

MOTA FACT SHEET

2010 ACCOMPLISHMENTS

During fiscal year 2010 MOTA grantees conducted a variety of activities designed to increase awareness among minority populations to prevent tobacco use and decrease cancer incidence, increase participation with local health departments and promote alliances with organizations within their respective jurisdiction.

- ☛ **531** minority individuals were recruited to attend the local health department's cancer and tobacco coalition meetings
- ☛ **336** minority individuals attended the local health department's cancer and tobacco coalition meetings on behalf of MOTA
- ☛ **860,348** persons were reached

throughout the state to promote healthy behaviors, encourage smoking cessation, and increase participation in cancer screening and prevention

- ☛ **685,877** pieces of cancer/tobacco health related educational materials were distributed throughout the 13 funded jurisdictions
- ☛ **166,174** persons received tobacco-cessation/cancer screening messages were relayed through **918** outreach activities, ethnic/racial cultural events, health fairs, faith-based, TV public service announcements
- ☛ **3,069** persons were referred to tobacco cessation services
- ☛ **2,395** persons were referred to cancer screening services.

2011 MOTA Focus

Department of Health and Mental Hygiene (DHMH) has announced it is expanding its mission to reduce all ethnic and racial health disparities throughout the State of Maryland. The expansion incorporates the successful strategies used by the Office of Minority Health and Health Disparities (MHHD) on Cancer and Tobacco and extending them to all the public health programs within DHMH.

MOTA NETWORK

Funding was provided to over 350 faith and community-based minority primary and sub-grantee groups of the targeted ethnicities — Black, Hispanic, Asian, Native Americans and Women during fiscal years 2001 — 2010. The focus of these groups was on educating, enlightening and empowering ethnic minorities to impact cancer and tobacco health care decisions in their local jurisdictions. MOTA has been a component program of the Maryland Department of Health & Mental Hygiene's Cigarette Restitution Fund Program (CRFP) since July 2000. Maryland counties with over 15% minorities are eligible to apply for MOTA funding. The minority health network database located within the DHMH Minority Health and Health Disparities (MHHD) office includes 3500 contact information entries.

MOTA BACKGROUND

The CRFP established MOTA to promote effective involvement of minorities throughout the State. MOTA Grantees worked in partnership with the local health departments, attended local cancer and tobacco coalition meetings, brought together other minority groups, reached out to faith-based groups, and helped empower local minority communities to act decisively and effectively. Listed on page 2 are MOTA's 2011 Grantees.

Highlights



MHHD participated on the DHMH H1N1 Planning Team. The MHHD role was to provide advice on matters that related to reaching all groups in the state population and to ensure that cultural and linguistic competency concerns were addressed. MHHD received funds supported by DHMH through the Centers for Disease Control (CDC) Public Health Emergency Response (PHER) to put in place a H1N1 Community Services Outreach Program in each of the state's 24 jurisdictions. The H1N1 Outreach Program was built on the existing overarching Cigarette Restitution Fund Program's Minority Outreach and Technical Assistance (MOTA) program, whose statewide minority network was created in 2000 using Tobacco Master Settlement funds to reduce tobacco use and cancer among ethnic and racial minorities throughout the state.



FISCAL YEAR 2011 MOTA GRANTEES

Anne Arundel County

Restoration Community Development Corp
Catrice Downs
(410) 267-6350
cdowns27@gmail.com

Baltimore City

Associated Black Charities — Pauline Taylor
(410) 659-0000
Ptaylor@abc-md.org

Baltimore County

St. Stephens AME Church — Cassandra Umoh
(410) 686-9392
Cassandra.umoh@ststephensouthreach.org

Caroline County

Union Bethel AME Church — Janet Fountain
(410) 479-1457
Janet_fountain@mail.cl.kl2.md.us

Charles County

Black Leadership Council for Excellence — Hassan Adeeb
(301) 632-6632
blce1989@aol.com

Dorchester County

Associated Black Charities — Ashyrra Dotson
(410) 221-0795
adotson@abc-md.org

Frederick County

LIFE & Discovery — Elizabeth Chung
(301) 631-6838
echung@lifeanddiscovery.com

Harford County

Inner County Outreach — Candace Johnson
(410) 272-3278
candaceajohnson@gmail.com

Howard County

FIRN, Inc. Resources for The Foreign Born
Paula Blackwell
(410) 992-1923
pblackwell@firnonline.org

Kent County

Bethel AME Church of Chestertown — Ina Upshur
(410) 810-0600
inaupshur@aol.com

Montgomery County

Holy Cross Hospital — Wendy Friar, R.N., M.S.
(301) 754-7161
friarw@holycrosshealth.org

Prince George's County

MD Center at Bowie State University — Terry Lawlah
(301) 860-4309
tlawlah@bowiestate.edu

St. Mary's County

Minority Outreach Coalition — Nathaniel Scroggins
(301) 862-7692
mocoalition@verizon.net

Wicomico County

St. James A.M.E. Zion Church — Pastor M. Luther Hill
(410) 742-1427
zionhouse@netscape.com

Washington County

Memorial Recreation Center — Marquita Davis
(301) 790-0203
madavis@myactv.net

For information regarding MOTA Grantees' activities in your county, contact the individual listed above.

Department of Health & Mental Hygiene MHHD/MOTA Central Office Staff Contacts

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Martin O'Malley, Governor



Joshua M. Sharfstein, M.D., Secretary

Anthony G. Brown, Lt. Governor