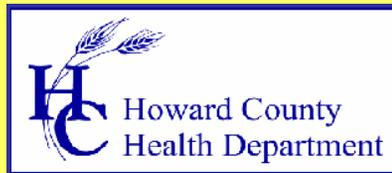
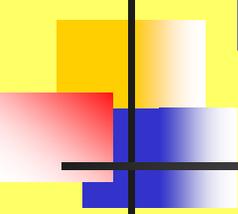


# Howard County Health Department

Penny Borenstein, MD, MPH  
Health Officer

*Maryland State Council on Cancer Control  
Annual Conference  
November 15, 2006*

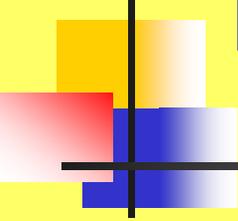




# Howard County, Maryland

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- Over 270,000 residents (Dept of Planning and Zoning, 2004)
  - **22%** population increase projected by 2020
  - **169%** population increase projected for seniors (60+) by 2020
- Racial/ethnic diversity (U.S. Census Bureau, 2004)
  - 15.6% Black or African American (62% increase in 1990s)
  - 10.3% Asian (136% increase in 1990s)
  - 3.7% Hispanic (likely at least 50% higher)
  - 71.8% White



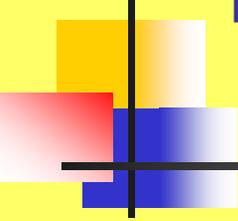
# Howard County, Maryland

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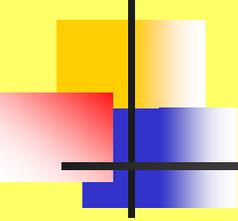
- Foreign-Born
  - 11.3% of population
  - 27.6% of population increase
  - Asian (54.5%), Latin America (18.7%), Europe (15.8%), Africa (7.9%)
- Undocumented population
  - Estimated at 6,000

# LEADING CAUSES OF DEATH

Howard County, Maryland

- 
- 
- Diseases of the heart
  - Cancer
  - Cerebrovascular diseases
  - Chronic lower respiratory diseases
  - Diabetes

Source: Vital Statistics Administration: Howard County Vital Statistics Profile, 2004



