



Maryland TCRC 20th Annual Best Practices Conference FY 2025 Tobacco Control Program Updates

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**Center for Tobacco Prevention and Control
Prevention and Health Promotion Administration
October 23, 2025**

Mission and Vision

MISSION

The mission of the Prevention and Health Promotion Administration is to protect, promote and improve the health and well-being of all Marylanders.

VISION

The Prevention and Health Promotion Administration envisions a future in which all Marylanders have equitable opportunities to live, thrive, and be healthy.



Where are we at?

Priority Populations

Priority Populations for Tobacco Prevention and Cessation

- Maryland youth who have experienced childhood trauma and/or behavioral health conditions and are at risk for tobacco use initiation.
- Maryland adults who live below the poverty line and use tobacco.
- Maryland youth and adults disproportionately targeted by the tobacco industry and use tobacco.
- Maryland adult frequent tobacco users (current or former) who are at risk of tobacco-related disease.

Priority Populations for Cannabis Public Health

- Youth
- Persons who are pregnant and breastfeeding and using cannabis
- Behavioral health populations

Tobacco Product Use Trends in Maryland (Adults)

Cigarettes use has **DECLINED** (from 2011):

- 52.4% among Maryland adults (19.1% -> 9.1%)**

ESD use **INCREASED** (from 2014):

- 59.4% among Maryland adults (3.2% -> 5.1%)

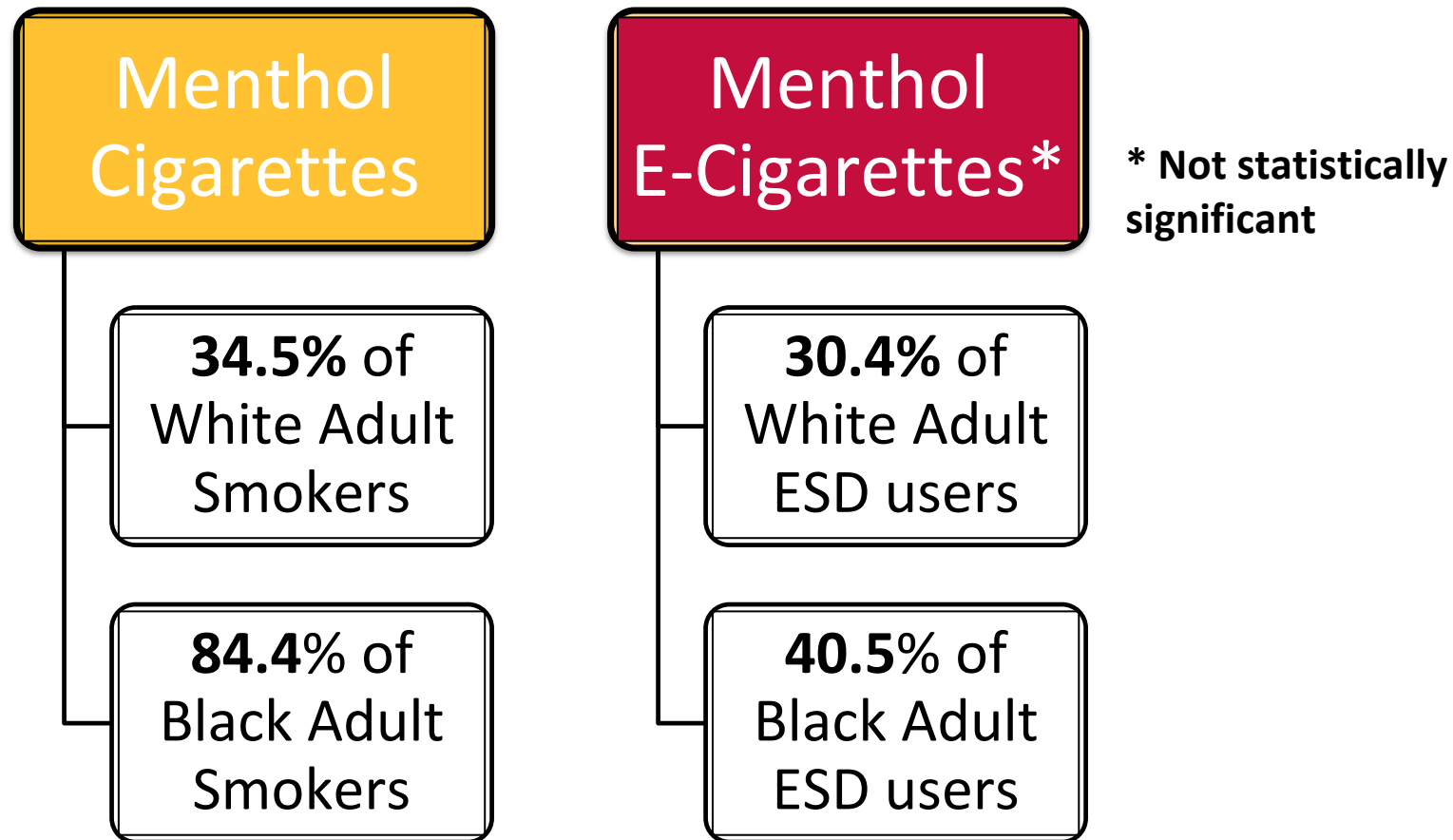
Cigars use **DECLINED** (from 2012):

