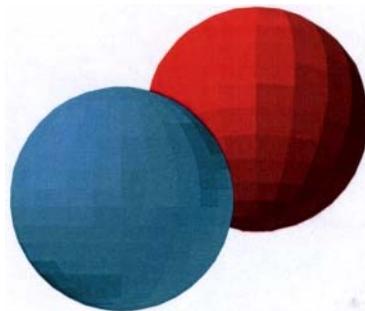


CIGARETTE RESTITUTION FUND PROGRAM

ANNUAL ACCOMPLISHMENT REPORT

FISCAL YEAR 2006



ACCOMPLISHMENTS

**CIGARETTE RESTITUTION FUND PROGRAM
CANCER PREVENTION, EDUCATION, SCREENING AND
TREATMENT PROGRAM
FISCAL YEAR 2006 ACCOMPLISHMENTS**

LOCAL PUBLIC HEALTH

Overall

- Funding was awarded to each local jurisdiction's Cancer Prevention, Education, Screening and Treatment Program for fiscal year 2006. Each local health department received a base amount of \$100,000 with the remainder of its award based on the formula specified in the statute for the CRFP.
- Community health cancer coalitions continued in 24 jurisdictions. Each coalition is comprised of representatives that reflect the demographics of each jurisdiction and includes membership of minority, rural, and medically underserved populations that are familiar with different cultures and communities in the jurisdiction. The majority of the community health coalitions met three or more times during the fiscal year.
- Comprehensive cancer plans addressing prevention, education, screening, and treatment for one or more of the targeted cancers were updated in 24 jurisdictions. Twenty-three jurisdictions addressed colorectal cancer, eight jurisdictions addressed oral cancer, 12 jurisdictions addressed prostate cancer, 13 jurisdictions addressed breast and cervical cancers, and 15 jurisdictions addressed skin cancer and 1 jurisdiction addressed lung and endometrial cancer in fiscal year 2006.
- Contracts were entered into and/or renewed between local health departments and local medical providers (e.g., gastroenterologists, medical laboratories, primary care physicians, hospitals, surgeons, etc.). These providers deliver clinical services for cancer screening, diagnosis and treatment.

Public Education and Outreach

- A total of 126,263 Maryland residents in the general public were educated for all cancers in fiscal year 2006.
- The local health departments awarded 23 subcontracts and/or mini-grants to local community-based organizations to provide outreach and education to minority, underserved, and/or uninsured residents of their jurisdictions.
- Local programs conducted a variety of public education and specific outreach activities.

- Cancer education and outreach has been conducted through community sites such as at barbershops and libraries, churches, senior centers, housing units, businesses, health fairs, mass mailings, radio, newspaper, television, and provider sites.

- Media events included public service announcements on television and radio, talk shows, and newspaper stories and local newsletters.

- Local programs have designed videos, brochures, flyers, posters, paycheck inserts, pencils, and magnets and have distributed these at health fairs, door-to-door, at libraries, pharmacies, senior centers, housing units, etc. Local programs have developed and maintained web sites informing the public about the need for colorectal cancer screening, educational messages about prostate, oral, breast, cervical and skin cancer prevention and the availability of services through the CRF program.

- Examples of public education and outreach performed by the local health departments included the following:

Wicomico County – The County cancer control staff educated area residents through a news release entitled Detecting Cancer Before it Reaches an Advanced Stage Can Save Lives in The Daily Times and included a picture of Wicomico County's Health Officer, a news article in the Daily Times tabloid, entitled Colorectal Cancer Awareness, library displays, creation of colorectal cancer bookmarks distributed at the library display, and several public service announcements on radio and television. The program staff also requested and four local businesses displayed "Prevent Colorectal Cancer Get Screened! 410-334-3480" on their reader boards. The program staff also had an article on colorectal cancer screening placed in an African American church bulletin and sent 250 health department employees intranet messages on cancer awareness and screening.

Montgomery County – Through their sub vendor, Holy Cross Hospital, county residents were educated on colorectal cancer screening and prostate, skin, breast and cervical cancer awareness at senior centers, health fairs, community centers, Housing Opportunities Commission Section 8 Public Housing, beauty salons, barber shops, shopping centers and partnerships with area clinics, People's Community Wellness Center, Holy Cross Hospital Health Center, African American Health Program, and local churches such as First Baptist Church of Silver Spring and Joshua Ministries.

Frederick County – With the help of a local community based organization, 16 Home Outreach Prevention Education (HOPE) Parties were given for local residents where they received health information on colorectal cancer awareness and screening and sun safety at the Frederick Mission of Mercy, Frederick Community Action Agency, and the Food Bank.

Kent County — A bulletin board was hung in the lobby of the main health department building that included the names of "famous" persons who had directly or through a relative been affected by colorectal cancer such as President Regan, Supreme Court Justice Ruth Ginsburg, cartoonist Charles Shultz and the CEO of McDonalds Charles Bell. At the bottom of the bulletin board was the Health Departments cancer control program contact information for free colorectal cancer screening for eligible Kent County residents.

Queen Anne's County — County staff placed an increased emphasis on skin cancer awareness and prevention messages throughout their community and featured the "Dermascan" at high schools for the students to view their own skin using a special light to show areas of possible skin damage. Several elementary schools and their students, and local businesses received information and brochures about skin cancer and sun safety.

St. Mary's County — A banner was displayed at a prominent intersection in recognition of the "National Colorectal Cancer Awareness Month" promoting screening. With the assistance of the county staff, the St. Mary's County Board of Commissioners declared March as National Colorectal Cancer Awareness Month during a media event that was shown on Channel 10 with approximately 58,000 viewers.

Washington County — The county staff provided educational information about sun damage/skin cancer, colorectal and prostate cancer awareness during the Hagerstown Health Fair held at the Hagerstown Community College, at the Hub Plaza which is a local business community center, at Family Expo night at an elementary school, and at the Generations Health Expo held at the Washington County Hospital for their employees.

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 included:

Anne Arundel County —The county cancer control program partnered with the: Office of Minority Health Program, Baltimore Washington Medical Center, Anne Arundel Medical Center, Harbor Hospital, the Breast Center, Owensville Primary Care and leaders of the Korean Community to host a Korean Girl's Night Out on April 17, 2006, in which participants were educated about the importance of regular breast and cervical cancer screening and available resources in their county.

Baltimore City — University of Maryland Medical System — Program staff worked with Radio One and recorded and had aired on several occasions a one minute radio public service announcement on Spirit 1400 AM. a local Gospel station whose listenin^g audience consists primarily of older African Americans. The radio announcement

resulted in several listeners calling in to set up breast/cervical cancer screening appointments.

Carroll County — The Cancer Prevention Education Screening and Treatment (CPEST) Program funds a consultant, Phyllis Hammond, of Minority Program Implementation (MPI) who works as a liaison with leaders in the minority communities and provides education and encourages participation in cancer control activities. The Minority Health Council, chaired by Ms. Hammond, is a health/cancer awareness resource, network avenue and advocate for the county's minority population.

Charles County - The cancer control program's outreach worker and their sub venter together did 15 presentations to clients at Health Partners, a clinic that served minorities/low income clients. The outreach worker also brought cancer control literature/materials to and participated in the "Nanjemoy Community Day," with a focus on the local Native American population.

Professional Education and Outreach

- Local health departments and the two statewide academic health centers educated health care professionals and providers about the targeted cancers and cancer screening guidelines.
 - 49,486 providers were reached through education and outreach efforts such as mailings and newsletters.
 - 4,557 individual providers were educated through educational sessions and presentations at various locations such as physicians' offices, the County Medical Society, or hospital staff meetings.
- Local programs mailed medical providers the Minimal Elements for Screening, Diagnosis, and Treatment that were developed and/or updated by DHMH for Oral Cancer, Colorectal Cancer and Prostate Cancer and notified them of the services provided through the local CRF cancer control program.

Screening, Diagnosis, and Treatment

- In FY 2006, screening, diagnosis, and treatment data for the different targeted cancers under the CRFP follow:
 - 7,955 screening tests were performed, and 55 individuals were diagnosed with cancer, linked to care, or provided treatment.
 - 67% of persons screened were minorities.
 - 1,678 colonoscopies were performed of which 366 had adenomatous polyps: 287 blood stool kits (called FOBT) were completed. of which 19

- were positive; 3 sigmoidoscopies were performed; 28 individuals were diagnosed, linked to care, or provided treatment for colorectal cancer.
- 700 prostate specific antigen (PSA) tests and 567 digital rectal exams (DREs) were performed; of these, 7 individuals were diagnosed with prostate cancer.
- 493 oral cancer-screening examinations were performed; of these no person was diagnosed with oral cancer.
- 269 skin cancer-screening examinations were performed; of these no person was diagnosed with melanoma and 2 individuals were diagnosed with non-melanoma skin cancer.
- 1,523 mammograms were performed and 1,406 clinical breast examinations were done; of these 16 individuals were diagnosed with breast cancer.
- 995 Pap tests were done; of these no person was diagnosed with cervical cancer.
- 10 diagnostic examinations were performed for lung cancer; of these 1 was diagnosed and treated for lung cancer.
- 27 diagnostic examinations were performed for endometrial cancer; of these no person was diagnosed with cancer.

STATEWIDE PUBLIC HEALTH

- Monthly teleconferences were provided by DHMH Cancer staff, in which representatives from the 24 local jurisdictions, the two academic centers and their vendors participated in a two-way exchange of information and guidance regarding clinical, surveillance, evaluation, and administrative issues in the cancer programs.
- Site visits of the CRFP cancer grants were conducted by the DHMH cancer control staff at 21 of the 24 local jurisdictions and two academic centers. During these site visits, consultation and guidance was provided regarding clinical, administrative and program evaluation issues.
- Education and trainings were provided:
 - o Three new employee orientation trainings were conducted with local health departments with 21 participants in attendance.
 - o Four Education and Outreach Worker trainings were conducted with 83 participants in attendance.

- Community Health Coalition meetings in 21 local jurisdictions were observed by state health department staff.
- Six regional meetings were held with 143 individuals in attendance from local health departments with their subcontractors, academic centers, MOTA, Maryland Statewide Health network, and DHMH staff. Each of these daylong meetings provided instruction and guidance in clinical, administrative and program evaluation/data collection areas.
- Written guidance continued to be provided to the local jurisdictions. The DHMH website for the Cancer CRFP was continually updated with written guidance for local jurisdictions.
- DHMH CRFP Cancer Control staff distributed cancer control literature while wearing the Sun Guard Man and Polyp Man costumes at DHMH central office during sun safety/skin cancer and colon cancer awareness months and had an article published in the DHMH Newsletter regarding "Polyp Man" and the need for colorectal cancer screening. In addition, DHMH CRFP Cancer Control staffed community and statewide events including the Maryland State Fair, DHMH National Public Health Week/Minority Health Month, Dialogue for Action Conference, Melanoma Monday Press Conference, Take a Loved One to the Doctor Day and the DHMH Health Disparities Conference.

SURVEILLANCE AND EVALUATION

- The Annual Cancer Report for 2006 has been drafted and is currently under review.
- The third Maryland Cancer Survey (MCS), referred to as MCS 2006, was conducted in conjunction with the University of Maryland, Baltimore. The survey was administered to approximately 5,000 adults age 40 years and older. The survey was conducted to assess knowledge and practices of selected health behaviors for the seven targeted cancers. The analysis and report are in process.
- The Maryland Cancer Survey - Low Income Survey was conducted in low-income areas of Charles County, going door-to-door, among 500 residents, age 40 years and older and 18-39 years old. These surveys were done to try to reach populations that may not be reached through telephone surveys. Data were analyzed; the report is in process.
- The Maryland Cancer Survey-Hispanic Survey was implemented by working with the Latino Health Initiative in Montgomery County. The purpose of this survey is to identify health screening and risk behaviors among Hispanics; Latinos. The survey was administered to 500 Hispanic residents of varying economic levels. to better determine the prevalence of cancer screening and risk behaviors among the

Hispanic community and to pilot a Spanish language survey for possible statewide use in 2007. The report is in process.

- The CPEST statewide cancer client database system (CDB) was implemented under a Memorandum of Understanding with the University of Maryland, Baltimore. Each local health department and statewide academic health center currently use this database on each person screened for colorectal, prostate, oral and skin cancer under the CRFP to DHMH. The University of Maryland continues to provide epidemiological support to collect and analyze education, screening, diagnosis, and treatment information and to assist in the maintenance and administration of the database with the local jurisdictions. Revisions to the database are ongoing. Training was conducted both at DHMH and at regional sites on the CDB.
 - o 11 Client Database training sessions were held with approximately 36 participants in attendance; 9 onsite trainings were conducted with 13 persons.
 - o One major revision was the addition of data entry screens for the CDC Colorectal Screening Demonstration Project.
 - o A major focus has been data quality assurance. Guidance procedures and documents were developed for local jurisdictions.
- The Cancer Surveillance Advisory Committee met regularly and continues to provide advice to DHMH on cancer surveillance and epidemiologic issues.
- Staff of the Surveillance and Evaluation Unit maintains the Education Database (EDB) and perform analyses of the data. Staff conducted training at three regional sites (Eastern Shore, Western Maryland, and Central Maryland). Staff is working on rebuilding the EDB to update the old database technology.

STATEWIDE ACADEMIC HEALTH CENTERS

Baltimore City Public Health Grant

- The Baltimore City Comprehensive Cancer Plan was developed and submitted to DHMH for review and approval. The University of Maryland Medical System (UMMS) and Johns Hopkins Institutions (JHI) were awarded continuation grants for implementation of the Baltimore City Comprehensive Cancer Plan. Johns Hopkins' component focused on prostate cancer the University of Maryland's component focused on breast and cervical cancer.
- The Baltimore City Cancer Coalition met in October 2005, January and April 2006.
 - o The Colorectal Cancer Subcommittee met almost monthly. CRFP Cancer Control staff participated in and provided guidance to the

Subcommittee to promote colorectal cancer education and screening for Baltimore city residents.

