



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 – Joshua M. Sharfstein, M.D., Secretary

OCT 06 2011

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 - 2011 Counter-Marketing & Media Component of the Cigarette Restitution Fund's (CRF) 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 (DHMH) 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 funding support from the Local Public Health Component of the Cigarette Restitution Fund Program (CRFP). These media and marketing campaigns are intended to actively engage Maryland residents in tobacco use prevention activities, cessation services, enforcement measures, and a dialogue about non-smoking norms. In each jurisdiction, culturally appropriate campaigns were developed to reach ethnic/racial minorities including African Americans, Hispanic/Latinos, Asian Americans, and Native Americans, as well as the medically underserved, low-income, and uninsured populations.

All local health departments in Maryland implemented marketing activities that informed the public about tobacco use prevention, smoking cessation, the dangers of secondhand smoke, and underage tobacco use enforcement activities within their jurisdictions. Targeted and multifaceted media and marketing campaigns were found to be effective in increasing Maryland residents' use of both Quitline services and the subsequent initiation of nicotine replacement therapy. Nearly a quarter (24.3%) of registered Quitline callers indicated that they heard about the Quitline service from these types of media and marketing efforts.

A variety of media and marketing strategies were used to increase public awareness about the impact of tobacco use, to foster dialogue about changing social norms related to tobacco use, and to support policy solutions for tobacco control. Print media elements of the campaigns conducted



included newspaper articles and inserts, direct mailings, news releases, brochures, billboards, and bus and bus shelter advertisements. Other campaign elements included:

- advertisements on local radio stations,
- advertisements on local television and cable access channels,
- community-based presentations by local health department staff,
- Internet-based postings,
- text message blasts, and
- distribution of bracelets with printed messages.

In addition, some jurisdictions used newer technological mediums like Facebook, Twitter, YouTube, and Quick Response Codes (QR). In an effort to maximize resources, some local health departments collaborated with each other to create joint campaigns.

Local health departments reached youth with media messages by targeting organizations that serve youth such as Girls' and Boys' Clubs, Parks and Recreation Programs, Police Athletic Leagues, community centers, and camps. Schools were targeted with poster displays, bulletin boards, and printed materials. In addition, social networking sites like Facebook and YouTube have emerged as effective marketing and outreach tools to engage young people.

The tobacco control media and marketing approaches in Maryland are designed to reach individual members of 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 targeted and culturally appropriate 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.

A summary of the most common counter-marketing and media approaches used by all jurisdictions is included in Attachment A. The counter-marketing and media approaches used by the following jurisdictions are highlighted as examples:

Anne Arundel County

Anne Arundel County implemented a campaign featuring three different print advertisements promoting the self-help quit smoking materials targeted to African Americans. The featured advertisements were part of a series of messages emphasizing "the power to quit" smoking cessation themes. The print advertisements ran in the PennySaver newspaper and on the Radio One/Interactive One website. Another campaign promoting anti-cigar messages was conducted on two online websites and 21 sites on the Google Display Network. Anne Arundel County also used a campaign targeting African Americans through the use of texting and QR mobile telephone technology, which allows mobile phone users to access a mobile webpage providing tobacco-use prevention and cessation information.

Baltimore County

The Baltimore County Health Department collaborated with the Baltimore County school system and the County Executive to launch a Countywide "Smoke-Free Cars and Homes" campaign to educate communities about the risks of secondhand smoke exposure and to encourage residents to implement a voluntary smoke-free car and home policy. The campaign kicked off at Woodlawn High School with a well-attended press conference. The campaign provided 'quit kits' containing refrigerator magnets, car window decals, a cessation services flyer, and a 1-800-QUIT-NOW card.

Calvert County

Calvert County placed nine print advertisements in local newspapers such as the Calvert Recorder, Voices, and PennySaver to promote smoking cessation and secondhand smoke awareness. The County also ran 50 short radio spots about tobacco use prevention, cessation, and program availability on a local radio station (98.3 STAR). In addition, Calvert County collaborated with neighboring Charles and St. Mary's Counties to write articles for the Calvert Recorder on tobacco use prevention, cessation, and the 1-800-QUIT-NOW line.

Cecil County

Cecil County ran public service announcements (PSAs) about secondhand smoke prevention, smoke-free home policies, and tobacco cessation services for 12 weeks on eight channels including HGTV, USA, CMT, ABC, Family, TNT, Discovery, Cecil County Health Channel, as well as on YouTube (124,332 views). An advertisement promoting compliance with laws that prohibit youth access to tobacco captioned "No ID, No Tobacco!" reinforced to the public that tobacco products will not be sold to anyone under the age of 18. Furthermore, a "Cecil County Enforces This Law!" advertisement was placed in *Cecil Whig* newspaper.

