



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene

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

July 28, 2015

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

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

RE: Health-General Article, § 20-117, Annotated Code of Maryland
2015 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 eleventh 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 \$5,034,819. For Fiscal Year (FY) 2015, \$407,591 was available for the Fund. The Comptroller of Maryland did not deduct any expenses to administer the Fund.

During FY 2015, the Department awarded cancer treatment grants to local health departments and other authorized vendors in order to provide fifteen (15) 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 \$206,711. The grant recipients were:

- Carroll County Health Department - \$37,450;
- Dorchester County Health Department - \$20,000;
- Frederick County Health Department - \$96,300; and
- Garrett County Health Department - \$52,961.

Additionally, during FY 2015, the Department awarded five (5) cancer primary prevention grants, for a total of \$199,772. The grant recipients of the cancer primary prevention grants are:

- Adventist HealthCare, Inc. for Tobacco Use Prevention and Cessation - \$49,971;



- Anne Arundel County Department of Health for Human Papillomavirus (HPV) Vaccination - \$19,265;
- Harford County Health Department for Nutrition, Physical Activity and Healthy Weight - \$44,174;
- Johns Hopkins University for Human Papillomavirus (HPV) Vaccination - \$50,000; and
- Worcester County Health Department for Tobacco Use Prevention and Cessation - \$36,362.

In February 2015, 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 4.9 million impressions targeting Maryland taxpaying residents within the State. The campaign included 212 television advertisement spots for 30 seconds and 10 seconds appearing on WBAL-NBC 11, WMAR-ABC 2, WBFF-FOX 45, WJZ-CBS 13, and WNWS-News 8. The campaign also included a website advertisement placed on FoxBaltimore.com and Wbaltv.com, along with a mobile web advertisements on WBAL. As an added value, the Director of the Center for Cancer Prevention and Control participated in a television interview with WMAR, which aired on the *Maryland Spot* news segment to further promote the Fund. The cost of the campaign was \$23,958.

A full page advertisement was placed in the January 2015 issue of *The Statement Magazine*, the official membership publication of the Maryland Association of Certified Public Accountants, Inc. This quarterly publication targets certified public accountants in Maryland. The magazine is mailed to all MACPA members, with a circulation of 10,000.

In addition, the Department mailed letters and other promotional materials to Maryland accountants' and tax preparers' offices during the 2015 tax season in an effort to increase donations to the Fund. The Fund also had a presence on DHMH's homepage. 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 Maryland Cancer 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,



Van T. Mitchell
Secretary

cc: The Honorable Charles Barkley
Allison Taylor, M.P.P., J.D.
Howard Haft, M.D.
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