

# Maryland Statewide Youth Tobacco Control Initiatives



**Dana Moncrief, MHS, CHES**

Chief, Statewide Public Health Initiatives  
Prevention and Public Health Administration  
Maryland Department of Health and Mental Hygiene

**January 23, 2014**

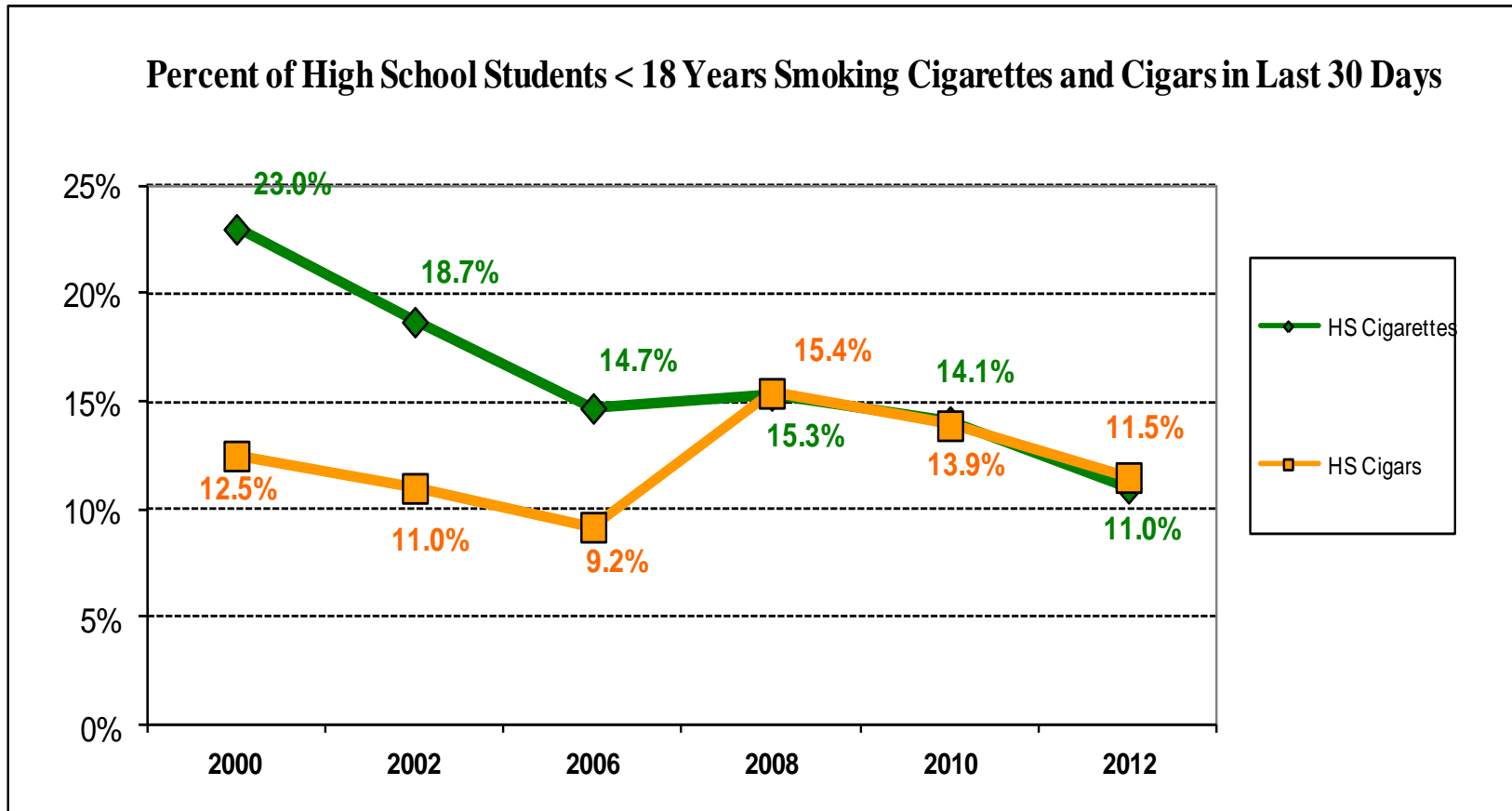
**MDQuit 8<sup>th</sup> Best Practices Conference**

