



Legal Resource Center Fall Meeting Tobacco Control Program Updates

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Director
Center for Tobacco Prevention and Control

October 23, 2024

Agenda

- New CTPC Staff Introductions
- Local Initiatives
- Statewide Initiatives
- Cessation and Health Systems Initiatives
- Data and Surveillance
- Health Equity Initiatives
- Cannabis Public Health

New CTPC Staff Introductions

- Sara Demetriou, Youth Coordinator, Statewide Public Health
- Michelle Jenkins, Community Health Educator, Local Public Health
- Savanna Styers, Epidemiologist
- Public Health Workforce Development Interns
 - Christopher Ellis
 - Ethan Sheridan



Local Initiatives

Fiscal Year 2024 LHD Accomplishments



Forged Diverse Partnerships

Funded the following organizations:

- 45 African American
- 15 Hispanic/Latinx
- 27 faith-based



Implemented School-Based Programs

- 58,335 students and 4,093 teachers/staff educated
- 41 schools funded



Engaged Community Members

- 93,556 individuals educated
- 493 health communication campaigns



Helped Marylanders Quit Tobacco Use

3,243 individuals participated in individual/group smoking cessation

Pregnancy and Tobacco Cessation Help (PATCH) Program

Funded Counties in 2024 - Allegany, Calvert, Dorchester, and Washington

In fiscal year 2024, PATCH partners:

- Educated **1,794** persons of reproductive age and **1,405** pregnant persons on the dangers of using tobacco/nicotine during pregnancy;
- Made **270** referrals to the Quitline;
- Hosted **15** meetings and trainings to promote the PATCH initiative;
- **11** community partners are now portals for tobacco use intervention; and
- Provided guidance and resources to numerous participants on establishing tobacco-free policies.



**MAKE THIS THE
QUIT THAT
STICKS.**

FOR YOU AND YOUR BABY.

The Maryland Tobacco Quitline is here to help. Quit Coaches are available 24/7. Access extra help online or by text, and receive gift cards for participating.*

**It's free. It's confidential.
And it works.**

Call 1-800-QUIT NOW
Or enroll for free by texting "READY" to 34191.

 Maryland
DEPARTMENT OF HEALTH

 Maryland's
1-800-QUIT NOW
1.800.784.8669
SmokingStopHere.com

*While supplies last.

Fiscal Year 2024 Enforcement Accomplishments

8,735

students, staff, and
faculty educated on
underage tobacco
laws and prevention



Implemented through
65 school
based-collaborations

8,594

Local compliance
checks



Conducted routine
surveillance and
follow-up compliance
checks

1,522

Citations for
underage tobacco
sales



Referred 123 repeat
violators to the ATC

6,450

Educational visits to
tobacco retailers



Educated face-to-face
on state tobacco sales
laws through LHD
staff and NGO
partners

Statewide Initiatives

Tobacco Retailer Enforcement



- Tobacco Retailer inspections
 - FDA
 - MDH/CTPC was awarded over \$8M to continue the FDA Retailer and Compliance checks from 9/30/2024 -9/29/2029
 - Commissioned Officers and Underage Purchasers continue to be in the field
 - Synar
 - Thank you! Synar RVR lowered: FFY24 **24%** to FFY25 RVR **19%** (*preliminary*)!
- Outreach
 - Media
 - “21 or None” toolkits sent to retailers and LHDs in July (ordering additional packets); updated downloadable signage and resources available at: NoTobaccoSalesToMinors.com

CENTER FOR TOBACCO PRODUCTS



CTP STRATEGIC OUTREACH



\$76 Million in Illegal E-Cigarettes Seized in Joint Federal Operation

On Oct. 22, the U.S. Food and Drug Administration, in collaboration with U.S. Customs and Border Protection (CBP), announced the administrative seizure of approximately 3 million units of unauthorized e-cigarette products, with an estimated retail value of \$76 million. The seizures



FY24-25 Mass-Reach Health Communications

thought smoking made me feel better, but it only made me feel worse.

1-800-QUIT-NOW
1-800-784-8689
SmokingQuitsNow.com

QUIT NOW

TICKET	COUNT
C141	29
G222	33
C140	25

SOCIAL MEDIA, DIGITAL
DISPLAY & GOOGLE
RESPONSIVE ADS

21 or none

No person under the age of 21 may be sold tobacco products.

LEARN MORE

Maryland
DEPARTMENT OF HEALTH

Formaldehyde is in Vapes

It's used to preserve dead bodies, and inhalation can cause nausea, asthma & cancer.

Close Open

They're why you've stuck with recovery. Be there for their future.

You can stop smoking. We can help you succeed.

