



**Tobacco Task Force Report
Cecil County Community Health Advisory Committee
July 21, 2016**

SHIP Measure: Babies with Low Birth Weight

Percentage of live births that are a low birth weight (2500 grams or less)					
	2010	2011	2012	2013	2014
Cecil	7.8	8.7	7.7	6.9	5.8
Maryland	8.8	8.9	8.8	8.5	8.6

HP 2020 Target: 7.8 MD 2017 Goal: 8.0
Source: Maryland DHMH Vital Statistics Administration

SHIP Measure: Adolescents Who Use Tobacco Products

Percentage of adolescents who used any tobacco product in the last 30 days		
	2010	2013
Cecil	29.4	24.6
Maryland	24.8	16.9

HP 2020 Target: 21.0 MD 2017 Goal: 15.2
Source: Maryland Youth Risk Behavior Survey (YRBS)

SHIP Measure: Adults Who Currently Smoke

Percentage of adults who currently smoke				
	2011	2012	2013	2014
Cecil	23.9	23.0	18.0	12.4
Maryland	19.1	16.2	16.4	14.6

HP 2020 Target: 12.0 MD 2017 Goal: 15.5
Source: Maryland DHMH Behavioral Risk Factor Surveillance System (BRFSS) (www.marylandbrfss.org)

Local Public Health Component – CRF Tobacco Use Prevention and Cessation Program FY 16

- Twenty “Care for Their Air” secondhand smoke programs educated 145 individuals.
- Through tobacco use prevention awareness presentations, 1,913 youth and adults were educated and 153,165 print media contacts were made to youth and adults at community sites and events.
- Eight community organizations completed tobacco use prevention mini-grants reaching 359 people.
- Seventeen daycares, a private school and a community organization provided 1,562 parents with tobacco use prevention and cessation educational materials and educated 549 preschool age students and 232 middle school age students using evidence-based tobacco use prevention curricula.
- Eighty trained community volunteers reported 1,533 one-to-one educational contacts with

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

community members about tobacco cessation services.

- Three presentations on the dangers of e-cigarettes educated 150 youth.
- A total of 124 individuals received tobacco cessation services through “Tools to Be Tobacco Free” programs and private consultations. Participants in the Nicotine Replacement and Chantix™ Services Program redeemed 100 vouchers.

Tobacco Enforcement Initiative to Support Synar Compliance Grant FY16

- Maryland Non-compliance Rates: In Federal Fiscal Year (FFY) 2015, 31.4% of tobacco sales outlets sold tobacco products to youth under 18, **exceeding** the 20% non-compliance rate. In FFY 2016, 13.8% of tobacco sales outlets sold tobacco products to youth under 18, which is **within** the 20% non-compliance rate.
- Participating law enforcement agencies’ combined efforts resulted in 144 overtime hours which yielded: 292 merchants educated on youth access laws, 282 merchants educated on product placement, 227 product placement checks performed and 43 tobacco merchant sales citations issued.
- Cecil County Health Department (CCHD) and three nongovernmental agencies, Boys and Girls Clubs of Cecil County, Youth Empowerment Source and Girls Scout Troop #21, completed 348 tobacco retailer education visits.
- Two hundred fifty-five individuals were reached by supporting activities: a leadership meeting, three town conferences, three youth events, two school-based collaboration events, three faith-based activities, a youth tobacco education program and three retailer trainings.

Pregnancy and Tobacco Cessation Help (PATCH) Special Grant Initiative

- Cecil County Pregnancy Center, Ray of Hope Mission, Wright AME Church and Union Hospital received funding to conduct activities to address smoking among pregnant women. As a result, a total of 563 people were educated, including 74 pregnant women and 347 women of childbearing years. One hundred seventeen referrals for tobacco cessation services were made to CCHD or the Maryland Tobacco Quitline.
- Three PATCH media campaigns were conducted including a billboard, a Facebook ad, and educational materials about tobacco cessation services for pregnant women who smoke. The campaigns yielded 33,200 contacts in the community.
- Fifteen vouchers (four Nicotine Patches, two Nicotine Gum and nine Chantix™ vouchers) were redeemed by participating pharmacies to women of childbearing age who smoke.
- CCHD partnered with six “Fax to Assist” sites to increase referrals to the Maryland Tobacco Quitline.
- Triangle Health Alliance and West Cecil Health Center integrated the CCHD’s Health Promotion Referral Form into their Electronic Medical Record (EMR) system. Fem-Care Health Associates, Alpha Health Centers and Premier Women’s Healthcare utilized and faxed Health Promotion Referral Forms.

The next Tobacco Task Force meeting will be determined by Survey Monkey.