- 22.7% among Maryland adults (4.4% -> 3.4%)

Smokeless Tobacco use was **CONSISTENT** (from 2011)

- No significant difference in adult smokeless use (2.0% -> 1.7%)

Adult Menthol Product Use



Source: 2023 Maryland Behavioral Risk Factor Surveillance System (BRFSS) unadjusted

Tobacco Product Use Trends in Maryland (Youth)

Cigarette use has **DECLINED** (from 2000):

- 83.6% among Middle School Students (7.3% -> 1.2%)
- 86.5% among High School Students (23.7% -> 3.2%)

ESDs (from 2018):

- Middle School ESD use **CONSISTENT** (5.9%)
- High School ESD use **DECLINED** by 37.8% (23.0% -> 14.3%)

Cigar use has **DECLINED** (from 2000):

- 63.8% among Middle School Students (4.7% -> 1.7%)
- 68.5% among High School Students (13.0% -> 4.1%)* **Recent increase**

Smokeless Tobacco (from 2000):

- Middle School Smokeless use (2.2% -> 1.4%)* **No Significant Difference**
- High School Smokeless use declined by 48% (5.0% -> 2.6%)

What are we doing?

FY 2025 Accomplishments and Updates

Maryland Tobacco Quitline

Purpose: Tobacco use treatment program to increase quitting among youth and adults.

- Free 24/7 tobacco treatment for all Marylanders, age 13+
- Assistance in quitting any tobacco product, including vaping
- **Free NRT, including patch, gum, lozenges, or combination therapy to those 18+, while supplies last**
- Special programs for Behavioral Health, Pregnancy, Medicaid, Menthol, Vaping and Youth populations
- Free resources available to order at:
www.SmokingStopsHere.com/order-materials
- Callers are **five to eight times** more likely to quit tobacco use than those trying to quit on their own
- 97% of callers would recommend the Quitline program to other tobacco users
- Referrals to LHD programs, as appropriate

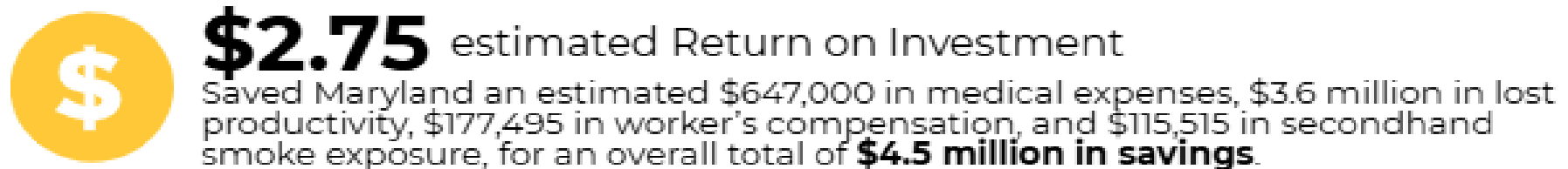
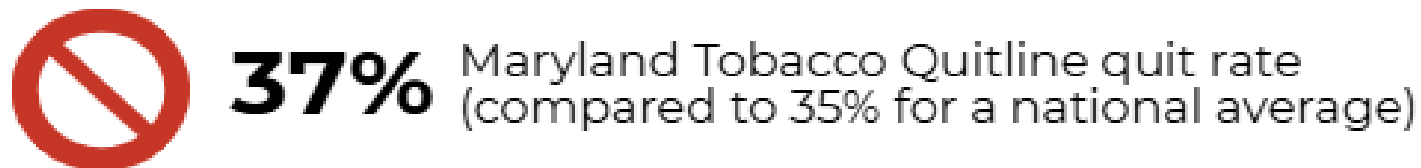
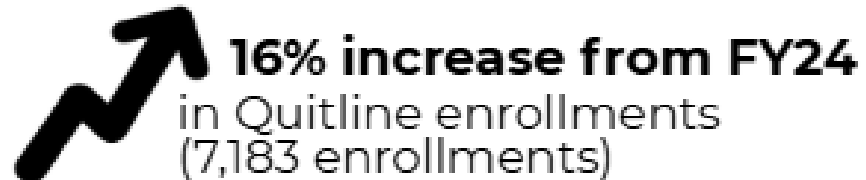
FOUR WAYS TO CONNECT:

