



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene

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

August 25, 2014

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
2014 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 tenth 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 \$4,627,228. For FY 2014, \$424,114 was available for the Fund. The Comptroller of Maryland did not deduct any expenses to administer the Fund in FY 2014.

During FY 2014, the Department awarded cancer treatment grants to local health departments and other authorized vendors in order to provide twenty-seven (27) individuals with cancer treatment for one year and/or to pay for diagnostic testing to rule out a cancer diagnosis. Individuals receiving assistance through the program were low income and uninsured, under-insured, or insured with out of pocket costs that served as a barrier to receiving care. The cancer treatment grants totaled \$406,491. The grant recipients were:

- Allegany County Health Department - \$42,800;
- Baltimore County Health Department - \$21,400;
- Carroll County Health Department - \$53,500;
- Cecil County Health Department - \$21,400;
- Dorchester County Health Department - \$37,450;
- Frederick County Health Department - \$103,983;
- Garrett County Health Department - \$93,858;
- Howard County Health Department - \$16,050; and
- Worcester County Health Department - \$16,050.

Due to funding limitations, the Department did not award any primary or secondary prevention grants for cancer screening in FY 2014 and instead prioritized the award of treatment grants. Donations have been used solely for cancer treatment grants since FY 2012. In the future, funding levels will be assessed to determine whether primary and secondary grants may be awarded in addition to cancer treatment grants.

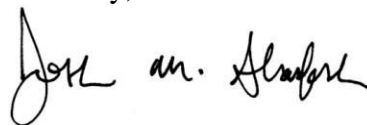
In February 2014, a six-week television and web media campaign was implemented to encourage donating to the Fund during the tax season. There were an estimated 4.1 million impressions targeting the Maryland taxpaying residences within the State. The campaign included 149 30-second television advertisement spots appearing on WBAL-NBC 11, WMAR-ABC 2, WBFF-FOX 45, WJZ-CBS 13, and WUTB-MY24. The campaign also included a website advertisement placed on FoxBaltimore.com along with web banners placed on their Facebook page and on CBSBaltimore.com. In addition, a representative from a local health department participated in a television interview to promote the Fund on WMAR. The cost of the campaign was \$24,000.

A full page advertisement promoting the Fund was placed in the January 2014 issue of the *MACPA's Statement*, a publication by the Maryland Association of Certified Public Accountants, Inc. (MACPA). This quarterly publication targets CPAs in Maryland. The magazine is mailed to all MACPA members with a circulation of 10,000.

The Department mailed letters and other promotional materials to the offices of Maryland accountants and tax preparers during the 2014 tax season in an effort to increase donations to the Fund. The Fund also had a presence on the Department's homepage and Facebook page. Informational materials regarding the Fund were available during the campaign period in the lobby of the 201 West Preston Street Building of the State Complex.

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 Fund, including the amount of donations raised for the Fund and the number and types of grants awarded. If you wish to discuss this matter further, please contact Ms. Allison Taylor, Director of Governmental Affairs, at (410) 767-6481.

Sincerely,



Joshua M. Sharfstein, MD
Secretary

cc: The Honorable Charles Barkley
Allison W. Taylor, MPP, JD
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