



STATE OF MARYLAND
DHMH

Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – Joshua M. Sharfstein, M.D., Secretary

October 6, 2014

The Honorable Martin O'Malley
Governor
State of Maryland
Annapolis, MD 21401-1991

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate
H-107 State House
Annapolis, MD 21401-1991

The Honorable Michael E. Busch
Speaker of the House
H-101 State House
Annapolis, MD 21401-1991

RE: Health-General §13-1013(h) - 2014 Counter-Marketing and Media Component of the Cigarette Restitution Fund Program Tobacco Use Prevention and Cessation Program Annual Report

Dear Governor O'Malley, President Miller, and Speaker Busch:

Pursuant to §13-1013(h) of the Health-General Article, Annotated Code of Maryland, the Department of Health and Mental Hygiene respectfully submits this annual legislative report on the status of the Counter-Marketing and Media Component of the Cigarette Restitution Fund Program's Tobacco Use Prevention and Cessation Program.

If you have any questions regarding this report, please contact Ms. Allison Taylor, Director of Governmental Affairs, at 410-767-6481.

Sincerely,

Joshua M. Sharfstein, M.D.
Secretary

Enclosure

cc: Allison Taylor, Director, Office of Governmental Affairs
Laura Herrera, Deputy Secretary, Public Health Services
Michelle Spencer, Director, Prevention and Health Promotion Administration
Donna Gugel, Deputy Director, Prevention and Health Promotion Administration
Dawn Berkowitz, Director, Center for Tobacco Prevention and Control
Sarah Albert, MSAR #0365

**Maryland Department of Health and Mental Hygiene
Cigarette Restitution Fund - FY 2014
Tobacco Use Prevention and Cessation Program
Counter-Marketing and Media Report**

Health-General § 13-1013(h)

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Background

Tobacco use remains the number one cause of preventable death and disease in the United States. In January 2014, the Office of the Surgeon General released its 32nd report on the dangerous health effects of tobacco use and reported that since 1964, over 20 million Americans have died prematurely from smoking and exposure to secondhand smoke.¹ Currently, more than 480,000 Americans lose their lives each year due to smoking-related diseases. Almost 90% of these smokers start smoking in their teens, and many experience life-changing health effects of smoking at a relatively early age. Despite the known dangers, nearly one in five adults in the United States still smoke, and every day over 1,000 youth under 18 become daily smokers. Additionally, Maryland's direct health care expenditures for smokers are over \$2.2 billion annually, translating into nearly \$11.00 in direct medical care expenditures for each pack of cigarettes sold in Maryland. Efforts promoting prevention and cessation are an essential evidence-based approach for reducing the death and disease resulting from tobacco products, especially to counter the roughly \$24 million a day spent by the tobacco industry promoting and marketing its products.²

Since 2000, the Center for Tobacco Prevention and Control (CTPC) within the Maryland Department of Health and Mental Hygiene (Department) has overseen a comprehensive statewide tobacco control program called the Tobacco Use Prevention and Cessation Program (Program). The Program is funded by the Cigarette Restitution Fund and the structure is based upon the five core components outlined in the Centers for Disease Control and Prevention's (CDC) *Best Practices for Comprehensive Tobacco Control Programs (2014)*: (1) State and Community Interventions; (2) Mass-Reach Health Communication Interventions; (3) Cessation Interventions; (4) Surveillance and Evaluation; and (5) Infrastructure, Administration, and Management.³

Within the CDC *Best Practices* document, core component number two – mass-reach health communication interventions – is noted as an essential program component for preventing the initiation of tobacco use, promoting and facilitating cessation, and shaping social norms related to tobacco use. The CDC recommends funding levels of \$0.85 per capita per year for mass-reach health communication interventions in Maryland, translating into \$5 million annually devoted to these efforts. Effective mass-reach health communication intervention strategies at the state and local level include a variety of media, such as: television, radio, transit, billboard, print, and digital advertising. The Community Preventive Services Task Force recommends mass-reach health communication interventions on the basis of strong evidence of effectiveness for decreasing the prevalence of tobacco use, increasing cessation and use of available cessation services (e.g., quitlines), and decreasing initiation of tobacco use among young people.⁴

1 U.S. Department of Health and Human Services. The Health Consequences of Smoking – 50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014. Printed with corrections, January 2014.

