



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

October 24, 2013

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(h) - 2013 Counter-Marketing and Media Component of the Cigarette Restitution Fund Program Tobacco Use Prevention and Cessation Program Annual Report

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

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

If you have any questions regarding this report, please contact Ms. Marie Grant, Director of Governmental Affairs, at 410-767-6480.

Sincerely,

Joshua M. Sharfstein, M.D.
Secretary

Enclosure

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**Maryland Department of Health and Mental Hygiene
Cigarette Restitution Fund - FY 2013
Tobacco Use Prevention and Cessation Program
Counter-Marketing and Media Report**

Tobacco use remains the number one cause of preventable death and disease in the United States. More than 440,000 Americans lose their lives each year to smoking-related diseases, and for every one death there are 20 more individuals living with one or more illnesses caused by smoking. Almost 90% of these smokers started in their teens, and many are experiencing life-changing effects at a relatively early age. Despite the known dangers of tobacco use, nearly one in five adults in the United States still smoke, and every day over 1,000 youth under 18 become daily smokers. Additionally, Maryland's direct health care expenditures for smokers are over \$2.2 billion annually, translating into nearly \$11.00 in direct medical care expenditures for each pack of cigarettes sold in Maryland, or \$3,356 for each adult smoker. Efforts promoting prevention and cessation are an essential evidence-based approach necessary to reduce the death and disease from tobacco products, especially to counter the roughly \$24 million a day spent by the tobacco industry promoting and marketing cigarettes. (Monitoring Changing Tobacco Use Behaviors 2000-2010 Legislative Report).

In State Fiscal Year 2013 (SFY13), no state funding was allocated to the Tobacco Counter-Marketing and Media Component established in the Cigarette Restitution Fund (CRF) under Health-General Article, §13-1013 (the basis for this report). However, the Department's Center for Tobacco Prevention and Control (CTPC) was able to leverage federal prevention and cessation campaigns, as well as utilize CRF Tobacco Local Public Health Component funds to promote cessation primarily through the Maryland Tobacco Quitline, 1-800-QUIT-NOW, for SFY13 activities.

Health Communications Initiatives

Since CTPC enhanced services through a new Quitline contract beginning in December 2012, small campaigns were developed to raise awareness and promote these services. The Quitline has been a valuable resource to Marylanders since it launched in 2006 – receiving over 115,000 calls since its inception, with an established quit rate of 30% (average quit rates without assistance range from 4% to 7%). The Quitline consistently demonstrates a stable reach across Maryland, including minority populations, Medicaid participants, and uninsured callers. In December 2012, CTPC added the following enhancements to the Quitline: counselors available 24/7; services provided to teens (formerly only 18 years and older); intensive pregnancy support program; Web Coach® (<https://www.quitnow.net/maryland>), web support with Nicotine Replacement Therapy, and Text2Quit® text support. CTPC developed small media campaigns and partnered with many other state programs to promote the Quitline. CTPC used federal funding to produce new materials to promote the new and enhanced Quitline services that launched in SFY13 and leveraged national campaign efforts promoting the Quitline so that residents were made aware of this free evidenced-based service to assist them in quitting tobacco use.

Quitline Promotion Using Maryland Residents

For the first campaign, CTPC contracted with Pinnacle Resource Company in February 2013, to plan, create, and place television advertisements for four weeks to promote the Quitline. The media campaign was targeted to the Baltimore Metropolitan Region and designed to encourage residents to call the Quitline and to encourage more Maryland residents to start thinking about quitting tobacco. Services included production of four new television ads created from existing testimonials, design of one animated and one static web ad, design of one poster, and implementation of a media planning strategy, placement, and reporting. The ads ran from March 4 through March 31, 2013. The campaign was effective in increasing calls to the Quitline and complementing national media efforts. Several bonus ads were provided at no cost to the state to increase the reach of the campaign and provide additional value to the State. See the Appendix for examples. Over the course of the contract, the following was achieved:

- Produced four television spots utilizing real Marylanders who had successfully used the Quitline.
- Produced a poster using a Marylander resident, Renee, who quit tobacco using the Quitline.
- Produced one animated and one static web ad.
- Ran 92 spots on WJZ-TV and 108 spots on WBFF and WNUV.
- Promoted the Quitline during a table event at the FOX45/CW Baltimore B'More Healthy Expo on February 23, 2013, which attracted over 30,000 attendees.

