

# Addressing Tobacco Use in Baltimore City

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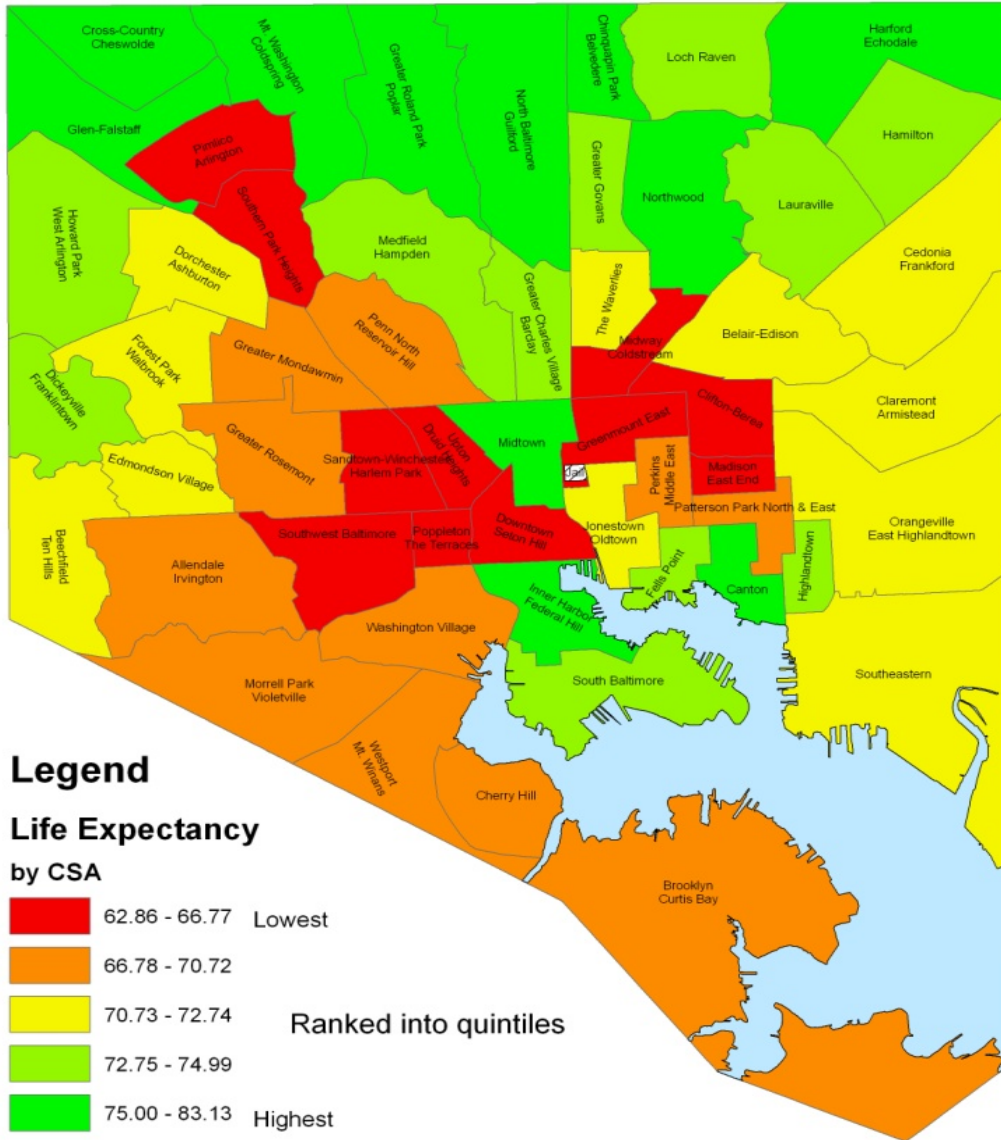


