



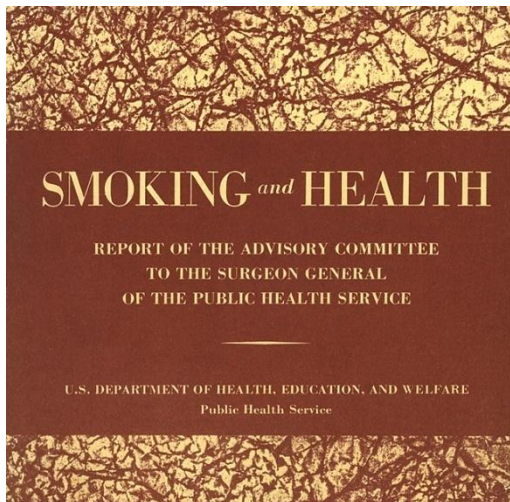
Tobacco Control in Maryland: *Past, Present, and Future*

8th Best Practices Conference
January 23, 2014

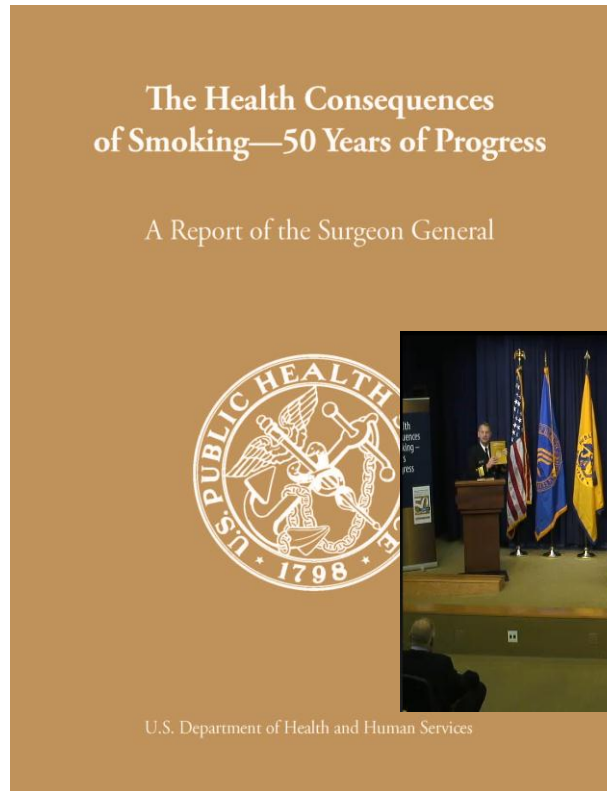
Dawn S. Berkowitz, MPH, CHES
Director, Center for Tobacco Prevention and Control
Maryland Department of Health and Mental Hygiene
Public Health and Prevention Administration