2 Maryland Tobacco Resource Center. Monitoring Changing Tobacco Use Behaviors 2000-2010 Legislative Report. 2011.

3 Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

4 Guide to Community Preventive Services. Reducing tobacco use and secondhand smoke exposure: mass-reach health communication interventions. www.thecommunityguide.org/tobacco/massreach.html. Retrieved July 25, 2014.

In State Fiscal Year 2014 (SFY14), no state funding was allocated to the Tobacco Counter-Marketing and Media Component of the Program, however, CTPC was able to leverage funding from federal prevention and cessation funding and campaigns, as well as CRF funds originally dedicated to core component number one (State and Community Interventions). Funds were used to promote prevention and cessation, primarily through the Maryland Tobacco Quitline (1-800-QUIT-NOW) and local health department programs. A variety of mass-reach health communication interventions were executed, such as television, radio, transit, digital advertising, and print media targeting disparate populations. A summary of the interventions are listed below and examples can be found in the Appendices.

Statewide Promotion of the Maryland Tobacco Quitline, 1-800-QUIT-NOW

The Maryland Tobacco Quitline (Quitline) has been an effective service for Marylanders since it launched in 2006, and has an established quit rate of 30% (average quit rates without assistance range from 4% to 7%). The Quitline provides 24/7, free telephonic tobacco cessation counseling to Marylanders 13 years of age and older. Residents 18 years of age and older can receive a free supply of Nicotine Replacement Therapy, web support, and text support. The Quitline consistently demonstrates a stable reach across Maryland, including minority populations, Medicaid participants, and uninsured callers. Currently, the Quitline is reaching just over 1.5% of smokers a year, but has the potential to reach 6-8% of smokers through increased mass-reach health communication interventions.⁵

In SFY14, CTPC was able to leverage the CDC's National Tobacco Education Campaign, and also utilized television, transit, print, and digital outlets to promote the availability of the Quitline to Maryland residents.

CDC's National Tobacco Education Campaign

The CDC's National Tobacco Education Campaign, "Tips from Former Smokers," ran from February 3 to April 6, 2014 and significantly increased demand for Quitline services in Maryland. The advertisements featured candidly-described smoking-related health conditions, and were placed on television, radio, billboards, magazines, newspapers, and online. The advertisements encouraged smokers to call the national toll-free number that provides access to free quit support through state tobacco control programs. The large media placement of this national campaign in Maryland created a period of extended visibility and helped motivate Maryland tobacco users to call the Maryland Quitline. An estimated additional 4,200 calls were received by the Quitline during the months that the "Tips from Former Smokers" advertisements aired; this represents a 90% increase in call volume.

⁵ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

Television Mass-Reach Health Communication Interventions

CTPC placed several television mass-reach health communications campaigns to promote the availability of the Quitline and to highlight services provided to residents. Television continues to be the most effective medium for driving residents to call the Quitline.

- “Real Marylanders Quitline” advertisements targeting youth and pregnant women, and the CDC’s “Jessica’s Tips” advertisements in Spanish aired during New Year’s resolution time (December 17, 2013 to January 14, 2014). Over 1,100 advertisements aired in the Baltimore Metropolitan Area, Eastern Shore, and Western Maryland Regions. During this time the Quitline experienced the highest volume of pregnant Quitline callers since 2006. Overall, the Quitline had an increase in call volume of 21% for January 2014.
- "Real Marylanders Quitline" advertisements were placed from March 10 to April 7, 2014 to complement the CDC “Tips from Former Smokers” advertisements aired during the same time period. A total of 333 advertisements aired in the Baltimore Metropolitan Region and Maryland Capital Region. The Quitline had a 90% increase in call volume and 18 pregnant callers during March 2014.
- “Jessica’s Tips” television advertisements in Spanish aired from March 1 to March 31, 2014 using federal Prevention and Public Health Funding. During the month that the 164 advertisements aired on the Spanish-language television station, Telemundo, the Quitline had a 367% increase in Spanish-speaking callers, and 105% increase in callers that reported being Hispanic.