# Addressing Youth Tobacco Use – Evidence-based Approaches

- Mass Reach Media (with & w/o community education)
- Price increase
- Smoke-free areas

**→ Change the norm to tobacco free! ←**

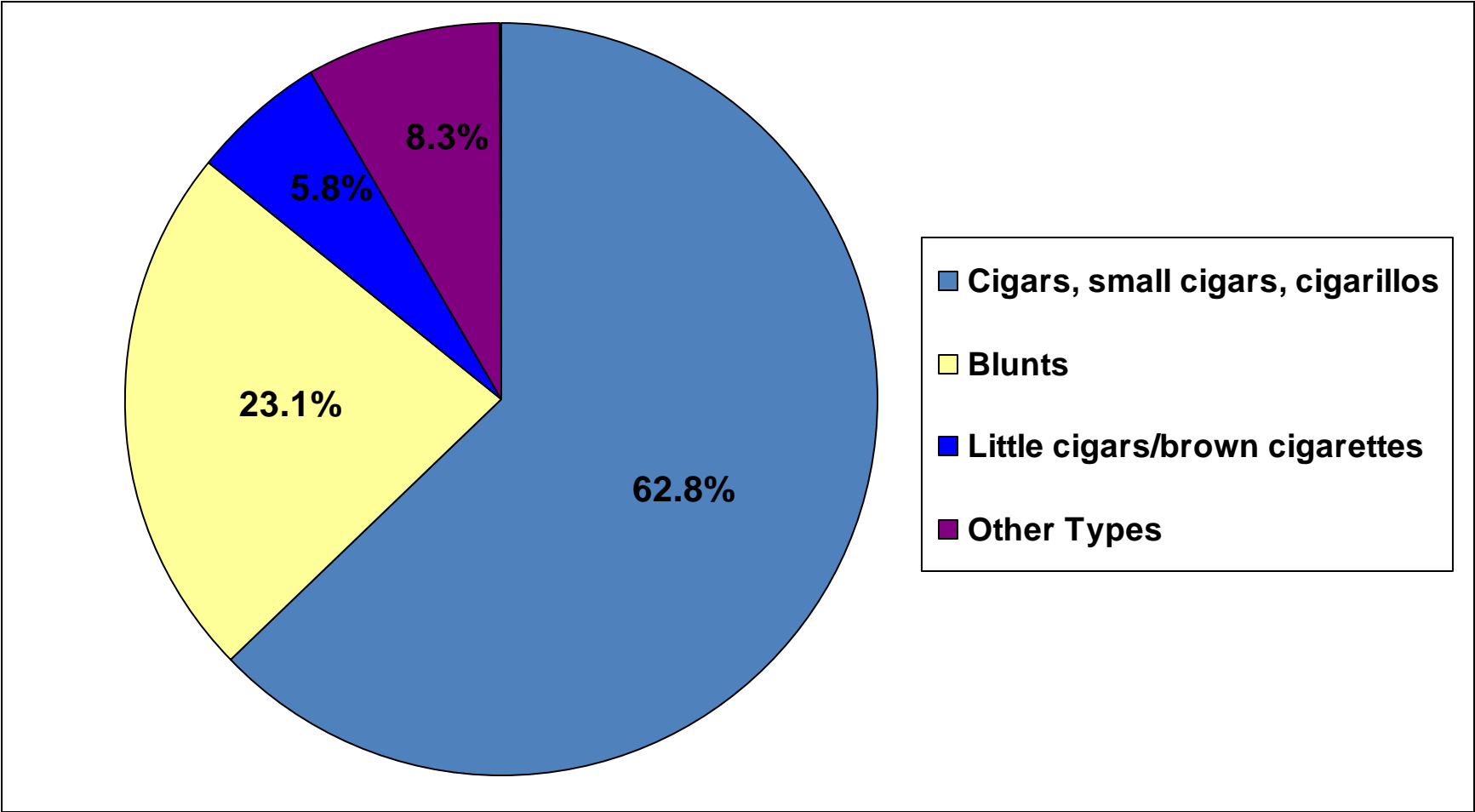
# Maryland Youth Tobacco Use



Source: High School Youth: 2000-2010 