# Targeted Cancers

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Colorectal

Breast

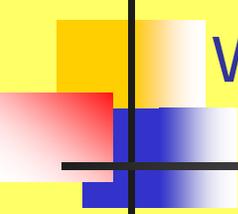
Skin

Cervical

Prostate

Oral

Lung

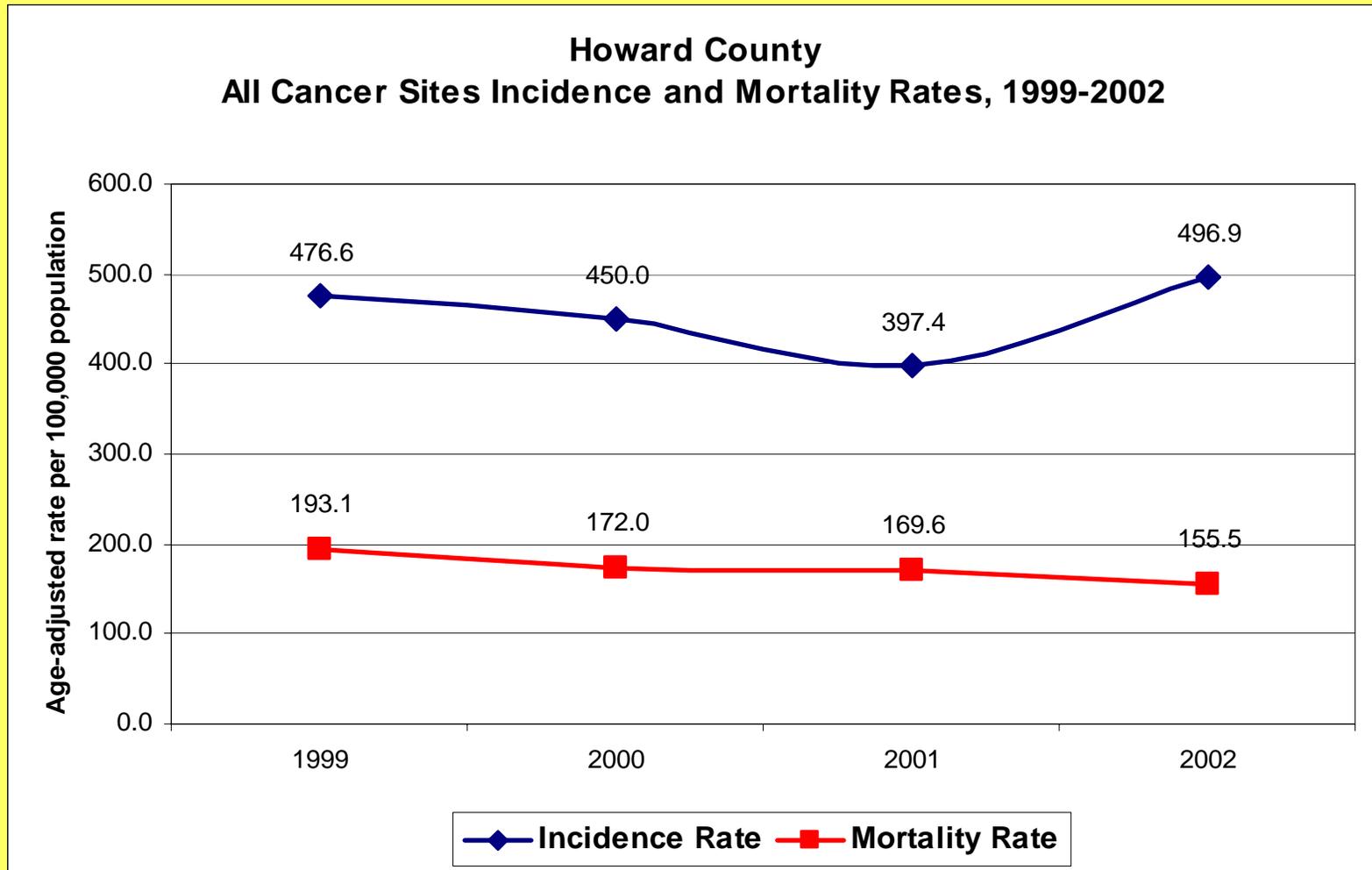


What factors contributed to decisions as to which cancers to target with CRFP funding?

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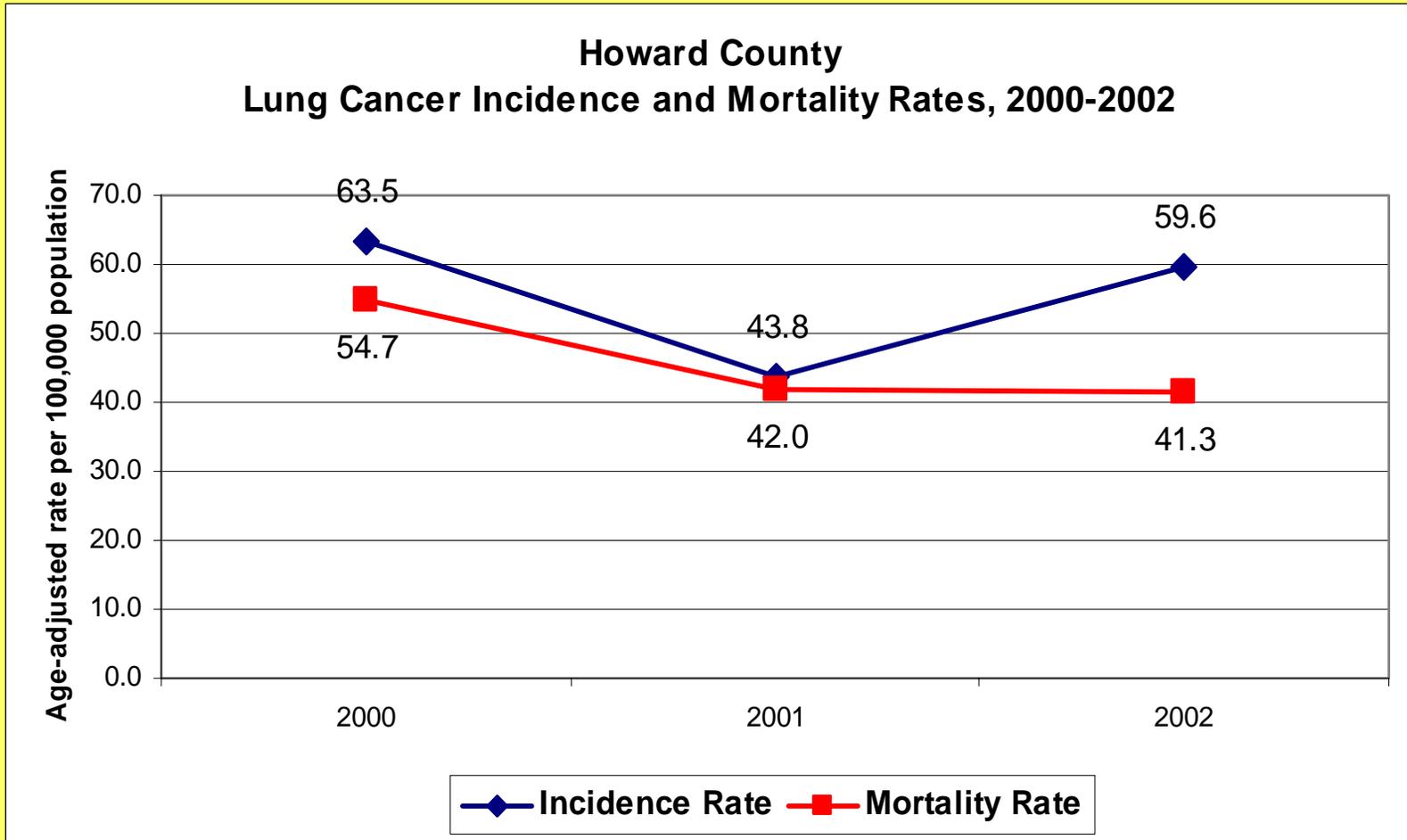
- **Prevalence of disease**
- **Availability of effective screening method**
- **Effectiveness of treatment**
  - Lung cancer is #1 cancer killer, but lacks effective screening method or treatment options
  - Colorectal cancer - second leading cause of cancer mortality, with ability to diagnose early and very responsive to treatment at early stage

