



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

SEP 25 2012

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) - 2012 Counter-Marketing and 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(h), 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 Tobacco Use  
Prevention and Cessation Program.

Sincerely,

Joshua M. Sharfstein, M.D.  
Secretary

Enclosure

cc: Marie L. Grant, J.D.  
Frances B. Phillips, R.N., M.H.A.  
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**Department of Health and Mental Hygiene  
Cigarette Restitution Fund – FY12  
Tobacco Use Prevention and Cessation Program  
Media and Counter-Marketing Report**

Smoking remains the leading cause of preventable death and disease in the United States, killing more than 1,200 Americans every day, according to the Centers for Disease Control and Prevention (CDC). The counter-marketing component of the Maryland Center for Tobacco Prevention and Control (MCTPC) is responsible for coordinating statewide health communications and media campaigns to counter tobacco advertisements and discourage the use of tobacco products.

### **Local Counter-Marketing and Media**

Local health departments engage in a wide range of counter-marketing and media activities with funding from the local public health component of the Cigarette Restitution Fund Program (CRFP). The media/marketing campaigns are intended to actively engage all Maryland residents 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 Quitline (QL) services and subsequent nicotine replacement therapy. The majority of registered QL callers from across the State of Maryland indicate that they heard about the QL service from family/friends, health promotion media, or marketing efforts including websites, brochures, newsletters, flyers, or television commercials.

All local health departments engage in media and program marketing activities that inform the public of current research, the health impacts of tobacco use, and tobacco prevention, smoking cessation, secondhand smoke, and enforcement activities within their jurisdiction. Print campaigns included placement in these mediums:

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

Other awareness campaigns were designed to market local programs and educate the public. These included:

- ads on local radio stations;
- ads on local television and cable access channels;

- live presentations;
- web-based disseminations;
- text message blasts; and
- promotional bracelets.

Some jurisdictions conducted media and marketing campaigns through listserves and social networks such as Facebook, Twitter, YouTube, and Quick Response Code equipped mobile telephones. To maximize resources, some local health departments collaborated with other nearby health departments on joint campaigns.

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

- African American hair/nail salons and barbershops;
- Public Housing Authorities;
- churches and faith-based institutions;
- mass transit vehicles and stops;
- homeless shelters;
- Departments of Social Services;
- cultural organizations;
- malls;
- day care providers;
- mental health care facilities;
- WIC program offices; and
- hospitals.

Local health departments enlisted members from their local tobacco coalition, community partners, schools, and State health department 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.

To reach youth with media messages, local health departments targeted organizations that serve youth like Girls' and Boys' Clubs, Police Athletic Leagues, parks and recreation programs, community centers, and camps. 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/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 jurisdictions are highlighted as examples.

### **Anne Arundel County**

The county launched a new anti-tobacco Facebook page entitled “Flame Wars” which is targeted at high school youth. Flame Wars is an advocacy page that includes quiz questions and games.

### **Baltimore County**

Utilized a “Smoke-Free Cars and Homes” campaign to educate communities on the risks of secondhand smoke exposure and to encourage residents to implement a smoke-free car and home policy. Marketing efforts also promoted smoking cessation. The campaign provided quit kits with refrigerator magnets, car window decals, a cessation services flyer, and a 1-800-QUIT-NOW card. Material distribution efforts were targeted to Loews AMC movie theatres in White Marsh, and bus shelters in low-income communities of Essex and Dundalk.

### **Calvert County**

Used a variable message sign to advertise cessation classes on the county’s main roadway. The county is able to use this sign at no cost, and responses to participant questionnaires indicate that the sign is directly responsible for the marked increase in cessation clients for the second half of FY12 and is a free advertising service. The health department’s website is updated each quarter with the upcoming class schedule and locations.

### **Cecil County**

Launched a public service announcement (PSA) campaign about tobacco cessation services available to county residents. This PSA aired on HGTV, USA, CMT, ABC, Family, TNT, Discovery, and the Cecil County Health Channel for four weeks, and made an estimated 48,155 household contacts. The Cecil County Health Department also conducted a campaign that incorporated the Statewide “The Cigar Trap” promotion, and links to the American Lung Association as well as the CDC Office on Smoking and Health’s media campaign entitled, “Tips from Former Smokers”.