Maryland Youth Tobacco Survey and the 2013 Maryland Youth Tobacco & Risk Behavior Survey. Adults: 2012 Behavioral Risk Factor Surveillance System.

# Maryland Underage High School Cigar Users - 2012

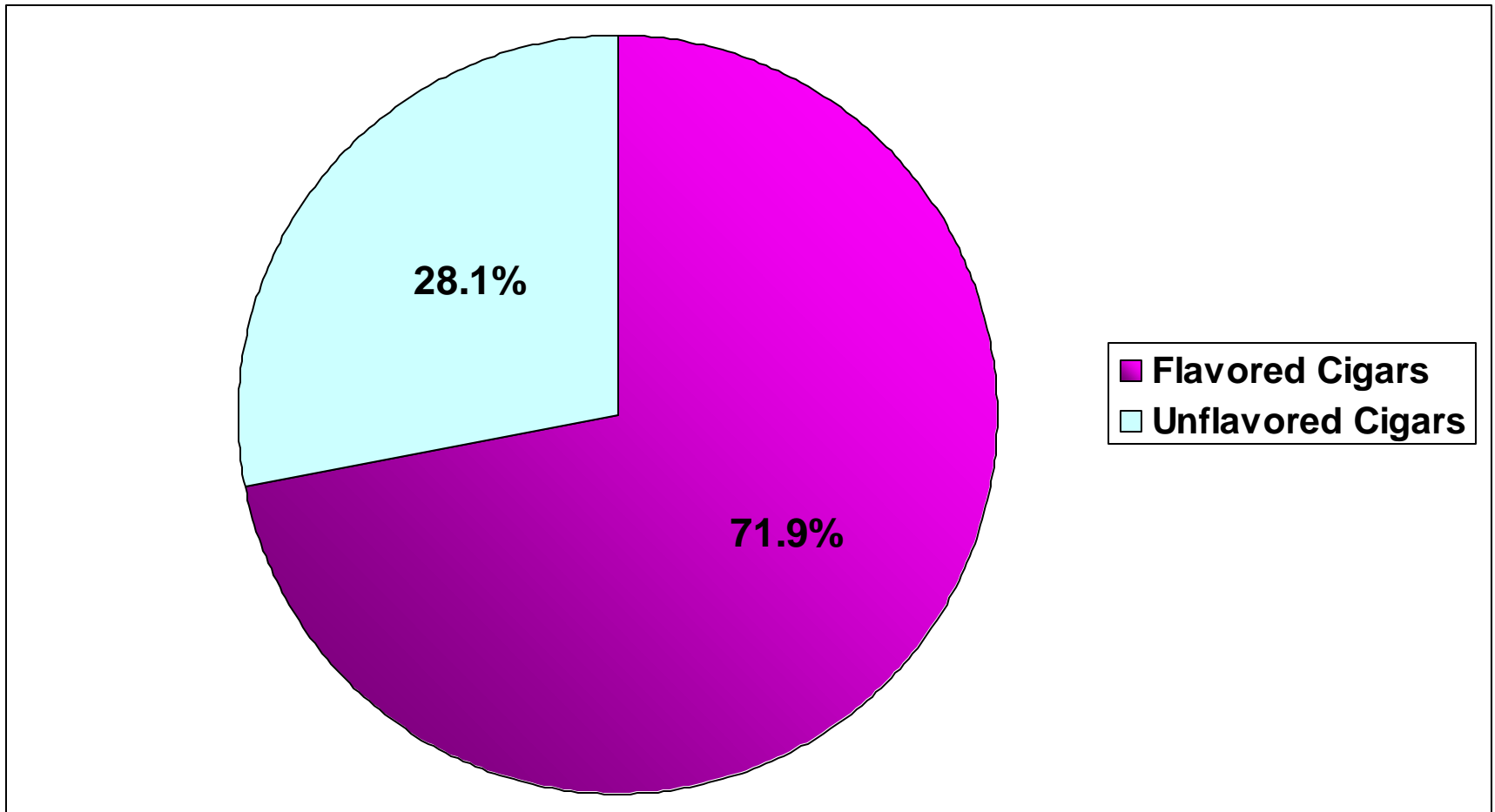
## What Kind of Cigar Usually Smoked Past 30 Days



