The background of the slide features a close-up of a tobacco plant stem with several large, dried, brownish leaves. The stem is dark and runs vertically on the left side, then horizontally across the bottom. The leaves are elongated and have a mottled, aged appearance. The overall background is a light, textured, cream-colored surface.

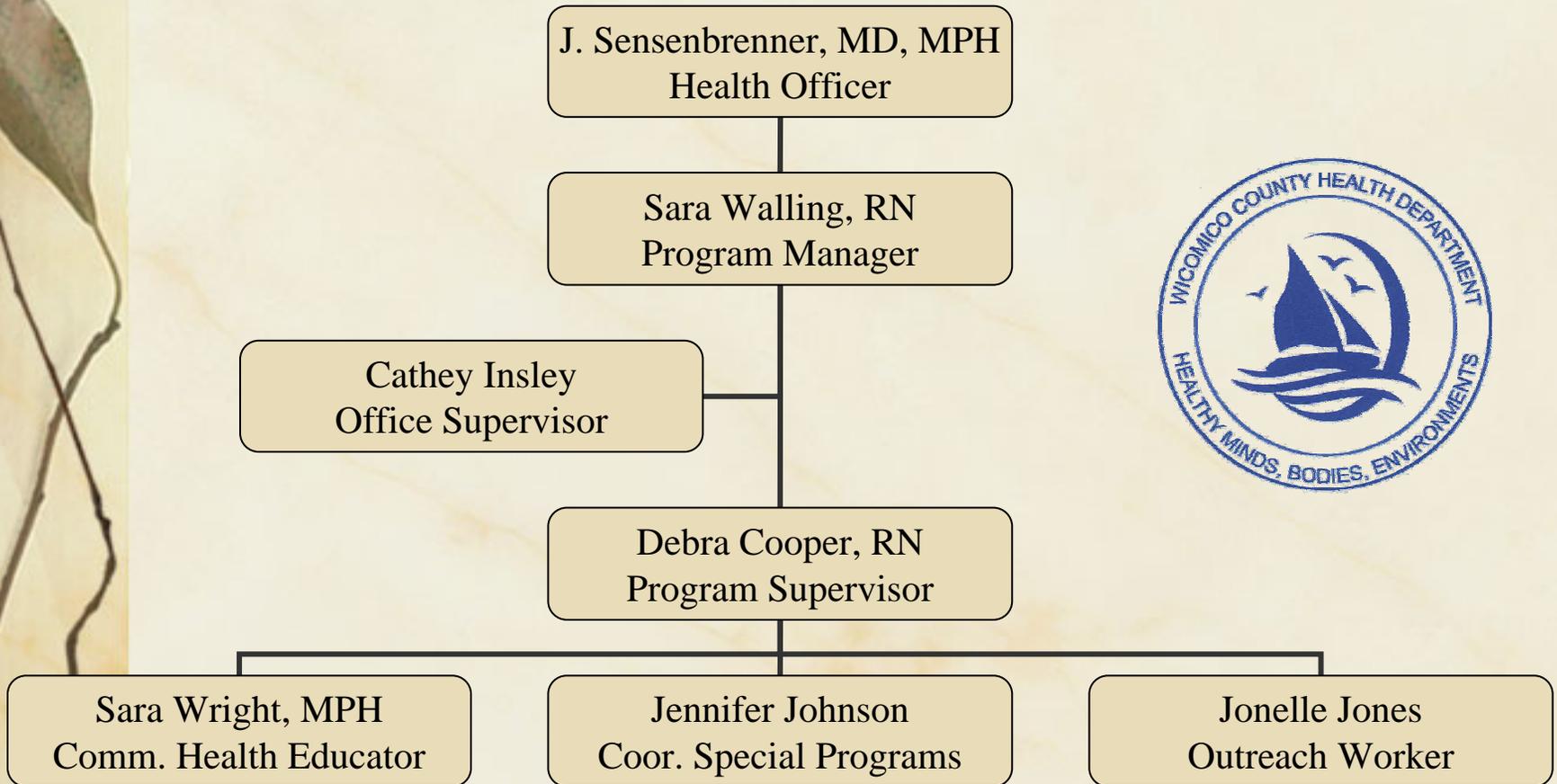
**Wicomico County Health Dept.
Cigarette Restitution Fund
Tobacco Use Prevention Program**

Judith A. Sensenbrenner, M.D., M.P.H.
Health Officer Wicomico County

Tobacco Control in Wicomico County



Wicomico County Health Dept. Staff- Health Promotions Department of Nursing Division





