



STATE OF MARYLAND

DHMH

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Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary

September 4, 2013

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

RE: Health-General Article, § 20-117, Annotated Code of Maryland  
2013 Legislative Report on the Maryland Cancer Fund – Income Tax Checkoff

Dear President Miller and Speaker Busch:

House Bill 1000, Chapter 392 of the Acts of 2004, established the Maryland Cancer Fund (the Fund) within the Department of Health and Mental Hygiene (the Department). The purpose of the Fund is to award grants for cancer prevention and treatment through voluntary contributions made to the Fund from an income tax checkoff and other donations. The Fund is comprised entirely of special funds. The enacted legislation further directs the Department to annually report on the administration of the Maryland Cancer Fund per Health-General Article, § 20-117(d), Annotated Code of Maryland.

Maryland is in its ninth year of collecting monies for the Fund from the income tax checkoff and other donations. The overall amount of donations to the Fund since 2004 totals \$4,203,114. For FY 2013, \$384,314 was available for the Fund. The Comptroller of Maryland did not deduct any expenses to administer the Fund in FY 2013.

During FY 2013, the Department awarded cancer treatment grants to local health departments and other authorized vendors in order to provide twenty-two (22) individuals with cancer treatment for one year and/or to pay for diagnostic testing to rule out a cancer diagnosis. The cancer treatment grants totaled \$303,888. The grant recipients were:

- Allegany County Health Department - \$48,150;
- Baltimore County Health Department - \$32,100;
- Carroll County Health Department - \$69,550;
- Charles County Health Department – \$32,100;
- Dorchester County Health Department - \$32,100;
- Frederick County Health Department - \$24,995; and
- Garrett County Health Department - \$64,893;

The Department did not award any primary or secondary prevention grants for cancer screening in FY 2013. Previously funded three-year primary and secondary prevention grants concluded at the end of FY 2012, and FY 2013 funding was not sufficient to award additional primary and secondary prevention grants.

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

Donations to the Fund were directed to cancer treatment grants in FY 2013. In future Fiscal Years, available funding levels will be assessed to determine whether primary and secondary grants may be awarded in addition to cancer treatment grants.

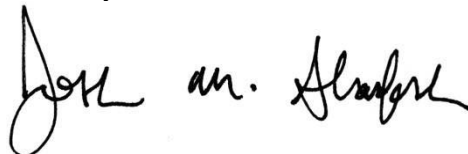
In February 2013, the Department worked with WJZ-TV (CBS in Baltimore) to promote the Fund via the Manic Monday promotional segment. The Manic Monday segment is broadcast live during the Monday morning newscast. Staff from the Fund, the Department's Center for Cancer Prevention and Control and local health department staff participated to encourage donations to the Fund during the 2013 tax season. There was no cost to promote the Fund during the Manic Monday segment. The Department also mailed letters and other promotional materials to Maryland accountants' and tax preparers' offices during the 2013 tax season in an effort to increase donations to the Fund.

In addition, a six-week television and web media campaign was implemented to encourage donating to the Maryland Cancer Fund during the tax season, with an estimated 2.2 million impressions targeting the Maryland taxpaying residences within the State. The campaign included 105 television advertisement spots for 30 seconds appearing on WBAL-NBC 11, WMAR-ABC 2, WBFF-FOX 45 and WUTB-MY24. The campaign also included a website advertisement placed on FoxBaltimore.com and a web banner placed on their Facebook page. As an added value, the Director of the Center for Cancer Prevention and Control, representatives from two local health departments and one Maryland Cancer Fund patient participated in three television interviews with WMAR, WBAL and WBFF to further promote the Fund. The cost of the campaign was \$24,000.

A full page advertisement was placed in the January 2013 issue of the *MACPA's Statement*, a publication by the Maryland Association of Certified Public Accountants, Inc. (MACPA). This quarterly publication targets the CPA profession in Maryland. The magazine is mailed to all MACPA members with a circulation of 10,000. The cost of the ad placement was \$1,000.

The Department commends the Maryland General Assembly's dedication to supporting initiatives that will reduce the burden of cancer in Maryland. The Department will continue to report on its administration of the Maryland Cancer Fund, including the amount of donations contributed to the Fund and the number and types of grants awarded. If you wish to discuss this matter further, please contact Ms. Marie Grant, Director of the Office of Governmental Affairs, at (410) 767-6480.

Sincerely,



Joshua M. Sharfstein, M.D.  
Secretary

cc: The Honorable Charles Barkley  
Marie Grant, J.D.  
Laura Herrera, M.D., M.P.H.  
Michelle Spencer, M.S.  
Donna Gugel, M.H.S.  
Kelly Sage, M.S.  
Courtney Lewis, M.P.H., C.H.E.S.  
Sarah Albert, MSAR #2480