- (1) **CALL 1-800-QUIT-NOW**
- (2) **GO ONLINE**
[SmokingStopsHere.com] and
CLICK “ENROLL NOW”
- (3) **TEXT “READY” to 34191, Text “LISTO” for Spanish**
- (4) **PROVIDER REFERRAL**

LIVE VAPE FREE FOR YOUTH AND YOUNG ADULTS:

- (1) **GO ONLINE to [livevapefree.com]**
- (2) **TEXT “VAPEFREE” to 873-373**

Maryland Tobacco Quitline Metrics - FY 2025



Health Systems Approaches

Current Partners

- Johns Hopkins Health System
- Mosaic Community Services
- University of Maryland
Nicotine Health Clinic
- University of Maryland
School of Medicine
- Johns Hopkins University
- Gaudenzia

FY 2025 Highlights

4,322	Health System to Quitline Referrals;
39	Smoking cessation groups conducted in behavioral health setting;
900	Providers Trained in Tobacco History Records; Referrals; CDS tool; Epic tool;
404	Providers trained on tobacco use dependency and MI;
359	Clients were provided NRT from BH facilities;
5	Behavioral health facilities implementing tobacco-free policies;
3,027	Clients were screened by BH facilities

Increasing Referrals to Tobacco Treatment and Lung Cancer Screening

Lung Cancer
Screening
Could Save
Your Life



Johns Hopkins University Initiative:

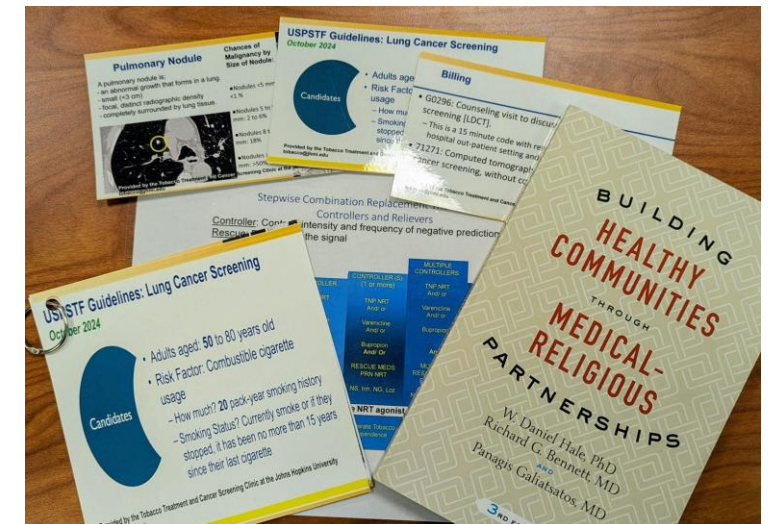
- Increase referrals to tobacco treatment interventions.
- Increase lung cancer screening for high-risk adults (50 to 80, with 20-pack year smoking history or have quit in the last 15 years).
- Integrate evidence-based strategies into clinical care policies, protocols and systems to increase long term support for patients.

Toolkit for Providers

Toolkit created to assist in tobacco dependence management along with lung cancer screenings. Provider response has been extremely positive.

FY 2025 Results:

- **1,158** healthcare professionals trained
- **327** community leaders and licensed community health workers trained
- **60% of those referred** for lung cancer screening completed screenings
- Established registry for smoking cessation and lung cancer screening database in 12 counties



Tobacco, Diabetes and Chronic Disease Prevention and Management Initiatives*

Purpose: Program addressing the intersectional experience of tobacco use and chronic conditions caused by tobacco use.

Goal: To advance health equity by identifying and eliminating tobacco, diabetes and chronic disease related inequities and disparities.

FY 25 accomplishments



28,721

Adults educated through community engagement and outreach activities.



23,296

Youth educated through community engagement and outreach activities.



110

Community Leaders trained as Tobacco Control Ambassadors.



53

Community organizations partnerships.



137

Health communications campaigns.

138

Outreach campaigns.



5,257

Referrals to the Quitline/cessation services.

5,755

Referrals to programs to reduce risk factors for chronic disease.

Fiscal Year 2025 LHD Accomplishments - CRF



Forged Diverse Partnerships

- 75 organizations funded for tobacco control activities



Implemented School-Based Programs

- 54,273 students and 3,335 teachers/ staff educated
- 291 students provided cessation services
- 19 schools funded



Engaged Community Members

- 71,653 individuals were educated through community engagement and outreach activities

