



# **Maryland TCRC 18<sup>th</sup> 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

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## **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

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- 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

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David Quinn, Chief, Tobacco Cessation  
and Health System Initiatives

[david.quinn@maryland.gov](mailto:david.quinn@maryland.gov)

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](http://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
<b>Enrollment</b> (Phone, Referrals, Online, Text)	X	X
<b>Digital Tools</b> Milestone driven, action card journey		X
<b>Digital Tools</b> Online Courses	X	X
<b>Coaching</b> Inbound & Outbound Calls	X	X
<b>Coach-led group video</b>		X
<b>Live Chat &amp; Text</b> Conversational AI		X
<b>NRT</b> 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	Multi-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

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Nikardi Hynes, Chief  
[Nikardi.Hynes@maryland.gov](mailto:Nikardi.Hynes@maryland.gov)

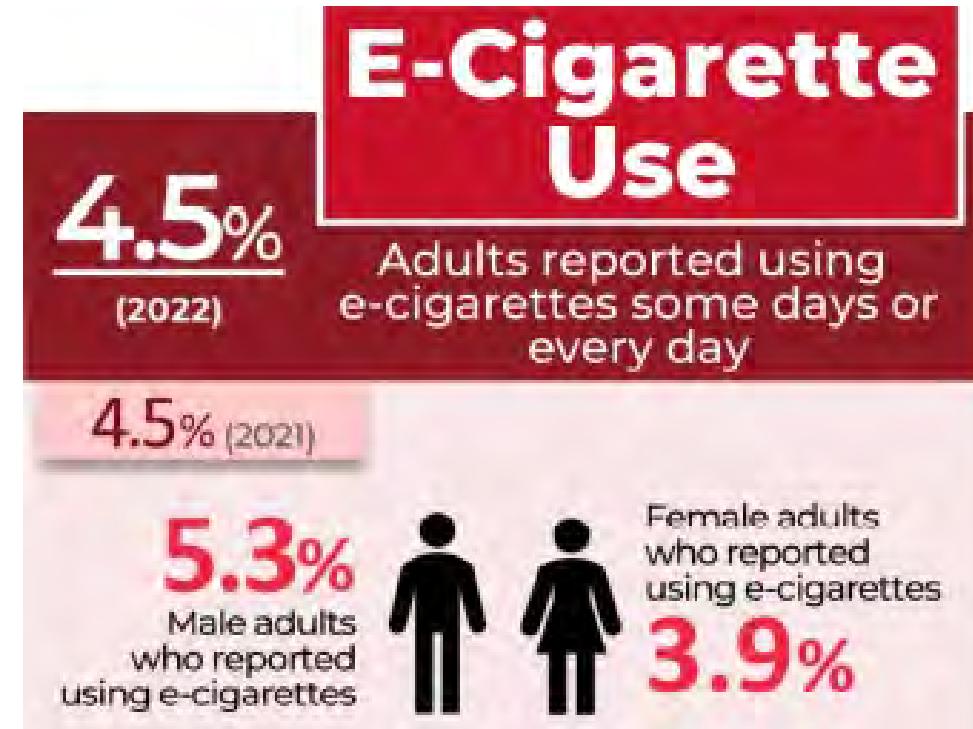
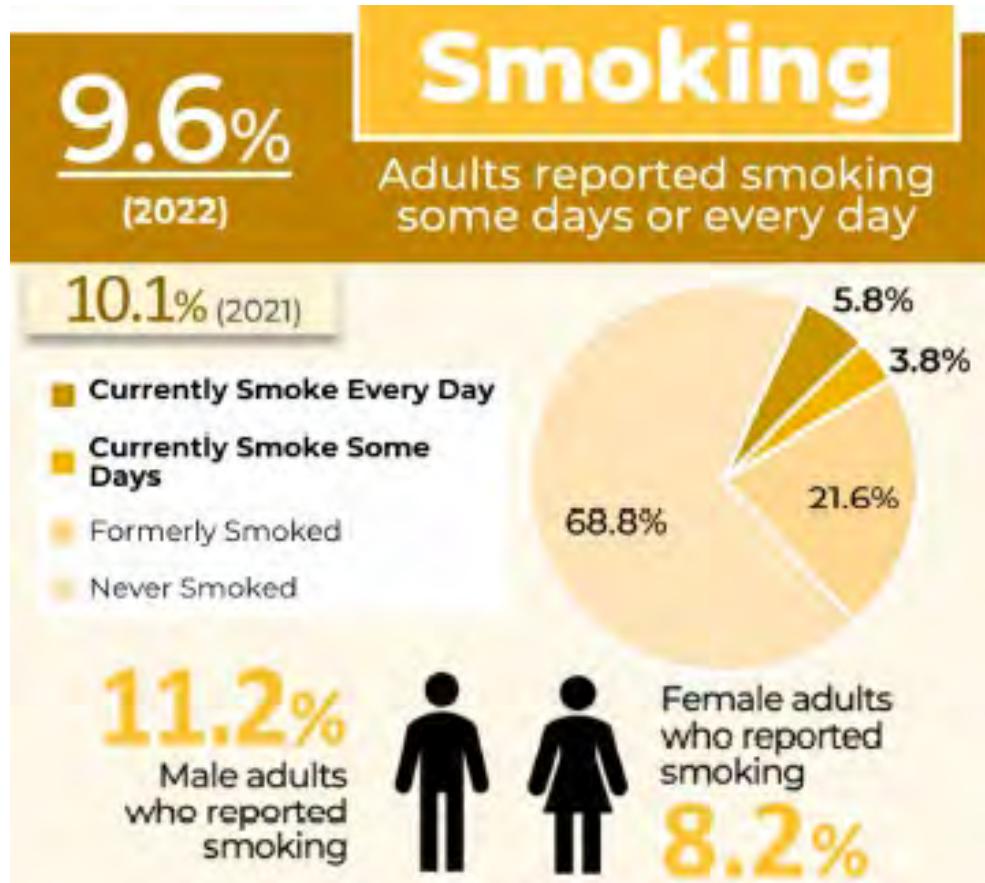
Yasmine Price,  
Program Planner and Evaluator