Source: 2013 Maryland Tobacco and Risk Behavior Survey

# Flavored Cigar Smoking by Underage High School Youth in Maryland, 2013

(Among such youth who smoked a cigar product during the past 30 days)



Source: 2013 Maryland Tobacco and Risk Behavior Survey

# Why Cigars?



New York Times, August 17, 2013

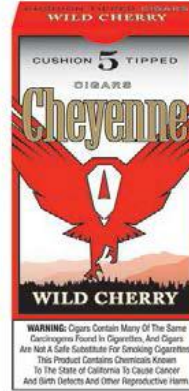
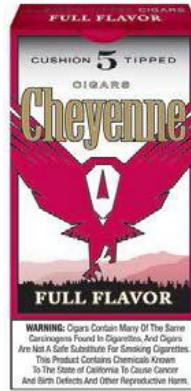
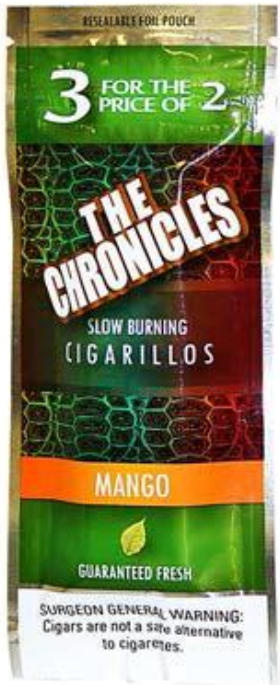


# Flavors



Campaign for Tobacco Free Kids, 2013

# Packaging





# Price



[www.countertobacco.org](http://www.countertobacco.org); Campaign for Tobacco Free Kids, 2013

