



# **Legal Resource Center Spring Meeting Statewide Tobacco Control Program Updates**

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Center for Tobacco Prevention and Control

**April 10, 2024**

# Agenda

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- New CTPC Staff Introductions
- Statewide Updates
- Cessation and Health Systems Initiatives Updates
- Data and Surveillance Updates
- Other Updates
- Looking Ahead

# New CTPC Staff Introductions

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- David Quinn, Promoted to Chief, Tobacco Cessation and Health System Initiatives
- Rosemary Brito, Coordinator, Health Systems Initiatives
- Sara Demetriou, Youth Coordinator, Statewide Public Health Initiatives
- Sherlina Holland, Coordinator Local Public Health Initiatives
- Sara Ahmed, Coordinator Local Public Health Initiatives
- Donielle Barnes, Administrative Specialist



# CDC DP20-2001 Updates

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# Tobacco-Free Policies in Behavioral Health Settings

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By June 30, 2026, Gaudenzia will:

- Implement tobacco-policies to protect **12,500** clients, staff, and visitors at **five facilities** from secondhand smoke;
- Screen **12,000** clients for tobacco use;
- Refer eligible clients to receive education and evidence-based cessation resources, including NRT;
- Enroll **3,500** clients in the Freedom From Smoking group curriculum; and
- Enhance data systems to track clients' quit attempts and reductions in tobacco use.



1. Crownsville
2. Glen Burnie Outpatient
3. Owings Mill
4. Park Heights
5. Weinberg Center

# Reducing Health Disparities in LGBTQ+ Youth

- Partnership with University of Maryland Prevention Research Center
- Recent accomplishments:
  - Launched bi-lingual campaign websites - <https://live-in-color.org/>
  - Developed project 1-pager
  - Updated work plan for the Community Advisory Board (CAB)
- Goals for FY 2025:
  - Recruit additional CAB members
  - Integrate new project coordinator
  - Finalize campaign assets and toolkit
  - Build on community outreach efforts



# Youth Engagement in Tobacco Control

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## In FY 2024, CADCA:

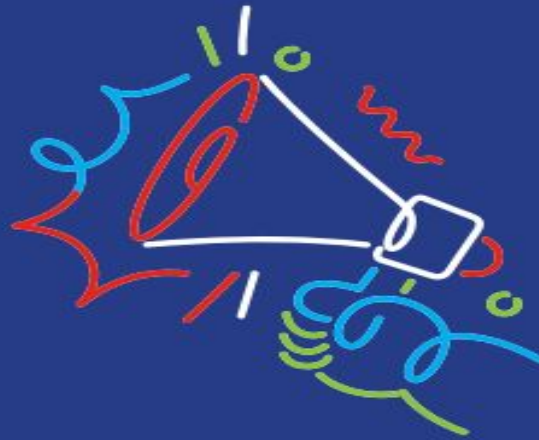
- Implemented a virtual touchpoint for the Take Back Your 10 (TB10) initiative titled ***Walking Around the Issue: Where Tobacco is Available in Your Community;***
- Initiated new branding and website development with youth participant input to launch on **May 9, 2024;**
- Presented at various LHD and LHIC convenings;
- Developed an informational one-pager to facilitate youth and adult advisor recruitment; and
- Scheduled Annual Youth Summit for **June 15, 2024** at the University of Maryland, College Park.



# Take Back Your 10

Maryland's Youth-Led  
Tobacco-Use Prevention  
Movement

YOUTH LED, ADULT GUIDED



## Join Today!

Take Back Your 10 (TB10) is recruiting youth and their trusted adult advisors to join our Youth Statewide Movement to lead commercial tobacco prevention activities in Maryland.



## Mission

To prevent commercial tobacco use amongst teens in Maryland to take back 10 potentially lost years of life.

### Maryland Youth will:

- Become champions for tobacco-use prevention.
- Meet peers with like interests.
- Develop leadership and advocacy skills.
- Earn service-learning hours, certificates, gift cards & other incentives!

***Join the  
Take Back  
Your 10  
Movement!***



Get Involved: <https://tinyurl.com/4rbyupwb>

## TB10 Contact

Leslie Ortiz-Cadwallader, MPH  
Manager, Youth Tobacco Prevention  
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[takebackyour10@cadca.org](mailto:takebackyour10@cadca.org)  
(703) 706-0560 ext. 285



CADCA LED WITH THE SPONSORING SUPPORT OF THE MARYLAND  
DEPARTMENT OF HEALTH'S CENTER FOR TOBACCO PREVENTION AND CONTROL.