The Health Consequences of Smoking: 50 Years of Progress

A Report of the Surgeon General



1964

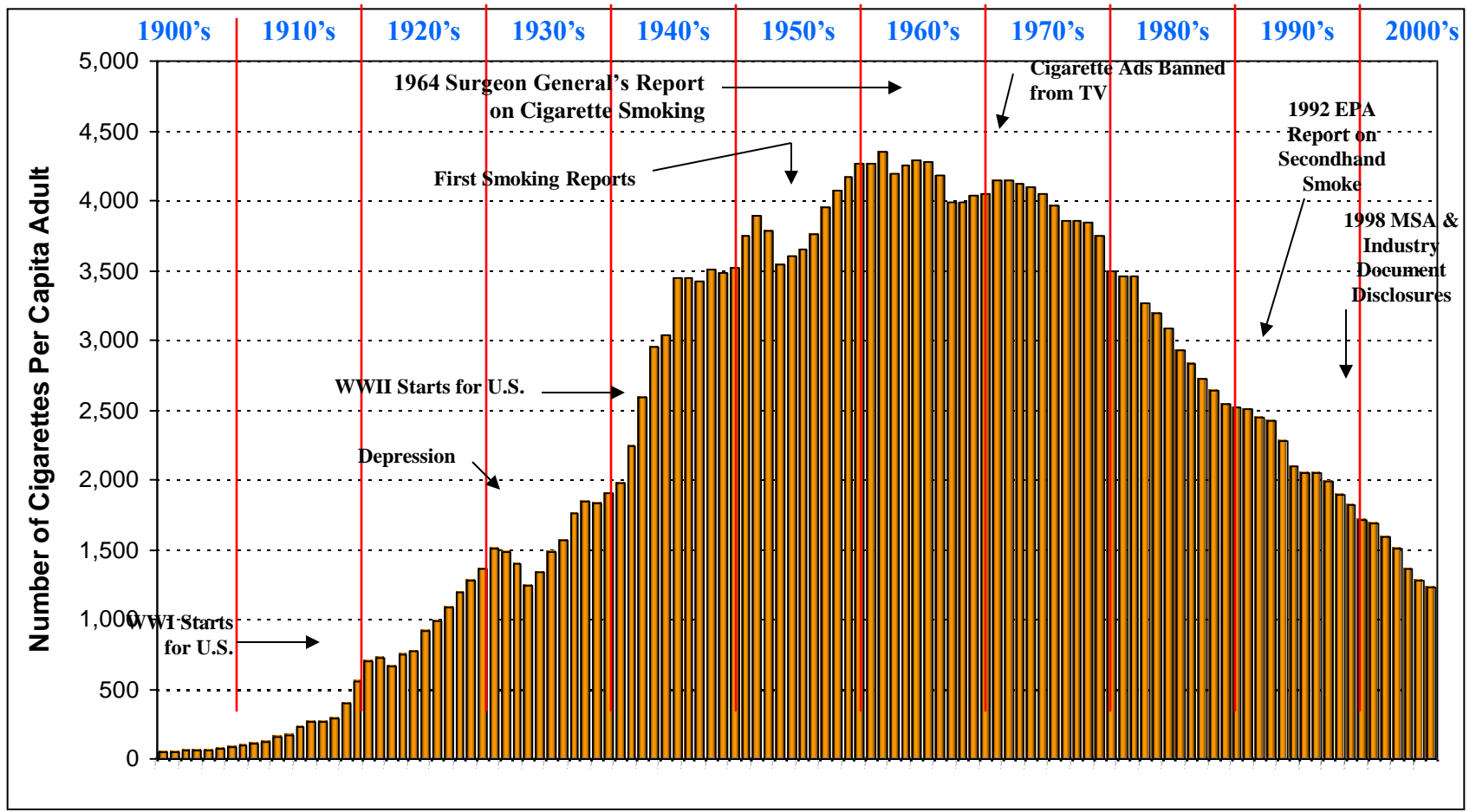


2014

Successes over the past 50 years

- ❑ **JAMA – in 1965 42% of adults smoked; in 2012 18% of adults smoked.**
- ❑ **JAMA – Tobacco control measures adopted since 1964 have saved eight million Americans from death (average 160,000 year over 50 years).**
 - Each of the 8 million gained an average of 20 years of life.
 - Total of 157 million years of lives saved.
- ❑ **Report led to warning labels on cigarette packs, ban on TV ads, and eventual norm shift in smoking.**
 - 1965 – congress passed legislation requiring SGR warnings on cigarette packs (took 6 years to implement).
 - 1971 – cigarette ads banned from TV.

Adult Cigarette Per Capita Cigarette Consumption United States, 1900-2012



Sources: Tobacco Situation and Outlook Report Yearbook. U.S. Department of Agriculture (1900-2006), Morbidity and Mortality Weekly Report (MMWR), Aug. 3, 2012/61(3); 565-569 (2007-2011).

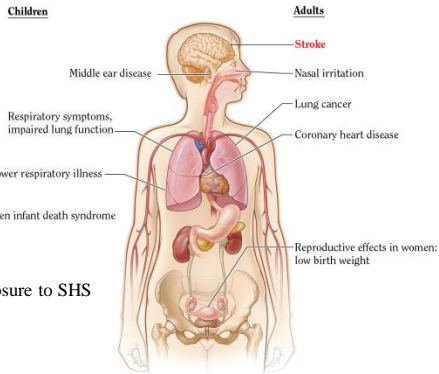
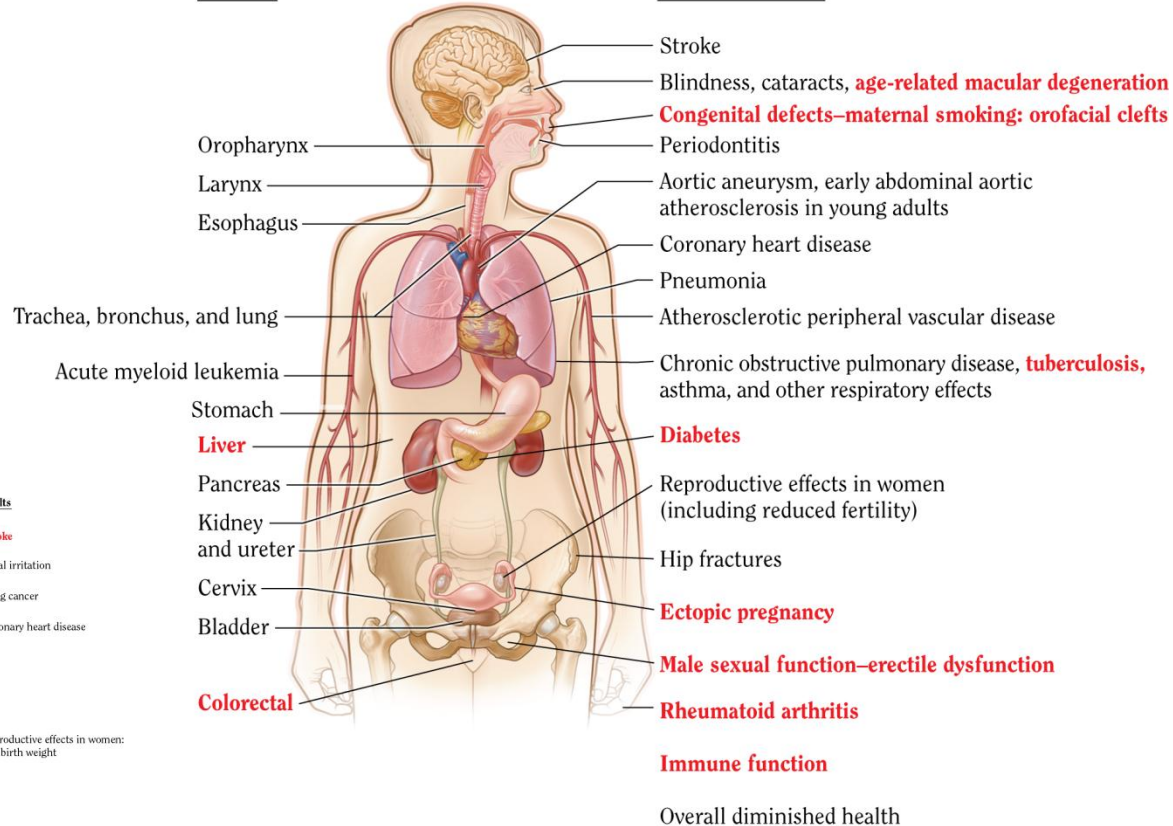
More work to be done ...

- ❑ Nearly 44 million American adults still smoke.
- ❑ More than 440,000 (SGR14 – nearly 500,000) die each year from smoking.
- ❑ 2014 SGR – updated from \$289B/year from \$183B/year in direct medical costs and economic loss due to lost productivity.
- ❑ 1964-2012 – 24.7 trillion cigarettes smoked, leading to at least 17.6M smoking attributable deaths.
- ❑ Tobacco still #1 cause of preventable death in U.S.
- ❑ 2014 SGR – if current smoking rates continue, 5.6 million kids alive in U.S. today will die prematurely from smoking (1 in 13 <18).

