



**Tobacco Task Force Report  
Community Health Improvement Plan (CHIP) Goal 2.2  
Update on Activities  
Cecil County Health Advisory Committee July 20, 2017**

<b>Community Engagement</b>				
<b>Goal 2.2:</b>	Reduce mortality from lung cancer in Cecil County.			
<b>CHIP Objective 2.2.2</b>	By June 30, 2019, reduce the prevalence of tobacco use among adolescents by 5% and cigarette smoking among adults by 5%.			
<b>Baseline</b>	Adolescents: 24.6% in 2013, Adults: 12.4% in 2014. Sources: Maryland SHIP Measures. 2013 Maryland YRBS. Maryland BRFSS			
<b>Outcome Objective #1</b>	By June 30, 2017, one media campaign and three community events will be used to outreach in the community about the dangers of tobacco use, ENDS, and/or available cessation services.			
<b>Tasks</b>	<b>Key Partners</b>	<b>Timeline</b>	<b>Status</b>	<b>Date Completed</b>
1. Implement a media campaign using internet sources, radio stations Billboards, posters or signs in strategic locations.	Cecil County Health Department (CCHD)  TTF Members	Ongoing February 2017 to June 30, 2017	Radio interview completed on 104.7 SMASH Hits radio  Three Facebook posts	1/24/17  1/23/17 4/12/17 and 4/17/17
2. Attend community events with information.	CCHD  TTF Members	Ongoing February 2017 to June 30, 2017	Seven events reached 954 people	1/26/17 10/16/16 4/18/17 4/29/17 5/26/17 4/29/17 6/10/17

*Healthy People. Healthy Community. Healthy Future.*

ADMINISTRATIVE SERVICES.....410-996-5550	ENVIRONMENTAL HEALTH SERVICES.....410-996-5160
ALCOHOL AND DRUG RECOVERY CENTER.....410-996-5106	HEALTH PROMOTION.....410-996-5168
EMERGENCY PREPAREDNESS.....410-996-5113	MENTAL HEALTH AND SPECIAL POPULATIONS SERVICES.....410-996-5112
COMMUNITY HEALTH SERVICES.....410-996-5130	TTY USERS FOR DISABLED: MARYLAND RELAY.....800-201-7165
DISEASE CONTROL.....410-996-5100	EN ESPAÑOL.....410-996-5550 EXT 4680

## Education

<b>Goal 2.2:</b>	Reduce mortality from lung cancer in Cecil County.
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<b>Baseline</b>	Adolescents: 24.6% in 2013, Adults: 12.4% in 2014. Sources: Maryland SHIP Measures. 2013 Maryland YRBS. Maryland BRFSS
<b>TTF Strategy Objective #2</b>	By June 30, 2017, four educational activities will be implemented to address the lack of knowledge in the community about the dangers of tobacco use, ENDS and available cessation services.

Action	Parties Responsible	Timeline	Status	Date Completed
1. Provide education to parents through “My Family Matters” and “Drug Information Night”.	Youth Empowerment Source (YES)  CCHD  Alcohol Drug Recovery Center (ADRC)	March 1, 2017 and April 30, 2017	“My Family Matters” provided a Drug Information Session.	4/6/17, 4/13/17 and 4/20/17
2. Partner with youth organizations to educate youth and their families.	Boys and Girls Club of Cecil County (BGCC)  YES  Cecil County Pregnancy Center (CCPC)	Ongoing December 1, 2017 to June 30, 2017	Three partners were educated and trained to refer tobacco users to Cecil County Health Department and Maryland Tobacco Quitline.	1/17/17,1/23/17,and 1/25/17
3. Educate healthcare providers and provide information	CCHD  UHCC  Health Care Providers	December 1, 2017 to March 30, 2017	46 local health care providers educated.  54 healthcare providers offices received information.	12/6/16  2/16/17
4. Work with Cecil County Public Schools (CCPS), other schools and community partners in the county to reach out to students and/or parents.	CCPS  High Roads School  CCHD	February 1, 2017 to June 30, 2017	Online e-cigarette workshop created by Life Skills Developers.  537 youth reached	2/1/2017  4/24/17 5/8/2017 5/15/17 5/17/17

5. Educate Substance Abuse and/or Mental populations on the dangers of tobacco use, ENDS and available, cessation services.	ADRC Upper Bay Counseling and Support  HP-CCHD	Ongoing July 1, 2016 to June 30, 2017	249 individuals reached	6/30/17
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### Enforcement

<b>Goal 2.2:</b>	Reduce mortality from lung cancer in Cecil County.			
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<b>Baseline</b>	Adolescents: 24.6% in 2013, Adults: 12.4% in 2014. Sources: Maryland SHIP Measures. 2013 Maryland YRBS. Maryland BRFSS			
<b>TTF Strategy Objective #3</b>	By June 30 2017, three enforcement activities will be completed to encourage tobacco retailer compliance with youth access laws to prevent E-cigarette sales to minors.			
<b>Action</b>	<b>Parties Responsible</b>	<b>Timeline</b>	<b>Status</b>	<b>Date Completed</b>
1. Conduct Tobacco Retailer Compliance Checks.	Law Enforcement Agencies (LEAs)	Ongoing September 1, 2016 to June 30, 2017	73.5 hours were completed which resulted in 124 compliance checks and 18 citations issued for tobacco sales.	6/30/17
2. Education/ Outreach to Tobacco Retailers.	CCHD LEA  Cecil County Liquor Board (CCLB)	Ongoing July 1, 2016 to June 30, 2017	120 face to face educational visits with retailers completed.  Retailers received “No Sell” calendars and decal/counter stickers.	6/30/17
3. Offer Tobacco Retailer Trainings.	CCHD  CCLB	December, 8, 2017 and June 8, 2017	Two retailer trainings completed.	12/8/17 and 6/8/17