# Cessation & Health System Updates

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# Maryland Tobacco Quitline, 1-800-QUIT-NOW

- As of 9/1/2023, new Quitline contract with Consumer Wellness Solutions (RVO Health)
  - [www.SmokingStopsHere.com](http://www.SmokingStopsHere.com)
- Using Rally platform - enhanced digital services
  - New dashboard feature
  - Increased ways to communicate for participants

Attributes	Apollo	Rally
<b>Enrollment</b> (Phone, Referrals, Online, Text)	X	X
<b>Digital Tools</b> Milestone driven, action card journey		X
<b>Digital Tools</b> Online Courses	X	X
<b>Coaching</b> Inbound & Outbound Calls	X	X
<b>Coach-led group video</b>		X
<b>Live Chat &amp; Text</b> Conversational AI		X
<b>NRT</b> Configurable by Pop, guide (digital/printed)	X	X

# Quitline Updates

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- **New Text to Enroll Number**

Adults can text **"READY" to 34191**. This is a new number and we will update our materials to reflect the same, but due to the previous number (200-400) having connectivity issues to some cell phone carriers, we wanted to transition to a number that connects to most carriers. Again, CTPC is working to transition our materials, which we will provide at a later date. In the interim, please feel free to promote among adults and text **"READY" to 34191**.

- **Menthol/Preloading Protocol**

## **The Maryland Tobacco Quitline menthol protocol**

- Specialized Coaches for protocol
- Utilizes the 12 weeks combo NRT offering
- Custom content on the Quitline dashboard to support
- Begins April 10th, 2024

# Quitline Updates (cont.)

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- **Live Vape Free Enhancement**

The Live Vape Free program supports youth ages 13-17 years old who want to quit vaping and now includes the Young Adult program to support young adults 18-26 years old as of February 20th, 2024. This FREE service specializes in FREE counseling for teens and young adults with NRT support for 18 years and older. To connect, text "**VAPEFREE**" to **873-373**.

The website **livevapefree.com** will be the central location where participants can start their enrollment, view video content and learn more about the program.

- **Nicotine Replacement Therapy: Lozenge Shortage**

As of March 18th, 2024, the Quitline removed the lozenge (2mg and 4mg) option for participants. Quitline anticipates lozenges being restocked for participants by the end of April. CTPC will provide an update as soon as possible.

The Quitline continues to offer its full complement of 12 weeks of NRT supply with all Patches and Gum options available.

# Maryland Tobacco Control Resource Center (TCRC)

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## **TCRC now through The University of Maryland Baltimore (UMB)**

Dr. Niharika Khanna and her staff will support and 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.

- Trainings and webinars for brief tobacco treatment intervention and billing services
- Breaking the Habit in Behavioral Health (BH2)
- Trainings, with CEUs/CMEs offered, for priority and at-risk populations: i.e., low SES, race/ethnic minorities, pregnant/postpartum, LGBTQ+ persons, youth and those with lung cancer and chronic diseases such as diabetes and high blood pressure.
- Medicine for the Greater Good Program: Education for students in healthcare professions
- Technical Assistance needs

## **Website**

- <https://www.medschool.umaryland.edu/mdtcrc>

## **18th Annual Maryland Tobacco Control Resource Center Best Practices Conference**

- Virtual (Zoom)
- Friday, April 26, 8:30 am to 1:30 pm
- Topics include:
  - FDA Tobacco Product Updates
  - Tobacco and Menthol in the Black Community
  - Special Populations Panel
  - State Updates
  - Communication Updates for Providers

# Health System Initiatives



Working with health systems partners implementing CDC Million Hearts Tobacco Cessation Change Package

- Implementing tobacco user screening systems integrated into EMRs
- Providing system level training, cessation resources/materials, and feedback to providers
- Having a dedicated tobacco dependence treatment coordinator on site
- Promoting hospital policies that support/provide inpatient tobacco dependence services

## Current Partners

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

# Health System Initiatives FY23 Accomplishments

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## **Mosaic Community Services**

- 709 clients participate in one or more of 94 smoking cessation groups conducted
- 42 clients reduced tobacco use and 30 clients quit tobacco use
- 15 staff were trained in Motivational Interviewing

## **University of Maryland Baltimore Tobacco Health Practice (THP)**

- Provided tobacco cessation interventions to 165 new patients
- Education to Center for Addiction Medicine (CAM) providers; CAM referred 45 patients to the THP for assessment and intervention

## **Johns Hopkins University**

- Provided training on tobacco use dependence treatment interventions and e-referral processes for 207 health providers and health professionals, including 43 health professionals who exclusively treat patients with behavioral health conditions.
- Over 800 referrals to the Maryland Tobacco Quitline

## **University of Maryland School of Medicine**

- Trained 544 physicians, prescribing providers, and nurses on importance of documenting tobacco use history, EPIC clinical decision support tool and e-referral options, including the Maryland Tobacco Quitline
- Over 1,000 patients to the Maryland Tobacco Quitline
- Identified 45 “tobacco champions” (10 or more e-referrals) and 245 “tobacco advocates” (9 or less e-referrals) across the system



# Data & Surveillance Updates

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# Data & Surveillance Updates

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- **Maryland Youth Risk Behavior Survey/Youth Tobacco Survey (YRBS/YTS)**
  - The Maryland YRBS/YTS Stakeholder Assessment
  - Returning to school in the fall of 2024 (Survey administration est. September to December 2024)
  - 2022-23 Statewide Data estimated to be released by May
    - Jurisdiction-level reports pending completion by Contractors
    - Raw datasets can be requested starting in May
- **Maryland Behavioral Risk Factor Surveillance System (BRFSS) - 2022 Data available**
- **Maryland 2023 Youth Pandemic Behavior Survey (YPBS)- Final report available by July 2024**

# Health Equity Updates

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# Health Equity

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- Health disparities data to support state and county level programs.
- Health Equity Highlights, Spring 2024; featuring menthol tobacco use.
- Upcoming funding to address menthol disparities and partnering with faith-based organizations.
- Supporting Pride outreach/events and Quitline outreach in languages other than English.
- Finalizing a Health Equity Commitment Statement.