- o DHMH, in collaboration with the Colorectal Cancer subcommittee, applied for and received funding from the federal Centers for Disease Control and Prevention for a Colorectal Cancer Screening Demonstration Project in Baltimore City. DHMH was awarded a \$1.3 million, three-year cooperative agreement from CDC for this program that started in fiscal year 2006. DHMH provided ongoing guidance to the five clinical sites (Johns Hopkins Medical Institutions, MedStar at Harbor and Union Memorial Hospitals, St. Agnes Hospital, and Sinai Hospital. Approved sites began screening for colorectal cancer. DHMH also collaborated with the American Cancer Society, which provided support for this Demonstration Project and the use of their phone center for some client intake.
- Four community-based organizations along with an independent contractor provided community health education and prevention outreach activities. Two of the community-based organizations are in predominantly African-American neighborhoods (Bea Gaddy Family Center and the Park Heights Community Health Alliance); and one serves the Latino community (Hispanic Apostolate). In addition, JHI supported the work of the UJIMA Foundation, a Native American Group, to carry out a local "Pow-Wow" and health fair. An independent, Miles T. Neal, provides education/outreach in predominantly African-American communities.
- A total of 14,926 individuals were educated through brief, group, and individual sessions. Public education and outreach for the targeted cancers was continued through partnerships with small businesses such as beauty and barbershops, community associations, libraries, local employers, civic groups, and faith-based organizations. Health promotion was also provided in conjunction with citywide festivals and through community meetings.
- An estimated 731,173 individuals were reached through media promotions on radio and television, and via printed promotions such as billboards, mailers and Baltimore City newspapers.
- JHI screened a total of 579 men for prostate cancer between July 1, 2005 and June 30, 2006. 556 of them were racial or ethnic minorities. Four men were diagnosed with prostate cancer.
- UMMS screened a total of 1,277 women for breast cancer between July 1, 2005 and June 30, 2006. 1,175 women were racial or ethnic minorities. Fourteen women were diagnosed with breast cancer.

- UMMS screened a total of 809 women for cervical cancer between July 1, 2005 and June 30, 2006. 744 women were racial or ethnic minorities. No women were diagnosed with cervical cancer.
- UMMS staff co-hosted a WLOB radio call in program twice each month, and spoke to the listening audience on cancer awareness.

Johns Hopkins Institutions Cancer Research Grant

- The Johns Hopkins Institutions (JHI) submitted a grant application for cancer research and was awarded a continuation grant for the sixth year of the project.
- The External Advisory Committee met to review all Cancer Center research and clinical programs, including the Cigarette Restitution Fund Program (CRFP) initiatives.
- The Johns Hopkins Institutions provided input for the first joint report on intellectual properties and discoveries. The report was released in January 2006 for the purpose of identifying all of the results, discoveries, and potential commercialization of inventions under the CRFP research grants. The three state agencies (Department of Health and Mental Hygiene (DHMH), Technology Development Corporation (TEDCO), and Department of Business & Economic Development (DBED) comprise the Cigarette Restitution Fund Intellectual Properties and Discoveries Advisory Committee that met in August and September 2005.
- The MOU Advisory Group on intellectual properties management for the JHI Cancer Research grant (comprised of representatives from Johns Hopkins, DHMH, DBED, and TEDCO) met in November 2005 and in May 2006 to hear presentations on the priorities, infrastructure, and activities of the cancer program.
- Thirteen (13) grants were awarded in fiscal year 2006 of which four (4) were for translational research, seven (7) were for faculty recruitment, and two (2) were for faculty retention. Projects were funded in the following areas: the human oral papilloma virus, bioinformatics, basic science, clinical science, cancer prevention and control, breast cancer, lung cancer prevention, lung cancer research, pancreatic cancer, and minority participation in cancer research trials.
- Forums were held to stimulate discussion of cancer hypotheses and assist in identifying potential research avenues for prostate cancer projects.
- *Conquest*, a semi-annual newsletter, was published and disseminated. The Sidney Kimmel Comprehensive Cancer Center's (SKCCC) Winter 2006 newsletter entitled "Makin^g a Difference in Maryland: CRF Dollars Saves

Lives." featured Jean Ford, M.D., the Director of Community Programs and Research at the Sidney Kimmel Comprehensive Cancer Center. The Center is located in the East Baltimore Medical Center.

- Johns Hopkins Institutions and the University of Maryland Medical Group jointly sponsored and implemented the fifth annual "Research Matters" conference in November 2005.

University of Maryland Cancer Research Grant

- The University of Maryland Medical Group (UMMG) submitted a grant application for cancer research and was awarded a continuation grant for the sixth year of the CRFP.
- The University of Maryland provided input for the first joint report on intellectual properties and discoveries. The report was released in January 2006 for the purpose of identifying all of the results, discoveries, and potential commercialization of inventions under the CRFP research grants. The three state agencies (Department of Health and Mental Hygiene (DHMH), Technology Development Corporation (TEDCO), and Department of Business & Economic Development (DBED) comprise the Cigarette Restitution Fund Intellectual Properties and Discoveries Advisory Committee that met in August and September 2005. .
- The MOU Advisory Group on intellectual properties management for the UMMG Cancer Research grant (comprised of representatives from UMMG, DHMH, DBED, and TEDCO) met in November, 2005 and in May, 2006 to hear presentations on the activities of the Cancer Center.
- Research funding continued in fiscal year 2006 for a broad variety of research studies aimed at translating research and clinical innovations into clinical applications. These studies include aero digestive, hematologic, gastrointestinal, head and neck, breast, lung, prostate, and pancreatic cancers, bone marrow and stem cell transplantation, laboratory diagnostic studies, cell biology and molecular biology, and pharmacological and new drug development. Researchers were also funded for behavioral studies of minority cancer patients, biostatistical support, preclinical animal modeling, clinical trials protocols, proteomics, flow cytometry, and tissue collecting shared services management, and basic clinical research support.
- Nine (9) research activities have progressed from laboratory research into clinical applications since the inception of the CRFP.
- In fiscal year 2006. 509 publications were submitted for peer-reviewed publications.

- Six Shared Services Facilities were maintained for cancer research in Core Service areas. They are:
 - o Proteomics Shared Service allows specialized analysis of proteins and peptide whose structures hold clues to possible diagnostic and therapeutic development and application. In fiscal year 2006, funds were used to support the final lease payments for the following equipment: 1) Axima-CFR Mass Spectrometer; 2) Finnegan XP Ion Trap System; and 3) Xcise Automated Gel Processing Station. Faculty support for this core service was provided for the core leader, core manager, and a laboratory technician.
 - o The Tissue Collecting and Banking Shared Service Core provides a quantity of banked tissues and blood specimens for genomics, proteomics, and other analyses for identification of new biomarkers and therapeutic targets while maintaining patient confidentiality. In fiscal year 2006, funds were used to partially support the core director and four technicians.
 - o The Flow Cytometry Shared Service sorts cells and provides cell-imaging services to identify cellular characteristics as a basis for translation into diagnostic or therapeutic strategies. In fiscal year 2006, funds were used to support two technicians to support the lab and cancer center users.
 - o The Biostatistics Shared Service serves as the central resource of statistical expertise for the Cancer Center that is absolutely critical and essential to meet the goals of conducting and translating research into clinical applications. Funds were used to support four biostatisticians.
 - o The Clinical Research Core/Shared Service supports the activities of principal investigators involved in clinical trials by preparing clinical trial protocol forms, submitting projects to the Institutional Review Board, registering and accruing patients for clinical trials, and collecting and managing data. In fiscal year 2006, funds were used to support clinical research nurses and for the continued support for the medical informatics system purchased in 2005.
 - o o The Biopolymer Core Shared Service provides basic molecular biology support services, including DNA/RNA synthesis. In fiscal year 2006, funds were used to provide partial fee support to cancer center members who utilized the core for materials that were critical in conducting their respective areas of research.
 - o In fiscal year 2006, funds were used to support the development of a web-based ordering and accounting system for the Greenebaum Cancer Center's shared services. The new web based system will permit on-line orders and stimulate more efficient tracking information.

- In fiscal year 2006, the Cancer Research Grant provided \$1.5 million in support for laboratory construction and renovations. The new 20,000 gross square feet renovation on the 10th floor of the Bressler Building will include open lab space, cold rooms, tissue cultures, and dark rooms. The Cancer Center successfully competed for an NIH construction grant, which provides \$2.6 million in matching funds for the estimated \$5.3 million construction project. The estimated completion date for the renovations is March 2007.
 - o Funds were provided for design and construction costs for the renovation of the biostatistical support area on the second floor of the Medical School Teaching Facility. This renovation will provide consolidated office and support space for a minimum of five biostatistician faculty members and other Biostatistics Shared Services staff members.
 - o Funds were provided for renovations of the expanded Proteomics Shared Service facility and associated laboratories. Dr. Austin Yang will assume leadership of the expanded facility in 2007. Renovations were necessary to accommodate new equipment and laboratory support facilities.
 - o Funds were provided for minor renovations to accommodate additional Flow Cytometry Core equipment contributed by members of the relocated Holland Laboratory of the Red Cross.

- Funds were provided to support start-up cost, capital equipment and supplies for five new recruits. Cost for equipments service contracts, replacement laboratory equipment, general laboratory supplies, and faculty recruitment/travel expenses were also supported.

- Funds were provided to the Institute of Human Virology to support . developmental projects targeted towards cancer research. The Cancer Center hopes to establish a vibrant research program in Viral Oncology that will compete successfully in the 2007 Cancer Center Support Grant Application.

- The Cancer Center funded a pilot grant program in fiscal year 2006 to provide seed money for translational research projects. The purpose of this internal grants program is to fund pilot grants applications of Cancer Center members aimed at developing the individual cancer research of the center with a particular focus on multi-investigator projects that will lead to successful extramural rant awards.

Maryland Statewide Health Network Grant

- The University of Maryland Medical Group submitted a grant application and was awarded a grant for continuation of the Maryland Statewide Health Network (MSHN) project.
- MSHN's central office completed a comprehensive consumer survey on clinical trials and more than 2490 telephone interviews were completed.
- The MSHN provided technical assistance to the 2006 Maryland General Assembly that lead to the passage of Senate Bill 728, which requires the University of Maryland School of Medicine to study issues regarding the use and reimbursement for telemedicine in Maryland. MSHN is scheduled to submit their findings to specified legislative committees by January 2007.
- Funds were provided for the continued support of *Partners*, a bi-monthly newsletter that provides highlights of the Network's grants, programs, partnerships, and information on clinical trials.
- The MSHN operated with a fifty percent reduction during the first nine months of fiscal year 2006. Three regional offices were closed as a result of budget reductions. The offices closed were the LaVale office in Western Maryland, the Chester office at the Eastern Shore, and the Baltimore City office.
- The MSHN released the results of the "Baseline Needs Assessment: Disparities in Health Access, Health Status, Health Assessment, and Health Behaviors for Chronic Disease and Clinical Trials Knowledge, Attitudes and Barriers to Participation in Maryland", which included survey results of 13 Maryland jurisdictions.
- The MSHN developed a Community Faculty Outreach Resource Directory to provide its partners an opportunity to access University of Maryland, Baltimore faculty, physicians, dentists, nurse practitioners and other health care professionals for continuing education or community education programs as well as for collaborative projects aimed at reducing the burden of cancer and health disparities in Maryland.
- Over 500 individuals attended the Health Disparities Seminar Series, either on site or via videoconference, a monthly education program co-sponsored by the University of Maryland Center for Health Disparities Research and the University of Maryland Statewide Health Network.
- The MSHN currently has 31 tele-health linkages throughout the State. Eighteen (18) of the 31 sites have capabilities for clinical telemedicine and videoconferencing.

- One additional telemedicine/videoconference site linkages was established in fiscal year 2006.
- 212 public education programs were provided reaching 8,268 individuals.

Other Tobacco-Related Diseases Research Grant

- The University of Maryland Medical Group submitted a grant application, which was awarded a continuation grant for the Other Tobacco-Related Diseases Research (OTRD) project.
- As a result of the fiscal year 2006 budget cuts, the OTRD faculty and staff and the staff from the Baltimore City Regional Office all moved their offices to the MSHN central office.
- The Independent Peer Review Group met on May 12, 2006 via the MSHN's video-conferencing systems. The members were Dr. Roger Bulger, Dr. William A. Darity and Dr. Lester Breslow.
- A total of 16 applications were submitted for consideration and review by committee to win funding as an OTRD pilot research project. Twelve of the sixteen were funded: one in health services research; six are translational research; three are clinical research; one is clinical/translational research; and one project has not been classified.
- Four articles have been accepted for publication in peer-reviewed scientific journals.
- The GI RD staff, in partnership with the MSHN staff, presented the Third Annual Scientific Forum on Cancer and Other Tobacco-Related Diseases in June 2006.

Coalition for Skin Cancer Prevention in Maryland

- The Coalition for Skin Cancer Prevention in Maryland started in 2001 with funding from the federal Centers for Disease Control and Prevention and the Maryland Department of Health and Mental Hygiene. Beginning in fiscal year 2005, the Coalition was funded under the Cigarette Restitution Fund Program. The purpose of the Coalition is to promote skin cancer prevention education to the citizens of Maryland through five channels: schools, media, primary healthcare providers, recreational sites, and child care providers with a primary emphasis on reaching children and adolescents.

- The coalition included representation from fifty-eight (58) organizations, including local health departments, governmental organizations, professional medical socialites, non-profit organizations, for-profit organizations, and individual citizens.
- The Coalition has developed a middle school curriculum entitled "Sunguard Your Skin". This curriculum is posted on the Coalition's website. In 2006, the curriculum was used by 24 Maryland teachers in ten jurisdictions, out-of-state teachers, as well as teachers from four foreign countries.
- The Coalition has developed a web-based cartoon series entitled "The Adventures of SunGuard Man". Five episodes of this cartoon series have been developed. One episode contains both an English and Spanish version.
- The Coalition sponsors an annual event called "Melanoma Monday" on the first Monday in May to winners of an annual Skin Cancer Prevention Poster Contest for elementary and middle school students. The 2006 event was co-sponsored by the Joanna M. Nicolay Skin Cancer Foundation.
- A 3rd grader created one of the award-winning posters in 2004. This poster is entitled "Brianna's Poster" was printed and distributed statewide during fiscal year 2006 to physician's offices, state and county parks, beaches, and other recreational facilities. A new poster was created that is a collage of posters from the prior years through 2006.
- The Coalition has developed a mascot called "SunGuard Man". Eight costumes for SunGuard Man have been placed around the state for use by local health departments, the Maryland Statewide Health Network, and other organizations. SunGuard Man has appeared in various locales including games of the Baltimore Orioles.
- The Coalition has encouraged local weather announcers on local television stations to routinely report the UV index.
- The Coalition has trained more than 700 childcare providers how to use the American Cancer Society's Sun Safe Community's Child Care Curriculum since 2002.
- The Coalition has encouraged healthcare providers throughout the state to display skin cancer prevention brochures and posters in their offices.
- The Coalition staff and members travel through the state to health fairs, educational events, professional medical meetings and community groups to promote an increased awareness of skin cancer risks and prevention measures.