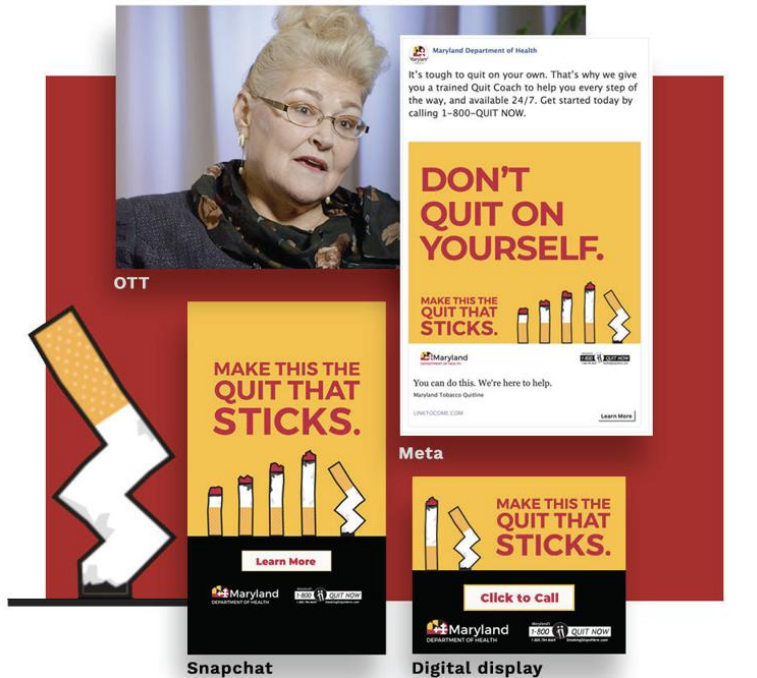


Supported Marylanders in Tobacco Cessation

- 3,186 individuals participated in individual/ group smoking cessation
- 5,847 referrals the the Quitline

Mass-Reach Health Communications

The Quit that Sticks



Jukebox Ads: **10,420,535** Streaming Audio: **3,388,295**
 OTT: **1,972,175** Streaming (Bonus): **2,079,276**



New in FY25! Jukebox Quitline ads placed in bars & restaurants across the state earned 10M+ impressions!

LinkedIn: **4,028,396** Display: **906,984**
 Waiting Rooms: **440,080** Mobile In-App (Bonus): **354,778**



Mass-Reach Health Communications



Maryland Department of Health

Regular exercise, hobbies, and good nutrition are keys to active aging and a healthy brain — and supporting your quit journey! It's never too late to quit smoking. Need support? Call 1-800-QUIT-NOW or text READY to 34191. #ActiveAgingWeek.

✓ EXERCISE

✓ HEALTHY HOBBIES

✓ GOOD NUTRITION

✓ QUIT TOBACCO


It's never too late.
Call 1-800-QUIT-NOW
or text READY to 34191.



Like


Comment

Share




Maryland Department of Health

You're stronger than hate, discrimination, and tobacco! Join us at Annapolis Pride on May 31 for info, games, and prizes. Festival is 12-5pm at Maryland Hall and the parade is at 11am.




Be full of pride.
And free from tobacco.