# Location, Location, Location





# Dodging Regulations



Tobacco remnants added to paper wrapper



Additional tobacco added to filler and filter density increased to add weight



Xeolite added to filter to add weight

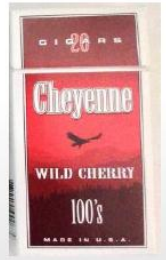


Cigarette

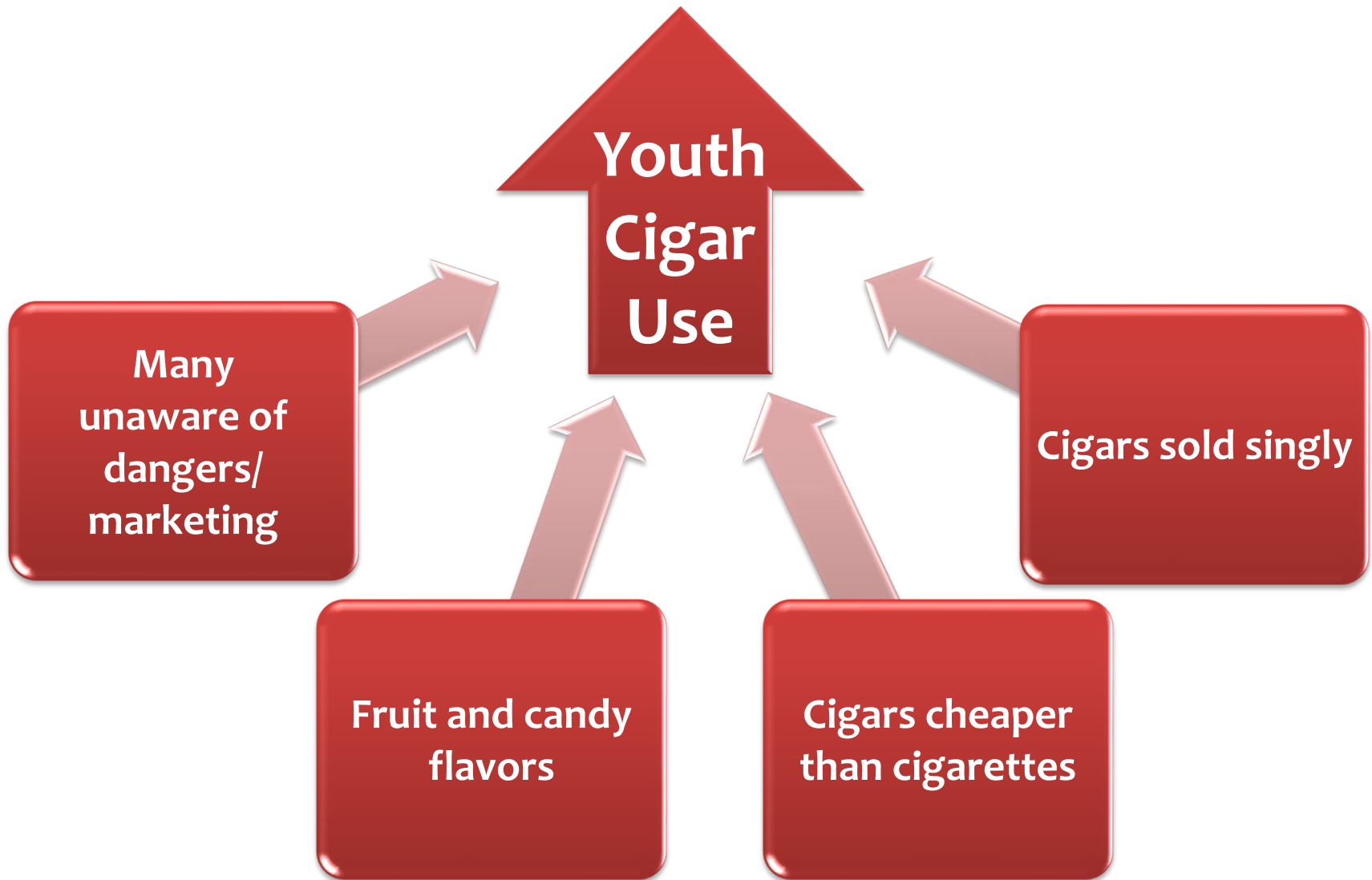
Little Cigar

Cigar

“Heavy Weight” Cigar



# Cause for Concern



# What to do??

## Mass Reach Campaign

- Hard data and anecdotal evidence → need for education
- **Develop a public health communications campaign targeting parents**
- Utilize various media avenues to reach more Marylanders
- Work with youth coalitions and partners to educate community members – *Teens Rejecting Abusive Smoking Habits (TRASH)*



# Campaign Objective

- Target → Parents and adult community members
- Overcome misperceptions
  - Cigar products are NOT safer than cigarettes
  - Cigars DO contain the same cancer-causing chemicals as cigarettes
  - Cigars ARE just as addictive as cigarettes
  - Youth ARE using cigar products