### **Charles County**

Utilized newspapers and electronic media to market their tobacco prevention, cessation, and control efforts to the community at large. Press releases were supplemented with paid advertising and appeared in print and online. A blast fax with information regarding the availability of the smoking cessation program was sent to area health professionals. In addition, electronic message boards with cessation messages

were displayed in the lobby of the health department and on state highways in Charles County.

### **Kent County**

Conducted media campaigns that included two newspaper advertisements in the local Tidewater Trader newspaper, circulation approximately 10,200. The advertisements addressed reasons to quit smoking, free smoking cessation resources, and tobacco education.

### **Queen Anne's County**

Used targeted media campaigns, such as billboards, to promote Kick Butts Day and World No Tobacco Day. Other successful media communication tools included texting, Facebook, and recording special events for future full-length rebroadcasting on the local TV station. Numerous news articles and feature stories also expanded the reach of the tobacco initiative.

### **St. Mary's County**

Developed a billboard ad to promote their smoking cessation program. St. Mary's County also put tobacco prevention messages on health department clocks, and marketed smoking cessation class schedules on the Health Connection van that circulates throughout the county.

### **Talbot County**

Used Eastern Shore Parent website to disseminate prevention and cessation messages to 2,000 households. This campaign was conducted by a community that received one of the county's community mini-grants. An educational article about the damaging effects of tobacco use and which also promoted the local health department's free cessation resources appeared in the Star Democrat. Star Democrat readership spans the central part of Maryland's Eastern Shore, including Caroline, Dorchester, Kent, Queen Anne's, and Talbot Counties.

### **Wicomico County**

Used a marketing campaign to promote tobacco use prevention and cessation services. The agency website, Facebook, a press release, and a new electric sign were all used to raise awareness and promote the Great American Smoke Out. The local Christian radio station (WOLC) and the local PAC14 media outlets advertised Wicomico County's smoking cessation class offerings and Maryland's QL. An interview with Jennifer Johnson, the Program Coordinator for the county Tobacco Use Prevention and Control Program, was published in the local *Daily Times* newspaper to help raise awareness about the increase in youth cigar use. Smoking-related prevention and cessation information was promoted on an electric sign located in front of the health department building, and

Quit Kits were distributed at a pharmacy, a family support center, and to addiction clients at all health department locations.

## **Statewide Counter-Marketing and Media**

Receipt of federal funding from the American Recovery and Reinvestment Act (ARRA) enabled the MCTPC to develop a health communications campaign aimed at raising awareness about the dangers and prevalence of flavored cigar use among youth in Maryland. The resulting campaign, called “The Cigar Trap” is a hard-hitting statewide health communications campaign designed 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 appealing products.

Campaign messages educate the public about cigar use, specifically that:

- Cigar products are not safer than cigarettes;
- Cigars do contain the same cancer-causing chemicals as cigarettes;
- Cigars are just as addictive as cigarettes;
- Maryland youth are using cigar products and cigarettes at nearly the same rate;
- Cigars are attractive, accessible, and affordable to youth because they come in fruit and candy flavors; and
- Cigars can be bought individually for less than \$1 – the same prices and flavors as ice cream cones or candy.

Campaign components consisted of paid media, a website, social media, posters, and an informational packet with key facts sheets and resources for community partners regarding cigar use issues. The target audience for campaign advertisements was adults 18 and older—particularly parents. Ad placement was concentrated on geographic areas with higher youth cigar use rates.

The Cigar Trap ads ran from December 19, 2011 through January 15, 2012, and were placed in a variety of different mediums, including on transit vehicles and at transit stops, on billboards, and as radio PSAs. Transit ads were placed on the sides and backs of Baltimore City buses, and cards were placed on Metro and MARC trains, and at kiosks in Light Rail and Metro stop stations. Billboard ads were placed throughout Baltimore City and in visible proximity from the Jones Falls Expressway and Interstate 95 near the city. Ads were also placed in Anne Arundel, Baltimore, Caroline, Dorchester, Prince George’s, Somerset, Wicomico, and Worcester Counties, as well as other areas of Baltimore City. Radio PSAs aired on the Eastern Shore and in the Baltimore Metropolitan Area, and Department of Health and Mental Hygiene leadership participated in radio interviews regarding cigar use and the purpose of the campaign. Posters and informational packets were printed and distributed to partners statewide, and to local health departments for distribution to their Local Public Health Coalitions and community partners.