Text "READY" to 200-400. It's free. It's confidential. It works.

1-800-QUIT-NOW
1-800-784-8689
SmokingQuitsNow.com

Why quit smoking now? Because... **Us.**

Get FREE help to quit smoking for good.

1-800-QUIT-NOW

Maryland
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1-800-784-8689
SmokingQuitsNow.com



2024 Pride Event
Sponsorship
ft. iHeart
Radio Ads

iHeart RADIO

Maryland Hall

@mdhealthdept

Annapolis Pride

Z104.3
Baltimore's #1 Hit Music Station

Stop by for some @z1043 swag and lollipops, sponsored by MDHI

Quitting smoking helps patients feel better and recover better.

Continue the good

Maryland
DEPARTMENT OF HEALTH

1-800-QUIT-NOW
1-800-784-8689
SmokingQuitsNow.com

FY24-25 Mass-Reach Health Communications

UNIQUE MASS-REACH OPPORTUNITIES



[WNTD Digital Video Billboards](#)



FY25 WIC Cookbook

Collaborative outreach with
the Armed Forces Network (AFN)



WHEN YOU'RE READY TO QUIT,
WE'RE READY TO HELP.

Visit ycq2.org*

Brought to you by the Maryland Department of Health
*YouCanQuit2 is a U.S. Defense Department (DOD) educational campaign



Reducing Health Disparities in LGBTQ+ Youth

- Partnership with University of Maryland Prevention Research Center
- Recent accomplishments:
 - Launched bi-lingual campaign websites
 - Developed and tested/piloted rack cards in English and Spanish; tabled Pride events
 - Added new Community Advisory Board members
 - Onboarded a new Community Outreach Coordinator

Download free resources at

<https://live-in-color.org/>

Who wants yuck mouth?

Vaping causes cavities and gum disease.

Protect your beautiful smile! Learn ways to quit by texting "VAPEFREE" to 873-373

- FREE & CONFIDENTIAL
- Quit tips & support

live in color
without tobacco

Live in Color without vape and start today:

DECIDE What will help you quit?

IMAGINE What will you gain from quitting?

REMEMBER What motivates you to quit?

ASK Who can support your quit journey?

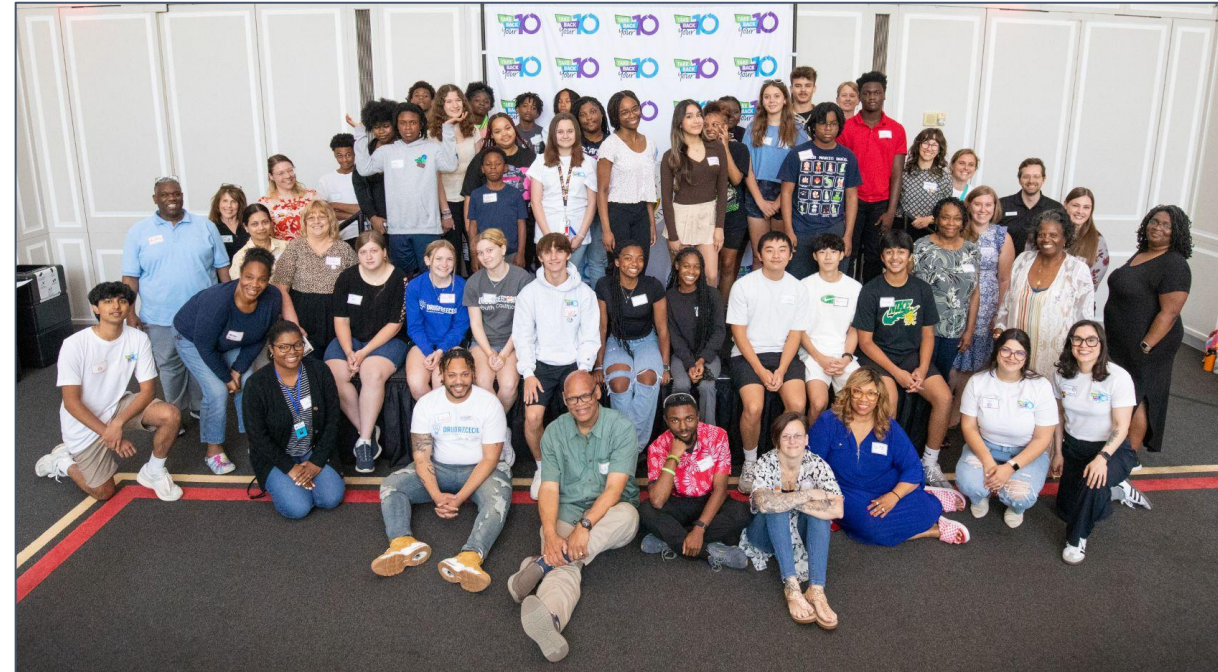
Why wait?
Text "VAPEFREE" to 873-373 to start your quit journey today.

