



Maryland TCRC 18th Annual Best Practices Conference Tobacco Control Program Updates

Dana Moncrief, MHS, CHES
Director
Center for Tobacco Prevention and Control

April 26, 2024

Mission and Vision

MISSION

The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders and their families through provision of public health leadership and through community-based public health efforts in partnership with local health departments, providers, community based organizations, and public and private sector agencies, giving special attention to at-risk and vulnerable populations.

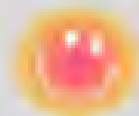



VISION

The Prevention and Health Promotion Administration envisions a future in which all Marylanders and their families enjoy optimal health and well-being.

MDH Center for Tobacco Prevention and Control

- Based on the Centers for Disease Control and Prevention Best Practices for Comprehensive Tobacco Control Programs

Center Goals:

-  • Prevent initiation among youth and young adults
-  • Promote quitting among adults and youth
-  • Eliminate exposure to secondhand smoke
-  • Advance health equity by identifying and eliminating commercial tobacco product-related inequities and disparities

Center Teams:

- Surveillance & Evaluation
- Public Health Initiatives Integration
 - Health Equity Branch
 - Cessation and Health Systems
 - Statewide Public Health
- Operations
 - Local Public Health
 - Federal Enforcement

Cessation and Health Systems Initiatives

David Quinn, Chief, Tobacco Cessation
and Health System Initiatives
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Rosemary Brito, Coordinator,
Cessation and Health Systems
Initiatives Systems

Shakila Johnson, Coordinator,
Maryland Quitline

Soula Lambropoulos, Coordinator,
Cessation and Behavioral Health
Initiatives

Team Oversees:

- TCRC
- Maryland Tobacco Quitline
- Increasing Referrals to Tobacco Treatment and Lung Cancer Screening Project
- Health System Grants
- Special projects with Behavioral Health, Medicaid, and PHPA/MDH programs.



The Maryland Tobacco Quitline



- Free 24/7 tobacco treatment for all Marylanders, age 13+
- Assistance in quitting any tobacco product, including vaping
- **Free NRT, including patch, gum, lozenges, and/or combination therapy to those 18+, while supplies last**
- **The stock of lozenges has been replenished and will be available to order on 5/1/2024**
- Special programs for Behavioral Health, Pregnancy, Medicaid, **Menthol** and Youth populations
- Free resources available to order at:
www.SmokingStopsHere.com/order-materials

FOUR WAYS TO CONNECT:

- (1) CALL 1-800-QUIT-NOW
- (2) GO ONLINE
[SmokingStopsHere.com] and
CLICK "ENROLL NOW"
- (3) TEXT "Ready" to 34191
- (4) PROVIDER REFERRAL

CALLERS ARE

5-8x

MORE LIKELY TO QUIT
TOBACCO, THAN THOSE
TRYING TO QUIT ON THEIR
OWN.

97%

OF QUITLINE CALLERS
WOULD RECOMMEND THE
PROGRAM TO OTHER
TOBACCO USERS.

Maryland Tobacco Quitline, 1-800-QUIT-NOW

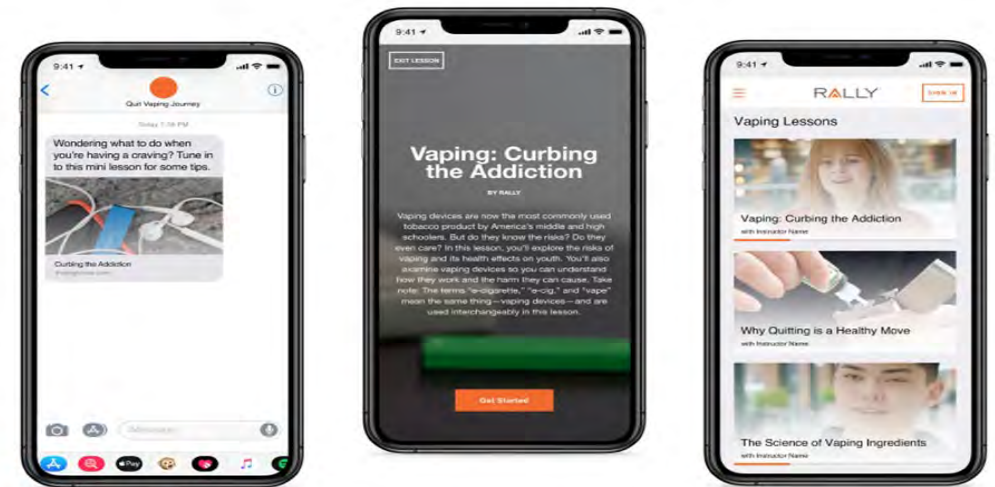
- As of 9/1/2023, new Quitline contract with Consumer Wellness Solutions (RVO Health)
- Using Rally platform - enhanced digital services
 - New dashboard feature
 - Increased ways to communicate for participants