TOBACCO-USE PREVENTION AND CESSATION PROGRAM

FISCAL YEAR 2006 ACCOMPLISHMENTS

Mass Media and Public Relations Campaigns:

During fiscal year 2006, the media component was responsible for creating a demand for cessation and promoting the utilization of statewide cessation services, specifically the new Maryland Quitline: 1-800-QUIT NOW, which launched in June.

- *Strategic Plan* - Prepared an extensive strategic media and social marketing analysis of target audiences and demographics of smokers in Maryland focusing on community advertising, website development, community events, tobacco free sports, and public relations, in addition to creative and website focus group testing.
- *Creative Development* – Developed and designed a new logo for the 1-800-QUIT NOW Quitline and conducted focus group testing to identify behaviors and concepts that best resonated with smokers and people who have a direct influence on smokers. Based on quality feedback, innovative print and radio concepts were designed and the current *Smoking Stops Here* website was redesigned to become the primary call to action before callers phoned the Quitline. Over **100** Marylanders provided one-on-one and group feedback through focus groups, website testing, and informational interviews.

Subsequently developed three versions of print campaigns featuring all ethnicities, along with two corresponding radio spots: The "Flip" campaign for 18-35 year olds, the "Live to See 1t" campaign for the 35-60 age group, and "Inside You" for pregnant women or women considering pregnancy.

- *Website* – Developed a new www.SmokingStopsHere.com website, completely designed with fresh information based on focus group feedback from tobacco users, including what they would most like to see on the website before calling the 1-800 number for free phone counseling. The website provides key information on how to quit smoking and outlines the quitting process in four simple steps, explains the phone counseling process, provides stories and photos of real Marylanders who have quit, explains why the services are free, and provides information on how to find out about local county medicine resources. The website received **4,400** hits in the first 60 days after launch.
- *Launch* – Launched the comprehensive media campaign including the community advertising components and the newly redesigned website- www.Smokin^gStopsHere.com on June 30, 2006 once 1-800-QUIT NOW was fully operational with the contracted vendor. Press releases were distributed to 83 contacts announcing the launch.
- *Community Advertising Outlets* – Developed a wide range of campaign components to reach the greatest number of Maryland adults. including the following media buys:
 - o Two 60 second radio ads ran on 16 radio stations (both English and Spanish)
 - o Ads were placed in 12 newspapers and **four** local magazines (both English and Spanish)

- o Ads were displayed inside over **800** buses
- o The Quitline number was displayed on-screen before movies in 188 movie theaters
- o An online banner ran on www.BaltimoreSun.com, receiving 933,439 impressions by viewers
- o Quitline number was published on www.YellowPages.com
- o *Smokefree Holy Grounds* signs were produced and placed outside 30 churches, along with full-page Quitline ads in 500 bulletins per church
- o Developed copy for public service announcements on gospel stations
- o Provided display booth at the *African American Heritage Festival*, attended by over **500,000** visitors; over **500** people signed pledge forms for a smoke-free lifestyle
- o Provided materials for WWMX-FM/106.5 *Fourth of July* celebration in the Inner Harbor – supplied handouts and received over **40** promos by the station in the two weeks prior to the event
- o Sponsored *Fourth of July* celebration in Frederick with WFRE-FM/99.9 – placed logo on **1,500** frisbees and t-shirts along with additional handouts, received live mentions at the event, and received over **100** promos by the station prior to the event
- o Sponsored and provided display booth at *Latino Fest 06*, attended by over 5,000 visitors – displayed banner and received sponsorship listing in program and on www.LatinoFest.org website; also sponsored the Baltimore County *Latino Fest* and received nearly 300 pledge forms for a smoke-free lifestyle
- o Partnered with the *Aberdeen IronBirds*, *Delmarva Shorebirds*, *Frederick Keys*, and *Bowie Baysox* to promote the Quitline during the minor league baseball season – aired :60 second radio spots nearly **150** times; wrapped vans with 1-800-QUIT NOW logo; developed and aired PSAs during the games; provided promotional items, banners, and signage throughout stadiums promoting the Quitline; and received additional public addresses, sponsorship nights, billboards, and website promotion at all four stadiums

Statewide Public Health:

Legal Resource Center

- Provided legal assistance to 13 local health departments and jurisdictions throughout the state on youth access and clean indoor air issues.
- Published and distributed two newsletters in the *Tobacco Regulation Review* distributed to over **1,000** recipients:
- Responded to approximately 45 requests from individuals for technical legal assistance on tobacco control issues.
- Provided legal assistance to an individual dealing with children's exposure to secondhand smoke in context of a custody matter.
- Provided assistance to **4** state legislators during the 2006 General Assembly session.
- Taught law students in a Tobacco Control Clinic and a Tobacco Control and the Law seminar.
- Provided legal guidance to Smoke Free Maryland regarding the restrictions on "political campaign intervention" for 501(c) (3) organizations.

- Provided legal guidance to a condominium board including drafting of a smoke free policy.
- Provided legal guidance to owner of section 8 housing apartments about the ability to implement a smoke free policy.
- Provided training to undercover agents participating in Baltimore City's tobacco sales compliance check program.
- Presented at 7 national and state tobacco control programs.
- Hosted a workshop discussing enforcement issues facing local jurisdictions attended by 14 jurisdictions, along with DHMH representatives, the Comptroller's office, and state and local police departments.
- Maintained a website containing tobacco control information such as opinions from the Attorney General, court decisions, the Master Settlement Agreement, the World Health Organization Framework Convention on Tobacco Control, model ordinances, and a database of American Law Review articles.
- Drafted amicus curiae brief opposing the proposed settlement terms agreed to by US Smokeless Tobacco to end a consumer protection class action suit.

Quitline: 1-800-QUIT NOW

- Completed competitive bid process and selected qualified vendor to operate Quitline — *Free and Clear, Inc.*
- Received approval for the vendor by the Board of Public Works May 17, 2006.
- Began operation of the Quitline on June 1st, with media launching June 30, 2006
 - o Quitline provides free, proactive, telephone-based counseling to Maryland residents who are 18 years of age and older and who are interested in quitting smoking.
 - o Utilizes "Quit Coaches"TM -- master's-trained tobacco treatment specialists to provide helpful quitting tips and techniques to callers.
 - o Quit Coaches offer ongoing support to clients throughout the quitting process — each caller is eligible for four comprehensive phone counseling sessions.
 - o Quitline is available seven days a week, from 8:00 a.m. to midnight.
 - o Quitline also provides referrals to local health departments for cessation classes, in person counseling, and, upon qualification, for free medications.
 - o Specified target populations include adult pregnant women, adults with physical conditions limiting their mobility, adult members of households with children < 13 years old, adult members of minority populations, adults without any health insurance coverage, adults enrolled in one of Maryland's Medicaid plans, adults residing in rural areas of Maryland, and adult women; however, any Maryland adult calling the quitline is eligible to receive services.
- Received 110 calls during the month of June (after the launch of paid media on June 30, 2006, the total number of calls for the month of July jumped to **490**).
- Received reports from Quitline vendor, including services by caller type, total registered callers. number of counseling sessions per tobacco user, recommendations of pharmacotherapy, number of quit kits sent, self report of health care coverage, how the caller heard about the program. gender. race/ethnicity, age. pregnancy status. language spoken. education, tobacco type. chronic conditions, stage of readiness at registration. referrals to local health departments. and other updates as needed.

- o Radio has been the most effective method used to drive calls to the Quitline with over 43% of the calls resulting from radio media ads.
- o Website has been the second highest source of driving callers to the Quitline.
- o 15% of Tobacco Users requesting counseling or mailed materials only had Medicaid coverage, which indicates reach into this population.
- o 44% of Registered Callers (regardless of caller type) requested counseling
- o 53% of callers had general questions, which indicates that there is public interest in finding out about what the Quitline offers.
- o Roughly 46% of tobacco users requesting counseling or mailed materials identified their race as Black or African American, which demonstrates service utilization by minority groups.
- o 62% of Tobacco Users requesting counseling or mailed materials were female, indicating that the Quitline is a valuable resource for adult females.

Surveillance and Evaluation:

This component did not receive funding in fiscal year 2006, but will resume fully in fiscal year 2007.

Local Public Health:

Overall

- Worked with county health departments to develop county specific tobacco control action plans that address CRFP long-term and short-term goals and objectives.
- Provided minority outreach and faith-based technical assistance to county health departments and community organizations to building sustainable tobacco programs targeting disparate populations.
- Conducted four training sessions on "Best Practices" for Comprehensive Tobacco Control Programs.
- Developed a statewide local public health brochure and distributed it to local health departments and local providers.
- Collaborated with the Alcohol and Drug Abuse Administration on the retail compliance checks and vendor education.

Community

- 1,923 health care providers, advocates, community leaders and parents trained on clinical practice guidelines, smoking cessation program, and tobacco use prevention strategies.
- 41 community churches were funded to incorporate tobacco prevention and cessation messages into various church programs.
- 152,355 people educated on tobacco use prevention.

- 973 awareness campaigns conducted in targeted communities.
- 68 minority organizations funded.

New Local Tobacco Control Policies:

Baltimore City

The Baltimore City Council has scheduled a Public Hearing to the Judiciary and Legislative Investigations Committee on October 25, 2006 for the Health-Indoor Smoking Ordinance.

Charles County

On May 1, 2006, Charles County prohibited smoking in restaurants and outdoor facilities that are operated by the county, such as parks. However, bars were exempted from the ban. The ban became effective June 15, 2006.

The La Plata five-member Town Council passed an ordinance on July 18, 2006 that bans smoking in and around restaurants and bars. This ordinance is more stringent than the smoking ban that went into effect for all of Charles County in May. Effective October 15, 2006, smoking is banned in bars, restaurants, and public places as well as within 20 feet of public entrances to commercial establishments.

Howard County

Council Bill 38-2006 took effect August 8, 2006, prohibiting smoking in workplaces and public places in Howard County. The law requires the establishment of a 15-foot smoke-free buffer zone around entrances and exits and all new bars and restaurants must be smoke-free. In addition, all restaurants and bars in Howard County will be smoke-free in June 2007. Individuals who violate the law are subject to a Class B civil citation with a fine of \$100 for each infraction. Owners and managers of establishments that allow smoking are subject to a Class C civil citation with a fine of \$250.

Prince George's County

Council Bill-68-2005 takes effect December 30, 2006, prohibiting smoking in eating and drinking establishments open to the public, with the exception for certain clubs and licensees as stated in the State alcoholic beverages law. Restaurant owners are required to display signs informing patrons of the ban for which violators may be fined \$200. Owners and managers of establishments who allow smoking may be fined up to \$1,000.

School Based

- 2,981 teachers, nurses, daycare providers, and school administrators trained on available tobacco use prevention and cessation curricula, programs and strategies.
- 230,915 Pre-K -- 12 students received tobacco use prevention education.

- 9,164 private school students educated on tobacco use prevention
- 2,181 students educated in alternative school settings.
- 19,232 college students received tobacco use prevention education on campus.
- 23,679 students reached with Peer Programs.
- 1,908 students received smoking cessation counseling and support at school.

Enforcement

- 5,581 tobacco retailers' compliance checks (stores) were conducted.
- 827 tobacco retailers (stores) were issued citations for sales to minors.
- 602 youth were cited for illegal possession of tobacco products.
- 37 product placement citations were issued.

Smoking Cessation

- 6,644 nurses and health care providers trained on various smoking cessation models.
- 5,964 adults participated in smoking cessation classes, 3,190 received nicotine patches or Zyban.

CIGARETTE RESTITUTION FUND PROGRAM

MINORITY OUTREACH AND TECHNICAL ASSISTANCE FISCAL YEAR 2006 ACCOMPLISHMENTS

Grants Awarded

The Minority Outreach and Technical Assistance Program (MOTA) awarded competitive one-year grants to 16 jurisdictions in Maryland that contained the largest proportion of minorities. Two supplemental grants were awarded to Howard and Kent Counties to stimulate and recruit minority participation. **Grants ranged from \$25,000 to \$170,000.** The community-based organizations receiving the grants include, one Asian American, two community hospitals, five faith-based, and six African Americans serving community-based organizations. Counties receiving more than \$100,000 used a percentage of their total grant to fund one Native American, four Hispanic, two faith-based, three Asian, and three African American community-based organizations. The jurisdictions funded were:

**Anne Arundel County
Caroline County
Frederick County
Kent County
Talbot County
Worcester County**

**Baltimore City
Charles County
Harford County
Montgomery County
Washington County**

**Baltimore County
Dorchester County
Howard County
Prince George's County
Wicomico County**

Overarching Activities

MOTA grantees conducted a variety of activities designed to increase awareness among minority populations, increase participation with local health departments and promote alliances to prevent smoking and decrease cancer. These activities included:

- Attended local health department's cancer and tobacco coalition meetings, 133 persons attended these meetings during the year;
- Sponsored and held cultural events that highlighted cancer and tobacco messages; 24 events were held reaching **19,669** persons;
- Held 73 capacity-building workshops/technical sessions which enhanced the ability of local groups to write grant applications, build their business and program infrastructure and network within communities reaching **576** persons;
- Partnered with established community events such as the Abrams Memorial, **African American Women's Association Cancer Benefit**, Allen Family Celebration; Annual Homecoming Family and Friends; **Asian & Pacific Island Festival; Asian Sporting Opening**; Avalon World Tobacco Gospel Pest; Baltimore District Conference; Celebrating Cultures: **Charles County Women's Fair; Chinese Community Annual Health Fair**; City Place Health Expo, **Filipino Festival, Festival of the Americans, FMH Wellness Center's; Goshen United Methodist, G.O.S.P.E.L.; Health & Heritage. Cultural Outreach**; Holy Cross Grand Re-Opening; **Inner Court Worship; Iglesia Soccer Fair; Juneteenth Festival**; Kwanzaa Marketplace: **Korean New Year Celebration: Long Branch Community Fair**; Men & Women of Color: Mexican

Consulate Health Festival; Minority **Outreach** Roundtable **Health** Series; Montgomery **County DHHS Diversity Day; Multicultural Fair; Native American Pow-Wow; Our Savior Temple**, People Community Baptist Church Picnic; Peoples Wellness Center for Men; Pines Community Wellness Fair; Praise in the Park; **Pow-Wow-Wicomico**; Take a Doctor to the Loved Ones, Take a Love One to the Doctor Day; Union Baptist Health Fair; Unity Community Celebration; Unity Community Day; **Vietnamese Moon Festival**; When All God's Children Get Together; cancer and smoking cessation and prevention messages were disseminated. Attendees had the opportunity to be screened for cholesterol, blood pressure, cancer screenings and receive preventive health education information reaching 6,520;

- Organized and held events for youth such as Asthma & Tobacco, Asthma & Second Hand Smoke, Bethel's Back to School, Colonel Richard Middle School, Community Magic Show, Fells Point Festival, Gimme Five Youth Day, Group Home, Multicultural Youth Outreach, National Institutes of Health Youth Tour, No Smoking Youth Rally, No Smoking Youth Club, Computer Lab Club, Youth Day Camp, Minority Childcare Providers, Youth Award Dinner, Youth Dinner (Wicomico), Youth Ministry, Back to School Library, Easton Homecoming Dance, Water's United Youth Services, Mount Pisgah Youth Group, Middle School Anti-Tobacco, Tobacco Abstinence Program, Youth and Skin Cancer, Youth Christmas reaching 2,342;
- Developed and distributed cancer and tobacco health promotion and prevention messages to over **24,059** persons through newsletter and health pledges; and
- Organized and held **45** health awareness outreach events where over **5,107** minority individuals were in attendance.