SCHOOL OF PUBLIC HEALTH

Youth Engagement in Tobacco Control

In FY 2024-2025, CADCA:

- Held the annual Youth Summit on *June 15, 2024* at University of Maryland, College Park with **60** participants
- Initiated a Youth Advisory Council, recruited **5 youth** participants
- Engages adult advisors with biweekly office hours
- Will execute monthly touchpoints for youth members, providing education on tobacco companies marketing tactics and the other impacts of tobacco and nicotine use



TAKE BACK Your 10 UNITING MARYLAND'S YOUTH for Tobacco-Free Lives

WHAT TO EXPECT

TAKE BACK YOUR 10 (TB10) IS A YOUTH-LED, ADULT-GUIDED COMMERCIAL TOBACCO-USE PREVENTION MOVEMENT.

On average, people who smoke die 10 years earlier than those who have never smoked (CDC, 2023). Take Back Your 10 is driven to "take back" those 10 years for Maryland community members. TB10 promotes youth voices through education and awareness of how the tobacco industry targets young people and their communities.

WHY JOIN?



EMPOWERMENT

Gain the knowledge and tools to resist tobacco use and nicotine addiction.



LEADERSHIP

Become a voice for change in your community.



SUPPORT

Connect with young people from across the state to promote tobacco-free futures.



IMPACT

Make a difference in the lives of your community by promoting healthier choices and behaviors.



GET INVOLVED

READY TO JOIN THE MOVEMENT?

Simply fill out the registration form at the link below to sign up, or scan the QR code. Once you register, you'll receive updates on upcoming events, resources, and opportunities to get involved in TB10 initiatives.



<https://wkl.ms/3V5vBUj>

**REACH
OUT!**

HAVE QUESTIONS? We are happy to help.

Leslie Ortiz-Cadwallader, MPH
Manager, Youth Tobacco Prevention, CADCA
takebackyour10@cadca.org

Learn more at takebackyour10.org



This program is CADCA led with the sponsoring support of the Maryland Department of Health's Center for Tobacco Prevention and Control.



Join the Take Back Your 10 Movement!

Recruiting Students Specifically From:

- Baltimore County
- Caroline County
- Carroll County
- Charles County
- Kent County
- Montgomery County
- St. Mary's County
- Washington County



College and University Outreach Updates

- **57** Maryland colleges and universities and **four** college and university associations have been contacted
- We have met with **10** colleges and universities to date
- **Two** presentations have been scheduled at Capitol Technology University and Stevenson University
- Invitations to have resource tables at Hagerstown Community College, Coppin State University and McDaniel College

Does Your School Enforce A Policy Prohibiting All Tobacco Products, Including E-cigarettes?

Contact us for support and receive other resources to be tobacco/vape free:

Sara.Demetriou@maryland.gov



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Cessation & Health Systems Initiatives

Quitline Updates

Text to Enroll Numbers

- Adults can text **"READY"** to **34191** or visit www.smokingstopshere.com to enroll.
- Specialized services are available for the following populations:
 - Youth
 - Pregnant and breastfeeding persons
 - People with behavioral health conditions
 - Veterans
 - Medicaid and Medicare recipients
 - Menthol tobacco users
- For Live Vape Free services, youth and young adults can text **"VAPEFREE"** to **873-373** or visit www.livevapefree.com to enroll.

NRT Bulk Purchasing

- NRT can be purchased through Quitline Pharmacy Vendor at the same rate the State pays. Eligible for Maryland State Agencies, LHDs and non-profits.
- Patch, Gum and Lozenges are available.
- Reach out to David Quinn (david.quinn@maryland.gov) for details and next steps.

Maryland Tobacco Control Resource Center (TCRC)

- Link healthcare providers to evidence-based tools, enhance the collaborative network of tobacco prevention and cessation professionals, and provide a forum for sharing best practices throughout Maryland.
- Offer specialized trainings (with CEUs/CMEs), education (i.e., webinars, conference, etc.) and technical assistance to healthcare providers and community partners, including LHDs
- Maintains a website with free online trainings and resources - <https://www.medschool.umaryland.edu/mdtcrc>
- Updates
 - Seeking 1 tobacco control representative from each LHD to sit on the TCRC Advisory Board
 - 2 meetings/year, 2-year terms
 - Next meeting - November 14, 9-10:30 AM
 - Email Michael Dark - mdark@som.umaryland.edu
 - 19th Annual Maryland Tobacco Control Resource Center Best Practices Conference
 - In-person
 - Late March 2025; exact date TBD
 - Topics to include billing, implementing tobacco-free policies, and more

