



Tobacco Task Force Report
Community Health Improvement Plan (CHIP) Goal 2.2
Update on Activities
Cecil County Health Advisory Committee January 18, 2018

Community Engagement				
Goal 2.2:	Reduce mortality from lung cancer in Cecil County.			
CHIP Objective 2.2.2	By June 30, 2019, reduce the prevalence of tobacco use among adolescents by 5% and cigarette smoking among adults by 5%.			
Baseline	Adolescents: 24.6% in 2013, Adults: 12.4% in 2014. Sources: Maryland SHIP Measures. 2013 Maryland YRBS. Maryland BRFSS			
Outcome Objective #1	By June 30, 2018, 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.			
Tasks	Key Partners	Timeline	Status	Date Completed
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 July 1 2017 to June 30, 2018	Two PSAs posted on Facebook sites as media campaigns: <ul style="list-style-type: none"> • Exploiting people with Mental Health • Love Your Quitter 	9/11/17, 11/14/17 and 11/13/17
2. Attend community events with information.	CCHD TTF Members	Ongoing July 1 2017 to June 30, 2018	12 events reached 1,670 people	8/10/2017, 8/24/2017 9/2/2017 9/5/2017 9/29/2017 9/30/2017 10/6/2017 10/4/2017 10/11/2017 10/31/2017 11/16/2017 11/29/2017

Education	
Goal 2.2:	Reduce mortality from lung cancer in Cecil County.
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TTF Strategy Objective #2	By June 30, 2018, 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, 2018 and April 30, 2018	“My Family Matters” Drug Information Session is being scheduled.	April 30, 2018
2. Partner with youth organizations to educate youth and their families.	Heritage Pregnancy and Family Health Center (HPFHC) Cecil County Pregnancy Center (CCPC) UHCC, Maternal Infant Center	Ongoing July 1 2017 to June 30, 2018	Three partners were educated and trained to refer tobacco user to Cecil County Health Department and Maryland Tobacco Quitline.	11/13/17 11/14/2017 12/7/2017
3. Educate healthcare providers and provide information	CCHD UHCC Health Care Providers	Ongoing July 1 2017 to June 30, 2018	32 local health care providers have educated. 54 healthcare providers’ offices received information.	7/6/2017, 7/11/2017, 7/19/2017 and 8/17/2017 TBA
4. Work with schools and community partners in the county to reach out students and/or parents.	CCPS Private Schools High Roads School CCHD	Ongoing July 1 2017 to June 30, 2018	Two partners have been incentivized to conduct peer-to-peer activities to address risk of tobacco and e-cigarettes use. Outreach to other sites to determine interest in this funding.	11/9/18
5. Educate Substance Abuse and/or Mental populations on the dangers of tobacco use prevention, ENDS and available, cessation services.	ADRC On Our Own Upper Bay Counseling and Support HP-CCHD	Ongoing July 1, 2017 by June 30, 2018	49 individuals reached.	Quarterly

Enforcement

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TTF Strategy Objective #3	By June 30 2018, three enforcement activities will be completed to encourage tobacco retailer compliance with youth access laws to prevent E-cigarette sales to minors.			
Action	Parties Responsible	Timeline	Status	Date Completed
1. Conduct Tobacco Retailer Compliance Checks.	Law Enforcement Agencies (LEA)	Ongoing September 1, 2017 to June 30, 2018	36 hours were completed which resulted in 59 compliance checks and 8 citations issued for tobacco sales.	6/30/18
2. Education/ Outreach to Tobacco Retailers.	CCHD LEA Cecil County Liquor Board (CCLB)	Ongoing July 1, 2017 to June 30, 2018	112 face to face educational visits with retailers completed. Violators are receiving re-visits as citations are being issued. “No Sell” calendars have been ordered.	6/30/18
3. Offer Tobacco Retailer Trainings.	CCHD CCLB	December, 8, 2017 and June 8, 2018	One retailer training has been scheduled.	1/4/18 and TBA