC Instagram Account</u> – SMADC created an Instagram account to connect with farms in a more dynamic and pictorial way and in particular further engage the younger members of our farming community. The trending social media 'app' provides a photo-sharing option and instant graphic news feed for mobile devices, which is very popular with young, new and beginning farmers. To see SMADC on Instagram: search @southern\_maryland\_ag.

#### SOUTHERN MARYLAND TRAILS: EARTH, ART, IMAGINATION



The Southern Maryland Trails Guidebook 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. The entire 30,000 original print run of the fifth edition (published in 2104), has been distributed. Nevertheless, the guide continues to be a sought after publication and a popular online destination. The sixth edition is under consideration.

#### FARM SHARE: EQUIPMENT AND ENVIRONMENTAL STEWARDSHIP

Beginning in 2010, SMADC was hearing from the farming community that farm equipment is expensive, and many found it cost-prohibitive to purchase equipment that is used only a few times a year. 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. In addition to popular pieces of 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, small scale and 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. The equipment is listed on the "farmer resources" page of the SMADC website, and on the websites of the managing entities.

#### Highlights (2017):

- 38 pieces of equipment have been purchased and are available for farmers to rent across the region.
- 2,575 acres positively impacted by conservation tillage across the five counties.

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

# 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.

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'17:

SMADC funds:

- 739 acres (5 farms) directly preserved in three counties (1 Anne Arundel, 3 Charles and 1 Prince George's).
- Resulting in 16,996 cumulative acres over the 15 years of program funding.

SMADC plus leveraged County and State program funds:

- 38,221 acres (338 farms) cumulatively preserved in the five counties.
- SMADC funds represent approximately **48%** of the direct SMADC funds combined with leveraged County and State programs.

# FOOD, FARMS AND COMMUNITIES

#### SOUTHERN MARYLAND FARMERS' MARKETS

Farmers' markets continue to be popular for a number of reasons: more informed consumers, desire to support the local growers and the economy, and wanting to know where one's food comes from. They can also be a means to provide fresh food to the underserved communities, while also boosting income for farmers.

#### 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, 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 incentive funds for various nutritional programs for the underserved community. SMADC annually produces and prints a brochure that features all Southern Maryland markets (location, dates and times of markets); a chart of "What's in Season When"; and lists markets that accept Supplemental Nutrition Assistance Program (SNAP), Farmers' Market Nutrition Program (FMNP/WIC), and Fruit and Vegetable Check (FVC) program.

Recently, USDA expanded its services to allow direct market farmers to accept SNAP directly. This change is helpful because if a market does not have the resources to host a machine for all farm vendors, individual farmers can apply to accept SNAP. SMADC continues to keep its ears to the ground to help farmers access the education, training, and equipment needed to process these payments. During spring of 2017, before the market season began, SMADC collaborated with partners, Maryland Department of Agriculture, and Maryland Farmers Market Association to offer expanded training and assistance to Southern Maryland farms interested in obtaining SNAP processing equipment.

SMADC provides promotional assistance grants, ranging from \$500 - \$2,000, directly to farmers' markets where the majority of farm vendors are from Southern Maryland. Since 2003, over \$276,800 has been awarded to eligible farmers' markets for promotion. In 2016, gross revenue from these farmers' markets was approximately \$3.1 million, from 243 Southern Maryland vendors. Over the years that SMADC has worked with markets, a cumulative estimate of over \$31 million has been earned through the markets; which amounts to a \$58.5 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.

Year (Previous Market Year)	Total Markets	Total Vendors	So. Md. Vendors	SMADC Mkt. Grant	Revenue	Market impact with multiplier* (1.86)
2003 - 2010	117	1655	222	156,250	15,687,450	29,178,657
2011	19	239	217	25,000	2,312,498	4,301,246
2012	16	291	252	22,450	2,667,252	4,961,089
2013	17	353	314	22,650	2,647,760	4,924,834
2014	14	279	266	16,500	2,460,386	4,576,318
2015	11	288	266	16,500	2,583,000	4,804,380
2016	11	273	243	17,500	3,129,770	5,821,372
TOTAL				276,850	31,448,116	58,567,896

#### **CROP HOP: A CYCLING TOUR OF SO. MARYLAND FARMS**

SMADC initiated the Crop Hop in 2012 as a creative way to engage and educate the community about the importance of farms and fresh food. 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 local farm produce to low-income communities in Southern Maryland. The event is for all riders, including avid cyclists and families. The Crop Hop was developed to achieve three 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.



The Crop Hop took place on Saturday, October 22, 2016 in St. Mary's County. The route began and ended at the 7<sup>th</sup> District Optimist Club Park. Farm stops included Moore or Less Farm, Clover Hill Dairy, Russell Brothers, Briar Branch Alpacas, Russell Produce Stand, Wolves Knoll Farm and Still Creek Vineyards.