Health Consequences Causally Linked to Smoking

Cancers

Chronic Diseases



Source: USDHHS 2004, 2006, 2012/2014 SGR Report

Note: Conditions in red is a new disease that has been causally linked to smoking in 2014 Surgeon General's Report.

ALA State of Tobacco Control 2014



State of
Tobacco Control 2014

AT A GLANCE FEDERAL GRADES STATE GRADES SPREAD THE WORD

📍 YOU ARE LOCATED IN: MARYLAND

SELECT LOCATION

DID YOUR STATE MAKE THE GRADE?

STATE: MARYLAND

F

TOBACCO
PREVENTION

A

SMOKEFREE AIR

C

CIGARETTE TAX

F

CESSATION
COVERAGE



The American Lung Association in Maryland continues to partner with its fellow public health organizations to decrease the toll of tobacco use and exposure within the state of Maryland. While Maryland has made significant advances in decreasing adult and youth smoking rates over the past decade, recently that progress has virtually stopped... [READ HIGHLIGHTS](#) ▶

STATE GRADE SUMMARY ▶

FEDERAL GRADE SUMMARY ▶

TAKE ACTION ▶

UPDATED LAWS ▶

Social Norms Surrounding Tobacco Use

(Pseudo)Science "Proves" OK to Smoke



SCIENCE
DISCOVERED IT...
YOU CAN PROVE IT

"No Unpleasant After-taste"
—added to the world's most famous ABCs—

Always Milder
Better Tasting
Cooler Smoking

Here's the Biggest 'Plus' in Cigarette History!
"CHESTERFIELD IS THE ONLY CIGARETTE of all brands tested in which members of our taste panel found no unpleasant after-taste."

From the report of a well-known research organization

Always Buy CHESTERFIELD

1951

1934

"Believe me, folks, you'll want to read this important new evidence on the effects of smoking. Then you'll say... on I do... **MUCH Milder** CHESTERFIELD IS BEST FOR ME!"

Walter Dill Scott

NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat or sinuses of the group from smoking Chesterfield.

MUCH Milder
CHESTERFIELD
IS BEST FOR YOU

First and Only Premium Quality Cigarette in Both Regular and King-Size

CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

1953

THE SATURDAY EVENING POST July 4, 1934

A FACT!

SCIENCE ADVANCES NEW DATA THAT MAY COMPLETELY CHANGE YOUR IDEAS OF CIGARETTES!

YOUR ENERGY VARIES DURING THE DAY

Experience of Camel Smokers Confirmed

Here's a basic discovery that shows new light on our past knowledge about cigarettes. It establishes an "energizing effect" ... a quick restoration of the flow of natural body energy ... a delightful relief from fatigue and irritability. This experience long known to Camel smokers has received full scientific confirmation. You do "get a lift with a Camel," and it is a pleasure that you can repeat as often as you like—all day long. For Camels never get on your nerves.

CAMELS can literally relieve fatigue and irritability

Are you irritable... cross and impatient when tired? Then light a Camel. As you feel your flow of natural energy being restored. That "drowsy" feeling drops away. Your pep and cheerfulness come flooding back. You are once again able to face the "next move" with a smile!

EFFECT IS NATURAL

The effect is produced by Camels in a wholly natural and utterly delightful way.

So, whenever you feel run-down, tired and irritable, just light a Camel.

You can smoke just as many of these delightful Camels as you want. You can increase your flow of energy over and over again. And you need never worry about your nerves. For remember! Camel's cooler tobacco never get on your nerves.

TOO TIRED FOR FUN... and then she smoked a Camel!

CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

Camels are made from finer, more expensive TOBACCOS — Turkish and Dominican — than any other popular brand.

KNOW THIS FEELING! The feeling of being too "all in" as opposed to the giddy of the crowd! That's one of the many times to light a Camel and enjoy its rich flavor while your flow of healthful energy is restored. You'll like Camels — a machine kind of cooler tobacco!

Copyright, 1934, B. & W. Reynolds Tobacco Company

"Get a LIFT with a Camel!"

Health Professionals Promoted Smoking



According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,977 in all—were queried in this nationwide study of cigarette preference. These leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The favored brand? Not our Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

Your "T-Zone" Will Tell You...
T for Taste...
T for Throat...
That's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" in a "T!"

CAMELS Costlier Tobaccos

1946

Viceroy's FILTER the Smoke!

VICEROY Filter Tip CIGARETTES

1949

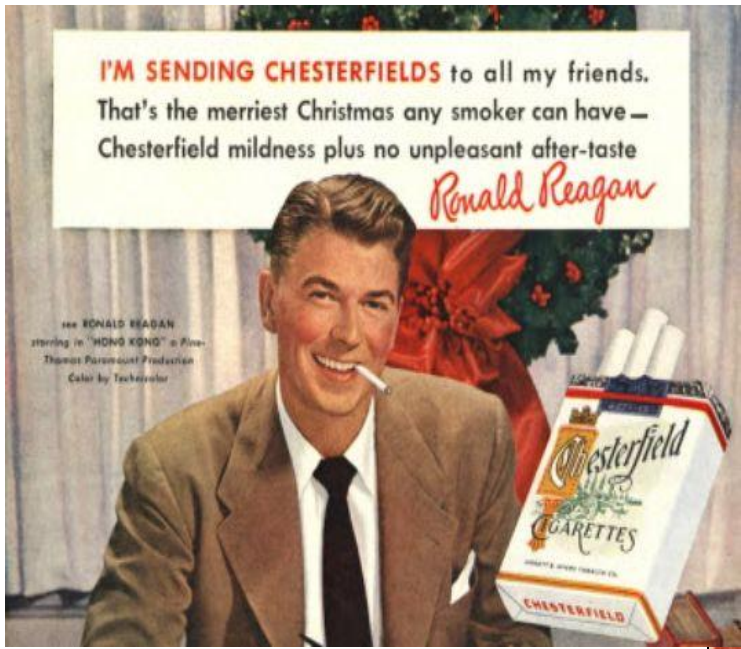
1932

FRESH? So do I!"