Transit Mass-Reach Health Communication Interventions

CTPC placed several advertisements on transit mediums in Baltimore, Frederick, Central Maryland, and Ocean City. Advertisements were often themed, including: 260 football-themed advertisements placed in and around M&T Bank Stadium during football season; 220 New Year’s Eve-themed advertisements; and during baseball season, 268 baseball-themed Quitline advertisements and 268 youth cessation advertisements. Continuing with themed advertisements, CTPC placed advertisements celebrating National Pet Month for the "Protect Pet Health” campaign developed by the State’s Quitline vendor, Alere Wellbeing. The advertisements increased awareness about the dangers of secondhand smoke to pets and provided information on the availability of the Maryland Tobacco Quitline.

CTPC also ran advertisements aimed at specific populations:

- 390 advertisements were placed on Baltimore City and Frederick Transit venues from May 1 to June 29, 2014 to increase awareness of new Quitline services available to pregnant women.
- 288 advertisements previously created by the National Asian Smokers’ Quitline were placed in interior and exterior locations on buses in Frederick, Montgomery, and Prince

George's Counties from May 5 to June 30, 2014 to increase awareness of the availability of the Asian Smokers' Quitline to Korean-speaking Marylanders.

- 210 of the CDC "Jamason's Tip" advertisements were placed on the interiors and exteriors of buses in Baltimore City, Frederick, Montgomery, and Prince George's Counties from May 19 to June 30, 2014 to increase awareness about the availability of the Maryland Tobacco Quitline to Spanish-speaking Marylanders.

Web and Digital Mass-Reach Health Communication Interventions

CTPC continues to manage a strong web presence for the Quitline. In SFY14 CTPC also explored novel approaches for reaching more Maryland tobacco users in unique settings.

- The existing Quitline website, www.smokingstopshere.com, was updated and maintained. An electronic order submission system was made available on the website, which allows residents and health care providers to easily order and receive materials, such as brochures, wallet cards, posters, and magnets, to promote the availability of the Quitline and warn of the dangers of secondhand smoke. Over 70,000 pieces of collateral were provided.
- A digital media campaign was implemented, placing Quitline advertisements on 351 digital touch screens and jukeboxes in bars and restaurants across Maryland. CTPC worked with a contractor to develop a 30-second ad and game. Residents could play the short game for a chance to win a free music download on the jukebox. The media aired from January 8 to February 13, 2014, and again from June 1 to June 30, 2014. Over 14,000 residents interacted with the game.
- 15-second advertisements rotated on television screens at 25 convenience gas station pumps in the Baltimore/DC media market from March 24 to June 15, 2014.

Print Mass-Reach Health Communication Interventions

CTPC placed several advertisements in publications targeting specific populations to promote the availability of the Maryland Tobacco Quitline. Advertisements were placed in:

- *Maryland Nurse* – Six advertisements reached over 82,000 Maryland nurses. There was a 57% increase in the number of residents who heard about the Quitline from a nurse at the time of the November 2013 issue, and a 40% increase at the time of the February 2014 issue.
- *Maryland Academy of Family Physicians* – One advertisement placed in the spring edition reached over 2,100 family physicians.
- *World Journal DC, Sing Tao DC, Korea Daily, Korea Times, Doi Nay Weekly, and Hoa Think Don Viet Bao* – 36 advertisements promoting the Asian Smokers' Quitline aired

from March 24 to May 19, 2014. From March to April there was a 125% increase in Maryland callers to the Asian Smokers' Quitline.

- Team yearbooks available at home games for the Baltimore Ravens, Washington Redskins, Baltimore Orioles, University of Maryland football and basketball teams, US Navy football team, and Johns Hopkins University lacrosse team.

