

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

**Howard 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<sup>(1)</sup>**

The LHD prioritized efforts around community, school, and cessation interventions. Additional education was provided to tobacco retailers, students who violated school tobacco policies, and youth groups.

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

<b>Composition</b>	<b>County</b>	<b>Maryland</b>
Population	321,113	6,052,177
Percent of Population Under 18	24.5%	22.3%
Median Household Income	\$113,800	\$76,067
Percent of Persons in Poverty	5.2%	9.3%

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

<b>Youth</b>	<b>County</b>	<b>Maryland</b>
High School Cigarette Use	4.7%	8.2%
High School Electronic Smoking Device (ESD) Use	8.3%	13.3%
High School Smokeless Tobacco Use	4.7%	6.2%
Minority Youth Current Tobacco Use	9.5%	13.0%

<b>Adult</b>	<b>County</b>	<b>Maryland</b>
Adult Current Tobacco Use	8.4%	16.6%
Minority Adult Tobacco Use	7.3%	14.6%
Adult Cigarette Use	7.6%	13.7%

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

**Key Types of Partnerships**

Behavioral Health; Community service agencies, public/private schools; Businesses; and Medical practices and hospitals

**Partners by Activity Type**

**Community Outreach**

Foreign Born International Network (FIRN); Humanim; I Can't We Can Counseling Center; Tuerk House; Howard Community College; Howard County General Hospital; Howard County Health Department Clinic; WIC; and Cancer Program

**Youth Education**

Howard County Public and Private Schools; Girl Scouts; and Youth ambassador recruitment and work group

**Cessation Program Providers**

Howard County Health Department was the only cessation program in the county

**Enforcement**

The Surveillance Group, Inc. (TSG); Howard County Land Records and Licensing Department; and Explorers Program via Boy Scouts of America in Howard County for Youth Tobacco Investigators

**Vendor Education**

Howard County Health Department staff conducted vendor education

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

<b>Enforcement Activities &amp; Outcomes</b>	<b>County</b>	<b>Maryland</b>
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%

<b>Cessation Program Activities &amp; Outcomes</b>	<b>County</b>	<b>Maryland</b>
Cessation Program Participants- Quitline Callers	83	4,117
Cessation Program Participants- In-Person	240	7,004
LHD Referrals to Maryland Tobacco Quitline	0	3,630

## Activities to Reduce Exposure to Secondhand Smoke

The LHD provided education to daycare providers and distributed tobacco-related materials such as pocket cards and brochures to afterschool programs, private schools, and WIC and Family OPTIONS program participants.

## Innovations

An innovative program at the LHD was restructured and streamlined cessation programs with newly developed standard operating procedures (SOPs). The LHD planned to partner with Howard County's General Hospital's Wellness Center to recruit referrals and conduct cessation classes.

## Accomplishments

The LHD had enforcement officers complete 250 compliance checks with an 11% violation rate. There was an increased number of student referrals to Howard County's Tobacco Awareness Program for Teen (TAPFT) program from the increased partnership with the Howard County Public School System Director of Community, parents, School Outreach Division of School Management, and Instructional Leadership Howard County Public Schools. All community and school performance measures were achieved.

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

The LHD's most effective program was contracting retired police officers to conduct compliance checks.

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

<https://www.howardcountymd.gov/Departments/Health/Cancer-Prevention/Tobacco-Control-Program>  
<https://www.howardcountymd.gov/Departments/Health/Health-Promotion/Tobacco-Sales-Enforcement>

## 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