SHIP Measure: Babies with Low Birth Weight

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cecil</td>
<td>7.8</td>
<td>8.7</td>
<td>7.7</td>
<td>6.9</td>
<td>5.8</td>
</tr>
<tr>
<td>Maryland</td>
<td>8.8</td>
<td>8.9</td>
<td>8.8</td>
<td>8.5</td>
<td>8.6</td>
</tr>
</tbody>
</table>

HP 2020 Target: 7.8      MD 2017 Goal: 8.0
Source: Maryland DHMH Vital Statistics Administration

SHIP Measure: Adolescents Who Use Tobacco Products

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cecil</td>
<td>29.4</td>
<td>24.6</td>
</tr>
<tr>
<td>Maryland</td>
<td>24.8</td>
<td>16.9</td>
</tr>
</tbody>
</table>

HP 2020 Target: 21.0      MD 2017 Goal: 15.2
Source: Maryland Youth Risk Behavior Survey (YRBS)

SHIP Measure: Adults Who Currently Smoke

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cecil</td>
<td>23.9</td>
<td>23.0</td>
<td>18.0</td>
<td>12.4</td>
</tr>
<tr>
<td>Maryland</td>
<td>19.1</td>
<td>16.2</td>
<td>16.4</td>
<td>14.6</td>
</tr>
</tbody>
</table>

HP 2020 Target: 12.0      MD 2017 Goal: 15.5
Source: Maryland DHMH Behavioral Risk Factor Surveillance System (BRFSS) (www.marylandbrfss.org)

Local Public Health Component – CRF Tobacco Use Prevention and Cessation Program FY 16

- Twenty “Care for Their Air” secondhand smoke programs educated 145 individuals.
- Through tobacco use prevention awareness presentations, 1,913 youth and adults were educated and 153,165 print media contacts were made to youth and adults at community sites and events.
- Eight community organizations completed tobacco use prevention mini-grants reaching 359 people.
- Seventeen daycares, a private school and a community organization provided 1,562 parents with tobacco use prevention and cessation educational materials and educated 549 preschool age students and 232 middle school age students using evidence-based tobacco use prevention curricula.
- Eighty trained community volunteers reported 1,533 one-to-one educational contacts with
community members about tobacco cessation services.

- Three presentations on the dangers of e-cigarettes educated 150 youth.
- A total of 124 individuals received tobacco cessation services through “Tools to Be Tobacco Free” programs and private consultations. Participants in the Nicotine Replacement and Chantix™ Services Program redeemed 100 vouchers.

**Tobacco Enforcement Initiative to Support Synar Compliance Grant FY16**

- Maryland Non-compliance Rates: In Federal Fiscal Year (FFY) 2015, 31.4% of tobacco sales outlets sold tobacco products to youth under 18, exceeding the 20% non-compliance rate. In FFY 2016, 13.8% of tobacco sales outlets sold tobacco products to youth under 18, which is within the 20% non-compliance rate.
- Participating law enforcement agencies’ combined efforts resulted in 144 overtime hours which yielded: 292 merchants educated on youth access laws, 282 merchants educated on product placement, 227 product placement checks performed and 43 tobacco merchant sales citations issued.
- Cecil County Health Department (CCHD) and three nongovernmental agencies, Boys and Girls Clubs of Cecil County, Youth Empowerment Source and Girls Scout Troop #21, completed 348 tobacco retailer education visits.
- Two hundred fifty-five individuals were reached by supporting activities: a leadership meeting, three town conferences, three youth events, two school-based collaboration events, three faith-based activities, a youth tobacco education program and three retailer trainings.

**Pregnancy and Tobacco Cessation Help (PATCH) Special Grant Initiative**

- Cecil County Pregnancy Center, Ray of Hope Mission, Wright AME Church and Union Hospital received funding to conduct activities to address smoking among pregnant women. As a result, a total of 563 people were educated, including 74 pregnant women and 347 women of childbearing years. One hundred seventeen referrals for tobacco cessation services were made to CCHD or the Maryland Tobacco Quitline.
- Three PATCH media campaigns were conducted including a billboard, a Facebook ad, and educational materials about tobacco cessation services for pregnant women who smoke. The campaigns yielded 33,200 contacts in the community.
- Fifteen vouchers (four Nicotine Patches, two Nicotine Gum and nine Chantix™ vouchers) were redeemed by participating pharmacies to women of childbearing age who smoke.
- CCHD partnered with six “Fax to Assist” sites to increase referrals to the Maryland Tobacco Quitline.
- Triangle Health Alliance and West Cecil Health Center integrated the CCHD’s Health Promotion Referral Form into their Electronic Medical Record (EMR) system. Fem-Care Health Associates, Alpha Health Centers and Premier Women’s Healthcare utilized and faxed Health Promotion Referral Forms.

The next Tobacco Task Force meeting will be determined by Survey Monkey.