CIGARETTE RESTITUTION FUND PROGRAM

TOBACCO USE PREVENTION AND CESSATION PROGRAM

FISCAL YEAR 2014 ACCOMPLISHMENTS

Local Public Health Component

Overall

- Oversaw 24 local tobacco coalitions with a statewide membership of 565 people to ensure diverse representation and inclusive participation. The demographic composition of all the local coalitions is 52% Caucasian, 38% African American, 4% Asian American, 4% Hispanic/Latino, and 1% Native American. These coalitions provide input to their local health department on the development of comprehensive tobacco control plans.

- 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 Behavioral Health Administration on tobacco retail education and compliance checks to comply with the federal SYNAR regulation. Established a working committee and identified new funding sources to enhance local tobacco sales compliance in response to the increasing non-compliance rate.

- 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.

- Continued local Pregnancy and Tobacco Cessation Help (PATCH) initiative in 14 counties to address high smoking rates among pregnant women. PATCH pooled and mobilized existing resources at the state and local level to better address smoking cessation, tobacco use screening, education, prevention and treatment offered and made available to pregnant women, women of childbearing age and to others with their households. Since the inception of PATCH, there have been a total of (32) meetings including initial, follow up, Grand Round and Share meetings. These combined meetings have yielded over (662) meeting participants. PATCH also incentivized a total of (49) incentivized partners to be portals for marketing the PATCH initiative, including (7) Federally Qualified Health Centers.

- Worked with 9 designated Minority Outreach and Technical Assistance Organizations (MOTA) to promote the PATCH initiative in local housing complexes and faith based settings, conduct tobacco use and attitude surveys in low income housing complexes and promote tobacco policies and smoke free homes.

Community-Based Element

- 945 advocates and community leaders were trained on smoking cessation programs and tobacco use prevention strategies.
- 26 faith-based and 41 minority organizations were funded to incorporate tobacco prevention and cessation messages into various programs.
- 122,129 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.
- 471 awareness campaigns were conducted in targeted communities.
- 31 Youth Leadership Programs conducted.

School-Based Element

- 1,145 teachers, nurses, daycare providers, and school administrators were trained on available tobacco use prevention and cessation curricula, programs and strategies.
- 2,475 Pre-K students received multiple tobacco use prevention education sessions.
- 132,476 K – 12 students received multiple tobacco use prevention education sessions.
- 1,037 private school students were educated on tobacco use prevention.
- 253 students were educated in alternative school settings.
- 379 college students received tobacco use prevention education on campus.
- 12,403 students were reached with Peer Programs in schools.
- 92 students received smoking cessation counseling and support at school.

Enforcement of Youth Access Restrictions Element

- 3,085 tobacco retailer (stores) product placement compliance checks were conducted.
- 2,236 tobacco retailer (stores) youth access compliance checks were conducted.

- 255 tobacco retailers (stores) were issued citations for sales to minors.
- 71 youth were cited for illegal possession of tobacco products.
- 131 students participated in the Tobacco Education Group (TEG) program.

Smoking Cessation Element

- 562 nurses and health care providers were trained on various smoking cessation models and clinical guidelines.
- 9,705 adults participated in smoking cessation services.
    - 3,141 received nicotine patches, 495 received Chantix, and 860 received nicotine replacement gum to support their quit attempt.
    - 683 pregnant women participated in the smoking cessation services.
    - 1,685 participants identified with behavioral health issues.
- 56% of smoking cessation class participants were minority:
    - 43% of cessation participants were African Americans (4,220)
    - 4% of cessation participants were Hispanics/Latinos (435)
    - 4% of cessation participants were Asian Americans (358)
    - 4% of cessation participants were Native Americans (390)

Policy Changes Supported by Local Health Departments

Baltimore County

Legislation was approved on January 22, 2014 restricting smoking within the "general boundary of the outdoor area of the following recreation and parks facilities: playgrounds and tot lots, dog parks, organized games or events at athletic fields sponsored by the Department of Recreation and Parks or a local recreation council, and within 30 feet of a recreation and parks building." On May 18, 2014, the use of any nicotine delivery device including e-cigarettes, hookah pens, e-hookahs or vape pipes are prohibited in all government buildings and all county vehicles. Also, the Baltimore County Council adopted legislation requiring all hookah lounges in the county to close at 12 midnight instead of 4 a.m.

Carroll County

On June 16, 2014, the City of Westminster Parks and Recreation announced that certain areas in 13 city parks would now be tobacco free. This includes playgrounds, pavilions, sports courts and athletic fields. Tobacco-free areas will be designated by placards, and tobacco product usage is prohibited within 50 yards of playing fields or program sites.

Cecil County

As of July 1, 2013, the Elkton Housing Authority (EHA) facilities and properties under EHA were declared smoke free for tenants, employees, visitors, and maintenance vehicles. The policy is included in each new leasing agreement.

Montgomery County

A new County resolution was adopted April 29, 2014 to urge pharmacies to stop selling cigarettes in Montgomery County retail outlets.

Prince George's County

In 2014, Doctor's Community Hospital enacted a smoke-free campus policy to include all buildings, grounds and parking lots.

Queen Anne's County

In February 2014, Queen Anne's County Public School System amended their smoking policy to include the ban of e-cigarette use.

Somerset County

In July 2013, Somerset County Parks and Recreation banned smoking on the fields while children are present. As a result of the PATCH Initiative, on June 2014, the McCready Foundation's indoor smoke free policy was updated to include electronic cigarettes. Also in 2014, Three Lower Counties (TLC) updated their indoor smoking policy to include e-cigarettes.

