

**Maryland Department of Health
Center for Tobacco Prevention and Control Partner Profile
Frederick 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 conducted outreach and education to prevent tobacco initiation of youth and young adults at community events, speaking engagements, and educational lessons. The LHD and partners provided cessation services for tobacco use. Other strategies included referrals to the Quitline and engaging healthcare providers to increase referrals to existing cessation services. The LHD supported implementation and enforcement of policies for tobacco and smoke-free public places and identified opportunities to expand to multi-unit houses, college campuses, and parks. The LHD used local data to identify tobacco-related disparities among population groups. The LHD collaborated with community organizations to reduce and eliminate tobacco-related population disparities.

County Demographics⁽²⁾

Composition	County	Maryland
Population	252,022	6,052,177
Percent of Population Under 18	23.3%	22.3%
Median Household Income	\$88,502	\$76,067
Percent of Persons in Poverty	6.7%	9.3%

Health Statistics^{(3) (4)}

Youth	County	Maryland
High School Cigarette Use	8.6%	8.2%
High School Electronic Smoking Device (ESD) Use	16.6%	13.3%
High School Smokeless Tobacco Use	6.6%	6.2%
Minority Youth Current Tobacco Use	16.9%	13.0%
Adult	County	Maryland
Adult Current Tobacco Use	21.2%	16.6%
Minority Adult Tobacco Use	17.3%	14.6%
Adult Cigarette Use	17.4%	13.7%

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

Key Types of Partnerships

Non-profits and community organizations; Mental health and substance use agencies/organizations; Hospitals; Local law enforcement agencies; Public schools; Community little leagues; and Colleges

Partners by Activity Type

Community Outreach

Frederick County Detention Center; Downtown Frederick Partnership; The Frederick Center; The Rescue Mission; Frederick Community College; Hood College; Local law enforcement agencies; and The Frederick Keys

Youth Education

Frederick County Public Schools; Asian American Center of Frederick; and The Frederick Keys Baseball

Cessation Program Providers

Frederick Memorial Hospital

Enforcement

Frederick Police Department; Brunswick Police Department; and Thurmont Police Department

Vendor Education

The Explorers Program overseen by the Frederick County-Sheriff's Office

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

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	186	6,494
Tobacco Sales Citations Issued	17	606
Rate of Citations Issued per Compliance Checks	9.1%	9.3%
Synar Rate	4.5%	13.9%
Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	87	4,117
Cessation Program Participants- In-Person	384	7,004
LHD Referrals to Maryland Tobacco Quitline	764	3,630

Activities to Reduce Exposure to Secondhand Smoke

The LHD developed temporary signage visibly placed during concert events such as the Summer Concert Series in addition to an announcement at each concert about the smoke-free policy and promotion of the LHD's website.

Innovations

An innovative program at the LHD was the development of an employee toolkit in observance of the Great American Smoke Out (GASO). The toolkit included an adapted communication guide from the American Cancer Society along with posters and materials for two activities. Three local organizations use the kit to celebrate. The LHD also launched a Facebook campaign with tips posted throughout the day for quitters and those supporting quitters including links to cessation resources. The LHD sponsored large community events by educating 115 youth face-to-face across four local little leagues. In addition to covering the harms of tobacco products with the youth, 1,500 individuals hear and see the LHD's tobacco prevention messages via signage at the baseball fields, hear announcements about the fields being tobacco-free areas, visit informational booths on opening day, and see information on little league websites.

Accomplishments

The LHD strengthened its relationship with the Frederick County Adult Detention Center by offering more groups for all available inmates. Inmates had a better chance of avoiding relapse upon release because treatment was more available for inmates suffering from nicotine addiction. Inmates were put in direct contact with resources. In FY18, nearly 200 inmates took part in cessation groups.

Most Effective Program⁽¹⁾

The LHD's most effective programs are awareness campaigns including attending community events, speaking engagements, and small group lessons and activities. Programs include a variety of information such as prevention of traditional tobacco use, electronic cigarette and vaping products, and cessation techniques. Information is tailored to each audience.

Useful Links⁽¹⁾

<http://health.frederickcountymd.gov/558/Tobacco-Prevention-and-Cessation-Program>
<http://health.frederickcountymd.gov/557/Tobacco-Merchant-Compliance-Initiative>
<https://stayintheknow.org/tobacco>

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