Health Systems Approaches



- Implement CDC Million Hearts Tobacco Cessation Change Package
- Increase referrals to evidence-based tobacco treatment interventions, including the Maryland Tobacco Quitline, and lung cancer screening for high-risk adults
- Implement tobacco-free policies and provide tobacco use dependence treatment at five facilities

Current Partners

- Johns Hopkins Health System
- Mosaic Community Services
- University of Maryland Tobacco Health Center
- University of Maryland School of Medicine
- Johns Hopkins University
- Gaudenzia



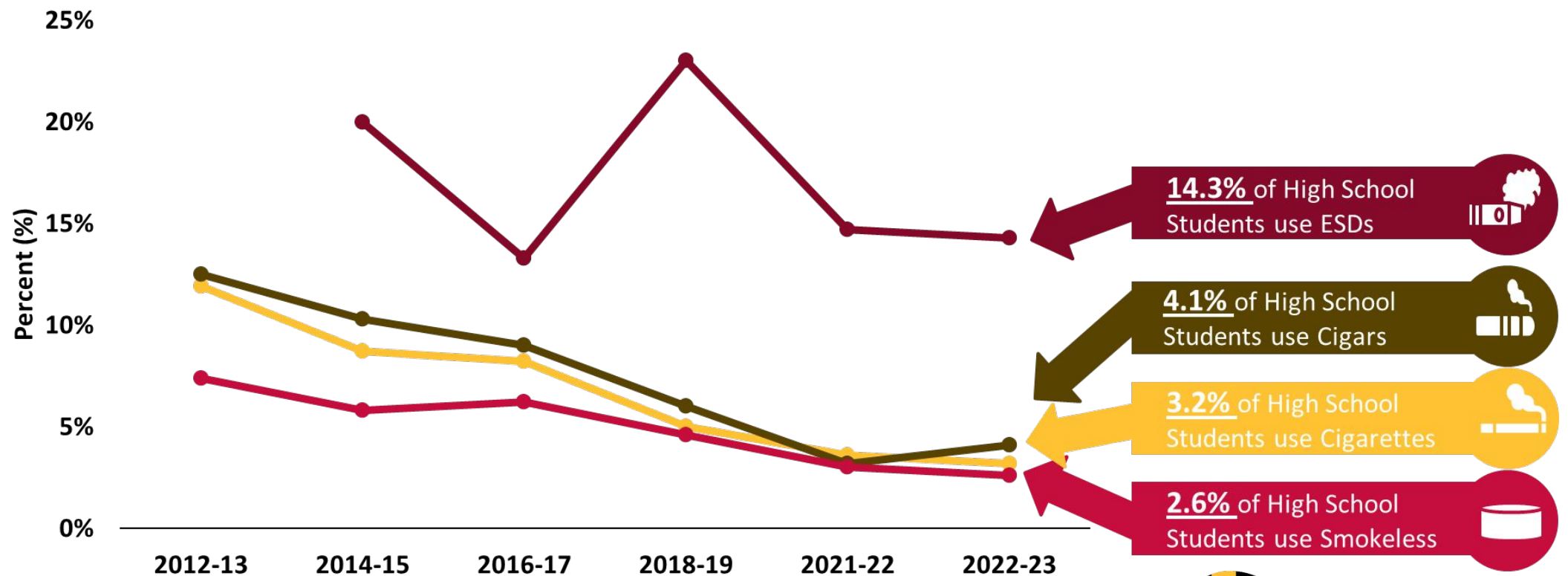
Data & Surveillance

Data & Surveillance Updates