National Centers for Disease Control and Prevention (CDC) Campaign, “Tips from Former Smokers”

The CDC’s National Tobacco Education Campaign, *Tips from Former Smokers (Tips)*, which ran from March 1, 2013 through June 23, 2013 also significantly increased demand for Quitline services in Maryland. The ads were placed on television, radio, billboards, magazines, newspapers, and online in video, display, and mobile formats for Facebook, Twitter, YouTube, and Pinterest. The ads featured smoking-related health conditions— including chronic obstructive pulmonary disease; more severe adult asthma; and complications from diabetes, such as blindness, kidney failure, heart disease, and amputation;—and candidly described the losses from smoking and the gains from quitting. The ads encouraged smokers to call 1-800-QUITNOW, the national toll-free number that accesses free quit support through state tobacco control programs across the country, or visit www.cdc.gov/tips to view personal stories from the campaign and obtain free help quitting. The ads included individuals from population groups that were not included in the first round of the *Tips From Former Smokers* campaign that aired in 2012 – including American Indian/Alaska Native and Lesbian, Gay, Bisexual, and Transgender communities. Smoking rates among both of these groups are higher than in the general population. The primary audience for this campaign included smokers age 18 through 54. Secondary audiences included parents, family members, and adolescents. The primary message was smoking causes immediate damage to your body, which can lead to long-term health

problems. For instance, “for every person who dies from a smoking-related illness, 20 more Americans live with an illness caused by smoking.”

The CDC’s large media placement of this national campaign in Maryland created a period of extended visibility and helped motivate Maryland tobacco users to call 1-800-QUIT-NOW for information, assistance, and support for quitting tobacco use, as well as information about secondhand smoke and how to avoid exposure. Additionally, Maryland’s proximity to the Washington, DC market further expanded the reach of ads viewed by Marylanders. The ads were highly effective in motivating smokers to quit, and in the first month of the *Tips* Campaign, the Maryland Tobacco Quitline had over a 400% increase in call volume, with call increases remaining steady for the remaining months. In total an additional 13,884 calls were received during the three month *Tips* campaign, as compared to call volume from March 1, 2011-June 23, 2011, when no national media was running.

CTPC promoted the *Tips* campaign to many stakeholders, such as the: Governor’s State Stat Office; the Department’s Office of Minority Health and Health Disparities, Asthma, Cancer, Chronic Disease, Community Transformation, Maternal and Child Health, Million Hearts, and State Health Improvement Process programs; and local health departments. Promotion methods varied and included press releases, presentations, and additions to websites and social media accounts.

This campaign is helping save lives and save dollars by providing individuals the facts about smoking in an easy-to-understand way that encourages quitting. It also serves as an important counter to the roughly \$24 million a day spent by the tobacco industry promoting and marketing cigarettes.

The *Tips* Campaign increased the reach of all callers of all demographics to the Quitline, especially among male and Hispanic populations. Comparing Quitline call volumes from March through June 2012 (with the national campaign) to 2011 (without the national campaign), shows a 207% increase in call volume from male callers and 255% increase from Hispanic callers.

Promotion of *The Cigar Trap* Campaign

Utilizing American Recovery and Reinvestment Act (ARRA) stimulus federal dollars in 2011, CTPC developed and implemented a statewide health communications campaign – *The Cigar Trap* (www.TheCigarTrap.com) – to increase awareness of the dangers of youth cigar use and the often life-long trap of nicotine addiction many young people fall into when they try these products. The primary messages for this educational campaign aimed to overcome the misperceptions about cigar use, specifically: 1) cigar products are NOT safer than cigarettes; 2) cigars DO contain the same cancer-causing chemicals as cigarettes; 3) cigars ARE just as addictive as cigarettes; and 4) Maryland youth ARE using cigar products and rates are now nearly equivalent to cigarette use. Additionally, the ads pointed out that cigars are attractive, accessible and affordable to youth because they are available in fruit and candy flavors, inexpensive, and often sold individually (instead of in multi-packs) which decreases the price point and increases affordability.

