

**Maryland Department of Health  
Center for Tobacco Prevention and Control Partner Profile**

**Baltimore City  
Cigarette Restitution Fund, Tobacco Control  
Program**



**Comprehensive Tobacco Control Goals:**

- Goal 1: Prevent initiation of tobacco among youth and young adults
- Goal 2: Promote quitting among adults and youth
- Goal 3: Eliminate exposure to secondhand smoke
- Goal 4: Identify and eliminate tobacco-related disparities among population groups

**County Strategies<sup>(1)</sup>**

The LHD prioritized specific geographic areas in Baltimore City to promote education, enforcement, and cessation.

**County Demographics<sup>(2)</sup>**

<b>Composition</b>	<b>County</b>	<b>Maryland</b>
Population	614,664	6,052,177
Percent of Population Under 18	21.2%	22.3%
Median Household Income	\$41,819	\$76,067
Percent of Persons in Poverty	28.8	9.3%

**Health Statistics<sup>(3) (4)</sup>**

<b>Youth</b>	<b>County</b>	<b>Maryland</b>
High School Cigarette Use	9.2%	8.2%
High School Electronic Smoking Device (ESD) Use	14.5%	13.3%
High School Smokeless Tobacco Use	6.8%	6.2%
Minority Youth Current Tobacco Use	15.2%	13.0%

<b>Adult</b>	<b>County</b>	<b>Maryland</b>
Adult Current Tobacco Use	17.3%	16.6%
Minority Adult Tobacco Use	15.8%	14.6%
Adult Cigarette Use	20.6%	13.7%

**Partners<sup>(1) (5) (6)</sup>**

**Key Types of Partnerships**

Faith-based organizations; Nonprofits or community organizations; and Behavioral health organizations

**Partners by Activity Type**

**Community Outreach**

University of Maryland Medical Center; B'More for Healthy Babies; Zeta Healthy Aging Partnership (ZHAP); MICA; New Psalmist Baptist Church; Urban League; First Apostolic Church; Mt. Pleasant Ministries; Delta Sigma Theta Sorority, Inc.; Alpha Kappa Alpha Sorority, Inc.; National Night Out; My Sister's Place; Kid Safe Zone; Sage Center; Daysprings Women's Rehab Center; Marion House; David's Loft; TRY, Inc.; AIRS Program; Mosaic, Inc.; Housing Authority of Baltimore City; AFRAM; PRIDE; and PROM

**Youth Education**

Tobacco Free Baltimore Program and Fusion Partnerships (CEASE)

**Cessation Program Providers**

American Lung Association; MedStar Harbor Hospital; Health Care for the Homeless (HCH); Baltimore City Public Schools; and Baltimore Recreations and Parks

**Enforcement**

Black Mental Health Alliance

**Vendor Education**

BaltiMarket

## Actions<sup>(1) (5) (7) (8) (8)</sup>

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	87	6,494
Tobacco Sales Citations Issued	9	606
Rate of Citations Issued per Compliance Checks	10.3%	9.3%
Synar Rate	13.3%	13.9%

Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	1,358	4,117
Cessation Program Participants- In-Person	777	7,004
LHD Referrals to Maryland Tobacco Quitline	124	3,630

## Activities to Reduce Exposure to Secondhand Smoke

The LHD trained faith and community liaisons to conduct tobacco and smoke-free homes education sessions. The LHD used second- and third-hand smoke-related materials as the primary resources for all the interactions. The LHD covered smoke-free home rules, adverse health effects, and harm caused from inhalation of secondhand smoke. Outside trainers provided supporting materials for education sessions, teleconferencing, and electronic support.

## Innovations

An innovative program at the LHD was distributing education packets on renewing and receiving retail licenses to reinforce tobacco laws to retailers. The LHD also worked with the Maryland Comptroller's Office on the enforcement of loose cigarette sales.

## Accomplishments

The LHD commended staff for effectiveness in engaging a community of diverse ages and stages of cessation in this program.

## Most Effective Program<sup>(1)</sup>

The LHD's most effective program was the display of smoke-exposed lungs to youth and adults. Many youth and adults were amazed by the impact of smoking on health. The LHD has received many requests for the presentation.

## Useful Links<sup>(1)</sup>

<https://health.baltimorecity.gov/health-resources-topic/tobacco-smoking-cessation>

## Sources of Data

- (1) 2018 LHD Program Inventory
- (2) Census 2017 Population Estimates
- (3) 2016 Behavioral Risk Factor Surveillance System
- (4) 2016 Youth Risk Behavior Survey and Youth Tobacco Survey
- (5) FY17 Cigarette Restitution Fund Grantee Reports
- (6) FY17 Enforcement Grantees Reports
- (7) FY18 MD Tobacco Quitline Reports
- (8) FFY18 Synar Report
- (9) FY18 Cigarette Restitution Fund Grantee Reports