# Howard County Cancer Incidence and Mortality



Source: Maryland Cancer Registry

# Howard County Lung Cancer Incidence and Mortality



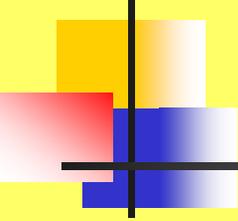
Source: Maryland Cancer Registry

# HOWARD COUNTY HEALTH DEPARTMENT

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## TOBACCO CONTROL PROGRAM

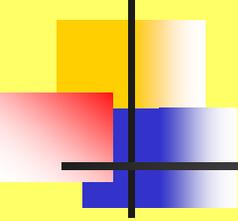




# MISSION

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The Howard County Tobacco Control Program seeks to reduce the incidence of tobacco-related illnesses in Howard County

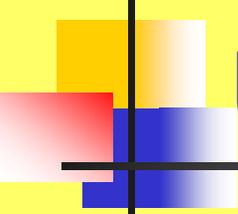


# The Facts – Howard County

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- Almost 10% of adults smoke
- Nearly 18% of high school students smoke
- Over one quarter of youth live in households with a smoker

Source: Maryland Tobacco Surveys, September 2003 and March 2004



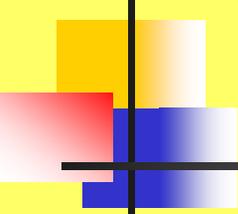
# Current Cigarette Smoking by Under-age Youth

---

	Howard County		Maryland	
	2000	2002	2000	2002
<b>Middle School</b>	4.1	3.3	7.2	5.0
<b>High School</b>	21.5	17.8	23.0	17.6

Source: Maryland Tobacco Survey, September 2003

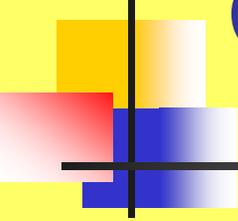
# Initiation of Tobacco Use Past 2 Years – Underage Youth



---

	Howard County		Maryland	
	2000	2002	2000	2002
<b>All Youth</b>	23.1	19.3	25.4	20.6
<b>Males</b>	24.8	19.9	26.1	21.1
<b>Females</b>	21.4	18.5	24.6	20.1
<b>Minorities</b>	20.4	17.0	22.0	17.9

Source: Maryland Tobacco Survey, September 2003



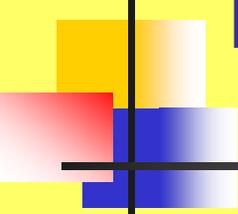
# Current Cigarette Smoking by Adults

---

	Howard County		Maryland	
	2000	2002	2000	2002
<b>All Adults</b>	10.7	9.9	17.5	15.4
<b>Males</b>	13.1	11.8	19.5	17.4
<b>Females</b>	8.1	8.3	15.7	13.6
<b>Minorities</b>	11.7	9.9	18.5	16.6

Source: Maryland Tobacco Survey, March 2004

# Adults Who Have Stopped Smoking in the Past Year

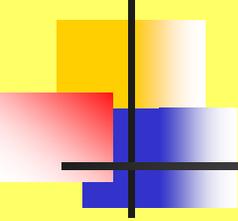


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	Howard County		Maryland	
	2000	2002	2000	2002
<b>All Adults</b>	11.9	12.2	9.9	10.1
<b>Males</b>	5.9	12.3	10.1	9.2
<b>Females</b>	20.5	12.1	9.6	11.0
<b>Minorities</b>	*	*	8.9	7.6

\* Data not available due to small sample size

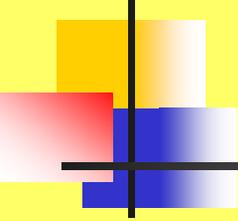
Source: Maryland Tobacco Survey, March 2004



