

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

**Kent 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 focused on prevention of youth using traditional and emerging tobacco products. The LHD prioritized comprehensive smoke-free air policies at all parks, beaches, and recreation sites; existing smoke-free policies applied only to youth-focused events.

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

<b>Composition</b>	<b>County</b>	<b>Maryland</b>
Population	19,384	6,052,177
Percent of Population Under 18	15.9%	22.3%
Median Household Income	\$55,028	\$76,067
Percent of Persons in Poverty	14.0%	9.3%

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

<b>Youth</b>	<b>County</b>	<b>Maryland</b>
High School Cigarette Use	12.6%	8.2%
High School Electronic Smoking Device (ESD) Use	15.8%	13.3%
High School Smokeless Tobacco Use	10.7%	6.2%
Minority Youth Current Tobacco Use	21.7%	13.0%

<b>Adult</b>	<b>County</b>	<b>Maryland</b>
Adult Current Tobacco Use	20.6%	16.6%
Minority Adult Tobacco Use	17.5%	14.6%
Adult Cigarette Use	18.0%	13.7%

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

**Key Types of Partnerships**

Faith-based organizations; Community; School-based; and Healthcare

**Partners by Activity Type**

**Community Outreach**

Boy Scout Troop #130; MOTA and CATS team; Girl Scout Troop #1184 from Millington; The Bayside HOYAS; Fellows Helfenbein & Newnam Funeral Home in Chestertown; Kent Family Center; the Judy Center; Department of Social Services; and KCPS

**Youth Education**

Kent County Public Schools

**Cessation Program Providers**

Kent County Behavioral Health and Whitsitt Center for Inpatient Addictions

**Enforcement**

Kent County Government (Alcohol and Tobacco Inspector)

**Vendor Education**

Kent County's Alcohol and Tobacco Inspector; Bayside HOYAS; and Girl Scout Troop #1184 of Millington

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

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	300	6,494
Tobacco Sales Citations Issued	88	606
Rate of Citations Issued per Compliance Checks	29.3%	9.3%
Synar Rate	33.3%	13.9%

Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	36	4,117
Cessation Program Participants- In-Person	56	7,004
LHD Referrals to Maryland Tobacco Quitline	26	3,630

## Activities to Reduce Exposure to Secondhand Smoke

The LHD set up a table display with information about electronic smoking devices and secondhand smoke at the Kent County Fair. The LHD set up an information table with information on the effects of smoking and vaping during pregnancy, secondhand smoke effects on infants, and cessation options at the Crazy Days event in Chestertown. The LHD educated child care providers on the dangers of second- and third-hand smoke. The LHD held a multi-unit housing meeting to discuss smoke-free multi-unit housing policies and the dangers of secondhand smoke exposure. Six property complex managers attended. The LHD gave every elementary student a pencil, pencil card, and tobacco information at a back-to-school giveaway. The front of the information card featured artwork from a previous Sponge Bob door hanger campaign and the back explained the dangers of nicotine, secondhand smoke, and vaping. The information on the cards was read over the announcement system at each elementary school. The LHD promoted smoke-free parks and ballfields at a community event.

## Innovations

An innovative program at the LHD was partnering with high school broadcasting students to create and deliver social norm and anti-tobacco and nicotine messaging. The LHD also worked on a "Which Moments" print and social media campaign using Kent citizens with their children/grandchildren asking 'which moments are you willing to give away?'

## Accomplishments

The LHD reached an audience of more than 800 followers on Facebook through Kent On the Move, a compilation of the LHD's initiatives. The LHD's network of partners all participate in outreach efforts. The LHD has successfully promoted smoke-free air and working with local businesses to adopt smoke-free campuses.

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

The LHD's most effective programs were community engagement activities geared toward families (e.g. the Easter Egg Hunt and the "Halloteen" events) held annually. Hundreds of people attended each year.

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

[www.Getthehealthykent.org](http://www.Getthehealthykent.org)

## 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