# Campaign Messaging

- Cigars are attractive, accessible, and affordable
  - Available in same flavors and prices as ice cream cone or candy
  - Sweet flavors mask the harshness of tobacco
  - Cheap – often <\$1
  - Often sold individually, decreasing price point and increasing affordability
- Seemingly harmless products can lead to a lifelong **trap** of addiction

# The Cigar Trap

**NO MATTER HOW THEY SUGARCOAT IT...  
CIGARS KILL.** WARNING: SMALL CIGARS COME IN  
THE SAME FLAVORS AS ICE CREAM.

[www.TheCigarTrap.com](http://www.TheCigarTrap.com)

Maryland Department of Health and Mental Hygiene **MARYLAND**

The advertisement features a large, torn-edge sign on the left with a warning message. To the right, a white ice cream truck with a giant cigar on its roof is driving away, with a group of children running away from it. The background is a dark blue sky with a light blue smoke trail coming from the cigar.

NO MATTER HOW THEY  
SUGARCOAT IT...CIGARS KILL.



**WARNING:** SMALL CIGARS COME IN THE  
SAME FLAVORS AS ICE CREAM.

IT'S A TRAP...Cigars in any flavor are addictive and as toxic as cigarettes.

All flavored cigars, like chocolate and strawberry, contain Nicotine, Cyanide and Arsenic.



[www.TheCigarTrap.com](http://www.TheCigarTrap.com)  
for more information



Maryland Department of  
Health and Mental Hygiene

## Radio ad – Disturbing Facts









# Informational Packet

- Provides further information about the dangers of youth cigar use
- Easy to use and reference
- Professional design
- Printed hard copies, but available on website as well
- Continue to update as new information emerges



# Informational Packet: Fact Sheets



## FACT SHEET

Smoking cigars is just as dangerous as smoking cigarettes and contains nicotine, cyanide, and arsenic. Cigars burn longer, they give off greater amounts of tar and nicotine, and they contain more arsenic and cyanide than cigarettes.

**As Maryland youth smoke fewer cigars**

- According to the Maryland Youth Tobacco Survey, 40 percent of high school students in Maryland reported using cigars during the same time period as 2000, 57 percent of undergraduates reported using cigars during the same time period, and 57 percent of youth smokers reported using cigars during the same time period.
- According to the Maryland Cigarette and Tobacco Survey, 1.6 percent of youth smokers reported using cigars during the same time period.

**About as many Maryland youth smoke cigars**

- A decade ago, far more youth smokers reported using cigars than reported using cigarettes.

**Percent of High School Students Using Cigars**

Year	Percentage
2000	12%
2005	15%
2010	25%

**1 NATIONAL CANCER INSTITUTE. Cigar Smoking and Lung Cancer. Available at: <http://www.cancer.gov/cancerinfo>**

## WHAT is a CIGAR

**What is a cigar?**  
A cigar is a roll of fermented tobacco wrapped either in tobacco leaf or tobacco extract.

**Large (Premium) Cigar**  
Tobacco lightly rolled in dried tobacco leaves that are 7 inches long. These cigars can be more than 7 inches in length. Some premium cigars contain the tobacco can take between 1 and 2 hours to smoke.



**Cigarillos or Small Cigars**  
Tobacco wrapped in dried tobacco leaf or in a paper wrapper. They are shorter and narrower than large cigars and do not have a filter tip.



Cigarillo/Small Cigar products are available in a variety of flavors, including: Sweet, White Owl and Phillies Cigarillos.

## Youth CIGAR USE

**Statistics**  
Although tobacco use in Maryland is declining, the fact that cigarillos can retail for less than a pack of cigarettes, and enjoy a relatively low tax rate, has led to an increase in youth use.