# Components of CRFP

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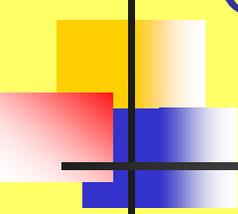
- Community Based Initiatives and Coalition Building 43%
- School-Based Initiatives 32%
- Enforcement Initiatives 11%
- Cessation Initiatives 14%



# COMMUNITY BASED PROGRAMS

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- Initiatives targeted in the community by:
  - Howard County Health Department staff
  - Community organizations funded via an request for proposal (RFP) process
  - Community/coalition collaborations



# COMMUNITY BASED PROGRAMS

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## **Asian-American Anti-Smoking, Inc.**

- Implemented smoking cessation and prevention initiatives targeting Asian-Americans with traditional herbal and acupuncture therapies

## **Baobab Tree Project, Inc.**

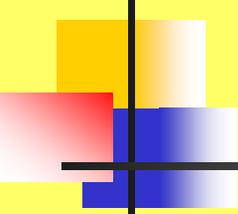
- Implemented after-school youth character-building programs with a focus on tobacco prevention

## **American Cancer Society**

- Provided cessation services for pregnant women

## **Conexiones/FIRN/Alianza**

- Implemented a theatrical tobacco prevention initiative developed and implemented by and targeted to Hispanic youth



# COMMUNITY BASED PROGRAMS

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## **Howard County General Hospital**

- Educates providers (internists, parish nurses, etc.) on methods to promote tobacco use prevention and cessation
- Provides cessation support to hospitalized smokers

## **Millennium**

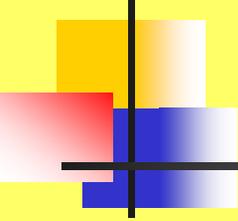
- Implements education initiative, *Not in Mama's Kitchen*, in collaboration with African American churches

## **American Lung Association**

- Provides cessation programs to worksites
- Implements tobacco awareness campaigns to the community utilizing movie theater advertisements

## **Korean Resource Center**

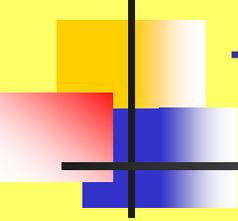
- Implemented smoking prevention programs and literature targeted to the Korean-American community



# COMMUNITY-BASED PROGRAMS

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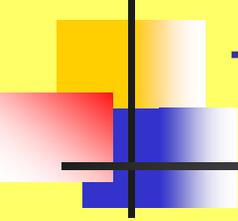
- An RFP process has been initiated to recruit new community partners for FY07
- Data driven
- Evidence-based and/or “promising” initiatives
- Organizational capacity building
- Technical support



# Smoke-Free Howard County Tobacco Coalition

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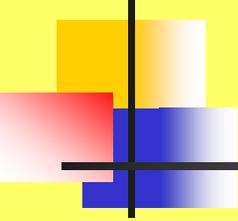
- Holds meetings quarterly
- Goal is for membership to be representative of Howard County
- Agencies who routinely deal with minority groups and the medically underserved are proactively invited to become members of the Coalition
- Minorities currently represent **32%** of Coalition members in contrast to **28%** of Howard County residents



# Smoke-Free Howard County Tobacco Coalition

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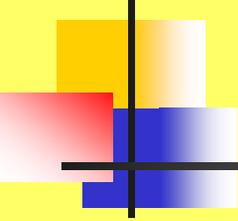
- Makes recommendations to Health Officer related to the implementation of the Comprehensive Plan for the Tobacco Control Program
- Active subcommittees have included:
  - Second-hand smoke prevention (bus ad)
  - Cessation programs for the underserved (targeting worksites to reach un/under insured workers)
  - Minority and youth membership
  - Legislative and clean in-door air (Howard County Clean Indoor Air Law effective August 7<sup>th</sup> 2006)



# Cessation Program

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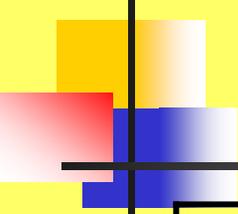
- Free to anyone who lives or works in Howard County
- Eight-ten week comprehensive, group program utilizing behavioral counseling and self-help techniques
- Includes cessation aids/medications
- Physician monitored
- **616** enrollees to-date (FY02-06)



# Promoting the Cessation Program

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- Local newspapers
- Press releases
- Flyer distribution at community events, village centers, local businesses, faith communities
- Smoke Free Howard County Coalition
- Howard County transit bus ads
- Howard County government promotions
- Word of mouth



# Tobacco Cessation Program

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<b>Fiscal Year</b>	<b>Enrollees<sup>1</sup></b>	<b>Participants<sup>2</sup></b>
2002	134	98
2003	122	85
2004	144	113
2005	91	64
2006	125	82