Cancer and Tobacco Coalition Minority Recruitment

A total of **41** new individuals/organizations were recruited to join and participate with the Cancer and Tobacco Coalitions at the local health departments.

Selected Outcomes

Seven individuals referred to LHD for cessation class. Three signed up for smoking cessation; four males referred for colonoscopies; \$24,570 in resources generated from **capacity building workshops** offered in Baltimore City, Dorchester, Harford, Talbot, and Washington Counties.

Program Administration

The MOTA program staff participated in Cancer Program teleconferences. The program staff assisted in organizing the 2006 Maryland Health Disparities conference with the focus on Maryland's Agenda to Eliminating Health Disparities. The program staff served on Maryland General Hospital's planning committee and served as the liaison to the Department's programs and recruited staff to exhibit at the Take-A-Loved-One-to-the-Doctor-Day (September 2005) and National Public Health Week (April 2006). These events reached over **2,825** individuals.

**Alcohol and Drug Abuse Administration
CRF Annual Report: FY2006**

Outcomes and Public **Benefits**: FY 2006 Accomplishments

Alle^gany County

The CRF grant funded 11 slots in the Level III.1 Halfway House providing services to 30 patients during the year.

Anne Arundel County

Funding was provided for Level 0.5 Early Intervention for 20 slots for 57 patients; Level I Outpatient services for 32 slots for 121 patients; Level I.D for 7 slots for 26 patients; Level II Intensive Outpatient for 12 slots for 34 patients; Level III.3 Residential for 3 slot for 11 patients; Level III.7 ICF for 10 slots for 30 patients and Level III.7D for 4 slots for 15 patients.

Baltimore City

The following services were purchased through CRF funding:

Level I Outpatient:	89 slots
Level II.1 Intensive Outpatient	25 slots
Level III. I Halfway House	41 beds
Level 111.5 Therapeutic Community	12 beds
Level 111.7 Medically Monitored Inpatient (ICF)	14 beds
Medication Assisted Treatment	932 slots

In addition to detoxification services were purchased: 764 patients (Level 11 –D).

Baltimore County

During fiscal year 2006, there were 5 Level III.1 Halfway House slots, 9 Level III.3 Long-Term Residential slots, and 2 Level III.7 Medically Monitored Inpatient slots purchased with CRF funds. CRF also supported 10 Level II.1 Intensive Outpatient slots. In addition, detox services were purchased for 36 patients at Level 11.1D and 54 patients at III.7. Early Intervention Level 0.5 was provided to 200 people.

Calvert County

Funding was provided for Level II.1 Intensive Outpatient services for 15 slots for 70 patients and. Level III.3 Long Term Residential services for 7 slots for 7 patients.

Caroline County

Funding was provided to fund a part-time addictions counselor (16 hrslwk) and to provide 15 Level I Outpatient slots for 30 patients.

**Alcohol and Drug Abuse Administration
CRF Annual Report: FY2006**

Carroll County

The CRF grant funded 50 slots in the Level III.7D. In addition, funding was made available for 2 slots in the Level II.1 adolescent Intensive Outpatient Program providing services to 4 patients annually.

Cecil County

In fiscal year 2006, Cecil County funded Level III.7 Detoxification services for 52 patients.

Charles County

Funding was provided for 10 Level 11 Intensive Outpatient treatments for 25 patients and Level III.3 Short Term Treatment slots for 7 patients.

Dorchester County

Funding was provided for Level III.7 Detoxification services for 12 Patients and Level III.7 Residential treatment for 5 patients, Level I Outpatient services for 17 adolescent slots for 34 patients and 56 Level II.1 slots in the detention center for 20 patients.

Frederick County

The CRF grant funded 6 slots in the Level I.D Ambulatory Detoxification program providing services to 40 patients annually.

Garrett County

The CRF grant funded 12 slots in the Level I Adolescent Outpatient Services providing services for 50 patients annually.

Harford County

During fiscal year 2006, there were 30 Level I Outpatient slots and 30 Level II.1 Intensive Outpatient slots for 80 patients were funded by CRF. In addition, there were 30 slots provided for MAT for 35 patients.

Howard County

In fiscal year 2006, Howard County provided Level II.D Outpatient Detoxification Program for 36 patients in need of this level of care. These services included assessment, psychiatric evaluation, medication, counseling services, acupuncture, case management and referral.

**Alcohol and Drug Abuse Administration
CRF Annual Report: FY2006**

Kent County

Kent County funded 4 Level III.7 Detoxification beds providing service for 288 patients.

Montgomery County

The CRF grant funded 46 slots in the Adult Level I for 92 patients, 12 slots in adolescent Level II.1 Intensive Outpatient for 24 patients, and 16 Level II.1 Intensive Outpatient for adult co-occurring patients. The grant also provided for Psychiatric Services to 300 adults annually. Also, 16 slots in the Level III.3 Long Term Residential program provided for up to 38 patients annually.

Prince George's County

Funding was provided for 380 Level I Outpatient slots for 954 patients; 39 Level II.1 Intensive Outpatient slots for 60 patients; 12 Level III.1 Halfway House slots for 12 patients and 3 Level III.5 Therapeutic Community slots for 8 patients. Assessment and Referral services were provided for 3,250 patients.

Queen Anne's County

Queen Anne's County funded Level III.7 Detoxification services for 11 patients and Level III.7 Residential services for 9 patients.

St. Mary's County

Funding was provided for 15 Level I Jail Outpatient Slots for 75 patients and 23 Level II Intensive Outpatient slots, 8 of which was Level II Jail based services for 160 patients.

Somerset County

Somerset County funded 33 Level I Outpatient slots and provided services for 66 patients, and Level III.7 Detoxification services for 10 patients.

Talbot County

Cigarette Restitution Funds were used to support 36.5% of the salary for the County Coordinator's Program Director's position.

Washington County

The CRF grant provided for 54 slots in the Level I. Jail. Based services program providing for services for 108 patients annually.

**Alcohol and Drug Abuse Administration
CRF Annual Report: FY2006**

Wicomico County

Cigarette Restitution Funds were used to provide Level 0.5 Early Intervention for 65 patients, 70 slots at Level I for 230 patients, 18 OMT services for 21 patients, 20 Level II Intensive Outpatient for 61 patients and Level III.7 Residential for 35 patients.

Worcester County

Cigarette Restitution Funds were used to provide 55 slots Level I Outpatient for 110 patients, 15 Level II.1 Intensive Outpatient for 30 patients and Level 11.1D services for 1 patient.

Administrative Support

ADAA expended \$58,542 of CRF funds to provide infrastructure support through a Grants Specialist II position for additional technical and programmatic support to the treatment programs that had new or enhanced service delivery as a result of Cigarette Restitution Funds.

Managing For Results

The Alcohol and Drug Abuse Administration does not have MFRs specific to CRF. The ADAA awards funding to the jurisdictions as a combination of State, Federal, and Special Funds. The applicable MFR performance measures address the agency goal to provide a comprehensive continuum of effective substance abuse treatment services with emphasis on access to treatment and retention in treatment; however the MFRs are not specific to K204 funds.

MEDICAL CARE PROGRAM PROVIDER REIMBURSEMENTS

FISCAL YEAR 2006 ACCOMPLISHMENTS (CY 2005)

Appropriation: \$66,800.00
 Expenditure: \$66,800.00

MFR Measures:

Objective 1.4

For Calendar Year 2008, reduce by 1 admission annually, the rate per thousand of asthma-related avoidable hospital admissions among HealthChoice children ages 5-20 with asthma.

The number of hospital admissions per thousand for asthma-related illness has decreased. Admissions are defined as "avoidable admissions" based on specifications from the Agency for Healthcare Research and Quality, a nationally recognized health organization. The new methodology for determining performance is a refinement from previous years and reflects HEDIS specification changes and AHRQ recommendations. There was a considerable drop in avoidable admissions between CY2003 and CY2004. We will need to look at this more closely next year to determine the real nature of this apparent improvement.

Performance Measures	CY2005 Estimated	CY 2006 Estimated	CY2007 Estimated	CY2008 Estimated
Input: Number of HealthChoice children up ages 5- 20 with asthma	13,289	13,38	13,489	13,589
Output: Number of asthma-related avoidable admissions among HealthChoice children ages 5-20 with asthma	558	549	540	530
Outcome: Rate per thousand of asthma-related avoidable admissions among HealthChoice children ages 5-20 with asthma	42	41	40	39

Note: Methodology refined from previous years to reflect recent HEDIS specification changes and AHRQ recommendations. Were the same methodology applied to previous years, the rate in CY 2002 would have been 48 and the rate in CY 20(3 would also have been 48.

Objective 2.5

For Calendar Year 2008, reduce the gap in access to ambulatory services between Caucasians and African-Americans in HealthChoice by 1 percentage point.

Health disparities in access to care and treatment are nationally recognized issues. The Medicaid program looks at the percentage of Caucasians and African Americans enrolled in HealthChoice that access health services. Although the gap in access has remained relatively stable over the past three years, the percentage of African Americans accessing care increased from 61.8% to 67.5% between Calendar Year 2002 and Calendar Year 2005; and the rate of increase for this period is slightly higher for African Americans. Continuing efforts to address health disparities include increasing availability of race/ethnicity data among managed care organizations (MCOs), increasing performance measurement by race/ethnicity, targeting MCO care management to address disparities, initiating grant projects to address disparities in access to care, and participation in health disparities conferences and workgroups. Through continued focus in these areas, we aim to decrease the gap in access to care between Caucasians and African Americans over the upcoming years.

	CY200 Actual	CY 2006 Estimated	CY2007 Estimated	CY2008 Estimated
Performance Measures				
Input: Number of Caucasians enrolled in HealthChoice	179,378	180,000	182,000	184,000
Number of African-Americans enrolled in HealthChoice	338,681	340,000	342,000	344,000
Output: Percentage of Caucasians in HealthChoice accessing at least one ambulatory service	74.1%	75.1%	76.1%	77.1%
Percentage of African-Americans in HealthChoice accessing at least one ambulatory service	67.5%	69.5%	71.5%	73.5%
Outcome: Percentage gap between access rate for Caucasians compared to the access rate for African Americans	6.6	5.6	4.6	3.6

M A N A G I N G

F O R

R E S U L T S

DEPARTMENT OF HEALTH AND MENTAL HYGIENE

MOOF03.06 CIGARETTE RESTITUTION FUND —CANCER PREVENTION, EDUCATION
SCREENING AND TREATMENT PROGRAM — FAMILY HEALTH ADMINISTRATION

PROGRAM DESCRIPTION

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

MISSION

The mission of the Cancer Prevention, Education, Screening and Treatment Program is to reduce the burden prevent and/or 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

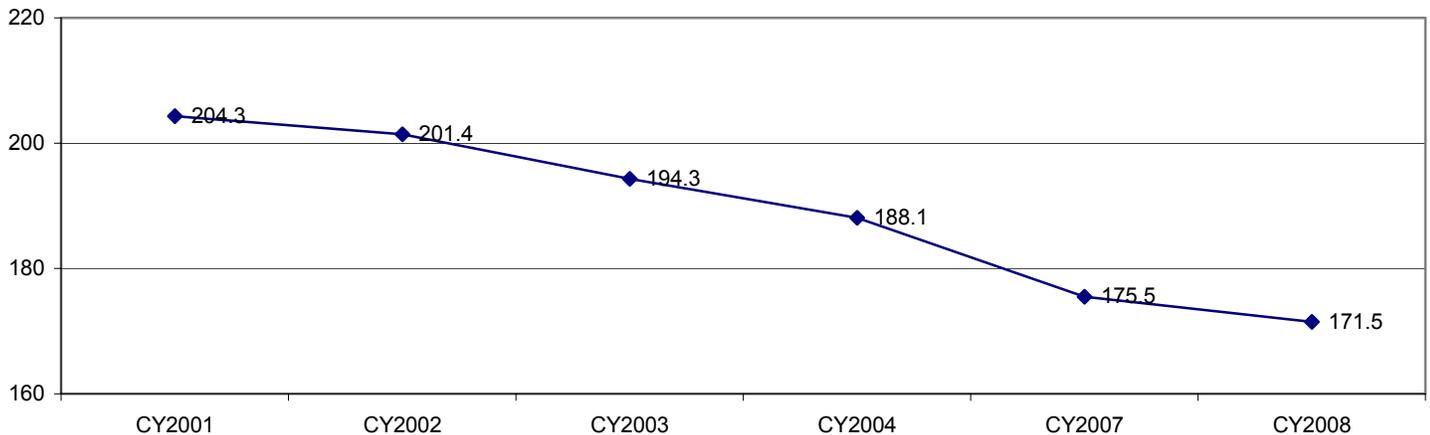
Goal 1. To reduce overall cancer mortality in Maryland

Objective 1.1 By calendar year 2010 reduce overall cancer mortality to a rate of no more than 163.7 per 100,000 Persons (Age Adjusted to the 2000 US standard population).

Objective 2.1 By calendar year 2010, reduce disparities in overall cancer mortality between blacks and whites, more than 1.14. (Age-adjusted to the 2000 U.S. standard population.)