2016 was the last Crop Hop event. During the four years of the program, the event succeeded in achieving goals to connect consumers to the local food system, increasing awareness of local farms and promoting healthy living and active lifestyles in an innovative and enjoyable way. The Crop Hop attracted riders from around the DC metropolitan area and as far away as Massachusetts. The Crop Hop hosted twice in St. Mary's county, Charles and Prince George's counties. SMADC is now retiring the program. Bike clubs or organizations interested in relaunching the program are encouraged to contact SMADC.

#### **CORNELIA AND THE FARM BAND PROGRAM**

SMADC recognizes that today's kids are tomorrow's farmers and consumers. Cornelia and the Farm Band program was created in 2004 to educate and excite children and their families about the long term benefits of supporting farms, good health and tasty local foods. Program outreach through the dedicated



website and Facebook page, four editions of the Cornelia and the Farm Band activity books, curriculum package, program mascots (Cornelia and Couch Potato) and other promotional tools have reached more than 60,000 children in regional school systems, home schooling venues, daycare centers and at numerous public events. Cornelia and the Farm Band in partnership with University of Maryland Extension, credits the engagement of three county public school Nutrition Directors (Calvert, St. Mary's and Charles) to annually participate in Maryland's Home Grown Lunch Week.

To administer The Cornelia Program a team (inclusive of a dedicated staff

member, additional SMADC staff helpers and reliable stream of mascot-wearing volunteers), is needed to efficiently and consistently deliver program components to the high standard that consumers of all ages have enjoyed over the years. In FY'17 the decision was made to retire the program, due to staffing constraints.

#### **SMILE: EDUCATION AND NETWORKING FOR YOUTH IN AGRICULTURE**

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 12 consecutive years.

The SMILE Expo features fitting and showing, market and breeding competitions for large livestock species and for small domestic species (rabbits and guinea pigs). For urban youth who may not have the land and facilities to raise large livestock, the SMILE Rabbit and Cavy classes offer an opportunity to participate in an agriculture event and connect with farmers and other youth involved in farming. New

this year, the show offered a special Novice Showmanship Class for children ages 6 to 7 years to incentivize engagement of younger kids and increase awareness for the opportunities in livestock production the show offers. Team games and a community dinner reinforce friendships and exchange of ideas.

A total of 103 youth (and 3 novices) participated in FY'17, representing all five Southern Maryland counties as well as Montgomery, and Frederick counties. This year's expo participants showcased 394 animals: 41 head of cattle, 5 dairy cows, 120 meat goats, 20 dairy goats, 124 swine, 52 sheep and 32 rabbits/cavies.



#### Highlights (FY'17):

- 103 youth participated from five counties (Anne Arundel, Calvert, Charles, Prince George's St. Mary's, Montgomery).
- 394 animals were registered for the events (41 head of cattle, 5 dairy cows, 120 meat goats, 20 dairy goats, 124 swine, 52 sheep and 32 rabbits/cavies).

#### MARYLAND FARMLINK

The FarmLINK website provides a one-stop shop for farm resources in Maryland. Maryland FarmLINK is designed to help farmers locate farmland for lease and purchase, a Farm Forum for all farmers to

exchange ag-related information, find mentors and business partners, find equipment for rent, and find workshops and educational opportunities happening around the state. Around the country, most states, now have FarmLINK services. SMADC has been on the forefront of incubating these services in Maryland.

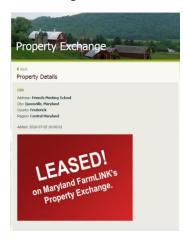


Land access continues to be a barrier for farmers. First, land values in Maryland are much higher than the national average and it is difficult for beginning farmers to qualify for farm loans. Second, farmland owners appear reluctant to make their land available for lease, a preferred option for many beginning farmers. Third, most farmland offered for sale is sold through a realtor, but many 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. Maryland FarmLINK's Property Exchange is helping those seeking farmland find properties for sale or lease.

To overcome these challenges, staff reaches out to real estate agents, agriculture organizations to expand the list of properties available on Maryland FarmLINK. Over 130 farm properties have been listed for sale or lease on the FarmLINK website. FarmLINK has not been able to monitor when each property listed is successfully sold or leased at this time. However, during FY'17, staff worked to check in with property owners and the contacts on the listings periodically to find out if a sale or lease was made. Several farmers made arrangements through FarmLINK. During FY'17, we heard from two young farmers who reached out to FarmLINK after finding land on the Property Exchange during their quest to move from FL up to the D.C. metropolitan region. They were set on finding farmland to purchase or lease in the surrounding country-side of within a close proximity of Washington D.C., setting their search on Virginia, Pennsylvania, or Maryland. Ultimately they settled for Brandywine, Maryland, attributing their quick turn-around time to the features and functionality of Maryland FarmLINK.