Maryland
DEPARTMENT OF HEALTH


Maryland's
1-800



QUIT NOW

1.800.784.8669 SmokingStopsHere.com

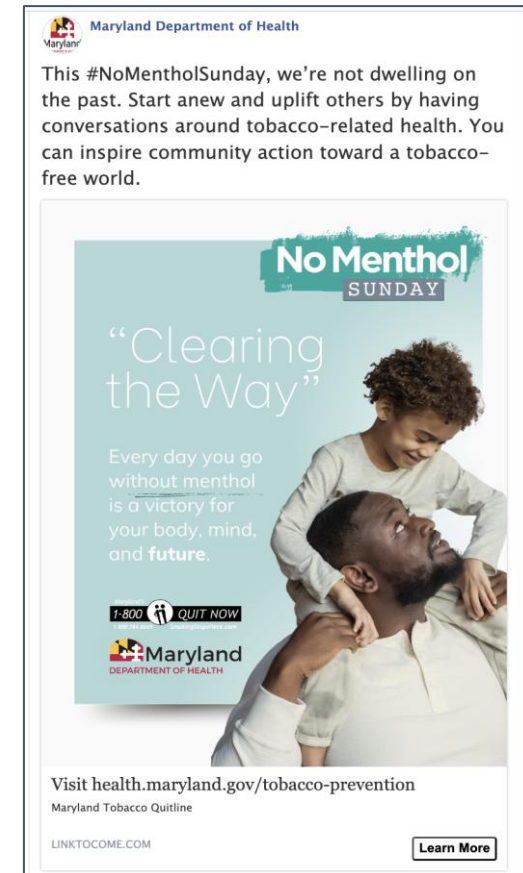




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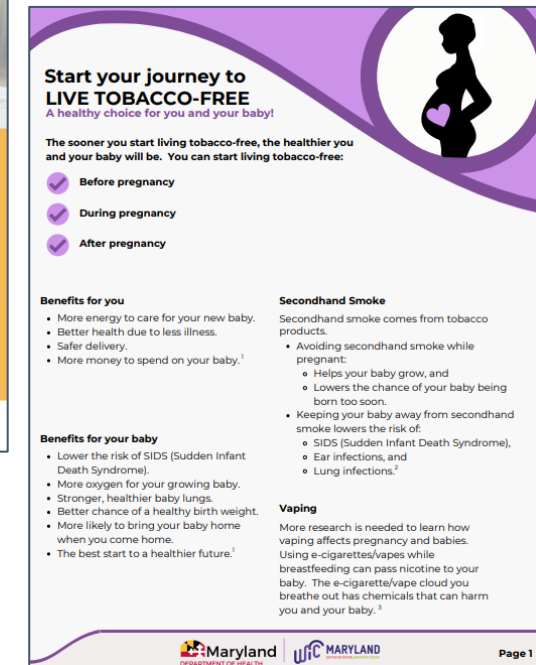
Menthol Tobacco Use Disparities

- Partnership with Community Builders
 - Work with local faith-based communities in Prince George's County to address menthol tobacco-related disparities.
 - Youth to provide tobacco education and then conduct a youth-led community education campaign.
- Special protocols established with the Maryland Tobacco Quitline
 - Seven calls provided
 - Pathways to Freedom
- Local Health Departments
 - Roundtables
 - Faith Based partnerships
- Media/Observances - promoted “No Menthol Sunday” developed by the Center for Black Health and Equity



Pregnancy and Tobacco Use

- Partnership with WIC
- Maryland Tobacco Quitline - Pregnancy Program
- Pregnancy and Tobacco Cessation Help (PATCH) - Allegany, Calvert, Dorchester, and Washington:
 - Educated **2,094** persons of reproductive age and **1,097** pregnant persons on the dangers of using tobacco/nicotine during pregnancy;
 - Made **139** referrals to the tobacco cessation services, including the Quitline;
 - Hosted **30** meetings and trainings to promote the PATCH initiative;
 - Additional community partners are now portals for tobacco use intervention; and
 - Provided guidance and resources to **143** participants on establishing tobacco-free policies.



Youth Prevention/Cessation

- Media Campaigns:
 - The Vape Experiment
 - Recent focus groups - new campaign under development
- Maryland Tobacco Quitline - youth portal/text options
- State/local youth engagement programs
- Focused efforts

Snapchat: **3,762,547**

YouTube: **5,079,818**

Digital Display: **2,003,523**

In-App (Bonus): **1,225,807**



Youth Engagement

- **Take Back Your 10 (TB10)**, the statewide youth-led, adult guided tobacco/vape-use prevention movement continues to gain momentum!
 - Now representing **20** counties, with **24** active youth members, **5** Youth Advisory Council members, **23** adult advisors and **4** chapters.
 - **Community Anti-Drug Coalitions of America (CADCA)** continues to recruit new members, organize youth tobacco-prevention activities, engage youth in leadership roles, provide training opportunities for adult advisors and support the expansion of this movement through chapter recruitment.
 - Visit: www.takebackyour10.org
 - Pick up a TB10 Flyer at the resource table and share!
- **Local Health Department Programs:**
 - Youth Ambassador Programs
 - Youth Advisory Councils
 - Community programs: >23K youth educated
 - 19 schools were funded to provide tobacco prevention/education



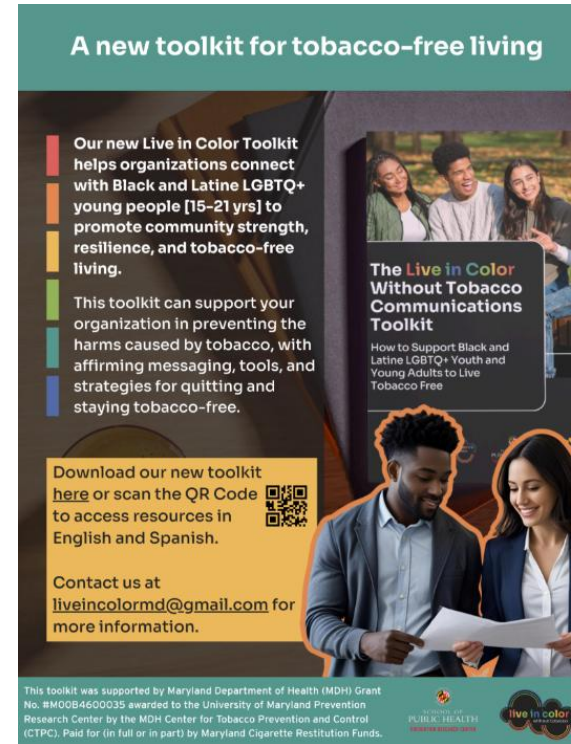
Reducing Tobacco-Related Disparities in LGBTQ+ Communities

Purpose: In partnership with the University of Maryland, support initiatives aimed at reducing tobacco related health disparities in LGBTQ+ communities (Black/Latine youth and young adults).