<sup>1</sup>Attended at least one class

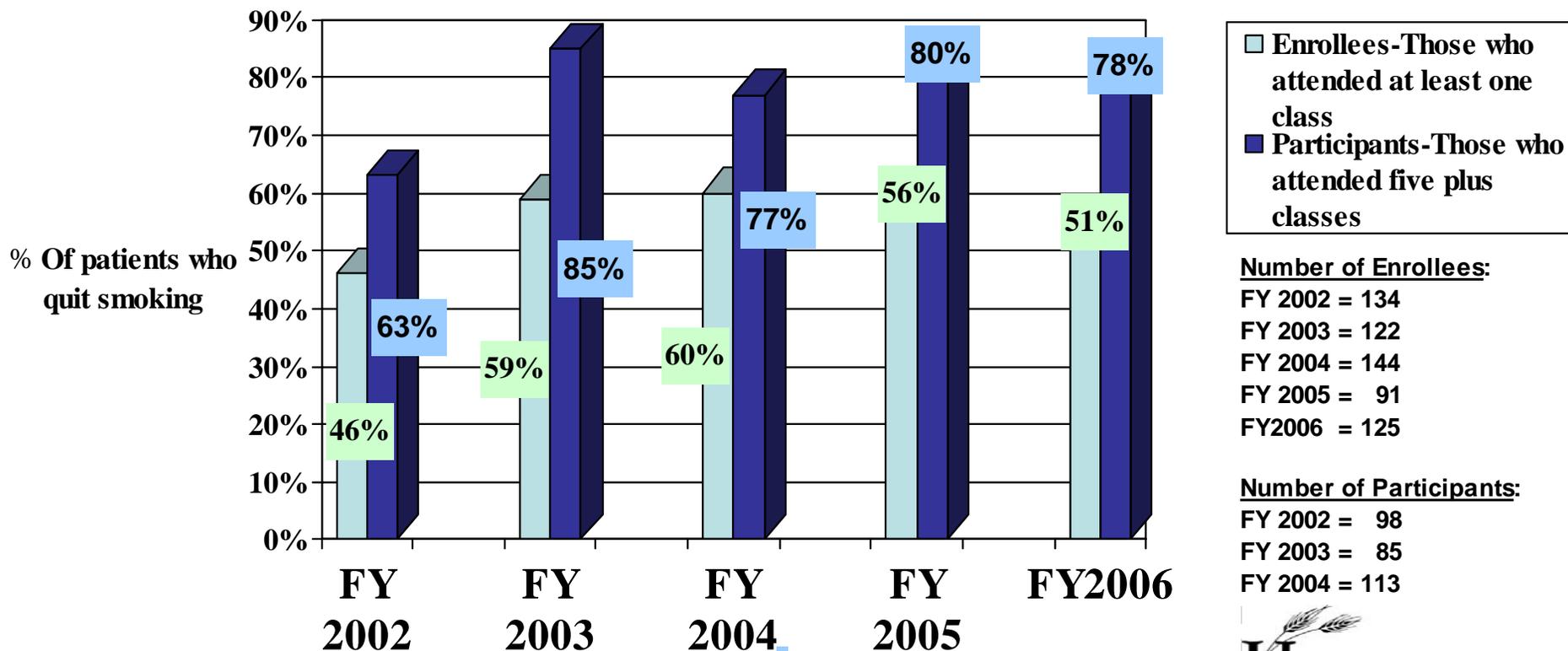
<sup>2</sup>Attended 5 or more classes

# Howard County Health Department Tobacco Control Program

## Quit Rates (at end of 8-10 week class)

### Smoking Cessation Program - Eight-Ten Weeks

(10 weeks up to fall 2004 classes, 8 weeks from winter 2005 classes )



□ Enrollees-Those who attended at least one class  
■ Participants-Those who attended five plus classes