The website, [www.TheCigarTrap.com](http://www.TheCigarTrap.com), provides downloadable versions of the informational packet inserts, and other resources. The campaign also includes a Facebook page, [www.facebook.com/TheCigarTrap](http://www.facebook.com/TheCigarTrap), where the MCTPC provide timely and relevant updates. An additional goal of The Cigar Trap campaign was to expand and promote the Maryland QL, and to contribute to reaching the CDC's ARRA goal of creating 80,000 additional tobacco quitters nationwide during the two year period of the grant.

### **Cessation Outreach Activities**

In the past year, call volume to the Maryland QL increased as a result of expanded collaborations with health care providers, and outreach to the populations in greatest need of cessation services and secondhand smoke prevention. MCTPC alliances with health care providers encouraged providers to refer individuals to the QL, and media and outreach campaigns targeted low income/low education young adults that were current smokers and thinking about quitting.

The QL has also focused on addressing tobacco-related disparities. The QL has consistently demonstrated a solid level of utilization by African Americans, Medicaid participants, and uninsured callers. Successful partnerships with state and community-based programs have helped to provide outreach to populations with tobacco-related disparities. Marketing efforts were strategically focused to target young adults ages 18-30 with low educational attainment, in regions of the State where smoking prevalence is the highest. These partnerships have also increased the demand for cessation resources among residents. Over time increased cessation rates will lead to decreases in morbidity and associated health care costs, as well as mortality.

### **Quitline Media Activities**

Maryland's media plan was successful in motivating the target populations to quit smoking. Since the launch of the QL, the MCTPC has utilized a comprehensive marketing strategy to generate and increase QL call volume and reach into all Maryland counties. The MCTPC used ARRA Funds to expand communication efforts through media campaigns targeting adults and young adults who smoke. Emotional and graphic messages about the hazards of secondhand smoke were used to motivate quitting and to cue the viewer to take action by calling the QL. The MCTPC's media efforts reached young adults in communities and regions that have a disproportionate burden of tobacco use and disparate access to and use of tobacco prevention and cessation services.

The MCTPC contracted with Pinnacle Communications Resource Company, LLC (Pinnacle) (a certified Minority Business Enterprise and Small Business Reserve contractor for the State of Maryland) for a QL and Secondhand Smoke media campaign to provide outreach to 18-24 year olds from April 2011 through January 2012. Aims of this media campaign were to improve utilization of the QL by this younger demographic, and to support the MCTPC's larger goal of "...a tobacco free society for all Marylanders."

The Statewide media campaign was designed to encourage residents to call the QL, to provide awareness about the dangers of tobacco use and secondhand smoke, and to encourage more Maryland residents to start thinking about quitting tobacco. Geographic areas targeted included the Eastern Shore, Southern Maryland, and Western Maryland. Services provided by Pinnacle included: strategic planning (including social media and media planning strategy and positioning), CDC Media Campaign Resource Center research, production of new creative materials, website enhancements, Spanish translation services, placement and monitoring, and reporting.

In order to maximize cost-efficiency, existing creative materials were used for the majority of the media placements; this allowed for more media to be purchased as part of this contract. Ads featuring Maryland-born actress and model Nicole Ari Parker had been successful in a previous campaign; these were used again around the 2011 New Year to drive calls to the QL. Additionally, to raise awareness of the dangers of secondhand smoke, two CDC ads, “Little Masks” and “It’s Like They’re Smoking”, were aired. Most campaign activities, which included a mix of broadcast and cable television as well as movie theater advertising, were executed in the first half of Fiscal Year 2012, ending January 28, 2012. Updates were made to the QL’s website (SmokingStopsHere.com), Google and Facebook advertisements were placed, and poster partnering campaigns were implemented throughout the State.

