

MINORITY OUTREACH AND TECHNICAL ASSISTANCE FISCAL YEAR 2006 ACCOMPLISHMENT HIGHLIGHTS

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 to and one Native American, four Hispanics, 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 Fest; 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**

Powwow; Our Savior Temple, People Community Baptist Church Picnic; Peoples Wellness Center for Men; Pines Community Wellness Fair; Praise in the Park; **PowWow-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 Institute 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;
- Organized and held **45** health awareness outreach events where over **5,107** minority individuals were in attendance; and

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 each local health department.

Selected Outcomes

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

Program Administration

The MOTA program staff participated in Cancer Program teleconferences. The program staff assisted in organizing the 2006 Maryland Health Disparities conference with emphasis on Maryland's Agenda to Eliminating Health Disparities. The program staff served on Maryland General Hospital planning committee and served as the liaison to the Departments programs and recruited program 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.