



STATE OF MARYLAND

DHMH

Maryland Department of Health and Mental Hygiene

201 W. Preston Street • Baltimore, Maryland 21201

Martin O'Malley, Governor – Anthony G. Brown, Lt. Governor – John M. Colmers, Secretary

SEP 15 2010

The Honorable Martin O'Malley
Governor
State of Maryland
Annapolis, MD 21401-1991

The Honorable Thomas V. Mike Miller, Jr.
President of the Senate
H-107 State House
Annapolis, MD 21401-1991

The Honorable Michael E. Busch
Speaker of the House
H-101 State House
Annapolis, MD 21401-1991

RE: Health-General §13-1013 - 2010 Counter-Marketing & Media Component of the Cigarette Restitution Fund's Tobacco Use Prevention and Cessation Program Annual Report

Dear Governor O'Malley, President Miller and Speaker Busch:

Pursuant to Health-General Article, §13-1013, Annotated Code of Maryland, the Department of Health and Mental Hygiene (the Department) respectfully submits this annual legislative report on the status of the Counter-Marketing and Media Component of the Tobacco Use Prevention and Cessation Program.

Local health departments have engaged in a wide range of counter-marketing and media activities with limited funding from the local public health component of the Cigarette Restitution Fund Program (CRFP). Target groups for CRFP include youth, minorities, pregnant women, medically underserved and uninsured populations. The media/marketing campaigns are intended to actively engage these groups in tobacco use prevention activities, cessation services, enforcement measures and dialogue regarding non-smoking norms.

All local health departments in Maryland implemented marketing activities that informed the public of tobacco prevention, smoking cessation and enforcement opportunities within their jurisdictions. A variety of media/marketing strategies were used by local health departments to increase public awareness about the impact of tobacco use, foster dialogue about changing social norms, and support policy solutions for tobacco control. Various print media campaigns conducted include:

- newspaper articles and inserts
- direct mail campaigns
- news releases
- brochures
- billboards
- bus and bus shelter advertisements

Other awareness campaigns were designed to market local programs and educate the public such as:

- advertisements on local radio stations
- advertisements on local television and cable access channels
- oral presentations

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In addition, some jurisdictions used technology to conduct marketing campaigns on list serves and social networks such as Facebook. To maximize resources, some local health departments collaborated with neighboring health departments on joint campaigns.

The local media/marketing campaigns were tailored and sensitive to target populations within the jurisdictions, and they were culturally and linguistically appropriate. Campaigns were developed to reach ethnic/racial minorities (African Americans, Hispanic/Latinos, Asian Americans and Native Americans) as well as the medically underserved and uninsured populations. Some examples of those campaigns are direct marketing to:

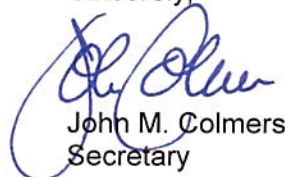
- African American Hair Salons and Barbershops
- Public Housing Authorities
- Churches and Faith-based Institutions
- Mass Transit
- Homeless Shelters
- Departments of Social Services
- Cultural Organizations
- Shopping Malls
- Day Care Providers
- Mental Health Facilities
- WIC Programs

Local health departments reached youth with media messages by targeting youth-serving organizations such as Girls' and Boys' Clubs, parks and recreation programs, community centers, and camps. Schools were targeted with poster displays, bulletin boards and printed materials. Social networks emerged as an effective marketing tool to engage young people as well.

The tobacco control media/marketing approaches in Maryland are designed to reach individuals within all populations and age groups in the State. Local health departments enlist members from their local coalitions, community partners, schools, and State health department staff to develop efficient and sensitive marketing and media campaigns. All of the marketing and media approaches implemented support the four goal areas of the Cigarette Restitution Fund Program: (1) prevent initiation of tobacco use; (2) eliminate harm from secondhand tobacco smoke; (3) support cessation among adults; and (4) reduce tobacco-related health disparities.

If you have questions, please contact Ms. Wynnee Hawk, Director, Office of Governmental Affairs, at (410) 767-6481.

Sincerely,



John M. Colmers
Secretary

cc: Wynnee Hawk, R.N., J.D.
Frances B. Phillips, R.N., M.H.A.
Russell Moy, M.D., M.P.H.
Joan Stine, M.S., M.H.S.
Ms. Sarah Albert, MSAR #365