In SFY13, CTPC utilized federal Community Transformation Grant dollars to update *The Cigar Trap* posters, transit ads, radio ads, and informational packets to reflect feedback received from the original campaign materials and include updated cigar use data and resources. *The Cigar Trap* radio ads were recorded in both English and Spanish. In December 2012, *The Cigar Trap* posters and promotional items were disseminated to all local health departments and updated informational packets that provide fact sheets and resources were disseminated in February 2013 to all local health departments. Materials were also provided at two statewide conferences – Maryland Resource Center for Quitting Use and Initiation of Tobacco (MDQuit) Best Practices Conference (01/24/13), and The Maryland Million Hearts Symposium (02/13/13). All materials and creative files are available to local health departments and partners by request.

Quitline Outreach to Spanish-Speaking Residents

Through funding from the federal Prevention and Public Health Funds (PPHF), CTPC was able to extend the reach of the *Tips* Campaign from June 24 through July 22, 2013. CTPC aired Jessica’s Asthma Tip in Spanish on Telemundo TV tagged with 1-855-DEJELO-YA; 153 spots aired during the four week period. CTPC also aired “Jessica’s Asthma Tip” and “Mariano’s Second Chance Tip,” in Spanish on WLZL-FM, El Zol radio. Additionally, as part of added value, CTPC displayed *Tips* posters and aired Jessica’s Asthma Tip on the Jumbotron at the well-attended Verano Zol’s 6th Annual Summer Concert. A Department representative recorded an interview on July 17th for El Zol, which aired on July 21, 2013. In total, 324 spots aired during the four week period.

“Protect Pet Health” Cessation Campaign

CTPC also partnered with the Department’s Center for Zoonotic and Vector-Borne Diseases Program to launch a “Protect Pet Health” Campaign. “Protect Pet Health” was developed in-kind by Alere Wellbeing, Inc., Maryland’s Quitline vendor, which was also branded with the Quitline logo. Many pet owners are not aware that secondhand smoke harms pet health. Animals living with a smoker can die of cancer, nicotine poisoning, and ailments related to tobacco use. The “Protect Pet Health” Campaign leverages this finding to promote the Maryland Tobacco Quitline. Campaign activities include distribution of posters to local health departments, veterinarians across the state, and other stakeholders. See the Appendix for examples.

Outreach to Behavioral Health Populations

CTPC continues to use federal funds to support the Maryland Resource Center for Quitting Initiation and Use of Tobacco (MDQuit) at the University of Maryland at Baltimore County. MDQuit is dedicated to assisting health professionals in reducing tobacco use among citizens across the state. CTPC, in conjunction with MDQuit and the Department’s Alcohol and Drug Abuse and Mental Health Administrations, continues to work on addressing tobacco use among those with mental health and substance abuse issues, aligning with project goals for the federal Substance Abuse and Mental Health Services Administration’s and the national Smoking Cessation Leadership Center’s Leadership Academy for Wellness and Smoking Cessation. MDQuit developed posters, modeled after a successful Wisconsin Quitline campaign, that

provide targeted quit messages for subpopulations that are recovering from addictions and mental health issues (see the Appendix for examples). This is an essential subpopulation to target as up to 50% of cigarettes in the U.S. are consumed by those with behavioral health issues and tobacco cessation is not addressed consistently with these individuals.

Outreach Efforts

To increase outreach efforts, CTPC provided over 8,000 Quitline brochures and over 6,000 secondhand smoke brochures to local health departments, Community Transformation Grant funded grantees, the Office of Health Disparities, the Maryland Asthma Program, and Medicaid Managed Care Organizations. CTPC also developed an electronic order submission system on the Quitline website, www.smokingstopshere.com, which allows for residents and providers to easily order and receive materials (e.g. brochure, wallet cards, posters, magnets, etc.) to promote the Quitline and warns of the dangers of secondhand smoke.