Performance Measures	CY2004 Actual	CY2007 Estimated	CY2008 Estimated	CY2010 Estimated
Outcome: Overall cancer mortality rate (Overall cancer mortality rate for CY 2004 based on 10,146 cancer deaths)	188.1	175.1	171.5	163.7

**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 2010, reduce disparities in overall cancer mortality between blacks and whites at a rate of no more than 1.14 (Age-adjusted to the 2000 U.S. standard population)

Performance Measure	CY2004 Actual	CY2007 Estimated	CY2008 Estimated	CY2010 Estimated
Outcome: Cancer death rate ratio between African Americans/Caucasians (Cancer mortality rate for African Americans = 216.7 cancer mortality rate for Caucasians = 183.7 in CY 2004)	1.18	1.16	1.15	1.14

DEPARTMENT OF **HEALTH** AND MENTAL HYGIENE

MOOF03.06 CIGARETTE RESTITUTION FUND — CANCER PREVENTION, EDUCATION,
 SCREENING AND TREATMENT PROGRAM — FAMILY HEALTH ADMINISTRATION
 (Continued)

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 2010, reduce colorectal cancer mortality to a rate of no more than 13.9 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

Performance Measures	FY2005	FY2006	FY2007	FY2008
	Actual	Actual	Estimated	Estimated
Output: Number screened for colorectal cancer with CRF funds	2,941	2,277	2,609	2,609
Number minorities screened for colon cancer with CRF funds	1,230	973	1,102	1,102

Performance Measures	CY2004	CY2007	CY2008	CY2010
	Actual	Estimated	Estimated	Estimated
Outcome: Colorectal cancer mortality rate	18.5	16.0	15.3	13.9
(Colorectal cancer mortality rate for CY 2004 based on 1,012 colorectal cancer deaths)				

Objective 3.2 By calendar year 2010, reduce breast cancer mortality to a rate of no more than 25.1 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

Performance Measures	FY2005	FY2006	FY2007	FY2008
	Actual	Actual	Estimated	Estimated
Outputs: Number of women screened for breast cancer with CRF funds	1,045	1,522	1,284	1,284
Number of minority women screened for breast cancer with CRF funds	865	1,313	1,089	1,089

Performer	CY2004	CY2007	CY2008	CY2010
	Actual	Estimated	Estimated	Estimated
Outcome: Breast cancer mortality rate	26.9	26.0	25.7	25.1
(Breast cancer mortality rate for CY 2004 based on 845 breast cancer deaths)				

Objective 3.3 By calendar year 2010, reduce prostate cancer mortality to a rate of no more than 21.9 per 100,000 persons in Maryland. (Age-adjusted to the 2000 U.S. standard population.)

Performance Measures	FY2005	FY2006	FY2007	FY2008
	Actual	Actual	Estimated	Estimated
Outputs: Number of men screened for prostate cancer with CRF funds	798	707	753	753
Number of minority men screened for prostate cancer with CRF funds	696	640	668	668

Outcome: Prostate cancer mortality rate	CY 2004	CY 2007	CY 2008	CY 2010
	Actual	Estimated	Estimated	Estimated
	27.7	24.6	23.7	21.9
(Prostate cancer mortality rate for CY 2004 based on 558 prostate cancer deaths)				

DEPARTMENT OF HEALTH AND MENTAL HYGIENE

MOOF03.06 CIGARETTE RESTITUTION FUND — CANCER PREVENTION, EDUCATION, SCREENING AND TREATMENT PROGRAM — FAMILY HEALTH ADMINISTRATION (**Continued**)

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.

Performance Measures	2005 Actual	2006 Actual	2007 Estimated	2008 Estimated
Output: Number persons diagnosed and linked or provided treatment	65	55	60	60

Goal 5. To reduce the burden of cancer and tobacco-related diseases through the Maryland Statewide Health Network (MSHN) by' conducting prevention, education and control activities; promoting increased participation of diverse populations in clinical trials; developing best practice models; coordinating with local hospitals, health care providers and local health departments; and expanding telemedicine linkages.

Objective 5.1 By Fiscal Year 2008, to increase by 30% the number of diverse individuals participating in clinical trials through University of Maryland Greenbaum Cancer Center (UMGCC).

Performance Measures	2005 Actual	2006 Estimated	2007 Estimated	2008 Estimated
Input: Number of diverse individuals participating in clinical through UMGCC	238	250	254	260
Outcome: Percentage increase (Fiscal Year 2000 Baseline = 200)	19%	25%	27%	30%

DEPARTMENT OF HEALTH AND MENTAL HYGIENE

MOOF03.06 CIGARETTE RESTITUTION FUND — TOBACCO USE PREVENTION AND CESSATION PROGRAM - FAMILY HEALTH ADMINISTRATION PROGRAM DESCRIPTION

The Tobacco Use Prevention, and Cessation Program is a statutory program (Subtitle 10, Sections 13-1001 thru 13-1014 of the Health-General Article) incorporating the *best practice* recommendations of the Center 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. Program funding is through the Cigarette Restitution Fund. The program is mandated to conduct biennial county-level youth and adult tobacco surveys, replicating the Program's baseline (Fall 2000) surveys, in support of state and local program accountability measures, evaluation, and program planning and development. The last surveys were conducted in the fall of 2002, and are next required to be conducted in the fall of 2006, fall 2008, etc.

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, productive from disease and cancer caused by the use of tobacco.

KEY GOALS, OBJECTIVES AND PERFORMANCE MEASURES

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

Objective 1.1 By the end of calendar year 2008, reduce the proportion of under-age Maryland middle and high school students that have smoked a whole cigarette, by 35% and 26% respectively, from the calendar year 2000 Baseline Rate.

Performance Measures	CY2000 Actual	CY2002 Actual	CY2006 Estimated	CY2008 Projected
Input: Percentage of under-age middle school students who ever smoked a whole cigarette	16.8%	11.7%	11.26%	10.92%
Percentage of under-age high school students who ever smoked a whole cigarette	44.1%	34.7%	33.52%	32.63%
Outcome: Cumulative percentage change for middle school students	N/A	-30.4%	-33%	-35%
Cumulative percentage change for high school students	N/A	-21.3%	-24%	-26%

Objective 1.2 By the end of calendar year 2008, reduce the proportion of under-age Maryland middle and high school students that have ever used smokeless tobacco, 28% and 19% respectively, from the calendar year 2000 Baseline Rate.

Performance Measures	CY2000 Actual	CY2002 Actual	CY2006 Estimated	CY2008 Projected
Input: Percentage of under-age middle school students who ever used smokeless tobacco	9.7%	7.4%	7.18%	6.98%
Percentage of under-age high school students who ever used smokeless tobacco	15.2%	13.0%	12.62%	12.31%
Outcome: Cumulative percentage change for middle school students	N/A	-23.7%	-26%	-28%
Cumulative percentage change for high school students	N/A	-14.5%	-17%	-19%

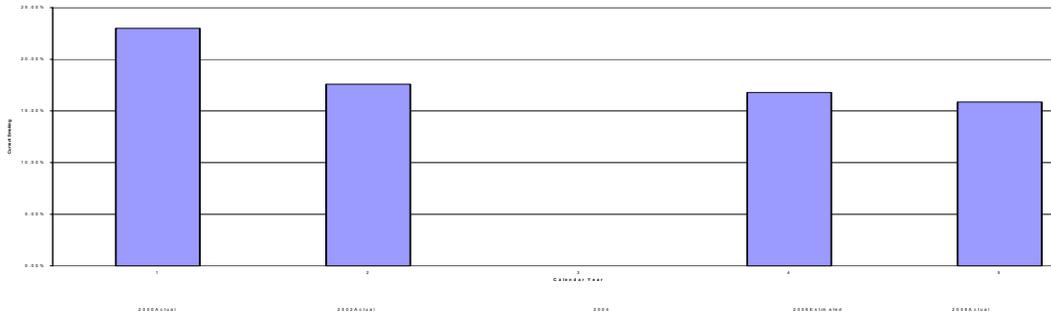
DEPARTMENT OF HEALTH AND MENTAL HYGIENE

MOOF03.06 CIGARETTE RESTITUTION FUND – TOBACCO USE PREVENTION AND CESSATION PROGRAM - FAMILY HEALTH ADMINISTRATION (Continued)

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

Objective 2.1 By the end of calendar year 2008, reduce the proportion of under-age Maryland middle and high school youth, and Maryland adults, that currently smoke cigarettes, by 36%, 31% and 15% respectively, from the calendar year 2000 Baseline Rate.

Performance Measures	CY2000 Actual	CY2002 Actual	CY2006 Estimated	CY2008 Projected
Input: Percentage of under-age middle	7.3%	5.0%	4.82%	4.67%
Percentage of under-age high				
currently smoke cigarettes	23.0%	17.6%	16.79%	15.87%
Percentage of adults who	17.5%	15.4%	15.05%	14.88%
Outcome: Cumulative	N/A	-31.5%	-340/0	-36%
Cumulative percentage change	N/A	-23.4%	-27%	-31%
Cumulative percentage change	N/A	-12.0%	-14%	-15%



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

Objective 3.1 By the end of calendar year 2008, reduce the proportion of African-American adults who currently smoke cigarettes by 19% from the calendar year 2000 Baseline Rate.

Performance Measures	CY2000 Actual	CY2002 Actual	CY2006 Estimated	CY2008 Projected
Input: Percentage of adult African-Americans that currently smoke cigarettes	22.0%	18.7%	18.04%	17.82%
Outcome: Cumulative percentage change	N/A	-15.0%	-18%	-19%

Objective 3.2 By the end of calendar year 2008, reduce the proportion of Hispanic adults who currently smoke; cigarettes by 7% from the calendar year 2000 Baseline Rate.

Performance Measures	CY2000 Actual	CY2002 Actual	CY2006 Estimated	CY2008 Projected
Input: Percentage of adult Hispanics that currently smokes cigarettes	21.2%	20.7%	20.14%	19.772%
Outcome: Cumulative percentage change	N/A	-2.4%	-5%	-7%

DEPARTMENT OF HEALTH AND MENTAL HYGIENE

MOOF03.06 CIGARETTE RESTITUTION FUND — TOBACCO USE PREVENTION AND CESSATION PROGRAM - FAMILY HEALTH ADMINISTRATION (Continued)

Goal 4. To counteract tobacco industry marketing and advertising efforts and promote smoking cessation for those adult smokers who are thinking about quitting smoking.

Objective 4.1 By the end of calendar year 2008, deliver DHMH CRF Tobacco Program counter-marketing and media messages to 15% of the general population.

	CY2000	CY2002	CY2006	CY2008
Performance Measures	Actual	Actual	Estimated	Projected
Outcome: Percent of general population seeing messages	0	61.5%	15%	15%

Objective 4.2 By the end of calendar year 2008, deliver DHMH CRF Tobacco Program counter-marketing and media messages to 15% of targeted minority populations.

	CY2000	CY2002	CY2006	CY2008
Performance Measures	Actual	Actual	Estimated	Projected
Outcome: Percent of targeted minority populations seeing	0	54.8%	15%	15%

Goal 5. To change the existing environmental context in Maryland communities from toleration or promotion of tobacco use to a context which does not condone exposing youth less than eighteen years old to second hand smoke or selling tobacco to minor.

Objective 5.1 By the end of calendar year 2008, increase by 7% from the calendar year 2000 Baseline Rate, the proportion of Maryland adults who strongly agree that cigarette smoke is harmful to children.

	CY2000	CY2002	CY2006	CY2008
Performance Measures	Actual	Actual	Estimated	Projected
Input: Percent strongly agree	78.1%	79.6%	82.0%	83.57%
Outcome: Cumulative percentage change	N/A	1.9%	5%	7%

Objective 5.2 By the end of calendar year 2008, increase by 3% from the calendar year 2000 Baseline Rate, the proportion of Maryland households with minor children that are smoke-free.

	CY2000	CY2002	CY2006	CY2008
Performance Measures	Actual	Actual	Estimated	Projected
Input: Percent of youth living in smoke-free homes	68.2%	68.1%	69.56%	70.25%
Outcome: Cumulative percentage change	N/A	-0.1%	2%	3%

Notes: Calendar years were used for goals and objectives where data sources are the baseline and subsequent tobacco 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 fiscal year which ends 6 months after the last data is collected.

Where data is listed as "Actual" it represents results of analysis from the relevant data source. Where data is listed as "Estimated" it represents the current estimate when analysis of existing data is not yet complete. Where data is listed as "Projected" it represents a data point on which data has not yet been collected and the figure listed is the current projection of the value of that data point. This differentiation in the use of "Estimates" and "Projections" is consistent with that is used by the federal government when distinguishing between estimates of current time frames and projections for future time frames (see U.S. Census for example).

The Department conducted its baseline tobacco surveys in the fall of 2000 and biennially thereafter. The fall 2004 surveys were skipped pursuant to legislative amendment to program legislation introduced in response to the then existing; tare fiscal crisis. Currently the Department is required by legislation to conduct its next tobacco surveys in the fall of 2006. 2008. 2010. etc. The program legislation requires that subsequent tobacco surveys be conducted using the same methodologies and models as were used for the baseline surveys to ensure comparability.

