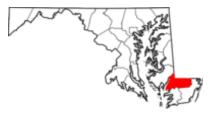
FY 2018 (July 1, 2017- June 30, 2018) Maryland Department of Health Center for Tobacco Prevention and Control Partner Profile

Wicomico 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 provided education to youth, school officials, and parents on JUULing.

| County Demographics ⁽²⁾ | | |
|---|----------|-----------|
| Composition | County | Maryland |
| Population | 102,923 | 6,052,177 |
| Percent of Population Under 18 | 22.1% | 22.3% |
| Median Household Income | \$53,508 | \$76,067 |
| Percent of Persons in Poverty | 18.0% | 9.3% |
| Health Statistics ^{(3) (4)} | | |
| Youth | County | Maryland |
| High School Cigarette Use | 11.0% | 8.2% |
| High School Electronic Smoking Device (ESD) Use | 17.0% | 13.3% |
| High School Smokeless Tobacco Use | 6.8% | 6.2% |
| Minority Youth Current Tobacco Use | 14.8% | 13.0% |
| Adult | County | Maryland |
| Adult Current Tobacco Use | 21.0% | 16.6% |
| Minority Adult Tobacco Use | 16.2% | 14.6% |
| Adult Cigarette Use | 17.1% | 13.7% |
| Partners ^{(1) (5) (6)} | | |

Key Types of Partnerships

Faith-based organizations; Nonprofits or community organizations; Behavioral health organizations; and Another local health department

Partners by Activity Type

Community Outreach

Jireh Community Development, Inc.; St. Paul AME Zion Church; Center for Clean Start (C4CS); Tactical Securities; and Chesapeake Health Center

Youth Education

Wicomico County Schools

Enforcement

Wicomico County Sheriff's Office (WCSO)

Vendor Education

Rapture Ready Ministries; Emmanuel Wesleyan Church; and The Child and Family Foundation

| Actions ^{(1) (5) (7) (8) (8)} | | |
|--|--------|----------|
| Enforcement Activities & Outcomes | County | Maryland |
| Tobacco Sales Compliance Checks | 90 | 6,494 |
| Tobacco Sales Citations Issued | 16 | 606 |
| Rate of Citations Issued per Compliance Checks | 17.8% | 9.3% |
| Synar Rate | 20.0% | 13.9% |
| Cessation Program Activities & Outcomes | County | Maryland |
| Cessation Program Participants- Quitline Callers | 66 | 4,117 |
| Cessation Program Participants- In-Person | 195 | 7,004 |
| LHD Referrals to Maryland Tobacco Quitline | 10 | 3,630 |

Activities to Reduce Exposure to Secondhand Smoke

The LHD provided education classes for youth and adults on the dangers of secondhand smoke and tobacco-related products. The dangers of smoking and tobacco-related products were shown in different forms such as: the Risky Puffs project; presentations to women in the tri-county WIC breastfeeding class and information about secondhand smoke from a youth coalition; and preschool/daycares including an activity book that displayed the effects of secondhand smoke to lungs.

Innovations

An innovative program at the LHD was weekly smoking classes consisting of activities such as games, rock painting, art projects, and speakers about various topics.

Accomplishments

The LHD had clients who successfully quit smoking attend classes to support newcomers trying to quit.

Most Effective Program⁽¹⁾

The LHD's most effective program was weekly cessation classes. About twelve people attended each class with two to three new clients on average at each class.

Useful Links⁽¹⁾

https://www.wicomicohealth.org/index.asp?pageid=147

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