- Provide technical assistance for local health department tobacco programs.
- Developed a “Live in Color Without Tobacco” communications toolkit that includes unique challenges of LGBTQ+ communities and tobacco control.
- [Needs Assessment](#) conducted in 2022

Live in Color websites in English or Spanish:

- English: <https://live-in-color.org/>
- Spanish: <https://www.vive-en-colores.org/>



Tobacco Retailer Enforcement

- FDA: Commissioned Officers and Underage Purchasers In FY 2025:
 - 1,163 compliance checks completed
 - 176 Civil Money Penalties issued
 - 118 Warning Letters
 - FDA Operation: 4.7M units of unauthorized e-cigs, \$86.5M
- Synar:
 - Statewide 10% sample – unannounced/randomly selected compliance checks
 - Violation rates must remain below 20% or BHA Substance Use Block Grant funding can be impacted
 - RVR – in compliance... still work to be done
- Local Health Departments:
 - Inspect all licensed tobacco retailers in jurisdictions (7,743 conducted)
 - Provide education to retailers on following the law
 - Issued 949 citations

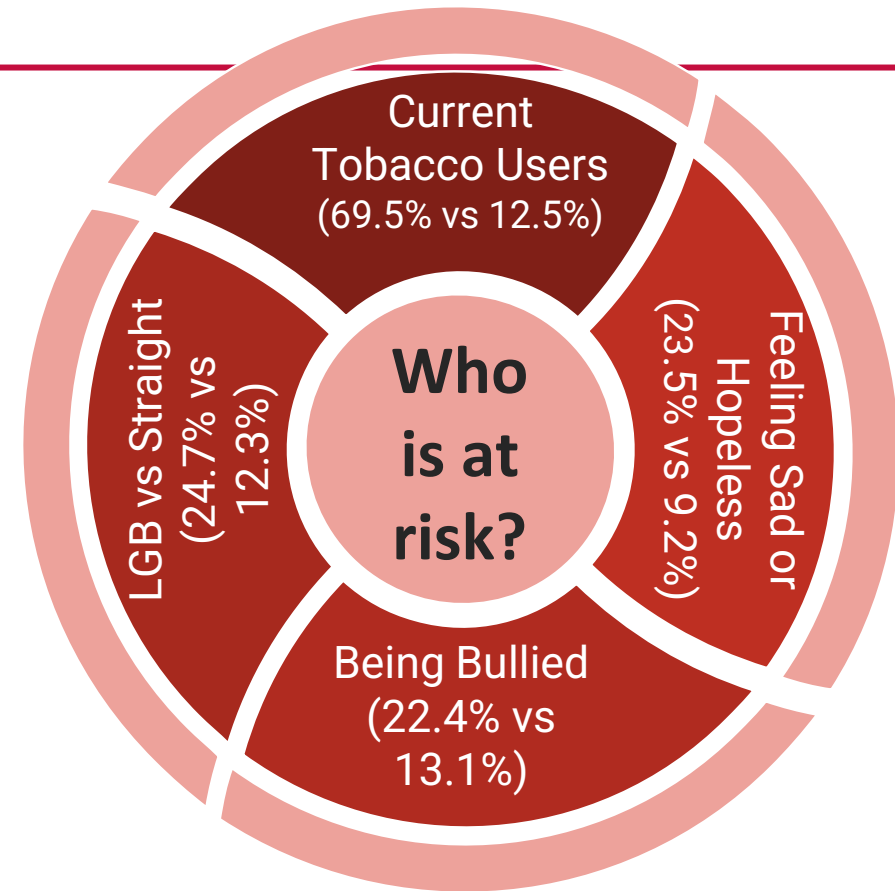


Meta: **12,043,007** Gas Station TV: **1,647,035**
Transit OOH: **23,562,000** Digital Display: **3,088,110**