Statewide Cigar Prevention Health Communication Interventions – The Cigar Trap

“The Cigar Trap” is an educational campaign developed in 2011 that aims to increase awareness among parents about the dangers of youth cigar use and the often life-long trap of nicotine addiction many young people fall into when they try these products. In SFY14, CTPC utilized federal and CRF Statewide Component dollars to expand “The Cigar Trap” campaign by producing television advertisements to complement the existing radio, billboard, transit, and print advertisements developed in 2011. Advertisements target parents with children ages 10-20 years. The new television advertisements follow the journey of a young girl, marking some of life's happy milestones. Reaching adolescence, the ad stresses the importance of parents' continued involvement in their children's lives. From March 17 to April 20, 2014, over 1,100 television advertisements were placed on both English and Spanish-speaking television stations statewide.

During the same timeframe, CTPC placed:

- 4,259 radio advertisements statewide on both English and Spanish-speaking stations, along with web banner advertisements on corresponding station websites. As part of the radio ad placement, there were seven radio interviews with the CTPC Director and the Director of the Department's Cancer and Chronic Disease Bureau.
- Four billboards along major state highways.
- 163 transit advertisements on Baltimore City buses, Metro car interiors, MARC car interiors, Metro station kiosks, and Frederick and Central Maryland buses.
- 20 Facebook advertisements.

Advertisements directed viewers to www.TheCigarTrap.com website and the campaign's YouTube page (<https://www.youtube.com/user/CigarTrap>) to find additional information regarding the dangers of youth cigar use. Television advertisements were made available to local health departments by request. Additionally, “The Cigar Trap” campaign has been nationally recognized and materials are available to other states through a partnership with the CDC, Media Campaign Resource Center.

Health Communication Outreach to Targeted High-Risk Populations

Pregnant Smokers

CTPC consulted with partners from the Department's Center for Chronic Disease Prevention and Control and Maternal and Child Health Bureau to launch the Pregnancy and Tobacco Cessation Help (PATCH) initiative to address and reduce smoking rates among pregnant women, women of child bearing age, and members of their households and social environments. Using various data sources, the Department determined that Caroline, Cecil, Kent, and Washington Counties had the highest smoking rates among these populations in Maryland; thus these jurisdictions were targeted in the initial phase of this project in spring 2013. Local health departments hosted PATCH meetings with the purpose of assembling critical partners from local coalitions, planning boards, hospitals, head start agencies, federally qualified health centers, housing authorities, and school systems to mobilize existing resources to better address tobacco-use screening, education, prevention, and smoking cessation services offered to this target population.

Since the inception of PATCH, there have been 32 initial, follow-up, grand round, and/or sharing meetings. The combined total attendance for these meetings is more than 662. PATCH also incentivized 49 partners to be portals for marketing the PATCH initiative, including seven federally qualified health centers. CTPC continues to develop new materials targeting pregnant mothers, and to distribute those materials to local programs with joint outreach and messaging that promotes the Quitline.

Behavioral Health Population

CTPC, in conjunction with the Maryland Resource Center for Quitting Use and Initiation of Tobacco (MDQuit) and the Department's Behavioral Health Administration, continues to address tobacco use among those with mental health and substance abuse issues, aligning with project goals for the federal Substance Abuse and Mental Health Services Administration and the national Smoking Cessation Leadership Center's Leadership Academy for Wellness and Smoking Cessation. This is an essential subpopulation to target because up to 50% of cigarettes in the U.S. are consumed by those with behavioral health issues.

MDQuit developed posters, modeled after a successful Wisconsin Quitline campaign that provide targeted quit messages for subpopulations that are recovering from addictions and mental health issues. In March 2014, posters were distributed to 365 behavioral health treatment facilities in the State.

Local Health Department Health Communications Initiatives

Local health departments continue to engage in a wide variety of counter marketing and media activities with funding from the local public health component of the CRF. The campaigns that are developed by local health departments are intended to actively engage all Maryland residents, and to support the four goal areas of the Program: (1) prevent the initiation of tobacco use among young people; (2) promote quitting among adults and young people; (3)

eliminate exposure to environmental tobacco smoke; and (4) identify and eliminate the disparities related to tobacco use and its effects among different population groups.