Attributes	Apollo	Rally
Enrollment (Phone, Referrals, Online, Text)	X	X
Digital Tools Milestone driven, action card journey		X
Digital Tools Online Courses	X	X
Coaching Inbound & Outbound Calls	X	X
Coach-led group video		X
Live Chat & Text Conversational AI		X
NRT Configurable by Pop, guide (digital/printed)	X	X

“Live Vape Free” for Youth & Young Adults

Teens (13-17 years of age) and Young Adults (18-26) can text “VAPEFREE” to 873-373 and immediately receive a few brief questions for enrollment.

- 1 User receives a text message with a link to an online lesson
- 2 User clicks the link and completes the lesson
- 3 User is then encouraged to explore additional lessons and resources



All images are FPO

Enhancement: Live Vape Free provides 12 weeks combo NRT for those 18-26

Maryland Tobacco Quitline Evaluation- Year 15

Enrollments: 6,602 residents

Outcomes	Muti-Call Enrollees	TCBHP Enrollees	Web Enrollees
Quit Rate	37%	34%	44%
Satisfaction Rate	96%	94%	88%
Stopped using tobacco for 24 hours or longer	93%	84%	95%
Reduced number of cigarettes smoked per day by ~half a pack (11.1 cigarettes for multiple-call, 9.9 cigarettes for TCBHP, and 9.3 cigarettes for Web-Only program)	75%	72%	82%
Smoked first cigarette within five minutes of waking	42%	36%	59%
Reduction in smoking every day	30%	25%	33%

Demographics:

- **42%** Black or African American
- **51%** White
- **62%** Female
- **41%** between ages 41 and 60
- **50%** live with a chronic health condition
- **53%** live with a behavioral health condition
- **16%** do not have high school diploma or GED
- **47%** stated they would stop using tobacco if menthol cigarettes were not available
- Estimated **\$2.75** saved as a return on investment (ROI)

National Quit Rate: 30%

Health System Initiatives FY23 Highlights

	#	Health System
Tobacco Cessation		
Smoking Cessation Groups Conducted	94	Mosaic
Smoking Cessation Group Participants (unique)	104	Mosaic
Client Reduced Tobacco Use	55	Mosaic
Client Quit Tobacco Use	36	Mosaic
Tobacco Cessation Intervention new patients	165	THP
Tobacco Cessation Referrals to THP	286	THP
Health System to Quitline Referrals	1800	JHU, UMMS, THP
Provider and Staff Capacity Building		
Staff Trained in Motivational Interviewing (MI)	15	Mosaic
Provider Tobacco Use Dependency Training/MI	207	JHU
Providers Trained in Tobacco History Records; Referrals; CDS tool; Epic tool	544	UMMS
Tobacco-Free Champions Identified (10+ referrals)	45	UMMS
Tobacco-Free Advocate Identified (1-9 referrals)	245	UMMS

Increasing Referrals to Tobacco Treatment and Lung Cancer Screening



Johns Hopkins University initiative:

- Increase referrals to tobacco treatment interventions.
- Increase lung cancer screening for high-risk adults.
- Integrate evidence-based strategies into clinical care policies, protocols and systems to increase long term support for patients.
- Aims:
 1. “Tobacco Free Community” training for healthcare professionals on tobacco dependence & lung cancer screening
 2. Community leaders and licensed community health workers in Maryland to assist in tobacco dependence intervention, Quitline utilization, and lung cancer screenings.
 3. Tobacco use registry and lung cancer screening database for healthcare systems.