# Other Updates

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# FY24 Mass-Reach Health Communications

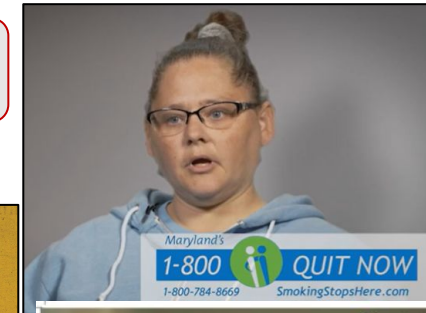
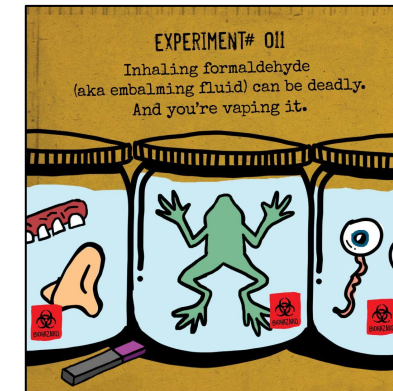


TRANSIT & SHELTER ADS



DIGITAL MONITORS:  
STATE WORKER LOCATIONS  
MVA PUBLIC WAITING AREAS

SOCIAL MEDIA & GOOGLE  
RESPONSIVE ADS



T21 RETAILER  
KIT & POSTCARD  
MAILINGS



# No Menthol Sunday - May 19th

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- This year CTPC is working with MDH Comms to execute a paid LinkedIn ad campaign to promote No Menthol Sunday resources to faith-based leaders.
- National Initiative - Center of Black Health and Equity.
- 10th year of raising awareness about menthol cigarettes addictive properties and the tobacco industries targeted marketing towards communities of color
- <https://www.nomentholsunday.org/>



# CDC “Tips From Former Smokers” Ads

- New 2024 ads - 7 new stories
- Many of the people featured talk about the impacts of smoking menthol cigarettes
- Highlight long-term effects of smoking and secondhand smoke exposure
- <https://www.cdc.gov/tobacco/campaign/tips/resources/feature/index.html>



# Tobacco Retailer Enforcement



- Tobacco Retailer inspections
  - FDA Commissioned Officers and Underage Purchasers are in the field
  - Synar- Preliminary findings show that rates were at 24.0%. Given a waiver issued by SAMHSA for FFY2024 and FFY2025, Maryland will not be penalized for being out of compliance in FFY2024.
    - **Synar FFY2025 resumed back in the field on April 03, 2024**
    - Results will be mailed to retailers, emailed to LHOs and local enforcement coordinators
- “21 or None” postcards to be mailed to retailers this spring
- “21 or None” toolkits to be sent to retailers and LHDs in the summer, also downloadable:

[www.NoTobaccoSalesToMinors.com](http://www.NoTobaccoSalesToMinors.com)

# FY 2025 Local Health Department Grants

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## **FY25 Tobacco Enforcement Grants**

Lawrence Carter

- Released 3/28/24
- Webinar 4/23/24
- Due 5/15/24

## **FY25 Tobacco/Diabetes Grants**

- Michelle George
- Anticipate releasing ~ 4/15
- Anticipated due date: May 23rd

## **FY25 CRF Grants**

- Lawrence Carter
- Anticipated release May

## **FY 24 Cannabis Public Health Planning Grants**

- Dana Moncrief
- Under Review/Awarded

## **FY 25 Cannabis Public Health Planning Grants**

- Michelle George/Dana Moncrief
- Finalizing grant guidance - released in May
- Intent to apply - early June; due late July - start Sept

# MDH Cannabis Public Health

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- Expanding infrastructure
- Media/communications/outreach [in partnership with MCA]
  - Impaired Driving
  - Smoke-free Spaces
  - Safe Storage
- Legal Resource Center, Cannabis
  - Mat Swinburne
  - Assisting with training and education statewide
- Local Support - FY 2024 & 2025 funding
- Cannabis Public Health Advisory Council
  - Next public meeting - April 17th
  - <https://health.maryland.gov/phpa/ohpetup/council/Pages/default.aspx>

# Looking Ahead

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- Clean Indoor Air
  - Update materials/messaging
  - Workgroup - cigar bars
- Planning/preparing for new provisions with tobacco retailer enforcement
  - Updating retailer packets and information
  - Direct messaging to retailers
  - Additional training for LHDs
- Cannabis -
  - Trainings
  - Messaging
- Evaluation contract



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