CAMEL SHERIDAN & DOMESTIC BLEND CIGARETTES

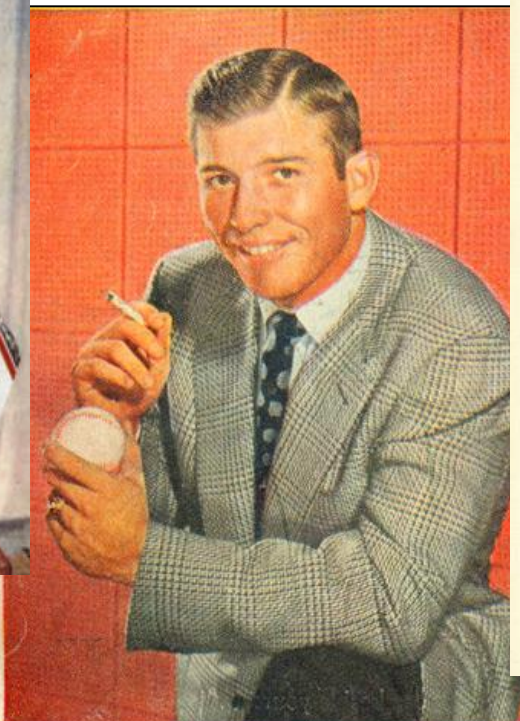
Smoke a **FRESH** cigarette

Sports Heroes and Celebrities Promoted Smoking



1949

1949



Mickey Mantle STAR SLUGGER
of the N. Y. Yankees, says: "So many of the Yanks smoke Camels I decided to try them. I smoked Camels a while and I knew - Camels are for me! They're mild and swell tasting!"



1953

Women Promoted Smoking

1938

FOR MORE PURE PLEASURE
No other cigarette is
so rich-tasting, yet so mild
as CAMEL!

No other cigarette has ever been able to equal the pure pleasure in Camel's exclusive blend of costly tobaccos!

TODAY, with over fifty brands to choose from, more smokers get more pure pleasure from Camels than from any other cigarette! For only in Camels can you find such genuine mildness combined with flavor, richer flavor! You owe it to yourself to try Camel's famous blend of costly tobaccos!

Make your own 30-day Camel Mildness Test! Smoke only Camels for 30 days! That'll agree - no other cigarette is so rich-tasting, yet so mild as Camels!

FOR ME, CAMELS HAVE IT ALL OVER OTHER CIGARETTES - BOTH FOR MILDNESS AND GOOD FLAVOR!

Teresa Wright
SMOKES CAMELS

"You and the cocker spaniel have something in common. A complicated nervous system. Highly strung!"

What every woman should know about her nerves

COCKER SPANIEL
HE'S GIVING HIS NERVES A REST.

AND SO IS SHE

These happy busy people find more joy in living because they "Let up—light up a Camel"

LET UP—LIGHT UP A CAMEL!
Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

1958

We make Virginia Slims especially for women because they are biologically superior to men.

That's right, superior Women are more resistant to flu, shock, and illness than men are. Women have two "X" chromosomes in their sex cells, while men have only one "X" chromosome and some extra chromosomes to be the inferior chromosome.

They are also less inclined than men to congenital baldness. Albinism of the eye, improperly developed sweat glands, color blindness of the red-green type, day blindness, defective hair follicles, defective iris, defective tooth enamel, double eyelashes, skin cysts, shortsightedness, night-blindness, nystagmus, retinal detachment, and white occipital locks of hair.

In view of these and other facts, the makers of Virginia Slims feel it highly inappropriate that women continue to use the fat, stubby cigarettes designed for mere men.

Virginia Slims.
Slimmer than the fat cigarettes men smoke. With a Virginia flavor women like.

You've come a long way, baby.

1971

To keep a slender figure
No one can deny...

Reach for a **LUCKY** instead of a sweet

LUCKY STRIKE
IT'S TOASTED!

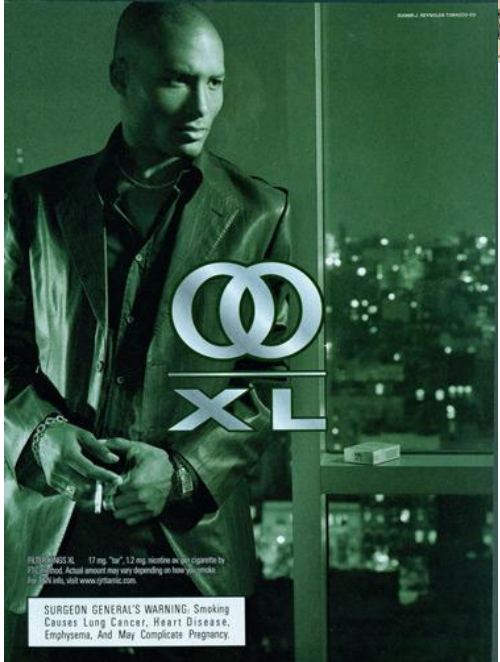
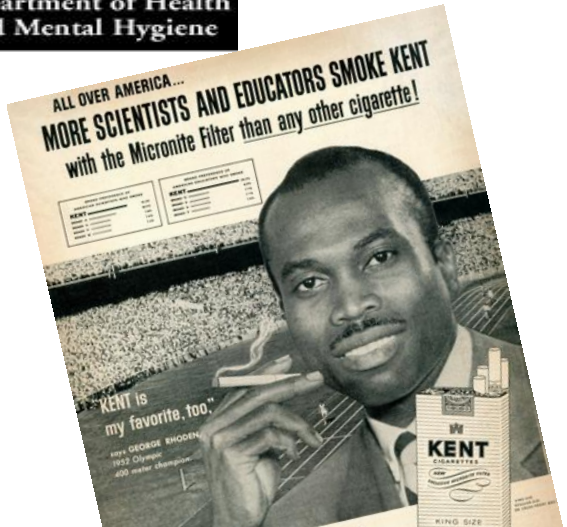
"It's toasted"
No Throat Irritation - No Cough!