All local health departments engage in media and program marketing activities that inform the public of current research, legislative policies, the health impact of tobacco use, and the myriad of tobacco prevention, smoking cessation, secondhand smoke, and enforcement activities within their jurisdictions. Various print media campaigns were conducted and other media was utilized to market local programs and educate the public.

Some jurisdictions used advanced technology to conduct media/marketing campaigns through Facebook, Twitter, Google Adwords, Pinterest, Instagram, YouTube, QR codes, and mobile telephone apps. To maximize resources, some local health departments collaborated with neighboring health departments, city councils, local recreation and social services departments, Boards of Education, and youth clubs/organizations on joint campaigns.

Some local campaigns are tailored to reach target populations. These campaigns are developed in a culturally and linguistically sensitive manner. Local health departments enlist members from their local tobacco coalitions, faith-based organizations, minority outreach and technical assistance vendors, police departments, community partners, schools, and state health department staff to develop such campaigns. Targeted populations may include: African Americans; Asian Americans; Hispanic/Latinos; Native Americans; the medically underserved; low income and uninsured persons; and pregnant women.

Media messages developed by local health departments are also targeted to youth-serving organizations such as The Girls' and Boys' Club, Students Against Drunk Driving, Police Athletic League, community centers, and youth leadership groups. Schools are targeted with poster displays, bulletin boards, videos, and printed materials. Websites like Facebook and YouTube have also emerged as an effective marketing and outreach tool to engage young people.

The counter-marketing and media approaches utilized by the following jurisdictions are highlighted as examples:

Allegany County

Allegany County has implemented a variety of campaigns and media resources in the community to raise awareness of a smoke-free Allegany. These include radio advertisements, plastic wallet cards, newsletters, electronic billboards, and more. Among their most recent accomplishments, a youth member of their coalition team spearheaded a media campaign featuring his picture on a local billboard with the message, "Get the Facts! 1 in 3 youth smokers will eventually die from a tobacco related disease."

Anne Arundel County

Anne Arundel County gave county residents access to the Learn to Live tobacco cessation webpage (http://www.learntolivehealthy.org/ltl_smokcessation.asp) and telephone line through various social media and marketing strategies such as Google Adwords, online digital advertising, and grassroots outreach.

Baltimore City

Baltimore City worked with a media consultant to design a teen smoking prevention campaign. The campaign is based on themes and reflections from a photo voice project that combined photography with grassroots social action. This was advertised through social media, print materials, web resources, and other promotional materials.

Baltimore County

Baltimore County expanded their media and marketing strategies by taping a 15 minute show for public television. The messages focused on resources available for individuals that want to quit smoking, and the benefits of attending quit classes over attempting to quit on one's own. In addition, they also ran electronic and paper advertisements that encouraged smokers to access the health department's cessation services, as well as disseminated Quitline posters in 30 bus shelters throughout the county.

Dorchester County

Dorchester County collaborated with the youth of the Harriet Tubman Center to develop two tobacco prevention public service announcements, and with the youth of Down to Earth Deliverance Ministry to develop a skit that was presented to their church and community members.

Garrett County

Garrett County community planning groups created several spit tobacco awareness campaigns. Youth made signs about why they do not use spit tobacco and had their picture taken with their sign. The pictures were then compiled into a display for community events.

Kent County

Kent County promoted health communication activities (e.g., Quitline, Cigar Trap Campaign, Tips from Former Smokers, and their health department's cessation services) through multiple social media outlets such as Facebook, Vimeo, e-newsletters, as well as through video and radio public service announcements, and newspaper advertisements.

Washington County

Washington County promoted two media campaigns. The "Clean Air For Kids" and "Smoke Free Zone," are intended to increase public awareness of the dangers of tobacco use. Both campaigns featured educational tips on the dangers of smoking, secondhand smoke, policy enforcement, and targeted environmental change to prohibit individuals from smoking around children, families, and the general public.