Cannabis Public Health

Youth Cannabis Use

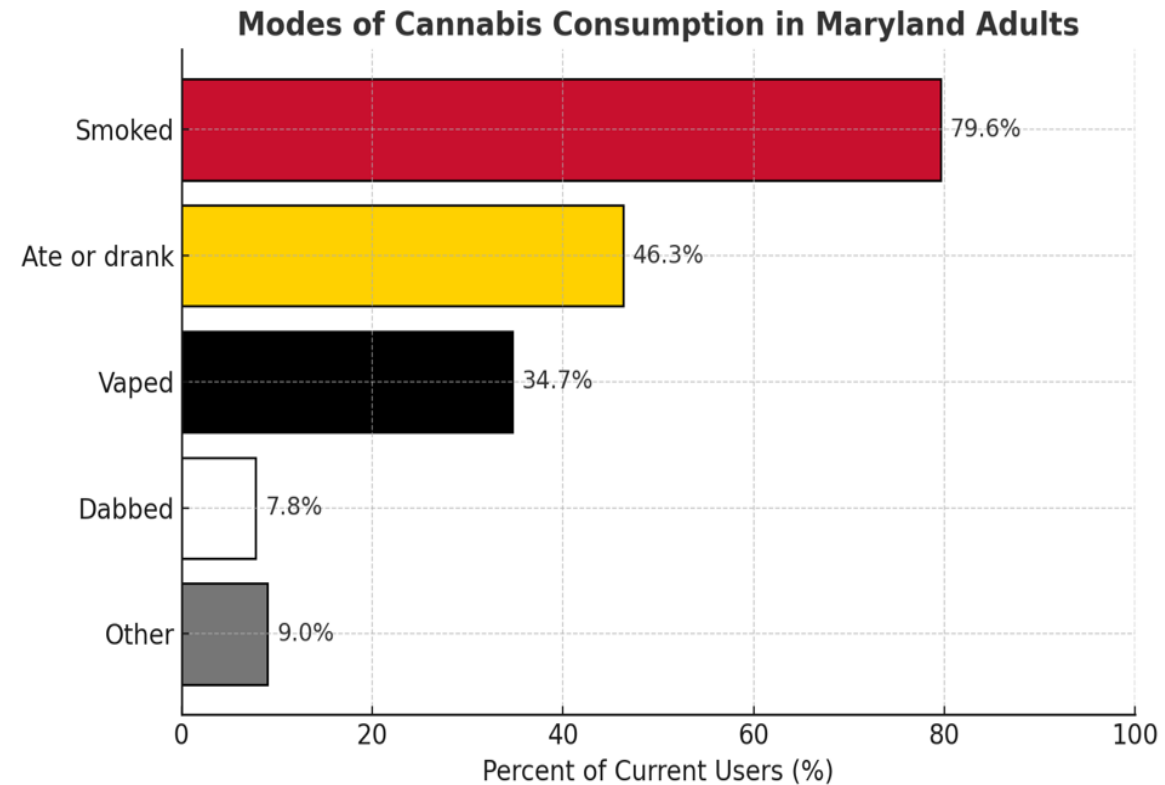
- Current cannabis use in Maryland high school students - **14.4%**
- Use increases with age
 - 9.1% (9th grade)
 - 12.6% (10th grade)
 - 16.4% (11th grade)
 - 21.4% (12th grade)
- **Smoking** is the most common mode of consumption



Source: 2022-23 Maryland Youth Risk Behavior Survey/Youth Tobacco Survey (YRBS/YTS)

Adult Cannabis Use

- Current cannabis use in Maryland adults - **13.3%**
- Among adult users, near daily use (15-30 days) was most common (7.2%)
- Smoking remains the dominant mode of cannabis use, followed by edibles and vaping
- **Current tobacco smokers** were more likely to currently use cannabis
 - Current smokers - 26.6%
 - Non-smokers - 11.9%



Note: Respondents could select more than one mode; percentages do not sum to 100%.

Source: 2023 Maryland Behavioral Risk Factor Surveillance System (BRFSS) unadjusted

MDH Cannabis Public Health

- Media/communications/outreach, with the Maryland Cannabis Administration
 - Statewide Campaign: updated [BeCannabisSmart](#) with a focus on youth prevention, including messages from healthcare providers and materials for parents/caregivers
 - Impaired Driving
 - Smoke-free Spaces
 - Youth-focused campaign (forthcoming)
 - Resources for pregnant/postpartum individuals and couples/families (planned)