SOUTHERN MARYLAND TOBACCO CROP CONVERSION PROGRAM

KEY ACCOMPLISHMENTS - FY 2006

'What's New in FY 2006? (details follow):

Buyout

- *Survey of Buyout recipients in winter 2005*

Land Preservation

- *Twenty-seven new farms under land preservation (2,960 acres) in four counties, 18,000 acres cumulative due to county leveraging*

Marketing

- *Twenty-six new farms and nine new businesses join So. Maryland, So Good (SMSG)*
- *Farmers Market Brochure, listing sites and map where all SMSG products can be found*

Agribusiness:

- *Southern Maryland Trails: Earth, Art, Imagination: trails, guide book, website*
- *Growing Grapes for Wine Grant Program*
- *Livestock Slaughter/Processing Facility Feasibility Study*

Education and Outreach

- *Marketing and Business Conference for Farms - 2-day Conference*
- *Biofuels Workshops*
- *Cornelia and the Farm Band, Four Public service announcements produced, new coloring book, website*
- *Discovering the New American Farmer: 30 minute documentary produced, wins Telly awards*
- *SMILES: Southern Maryland Invitational Livestock Expo*

TOBACCO BUYOUT:

- Now in our sixth year of the Tobacco Buyout, there are no new applicants, as the sign-up period ended in year five. Ninety-two percent of the 1998 eligible tobacco has been taken out of production forever for human consumption as 854 growers have taken Maryland's Tobacco Buyout. This represents 7.65 million pounds of tobacco and 83% of producers.
 - Annual affidavits are reviewed to assure compliance with each of the 854 contracts and their beneficiaries to confirm the growers have had no interest in tobacco and have met the criteria to stay in agriculture.
- *A sophisticated automated database was created and implemented in FY 2003 to assist in processing and tracking the Buyout contracts and annual renewal forms, and beneficiaries.*
- *In late 2005, a survey was sent out to participants to gauge the average age of the producer; how many have grown or maintained their operation; whether or not they are full-time farmers; what are they currently producing, etc. These results were summarized and made available in January (see Attachment A).*
- *We have met and/or exceeded the original target goals in our number one-priority program.*

AGRICULTURAL LAND PRESERVATION:

- 2,956 acres have been directly preserved by the program in four counties of Southern Maryland in FY 2006, resulting in 9,833 acres cumulative over the five years of the program.*
- In 2006, 27 farms placed land under preservation (1 Anne Arundel, 4 Calvert, 4 Charles, 6 St. Mary's).
- Leveraging: These program funds enabled the five counties to make additional offers for agricultural land preservation and have leveraged the counties to place a total of 3,591 acres under agricultural land preservation in this fiscal year alone, and 18,297 acres over the five years of the program.
- Two counties have used this incentive to improve their farmer's markets.

- We have met and/or exceeded the target goals in our number two-priority program. Some settlements have not yet occurred due to backlog in MALPF program, but will be using encumbered FY06 funds when settlements occur.

* In FY2005, total number of acres preserved was 1,971, not 2,138 as reported last year. This was due to an easement offer that ultimately was rejected by the **landowner**. **Figures have been adjusted to reflect this change.**

AGRICULTURAL DEVELOPMENT / INFRASTRUCTURE "What Next":

A market trends analysis of the Southern Maryland Agricultural Community conducted in the first year of the Buyout identified the needs and opportunities. The needs specifically included *Marketing support and Leadership development*. Among the key opportunities identified were: *green products (horticulture / nursery), livestock, produce and value-added processing, tourism, grapes/wine, hay, and the equestrian industry*. We are now also exploring biofuels and providing alternative energy from Southern Maryland farms.

MARKETING SOUTHERN MARYLAND

- ***So. Maryland, So Good (SMSG)*** — This three-fold campaign seeks to 1) directly link farmers and buyers, 2) add value to local agricultural products through the use of an identifiable brand (logo), and 3) educate consumers about the benefits of buying from and supporting local farms. *Directories and a website* assist retail and wholesale buyers to find local products. ***Promotional materials*** help the consumer identify truly Southern Maryland products. ***A creative and assertive campaign actively advertises*** the program, and encourages and educates consumers to shop and dine at businesses, including farmers markets and farm stands that feature Southern Maryland farm products.
 - ***Direct contact facilitation*** provides direct links between farms and retail and wholesale buyers (stores, restaurants, caterers, universities and brokers).
 - ***Southern Maryland Farm Guide*** — From Arugula and Alpacas to Zinnias and beyond, this Guide leads customers to some of the finest and freshest farm products and services the region has to offer. The Guide, first developed in late 2002, was fully updated in the fall of 2005 with listings valid for the period 2006-2007. It lists farms, products, businesses and services throughout Southern Maryland. The Guide incorporates a broad range of products such as produce, meat, poultry, farm services, agritourism and farm-made gifts. The Farm Guide also distinguishes SMSG participants who promote the broader Southern Maryland regional agricultural community by actively featuring the SMSG logo.
 - Twenty-one new farms applied to be listed in fiscal 2006. A total of 176 farms were listed by June 2006 (Anne Arundel = 29, Calvert = 44, Charles = 33, Prince George's = 27, St. Mary's = 40).
 - The Guide is widely distributed to tourist centers, farmers' markets, fairs, chambers of commerce, libraries, and other locales, and the nearby metro areas. The Directory also includes an array of services offered by the farms, including Agritourism, holiday and special events, and provides a list of restaurants and stores that buy and promote local products, as well as farm service businesses and agencies. Maps of each county are included, along with descriptions of the farms and markets where products can be found, product availability chart, as well as contact information. Farmers have expressed continued appreciation for the Directory. Farmers report increased calls and sales as a result of being listed, and have said it brought more business directly to their farms than anything else to date (see website and survey below).

Over 25,000 directories have been placed in the hands of consumers and buyers over the three years of the program. including the 10,900 new copies of the in FY 2006.

- *A Wholesale Directory of SMSG producers* desiring contacts with interested buyers has been distributed to 59 commercial buyers currently purchase from local producers, including 24 stores, 32 restaurants, 1 broker, and 2 universities in the local and DC metro area.
- *So. Maryland, So Good Holiday Brochure* – first published in November of 2004, this annual Holiday Brochure was created to pique public interest and demand for farm products during the late fall and holiday periods. The new 2005 brochure featured an expanded list of 72 farms providing a wide variety of seasonal produce, home decor, farm gifts, flowers and plants, wine, meat and poultry, farm hosted holiday events and winter farm activities. There were over 700 visits to the 'online brochure' through February '06.
- *So. Maryland, So Good Farmer's Market Guide* – published May 2005 in response to requests from SMSG participant farms, celebrates the benefits of farmer's markets and the local abundance of farm fresh, affordable, nutritious foods. The guide directs consumers to 16 Southern Maryland farmers markets, two regional wholesale auctions and to 13 regional farmer's markets that feature Southern Maryland farm products. Nearly 2000 brochures have been distributed to date. Website visits to the on line guide indicate considerable public interest in farmers markets; advertisements placed in the Washington Post stimulated activity on the website with over 700 visits within the first three days of release.
- *The So. Maryland, So Good Website (www. somarylandsogood .com) – A Virtual Farmers Market* This website attracted over unique 25,000 visitors between December 2005 - June 2006, with an average of over 55,000 hits per month. The interactive *Directory of forms continues to be the #1 entry*, followed by considerable interest in *Things to do, Events and continued regular activity on the Restaurant, Store and What's in Season pages.*

The site was completely reconstructed and launched in 2005. As the general public increasingly seeks information on line, this website provides an interactive, fully updated, automated database, and colorful graphics. The site includes a complete on-line version of the Farm Guide. Expanded information and resource fields feature upcoming events, workshops and seminars, what's in season, recently published guides and brochures, SMSG restaurant and store listings, press releases, grant opportunities, and a special section for kids and teachers. Cumulative website statistics provide a dynamic overview of website use including number of daily hits and visits, most visited pages and preferred areas of interest, coupled with the ability to track the results of SMSG advertisements referred to the website.

Grant information on the website facilitates easy access to application forms and has increased the potential for greater audiences for SMSG marketing services. Grape grant information accessed online from February through June recorded over 350 visits.

Additionally, the website has over 52 established links with agricultural, governmental, information services and tourism websites and offers direct connections to participating farms, restaurants and stores.

- *Promotional materials* portraying the logo help consumers identify truly Southern Maryland products. The materials have been used in advertisements by farms, local grocers and restaurants throughout Southern Maryland and metro DC markets. Several local businesses are using the logo in their newspaper ads, newsletters, billboards, and even on their menus.
- *A creative and assertive campaign actively advertises* the program throughout the seasons and encourages and educates consumers to shop and dine at businesses that feature local products. Specially targeted ads drive the public to the SMSG Website for further information and copies of SMSG literature. In FY 2006. 43 SMSG ads were run in 12 publications in area newspapers and magazines with a combined total. circulation of over 4.300.000 in the immediate local area. me to

DC and parts of Virginia and the entire state of Maryland. In addition regular press releases are timed to coincide with special events, grant opportunities, and to showcase SMSG participants, products and publications. Independently authored articles *and* press releases reached an audience of more than 242,992. Over 2,000 website *visits were* recorded in direct response to date sensitive ads, in addition to telephoned consumer requests.

- ***Our assertive public relations campaign*** has brought SMSG representation to many special events specifically organized by the program to showcase the broad array of quality products available and to educate the public about the importance of supporting local farms. One prominent example was the "**40th Anniversary of the Tri-County Council for Southern Maryland Celebration**" reception at Calvert Marine Museum, which exposed Southern Maryland products to a gathering of over 250 legislators and officials from across the state. A specially designed menu created by a SMSG restaurant featured local seafood; grass raised beef, turkey, vegetables and fruits, supplied by eight SMSG area producers *and* a bakery. Other events where SMSG was represented:

State Highway Administration Annual Earth Day Event — held at the SHA headquarters in Baltimore, SMSG was invited to attend. The one-day event attracted over 400 visitors including several schools and highlighted need for environmental and agricultural preservation in the State of Maryland. 450 coloring books, 256 SMSG brochures, Agritourism *and* Farm Guides, and 170 Trails guides were distributed.

County Fairs and other festivals — Nearly 15,000 literature pieces produced by the Commission were distributed in 2005-6 at these events. SMSG exhibited at all five county fairs, the state fair and numerous other public events, including the Patuxent River Appreciation Days, the Sotterly Riverside Wine Tasting Event, Calvert Country Market Spring Festival April'06, Hard Bargain Farm Spring Festival May '06, Isaac Walton League Event May '06, Calvert County Farm Tour July '06 *and* more. SMSG booths maintained a striking presence, *and* stood out with their innovative and inviting layout and informative displays. Interactive surveys for adults combined with 'farm trivia' games for children created opportunities for direct interface with SMSG staff, helping to build awareness of the SMSG farms. Over 4850 agritourism brochures, 3392 Farm Guides, and 2205 Coloring Books placed in the hands of consumers at the county fairs alone. The SMSG booth at the Charles County Fair won the award for "Best Commercial Exhibit" for the second year running.

- ***A Survey of SMSG participating farms*** — the second annual SMSG survey was conducted in winter of 2005 to all 172 farms listed in the Farm Guide. Survey analysis indicate the SMSG campaign is making a significant marketing contribution with over 30% of farms reporting SMSG as directly responsible for increases in products sales in 2005. Close to 50% of farms surveyed continue to attribute increases in their buyer/consumer contacts to the SMSG marketing campaign, and over 50% of farms reported the Farm Guide *as* the top promotional SMSG resource that helped to bring consumers to their farms. Some quotes from the survey, "people call because they saw us listed in the directory (Farm Guide)" — Crispens Farm. "People like it (Farm Guide) *and* use it, it's their assurance of truly local products" — White Oak Point Farm.
- ***.4 Survey of SMSG Restaurants and Stores.*** Results show that stores and restaurants purchased - more local products in 2005-6 and continue to request additional farm contacts for local products including wine, seafood, meat *and* poultry. All have indicated they would like **more** local products!
- ***Farmers Markets*** — Program funds provide promotional advertising for 13 Farmers Markets *in* the five counties. Sales in 2005 from these markets averaged 51.8 million for over 185 Southern Maryland growers.

- *Southern Maryland Regional Farmers Wholesale Market* – In 2006, this market was one of two of the region's wholesale auction markets for Southern Maryland. The Market (Cheltenham) requested support from program funds. This wholesale market supports over 450 Southern Maryland farmers and buyers and in 2005 brought in annual sales over 3300,000 to regional farmers.
- *Calvert Country Market – An indoor, year-round farmers' market* in Calvert County continues to receive program funds. This market provides permanent, conditioned space for Southern Maryland farmers and their goods with fresh produce, seafood, local meats, cut flowers, crafts, a bakery, ice creamery and deli. Twenty- two vendors currently use the market. Funds or services in-kind are matched on a one-to-one basis by Calvert County. The Commission previously provided funds to complete the butcher shop.
- *North St. Mary's Farmer's Market* – This unique market features vendors from the local Mennonite and Amish communities. This market is open six days a week from "sunup to sundown" in the high summer. The Commission has provided funds to enhance and expand the parking area. St. Mary's County matches funds or services in-kind on a one-to-one basis.
- *Other Farmer's Market Events* – SMSG participated in three market openings. The recently relocated Hyattsville Market in Prince George's County, Glen Burnie market in its second year at a new location and the brand new South River Colony market in Anne Arundel. All three markets are situated in densely populated areas close to local shopping alternatives, yet attracted significant local interest from enthusiastic buyers seeking fresh farm products close to established residential and business neighborhoods.

AGRIBUSINESS DEVELOPMENT - AGRITOURISM

Capitalizing on our close proximity to major metropolitan areas, agritourism continues to be a major opportunity for the further development and crystallization of our ongoing efforts to build a program that encourages area tourism with Agritourism at its core, offering a lucrative alternative for regional farms.

- *Southern Maryland Trails: Earth, Art, Imagination* - The goal of our newest initiative, is "to provide economic benefit to Southern Maryland by providing visitors an attractive, unique and authentic experiences of the region 's culture and living heritage facilitating innovative partnerships between farms, artists, and related heritage sites and businesses." A second and no less significant goal is to "educate ourselves about our own community". By appreciating what we have here in Southern Maryland, we hope that our local citizens will be more compelled to support our local farms and businesses, as well as land preservation programs that enhance the rural beauty of our region. As one local reader was overheard to say on the day of the Trails launch, "Reading this (guide) book makes me feel like I live somewhere special."
- Following on a series of workshops, community meetings and field trips with farmers and local crafts and tourism officials in 2004-5, the first two trails were launched in October 2005. Celebrating products that are home-grown and hand-made, these trails have been created to showcase Southern Maryland's farms, art, beauty, and living heritage. Two more trails were added September 2006, covering the entire five counties.
- A comprehensive, informative and creative guidebook, published in fall of 2005, educates readers about the unique features of Southern Maryland. The guidebook was updated late summer of 2006 to include new sites in the existing trails, and three new counties. A foldout map orients readers. Interesting tidbits give readers a sense of culture and history, and fun facts. The Guide is widely distributed to tourist centers, participant sites, fairs, chambers of commerce, and other locales, and the nearby metro areas.
- A website, www.somdtrails.com, explains the trails and guidebook to visitors, and provides a means of communication with trails members.

- All Trails members were invited to a networking event in January to facilitate cross-promotion and events between farms and businesses, and to solicit ideas for improvement. Sixty percent of the trails members attended. A February workshop incorporated suggestions from the event, provided marketing education, and an opportunity to meet with state tourism officials.
- *Celebrate the Bounty of our Lands and Waterways – Southern Maryland Agritourism Brochure* – The second updated edition of this immensely popular brochure was published in the spring of 2005. This special brochure showcases farms, and heritage sites, and events that highlight the bounty of Southern Maryland's lands and waterways. The SMSG website also lists events for each site.
 - Over 34,000 of these brochures have been distributed since 2004, including 15,000 in FY 2005. The brochure is also available on-line and remains consistently among the top five most visited pdfs on the website.
 - The brochure has won an award of distinction for its innovative format and design.