Wicomico County

Wicomico County utilized several social media outlets to advertise their cessation classes. These included online and social media outlets like the health department's website, free websites, Facebook, Twitter, Pinterest, Instagram, and YouTube, as well as an electronic sign, radio advertisements, and magnets displayed on the Community Pharmacy vehicle.

Next Steps

Over the next year, CTPC plans to establish mass-reach health communication interventions to further efforts to prevent the initiation of tobacco use, promote and facilitate cessation, and shape social norms related to tobacco use. This is critical at a time when Maryland youth attitudes about tobacco use are moving in the wrong direction; in 2013, 40% of underage high school smokers believed smoking helps them to look cool or fit in, an increase of 50% since 2000. Even more alarming, 21% of underage high school non-smokers believe smoking helps youth to look cool and fit in, an increase of 63.5% since 2000.⁶ Mass-reach health communication interventions can be powerful tools for preventing the initiation of tobacco use, and there is extensive evidence that tobacco counter-marketing – the use of commercial marketing tactics to reduce the prevalence of tobacco use – can be a valuable tool in reducing smoking.⁷

In many arenas, Maryland continues to be on the forefront of successfully addressing critical tobacco control issues. Maryland is leading efforts nationally as one of the first states to work with the Medicaid program to obtain an administrative match for Quitline services and to develop methods to continue promoting Quitline services. This administrative match provides Maryland with a 50% reimbursement of counseling costs for each Medicaid recipient that utilizes the Quitline.

Other CTPC priority areas for health communication efforts include:

- Continue to leverage and promote the CDC “Tips From Former Smokers” campaigns, with the next year airing on July 7, 2014.
- Develop a toolkit to complement the PATCH program. The toolkit will target obstetricians and gynecologists and will provide information for referring pregnant, post-partum, and women of child-bearing age to the Quitline. The toolkits will be provided to physicians and health care providers across the state, and by request.
- Develop a toolkit to distribute to landlords and property owners/managers of multi-unit housing buildings to provide information on the benefits of and their ability to implement smoke-free properties.
- Develop and place advertisements for a health communication campaign that promotes quitting tobacco use among residents recovering from mental health and addictions and empowers behavioral health professionals and family members of those in recovery to encourage quitting tobacco use.

⁶ Monitoring Tobacco Use Behaviors 2000-2013. Maryland Department of Health and Mental Hygiene. To be released.

⁷ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

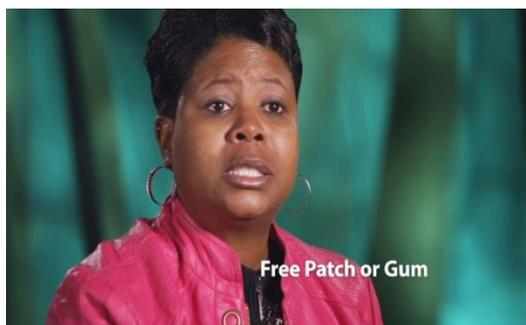
- Develop a mass-reach health communication campaign to increase awareness about the environmental impact of tobacco litter.

CTPC will continue working with partners to promote and support the Quitline and other state and local initiatives, and to leverage resources from other Centers and programs within the Department. Further, CTPC will expand collaborations and partnerships to other State Departments, outside partners, and communities, to sustain programming.

Appendix A – Maryland Tobacco Quitline Television Advertisements

“Real Marylanders”

Screen Shots from the television advertisements



FREE Patch or Gum
while supplies last.
Call 1-800-784-8669
or visit www.quitnow.net/maryland
It's free and it works!

Maryland's SmokingStopHere.com
1-800 QUIT NOW
A smoke-free life is just a phone call away.

MARYLAND
This is a FREE service sponsored by the Maryland Department of Health and Mental Hygiene.

