

Department of Legislative Services
 Maryland General Assembly
 2016 Session

FISCAL AND POLICY NOTE
First Reader

Senate Bill 933 (Senator Manno)
 Education, Health, and Environmental Affairs

War on Cancer and Diabetes - Awareness Campaign

This bill requires the Secretary of Health and Mental Hygiene to establish and promote a statewide public information, awareness, and education campaign on the early detection and prevention of cancer and diabetes. The campaign must (1) reach out to the general public and at-risk populations; (2) disseminate information about early detection and prevention through multiple media, including television and radio; and (3) distribute materials free of charge to local health departments (LHDs), community clinics, and other locations. The Secretary must apply for any available private or federal funding and grants. The Secretary may request the services of interested advocacy groups and contract for any necessary services.

Fiscal Summary

State Effect: General fund expenditures for the Department of Health and Mental Hygiene (DHMH) increase by an estimated \$808,500 in FY 2017 to implement the campaign. Although this analysis assumes general funds must be used, to the extent DHMH is able to obtain private or federal funding, special and/or federal fund revenues and expenditures increase and general fund expenditures may decrease or the campaign implemented may be enhanced. Future years reflect annualization and inflation.

(in dollars)	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021
Revenues	\$0	\$0	\$0	\$0	\$0
GF Expenditure	808,500	1,082,800	1,095,800	1,109,000	1,122,400
Net Effect	(\$808,500)	(\$1,082,800)	(\$1,095,800)	(\$1,109,000)	(\$1,122,400)

Note:() = decrease; GF = general funds; FF = federal funds; SF = special funds; - = indeterminate effect

Local Effect: Minimal. LHDs receive materials free of charge under the bill.

Small Business Effect: Minimal.

Analysis

Current Law:

Cancer: The Cancer Prevention, Education, Screening, and Treatment Program in DHMH provides and administers grants to LHDs and academic centers to reduce cancer mortality and cancer disparities in Maryland. Seven targeted cancers are identified as priorities under the Maryland Cigarette Restitution Fund Program (CRFP), with CRFP monies used to provide prevention, early detection, and/or treatment services for the targeted cancers. The seven targeted cancers are lung and bronchus, colorectal, breast, cervical, prostate, skin (melanoma), and oral cancers. DHMH's Center for Cancer Prevention and Control works to reduce the burden of cancer in Maryland by providing guidance, support, and funding for effective cancer programs; fostering collaboration among partners; and evaluating outcomes through data collection and analysis.

Diabetes: The State Board of Education must require county boards of education to incorporate certain age-appropriate lessons in the health curriculum, including diabetes and its treatment and prevention.

Statewide Public Information Campaigns: To the extent that funds are available, the Secretary, in collaboration with other State agencies, must establish and promote a statewide public information, awareness, and education campaign on Fetal Alcohol Syndrome and other effects of prenatal alcohol exposure. Also as funds are available, DHMH must initiate a statewide public awareness campaign targeting vulnerable populations and health care providers in the State to urge hepatitis B virus and hepatitis C virus education and testing.

Background: Cancer is a group of diseases characterized by uncontrolled growth and spread of abnormal cells. Cancer as a whole is relatively common, but specific types of cancer range greatly in their incidence and prevalence. Generally, with the exception of childhood cancers, age is the strongest risk factor for adult forms of cancer. According to DHMH, many cancers could be prevented. In 2015, almost 171,000 of the estimated 589,430 cancer deaths in the United States were expected to be caused by tobacco smoking. It was estimated that 30,050 new cancer cases would be diagnosed in Marylanders in the year 2015.

Diabetes affects the way the body handles glucose in the blood. There are several types of diabetes, the most common being type 1, type 2, and gestational diabetes. Prediabetes is a condition where blood sugar levels are higher than normal, but not high enough to be diabetes. Diabetes and prediabetes are serious conditions that can lead to complications, including heart disease and stroke, vision loss, amputations, and kidney disease. According to DHMH's website, in Maryland, 467,041 adults have diabetes; among those without

diabetes, 408,157 adults have been told they have prediabetes. According to the U.S. Centers for Disease Control and Prevention (CDC), 9 of 10 people do not know they have prediabetes.

State Fiscal Effect: DHMH advises that CDC best practice recommendations state that Maryland should spend a minimum of \$3.5 million annually on mass-reach health communication interventions related to *tobacco control*, including paid television, radio, billboard, transit, print, and digital advertising. In the absence of similar recommendations for cancer and diabetes, DHMH assumes that a similar level of funding would be required for both cancer and diabetes to implement a year-round, robust communications campaign regarding early detection and prevention. Additionally, at least one full-time position would be required to manage the campaigns. Under these assumptions, general fund expenditures increase by more than \$7.0 million annually. Although the bill requires DHMH to apply for any available private or federal funding or grants, DHMH is not aware of any private or federal funding available for media campaigns as required under the bill. A small portion of existing State and federal funding is available for limited education efforts related to cancer prevention and screening only and is already used for this purpose.

The Department of Legislative Services advises that DHMH could implement a smaller scale awareness campaign under the bill, building on current departmental education and prevention efforts. However, even on a smaller scale, such efforts likely cost a minimum of \$500,000 annually. As the campaign must address both cancer and diabetes, this estimate assumes two separate campaigns are developed and implemented under the supervision of one person. Thus, DHMH general fund expenditures increase by a minimum of \$808,540 in fiscal 2017, which reflects the bill’s October 1, 2016 effective date. This estimate reflects the costs of hiring one grade 16 program administrator (to oversee and manage both campaigns), purchasing limited media air time, and printing and distributing materials to LHDs and community health clinics. It includes a salary, fringe benefits, one-time start-up costs, and ongoing operating expenses.

Position	1.0
Media Campaign and Printing Materials for Cancer	\$375,000
Media Campaign and Printing Materials for Diabetes	375,000
Salary and Fringe Benefits	53,725
Operating Expenses	<u>4,815</u>
Total FY 2017 State Expenditures	\$808,540

Future year expenditures reflect a full salary with annual increases and employee turnover as well as annual increases in ongoing operating expenses, including both media campaigns and printing of related materials.

To the extent DHMH is able to obtain private or federal grant funding for these campaigns, general fund expenditures may be reduced or the campaign may be enhanced. However, DHMH indicates that grant funding is typically not available for public awareness and media campaigns.

Additional Information

Prior Introductions: None.

Cross File: None.

Information Source(s): U.S. Centers for Disease Control and Prevention, Maryland Association of County Health Officers, Department of Health and Mental Hygiene, Department of Legislative Services

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kb/ljm

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