

(2) THE PLAN ALLOCATES RESOURCES IN A MANNER THAT IS CONSISTENT WITH THE NEEDS OF THE DIFFERENT POPULATIONS IN THE COUNTY, INCLUDING TARGETED MINORITY POPULATIONS, AS IDENTIFIED IN THE BASELINE TOBACCO STUDY AND ANNUAL TOBACCO STUDIES;

(3) THE PLAN ALLOCATES RESOURCES IN A MANNER THAT IS CONSISTENT WITH THE RECOMMENDATIONS OF THE CENTERS FOR DISEASE CONTROL AND PREVENTION REGARDING BEST PRACTICES FOR A COMPREHENSIVE TOBACCO CONTROL PROGRAM OR STATES A REASON FOR NOT MEETING THIS REQUIREMENT AND IDENTIFIES OTHER RESOURCES THAT, TAKEN TOGETHER, MEET THIS REQUIREMENT; AND

(4) THE LOCAL HEALTH OFFICER HAS COMPLIED WITH THE OTHER REQUIREMENTS OF §§ 13-1007 THROUGH 13-1011 OF THIS SUBTITLE.

(B) THE DEPARTMENT MAY NOT DISTRIBUTE A COUNTY'S SHARE OF MONEY FOR A LOCAL PUBLIC HEALTH TOBACCO GRANT, AS PROVIDED UNDER § 13-1007 OF THIS SUBTITLE, IF THE DEPARTMENT DETERMINES THAT THE REQUIREMENTS OF SUBSECTION (A) OF THIS SECTION HAVE NOT BEEN MET.

13-1013.

(A) THERE IS A COUNTER-MARKETING AND MEDIA COMPONENT IN THE PROGRAM.

(B) THE PURPOSE OF THE COUNTER-MARKETING AND MEDIA COMPONENT IS TO COORDINATE A STATEWIDE COUNTER-MARKETING AND MEDIA CAMPAIGN TO COUNTER TOBACCO ADVERTISEMENTS AND DISCOURAGE THE USE OF TOBACCO PRODUCTS.

(C) (1) EXCEPT AS PROVIDED IN PARAGRAPH (2) OF THIS SUBSECTION, THE DEPARTMENT MAY NOT SPEND ANY MONEY THAT IS ALLOCATED TO THE COUNTER-MARKETING AND MEDIA COMPONENT IN THE STATE BUDGET UNTIL AFTER THE BASELINE TOBACCO STUDY IS COMPLETED.

(2) BEFORE THE BASELINE TOBACCO STUDY IS COMPLETED, THE DEPARTMENT MAY SPEND MONEY THAT IS ALLOCATED TO THE COUNTER-MARKETING AND MEDIA COMPONENT IN THE STATE BUDGET TO CONDUCT FORMATIVE RESEARCH RELATING TO THE COUNTER-MARKETING AND MEDIA COMPONENT.

(D) SUBJECT TO SUBSECTION (C)(2) OF THIS SECTION, BEFORE SPENDING ANY FUNDS ALLOCATED IN THE STATE BUDGET TO THE COUNTER-MARKETING AND MEDIA COMPONENT AND NO LATER THAN JANUARY 1, 2001, THE DEPARTMENT SHALL SUBMIT A REPORT TO THE GOVERNOR AND, SUBJECT TO § 2-1246 OF THE STATE GOVERNMENT ARTICLE, THE GENERAL ASSEMBLY THAT:

(1) IDENTIFIES THE GOALS OF THE COUNTER-MARKETING AND MEDIA COMPONENT AND THE TARGET DATES FOR MEETING THESE GOALS;