Surveillance and Evaluation Team

Nikardi Hynes, Chief

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Yasmine Price,

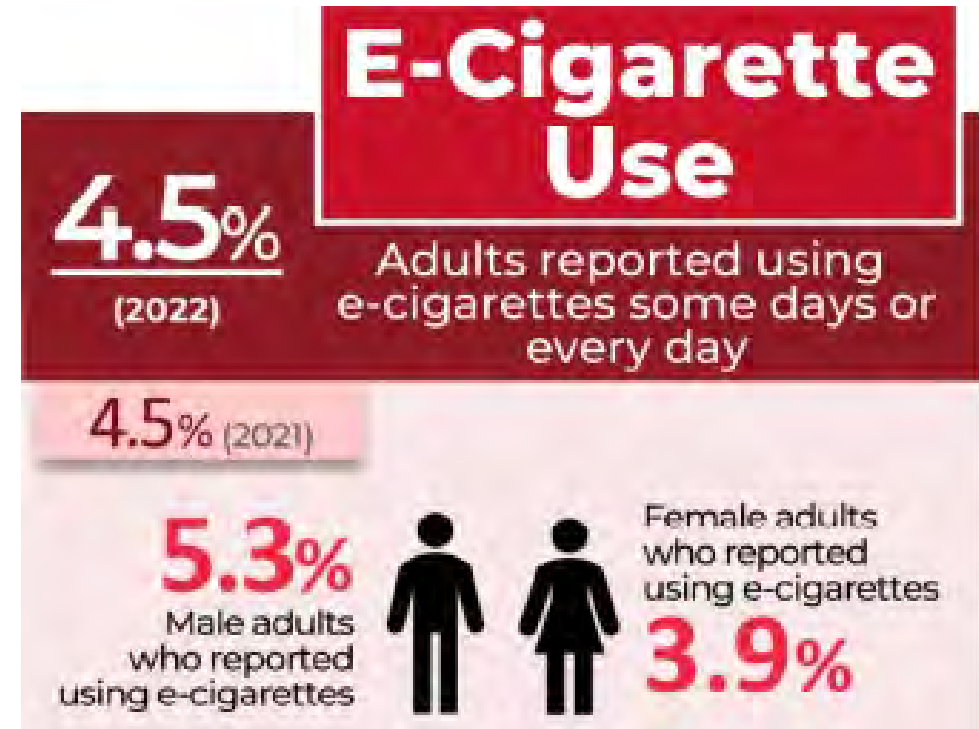
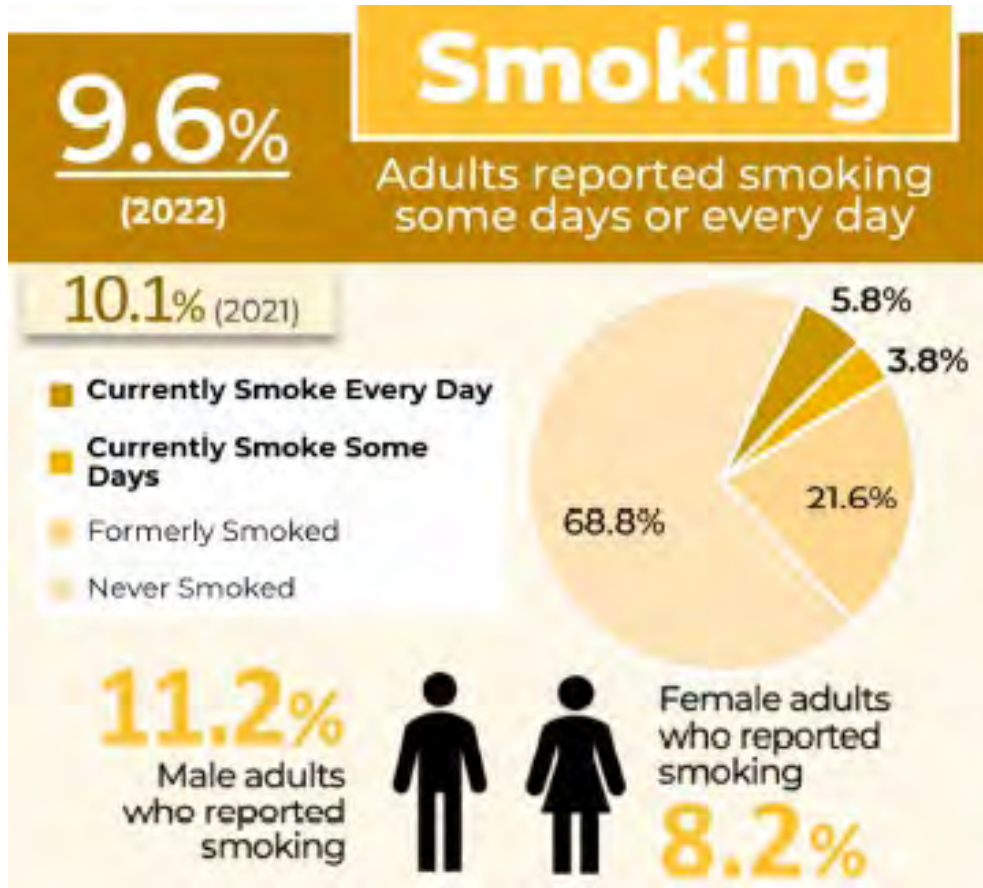
Program Planner and Evaluator

