

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

**Harford 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 focused much of their education and outreach on technologically advanced but unregulated electronic smoking device (ESD)/vaping /"Juuling" industry. Conservative (anecdotal) estimates of student experimentation with vaping products among high school students ranged from 60-90% of student bodies.

County Demographics⁽²⁾

Composition	County	Maryland
Population	252,160	6,052,177
Percent of Population Under 18	22.4%	22.3%
Median Household Income	\$81,052	\$76,067
Percent of Persons in Poverty	7.2%	9.3%

Health Statistics^{(3) (4)}

Youth	County	Maryland
High School Cigarette Use	9.3%	8.2%
High School Electronic Smoking Device (ESD) Use	14.3%	13.3%
High School Smokeless Tobacco Use	6.3%	6.2%
Minority Youth Current Tobacco Use	15.0%	13.0%

Adult	County	Maryland
Adult Current Tobacco Use	20.8%	16.6%
Minority Adult Tobacco Use	15.8%	14.6%
Adult Cigarette Use	16.7%	13.7%

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

Partners by Activity Type

Community Outreach

Extreme Family Outreach; Zeta Phi Beta Women's Sorority; Phi Beta Sigma Service Fraternity; and University of Maryland Upper Chesapeake Health System

Youth Education

Harford County Public Schools

Enforcement

Harford County Sheriff's Office (HCSO)

Vendor Education

Phi Beta Sigma Service Fraternity (Harford County Omicron Psi Sigma Chapter); and Phi Beta Service Sorority (Harford County Omicron Chi Zeta Chapter)

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

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	250	6,494
Tobacco Sales Citations Issued	27	606
Rate of Citations Issued per Compliance Checks	10.8%	9.3%
Synar Rate	4.8%	13.9%

Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	165	4,117
Cessation Program Participants- In-Person	130	7,004
LHD Referrals to Maryland Tobacco Quitline	150	3,630

Activities to Reduce Exposure to Secondhand Smoke

The LHD and Local Health Improvement Coalition focused on supporting tobacco-free commercial residential properties, work places, and recreational and entertainment venues.

Innovations

An innovative program at the LHD addressed vaping as a serious public health threat, particularly among youth whose parents frequently know little about the phenomenon. Using personal funds, the LHD's School and Community Development Specialist accumulated a collection of vaping products (including the most current products) and used them as a visual basis for education among students and parents. Public response to this approach was profoundly favorable and resulted in greater awareness as well as increased dialogue between parents and youth.

Accomplishments

The LHD made significant impact on youth ages five to 18 with an aggressive school outreach and education campaign. The campaign nurtured a strong relationship between the Harford CRF Tobacco and Enforcement Programs and the Harford County Public Schools administration. School administrators and teachers paved the way for additional activities such as "Back-to-School" and "Open House" opportunities to reach students and parents. The LHD contributed to curriculum planning and school health services including HCPS Tobacco Policy Student Violators Referral Program and contributed to Harford's Coordinated School Health Policy meetings.

Most Effective Program⁽¹⁾

The LHD's most effective program was the LHD's school health educator providing developmentally-appropriate tobacco use prevention and awareness presentations in pre-K through 12th grade classrooms. Classroom visits plus other large group presentations reached more than 10,000 students. Emphasis was placed on CRF Tobacco priority areas including but not limited to secondhand smoke and ESD and vaping concerns.

Useful Links⁽¹⁾

<https://harfordcountyhealth.com/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