CIGARETTE RESTITUTION FUND PROGRAM

TOBACCO USE PREVENTION AND CESSATION PROGRAM

FISCAL YEAR 2013 ACCOMPLISHMENTS

Local Public Health Component

Overall

- Conducted 9 site visits of local health department CRF Tobacco programs to monitor compliance with approved program plans and budgets.

- Worked with local health departments to develop jurisdiction-specific tobacco control action plans that address CRFP goals, objectives, site visit recommendations and audit findings.

- Provided training and technical assistance to county health departments and community organizations to build sustainable tobacco control programs targeting minority and disparate populations.

- Collaborated with the Alcohol and Drug Abuse Administration on tobacco retail education and compliance checks to comply with the federal SYNAR regulation.

- Collaborated with the Mental Hygiene and Alcohol and Drug Abuse Administrations, SAMSHA and Community partners to develop a strategic plan to address disparate smoking rates among mental health and substance abuse clients.

- Collaborated with the Office of Population Health and WIC on a quality improvement project to enhance smoking cessation intervention in local WIC clinics.

- Launched local Pregnancy and Tobacco Cessation Help (PATCH) initiative in ten counties to address high smoking rates among pregnant women.

Community-Based Element

- 855 advocates and community leaders were trained on smoking cessation programs and tobacco use prevention strategies.

- 16 faith-based and 18 minority organizations were funded to incorporate tobacco prevention and cessation messages into various programs.

- 115,599 people were educated on tobacco use prevention and control in a variety of venues including local health departments, community outlets, and at faith-based and grassroot organizations.

- 343 awareness campaigns were conducted in targeted communities.

- 54 Youth Leadership Programs conducted.

School-Based Element

- 777 teachers, nurses, daycare providers, and school administrators were trained on available tobacco use prevention and cessation curricula, programs and strategies.

- 779 Pre-K students received multiple tobacco use prevention education sessions.

- 74,712 K – 12 students received multiple tobacco use prevention education sessions.

- 1,175 private school students were educated on tobacco use prevention.

- 166 students were educated in alternative school settings.

- 205 college students received tobacco use prevention education on campus.

- 9,141 students were reached with Peer Programs in schools.

- 92 students received smoking cessation counseling and support at school.

Enforcement of Youth Access Restrictions Element

- 1,229 tobacco retailer (stores) youth access compliance checks were conducted.

- 160 tobacco retailers (stores) were issued citations for sales to minors.

- 28 youth were cited for illegal possession of tobacco products.

- 109 students participated in the Tobacco Education Group (TEG) program.

Smoking Cessation Element

- 251 nurses and health care providers were trained on various smoking cessation models and clinical guidelines.

- 8,281 adults participated in smoking cessation services.

- 3,658 received nicotine patches, 575 received Chantix, and 373 received nicotine replacement gum to support their quit attempt.
- 781 pregnant women participated in the smoking cessation services.
- 896 participants identified with behavioral health issues.

- 51% of smoking cessation class participants were minority:
  - 41% of cessation participants were African Americans (3,354)
  - 7% of cessation participants were Hispanics/Latinos (617)
  - 2% of cessation participants were Asian Americans (207)
  - 1% of cessation participants were Native Americans (75)

Policy Changes Supported by Local Health Departments

Anne Arundel

The Housing Authority of the City of Annapolis (HACA) implemented a smoke-free policy at one of their senior housing facilities.

Calvert

The Calvert County Commissioners approved a tobacco-free campus policy for the Calvert County Health Department as of March 1, 2013.

Charles

The Charles County Health Department and the Charles County Parks and Recreation expanded their smoke-free policy to include: the prohibition of tobacco use within 300 feet of any organized event or playground, inside of dog parks, along any recreational trail, restroom area, as well as, spectator and concession areas effective January 23, 2013.

Dorchester

The Dorchester County Health Department established a smoke-free grounds policy on November 1, 2012. The YMCA enacted a smoke-free property policy as well in August 2012.

Howard

Howard County Housing established a smoke-free public housing policy for Howard County, effective April 15, 2013.

Kent

The Kent County Commissioners passed a resolution amending the personnel policies to prohibit smoke-breaks and smoking in county vehicles. This resolution also prohibits designated smoking areas as well. This resolution was passed on September 20, 2012.

Montgomery

Bill 3-12 established a campus wide smoking ban on most County owned or leased properties, effective February 12, 2013.

Prince George's

Three apartment complexes in Prince George's County established indoor smoke-free policies in FY13.

Queen Anne's

The Queen Anne's County government established a smoke-free campus effective September 1, 2012.

Talbot

Talbot Housing Commission adopted smoke-free apartment policies as of January 24, 2013. Likewise, Parkview Apartments established their own smoke-free outdoor property and apartments, effective June 30, 2013.

Wicomico

All four health department sites within Wicomico County have established smoke-free campus policies as of July 1, 2012.

Worcester

Worcester County Health Department campuses including Snow Hill Health Center, Ocean City Youth Center, and the Worcester County Dental Clinic all established a smoke-free campus policy as of February 1, 2013. Atlantic General Hospital, Berlin Nursing Home and the Berlin Health Center sites also became tobacco-free campuses, effective May 1, 2013.

Local Health Department Tobacco Use Prevention Media and Marketing

Local health departments continue to engage in a wide range of counter marketing and media activities with funding from the local public health component of the Cigarette Restitution Fund Program (CRFP). The media/marketing campaigns are intended to actively engage all Maryland residents in tobacco control discussions, prevention activities, cessation services, enforcement and policy measures and dialogue regarding non-smoking norms.