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# Life Expectancy



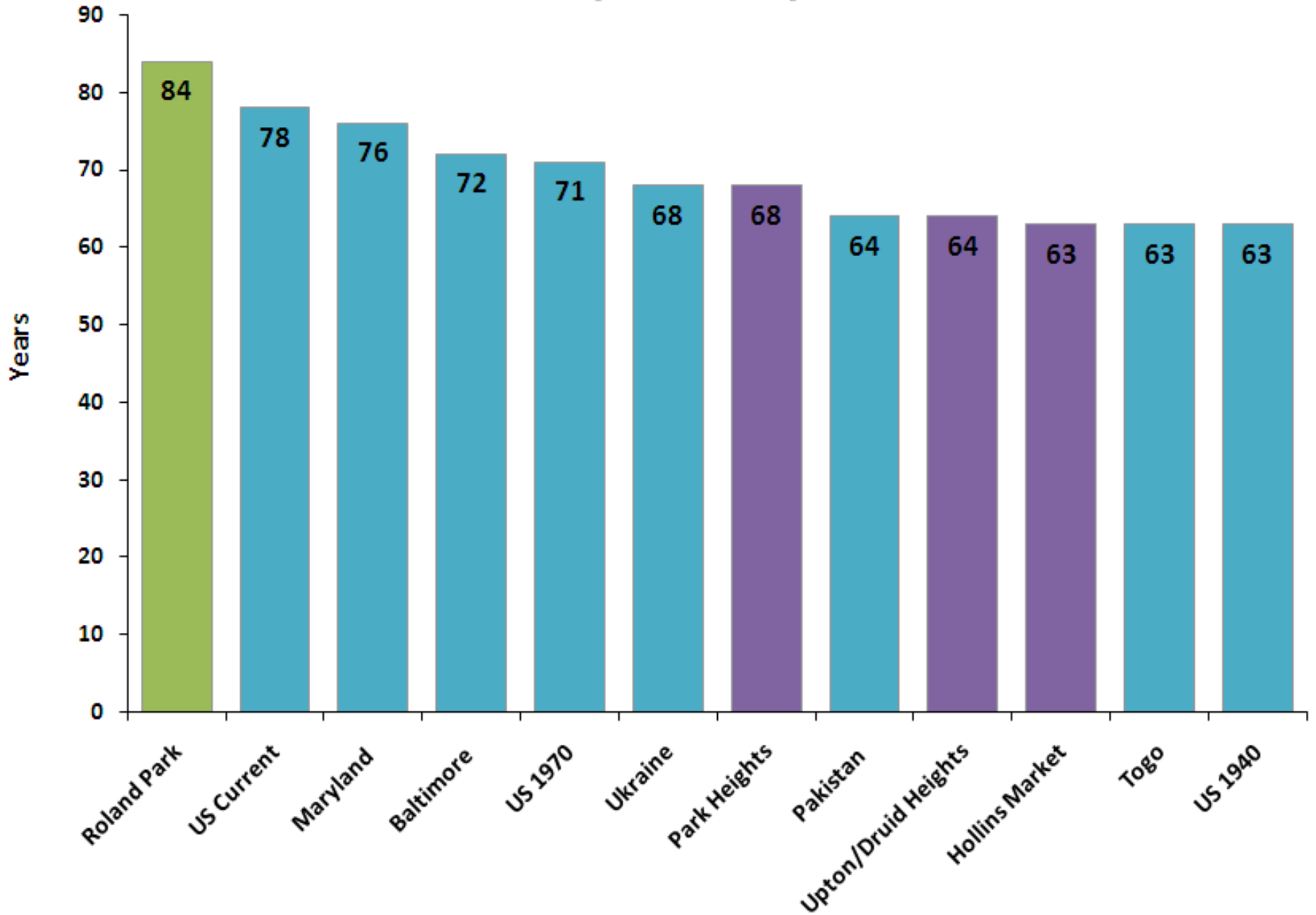
0 0.5 1 2 3 4 Miles

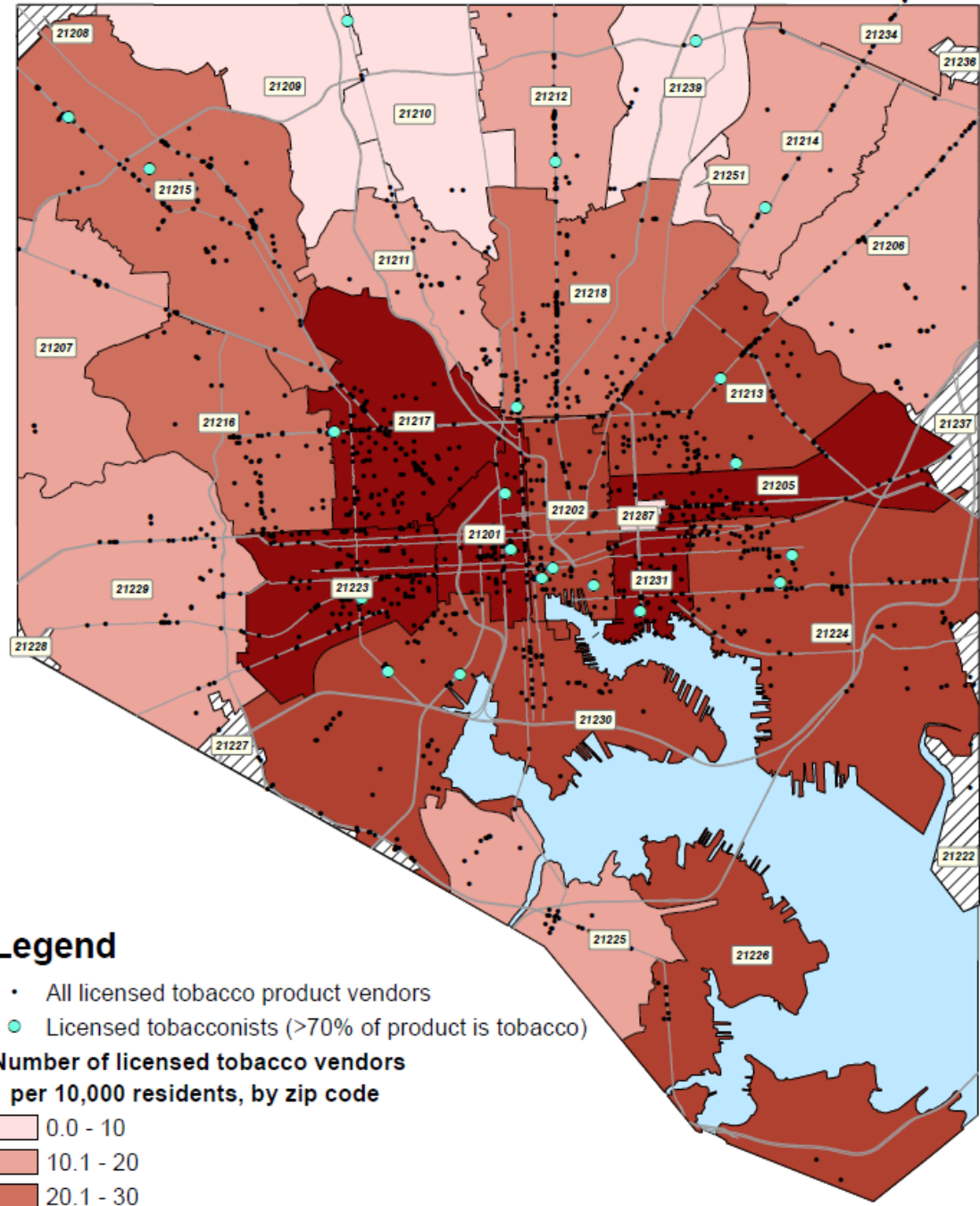
Prepared by: Baltimore City Health Department