CTPC also worked with a vendor to develop brochures, posters, targeted materials for youth and pregnant women, and out-of-home media promoting the new Quitline services in English and Spanish. The new materials are branded with the Spanish portal, 1-855-DEJELO-YA which routes callers to Spanish-speaking Quit Coaches at the Maryland Tobacco Quitline. The new materials were distributed in May 2013 (see the Appendix for examples).

Promotion of Pregnancy and Tobacco Cessation Help (PATCH) Campaign

CTPC, along with partners from the Department's Center for Chronic Disease Prevention and Control and Maternal and Child Health Bureau have launched the Pregnancy and Tobacco Cessation Help (PATCH) campaign to address and reduce smoking rates among pregnant women, women of child bearing age, and members of their households and social environments. Using various data sources, it was determined that Caroline, Cecil, Kent and Washington Counties had the highest smoking rates among these populations in Maryland; thus these jurisdictions were targeted in the initial phase of this project in Spring 2013. Local health departments hosted PATCH meetings with the purpose of assembling critical partners from local coalitions, planning boards, hospitals, head start agencies, federally qualified health centers, housing authorities and school systems to mobilize existing resources to better address tobacco use screening, education, prevention, and smoking cessation services offered to this target population.

CTPC will provide support to counties by providing in-depth training and resources through the Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) training program. SCRIPT is an evidence-based, train-the-trainer program shown to be effective in helping thousands of pregnant women quit smoking. It is designed to be a component of the patient education program for prenatal care providers and is cited by the Agency for Healthcare Research & Quality's Smoking Cessation Clinical Practice Guidelines.

CTPC has also developed new materials targeting pregnant mothers and distributed those materials to local programs with joint outreach and messaging that promoted Quitline referrals.

Other promotional and outreach efforts to encourage cessation among smoking mothers occurred, such as adding Quitline information to the Medicaid enrollment process and family planning clinics and issued a Medscape alert, a web-based information services for health care providers, promoting new Quitline pregnancy services. Several trainings have occurred during this time period to support this project including a Quitline basics presentation made to local WIC Mangers on October 17, 2012; “Smoking and Pregnancy” training which featured a mock call of a Quitline pregnancy intervention on January 30, 2013; as well as several Fax-to-Assist trainings for each local health department.

Cigarette Restitution Fund Program Tobacco Local Public Health Component-funded Health Communications Initiatives

Local health departments continue to engage in a range of counter marketing and media activities with funding from the local public health component of the Cigarette Restitution Fund Program (CRFP). The local media/marketing campaigns are intended to actively engage Maryland residents on a smaller scale in tobacco control discussions, prevention activities, cessation services, enforcement and policy measures and dialogue regarding non-smoking norms.

Targeted multifaceted media and marketing campaigns are effective in increasing Maryland residents’ utilization of the Maryland Tobacco Quitline services, including phone counseling, web-based coaching and resources, text messaging, mailed self-help materials, and nicotine replacement therapy such as the patch and gum. The majority of registered Quitline callers from across the State of Maryland indicate they heard about the Quitline service from family/friends, health promotion media or marketing efforts including either a website, brochure, newsletter, flyer, or a television commercial.

All local health departments engage in media and program marketing activities that inform the public of current research, health impact of tobacco use and the myriad of tobacco prevention, smoking cessation, secondhand smoke and enforcement activities within their jurisdiction. Various print media campaigns conducted in SFY13 include:

- newspaper articles and inserts,
- direct mail campaigns,
- news releases,
- brochures,
- billboards,
- bus, and
- highway signs.

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

- ads on local radio stations,
- ads on local television and cable access channels,
- oral presentations,
- web based disseminations, and

- text message blasts.

Some jurisdictions used advanced technology to conduct media and marketing campaigns on listserves and social networks such as Facebook, Twitter, YouTube, QR codes and mobile telephone applications (apps). To maximize resources, some local health departments collaborated with neighboring local health departments on joint campaigns.