Maryland FarmLINK Property Exchange serves as a site with a two-fold approach: helping land owners keep their farmland in farming, and helping farmers (many beginning and young farmers) find farmland for sale or lease. Another added benefit that we have seen is that occasionally with that lease, a landowner is willing to provide mentorship or equipment.

The popularity of Maryland FarmLINK continues to grow. Visits to the site increased during FY'17, and the website picked up 400 new members. FarmLINK maintains a current calendar of upcoming workshops, events, and other educations opportunities around the state, averaging 20-30 listings at any time. During FY'17, Staff researched and published 11 blog posts. FarmLINK maintains an Everything



Ag page on the website that provides additional resources such as where to rent equipment around the state, soil mapping information, and guides and tutorials for farmers and realtors selling farmland. Each week during FY'17, a "FarmLINK Weekly Roundup" newsletter was sent to 2,300 subscribers by email with new listings, posts, and upcoming workshops and events posted to the FarmLINK website.

Maryland FarmLINK continues to improve the design, functionality, and enhanced operating system has expanded features and flexibility. One key component is mobile-compatibility and fast-response time especially for the Property Exchange and Farm Forum to make it more functional on the go. SMADC's Maryland FarmLINK program is a benchmark model for others around the state and SMADC is happy to continue to share information and resources, and to partner with other organizations.

#### **MENTOR MATCH: TRAINING FOR BEGINNING FARMERS**

Another component of FarmLINK is the Mentor Match program which pairs experienced farmers (mentors) with new or transitioning farm owners/operators (mentees) for one-on-one training, advice and interaction. The program also hosting workshops and educational meetings based on the needs of the mentees.

During FY'17, there were a total of five mentees in the Mentor Match Program. A mentee from Anne Arundel County said this about his mentor during the program, "We could send pictures back and forth of pests and he would say, 'yes, leave that one alone,' or 'no, get all of those removed as quickly as possible'." Mentors commented that they have been able to provide guidance primarily on planting schedules and varieties for those transitioning or diversifying their options. Mentors have specific experience with Southern Maryland climate, where to locate resources and farm supplies, and pest and disease issues specific to the region.



Mentor Match is currently only offered to residents of Southern Maryland. To note, through additional grant funding, the program was once expended and offered to all Maryland residents, through the Maryland Collaborative for Beginning Farmers Success through the USDA's Beginning Farmer and Rancher Development Program, which expanded Mentor Match state-wide from 2013-2016. Once Mentor Match was no longer offered state-wide, Future Harvest CASA expanded their Beginning Farmer Training program to offer Level 3 training in 2017, which expanded Mentor Match again to be a state-wide program. SMADC believes it is a worthwhile program to continue is glad that regional partners are able to offers it state-wide.

Another way SMADC is partnering with other organizations that offer agriculture mentoring programs is through offering satellite workshops and trainings at SMADC to mentees during the winter. During FY'17, SMADC offered a series of 3 workshops in conjunction with the Future Harvest CASA and



University of Maryland Extension's Winter Workshop Series which takes place in Northern Baltimore County each year. SMADC followed the curriculum of the courses, which focuses on beginning and transitioning farmer training resources, and also invited farmer speakers from Southern Maryland who had been mentors in the program and could give practical advice on climate differences, pests and disease, and marketing farm businesses specific to Southern Maryland. The workshops were well attended, and provided an opportunity for local farmers to connect with

each other, discuss where to find resources such as equipment and fertilizers locally, and also provided SMADC time to talk about their programs and resources available. Many attendees were in the mentoring program, but SMADC also opened the opportunity to those who expressed interest in the program and had not yet been able to commit the time to the year-long program. Additionally, during FY'17, as the need arose, SMADC arranged farm tours and connected mentees to others in the area who could provide additional guidance.

#### **TOMORROW'S HARVEST**

Tomorrow's Harvest is a project created by SMADC in 2015, designed to showcase the varied faces of new farmers in Maryland and the value of mentorship in agriculture. The project highlights the rich diversity of Maryland agriculture that is evolving to replace the centuries-old, single-crop (tobacco) model, as well as the varied backgrounds of those embarking on farm careers today.

SMADC continues to update the website which showcases graduated mentees of the Mentor Match Program. SMADC completed a series of six stories during FY'17. Participants were drawn from the Mentor Match program, which pairs new farmers, including farmers branching into new types of farming, with an experienced farmer with relevant expertise.

Programs like the Mentor Match are in place to keep farming alive in our region. It's encouraging to see people choose farming as a career, not just young people, but those of all ages. The people in these stories are the future of farming, and they are all creative and smart, and interesting to listen to.