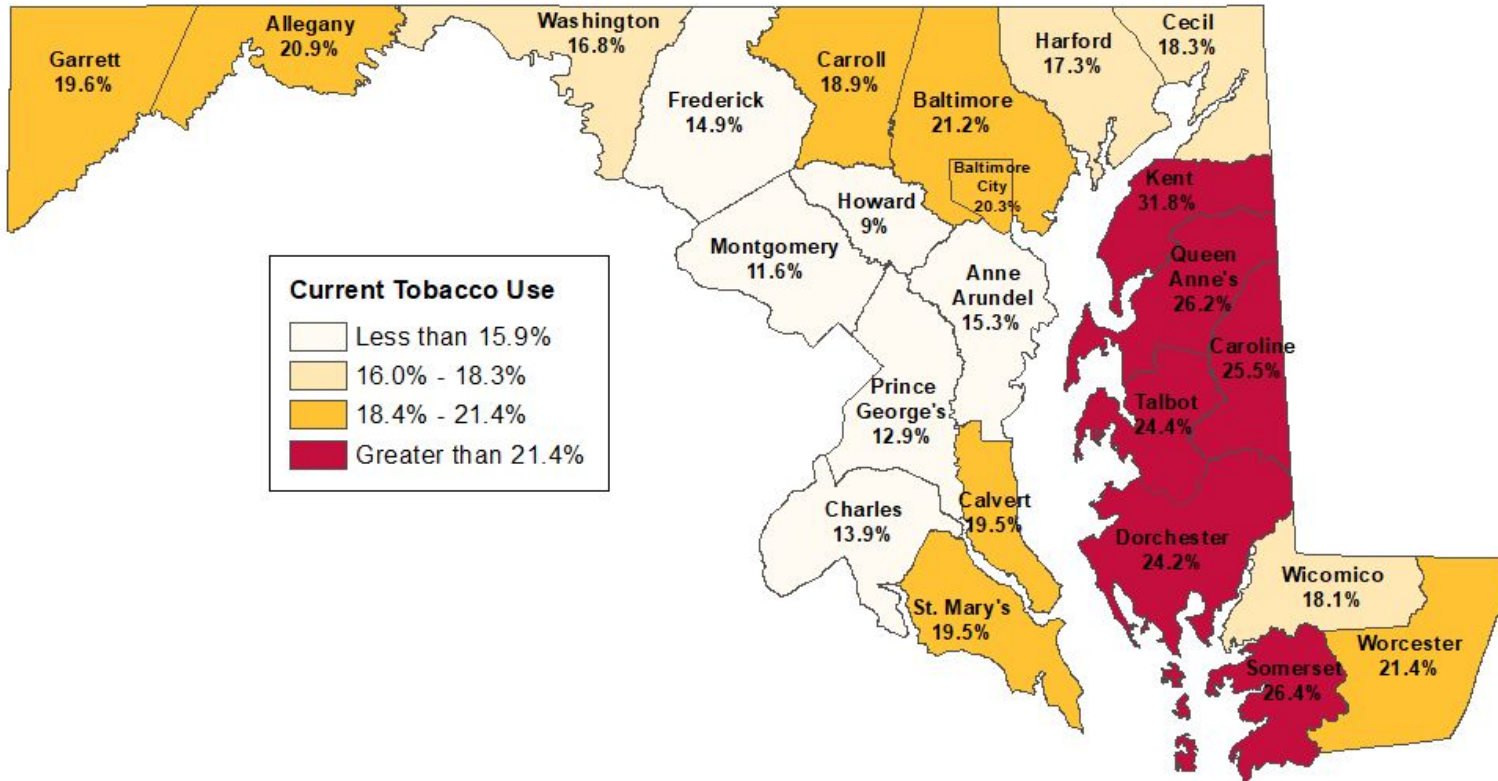
- **Maryland Youth Risk Behavior Survey/Youth Tobacco Survey (YRBS/YTS)**
 - In schools **NOW** for Fall 2024 (Survey administration October 15, 2024 to December 20, 2024)
 - 2022-23 Statewide and Jurisdiction-level data products available:
<https://health.maryland.gov/phpa/ccdpc/Reports/Pages/YRBS-2022-2023.aspx>
 - Raw datasets available by request
- **Maryland Behavioral Risk Factor Surveillance System (BRFSS) - 2022 data available (2023 data expected late 2024)** <https://ibis.health.maryland.gov>
- **Maryland 2023 Youth Pandemic Behavior Survey (YPBS)- Final report available late 2024**

