

FY15 CRF TOBACCO -LOCAL PUBLIC HEALTH REPORT

Overall

- Oversaw 24 local tobacco coalitions with a statewide membership of 606 people to ensure diverse representation and inclusive participation. The demographic composition of all the local coalitions is 39% African American, 4% Asian American, 51% Caucasian, 3% Hispanic/Latino, 1% Native American, and 2.3% other. These coalitions provide input to their local health department on the development of comprehensive tobacco control plans.
- Provided training and technical assistance to county health departments and community organizations to implement sustainable tobacco enforcement strategies targeting youth and tobacco retailers.
- Collaborated with the Behavioral Health Administration on tobacco retail education and compliance checks to comply with the federal SYNAR regulation.
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- Funded 215 sub-vendors that ranged from community-based, faith-based, law enforcement, behavioral health, public school systems, colleges and universities, health systems, day care centers, housing authority, and much more.
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Community-Based Element

- 2,445 advocates and community leaders were trained on smoking cessation programs and tobacco use prevention strategies.
- 113 faith-based and 20 minority organizations were funded to incorporate tobacco prevention and cessation messages into various programs.
- 101,300 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 grass-root organizations.
- 412 awareness campaigns were conducted in targeted communities.
- 44 Youth Leadership Programs conducted.
- 21,954 youth educated on e-cigarettes prevention

School-Based Element

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- 1,202 teachers, nurses, daycare providers, and school administrators were trained on available tobacco use prevention and cessation curricula, programs and strategies.
- 1,501 Pre-K students received multiple tobacco use prevention education sessions.
- 103,265 K – 12 students received multiple tobacco use prevention education sessions.
- 823 private school students were educated on tobacco use prevention.
- 431 students were educated in alternative school settings.
- 1,861 college students received tobacco use prevention education on campus.
- 5,658 students were reached with Peer Programs in schools.
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- 4,766 K-12 parents educated.
- 90 students received smoking cessation counseling and support at school.

Enforcement of Youth Access Restrictions Element

- 2,681 tobacco retailer (stores) product placement compliance checks were conducted.
- 1,240 tobacco retailer (stores) youth access compliance checks were conducted.
- 310 tobacco retailers (stores) were issued citations for sales to minors.
- 42 youth were cited for illegal possession of tobacco products.
- 131 students participated in the Tobacco Education Group (TEG) program.
- 51 sub-vendors were funded to conduct face to face vendor education with tobacco retailers.

Smoking Cessation Element

- 306 nurses and health care providers were trained on various smoking cessation models and clinical guidelines.
- 9,518 adults participated in smoking cessation services.

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- 3,396 received nicotine patches, 388 received Chantix, and 791 received nicotine replacement gum to support their quit attempt.
- 323 pregnant women participated in the smoking cessation services.
- 1,432 participants identified with behavioral health issues.
- 58% of smoking cessation class participants were minority:
 - 42% of cessation participants were African Americans (4,032)
 - 11 % of cessation participants were Hispanics/Latinos (1,069)
 - 1 % of cessation participants were Asian Americans (145)
 - 3 % of cessation participants were Native Americans (245)

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Policy Changes Support by Local Health Departments

Allegany County

- Willow Valley Apartments enacted a smoke-free policy as of July 1, 2014.

Anne Arundel County

- Anne Arundel Medical Center existing ban on tobacco use was expanded July 1, 2014 to apply to all hospital buildings and surrounding public sidewalks, parking lots and garages. It covers cigarettes, cigars, pipes, snuff and e-cigarettes.

Baltimore City

- The Maryland Zoo became a smoke-free facility as of July 1, 2014.
- November 17, 2014, e-cigarettes were prohibited inside any venue where the device is not the primary revenue source, with exemptions provided to taverns and restaurants that post signage.

Cecil County

- Cecil College enacted a smoke free campus August 27, 2014.
- West Cecil Health center enacted a smoke free campus August 1, 2014.
- Wright's AME Church- adopted Smoke free policy, effective June 7, 2015.
- Ray of Hope Mission - adopted smoke-free policy in April 1, 2015 and reinforced June 22, 2015.

Harford County

- University of Maryland Upper Chesapeake Health hospital became a tobacco free campus as of January 1, 2015.

Howard County

- Bill passed that prohibits vaping anywhere tobacco smoking is prohibited. There are no carve outs for bars or restaurants. It also prohibits the sale of e-cigs to minors and requires child proof containers. Effective on October 10, 2015.

Montgomery County

- Bill 56-14-Prohibits the use of e-cigarettes in public places where traditional

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cigarettes are banned as well. This bill also prohibits the use of e-cigarettes by minor and requires child resistant packaging for e-cigarettes. Effective Date- June 12, 2015.

Somerset County

- McCready Memorial Hospital established a tobacco free campus policy as of October 1, 2014.

Talbot County

- Talbot County Public Schools expanded its' tobacco free premises policy to include "all electronic or other smoking devices on school property at all times," adopted August 13, 2014.
- Chesapeake College revised its' tobacco free campus policy to include the prohibition of electronic cigarettes on January 5, 2015.

Washington County

- Hagerstown Public Housing Authority established a smoke-free unit policy effective August 1, 2014.

Worcester County

- Ocean City established a smoke free beach policy effective May 2015.
- Board of Education expanded tobacco free campus policy and now includes the ban of electronic nicotine devices as of December 2014.

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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.

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
- Ads at local movie theaters
- 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

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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.

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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 ran a billboard campaign that featured the following slogan: “Be Healthy, Be Smoke Free – We Can Help You Quit!” In addition, the World No Tobacco Day Campaign ran for the entire month of May with billboard displays and radio spots on Magic 107.7.

Charles County

Collaborated with Dorchester and Calvert County to create a public service message about the Youth Tobacco Access Law and not selling tobacco to minors. Teens from Calvert High School were featured in the PSA that aired on local radio stations from April to May.

Wicomico County

Wicomico County promoted Kick Butts Day and World No Tobacco Day on media sources such as the Wicomico County Health Department website, Facebook, press releases, and electronic billboards.

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Pregnancy And Tobacco Cessation Help (PATCH)

Continued the local Pregnancy and Tobacco Cessation Help (PATCH) initiative in 13 jurisdictions to address high smoking rates among pregnant women. PATCH mobilized existing resources at 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 within their households. In FY15, there were (16) PATCH trainings for staff and community partners, (4) Grand Round presentations and (2) Share and Learn regional meetings. Forty-nine partners were incentivized 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 low income housing complexes, faith based settings and promote smoke free homes tobacco policies.