Target multifaceted media and marketing campaigns are effective in increasing Maryland residents' utilization of Quit line services and subsequent nicotine replacement therapy. The majority of registered Quit line callers from across the State of Maryland indicate they

heard about the Quit line service from family/friends, health promotion media or marketing efforts including either a website, brochure, newsletter, flyer, or a television commercial.

All local health departments engage in media and program marketing activities that informed the public of current research, health impact of tobacco use and the myriad of tobacco prevention, smoking cessation, secondhand smoke and enforcement activities within their jurisdiction Various print media campaigns conducted include:

- newspaper articles and inserts
- direct mail campaigns
- news releases
- brochures
- billboards
- bus and
- highway signs

Other awareness campaigns were designed to market local programs and educate the public such as:

- ads on local radio stations
- ads on local television and cable access channels
- oral presentations
- web based disseminations
- text message blasts

Some jurisdictions used advanced technology to conduct media and marketing campaigns on list serves and social networks such as Face book, Twitter, YouTube, QR codes and mobile telephone apps. To maximize resources, some local health departments collaborated with neighboring health departments on joint campaigns.

The local media/marketing campaigns were also tailored to reach target populations within the jurisdictions. These campaigns are developed in a culturally and linguistically sensitive. Some campaigns were developed to reach ethnic/racial minorities (African Americans, Hispanic/Latinos, Asian Americans and Native Americans) as well as the medically underserved, low income and uninsured populations and pregnant women. Some examples of those campaigns are direct marketing to:

- Public Housing Authorities
- Churches and Faith-based Institutions
- Mass Transit
- Homeless Shelters
- Dept. of Social Services
- Cultural Organizations
- Malls
- Day care providers
- Mental health facilities
- WIC Programs
- Hospital

Local health departments enlist members from their local coalition, community partners, schools, and state health department staff to develop tailored and sensitive marketing and media campaigns. All of the marketing and media approaches implemented support the four goal areas of the Cigarette Restitution Fund Program: (1) prevent initiation of tobacco use; (2) eliminate harm from secondhand tobacco smoke; (3) support cessation among adults; and, (4) reduce tobacco related health disparities.

Local health departments target youth-serving organizations such as Girls' and Boys' Clubs, Police Athletic Leagues, Parks and Recreation Programs, community centers, and youth leadership groups to reach youth with media messages. Schools were targeted with poster displays, bulletin boards and printed materials. Social networks like Facebook and YouTube have emerged as an effective marketing and outreach tool to engage young people as well.

The tobacco control media/marketing approaches in Maryland are designed to reach individuals within all population and age groups in the state. The Counter Marketing and Media approaches utilized by the following jurisdictions are highlighted as examples.

Anne Arundel County

Anne Arundel County continues to use a wide variety of social media and innovative online approaches to promote their activities and anti-tobacco campaigns. They include electronic communications and updated web pages with targeted educational materials through the use of Twitter and Facebook. Games and apps designed for smart phones and tablets are used to promote smoking prevention and cessation resources. Online cessation materials such as smokefree.gov provide 24/7 support through Smokefree TXT mobile service and the Smokefree Smartphone ~~Quitguide~~Quit guide App which offer users choices between self-help tools and the option to join instructor lead classes.

Cecil County

Cecil County utilized several print and social media venues to promote smoking cessation resources and campaigns. They include print media, banners, Facebook and Twitter. Targeted counter marketing approaches were also used to promote tobacco prevention and smoking cessation to the faith-based community. Those tobacco prevention messages were included in the promotion of "Smoke-Free Holy Grounds," "Not In Momma's Kitchen," and "Glorifying Our Spiritual and Physical Existence for Life (GOSPEL)" initiatives.

Harford County

Harford County implemented tobacco prevention and cessation resource awareness campaigns through the use of a billboard visible to traffic on Route 40, placards placed on Harford County transit buses, the community resource guide, and even movie theatre advertisements. Banners with the names of 5th grade students that took the smoke-free pledge were also created and posted to support the promotion of "Kick Butts Day."

Kent County

Kent County used multi-faceted media approaches to raise awareness about the harmful effects of tobacco use and to promote the county's smoking cessation resources. Those approaches included print media and e-newsletters, as well as, utilizing local students to develop and promote radio and video public service announcements for radio and Facebook. The State's Cigar Trap campaign and Quit Now telephone assistance service were also promoted through electronic communications and social media.

St. Mary's County

St. Mary's County utilized multiple layers of in-house, county and partner websites to reach out to the local online community. The local newspaper and health magazine were included among targeted community based efforts to raise awareness surrounding tobacco. They also used bulletin board displays for their lobby to promote anti-tobacco messages and smoking cessation resources to increase traffic to their smoking cessation program.

Somerset County

Somerset County disseminated tobacco-free messages through several mediums. Smoking cessation resources were promoted through newspaper, radio, cable television and an electronic roadside sign. Smoking prevention messages were even tailored to youth through the use of middle school staff who played fictional characters that discussed tobacco use and cessation which were aired during the middle school morning announcements.

Wicomico County

Wicomico County used websites, public access channels, an electronic billboard, radio advertising and direct mailing to promote smoking prevention and cessation resources. Text messages were used to remind clients of cessation classes. Students at Salisbury University conducted a tobacco-free social media campaign and aired a 30 second commercial for the local campus channel. The tobacco program also worked with a low income housing development to sustain a youth coalition designed to discuss and promote positive lifestyles including tobacco prevention. An electronic billboard was also utilized to publicly congratulate clients of the years they have remained quit from smoking.

Worcester County

Worcester County utilized a news release to promote the "Great American ~~SmokeOut~~Smoke Out." Two local newspaper articles highlighted the health department's tobacco cessation resources, and a large billboard promoting tobacco-free living was posted at the "Delmarva Shorebirds" (minor league baseball affiliate of the Orioles) baseball game.