

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

**Caroline County
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⁽¹⁾

The LHD expanded knowledge and research about electronic smoking devices (ESDs) such as JUULs and vapes to the county. Knowledge was shared at school; community and faith-based events; with Wellness Coalition partners; and at primary care provider (PCP) offices.

County Demographics⁽²⁾

Composition	County	Maryland
Population	33,193	6,052,177
Percent of Population Under 18	23.7%	22.3%
Median Household Income	\$50,830	\$76,067
Percent of Persons in Poverty	15.3%	9.3%

Health Statistics^{(3) (4)}

Youth	County	Maryland
High School Cigarette Use	13.9%	8.2%
High School Electronic Smoking Device (ESD) Use	19.6%	13.3%
High School Smokeless Tobacco Use	7.9%	6.2%
Minority Youth Current Tobacco Use	20.5%	13.0%

Adult	County	Maryland
Adult Current Tobacco Use	29.2%	16.6%
Minority Adult Tobacco Use	27.1%	14.6%
Adult Cigarette Use	27.9%	13.7%

Partners^{(1) (5) (6)}

Key Types of Partnerships

Faith-based organizations; Nonprofits or community organizations; and Caroline County Public Schools

Partners by Activity Type

Community Outreach

Fellowship #58; Spirit and Mind; Union Bethel AME; Greater New Hope Ministries; Local Food Pantries; Channel Markers; Choptank Community Health (FQHC); Lion's Club; Senior Centers; Town of Federalsburg; Choptank Transport; Caroline County Detention Center; St. Martin's Ministries; Various Employee Health Fairs; His Hope Haven Shelter; Town celebration days; and Libraries

Youth Education

Men for Change; Ladies of Nia; International House of Worship; Fireflies Denton; Mount Calvary; Town of Greenboro; People for Better Housing; GES; YMCA; Elevating Youth to a Clear Path (EYCP); Cub Scouts; Head Start; Parks and Recreation after school program; Caroline County DSS; 4-H; WIC; State Parks; and Board of Child Care

Cessation Program Providers

Caroline County Health Department Smoking Cessation Program

Enforcement

Caroline County Sheriff's Office

Vendor Education

Worthy Women Walking for the Well of It; YMCA Denton; and Caroline County Health Department

Actions^{(1) (5) (7) (8) (8)}

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	78	6,494
Tobacco Sales Citations Issued	7	606
Rate of Citations Issued per Compliance Checks	8.9%	9.3%
Synar Rate	25.0%	13.9%

Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	15	4,117
Cessation Program Participants- In-Person	40	7,004
LHD Referrals to Maryland Tobacco Quitline	39	3,630

Activities to Reduce Exposure to Secondhand Smoke

The LHD presented to a variety of audiences including many events (e.g. Summerfest, Community Resource Day); organizations (e.g. Choptank Transport, Cub Scouts, Channel Markers, etc.); schools and school programs; coalitions (Wellness Coalition); and on Facebook.

Innovations

An innovative approach at the LHD was presenting to a variety of audiences including many events (e.g. Summerfest, Community Resource Day); organizations (e.g. Choptank Transport, Cub Scouts, Channel Markers, etc.); schools and school programs; coalitions (Wellness Coalition); and on Facebook.

Accomplishments

The LHD cultivated a receptive audience through radio advertisements about not selling tobacco to minors featuring youth from the International House of Worship. The LHD implemented revisions to the smoking cessation program to allow for individualized lessons.

Most Effective Program⁽¹⁾

The LHD's most effective program was reaching youth and parents at back-to-school events and after-school programs at middle schools; Red Ribbon Week activities in schools; and classroom presentations. The LHD strengthened its relationships the sheriff's department and local government.

Useful Links⁽¹⁾

<https://smokingstopshere.com/locations/caroline/>

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