The local media/marketing campaigns were also tailored to reach target populations within the jurisdictions. These campaigns are developed in a culturally and linguistically sensitive manner. Some campaigns were developed to reach ethnic/racial minority populations (African Americans, Hispanic/Latinos, Asian Americans and Native Americans) as well as the medically underserved, low income and uninsured populations and pregnant women. Some examples of those campaigns are direct marketing to local strategic locations like:

- public housing authorities,
- churches and faith-based institutions,
- mass transit,
- homeless shelters,
- Department of Social Services,
- cultural organizations,
- malls,
- day care providers,
- mental health facilities,
- WIC Programs, and
- hospitals.

Local health departments enlist members from their local coalitions, community partners, schools, and as well as the Department's CTPC staff to develop tailored 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.

Local health departments target youth-serving organizations such as girls' and boys' clubs, police athletic leagues, parks and recreation programs, community centers, and youth leadership groups to reach youth with media messages. Schools were targeted with poster displays, bulletin boards and printed materials. Social networks like Facebook and YouTube have emerged as an effective marketing and outreach tool to engage young people as well.

The tobacco control media and marketing approaches in Maryland are designed to reach individuals within all population and age groups in the state. The counter-marketing and media approaches utilized by the following local health departments are highlighted as examples.

Anne Arundel County

Anne Arundel County continues to use a wide variety of social media and innovative online approaches to promote their activities and anti-tobacco campaigns. These activities include

electronic communications and updated web pages with targeted educational materials through the use of Twitter and Facebook. Games and applications designed for smartphones and tablets are used to promote smoking prevention and cessation resources. Online cessation materials such as smokefree.gov provide 24/7 support through the “Smokefree TXT” mobile service and Smokefree Smartphone “QuitSTART App” which offer users choices between self-help tools and the option to join instructor lead classes.

Cecil County

Cecil County utilized several print and social media venues—including print media, banners, Facebook and Twitter—to promote smoking cessation resources and campaigns. Targeted counter-marketing approaches were also used to promote tobacco prevention and smoking cessation to the faith-based community. Those tobacco prevention messages were included in the promotion of “Smoke-Free Holy Grounds,” “Not In Momma’s Kitchen,” and “Glorifying Our Spiritual and Physical Existence for Life (GOSPEL)” initiatives.

Harford County

Harford County implemented tobacco prevention and cessation resource awareness campaigns through the use of a billboard visible to traffic on Route 40, placards placed on Harford County transit buses, the community resource guide, and movie theatre advertisements. Banners with the names of 5th grade students that took the smoke-free pledge were also created and posted to support the promotion of “Kick Butts Day.”

Kent County

Kent County used multi-faceted media approaches to raise awareness about the harmful effects of tobacco use and to promote the county’s smoking cessation resources. Those approaches included print media and e-newsletters, as well as, utilizing local students to develop and promote radio and video public service announcements for radio and Facebook. The State’s Cigar Trap campaign and Quit Now telephone assistance service were also promoted through electronic communications and social media.

St. Mary’s County

St. Mary’s County utilized multiple layers of in-house, county and partner websites to reach out to the local online community. The local newspaper and health magazine were included among targeted community based efforts to raise awareness surrounding tobacco. They also used bulletin board displays for their lobby to promote anti-tobacco messages and smoking cessation resources to increase traffic to their smoking cessation program.

Somerset County

Somerset County disseminated tobacco-free messages through several mediums. Smoking cessation resources were promoted through newspaper, radio, cable television and an electronic roadside sign. Smoking prevention messages were even tailored to youth through the use of

middle school staff who played fictional characters that discussed tobacco use and cessation which were aired during the middle school morning announcements.

Wicomico County

Wicomico County used websites, public access channels, an electronic billboard, radio advertising and direct mailing to promote smoking prevention and cessation resources. Text messages were used to remind clients of cessation classes. Students at Salisbury University conducted a tobacco-free social media campaign and aired a 30 second commercial for the local campus channel. Wicomico County also worked with a low income housing development to sustain a youth coalition designed to discuss and promote positive lifestyles including tobacco prevention. An electronic billboard was also utilized to publicly congratulate clients of the years they have remained quit from smoking.