Youth Tobacco Trends

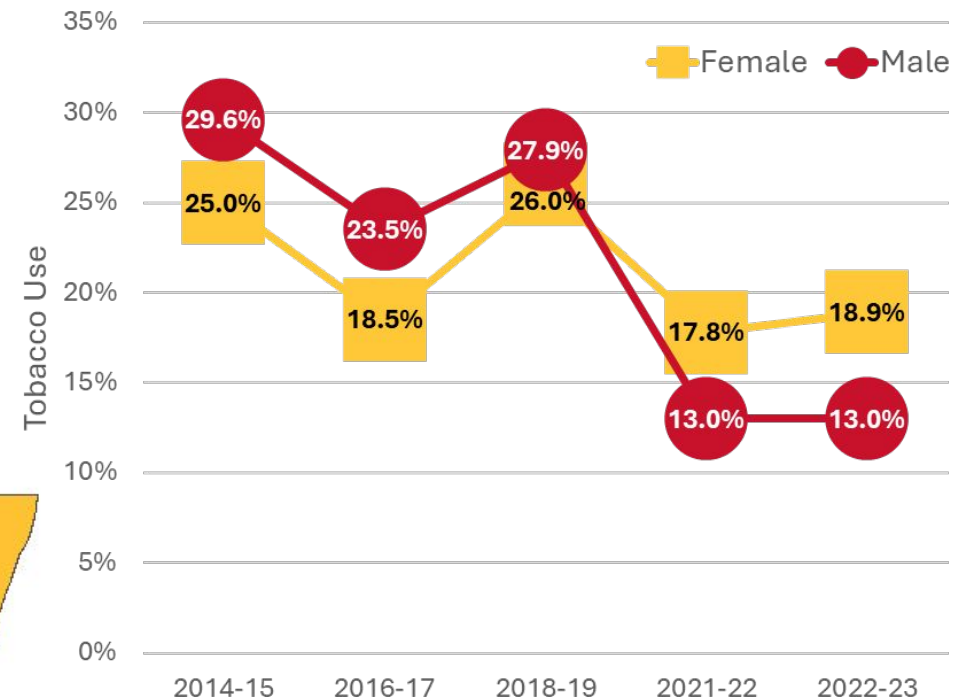
Current High School Tobacco Product Use By Survey Year



