

Tobacco Task Force Report
Cecil County Health Advisory Committee
July 19, 2012

The Tobacco Task Force met on September 23, 2011, January 20, 2012, and May 18, 2012. The Local Public Health Tobacco Use Prevention and Cessation Program Grant's Community Action Plan progress was reviewed with the task force members with all performance measures being accomplished or exceeded in the Community, Cessation, and Enforcement components of the grant. Tobacco Task Force members discussed and agreed on the action plan for FY 13. Since the funding was depleted by September 23, 2011 for cessation aides, the task force agreed that if possible to allocate more funding for Nicotine Replacement Program and Chantix™ Services. The task force was provided an overview of the CDC's National Tobacco Education Campaign "Tips From Former Smokers" which was launched on March 19, 2012. The campaign profiles people who are living with the significant adverse health effects due to smoking. The advertisements underscore the immediate damage that smoking can cause to the body and features people who experienced smoking-related diseases. The campaign consists of many facets including the posters, Public Services Announcements, Facebook, Twitter and YouTube. □ The CDC campaign website to obtain these free resources is <http://www.cdc.gov/quitting//tips>. The campaign also encouraged smokers to access Maryland Quitline website at www.smokefree.gov or call 1-800-QuitNow. At MD Quit's 6th Annual Best Practices Conference on January 19, 2012 the Cecil County Health Department received the first award for the "Fax To Assist Referral Award." The award was in recognition for having the highest number of referrals to the Quitline in 2011 out of all participating providers in the State of Maryland. Task force members were encouraged to utilize this resource in the community.

Will Tilbrug, Staff Attorney from University of Maryland School of Law, Center Tobacco Regulation will discuss new tobacco use prevention legislation at the September 21st task force meeting held at the Town of Elkon's Activity Room.