1929

Smoking Prevalence Among Women in America

- 1923 – 5%
- 1932 – 12%
- 1965 – 33%

African Americans Promoted Smoking



Morgan Freeman 1971

<http://www.youtube.com/watch?v=7tllHwmcA58>

Cigars Promoted to Women

Should a gentleman offer a Tiparillo to a librarian?

She'll read anything she can get her hands on. From Medieval History to How-To-Build-a-34-Foot-Iceboat. Loves books. Loves new ideas.

Okay. No doubt, she's seen the unusual, slim Tiparillo shape. She's been intrigued by the neat, white tip. She may even know that there are two Tiparillos. Regular, for a mild smoke. And new Tiparillo M with menthol, for a cold smoke.

Your only problem is which to offer. P.S. If she accepts your Tiparillo, remember to fumble with the matches until she decides to light it herself. That way, she'll have to put down the book.

Should a gentleman offer a Tiparillo to a lab technician?

Behind that pocket of pencils beats the heart of a digital computer. This girl has already cross-indexed Tiparillo® as a cigar with a slim, elegant shape and neat, white tip.

She knows that there are two kinds. Regular Tiparillo, for a mild smoke. Or new Tiparillo M with menthol, for a cold smoke.

She knows. She's programmed.

And she's ready. ... which Tiparillo are you going to offer? Or are you just going to stand there and stare at her pencils?

Should a gentleman offer a Tiparillo to a dental hygienist?

"The doctor is a little late, sir. Will you have a seat?"

She's the best thing to hit dentistry since novocaine. "Hey Dummy," your mind says to you, "why didn't you have this toothache sooner?"

Maybe if...well, you could offer her a Tiparillo. Or a Tiparillo M with menthol. An elegant, slim, white tip, and your offer would be cleverly psychological. (If she's a bit of a kook, she'll take it. If not, she'll be flattered that you thought she was a bit of a kook.) And who knows? Your next visit might be a house call.

1968



1998 National Master Settlement Agreement

Changing Tobacco Control In Maryland

- 1998 – MSA reached and CDC releases *Best Practices for Comprehensive Tobacco Control Programs*.
- 1999 – Governor Glendening establishes *Task Forces to Conquer Cancer and End Smoking in Maryland*.
- 2000 – CRF statute begins implementation, following Best Practice and Task Force Recommendations:
 - Local Public Health – cessation, community-based, enforcement, school-based
 - Statewide Public Health
 - Surveillance and Evaluation
 - Administration
 - Countermarketing
 - MOTA



Accomplishments

- 1995 Maryland prohibits smoking inside most workplaces within the State, providing a smoke-free work environment for approximately 85% of employees. Restaurants, bars, and large portions of hotels are exempt.
- 1996 Maryland becomes the 8th State to sue the tobacco industry.
- 1998 Maryland signs national Master Settlement Agreement with the tobacco industry.
- 1999 Cigarette excise tax increased by \$0.30 to \$0.66 per pack and for the first time 'other tobacco products' are subjected to an excise tax – 15% of their wholesale price.
- Cigarette Restitution Fund (CRF) established and all revenue arising out of litigation with the tobacco industry is directed to the CRF rather than the General Fund.
- Governor Glendenning establishes Task Force to End Smoking, report and recommendations on creating a comprehensive tobacco control program submitted in December to Maryland General Assembly.
- 2000 Possession or distribution of cigarettes without/improper Maryland excise tax stamps criminalized.
- The CRF Tobacco Use Prevention & Cessation Program established with full implementation to begin in FY02.
- Tobacco vending machines permitted only if operable as a result of intervention by sales clerk, owner, etc. by various means – exempt are veteran and fraternal organizations and locations where persons less than eighteen years old are not permitted.
- Nicotine patches and other nicotine replacement therapy products exempt from Maryland sales tax.
- Comptroller required to consider violations of prohibitions selling cigarettes to underage youth when granting or renewing cigarette retail licenses, penalties also provided.
- Sales of single cigarettes prohibited, minimum pack size for cigarettes set at 20 per pack.
- 2002 Cigarette excise tax increased by \$0.34 to \$1.00 per pack
- 2003 "Candy-like" products that contain tobacco defined as tobacco products, may not be sold to underage youth.



Accomplishments (con't)

- 2005 Maryland requires health insurers to provide up to two 90 day courses of prescription nicotine replacement therapy per health plan year as indicated.
Carroll and Garrett County restrict access to tobacco products, prohibiting self-service displays. Exempt are tobacconists, liquor stores, and vending machines otherwise permitted by law.
- 2007 **Comprehensive Clean Indoor Air Act**
St. Mary's County civil penalties for sale of tobacco products to a minor.
Criminalizes sale of tobacco paraphernalia to persons less than eighteen years old.
Mandates workgroup to study reducing burden on students and schools of youth surveys, including the Maryland Youth Tobacco Survey, the Maryland Adolescent Survey, and the Youth Risk Behavior Survey.
Maryland permits sale of only 'fire-safe' cigarettes.
Cigarette excise tax increased by \$1.00 to \$2.00 per pack
- 2008 Garrett and Carroll County civil penalties for sale of tobacco products to a minor.
- 2009 Cecil County civil penalties for sale of tobacco products to a minor.
- 2010 Requires license to sell 'other tobacco products' if not already licensed to sell cigarettes
- 2011 Clarifies 'unpackaged cigarettes' and exempts individuals using cigarette rolling machines
- 2012 Limits on internet/phone sales and mail deliveries of other tobacco products to consumers from licensed retailers, excludes out-of-state sellers.
Sale of E-cigarettes to persons less than eighteen years old prohibited.
Maryland excise tax on non-premium cigars increased from 15% to 70% of wholesale price, and all other 'other tobacco products' increased from 15% to 30% of wholesale price.