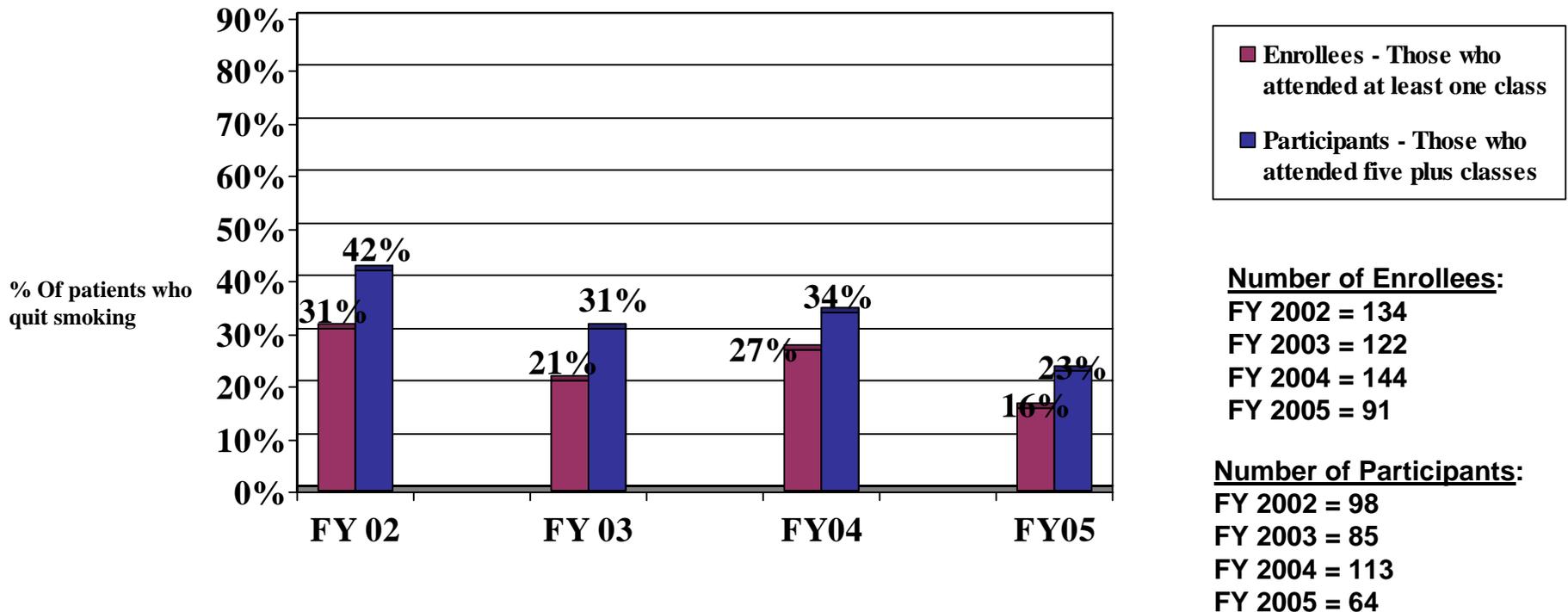
#### Number of Enrollees:

FY 2002 = 134  
FY 2003 = 122  
FY 2004 = 144  
FY 2005 = 91  
FY 2006 = 125

#### Number of Participants:

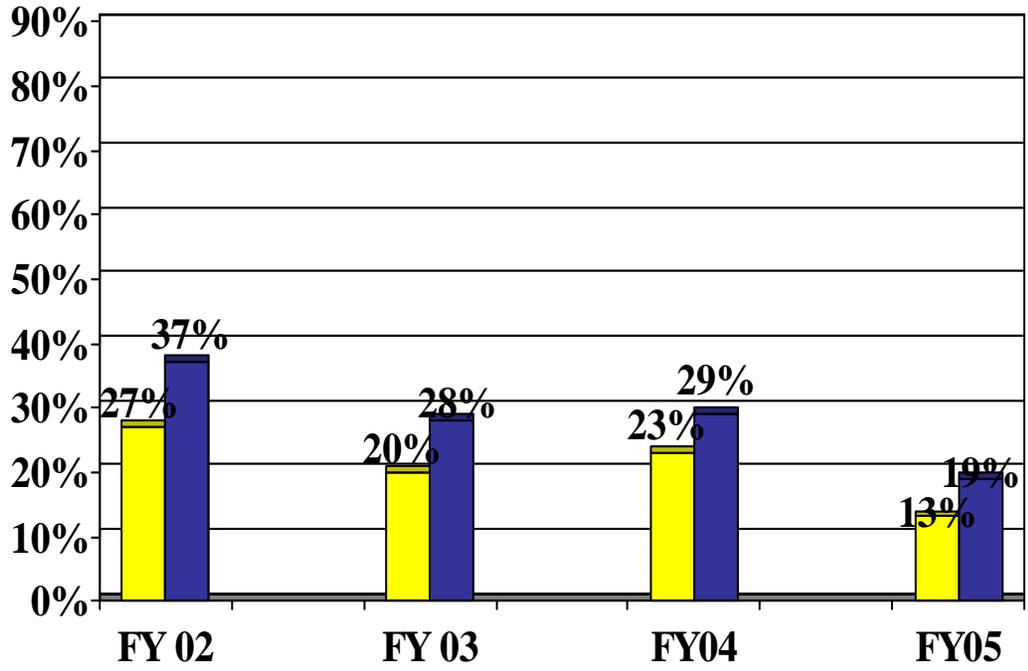
FY 2002 = 98  
FY 2003 = 85  
FY 2004 = 113

# Howard County Health Department Tobacco Control Program Quit Rates – Six Month Follow Up



# Howard County Health Department Tobacco Control Program Quit Rates – One Year Follow Up

% Of patients who quit smoking



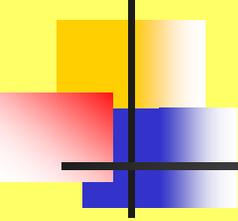
■ Enrollees - Those who attended at least one class