- Youth are shifting to cigars, which were nearly 40 percent since 2000, climbed to 57 percent during that same time period.
- The 2010 Maryland Youth Tobacco Survey found that youth smokers now virtually equivalent to cigars.
- Among Maryland high school students, nearly 80% report current use of cigars.
- The 2008 Maryland Adult Tobacco Survey found that 1.6% of adults reported current use of cigars.
- In 2010, 75% of undergraduates reported using cigars.
- Youth are attracted to cigars because of their watermelon, grape, peach, and other flavors. The Federal Food and Drug Administration banned flavored cigarettes not leading to nicotine.

## HOW are Cigarillos Little Cigars Sold

**Brightly colored, attractive packaging**  
"My first impression when I looked at the packages is that they don't look like cigar packages. They almost look like candy packages!"

**Enticing fruit, candy and alcohol flavorings**  
These products are sold in flavors such as chocolate, peach, blueberry, honey, mint and even rum - flavors that imitate ice cream and candy and mask the harsh flavors of tobacco.

"Definitely [targeting] kids... because it's so colorful, orange, grape, these sort of colors."

**Small packages or singles in front of the pack**  
"You can actually buy them with just a single pack... these don't look like the product... it's like I need to communicate again how they're pink and they don't look like cigarettes."

## DISTURBING FACTS Single Sale and Flavored Sale and Prices AS ICE CREAM

**Health Risks of Smoking Cigars**  
Cigar tobacco has a high concentration of nitrogen compounds, some of the most potent cancer-causing substances known. Cigar smoking increases the risk of lung, mouth, throat and other cancers. Because cigars contain more tobacco than cigarettes, they give off greater amounts of secondhand smoke. Among young tobacco users, early cardiovascular damage has been detected, and smoking can harm the development of lungs, potentially leading to limits in lung function and growth.

**Youth Cigar Smoking Prevalence**  
According to the Maryland Youth Tobacco Survey (2010), 14% of Maryland high school students currently smoke cigars, which is now virtually equivalent to youth cigarette use. In 2010, 75% of underage Maryland high school cigar smokers smoke flavored cigars. According to the 2012 Surgeon General's Report, one in five male high school seniors nationwide reported having used cigars.

**Flavored Cigars Entice Youth to Start Smoking**  
Cigars come in a variety of kid-friendly flavors, including: cherry, wine, vanilla, chocolate, grape, pinkberry, strawberry, sour apple, and peach. Flavors mask the natural harshness and taste of tobacco.

**Individually Sold Cigars Are More Accessible to Youth**  
Single cigars are accessible to even the youngest smoker and an impulse purchase for many consumers. They can cost less than a candy bar or an ice cream cone. Because they are sold as singles, youth can use the cigars just after purchase, with no need to hide the remaining pack from adults. Of Maryland high school students, 85% reported purchasing youth cigars. The most popular quantities, cigar packaging may not include the health warnings as seen on cigarettes. The most popular quantities, cigar packaging may not include the health warnings as seen on cigarettes. The most popular quantities, cigar packaging may not include the health warnings as seen on cigarettes.

# **The Cigar Trap:**

## **Local Health Department Initiatives**

- Disseminate information to teachers, PTAs
- Update curriculums to include cigar use prevention information
- Inform Head Start teachers, medical center staff, and the Department of Juvenile Services
- Developed own TV PSA using artwork and aired on local cable channels

# Campaign Continuation

- Continue materials distribution
- Collaborate with partners
- Provide materials to partners and files to Local Health Departments
- NYT article – August 2013
- Creative posted CDC MCRC
- TV ads/YouTube video

# Price Increases





# MD Tobacco Taxes

- Cigarette Tax – \$2.00/pack (2008)
- Non-premium cigar products – 70% of wholesale price (2012)
  - 15% of wholesale price prior to 2012
- Smokeless Tobacco – 30% of wholesale price (2012)
  - 15% of wholesale price prior to 2012

# Smoke-free Areas

- Indoor:
  - Clean Indoor Air Act – 2008
  - Smoking tobacco products banned in indoor public areas – including bars and restaurants!
- Outdoor:
  - Many college campuses
  - Several local health department campuses/parks
  - Orioles and Ravens Stadiums



# Opportunities

- Point of Sale Advertising: Store Audits
- Litter
- Youth Coalitions – MD TRASH
- SGR



## HOW TO CONDUCT AN AUDIT



Ready to lead your youth on a store audit?