Team oversees:

- YRBS/YTS Survey
- Maryland Youth Pandemic Behavior Survey
- Ethnographic Study–The Impact of Tobacco-Related Disparities
- Comprehensive Evaluation of the Maryland Tobacco Program
- Counter Tools
- Data dissemination

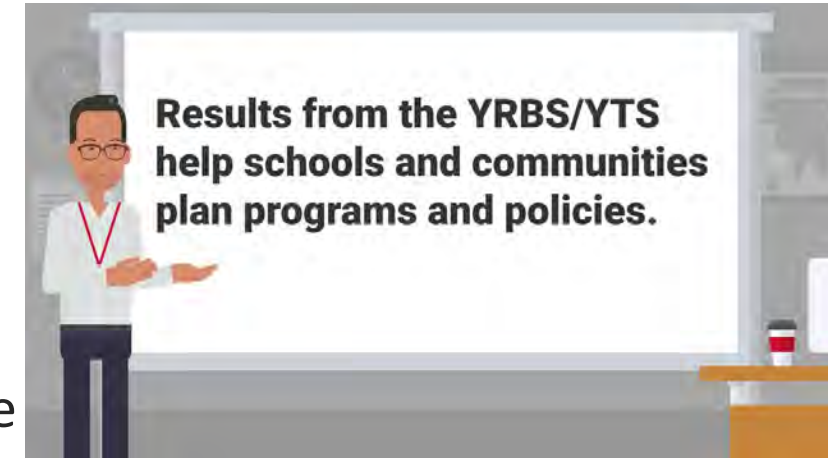


2022 Maryland Behavioral Risk Factor Surveillance System (BRFSS)



Maryland Youth Risk Behavior Survey/Youth Tobacco Survey (YRBS/YTS)

- Mandated by **Health-General Article 13-1003/13-1004** and **Education Article 7-420**
 - **2022-23 YRBS/YTS administration (most recent):**
September 26, 2022 through December 2022
 - **368 Schools (182 Middle Schools & 186 High Schools)**
 - 61,619 high school students and middle school students
 - **New Modules:** Neglect, Physical Abuse (HS), Sexual Abuse (HS), racial discrimination, peer support (MS)
 - **Data trends since 2021-22:**
 - Decrease in poor mental health outcomes.
 - Increase in high school student cigar use.
 - Decrease in substance use.
 - Increase in high school violent behaviors.



2022-23 data is anticipated to be released publicly in May. Other data may be found at:
<https://health.maryland.gov/phpa/ccdpc/Reports/Pages/YRBS-Main.aspx>

2023 Youth Pandemic Behavior Survey

- Follow-up survey to 2021 Youth Pandemic Behaviors Survey (YPBS)
- Online survey of Maryland high school students age 14-19.
 - Students recruited on social media (Instagram, Facebook, and Youtube)
 - Students given a \$10 incentive to participate
- Recruitment for the survey ended on February 23, 2024
- 915 students were surveyed! (608 surveyed in 2021)
- Final report slated for release July 1, 2024



Health Equity Initiatives

Kelsey Holmes, Chief

Kelsey.Holmes@maryland.gov



The new Health Equity Branch supports CTPC staff, partners, communities, and stakeholders in integrating a health equity lens and cultivating an evidence-based environment of inclusion and diversity into all Maryland tobacco programs.

- Health disparities data to support state and county level programs.
- Health Equity Highlights, Spring 2024; featuring menthol tobacco use.
- Upcoming funding to address menthol disparities and partnering with faith-based organizations.
- Supporting Pride outreach/events and Quitline outreach in languages other than English.
- Finalizing a Health Equity Commitment Statement.

