

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

**St. Mary'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 Strategies⁽¹⁾

The LHD prioritized increased awareness and education about youth vaping and tobacco use. The LHD promoted their VapeAware multi-media awareness campaign through outreach and community presentations. The LHD sought to expand the campaign to include youth in further decision-making.

County Demographics⁽²⁾

Composition	County	Maryland
Population	112,667	6,052,177
Percent of Population Under 18	24.5%	22.3%
Median Household Income	\$86,508	\$76,067
Percent of Persons in Poverty	8.2%	9.3%

Health Statistics^{(3) (4)}

Youth	County	Maryland
High School Cigarette Use	11.7%	8.2%
High School Electronic Smoking Device (ESD) Use	19.0%	13.3%
High School Smokeless Tobacco Use	6.7%	6.2%
Minority Youth Current Tobacco Use	18.9%	13.0%

Adult	County	Maryland
Adult Current Tobacco Use	17.2%	16.6%
Minority Adult Tobacco Use	16.7%	14.6%
Adult Cigarette Use	15.4%	13.7%

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

Key Types of Partnerships

Faith-based organizations; Nonprofits or community organizations; and Behavioral health organizations

Partners by Activity Type

Community Outreach

The College of Southern Maryland, Leonardtown Campus; MedStar St. Mary's Hospital; St. Mary's County Government; Unified Committee for Afro-American Contributions; and St. Mary's County Public Schools

Youth Education

Minority Outreach Coalition (MOC); Fidelity Chapter #60 OES PHA; and Spring Ridge Middle School Parent Teacher Student Association (PTSA)

Enforcement

St. Mary's County Sheriff's Office

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

Enforcement Activities & Outcomes	County	Maryland
Tobacco Sales Compliance Checks	126	6,494
Tobacco Sales Citations Issued	10	606
Rate of Citations Issued per Compliance Checks	7.9%	9.3%
Synar Rate	16.7%	13.9%

Cessation Program Activities & Outcomes	County	Maryland
Cessation Program Participants- Quitline Callers	13	4,117
Cessation Program Participants- In-Person	107	7,004
LHD Referrals to Maryland Tobacco Quitline	501	3,630

Activities to Reduce Exposure to Secondhand Smoke

The LHD provided technical assistance to the Healthy St. Mary's Partnership's Tobacco-Free Living Coalition for the Smoke-Free Holy Grounds Initiative (SFHG). SMHG sought to increase the number of smoke-free environments in the community. The LHD worked with Comcast Spotlight to promote commercial advertisements about secondhand smoke to residents in St. Mary's County.

Innovations

An innovative program at the LHD was implementing the VapeAware program. This mass-reach health communication intervention began as an effort to communicate the potential health risks surrounding vaping and electronic smoking devices (ESDs) prevalent among young people. The LHD used an evidence-base model to create the VapeAware campaign in St. Mary's County.

Accomplishments

The LHD created the "VapeAware: Get the facts" commercial to educate the public on the dangers of ESDs. The LHD worked with Comcast Spotlights to educate the community via advertisements on ESDs and vaping. Southern Maryland News Net and Clear Channel Outdoor were used for mobile digital advertising. Southern Maryland News Net reached 150,000 readers, 30,000 Facebook followers, and 16 million advertisement impressions with over 6,800 advertisement clicks. Clear Channel Outdoors ran an advertisement for two weeks and reached 62,717 mobile devices with 112 clicks. A billboard was placed in Hollywood and the geofenced mobile advertisement was mapped around nine middle and high schools.

Most Effective Program⁽¹⁾

The LHD's most effective program was mini-grants to community partners and non-governmental organizations (NGOs) to educate youth on ESD health risks. The LHD requested proposals from three NGOs for educating youth. The LHD partnered with faith-based, student, and civic organizations to focus on youth education. The LHD educated almost 10,000 youth on the risks of vaping in three years. The LHD focused on decreasing youth ESD use from 26% to 19%.

Useful Links⁽¹⁾

<http://healthystmarys.com/>
<http://www.smchd.org/vapeaware/>
<https://phpa.health.maryland.gov/ccdpc/Reports/Pages/YRBS2016.aspx>
<https://www.thecommunityguide.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