Talbot County

In January 2014, Konsyl Pharmaceuticals adopted a smoke free grounds policy. Doc's Restaurant, as well as their outdoor dining area, become smoke free on January 1, 2014 as well. On May 2014, county grounds and surrounding county buildings, parks, beaches, and boat ramps went tobacco free. Lastly, St. Michaels Housing Authority adopted a smoke-free apartment policy on June 1, 2014.

Washington County

The Hagerstown City Council in collaboration with the Mayor enacted a smoke-free ordinance for city parks on October 28, 2013.

Wicomico

On August 1, 2013, the following housing developments went smoke free: Homes at Foxfield, Mitchell Pond Village, Gateway Senior Community, and Sassafras. The Wicomico County Health Department went smoke-free on July 1, 2012, and as of July 1, 2014 their agency policy now includes electronic cigarettes. Smoke free campuses throughout the county include Peninsula Regional Medical Center (PRMC), Salisbury City Zoo, Salisbury University, Knowland Group, K&L Microwave, Chesapeake Rehab,

HealthSouth, West Brook Commons, and a multi-unit complex called The Lodge at Naylor Mill.

Worcester

As of July 1, 2013, the Worcester County Commission on Aging implemented a tobacco free campus policy which also includes 4 Senior Centers, as well as the Worcester County Maryland Access Point (MAP) and Pocomoke Health Center. Also, Calvary United Methodist Church established a Smoke Free Holy Ground, and Clark Manor housing complex became a smoke free complex on January 1, 2014.

Local Health Department Tobacco Use Prevention Media and Marketing

For the past several years, local health departments (LHDs) have been engaging in a wide variety of counter marketing and media activities with funding from the local public health component of the Cigarette Restitution Fund (CRF) Program. The various media/marketing campaigns that are developed by LHDs are intended to actively engage all Maryland residents in tobacco control discussions, prevention activities, cessation services, school-based prevention programs, enforcement, policy measures, and dialogue concerning non-smoking norms.

All LHDs engage in media and program marketing activities that inform the public of current research, legislative policies, 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 conducted include:

- Newspaper articles and inserts
- Direct mail campaigns
- News releases
- Brochures
- Billboards
- Bus signs
- Highway signs
- Placards and hanging 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
- Online digital advertising
- Electronic newsletters

Some jurisdictions used advanced technology to conduct media/marketing campaigns on list serves and social networks such as Facebook, Twitter, Google Adwords, Pinterest,

Instagram, YouTube, QR codes, and mobile telephone apps. To maximize resources, some LHDs collaborated with neighboring health departments, City Councils, local Parks and Recs, Board of Education, Dept. of Social Services, youth clubs/organizations on joint campaigns.

Local media/marketing campaigns are also tailored to reach target populations. These campaigns are developed in a culturally and linguistically sensitive manner. Targeted populations consist of, but are not limited to, African Americans, Asian Americans, Hispanic/Latinos, Native Americans, the medically underserved, low income, uninsured populations, and pregnant women. Below are some locations where direct marketing was targeted to reach ethnic/racial, vulnerable, and special populations:

- 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
- Hospitals and Medical Centers
- Colleges/Universities

LHDs enlist members from their local tobacco coalition, faith-based organizations, MOTA vendors, police departments, community partners, schools, and state health department staff to develop tailored and sensitive media/marketing campaigns. All of the media/marketing approaches support the four goal areas of the CRF Program: prevent initiation of tobacco use, eliminate harm from secondhand smoke, support cessation among adults, and reduce tobacco related health disparities.

Media messages developed by LHDs are also targeted to youth-serving organizations such as The Girls' and Boys' Club, SADD, Police Athletic League, community centers, and youth leadership groups. Schools are targeted with poster displays, bulletin boards, videos, 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 of all ages and within all population groups in the state. 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 heighten the awareness of a smoke-free Allegany such as, radio ads, ID type cards that say, "Ask Me About How to Quit Smoking," newsletters, electronic billboards with the slogan, "Hey Teens…Don't Smoke! It could kill you!" and more. One of their latest accomplishments was when a youth member on 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

Through various social media and marketing strategies such as Google Adwords, online digital advertising, and grassroots outreach gave county residents' access to the Learn to Live tobacco cessation web pages and telephone line.

Baltimore City

Baltimore City worked with a media consultant to design a teen smoking prevention campaign based on themes and reflections from a Photo voice project. The campaign 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 TV (Comcast). The messages focused on resources available for individuals wanting 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 ads that encouraged smokers to access the health department's cessation services, as well as disseminate MDQuit Line 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 PSAs, as well as with the Down to Earth Deliverance Ministry youth to develop a skit that was presented to their church and community members.

Garrett County

In Garrett County, several community planning groups did spit tobacco awareness campaigns. Youth made signs about why they don't use spit tobacco and had their picture taken with their sign. The pictures were then compiled into a display that is currently being used at community events.

Kent County

Kent County was able to promote health communication activities (e.g., MD Quitline, Cigar Trap Campaign, Tips from Former Smokers, and their Health Departments cessation services) through multiple social media outlets such as Facebook, Vimeo, e-newsletters through Constant Contact, video and radio PSA's, and Tidewater Trader (local newspaper company).

Washington County

In an effort to increase the general public's education and awareness of the dangers of tobacco use, Washington County promoted two media campaigns, the "Clean Air For

Kids" and "Smoke Free Zone." 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 such as, Facebook, Twitter, the health department website and electronic sign, Pinterest, Instagram, YouTube, radio ads, other free websites, and magnets that were displayed on their Community Pharmacy vehicle.