Statewide Public Health Initiatives

Naseeb Kibria, Chief
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Alexandra Nowalk, Health
Policy Analyst

Lynette Stupi, Health
Communications Manager

Sara Demetriou, Project
Coordinator

Team Oversees:

- CDC Grant (4th year)
 - Behavioral health and tobacco free campuses and policies (Gaudenzia, Inc)
 - Youth engagement in tobacco control (Community Anti-Drug Coalitions of America, CADCA)
 - LGBTQ tobacco prevention efforts (The University of Maryland College Park, Prevention Research Center)
 - Media and health communications (GKV)
- Legal Resource Center for Public Health Policy

Tobacco-Free Policies in Behavioral Health Settings

Objectives (through 6/30/26):

- Implement tobacco-policies to protect **12,500** clients, staff, and visitors at **five facilities** from secondhand smoke;
- Screen **12,000** clients for tobacco use;
- Refer eligible clients to receive education and evidence-based cessation resources, including NRT;
- Enroll **3,500** clients in the Freedom From Smoking group curriculum; and
- Enhance data systems to track clients' quit attempts and reductions in tobacco use.



1. Crownsville
2. Glen Burnie Outpatient
3. Owings Mill
4. Park Heights
5. Weinberg Center



Reducing Health Disparities in LGBTQ+ Youth

- Partnership with University of Maryland Prevention Research Center
- Recent accomplishments:
 - Launched bi-lingual campaign websites - <https://live-in-color.org/>
 - Developed project 1-pager
 - Updated work plan for the Community Advisory Board (CAB)
- Goals for FY 2025:
 - Recruit additional CAB members
 - Integrate new project coordinator
 - Finalize campaign assets and toolkit
 - Build on community outreach efforts



Youth Engagement in Tobacco Control

In FY 2024, CADCA:

- Launched the Take Back Your 10 (TB10) initiative
- Developed new branding and website to go live on **May 9, 2024**
- Presented at various LHD and LHIC convenings
- Developed an informational one-pager to facilitate youth and adult advisor recruitment
- Annual Youth Summit for **June 15, 2024** at University of Maryland, College Park



Take Back Your 10
Maryland's Youth-Led Tobacco-Use Prevention Movement

YOUTH LED, ADULT GUIDED

Join Today!
Take Back Your 10 (TB10) is recruiting youth and their trusted adult advisors to join our Youth Statewide Movement to lead commercial tobacco prevention activities in Maryland.

Mission
To prevent commercial tobacco use amongst teens in Maryland to take back 10 potentially lost years of life.

Maryland Youth will:

- Become champions for tobacco-use prevention.
- Meet peers with like interests.
- Develop leadership and advocacy skills.
- Earn service-learning hours, certificates, gift cards & other incentives!

TB10 Contact
Leslie Ortiz-Cadwallader, MPH
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lortiz@cadca.org
takebackyour10@cadca.org
(703) 706-0560 ext. 285

SCAN ME

Get Involved: <https://tinyurl.com/4rbyupwb>

CADCA LED WITH THE SPONSORING SUPPORT OF THE MARYLAND DEPARTMENT OF HEALTH'S CENTER FOR TOBACCO PREVENTION AND CONTROL.

FY24 Mass-Reach Health Communications

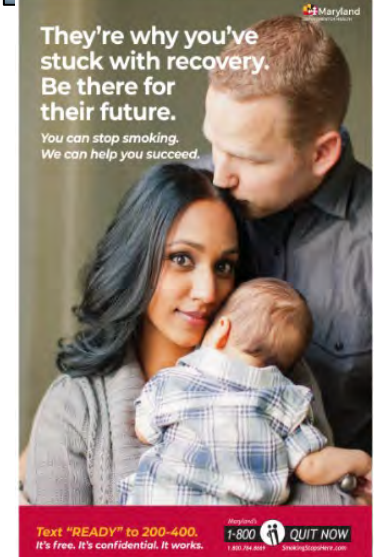


TRANSIT & SHELTER ADS



DIGITAL MONITORS:
STATE WORKER LOCATIONS
MVA PUBLIC WAITING AREAS

SOCIAL MEDIA & GOOGLE
RESPONSIVE ADS



T21 RETAILER
KIT & POSTCARD
MAILINGS

No Menthol Sunday - May 19th



- This year CTPC is working with MDH Comms to execute a paid LinkedIn ad campaign to promote No Menthol Sunday resources to faith-based leaders.
- National Initiative - Center of Black Health and Equity.
- 10th year of raising awareness about menthol cigarettes addictive properties and the tobacco industries targeted marketing towards communities of color