Team oversees:

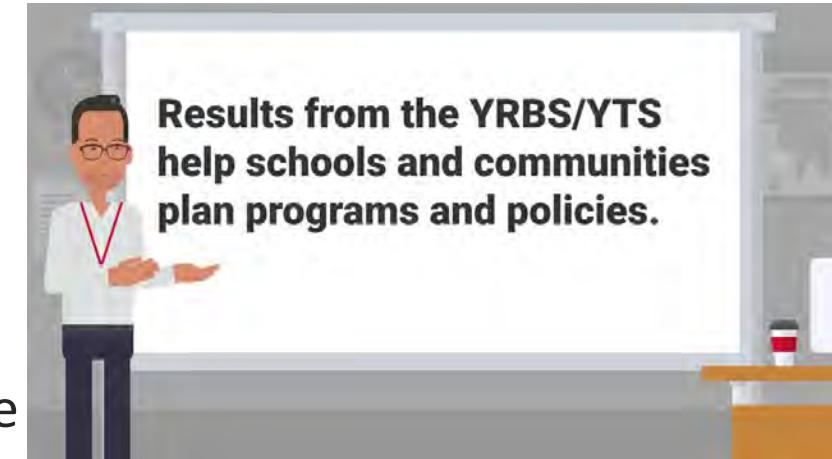
- YRBS/YTS Survey
- Maryland Youth Pandemic Behavior Survey
- Ethnographic Study—The Impact of Tobacco-Related Disparities
- Comprehensive Evaluation of the Maryland Tobacco Program
- Counter Tools
- Data dissemination

# 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](mailto: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.

## Health Equity Updates

# Health Equity Highlights



## HEALTH EQUITY HIGHLIGHTS

Prevention and Health Promotion Administration  
Center for Tobacco Prevention and Control

### Menthol Tobacco Inequities Spring, 2024

#### MENTHOL TOBACCO

##### WHAT IS MENTHOL?

- Menthol is a natural chemical in peppermint and other plants, but can also be produced in a lab.<sup>1</sup>
- Menthol can change the way one registers taste and pain.<sup>1</sup>
- In cigarettes, menthol creates a cooling sensation, making the smoke feel less harsh and easier to inhale.<sup>1</sup>

##### EXAMPLE MENTHOL CIGARETTES

- Marlboro: Black Menthol, Smooth Ice, and Bold Ice.
- Camel: Crush Smooth and Crush Rich.
- Newport: Smooth, Boost, and Boost Gold.

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Maryland Department of Health - Public Health Services Administration - Center for Tobacco Prevention and Control  
[health.maryland.gov/tobacco-prevention](http://health.maryland.gov/tobacco-prevention)

#### MENTHOL TOBACCO USE IN MARYLAND

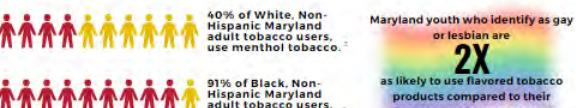
##### THE PUBLIC HEALTH PROBLEM

**48%** Of Maryland adults who smoke, usually use menthol cigarettes.  
**32%** Of American adults who smoke, usually use menthol cigarettes.