Worcester County

Worcester County utilized a news release to promote the “Great American Smokeout” Day. Two local newspaper articles highlighted the health department’s tobacco cessation resources and a large billboard promoting tobacco-free living was posted at the “Delmarva Shorebirds” (minor league baseball affiliate of the Orioles) baseball game.

Next Steps

While CTPC has made significant efforts to increase call volume to the Quitline, overall reach remains low. CTPC will continue to actively work with partners to promote and support the Quitline. Maryland is leading efforts nationally as one of the first states to work with the Medicaid program to obtain an administrative match for Quitline services and strategize about methods to continue to promote Quitline services. This federal match provided Maryland with a 50% reimbursement of counseling costs for each Medicaid recipient that utilized the Quitline.

CTPC will continue to work on “wellness-stat” initiatives that focus on state employee wellness related to tobacco use and cessation, as well as partner with and leverage resources from the Department’s Asthma, Cancer, Chronic Disease, Community Transformation, and Maternal and Child Health Programs to promote the Quitline. CTPC will continue to work with local health departments and Maryland’s State Health Improvement Process to provide cessation resources to local members across the State. _

Appendix

1. Quitline Promotion Using Real Marylanders

Poster

"I quit smoking because I really wanted to be a non-smoker."

Now is the time TO QUIT.

My name is Renee and I'm a 48 year-old mother of five. I smoked for 22 years and I was tired of being a smoker. The coaches at the Quitline were so kind and understanding. They gave me the support I needed to quit my way. See the rest of my story and others at www.SmokingStopsHere.com.

It's FREE and it works!

Quit Your Way! Phone, Web, and/or Text.
Call 1-800-QUIT-NOW
or visit www.smokingstopshere.com
FREE Patch or Gum while supplies last.

Maryland's 1-800 QUIT NOW SmokingStopsHere.com

MARYLAND
This is a FREE service sponsored by the Maryland Department of Health and Mental Hygiene.

Screen Shots from the TV Spots

Maryland's 1-800 QUIT NOW SmokingStopsHere.com

Maryland's 1-800 QUIT NOW SmokingStopsHere.com

Free Patch or Gum

FREE Patch or Gum
while supplies last.

Call 1-800-784-8669
or visit www.quitnow.net/maryland
It's free and it works!

Maryland's 1-800 QUIT NOW SmokingStopsHere.com
A smoke-free life is just a phone call away

MARYLAND
This is a FREE service sponsored by the Maryland Department of Health and Mental Hygiene.

Static Web Ad

Maryland's
1-800 QUIT NOW
SmokingStopsHere.com

**FREE OF SMOKING.
FREE OF CHARGE.**

Call 1-800 QUIT NOW or
click for on-line services-
www.quitnow.net/maryland

2. "Protect Pet Health" Cessation Campaign

"Protect Pet Health" Campaign Posters



Animals living with a tobacco user are more likely to die of cancer, nicotine poisoning, and tobacco-related diseases. The Maryland Tobacco Quitline can help you quit tobacco to protect your pet's health—and your own. A Quit Coach will support you over the phone and online. You may receive free nicotine patches or gum. Enroll today.

It's FREE. It's confidential. It works.
1-800-QUIT-NOW (4287-7669)
www.smokingstopshere.com



Dogs living with a smoker are more likely to die of cancer, nicotine poisoning, and tobacco-related diseases. The Maryland Tobacco Quitline can help you quit smoking to protect your pet's health—and your own. A Quit Coach will support you over the phone and online. You may receive free nicotine patches or gum. Enroll today.

It's FREE. It's confidential. It works.
1-800-QUIT-NOW (4287-7669)
www.smokingstopshere.com



Animals living with a tobacco user are more likely to die of cancer, nicotine poisoning, and tobacco-related diseases. The Maryland Tobacco Quitline can help you quit smoking tobacco to protect your pet's health—and your own. A Quit Coach will support you over the phone and online. You may receive free nicotine patches or gum. Enroll today.

It's FREE. It's confidential. It works.
1-800-QUIT-NOW (4287-7669)
www.smokingstopshere.com



3. New Quitline Materials

English Quitline Brochure and Poster

Maryland's
1-800 QUIT NOW
SmokingStopsHere.com

YOU CAN QUIT

MARYLAND TOBACCO QUITLINE

Looking for a sign it's time to
STOP smoking?