AGRIBUSINESS AND VALUE-ADDED DEVELOPMENT

- **Regional Livestock Slaughter /Processing – Southern Maryland Meats:** A feasibility study was initiated for this group of livestock producers and agency representatives. The study is assessing the potential for a fixed facility, a mobile facility and a processing facility. The study is due in the fall of 2006. RC&D has provided funds for the second phase of this study, which will include a business plan.
 - Livestock production is on the rise in Southern Maryland as many farmers transition away from tobacco. There is no current livestock slaughter or processing facility in Southern Maryland for retail sales of meat products. Farmers now ship live animals to auctions or houses in Baltimore, Westminster, or Virginia. Because of this lack of infrastructure, most farmers say it is not cost-effective to consider retail sales of value-added meat. In March 2004, a meeting was held with regional farmers in which the call for a local slaughter/processing facility was strongly brought forth. Two workshops on value-added livestock and meat-were held in October 2004. Out of these workshops has evolved an active group of producers, called *Southern Maryland Meats*, interested in developing a local regional slaughtering/butchering facility.

AGRIBUSINESS GRANTS AND BUSINESS PLANNING

- **Growing Grapes for Wine in Southern Maryland** – This grant program is the first of its kind in Maryland, and may become a prototype for a statewide program. Towards a goal of increasing wine grape acreage in Maryland and capitalizing on an earlier research grant to Maryland Cooperative Extension, in FY 2006, the Commission created a grant program to provide matching funds towards the purchase of grape vines. The program is offered with the full partnership of Cooperative Extension to provide expertise and guidance through site visits and a two-day workshop on growing grapes in Southern Maryland. Grantees are required to attend the workshop, follow accepted cultural practices, and become members in the Maryland Grape Growers Association or Maryland Wineries Association to encourage networking and marketing potential.
 - Sixteen growers in four counties applied for the grant, nine were awarded for a total of 23 new acres under grape production in 2007. The Commission is excited about this new program and looks forward to working with the grantees and Cooperative Extension to help build this new industry in the Southern Maryland region.
- **Southern Maryland Farm Viability Enhancement Grant Program:** provides business planning and grant assistance to farmers to diversify operations, add value to farm products and/or services.

and gain better market access. Sixteen farms have developed or are developing business plans. In 2006, two grants were approved as well as two-business plan. The farms which received funds or are developing business plans are engaged in the following activities:

- Livestock expansion w/irrigation (2006)
- Roadside market for produce and flowers (2006 business plan)
- Value crops and commercial kitchen (2006 business plan)
- Agritourism/U-pick berries (2005 business plan and 2006 grant)
- Livestock — direct marketing (2004 — currently developing business plan)
- Greenhouse production for bedding plants and fall flowers and crops (2004)
- Extended-Season fruits and vegetables through Greenhouse production (2003)
- Expanded Nursery stock and bedding plants through Greenhouse production (2003)
- Agri-tourism, value-added apple products, and retail sales on-farm (2002)
- Nursery plants, high value produce, and livestock for value-added beef (2002)
- Early season bramble berries and expanded marketing strategies (hydroponics) (2002)
- Cow-calf operations (victim of the spring 2002 tornado) (2002)
- Livestock for Value-added beef (tornado victim) (2002)
- Nursery plants, high value produce, higher value grain production (tornado victim) (2002)
- Educational, diverse, innovative farm for school children (tornado victim) (2002)
- Grain and produce production and improved storage (tornado victim) (2002)

EDUCATION - ADVANCED LEVEL

Farmer Seminars / Workshops: In an effort to help farmers in the five southern Maryland counties continue to diversify and transition away from tobacco, education is an ongoing priority.

- **LEAD Agriculture Maryland** - On-going: Scholarships for Southern Maryland participants to attend the LEAD Agriculture Maryland course. A new applicant sponsored for the 2005 program is engaged in wine production.
- **Marketing and Business Conference for Farms** — 138 individuals from the five county areas, including Metro DC and beyond attended the Winter Conference held in February 2006. Two full days of lectures, workshops and panel discussions on a variety of marketing, business and technical issues also offered intimate forums for learning in five targeted areas emerging as growing opportunities for farm profit. National speakers and state level professionals spoke on a number of topics. Conference meals provided showcase for winter farm products from five local farms.
Sessions included:
 - Marketing for Success: Proven Paths to Increased Profits
 - Using the Internet to Gain new Customers
 - Marketing Strategies: Farmer Experiences
 - Creating Tourism Partnerships that Grow Business
 - Protecting your Farm Business — protecting farm assets / estate and financial planning
 - Insurance and Liability
 - 2006 Grant Opportunities: So. MD & USDA f Value Added Producer Grants
 - Growing Opportunities for Farm Profit — Greenhouse production, Berries & Fruits, Forestry
 - Extend your Season with Berries and Small Fruits
 - Growing Grapes for Specialty Wines
 - Quality Livestock for Niche Markets
 - Nursery f Greenhouse Business from Start-up to Success
- **Hot on the Trails II** — This half-day workshop offered marketing tools and tips for agritourism farms and businesses, and an opportunity to meet with state and local tourism officials. Thirty-five farms and businesses attended.

- **Biofuels and Biodiesel Workshops** – In the spring of 2006, we hosted two workshops on Biofuels and Biodiesel at the specific request of grain-producing farmers of Southern Maryland to initiate discussion on the opportunities for involvement in existing or potential activities in bio-fuel production. Attracting an audience of over 50 from the local agricultural community, the seminar included presentations from experts from both the ethanol and bio-diesel industries and farmers already in production with their own processing facilities. State officials and local legislature have also shown interest in the potential for bio-fuels production in Maryland as rising gas and energy prices have provoked increased public awareness for the potential of renewable energy options. The Commission is spearheading on-going discussions and will host an all-encompassing conference on alternative fuels and energy in Winter 2006-7.

EDUCATION: ELEMENTARY AND TEEN EDUCATION

- **Kids Cook** – Now in its third year the Kids Cook educational package including full curriculum is available to view and download from the our website for individual classroom and home schooling venues, attracting an average of over 25 individual visitors per month (183 visits in 6 months). The evolving package includes curriculum for fourth grade, two coloring books and more (see below). A new website, www.letsgotofarm.com, featuring kids cook and children's education activities was also developed (see below).
- **Cornelia and the Farm Band – Four public service announcements** were created portraying messages to children and families about health, good nutrition and exercise that come from a farm. These animation pieces are being sent to local and state television stations for airing, and are a component piece of the educational package that will be made available to schools and homeschoolers. A unique jingle, "Let's Go to a Farm" was created for the animation pieces.
 - Let's Go to A Farm website – was created for viewers of the public service announcements, to educate and excite children and families about farms, farm products and services. The website is envisioned to link to state and national agricultural education programs.
 - The first **Cornelia and the Farm Band** coloring book, inspired by Southern Maryland children's designs, was developed in 2004 to encourage children and their families to support the local farm economy in a fun and humorous manner. The coloring book uses the designs to teach subtle messages about the diversity of local farm products and services available in Southern Maryland, and give parents a message to support local farms. Over 39,000 copies have been distributed, including 10,835 in 2006.
 - A second **Cornelia and the Farm Band** coloring book, paralleling the messages of the four public service announcements was published in late August 2006. The book also contains humorous songs about farms to be sung to familiar children's tunes.
- **Southern Maryland Invitational Livestock Expo (formerly the 4-H: Southern Maryland Regional Livestock Judging Show)** - As farms become fewer in number across the state of Maryland, it is increasingly important to find ways to reinforce farm children, and encourage educational network opportunities.
 - Following on the success of last year's show project funds again sponsored the 2n^d Southern Maryland Invitational Livestock Expo that also included a Dog Show. The two-day event featured fitting and showing, market and breeding competitions for beef, swine, sheep, dairy goats and meat goats. The dog show, a new addition to the show, offered obedience and fitting and showing classes. Open to children and youth up to the age of 21, a total of 76 children and youth representing eight counties including the Eastern Shore participated, bringing with them 275 animals, more than doubling last year's registration. In addition to the competitions, educational and youth development events were held to foster

camaraderie and enhance participants' knowledge and appreciation for the area's agricultural heritage. Champions of the major show events were invited to present to the Southern Maryland Agricultural Development Commission members at their August meeting.

- There was also significant attendance by local and elected officials and the general public who were notified of the event through the local media, newspaper articles and cable and website announcements. Organizers are confident the show will become a highly anticipated regular annual event with even greater regional appeal. Plans for next year's show include a horse showmanship component and increased outreach to the community at large with expanded hands-on educational opportunities.
- With assistance from the commission, organizers of this event within the livestock community are in the process of forming a non-profit organization to be able to accept outside grants and donations so that the show can eventually become self-sustaining.

PUBLIC EDUCATION AND OUTREACH:

- ***Community Outreach:*** Educating the community about the state of Southern Maryland agriculture and ways to support our local farms continues to be *an* important facet of our work. We spoke on behalf of the farm community at *many* events, including MACO, the Charles Land Conservancy group, local rotary clubs, farm bureau annual dinners, and all local commissioners hearings. Some of these were broadcast through local cable television.
- ***Discovering the New American Farmer:*** A thirty minute documentary, using local stories to tell a national message, captures the "beauty *and* glory" of Southern Maryland's agriculture and natural resources.
 - This video is intended for use on television, in schools, and by the public. Its purpose is to educate viewers about the modern struggles of So. Maryland farmers as the region transitions out of tobacco and the responsibilities of So. Maryland consumers as the population rapidly increases in the area. The documentary will provide proactive suggestions on how to strike a balance between the sometimes-opposing communities of farming and development, in order to support our agricultural economy, preserve our regions rural character and protect So. Maryland's environmental resources. Various voices and perspectives were collected to tell the story of So. Maryland's changing communities, including leading farmers, watermen, local legislators, and county officials. It has been sent to Maryland Public television and national rural satellite broadcast stations. It will be duplicated in DVD format for public distribution.
 - The film won two national Telly awards in the categories of education and culture in the spring of 2006.

For more information regarding this program, please contact the following: Dr.

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SOUTHERN MARYLAND TOBACCO CROP CONVERSION PROGRAM

Southern Maryland: Transitioning away from a Tobacco Heritage

For over 360 years, Southern Maryland's agricultural economy has been dependent on tobacco production. In 1992, tobacco accounted for two-thirds of the total value of all agricultural commodities produced in the region and provided the mainstay for over 900 full/part time growers. In 2000, the state of Maryland instituted a voluntary tobacco buy-out program to transition farmers out of tobacco production forever, to be administered by the Tri-County Council for Southern Maryland. The result of the Buyout has been an unprecedented and significant cultural and economic shift as has not been experienced since the advent of European settlers.

According to a study conducted in 2001, the region's heavy dependence on tobacco has left other agricultural sectors poorly developed. Little non-tobacco agricultural infrastructure is currently in place in Southern Maryland. Agricultural innovation and entrepreneurship are severely lacking. Economic indicators show that agriculture in SMD does worse than in other parts of the state as well as elsewhere in the nation. The lowest net returns per acre (price per unit) are in SMD, and very little of those returns circulate through the rest of the SMD economy. All of this is coupled with statistics that show urban sprawl and land development are occurring faster on Southern Maryland's remaining 244,000 acres of farmland than anywhere else in the state. In short, agriculture and the natural resource base in Southern Maryland are in need of major help.

To address these tremendous needs, the Tri-County Council for Southern Maryland, a non-profit, quasi-governmental body, convened the SMD Agricultural Development Commission to develop a program to stabilize the region's agricultural economy as farmers convert from tobacco to alternative crop and other agricultural enterprises. The Commission represents a cross-section of the region's community, from elected officials and local government, to representatives from higher education centers and traditional agricultural sectors, to private sector, business and finance representatives, and farmers. Together with the Council, the Commission has revised the Tri-County Council for Southern Maryland Strategic Plan for Agriculture.

MISSION

To promote diverse, market-driven agricultural enterprises*, which coupled with agricultural land preservation, will preserve Southern Maryland's environmental resources and rural character while keeping the region's farmland productive and the agricultural economy vibrant.

**"Agricultural enterprises" and "natural resource based enterprises" are used interchangeably and are broadly defined as tobacco-free sustainable agriculture, and includes forestry and aquatic resources and agriculturally related activities such as agri-tourism and value-added processing.*

VISION

A diversified, profitable Southern Maryland agricultural industry thereby enhancing the quality of life for all citizens.

The Tobacco Crop Conversion Program consists of three main components—Tobacco Buyout, Infrastructure for Agricultural Development, and Agricultural Land Preservation as follows:

OVERARCHING GOALS

- (1) The **Tobacco Buyout** component is a voluntary program which provides funds to a) support all eligible Maryland tobacco growers who choose to give up tobacco production forever while remaining in agricultural production and b) restrict the land from tobacco production for 10 years should the land transfer into new ownership.
- (2) The **Infrastructure / Agricultural Development Program** will foster profitable natural resource based enterprises and regional economic development for Southern Maryland by assisting farmers

and related businesses to diversify and develop and/or expand market-driven agricultural enterprises in the region through a) economic development and b) education.

- (3) The **Agricultural Land Preservation** component seeks to provide an incentive for Southern Maryland tobacco farmers to place land in agricultural preservation, to enhance participation in existing Southern Maryland agricultural land preservation programs, and to assist infrastructure needs for farmers' markets.