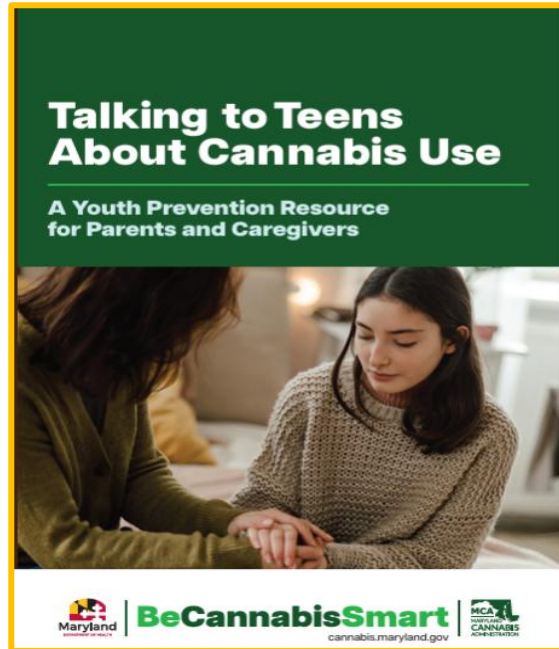
MDH Cannabis Public Health

- Local Health Department Support - FY 2025 & 2026 funding
 - FY 2025 grant activities engaged 21,744 youth, 646 parents, and 85 community organizations
 - FY 2026 grant activities prioritize youth (elementary, middle, high school), parents, healthcare providers, and pregnant/postpartum individuals, among others
 - One county will assess youth social media health literacy and its impact on cannabis knowledge and behaviors; resulting activities could have state-wide applications
- Cannabis Public Health Advisory Council
 - <https://health.maryland.gov/phpa/ohpetup/council/Pages/default.aspx>
 - [2024 Legislative Recommendations Report](#)
- Legal Resource Center for Public Health Policy - Cannabis
 - Assisting with training and education statewide
 - Contact PubHealthCannabis@law.umaryland.edu for assistance
 - <https://www.law.umaryland.edu/academics/programs--centers/legal-resource-center/>

MDH Cannabis Public Health Partnerships

- Maryland Cannabis Administration
- Alcohol, Tobacco, and Cannabis Commission
 - Regulate THC products (includes Delta-8 and Delta-10 THC products)
 - Identifying opportunities for retailer education
- Maryland State Department of Education - educating school nurses, guidance counselors; standards and framework committee
- Maternal Child Health, Behavioral Health Administration, and Motor Vehicle Administration

Resources



Toolkit for Parents and Caregivers
(BeCannabisSmart)



Policy Factsheets
(Legal Resource Center)



Retailer Pamphlet
(ATCC)

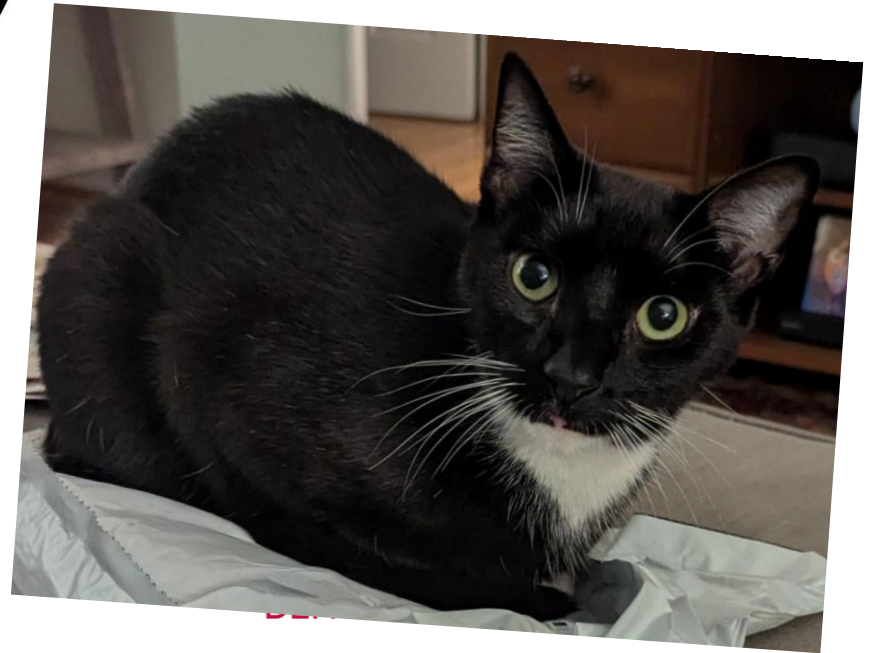
Evaluation/New Reports

- Program Evaluation -
 - SEA Healthcare, program effectiveness
 - Reviewing trends, variations by race/ethnicity, gender, income, and demographics.
 - Program/policy recommendations to improve effectiveness and equity.
 - **Stay tuned... some may be hearing from us!**
- Report Releases:
 - **Maryland Tobacco Retailer Modernization Act Report 2024**
(Oct 2025) -
[https://dlslibrary.state.md.us/publications/ATC/SB1056Ch462\(2\)\(2024\).pdf](https://dlslibrary.state.md.us/publications/ATC/SB1056Ch462(2)(2024).pdf)
 - **Issuance of Alcoholic Beverages Licenses to Tobacconists** (coming soon!)
 - **Cannabis Public Health Advisory Council 2025 Recommendations Report**
(December 2025)

Where do we go from here?

- Be strategic and innovative
 - Tobacco/Chronic Disease
 - Look at federal and Gov's priorities
- Comprehensive programs
- Data driven
- Work with other agencies/partners: BHA, MCHB, schools
- Continue youth programs – expand and partner
- Health Equity – it's very important!
- Amplify existing observances → November: Great American SmokeOut, Veteran's Day, Lung Cancer Awareness, Diabetes Awareness, COPD Awareness, Thanksgiving
- Please use the State resources!!
- Funding...

Take Good Care of Yourself





CONTACT:

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