Follow the instructions below to be sure to focus on the right things.

### How to spot "Special Price" Ads:

You'll see on the audit form that there is a place for kids to count up the number of special price ads they see. Special price ads refer to advertisements that include words like "special value," "special offer," "discount," "reduced price," "save \$\_\_\_\_," "sale price," or "special promotion."

Ads that include words like "low price" or "savings brand" are **not** considered special price ads.

Does This Count as a "Special Price" Ad?



YES

Does This Count as a "Special Price" Ad?



YES

Does This Count as a "Special Price" Ad?



NO

### Where should you be looking?

Look for tobacco advertisements on the building exterior (walls, windows, and doors) and in the parking lot. You can count signs posted on the outside of a store window or door and signs that are posted on the inside of store windows facing outward. You can also count signs on the inside of a store that are clearly visible while standing outside (for example, signs hanging from the ceiling of the store). Signs may be in any location on the property, like fences or on gas station fuel pumps, so be sure to look carefully. As your group is looking around, feel free to walk right up to the ads you find to get a closer look. Remember to take photographs of the advertisements.

### How should you be counting advertisements?

Have your youth group count the number of advertisements at each retailer. An ad is something portable that could be picked up, and moved in one piece. Be sure to keep a few things in mind:

**Multiple Ads grouped together** should be counted separately.



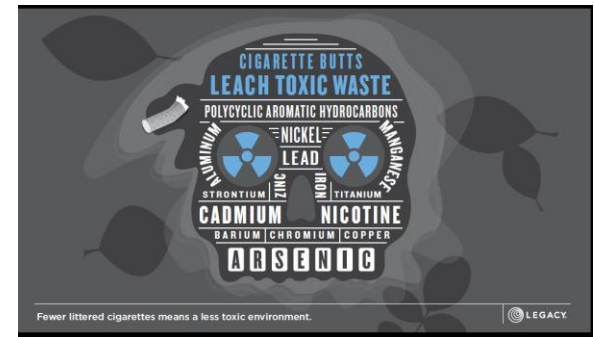
Example: Count as 3 Ads.

**An Ad for more than one product** should only be counted once.



Example: Count as 1 Ad. If there are multiple sections on one ad, count it as one ad.

Do not count Ads where the brand name cannot be identified.



LEGACY

# National Media

- CDC



- FDA – Stay tuned...

# Maryland Tobacco Quitline – Youth Support Program

- **Counseling specifically tailored to youth needs**
  - Five counseling calls delivered by highly-skilled Youth Quit Coaches
  - Discussion of triggers, stressors, peer influences, and exposure to second-hand smoke
  - Relapse prevention addressed through planning and preparation





# Quitline Promotional Items – [www.smokingstopshere.com](http://www.smokingstopshere.com)

## POSTERS

{ 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



## Wallet Cards

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

**START LIVING TOBACCO FREE. WE CAN HELP.**  
It's free. It's confidential. It works.

1-800-784-8669 SmokingStopsHere.com Text message support.

Quitline services provided 24 hours a day, 7 days a week.  
Maryland Department of Health and Mental Hygiene 1-877-777-4534 (my)

## Brochures

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

**YOU**

**CAN**

**QUIT**

MARYLAND TOBACCO QUITLINE

# Make the Next Generation Tobacco-Free!





Dana Moncrief, MHS, CHES  
Chief, Statewide Public Health Initiatives  
Center for Tobacco Use Prevention and Control  
Maryland Department of Health and Mental Hygiene  
[dana.moncrief@maryland.gov](mailto:dana.moncrief@maryland.gov)