■ Participants - Those who attended five plus classes

**Number of Enrollees:**  
 FY 2002 = 134  
 FY 2003 = 122  
 FY 2004 = 144  
 FY 2005 = 91

**Number of Participants:**  
 FY 2002 = 98  
 FY 2003 = 85  
 FY 2004 = 113  
 FY2005 = 64

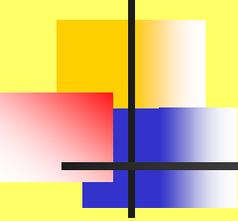




# Cessation Program Case Study

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- 53 y.o. grandmother of two
- 38 year smoker with 1-5 pack/day habit
- History of severe asthma and other respiratory problems (pneumonia, sinusitis and bronchitis)
- Quit after attending HCHD Smoking Cessation Program in FY 2002
- 4 ½ years (and counting) without a cigarette
- No asthma attacks, pneumonia episodes and fewer sinus infections since quitting smoking



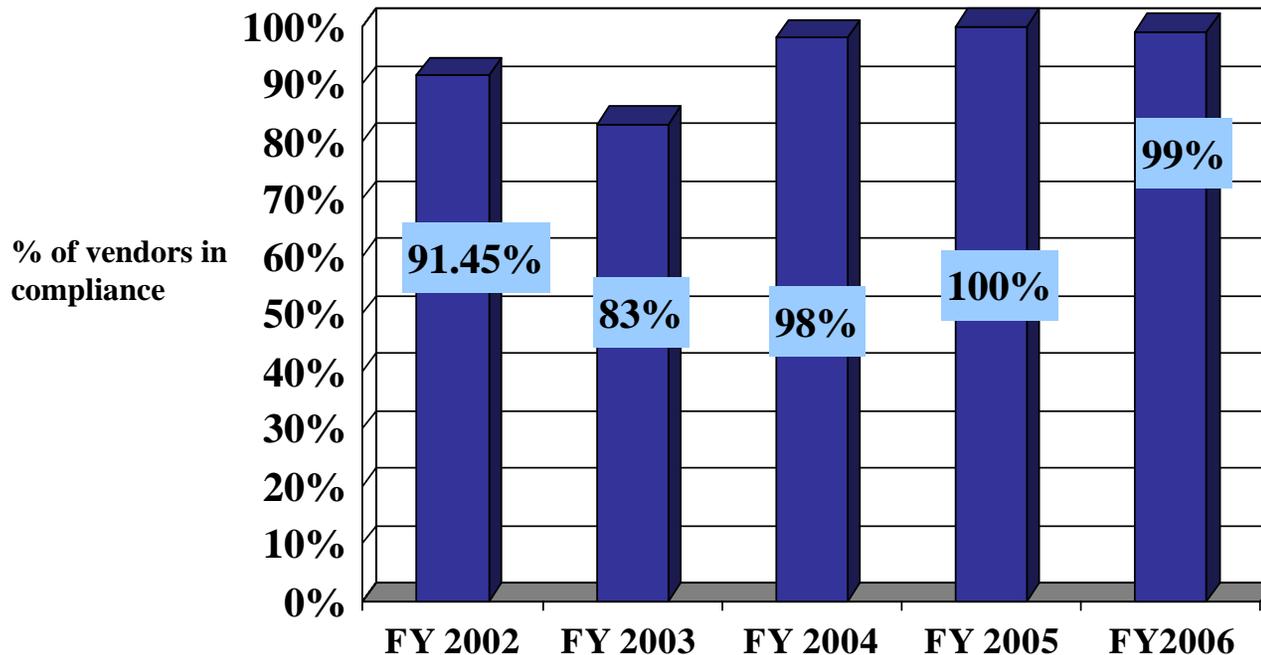
# Tobacco Enforcement Component

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- Enforce two county ordinances related to tobacco distribution
  - Sales to minors
  - Product placement
- Conduct inspections of licensed tobacco vendors
  - **217** in FY06
- Work with youth (14-17 y.o.) volunteers for sales to minor inspections