Wicomico CRF Coalition Membership

- 51 Members
- Diverse
- Multiple
Organizations
- MOTA



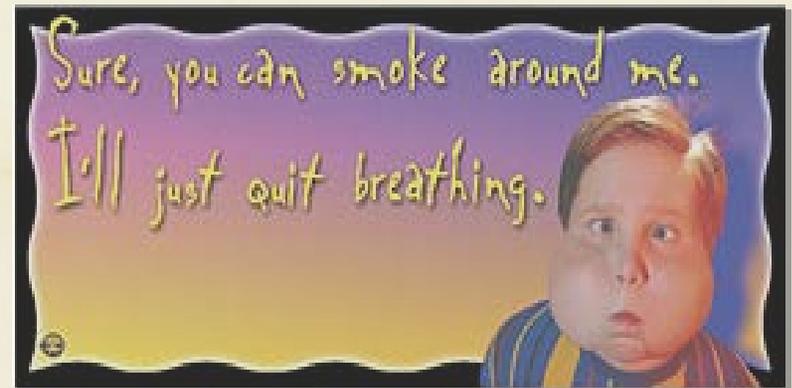
Wicomico CRF Coalition Membership

- **Barriers**
- **Coalition Revitalization**
 - Consultant from BEACON at Salisbury University (member of coalition)
 - **Developed Strategic Plan**
 - Organizational Structure

Community Accomplishments: Media Campaign



**Began in FY'02, still
on 1 Shore Transit bus**



**Athletic complex:
FY'05-present**

Community Accomplishments: Media Campaign



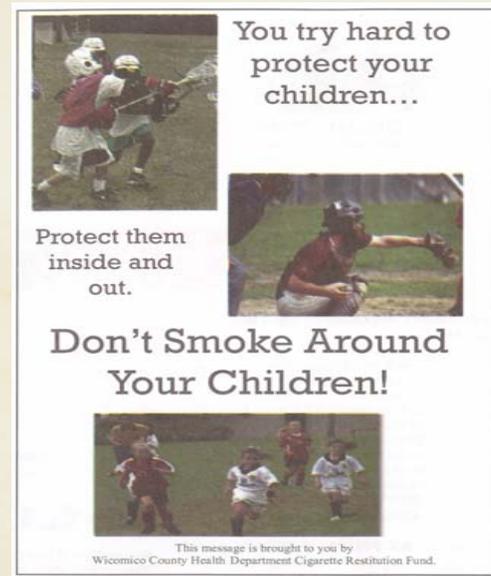
**Billboards
and
Bus Signs**



Community Accomplishments: Media Campaign, Con't.



SMOKING STOPS HERE
license plate frames on most
Health Dept. fleet vehicles.



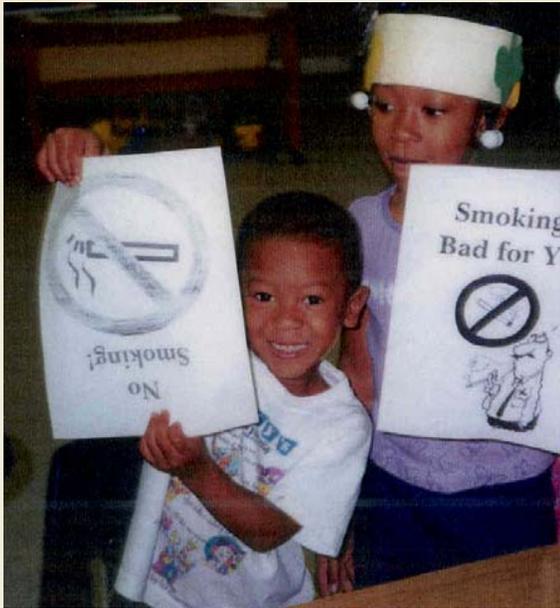
**Recreation and
Parks Guide
Advertisement**
**Reached 10,000
students and
4,000 families.**



Delmarva Shorebirds World No Tobacco Day (FY'05)
Playbill ad and scrolling sign .

Community Mini grants Over Six Year Period

- \$158,200 awarded to churches, community agencies, after-school programs and non-profit groups



School Based Accomplishments

- Preschool tobacco education program: 5,000 children reached over six year period.



School Based Accomplishments

- Annual MOU with Board of Education for staff education, resource materials, peer education programs and school-wide special events.



School Based Accomplishments

- K-12th grade: 20,000 reached through Health Department presentations and peer to peer education.



School Based Accomplishments

- Local colleges: cessation programs, website creation, surveys, peer education, social norming, curriculum revisions with focus on tobacco.



Law Enforcement Accomplishments Over Six Year Period

- > 800 compliance and product placement checks
- 450 teen citations
- Numbers decreasing since 2002
- Law enforcement awards luncheon



Cessation Accomplishments

- **Worksite cessation program offered to county businesses.**
 - Patches and Zyban offered at no charge for participants.



Conclusion

Prior to CRF funding, tobacco efforts in Wicomico County consisted of a small staff working in partnership with the small community group ACTION.

With funding from CRF, we have been able to expand staff and assemble a large, diverse community coalition that has enabled us to touch many lives.