Spanish Tips From Former Smokers Advertisement

Screen shot from the television advertisement



Pregnancy Advertisement

Screen shots from the television advertisement



Youth Advertisement

Screen shots from the television advertisement



Appendix B – Maryland Tobacco Quitline Transit Advertisements

Pregnancy Advertisement



Protect Pet Health Advertisements



Asian Smokers' Quitline Advertisements



Spanish CDC Tips From Former Smokers Advertisements – Jessica’s Asthma Tip



Youth Quitline Advertisements



Baseball-themed Advertisements



Football-themed Advertisements



New Year's Eve Advertisements

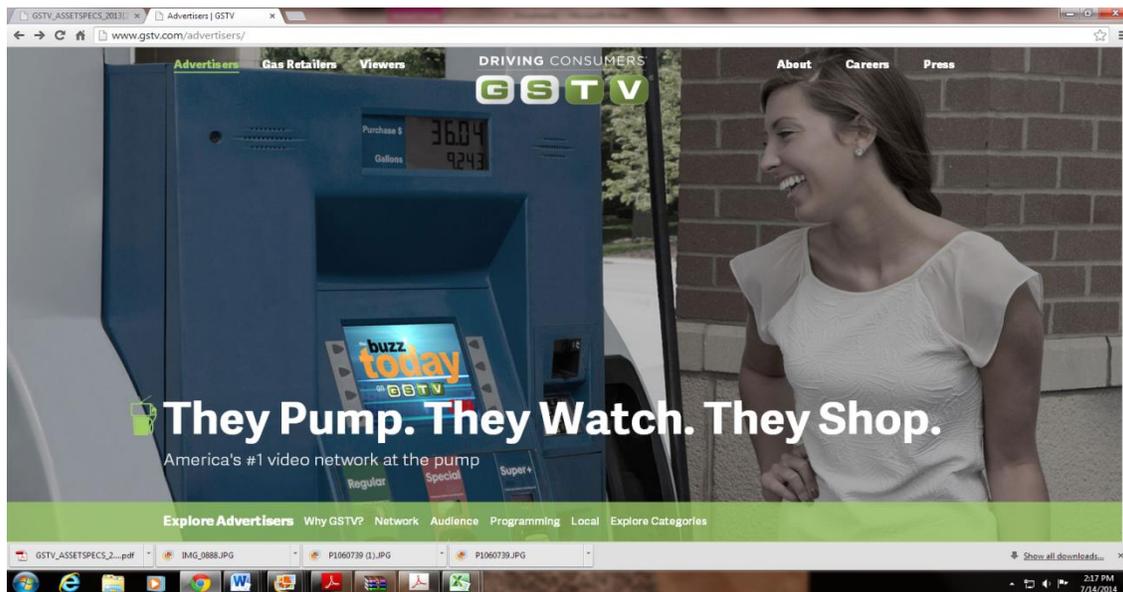


Appendix C – Maryland Tobacco Quitline Digital Advertisements

Jukeboxes



Gas Station Television



Appendix D – Maryland Tobacco Quitline Print Advertisements



People with a mental illness or a substance abuse disorder smoke half the cigarettes in America.

Most want to quit. Many have quit. We can help.

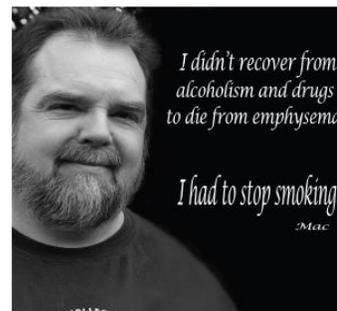
Call the Maryland Tobacco Quitline at 1-800-QUIT-NOW. It's free. It's confidential. It works.



People with a mental illness or a substance abuse disorder smoke half the cigarettes in America.

Most want to quit. Many have quit. We can help.

Call the Maryland's Tobacco Quitline at 1-800-QUIT-NOW. It's free. It's confidential. It works.



People with a mental illness or a substance abuse disorder smoke half the cigarettes in America.

Most want to quit. Many have quit. We can help.

Call the Maryland's Tobacco Quitline at 1-800-QUIT-NOW. It's free. It's confidential. It works.



