

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

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

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

<b>Composition</b>	<b>County</b>	<b>Maryland</b>
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<sup>(3) (4)</sup>**

<b>Youth</b>	<b>County</b>	<b>Maryland</b>
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%

<b>Adult</b>	<b>County</b>	<b>Maryland</b>
Adult Current Tobacco Use	21.0%	16.6%
Minority Adult Tobacco Use	16.2%	14.6%
Adult Cigarette Use	17.1%	13.7%

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

**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<sup>(1) (5) (7) (8) (8)</sup>

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

<b>Cessation Program Activities &amp; Outcomes</b>	<b>County</b>	<b>Maryland</b>
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<sup>(1)</sup>

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<sup>(1)</sup>

<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