Youth Any Tobacco Use MAP

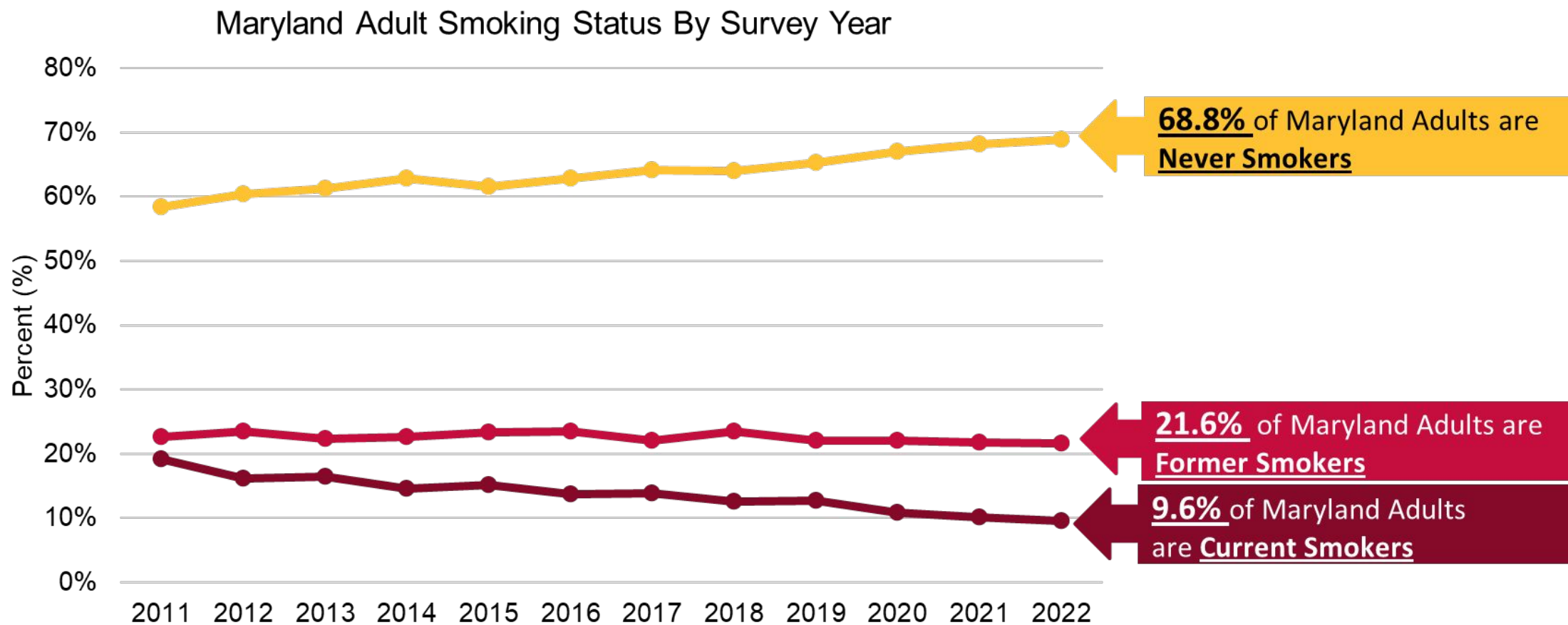


Current Tobacco Use By Sex

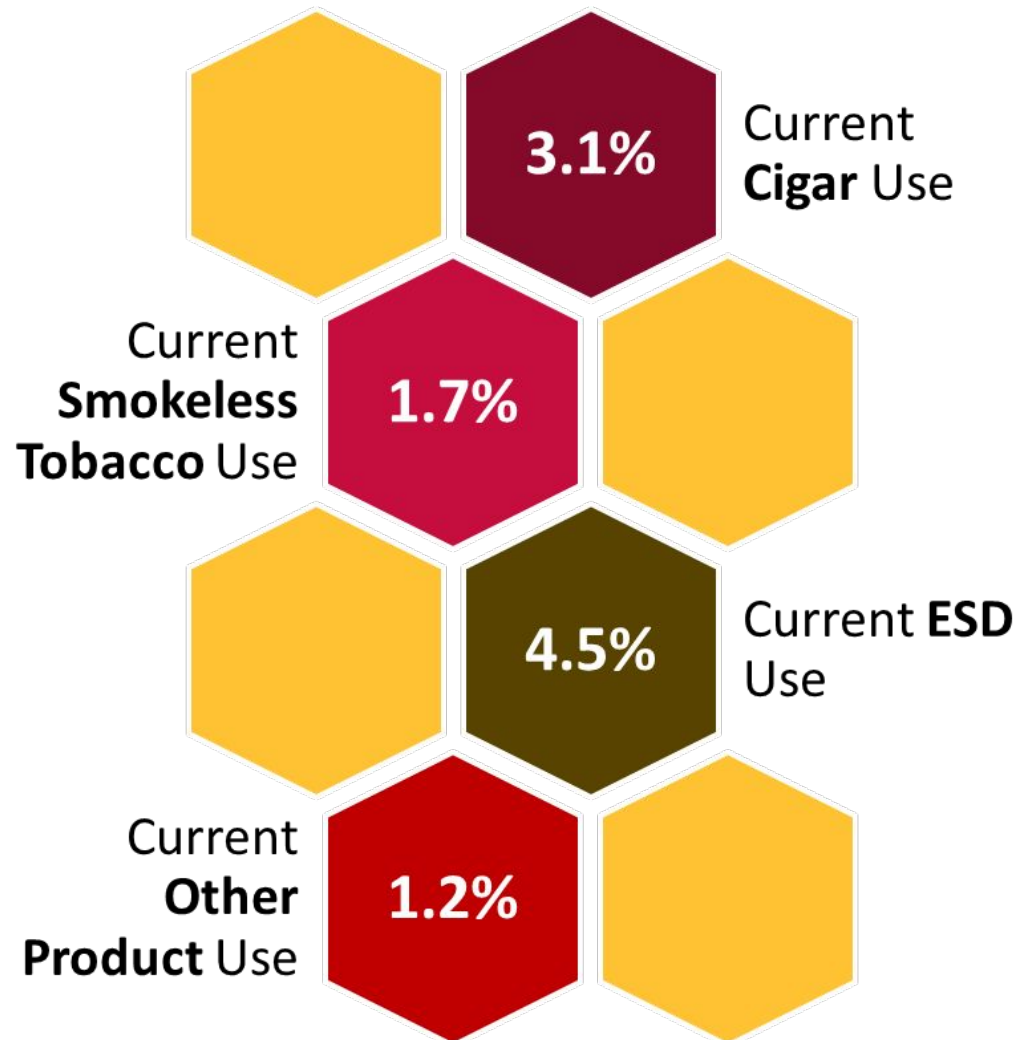


Percentage of students who currently smoked cigarettes or cigars or used smokeless tobacco or electronic vapor products (on at least 1 day during the 30 days before the survey)

Adult Smoking Trends



Adult Tobacco Product Use



- Cigars: significant decrease since 2012 (4.6%)
- Smokeless: no significant changes
- ESDs: significant increase since 2014 (3.2%)
- Other Tobacco Products: no significant changes

Counter Tools

Tobacco Retailer Surveillance Software

- Enforcement Visits
- Education Visits
- Assessment Visits
- Assists with random sampling for Synar
- Tracks violations - report to ATCC

CTPC will issue a **Counter Tools Assessment** to gather insights on using Counter Tools. The assessment link will be sent by email on October 24th and stay open until November 22nd, 2024.