During the term of the media contract the QL’s website was enhanced and maintained to be an interactive website for consumers. The website provides a unique venue where partners and consumers communicate and can share information and stories. The website includes:

- key information on how to quit smoking;
- a simple outline of the cessation process;
- an explanation of phone counseling services;
- quitting success stories of real Marylanders;
- information on local cessation resources;
- an event calendar; and
- a materials order form.

Visitors to the website can link to the QL via the “Click to Call” feature. Visitors enter their contact information, and within a few minutes a trained Quit Coach™ returns their call.

Campaign achievements for FY12 included:

Website (www.SmokingStopsHere.com):

- 7,092 visits from July 2011 through January 2012, a 796% monthly average increase (1,182 visits per month) over April 2011 (132 visits);
- QL success video testimonials developed and added; and
- Revisions made.

#### Quitline:

- 5,979 calls from July 2011 through December 2011 (average of 1,196 calls per month), 151% monthly average increase over April 2011 (476 calls).

#### Online marketing:

- Created three Google pay-per-click ads;
- Created four Facebook pay-per-click ads; and
- 11,442,633 impressions and 4,173 clicks on Google and Facebook ads.

#### Television:

- Produced 8 television spots;
- Tagged CDC's *It's Like They're Smoking* and *Little Masks* (:30 spots);
- Edited and tagged six spots with Nicole Ari Parker (two versions each of :15, :30 and :60 spots);
- Non-profit bonus spots with a combined value of \$10,450 were donated by EMDT (418 spots), and WMDT (490 spots); and
- 86.8% of adults ages 18-34 on the Eastern Shore saw the QL ads approximately 19.5 times each.

#### Print:

- Produced 6 versions of print creative: movie theatre slide, and 5 posters: Caucasian baby, Asian girl, two African Americans, and Spanish language version with a Hispanic baby.

#### Overall Results from the Entire Period of the Campaign:

- Combined efforts of media campaign generated an estimated 54,390,390 gross household impressions across all media channels;
- The added value amount of products and services delivered was \$475,652; two times the value of the contract;
- 99% of all contract dollars were used in Maryland; and
- Because the prime and subcontractors on this contract are certified minority businesses, 100% of dollars of this contract went to minority businesses in Maryland.

### **Media Impact**

The media campaign was effective in increasing the volume of calls to the QL and saw an increase of 14% during the campaign period in FY12 with an increase from 5,245 to 5,979. Once the campaign began, television was the number one cited source when QL callers are asked how they heard about the service; in the fiscal year immediately preceding this campaign it was only the third most frequently mentioned way callers heard about the QL.

The media campaign used electronic media such as Facebook and Google pay-per-click ads to communicate the dangers of tobacco use and secondhand smoke.

Facebook and Google effectively reached members of the target population while they were already using high-involvement social media. Pay-per-click ads served as an action cue for residents to call the QL and to motivate residents to quit. Because of Google's advertising fee structure (advertisers are only charged for those that click their ad) this form of advertising is extremely cost efficient. There are no charges for those people that view but do not click on these ads.

Research indicates that television is an ideal medium for encouraging smoking cessation. Studies show that anti-tobacco ads on television were recalled by approximately twice as many people as radio ads, and that smokers tend to be more frequent users of television than non-smokers, and are less likely to read magazines or newspapers. Television promotion elements of the campaign included advertising on local channels such as WJZ (CBS Affiliate) in the Baltimore Metro Area, and EMDT (ABC Affiliate) and WMDT (CW Affiliate) on the Eastern Shore. From June 2011 - January 2012 the QL and Secondhand Smoke Media Campaign performed extremely well on the Eastern Shore; over 1,500 impressions were originally ordered, but nearly 1,700 impressions were attained, reaching more than 71,000 adults ages 18-34.

Outdoor media included billboards in Baltimore City and posters in libraries, health centers, health departments, and social service agencies. Below is an example of a billboard image.