Frederick County

Frederick County implemented multiple print media campaigns in local newspapers like the Frederick Post News, the Gazette, and Child Magazine promoting tobacco use prevention and cessation programs. The County also used web-based campaigns on the local health department and county government websites to promote smoking cessation and advertise tobacco prevention events such as Kick Butts Day and World No Tobacco Day. Kick Butts Day is a national day of activism that empowers youth to speak up and take action against tobacco use, and World No Tobacco Day, which occurs annually on May 31, is a day designated by the World Health Organization to highlight the health risks associated with tobacco use. Frederick County also conducted radio interviews on WFRE to promote the 1200 Hands Projects, a public awareness campaign to highlight the national daily death toll from tobacco use, at Oakdale and Urbana schools. Furthermore, Frederick County collaborated with a community hospital, the Police Athletic League, and a 4-H Club on a signage campaign promoting the message "Tobacco-Put It Out, B4 It Puts U Out" for the perimeter fence at the county fairgrounds.

Harford County

Harford County implemented multiple print media campaigns promoting tobacco use prevention and cessation services, particularly messages targeting Native American and Hispanic/Latino populations. The County ran PSAs to promote smoke-free homes and cars, and negotiated with the Ripken Foundation to begin a counter-marketing campaign at Ripken Field. Harford County produced a tobacco cessation segment on the Harford Cable Network featuring Dr. Carlo DiClemente and local health department officials. Dr. DiClemente, a professor at a local university, is a well-known expert in addictive behavior change.

Prince George's County

Prince George's County used a local CBS radio station (WPGC) and a Radio One station (WMMJ) to run a 45-day media campaign to educate the public about tobacco use prevention and promote available smoking cessation services.

Wicomico County

Wicomico County used a marketing campaign to promote tobacco use prevention and cessation services. This campaign included radio PSAs, billboards on the Shore Transit Buses, and posters. Posters were displayed at local WIC clinics, the Village of Hope (a medical transitional living program for economically disadvantaged residents), OB/GYN and pediatrician's offices, and Three Lower Counties (TLC) Centers which provide medical services to residents of Wicomico, Somerset, and Worcester Counties who are on Medicaid. Wicomico County also implemented a web banner and weather crawler advertising with Comcast Cable Network that directs the public to the local health department's tobacco prevention and cessation webpage.

DHMH will continue to work to increase visibility and recognition of the Counter-Marketing and Media Component of its CRF Tobacco Use Prevention and Cessation Program. Counter-marketing and media initiatives are effective strategies for reducing tobacco-related deaths and significantly improving the lives of Marylanders.

If you have questions, please contact me or Ms. Marie Grant, Director, Office of Governmental Affairs, at (410) 767-6481.

Sincerely,



Joshua M. Sharfstein, M.D.
Secretary

Enclosure

cc: Marie L. Grant, J.D.
Frances B. Phillips, R.N., M.H.A.
Donna Gugel, M.H.S.
Donald Shell, M.D., M.A.
Sarah Albert, MSAR # 0365

Attachment A: FY11 CRF Tobacco Program - Local Health Department Counter-Marketing and Media Approaches									
Jurisdictions	Advertisements				Brochure Distribution	Direct Mailings	In-Person Presentations	News Releases	Text Messaging
	Bill-board	News-paper	Radio	Television					
Allegany	X		X		X	X	X	X	
Anne Arundel		X					X	X	X
Baltimore County					X	X	X	X	
Calvert		X	X		X			X	
Caroline			X		X	X	X	X	
Carroll					X	X	X	X	
Cecil		X		X	X		X	X	
Charles	X				X	X	X	X	
Dorchester					X		X	X	
Frederick		X	X		X		X	X	
Garrett			X		X		X	X	
Harford		X	X	X			X	X	
Howard		X			X	X	X		
Kent			X		X	X	X	X	
Montgomery					X		X	X	
Prince George's			X		X		X	X	
Queen Anne's			X		X	X	X	X	X
St. Mary's					X	X	X	X	
Somerset					X		X	X	
Talbot			X		X		X		X
Washington		X			X		X	X	
Wicomico	X		X		X				
Worcester		X			X		X	X	
Baltimore City		X	X		X	X	X	X	
Venues for Counter-Marketing and Media Efforts by Local Health Departments									
<ul style="list-style-type: none"> ▪ public housing authorities ▪ mass transit vehicles and shelters ▪ homeless shelters ▪ African-American hair and nail salons and barber shops ▪ cultural organizations ▪ local WIC programs ▪ local departments of social services ▪ churches and faith-based institutions ▪ mental health facilities ▪ hospitals ▪ malls ▪ day care providers 									