

DEPARTMENT OF HEALTH AND MENTAL HYGIENE
CIGARETTE RESTITUTION FUND PROGRAM
MINORITY OUTREACH AND TECHNICAL ASSISTANCE
(MOTA)



MAJOR ACCOMPLISHMENTS

Fiscal Year 2004

Reporting Period	July 1, 2003 – June 30, 2004
Project Activities	Outreach and Technical Assistance Reaching Community-Based Minority Organizations Statewide
Minority Awards	MOTA distributed \$900,000 to minority based organizations to increase awareness of minority health needs locally.
Minority Community-Based Organizations Funded	<p>This year MOTA funding was awarded to 38 minority based organizations, located in 15 of 24 Maryland counties, including Baltimore City, to conduct outreach to targeted minority populations. Organizations have included:</p> <ul style="list-style-type: none">☞ 2 Women☞ 1 Native American☞ 3 Hispanic/Latino☞ 9 Faith-Based☞ 4 Asian American☞ 19 African American
Tobacco and Cancer Coalition Meetings	Minority member participation at the community health coalitions for cancer and tobacco represented over 307 grantees, sub-vendors and recruited organizations/individuals.
Community Health Profiles	Grantees and sub-vendors developed two (2) minority community profiles
Resource Development	<p>MOTA grantees/sub-vendors provided technical assistance sessions, to enhance infrastructure and grant opportunities to 257 representatives of 126 community-based minority organizations:</p> <ul style="list-style-type: none">☞ 141 African Americans☞ 27 Asian Americans☞ 51 Hispanics/Latinos☞ 23 Native Americans☞ 15 Women – only women focused

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(continued)

Educational Health Awareness	Over 64 health awareness sessions, targeting minorities and twenty-one events, focusing on understanding cultural diversities within the communities, have been offered by grantees/sub-vendors
Collaboration With Local Health Plans	Minority representation was enhanced in all 24 jurisdictions to promote goals that address minority health needs. Fifteen (15) county health plans incorporated MOTA grantees as partners.
Minority Outreach	MOTA Grantees and their sub-vendors recruited over 302 minority community-based organizations to advocate for the health needs of the minority populations throughout the State of Maryland.
Training/Workshop	Over 190 training/workshops offered by grantees/sub-vendors and MOTA headquarter staff to community-based organizations focusing on grant writing/understanding, communications, and capacity, team and infrastructure building.
Funding and Building Capacity	<p>MOTA Grantees held more than 50 training sessions on understanding RFAs and RFPs. Fifteen (15) organizations received grant awards as a result of MOTA Grantee training. The deployment of the SMOTA Model and technical assistance offered by MOTA paved the way for additional community health based funding streams. Recipients included:</p> <ul style="list-style-type: none">☞ Life Lines – \$19,210☞ KAGRO – \$3,500☞ Community Benevolence Service – \$3,000☞ Black Leadership Council for Excellence – \$10,000☞ Community Relief Program – \$11,000☞ RESPECT Foundation – \$63,000☞ Six local minority groups in Talbot County – \$6,000☞ Prophecy – \$1,000,000☞ Baobab Tree Project – \$25,000☞ Baltimore American Indian Center – \$7,000