## Poster Campaigns

Promotional posters were available in varied sizes and portrayed Caucasian, African American, and Hispanic children. In addition, posters were available in languages other than English. Multiple rounds of poster distribution targeted all of Maryland's jurisdictions beginning with those with the highest prevalence of smoking. Partnerships were leveraged with local government agencies such as health departments, libraries, social services, transit, as well as non-profit, faith-based, women's and multi-cultural organizations for placement of posters. Through these partnerships, posters were placed in a variety of locations throughout the state including airport terminals, clinics and rehabilitation centers, homeless shelters, hospitals and doctor's offices, schools, senior centers, youth organizations, bus shelters, and on buses. A total of 7,269 posters were shipped for distribution. Below are samples of poster images.



## Success Stories of Maryland Residents

Several QL participants were willing to share their success stories with the public. The MCTPC taped participants and posted their stories on the QL website. Below is a sampling of these testimonials.

1) Baltimore City Resident, Sheilah, age 58, was so happy to finally quit. She was struggling with controlling her high blood pressure and is now living smoke-free and feeling better each day. “I am so glad I had the support of the Maryland Tobacco Quitline to help me through my cravings!”



2) Montgomery County Resident, Renee, age 48, just wanted to feel better after being diagnosed with Multiple Sclerosis in 1999. “Having MS was a major reason that I wanted to quit since I already had a lot of symptoms. I knew that smoking made my symptoms worse. Now I feel much better, and I’m so glad I got help from the Maryland Tobacco Quitline!”



3) Anne Arundel County Resident, Robin, age 54, has been smoke free for over one year. “The Maryland Tobacco Quitline has changed my life. I really needed to save money

since I became unemployed. Smoking is expensive, but quitting can be too without insurance. I called the Quitline and they provided free nicotine replacement therapy gum to help me quit. I have wanted to try a medication, but it was so expensive and what if it did not work or I did not know what to get or how to use it correctly? The Quitline was able to help me through the process and supply the gum and I finally quit!”



4) Baltimore County Resident, Jeffery, age 52, smoked for 15 years and made a choice to stop smoking and called the Quitline. “I could not have done it without the Quitline.”



## National Campaigns Impact Maryland

The national "Tips from Former Smokers" CDC ad campaign ran from March 19 to June 10, 2012, and profiled people living with the effects of smoking-related diseases. It marked the first time that a federal agency developed and placed advertisements for a national tobacco education campaign. The ads in this campaign showed how smoking-related diseases changed the way these former smokers eat, dress, and perform many other daily tasks that most people take for granted. The CDC anticipates that about 50,000 smokers will end their addiction as a result of the ad campaign. This will result in estimated annual savings of approximately \$70 million in medical and productivity costs. Overall call volume to the QL (1-800-QUIT-NOW) more than doubled during the campaign, and weekly website volume tripled compared with levels before the campaign.

The CDC's considerable media placement schedule for this national campaign in Maryland has created a period of extended visibility, and has 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 has further expanded the media viewed by Marylanders. In anticipation of the campaign, the MCTPC worked closely with its QL vendor, Alere Wellbeing, Inc., to prepare for up to a

30% increase in call volume, as advised. However, Maryland has seen a greater increase in volume than anticipated. As a result of this powerful campaign, there was:

- A 217% increase in calls on Monday, March 19 (campaign launch date) in comparison to the previous Monday, March 12;
- A 44% increase in call volume from the week of March 12 compared to the week of March 19;
- A 70% increase in call volume from the week of March 12 compared to the week of March 26; and
- An 87% increase in call volume from February 2012 to March 2012.

In addition:

- More than 50% of callers report the national campaign was how they heard about the QL;
- An estimated 4,075 additional inbound calls were received; and
- An additional 1,448 registered callers received QL services.

Each day, more than 1,000 people under age 18 become daily smokers. The CDC called the "Tips from Former Smokers" campaign "an important counter to the nearly \$10 billion spent annually by the tobacco industry to make cigarettes more attractive and more available, particularly to youth and young adults. The campaign cost \$54 million dollars to develop and implement — the amount the tobacco industry spends on advertising and promoting cigarettes in just two days."