For more information regarding this program, please contact the following: Dr. Christine L. Bergmark, Director, or Cia Morey, Administrator Southern Maryland Agricultural Development Commission Tri-County Council for Southern Maryland
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M A N A G I N G

F O R

R E S U L T S

TRI-COUNTY COUNCIL for SOUTHERN MARYLAND
SOUTHERN MARYLAND AGRICULTURAL DEVELOPMENT COMMISSION

Southern Maryland Regional Strategy – Action Plan for Agriculture

KEY ACCOMPLISHMENTS BY OBJECTIVES, STRATEGIES, ACTION PLANS and MFRS
FY 2006 (July 2005 - June 2006)

Goal 1. Transition Maryland growers away from tobacco production for human consumption

Objective 1.1	<i>By the year 2005, 85-90% of the eligible tobacco growers in Maryland will no longer produce tobacco in Maryland for human consumption</i>
Strategy 1.1.1	Administer the Tobacco Buyout Program for the State of Maryland which offers a monetary incentive for growers who produced tobacco in 1998 to forever cease tobacco production for human consumption
Action Plan	Tobacco Buyout

KEY ACCOMPLISHMENTS - FY 2006 (July 2005 - June 2006)

Managing for Results

	Actual 2004	Actual 2005	Goal 2006	Actual 2006	Goal 2007	Goal 2008
Performance Measures						
Inputs:						
Number of farmers applying for the program per year	67	76	na	na	na	na
Output:						
Total number of applying farmers who have contractually agreed to cease tobacco production	67	76	na	na	na	na
Efficiency:						
Applications and contracts processed in timely manner (%)	100	100	na	na	na	na
Payment checks issued in timely manner (%)	100	100	100	100	100	100
Outcomes:						
Cumulative number of growers out of tobacco	779	854	854	854	854	854
Cumulative pounds of eligible tobacco out of production (millions)	7.331	7.65	7.65	7.65	7.65	7.65
Quality:						
Percent of tobacco farmers who cease tobacco production via the program (cumulative)	76%	83%	83	83		83
Percent of tobacco pounds that are out of production via the program (cumulative)	89%	92%	92%	92%	92%	92%
Payments issued in timely manner (%)	100	100	100	100	100	100

Goal 2. Assist farmers and businesses to diversify and develop market-driven agricultural enterprises

<i>Objective 2.1</i>	<i>Targeted marketing programs for Southern Maryland developed</i>
Strategy 2.1.1	Develop and support programs for retail and/or wholesale markets for Southern Maryland agricultural products
Action Plan/Step	Marketing Southern Maryland Products (now So. Maryland. So Good (SMSG)) <ul style="list-style-type: none"> Develop a marketing program to enable Southern Maryland producers to gain access to metropolitan
Action Plan/Step	Southern Maryland Fresh Harvest (now SMSG) <ul style="list-style-type: none"> Develop a targeted marketing project for growers to direct market Southern Maryland fresh products
Action Plan/Step	Southern Maryland Regional Farm Product and Services Directory (now SMSG) <ul style="list-style-type: none"> Update and develop Farm Product and Services Directories to promote Southern Maryland farm, store, and restaurant retail and wholesale products and services
Action Plan/Step	Farmer's Market Promotion and Development <ul style="list-style-type: none"> Assist counties and producers in the promotion and development of farmers' markets for local products

Managing for Results

Goal 2. Objective 2.1: Targeted marketing Programs or Southern Maryland developed

Strategy 2.1.1 Develop and support projects for retail and/or wholesale markets for Southern Maryland agricultural products media ads

1:Livestock slaughter/processing feasibility study nearly completed August '06.

2:Farm Guide. holiday brochure and farmers market brochure

	Actual	Actual	Goal	Actual	Goal	Goal
Performance Measures	2004	2005	2006	2006	2007	2008
Inputs						
Number of grower applications: Farm Guide and SMSG (merged)	143	169	190	197	205	210
Number of store participants: SMSG (now including stores, restaurants, institutions)	34	50	60	59	65	70
Number of Farmers' Market applications	14	13	13	13	13	13
Output:						
Market trends, loan, and feasibility studies assessed ¹	2	0	1	1	0	0
SMD directories published (Regional, Direct-market) ²						
Efficiency:						
Directories published in timely manner	3	4	3	3	2	2
Farmer market applications and contracts processed timely	100%	100%	100%	100%	100%	100%

- 3: 176 in directory, 50 stores and restaurants and 28 implement and suppliers
- 4: 18 FM (retail and wholesale) in brochure
- 5: 196 farmers from farmers markets, 475 Cheltenham
- 6: Direct mailings (8,300) and 35% of combined circulation for ads

Goal 2. Objective 2.2. Farmers and agri-businesses diversified and on- arm and related income increased

Strategy 2.2.1	Develop and implement a grant program to provide incentives and professional support for farmers to increase on-farm income and preserve the farm's environmental resources (Southern Maryland Farm Viability Enhancement Program)
Strategy 2.2.2	Develop opportunities for value-added processing
Strategy 2.2.3	Develop and support a regional agri-tourism program
Strategy 2.2.4	Promote, advertise and recruit agri-businesses into and from Southern Maryland
Strategy 2.2.5	Provide matching grant support for targeted local, state and federal agricultural grant programs

	Actual	Actual	Goal	Actual	Goal	Goal
Performance Measures	2004	2005	2006	2006	2007	2008
Inputs:						
Number of applications for SMD Farm Viability & Grape Grants	4	6	3	24	10	15
Number of relevant local, state and/or federal grants	1	0	1	0	1	1
Output:						
Cumulative number of Farm Viability Business Plans developed	13	13	15	14	17	22
Agri-tourism Brochures published		1	2	2	2	2
Number of applications for relevant matching grants	0	1	2	1	1	1
Efficiency:						
Applications and Plans processed timely	100%	100%	100%	100%	100%	100%
Grant funds processed in timely manner	100%	na	100%	100%	100%	100%
Outcomes:						
Number of farms with viable business plans (cumulative)	13	13	14	14	17	20
Business Incubator / Processing Kitchen design underway	na	na	1	1	0	0
Number of producers/business participating or enhanced in agri-tourism as a result of program	84	88	95	153	175	200
Matching grants awarded	0	1	1	0	1	1
Quality:						
Advertising campaign – number of direct mailings, media ads ²	1.35 m	5.5 m	4 m	4.4 m	3 m	3 m

I: 88 in brochure, 65 in trails guide

2: Direct mailings (8,300) and 35% of combined circulation for ads

Managing for Results

Goal 2. Objective 2.3. *Information and education to enable the agricultural community to diversify farm and related operations provided*

Strategy 2.3.1	Develop and/or support relevant trade fairs, conferences, workshops and seminars on select related topics
Strategy 2.3.2.	Support and develop education and training opportunities in agriculture, leadership and business management
Strategy 2.3.3	Provide information through diverse media (eg: newsletter, website, resource library)

	Actual 2004	Actual 2005	Goal 2006	Actual 2006	Goal 2007	Goal 2008
Performance Measures						
Inputs:						
Funds available for Infrastructure programs	Yes	Yes	Yes	Yes	Yes	Yes
Output:						
Number of Educational Tours developed	2	2	2	1	2	2
Educational opportunities (fairs, conferences, courses, seminars, etc.) sponsored through program	18	43	22	30	25	25
Number of scholarships awarded	1	1	1	1	1	1
Number of farmers / businesses directly receiving information ²	1500	1919	1750	2234	2300	2500
Efficiency:						
Grant or sponsoring funds processed in timely manner	100%	100%	100%	100%	100%	100%
Outcomes:						
Number of agri /businesses enhanced/developed as a result of tours, education, trade fairs, grants, etc. (participants in workshops, etc.) ³	300	876	350	940	500	600
Quality:						
Advertising campaign — number of direct mailings, media ads	1.35m	5.5m	4m	4.4m	3m	3m

1:

- 1: 6 workshops, 8 community meetings, 12 public outreach and 4 special events
- 2: Direct mailings: 2234 = 854 (tobacco mailings: winter conference); 780 holiday brochure mailing and web, 300 trail meetings and web, 150 trails January meeting and 150 biofuels mailing and web
- 3: Grantees (24), Workshops & Special Events (969), trips (1 livestock),
- 4: Direct mailings (8,300) and 35% of combined circulation for ads

Goal 3. To promote and support agricultural land preservation in Southern Maryland.

<i>Objective 3.1</i>	<i>Incentives for landowners to put land under state and/or local agricultural land preservation programs and to support the counties' agricultural land preservation programs provided</i>
Strategy 3.1.1	Provide an incentive for landowners who take the Tobacco Buyout to place their land under agricultural preservation as specified in the Tobacco Buyout Contract by receiving an additional 10% of the easement price, pending availability of funds
Strategy 3.1.2	Match State / County Easements for agricultural land easement on a one-to-one basis. First priority will be given to landowners who have committed to the Tobacco Buyout and received their first payment. Remaining funds may be used for agricultural land easements of other agricultural landowners
<i>Objective 3.2</i>	<i>Acquisition of County land for Farmers' markets on a one-to-one match from the County and General Market Support</i>
Strategy 3.2.1	Provide support and funds upon request for acquisition of land for a Farmers' Market. Acquisition may include either the purchase of land or a long-term lease agreement. Funds may also be used for general market support.

	Actual	Actual	Actual	Goal	Actual	Goal	Goal
FY'04 Performance Measures	2003	2004	2005	2006	2006	2007	2008
Inputs:							
Funds made available to support existing county preservation program (thousands)	1,325	902	1,473	1,718	1,875 ¹	2,025	2,100
Bonus funds available to support incentive for tobacco farmers (thousands)	287	147	378	107	na'	389	140
Output:							
County programs strengthened	5	5	5	5	4	5	5
Number of eligible Growers who place land under agricultural preservation (preservation (cumulative, inc. leveraged matching) ₁)	40	74	90*	100	117	130	140
Outcomes:							
Cumulative acres permanently preserved (inc. matching:)	7534	12,735	14,706*	16,000	18,297	19,500	21,500
Counties participating	5	5	5	5	5	5	5
Quality:							
Payments issued in a timely manner	100%	100%	100%	100%	100%	100%	100%

- 1: At end of FY 06, approval granted to reallocate \$445,000 of infrastructure funds to preservation, making total funds available 2.3 million
 2: No counties requested funds for Bonus in FY'06

* In FY2005, total **number** of acres preserved was 1,971, **not** 2,138 as reported last year (cumulative 14,706 preserved, not 14,873). This was **due** to an easement **offer** that ultimately was rejected by the landowner. **Figures have been** adjusted to reflect this change.

For more information regarding this program, please contact the following: Dr. Christine L. Dr. Christine L. Bergmark, Director, or Cia Morey, Administrator
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Attachment A
2006 Tobacco Buyout Survey Summary (conducted Oct.-Dec. 2005)

Summary of the survey:

- The survey results are encouraging.
- We are beginning to see the transition into new and profitable agricultural enterprises,
 - such as nurseries and green products,
 - value-added production,
 - grapes for wine and
 - agri-tourism, increase in number.
- These results combined with the statistics that show
 - a majority of farms are maintaining their operations in So. Maryland are promising
 - and reinforce our strategic programs in marketing, agribusiness and education, protecting farm assets and estate planning, and biofuels.

The Southern Maryland Agricultural Development Commission sent out a survey along with the 2006 Buyout Annual Renewal Form. The following summary is from the information collected from the voluntary survey. As per the Maryland Tobacco Buyout Statistics, there are 854 Buyout participants (Grower Contracts). The survey was sent to all of the living Tobacco Buyout participants. 590 Buyout participants responded to the survey. However, not every question had responses, so the number of responses to questions does vary. The responses came from Anne Arundel, Calvert, Charles, Prince George's and St. Mary's counties. We also received one response each from Cecil and Queen Anne Counties.

Before the Buyout

Tobacco was a very popular cash crop because it didn't need a lot of land and it could be grown on a part-time basis. Our survey results bear this out as over 55% of the respondents identified themselves as part-time growers before the buyout. Just over 40% stated they were full-time farmers.

After the Buyout

Approximately 66% of the respondents consider themselves as part-time growers and 33% as full-time. After five years into the buyout, this represents approximately a 10% shift in the respondents.

Farm Operation

The Buyout came into existence with the desire to help the farmer stay in agriculture. This was done by making the payments over a 10-year period and providing tools such as land preservation, grant programs and our marketing programs for the grower to use to help him find an alternative crop or agribusiness. Over 50% stated that their farm operation has been maintained or grown since the buyout. Just over 45% have downsized their operation.

What do you currently grow/raise?

We gave the grower an opportunity to list all of what he/she currently grows and/or raises. We received 574 responses. Please keep in mind that more than one category could be marked on each survey. The traditional crops remain a stronghold. Grains and livestock received 326 responses, have 216, vegetables 171 and cattle livestock 131. The "alternative" crops and/or agribusiness had a strong showing of 104 responses. This represents grapes for wine, greenhouse bedding plants, nursery plants, cut flowers, agritourism and animals raised such as emus, horses and llamas. Hay is the 2nd most grown crop due to the growing equine community.

Grown or Raise Differently

Again, we gave the grower an opportunity to list all he/she raises that is new or different since they took the buyout. We received 371 responses. The top three listings are grains/soybeans 169, produce 95 and hay 73. The category "animals" received 24 responses and consists of livestock, goats, hogs, horses and rabbits. And "alternative" received 22 responses and consists of cut flowers, greenhouse bedding plants, and mums.

Market Farm Goods

We receive 487 responses asking how the participant markets their goods. Again, more than one response could be checked off. The top three were 195 responses for shipping (e.g., grains/soybeans), 125 direct marketing to retail customer and 94 direct markets to wholesale buyer. We were pleased to see that over 25% respondents direct sell to the retail customer. This strengthens the ties of the farms and community. We hope to see this figure continue to rise.

Grower Age

The average age of a tobacco grower is over 50 years of age. Approximately 65% of the respondents are over the age of 50. Approximately 36% are under the age of 50.

Open Ended Questions

The next three questions are open-ended, therefore very difficult to tabulate. Some surveys were bland and at the extreme end others gave very long answers. We have grouped these into broad categories.

Where do you see yourself and your farming operation in 5 to 10 years?

We received 397 responses to this question. Fourteen thought their business would increase, 269 thought it would stay the same, 50 thought they would be retired or dead, 22 thought their business would decrease and thought they would diversify into something else. We had approximately 85 uncertain and miscellaneous responses.

What would you like to see the Southern Maryland Agricultural Development Commission do for you?

We received 212 responses. Some of the participants want the Commission to handle everything from regulatory issues, obtain better prices and provide tax breaks and lower taxes. 17 responded that they would like the Commission to develop new markets, 14 sided new initiatives, 16 said land preservation and 16 farmer initiatives and preserve farming. 24 didn't have an opinion and 25 responses were very general, e.g., "help me farm," "all they can," etc.

What information or workshop would you like to see the Commission offer?

We received 135 responses. 29 responses did not have any comments and there were 34 general comments. We received 20 responses for "alternative crops", 10 on "marketing", eight on "farm preservation", 8 on "how to make more money" and 4 on "estate planning".

FOLLOW-UP: The Commission offered workshops in the winter of 2006 on all of these topics.