Accomplishments (con't)

- Numerous smoke/tobacco-free policies implemented:
 - Currently 10 college/university campuses are smokefree, along with all of the University of MD system as of 1/1/13.
 - Maryland Stadium Authority makes Os and Ravens stadiums smoke-free in February 2013.
 - Numerous hospital campuses, parks, and beaches across Maryland have gone smoke- or tobacco-free.
- Residents served:
 - 1-800-QUIT-NOW has served nearly 125,000 Marylanders since it's launch in 2006.
 - LHDs have served over 150,000 individuals in cessation classes since 2000.
 - Local school systems have educated over 1 million students since 2000.

Challenges

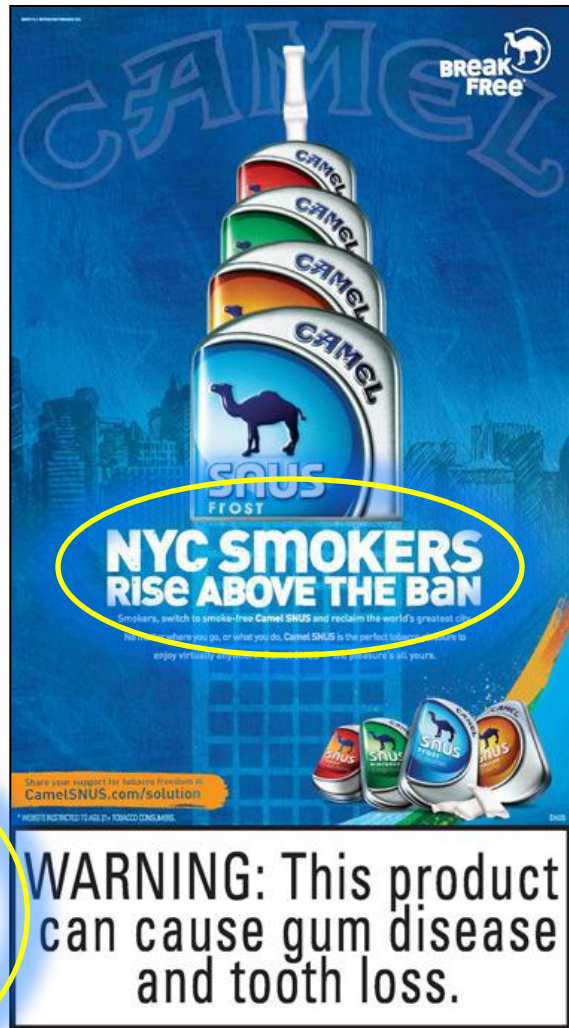
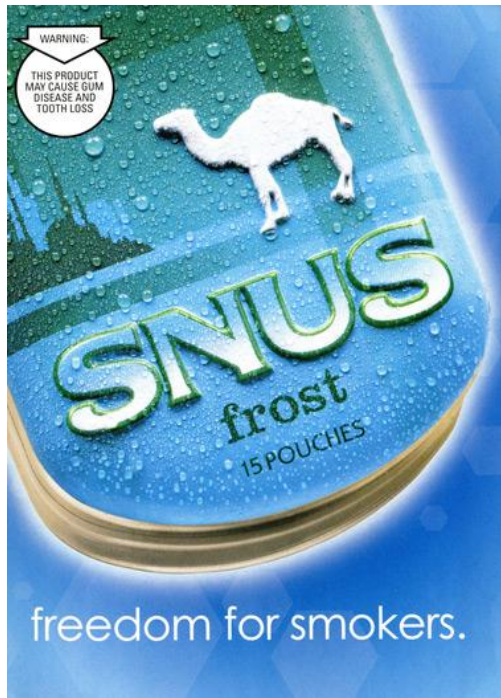
- Flavored tobacco products continue to entice underage youth and young adults into nicotine addiction.
- Electronic smoking devices are a new threat to cessation efforts.
- Access to cessation services is mixed; confusion over available insurance coverage for counseling and NRT.
- New industry marketing campaigns advertising tobacco and ESDs continue to influence youth and young adult perceptions of tobacco use.

Cigars Are Being Promoted As Never Before



2011

Smokeless Tobacco is Resurgent



2008-11

Electronic Smoking Devices



DEAR SMOKING BAN,

blu ELECTRONIC CIGARETTE

Take back your freedom to smoke anywhere with blu electronic cigarettes. blu produces no smoke and no ash, only vapor, making it the smarter alternative to regular cigarettes. It's the most satisfying way to tell the smoking bans to kiss off. Okay, maybe the second-most satisfying way.

blucigs.com

8+ only. CALIFORNIA PROPOSITION 65 Warning: This product contains nicotine, a chemical known to the state of California to cause birth defects or other reproductive harm.

TAKE BACK YOUR FREEDOM

with blu™ electronic cigarettes.

- No Odor, No Ash
- No Tobacco Smoke, Only Vapor
- On-the-Go Rechargeable Pack

AVAILABLE NATIONWIDE!
Visit us at blucigs.com/store-locator

**WHY QUIT?
SWITCH TO BLU**

blu is the smart choice for smokers wanting a change. Take back your freedom to smoke when and where you want without ash or smell. blu is everything you enjoy about smoking and nothing else. Nobody likes a quitter, so make the switch today.

Visit blucigs.com

Beat the Smoking Bans.

Smoke Anywhere.
with Electronic Cigarettes

Any combo of 6 flavors & 4 strengths.

CREATE YOUR OWN FREE EXPERIENCE

**I smoke where I want.
Shouldn't you?**

Celebrity Use of ESDs

Golden Globe Awards – January 11, 2014



“We write to express concern regarding the prominent display of electronic cigarettes at Sunday night’s Golden Globe Awards.”

“... many young viewers saw notable displays of e-cigarette use throughout the awards show... .”

“... we are troubled that these images glamorize smoking and serve as celebrity endorsements that could encourage young fans to begin smoking traditional cigarettes or e-cigarettes.”

“We ask the Hollywood Foreign Press Association and NBC Universal to take actions to ensure that future broadcasts of the Golden Globes do not intentionally feature images of e-cigarettes. Such action would help to avoid the glamorization of smoking and protect the health of young fans.”

Sens. Dick Durbin of Illinois, Richard Blumenthal of Connecticut, Sherrod Brown of Ohio, and Edward Markey of Massachusetts

Electronic Smoking Devices Adults Only??