Pregnant?
You CAN Quit.

Call Us. Go Online. Text for Support. **It's Free.**

Maryland's
1-800 QUIT NOW
1-800-784-8669
SmokingStopsHere.com

MARYLAND
Department of Health
and Mental Hygiene

Spanish Quitline Brochure and Poster

Maryland's
1-855 **DEJELO-YA**
SmokingStopsHere.com

PUEDES DEJARLO

LÍNEA DIRECTA PARA DEJAR DE FUMAR DE MARYLAND

¿Buscas una señal que te indique que es el momento de **DEJAR DE FUMAR?**

¿Embarazada? **PUEDES dejarlo.**
Llámanos. Conéctate. Envíanos un mensaje de texto para poder ayudarte. Es Gratis.

Maryland's 1-855 **DEJELO-YA**
SmokingStopsHere.com

Billboard

Looking for a sign it's time to **STOP smoking?**

Pregnant? You CAN Quit.
Call Us. Go Online. Text for Support. **It's Free.**

Maryland's 1-800 **QUIT NOW**
SmokingStopsHere.com

Bus Sides

Looking for a sign it's time to **STOP smoking?**

Pregnant? You CAN Quit.
Call Us. Go Online. Text for Support. **It's Free.**

Maryland's 1-800 **QUIT NOW**
SmokingStopsHere.com

Web Ad

Looking for a sign to **STOP smoking?**

Maryland's 1-800 **QUIT NOW**
SmokingStopsHere.com

Youth Posters

<p>{ Don't let your future go up in smoke }</p>	<p>{ No dejes que tu futuro se esfume }</p>
	
<p>One in three youth smokers will eventually die from tobacco-related disease.</p> <p>You can quit. The Maryland Tobacco Quitline can help. Call 1-800-QUIT-NOW.</p> 	<p>Uno de tres fumadores jóvenes morirá eventualmente de una enfermedad relacionada con el cigarrillo.</p> <p>Puedes dejarlo. La línea directa para dejar de fumar de Maryland. Llama al 1-800-QUIT-NOW.</p> 
<p> All services are free and confidential.</p>	<p> Todos los servicios son gratis y confidenciales.</p>

4. Outreach to Behavioral Health Populations

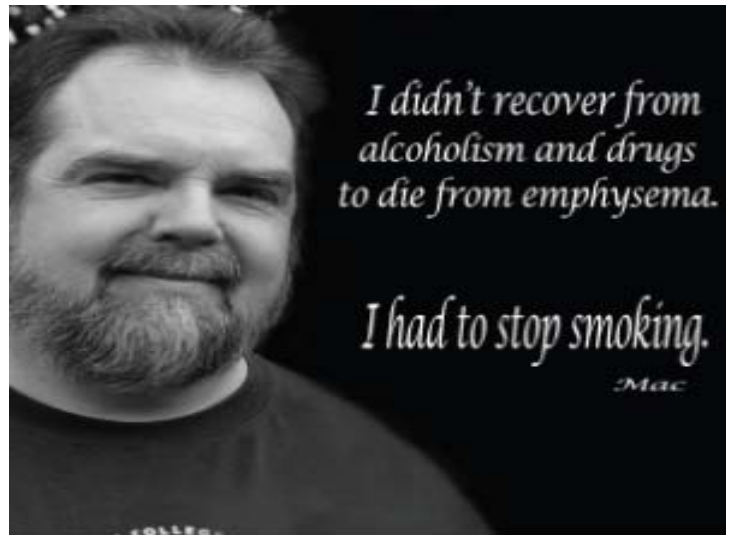
Posters



People with a mental illness or a substance abuse disorder smoke half the cigarettes in America.

Most want to quit. Many have quit. We can help.

Call the Maryland's Tobacco Quitline at 1-800-QUIT-NOW
It's free. It's confidential. It works.

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Most want to quit. Many have quit. We can help.

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It's free. It's confidential. It works.