- Tobacco companies add menthol to tobacco to make it seem less harsh and more appealing to youth and new users.<sup>1</sup>
- Menthol enhances the effects of nicotine.<sup>1</sup>
- Menthol can make tobacco products easier to start, more addictive, and harder to quit.<sup>1</sup>

##### HEALTH DISPARITIES

The tobacco industry aggressively markets menthol cigarettes to select populations (Black Americans, youth, and women). This leads to menthol tobacco use disparities in the targeted groups.<sup>2</sup>



**CDC ANTICIPATED OUTCOMES TO BANNING MENTHOL IN MARYLAND**

If menthol cigarettes were no longer available, **~15,700** additional adults in Maryland who smoke would quit smoking.  
If menthol cigarettes were no longer available, **~6,100** additional non-Hispanic Black adults in Maryland who smoke would quit smoking.  
As of February, 2024, **0** localities in Maryland prohibit the sale of menthol cigarettes and other flavored tobacco products.

Source: 1. Fagerström, K., & Fiore, M. (2002). Nicotine and tobacco: An overview. In M. A. Fiore, M. C. Jaen, & J. C. Baker (Eds.), *Handbook of tobacco use: Research, intervention, and policy* (pp. 1-10). Washington, DC: American Psychological Association.

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Maryland Department of Health - Public Health Services Administration - Center for Tobacco Prevention and Control  
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## "live in color" Campaign, Preventing Tobacco's Impact on LGBTQ+ Youth



CTPC is working with UMD-PRC (University of Maryland Prevention Research Center) and community organizations in Prince George's and Montgomery Counties to address tobacco use disparities in LGBTQ+ Black and Latinx youth. A community needs assessment showed the need for more culturally relevant tobacco prevention and cessation and inclusive of specific topics like mental health, stigma, coping, and peer pressure. The "live in color" campaign was developed to incorporate tobacco prevention and cessation messaging into the spaces and places frequented by LGBTQ+ Black and Latinx youth. To get maximum visibility and impact with limited resources, the campaign is designed to connect with community organizations. Community Advisory Boards in English and Spanish were created to get local organizations' input. Most community organizations have limited resources, so toolkits and resources have been designed to be utilized with limited effort. While tobacco education may not be a top priority compared to housing, food, and employment for many LGBTQ+ youth and organizations who serve them, these populations deserve to live tobacco-free and not be hindered in seeking housing and employment due to their tobacco use. By addressing tobacco as an unhealthy coping mechanism and connecting to organizations active in the community to provide limited effort implementation tools this campaign is more than messaging, it is a partnership.

"Many posters or stickers encourage you [to use tobacco]. They are there. In gas stations and shops that sell the products."  
-25-30 years old, needs assessment participant, current tobacco user

**Join the Community Advisory Board**

**Visit the campaign website**

**National LGBT Cancer Network Tobacco Quitline**

If you would like to highlight a tobacco prevention and control health equity promising practice please submit your work or project [here](#).

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Maryland Department of Health - Public Health Services Administration - Center for Tobacco Prevention and Control  
[health.maryland.gov/tobacco-prevention](http://health.maryland.gov/tobacco-prevention)

#### MENTHOL TOBACCO MESSAGING

There has been an increase of menthol tobacco news recently due to the pending FDA decision on a national menthol ban and menthol tobacco ban legislation many states are considering. Learn more about menthol tobacco messaging:

- Attorney General Brown: Urges Biden Administration to Implement Ban on Menthol Cigarettes and Flavored Cigars.
- CDC's 2024 Tips from Former Smokers Campaign.
- African American Tobacco Control Leadership Council's 'Menthol Funeral'.
- Truth Initiative's article on 'Why ending menthol cigarette sales would benefit disproportionately affected groups'.
- Washington Post's Editorial on 'Save Black Lives, Ban Menthol'.
- Mayor Johnson: 'Black Communities have been burned by marketing of menthol cigarettes.'



#### UPCOMING OBSERVANCES RELEVANT TO TOBACCO

Click on the observance for more information

- Celebrate Diversity Month (April)
- National Minority Health Month (April)
- Take Down Tobacco Day (April)
- National Public Health Week (April)
- Air Quality Awareness Week (April)
- Mental Health Month (May)
- National Cancer Survivors' Day (June)
- Caribbean American Heritage Month (June)
- No Menthol Sunday (May)
- No World No Tobacco Day (May)
- Juneteenth (June)
- Pride Month (June)
- National Cancer Survivors' Day (June)
- Caribbean American Heritage Month (June)



#### RESOURCES TO HELP QUIT TOBACCO/NICOTINE AND LIVE TOBACCO-FREE

Click here for prevention and education resources to share with youth, parents, teachers, school administrators, and healthcare providers

**1-800-QUIT-NOW (1-800-784-8669)**

- FREE phone, web, and text message service.
- Specialized quitlines to support behavioral health, youth, and pregnant individuals.
- Offered in Spanish and uses the language line to support multiple other languages.