Candy Cane
Freshen your holiday spirit with a zesty peppermint and smooth vanilla blend.



*e-cigarette battery not included *Items displayed are not actual scale

Evidence-based tobacco control must continue for progress to continue

- Misperception that the epidemic has been solved.
- Behavioral health populations, as well as low socio-economic populations have proven resistant to past strategies.
- ESDs, cigars, and other advertising still makes smoking attractive to youth. We must ramp up prevention and counteradvertising efforts.
- Women *and men* need to stop using tobacco prior to pregnancy:
 - Over 400,000 babies in U.S. are exposed to cigarette smoke before birth.
 - Over 100,000 babies have died in past 50 years from SIDS and other issues related to *parental* smoking.
 - Pregnant women in MD are still smoking at rates as high as 27% in some jurisdictions.
- Stronger policy and programmatic efforts need to continue to be implemented.

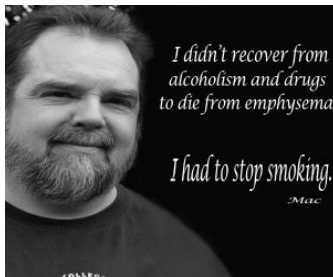
On the horizon ...

Behavioral Health

- DHMH Behavioral Health Campaign
 - Promote cessation in recovery
 - Empower health professionals and family members
- MDQuit/Pfizer
 - Develop materials and providing training to providers
 - Assist in integrating cessation into existing treatment protocol
- MDQuit/ADAA
 - Implement cessation integration in behavioral health programs
- Leadership Academy for Wellness and Smoking Cessation
 - Bring together leaders across MD
 - Develop action plan

On the horizon ...

Behavioral Health



People with a mental illness or a substance abuse disorder smoke half the cigarettes in America.
Most want to quit. Many have quit. We can help.

Call the Maryland's Tobacco Quitline at 1-800-QUIT-NOW
It's free. It's confidential. It works.



People with a mental illness or a substance abuse disorder smoke half the cigarettes in America.
Most want to quit. Many have quit. We can help.

Call the Maryland's Tobacco Quitline at 1-800-QUIT-NOW
It's free. It's confidential. It works.



On the horizon ... Youth Efforts



Maryland
1-800-QUIT-NOW
1-800-784-8669 SmokingStopsHere.com

The Maryland Tobacco Quitline provides you with FREE, 24/7, confidential, youth-focused cessation services.

Approximately 80% of adult smokers began smoking before the age of 18. Young people often believe that quitting tobacco use will be easy; however, once addicted, teens may find that quitting is difficult and overwhelming, particularly if attempted on their own. Tobacco use in middle years can lead to poor lung development and function, heart disease, and cancer – many of which present later in life. Therefore, quitting smoking in one of the most important steps a teen can take to improve their current and future health and quality of life. The FREE telephone-based counseling services offered through the Maryland Tobacco Quitline have successfully helped thousands of youth smokers. These services are specifically tailored to youth needs.

The new expanded Youth Tobacco Use Cessation Program features:

- Free counseling calls provided weekly for youth who are ready to quit – scheduled at times convenient for the caller.
- Personalized counseling delivered by highly skilled Youth Quit Coaches™.
- Motivational interviewing techniques used specifically to determine the caller's readiness to quit, and when appropriate, to encourage teens to set a quit date.
- Comprehensive self-paced educational materials mailed directly to the caller's home, if desired.
- Discussion of triggers, stressors, peer influences, and strategies to avoid bad habits.
- Relapse prevention addressed through planning and preparation.

The Maryland Tobacco Quitline, **1-800-QUIT-NOW**, provides FREE evidence-based tobacco use cessation counseling to youth ages 13 and older through its team-based services in all Maryland counties with a quitline number. The Youth Cessation Program provides an anonymous, non-judgmental service designed to help youth ages 13 to 17 quit using tobacco. The Quitline is available 24 hours a day, seven days per week. Youth in Maryland can enroll for FREE by calling the Quitline at 1-800-QUIT-NOW. Free promotional materials may also be ordered at www.YouQuitNow.com.

NOTE: Though the Maryland Tobacco Quitline offers New Nicotine Replacement Therapy (NRT) to adults, these tobacco cessation medications are not FDA approved for use in, or even the legal to use in, Maryland for youth. If you are brought on by a doctor, please refer to your physician for further discussion.

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{ Don't let your future
go up in smoke }



One in three youth smokers will eventually die from tobacco-related disease.

You can quit.
The Maryland Tobacco Quitline can help.
Call 1-800-QUIT-NOW.



All services are free and confidential.



{ No dejes que tu futuro se esfume }



Uno de tres fumadores jóvenes morirá eventualmente de una enfermedad relacionada con el cigarrillo.

Puedes dejarlo.
La línea directa para dejar de fumar de Maryland.
Llama al 1-800-QUIT-NOW.



Todos los servicios son gratis y confidenciales.



On the horizon ...

Pregnant Women

- Pregnancy and Tobacco Cessation Help (PATCH)
 - Targeted top ten disparate LHDs
 - Expand to 16 in 2014
- Quitline Enhanced Pregnancy Program
- Upcoming
 - Pregnancy Incentive Program through Quitline
 - Toolkit for OB/GYNs – raise awareness, educate, increase referrals to Quitline

Maryland's

1-800



QUIT NOW

1-800-784-8669

SmokingStopsHere.com



On the horizon ... Pregnant Women

Posters, Bus Sides, Web Banners, and Billboards

Looking for a sign it's time to **STOP smoking?**



Pregnant? You CAN Quit.
Call Us. Go Online. Text for Support. **It's Free.**

Maryland's **1-800 QUIT NOW**
1-800-784-8669 SmokingStopsHere.com




Looking for a sign it's time to **STOP smoking?**



Pregnant? You CAN Quit.
Call Us. Go Online. Text for Support. **It's Free.**

Maryland's **1-800 QUIT NOW**
1-800-784-8669 SmokingStopsHere.com


Is something inside telling you it's time to stop smoking?