Maryland Nurse Quarterly Publication

November 2013

New Year's is around the corner...

Talk to your patients about quitting tobacco.

Advice from healthcare professionals can more than double success rates. Refer your patients to the **Maryland Tobacco Quitline** at **1-800-QUIT-NOW** for free counseling and medication. Make this the year you help them quit for good.

Maryland's
1-800-QUIT-NOW
1-800-784-8669 SmokingStopsHere.com

Scan this code to visit us online.

Maryland Quitline Services are available 24 hours a day. Phone, text and online.

February 2014



Make Valentine's Day sweeter for your patients:

- ♥ Let them know the best way to reduce their risk of heart disease is to avoid tobacco.
- ♥ If they use tobacco, encourage them to quit. Any use damages the heart and blood vessels.
- ♥ No matter how much or how long they've used tobacco, quitting will benefit them.
- ♥ Exposure to tobacco smoke has been found to nearly double the risk of having a heart attack.
- ♥ If they already have heart disease, quitting tobacco will reduce their risk of sudden cardiac death, heart attacks, and death from other chronic diseases.

Refer them to the Maryland Tobacco Quitline - 1-800-784-8669 or www.smokingstopshere.com for FREE help to quit any type of tobacco use!

 Maryland's **1-800-784-8669** **QUIT NOW** SmokingStopshere.com

 Scan this code to visit us online.

May 2014

**MOTHERS.
DAUGHTERS.
SISTERS.
WIVES.
AUNTS.
COUSINS.
GRANDMOTHERS.**



Smoking and tobacco use pose a serious risk of death and disease for women and their children.

This Mother's Day remind your patients and loved ones of the benefits of quitting smoking.

- Reduce the risks of developing cancer and heart disease.
- Increase chances of healthy babies born.
- Lower risk of asthma among infants and young children.



If you or your patients need help, now is the time.

Contact the FREE Maryland Tobacco Quitline today!

Our Quit Coaches are available 24/7 and you can get extra help online and by text message.

 Maryland's **1-800-784-8669** **QUIT NOW** SmokingStopshere.com

Maryland Family Doctor Publication

DISEASES AND HEALTH PROBLEMS LINKED TO SMOKING

1 OUT OF 3 CANCER DEATHS COULD BE PREVENTED

SMOKING CAUSES CANCER

— IN THE —

LUNGS + TRACHEA
BRONCHUS + ESOPHAGUS
ORAL CAVITY + LIP
NASOPHARYNX
NASAL CAVITY + LARYNX
STOMACH + BLADDER
PANCREAS + KIDNEY
LIVER + UTERINE CERVIX
COLON AND RECTUM
AND CAUSES LEUKEMIA

Smoking can cause cancer almost anywhere in the body.

The Health Consequences of Smoking — 50 Years of Progress: A Report of the Surgeon General, 2014

Double your patients' chances of quitting tobacco!
 Refer them to the **FREE Maryland Tobacco Quitline (1-800-784-8669)**.
 FAX refer patients and a Quit Coach makes the first call.
 Visit smokingstopshere.com for more information.

담배 중독의 사슬을 끊어내십시오

무료 니코틴 패치로 담배 중독을 과거의 일로 만드십시오

1-800-556-5564
WWW.ASANSMOKERSQUITLINE.ORG

담배 중독의 사슬을 끊을 수 있도록 저희가 도와드립니다! 지금 한양금연센터로 전화하시면 2주분량의 니코틴 패치와 금연 상담료를 두 배 이상 높이는 것이 입증된 무료 서비스를 받으실 수 있습니다. 3,000명 이상의 흡연자들이 한양금연센터의 함께 금연을 시작하셨습니다. 이제는 당신 차례입니다! 지금 바로 전화 주십시오!

© 2015 University of California. Made possible by the State Smokers' Coalition with partial funding for quitline support by the U.S. Centers for Disease Control and Prevention.

Appendix E – The Cigar Trap Advertisements

Television
Screen shot



Billboard Advertisements



Transit Advertisements