Howard County Health Department  
Tobacco Control Program

**Enforcement-Product Placement Compliance Rates**

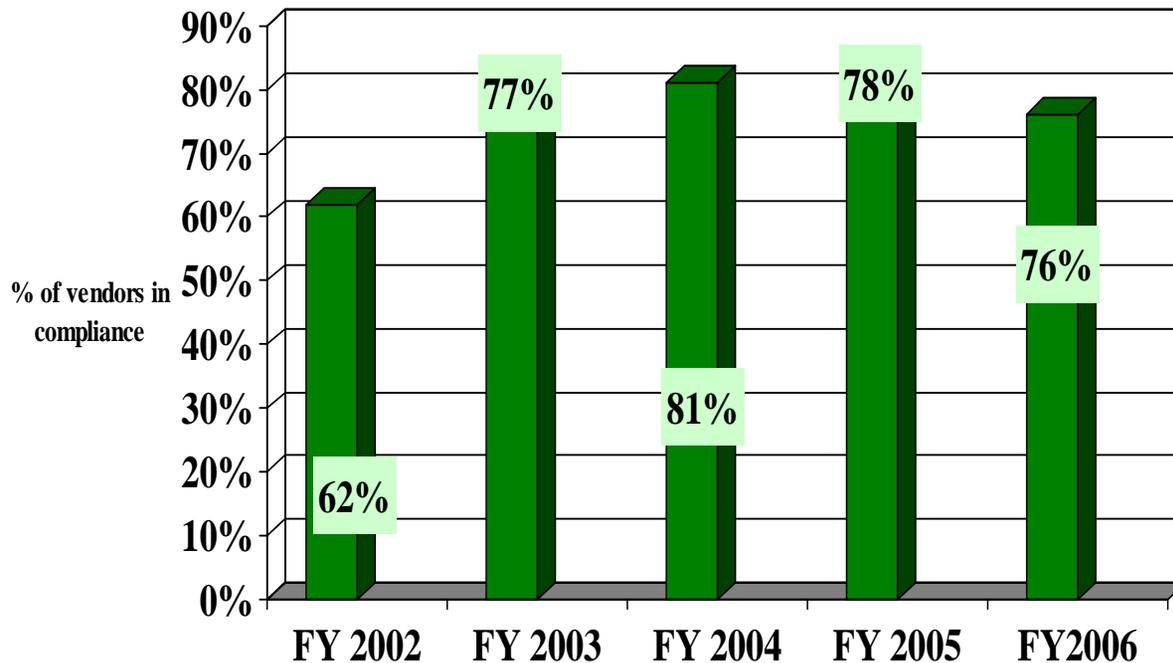


**Number of Licensed Tobacco Vendors:**

FY 2002 = 201  
FY 2003 = 234  
FY 2004 = 236  
FY 2005 = 205  
FY 2006 = 217

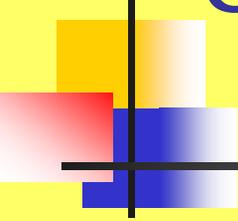
# Howard County Health Department Tobacco Control Program

## Enforcement- Distribution to Minor Compliance Rates



### Number of Licensed Tobacco Vendors:

FY 2002 = 201  
FY 2003 = 234  
FY 2004 = 236  
FY 2005 = 205  
FY 2006 = 217



# SCHOOL-BASED PROGRAMS

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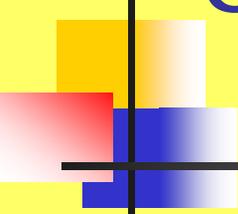
## **Howard County Day Care System**

- Childcare Resource Center implements second hand smoke prevention initiatives targeting parents of children 2-4 years of age

## **Howard County Private Schools**

- Provide small grants to private schools (K-12) to support tobacco control initiatives

# SCHOOL-BASED PROGRAMS



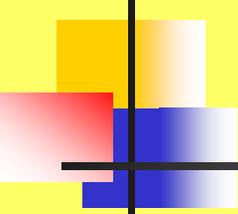
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## **Howard Community College**

- Provides smoking prevention and cessation programs targeting students
- Sponsors campus Tobacco Awareness Week

## **Howard County Public Schools (HCPSS)**

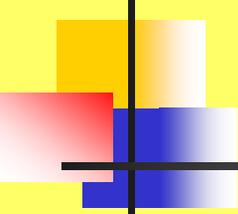
- Provides tobacco prevention education as part of health curriculum to students up through ninth grade
- Implements tobacco prevention initiatives and enrichment programs in schools
- Completed HCPSS tobacco curriculum review against CDC best practice model
- Collaborating with HCPSS to address student “offenders”



# Successes

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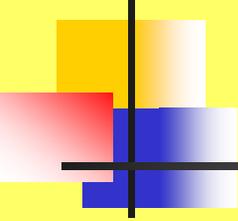
- Active, diverse **Community** Coalition and Community-Based Organization participants
- Higher than typical sustained quit rates among **Cessation** class participants
- Improved rates of sales to minors and product placement; passage of Clean Indoor Air Act! through **Enforcement** legislation
- Work on new paradigm for addressing **School** tobacco using non-punitive approach



# Challenges

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- Limitations of community-based organizational capacity
- Limited availability of evidence-based programs
- Restrictions on component funding distribution
- Staffing – recruitment, retention
- Discordance between educational institutional priorities and health improvement agenda
- Resource intensive to adequately target subpopulations – one size does not fit all
- Furthering progress in a low use community



# Opportunities

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- Culture shift – non-tobacco use is increasingly becoming normative in all sectors
- Medication choices are expanding – treating the addiction comprehensively is vital
- Tax policy – proven prevention method