#### **Highlights:**

- Expanded FarmLINK website functionality to increase features for users.
- Over 400 new members signed-up for the FarmLINK website and the Weekly Roundup newsletter.
- 11 blog posts were published.
- 5 Mentor/Match farm enterprises facilitated.
- Hosted 6 workshops and one farm visit for the Mentor Match program.
- 52 Maryland FarmLINK "Weekly Roundup" newsletters were sent to 2,300 subscribers.
- 6 new farmer profiles were created and launched on the Tomorrow's Harvest website.

#### **Additional SMADC Funding**

SMADC places great importance on its fiduciary responsibility to demonstrate the efficient use of our funding streams. The SMADC board encourages staff to apply for grants and other funding opportunities to leverage SMADC dollars to support current programs, launch new initiatives to benefit the region and incubate new agriculture industry. Several of SMADC's programs have become models for successful statewide programs.

During FY'17, SMADC researched and applied for additional funding through two grant opportunities to assist Southern Maryland agriculture. SMADC applied for the USDA Specialty Crop Block Grant to assist farmers with research and education for increasing the production of small fruits and hops in the region. Additionally, SMADC applied for the Rural Maryland Council RIMPIF finds for three projects to assist farmers: 1. Southern Maryland Meats workshops to enhance livestock genetics and quality meat production. 2. The Southern Maryland Agriculture Leadership Class (in partnership with University of Maryland IAA) 3. Additional funding to supplement the Specialty Crop Block Grant for market enhancement for small fruits and hops.





Cultivating hope, one stem at a time

Ditching the desk for an outdoor day job

At age 21, Conner Self left the Univ

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A vocational farm grows from the ground up Largton Green Community Rem provides worker with a place to Twine



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

#### **MEASURING FOR RESULTS FY'17**

# 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 (SMM):

- 81,517lbs, frozen meats transported, total estimated retail value of \$473,475.007
- 46 producers participate in SMM (1 new in FY'17).
- 15 new youth/members participate in SMM Junior Promotion.
- \$135,426.52 Freezer display case sales/5 cases.

#### Value Added Agriculture:

- 5 new on-farm processor meat licenses facilitated.
- 17 dairy farms supply bulk milk /Amish Dairy established in 2014, assisted by SMADC.
- 1 Sorghum harvesting/milling process facilitated.

Maryland Buy Local Challenge (BLC):

- BLC website registered over 18,000 unique visits (15,000 were new visitors in FY'17).
- 60,000 SMADC/BLC fliers distributed statewide.
- 455 attend the SMADC/BLC Event.
- 30 farm vendors featured at SMADC/Event.

#### 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:

- Five farms totaling 739 acres has been directly preserved by the program in three counties of Southern Maryland in FY'17, resulting in 16,996 acres cumulative over the 15 years of program funding (just SMADC program funds).
- 338 farms containing 38,221 acres have been cumulatively preserved in Southern Maryland (SMADC and leveraged funds by the counties).

Farm Share Equipment:

- 38 pieces of equipment purchased, available for farmers to rent across the region.
- 2,575 acres positively impacted by conservation tillage across the five counties, an increase of 7% from FY'16.
  - 38 pieces of equipment have been purchased and are available for farmers to rent across the region.

#### GOAL 3: A FUTURE WHERE PROFITABLE FARMS PLAY AN INTEGRAL ROLE IN THE 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:

• 12 Farmers' markets in Southern Maryland now accept EBT.

# Enhanced awareness 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.

#### Cornelia and the Farm Band:

- Approximately 9,281 new children were reached at the special events and schools.
- Since 2009, Cornelia has reached over 60,000 children through schools and special events.

#### SMILE:

• 103 youth participated from five counties (Anne Arundel, Calvert, Charles, Prince George's St. Mary's, Montgomery).

#### Increase the number of new farmer enterprises

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

5 Mentor/Match farm enterprises facilitated in FY'17

5 new on-farm processor meat licenses facilitated

2016/17 Farms for the Holiday's Guide: lists 62 agricultural businesses (5 new in FY'17) 222 farms and 102 equine/horse businesses (6 new in FY'17), listed throughout all of SMADC websites, guides and contact lists

#### Maryland FarmLINK:

- Expanded FarmLINK website functionality to increase features for users.
- Over 400 new members signed-up for the FarmLINK website and the Weekly Roundup newsletter.
- 11 blog posts were published.
- 5 Mentor/Match farm enterprises facilitated in FY'17
- Hosted 6 workshops and one farm visit for the Mentor Match program.
- 52 Maryland FarmLINK "Weekly Roundup" newsletters were sent to 2,300 subscribers.
- 6 new farmer profiles were created and launched on the Tomorrow's Harvest website.

For more information regarding this program, please contact: Southern Maryland Agricultural Development Commission P.O. Box 745, Hughesville, MD, 20637 Telephone: 301-274-1922 x1 info@smadc.com www.smadc.com

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