Health Equity Branch Initiatives

CTPC Health Equity Initiatives

- Developed a Center-wide Health Equity Commitment Statement.
- Represented the Bureau and Administration on Health Equity workgroups.
- Maintained the CTPC Health Equity Workgroup.
- Identified priority populations to focus health equity efforts.
- Provided funding to address tobacco-related health disparities, including new initiatives targeting veterans and faith-based communities (menthol use in Black communities)
- Developed Health Equity Data Sheets and newsletters
- Working on updating the name, mission and vision for CTPC

Health Equity Resources

Health Equity Highlight and other publications:

- No Menthol Sunday
- Tobacco and LGBTQ+ during Pride
- Social and cultural context and the history of tobacco
- Tobacco and youth and back to school
- Tobacco disparities in the Hispanic/Latinx communities
- Tobacco disparities in the American Indian/Alaskan Native communities
- Tobacco and chronic conditions
- Menthol tobacco disparities



Policy Updates

Tobacco Retail Modernization Act of 2024 [\(SB 1056\)](#)

Purpose & MDH Requirements:

- Updates licensing and operations for MD tobacco retailers.
- MDH or designee to conduct **1+ unannounced inspection** annually.
- Requires ATCC, MDH, and partners to study retailers; report due **Oct 1, 2025**.



Retailer Requirements:

- Keep all tobacco products behind the counter (excludes premium cigars).
- **ID check** for all under 30.
- **Increased licensing fee:** from \$25 to \$300 (with \$275 allocated to MDH enforcement).
- Increased **penalties** for violations.



LHD Requirements:

- Continue retailer inspections
- Toolkits sent to retailers, LHDs, and partners (Sept 2024).
- Prepping for FY26 (funds, list provided by ATCC, etc)

HB 238/SB 244 - Clean Indoor Air Act Revisions

Purpose:

- Expands CIAA to include **Electronic Smoking Devices (ESDs)** (tobacco, cannabis, hemp).
- Requires businesses/workplaces to post "**No Smoking/Vaping**" signs.
- **Effective Date:** July 1, 2024.

MDH Requirements:

- **Distributing materials** to businesses and LHDs on CIAA changes.
- Updated [CIAA website](#), **FAQs**, **resources**.
- Downloadable signs available in **English/Spanish**.
- Collaborating with **LHDs** and **EHB** on enforcement.

Moratorium on Alcohol Licenses:

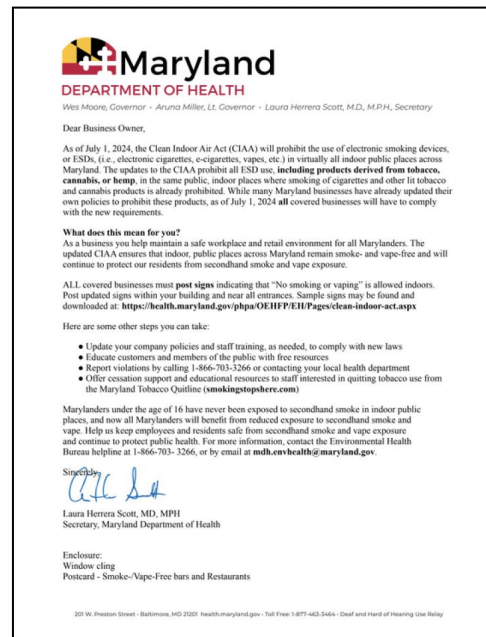
- **No alcohol licenses** to tobacconists from **July 1, 2024** to **July 1, 2026**.
- **Workgroup** studying alcohol licenses for tobacconists, report due by **July 1, 2025**.



SMOKE AND VAPE FREE
TOBACCO/CANNABIS



Clean Indoor Air Act Resource Packet Mailing



- In September, after a collaborative effort on behalf of CTPC, EHB, & MCA, updated CIAA resources that included a letter from the Secretary of Health, a CIAA cling, and a *Be Cannabis Smart* educational postcard were mailed to 10K+ Maryland businesses
- Press release sent on from MDH on Thursday, October 17
- Featured in recent Maryland Matters [article](#)

MARYLAND MATTERS
High school vaping fell in state, nation; advocates say more needs to be done

New CDC data shows that half a million fewer kids are regular users of e-cigarettes in 2024

Cannabis Public Health

MDH Cannabis Public Health

- Launching public health data dashboard
- Media/communications/outreach [in partnership with MCA]
 - Impaired Driving
 - Smoke-free Spaces
 - Safe Storage
 - [Media Toolkit](#)
- Funding the Legal Resource Center
- Local Support - FY 2025 funding
- Support for the Cannabis Public Health Advisory Council



The New York Times

As America's Marijuana Use Grows, So Do the Harms

The drug, legal in much of the country, is widely seen as nonaddictive and safe. For some users, these assumptions are dangerously wrong.



Ambassador Ads



Experts Talk About Kids and Cannabis



- Safe Storage
 - Airing now
- Parent focused ads
 - November
 - “Toolkit” for parents



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