Smoking during pregnancy nearly doubles your risk of having a baby with serious health problems such as cerebral palsy, mental retardation and even death. If you're ready to quit, call 1-800-QUIT-NOW or visit smokingstophere.com. You'll receive free phone counseling along with information about resources in your area. With so many huge reasons to quit, it's that small reason inside that matters most.

Maryland's **1-800 QUIT NOW**
SmokingStopsHere.com



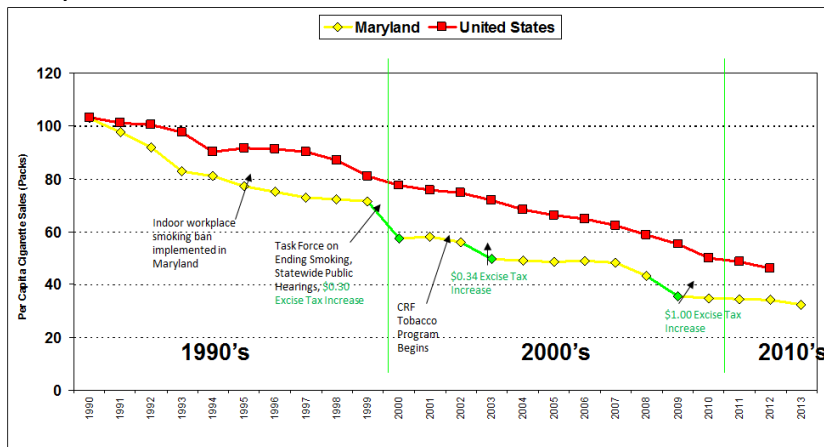
Maryland's **1-800 QUIT NOW**
1-800-784-8669  **SmokingStopsHere.com**

On the horizon ...

Policy

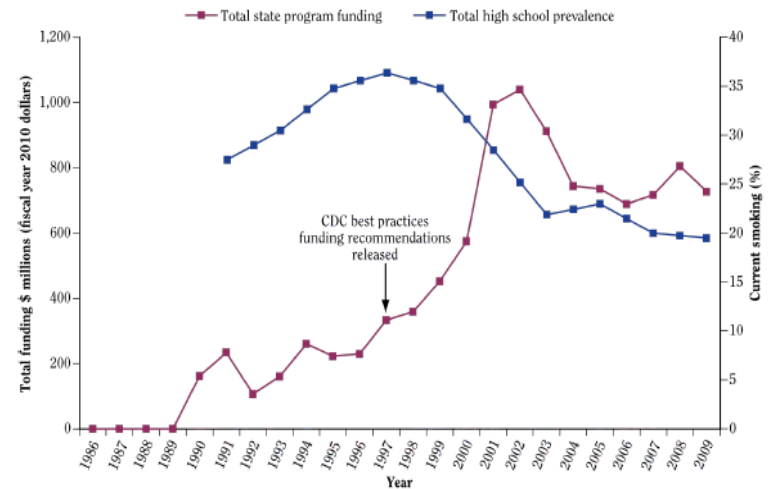
- Tobacco taxes
- Smoking in cars with children
- Cigars/OTP – flavors and packaging
- Smoke-free multi-unit housing
- Funding for comprehensive tobacco control programs

Apparent Per Capita Cigarette Consumption
(Number of Packs of Cigarettes Sold in Maryland Per Capita Each Year)
Maryland: 1990 - 2013



Data Source: Federation of Tax Administrators, "The Tax Burden on Tobacco, Historical Compilation," Volume 47, 2012. Te consulting firm "Orzechowski and Walker" produced this volume with financial support from Altria Client Services, the Lorillard Tobacco Company, and Reynolds American Services Company. The first volume in this series was produced in 1949 by the Virginia-based Tobacco Tax Council under the name "Cigarette Taxes in the United States." In 1966, the Council gave the annual its current name. From 1982 through 1998, The Tobacco Institute published the book.

Figure 4 Total funding for state tobacco control programs, 1986–2010 (adjusted to fiscal year 2010 dollars)



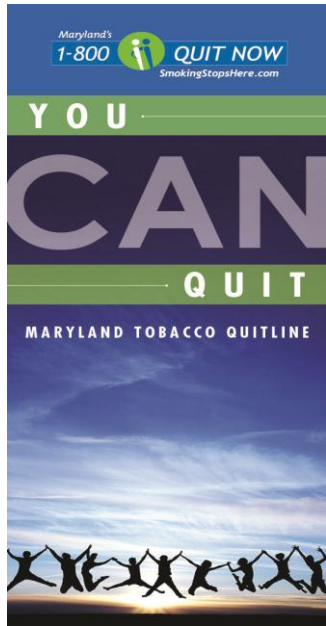
Source: Project ImpacTEEN; University of Illinois at Chicago; CDC, Youth Risk Behavior Survey, 1991–2009. Current smoking defined as high school students who smoked on ≥1 of the past 30 days—United States.

Note: CDC = Centers for Disease Control and Prevention.

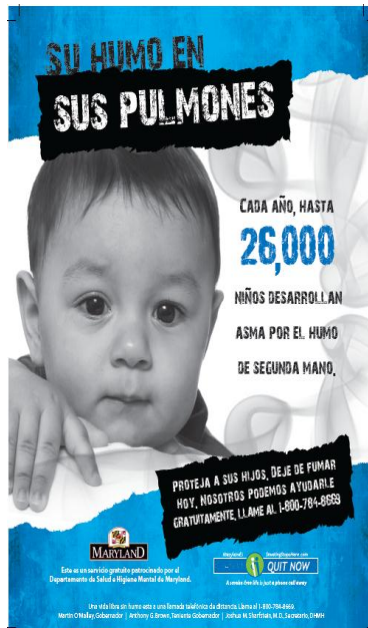
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*Dawn S. Berkowitz, MPH, CHES
Director, Center for Tobacco Prevention and Control
Maryland Department of Health and Mental Hygiene
Public Health and Prevention Administration
dawn.berkowitz@maryland.gov*