- <https://www.nomentholsunday.org/>



Tobacco Enforcement Initiatives



Jeremy Ricewick, Chief

jeremy.ricewick@maryland.gov

William Scull, FDA Backup Program
Coordinator/Synar Coordinator

- FDA Commissioned Officers and Underage Purchasers are in the field
- **Synar FFY2025 resumed back in the field on April 03, 2024**
 - Results will be mailed to retailers, emailed to LHOs and local enforcement coordinators
- “21 or None” postcards to be mailed to retailers this spring
- “21 or None” toolkits to be sent to retailers and LHDs in the summer, also downloadable:
www.NoTobaccoSalesToMinors.com

Local Public Health Updates

Local Public Health Initiatives

Lawrence Carter, Chief
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Sara Ahmed

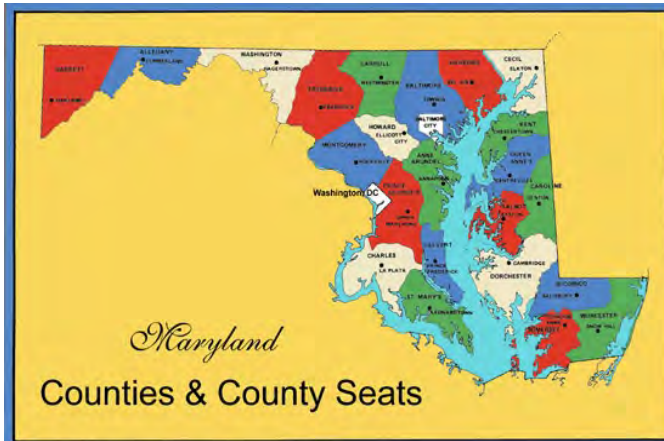
Coordinator, LPH Initiatives

Sherlina Holland

Coordinator, LPH Initiatives

Team Oversees:

- CRF Local Health Department Funded Tobacco Control Programs
- Pregnancy and Tobacco Cessation Help (PATCH) Grants
- Local Enforcement Grants



Local Public Health - Cessation

Performance Measures	FY20	FY21	FY22	FY23
Participants in individual/group smoking cessation	3,291	1,891	2,920	2,545
Participants in Cessation-Caucasian	1,937	1,008	1,338	988
Participants in Cessation-African American	811	436	979	1,007
Participants in Cessation-Hispanic/Latino	98	159	210	65
Participants in Cessation-Asian	39	7	22	19

LHD: Tobacco, Diabetes and Chronic Disease

Prevention and Management Initiatives

- Joint program started in FY23: addressing tobacco control through community partnerships and youth engagement and reducing risk factors for type-2 diabetes through lifestyle change program.
- **Goal:** To utilize a health equity approach to identify and eliminate tobacco, diabetes and chronic disease related inequities and disparities in priority populations.
- **Focus Areas:**
 1. Prevent initiation of tobacco and nicotine products, promote quitting and reduce exposure to secondhand smoke and vape products.
 2. Reduce prevalence of overweight and obesity.
 3. Reduce prevalence of diabetes and improve care management outcomes.
 4. Eliminate tobacco, diabetes and chronic disease prevention related disparities.

MDH Cannabis Public Health

- Expanding infrastructure
- Media/communications/outreach [in partnership with MCA]
 - Statewide Campaign: [BeCannabisSmart](#) - *launched 4/18*
 - Impaired Driving
 - Smoke-free Spaces
- Legal Resource Center for Public Health Policy
 - Cannabis-specific Program
 - Assisting with training and education statewide
 - Conducting needs assessment
- Local Support - FY 2024 & 2025 funding
- Cannabis Public Health Advisory Council
 - Next public meeting - July 17th
 - <https://health.maryland.gov/phpa/ohpetup/council/Pages/default.aspx>



Looking Ahead

- Continuing partnership with TCRC and all of you!
- Clean Indoor Air
 - Update materials/messaging
 - Workgroup - cigar bars
- Planning/preparing for new provisions with tobacco retailer enforcement
 - Updating retailer packets and information
 - Direct messaging to retailers
 - Additional training for LHDs
- Cannabis
 - Trainings
 - Messaging



CONTACT:

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