Live Vape Free for Teens. Text VAPEFREE to 873-373.

This material refers to commercial tobacco use (cigarettes, cigars, smokeless tobacco, and electronic smoking devices), not the sacred and traditional use of tobacco by some American Indian cultures.

**Visit us Online** **Follow us on Facebook** **For more information email Kelsey.Holmes@Maryland.gov**

Maryland Department of Health - Public Health Services Administration - Center for Tobacco Prevention and Control  
[health.maryland.gov/tobacco-prevention](http://health.maryland.gov/tobacco-prevention)

# Statewide Public Health Initiatives

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Naseeb Kibria, Chief  
[naseeb.kibria@maryland.gov](mailto:naseeb.kibria@maryland.gov)

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

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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



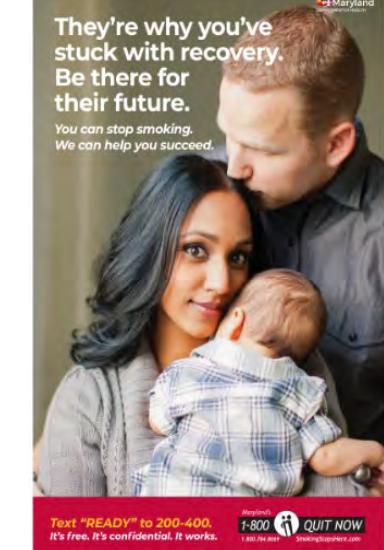
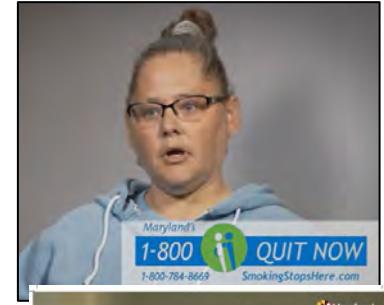
The screenshot shows the Take Back Your 10 (TB10) website. The header features the CADCA logo and the text "Take Back Your 10" and "Maryland's Youth-Led Tobacco-Use Prevention Movement". Below the header is a blue bar with the text "YOUTH LED, ADULT GUIDED". To the right is a stylized illustration of a hand holding a cigarette butt. The main content area has a white background. It includes a "Join Today!" section with a photo of a group of diverse young people, a "Mission" section with a list of goals, and a "Maryland Youth will:" list. At the bottom is a "TB10 Contact" section with contact information for Leslie Ortiz-Cadwallader and a QR code. The footer includes the CADCA logo and the text "CADCA LED WITH THE SPONSORING SUPPORT OF THE MARYLAND DEPARTMENT OF HEALTH'S CENTER FOR TOBACCO PREVENTION AND CONTROL".

## Statewide Public Health Initiatives Updates

# FY24 Mass-Reach Health Communications



SOCIAL MEDIA & GOOGLE RESPONSIVE ADS



# No Menthol Sunday - May 19th

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- 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/>  
DEPARTMENT OF HEALTH

# Tobacco Enforcement Initiatives

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Jeremy Ricewick, Chief

[jeremy.ricewick@maryland.gov](mailto: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](http://www.NoTobaccoSalesToMinors.com)

*Local Public Health Updates*

# Local Public Health Initiatives

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Lawrence Carter, Chief  
[lawrence.carter@maryland.gov](mailto:lawrence.carter@maryland.gov)

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	<b>2,920</b>	<b>2,545</b>
Participants in Cessation-Caucasian	1,937	1,008	<b>1,338</b>	<b>988</b>
Participants in Cessation-African American	811	436	<b>979</b>	<b>1,007</b>
Participants in Cessation-Hispanic/Latino	98	159	<b>210</b>	<b>65</b>
Participants in Cessation-Asian	39	7	<b>22</b>	<b>19</b>

# LHD: Tobacco, Diabetes and Chronic Disease Prevention and Management Initiatives

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- 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

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- 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



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CONTACT:

*Dana Moncrief, Director, Center for Tobacco Prevention and Control*

[\*dana.moncrief@maryland.gov\*](mailto:dana.moncrief@maryland.gov)