

FY 2018

(July 1, 2017- June 30, 2018)

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

**Prince George's 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 Demographics<sup>(2)</sup>**

<b>Composition</b>	<b>County</b>	<b>Maryland</b>
Population	912,756	6,052,177
Percent of Population Under 18	22.2%	22.3%
Median Household Income	\$75,925	\$76,067
Percent of Persons in Poverty	9.2%	9.3%

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

<b>Youth</b>	<b>County</b>	<b>Maryland</b>
High School Cigarette Use	6.2%	8.2%
High School Electronic Smoking Device (ESD) Use	9.0%	13.3%
High School Smokeless Tobacco Use	5.0%	6.2%
Minority Youth Current Tobacco Use	9.7%	13.0%

<b>Adult</b>	<b>County</b>	<b>Maryland</b>
Adult Current Tobacco Use	13.6%	16.6%
Minority Adult Tobacco Use	13.1%	14.6%
Adult Cigarette Use	11.3%	13.7%

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

**Key Types of Partnerships**

Nonprofits or community organizations

**Partners by Activity Type**

**Community Outreach**

Minority Outreach and Technical Assistance (MOTA) at Bowie State University

**Youth Education**

The Student Ambassador Program in the Prince George's County Public Schools

**Cessation Program Providers**

The Maryland Center at Bowie State

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

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	0	6,494
Tobacco Sales Citations Issued	0	606
Rate of Citations Issued per Compliance Checks	-	9.3%
Synar Rate	28.6%	13.9%

Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	370	4,117
Cessation Program Participants- In-Person	933	7,004
LHD Referrals to Maryland Tobacco Quitline	0	3,630

## Activities to Reduce Exposure to Secondhand Smoke

The LHD conducted over twenty secondhand smoke education programs.

## Innovations

An innovative program at the LHD was the student ambassador program. The LHD collaborated with Prince George's County public schools to educate youth (7 through 12th grade). The most effective program was the Tobacco Ambassador Program which covered in the northern, central and southern parts of Prince George's County. Particular emphasis was needed in the southern region. The LHD selected two students per school to educate youth using the peer-to-peer education method. Education topics covered tobacco products, cigars, cigarettes, electronic smoking devices, and secondhand smoke exposure.

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

<https://www.princegeorgescountymd.gov/1821/Tobacco-Use-Prevention>

## 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