

Janet T. Mills
Governor



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Commissioner

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MEMORANDUM

TO: Committee on Health and Human Services
FROM: Maine CDC
DATE: March 25, 2021
RE: Responding to questions re: LD 450

How much it would cost to develop a pamphlet and make it available instead of standing up the program envisioned in LD 450?

Based on experience, and no formal quote, a new pamphlet developed and offered in print (depending on amount) can be done for roughly \$15,000. The dissemination is equally costly to design; mailing, mail frequency, etc... The pamphlet could also be developed to be a digital download, for organizations of interest to print, and Maine CDC could email to applicable providers through MaineCare (as they have a provider listserv). Maine CDC could also share the document with our cancer partners and ask of them to host on their sites and support promotion, too. Maine CDC can identify the cancer treatment centers across the state, identify a point of contact at each site, and email them the document to promote, too.

Additionally, there were some questions about how Maine CDC makes these materials available.

Maine CDC has a [Comprehensive Cancer page](#). while the web traffic is low, this site could host it for digital download on that site. Maine CDC also hosts the "Maine prevention store" which is primarily for Tobacco/substance use prevention messaging, however, it's a platform that could be used to house/host for digital download.

Other thoughts/notes for discussion:

LD 450 references "national marrow donor program." Current [American Cancer Society Donor Education](#) does specify:

- Be the Match (formerly the National Marrow Donor Program)
Toll-free number: 1-800-MARROW-2 (1-800-627-7692)
Website: www.bethematch.org