How many years can a newborn baby expect to live in Baltimore City?

# Life Expectancy at Birth

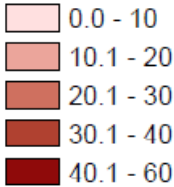




**Legend**

- All licensed tobacco product vendors
- Licensed tobacconists (>70% of product is tobacco)

**Number of licensed tobacco vendors per 10,000 residents, by zip code**



Density of Licensed Tobacco Product vendors

Per 10,000 Baltimore City Residents, by zip code, 2014

Average: 26.1 per 10,000 residents

# Adult Tobacco Use in Baltimore City and Maryland

| Indicator                    | Baltimore City |       | Maryland |       |
|------------------------------|----------------|-------|----------|-------|
|                              | 2000           | 2012  | 2000     | 2012  |
| <b>ADULTS</b>                | 2000           | 2012  | 2000     | 2012  |
| <b>Cigarette Use</b>         | 29.7%          | 21.2% | 20.5%    | 16.2% |
| <b>Smokeless Tobacco Use</b> | *              | 2.5%  | 1.4%     | 2.0%  |



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Data Source: Monitoring Changes in Tobacco Use Behaviors (2013) – Legislative Report DHMH

\*BRFSS data are suppressed due to small sample

# Youth Tobacco Use in Baltimore City and Maryland

| Indicators                                  | Baltimore City |             | Maryland    |              |
|---|----------------|-------------|-------------|--------------|
|   | 2000           | 2013        | 2000        | 2013         |
| <b>Youth under 18</b>                       |                |             |             |              |
| <b>Any Tobacco Product</b>                  | 20.3%          | 16.5%       | 21.4%       | <b>12.9%</b> |
| <b>Any Tobacco Product - Minority Youth</b> | 19.5%          | 16.1%       | 18.9%       | <b>12.6%</b> |
| <b>Cigarette Use</b>                        | 10.8%          | 7.7%        | 15.7        | <b>7.9%</b>  |
| <b>Cigar Use</b>                            | 8.8%           | 12.4%       | 8.8%        | <b>8.3%</b>  |
| <b>Smokeless Tobacco</b>                    | <b>3.6%</b>    | <b>7.3%</b> | <b>3.5%</b> | <b>5.2%</b>  |



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Data Source: Monitoring Change in Tobacco use Behaviors (2013) – Legislative Report, DHMH

## Smoking (current)

|                            | 2012%  | 2012<br>Disparity<br>Ratio | 2012 Grade |
|----------------------------|--------|----------------------------|------------|
| <b>Baltimore City</b>      | 21.20% | 1.31                       | C          |
| <b>Maryland</b>            | 16.17% |                            |            |
| <b>Black</b>               | 25.18% | 1.34                       | C          |
| <b>White</b>               | 18.76% |                            |            |
| <b>Men</b>                 | 27.62% | 1.70                       | D          |
| <b>Women</b>               | 16.29% |                            |            |
| <b>&lt;HS</b>              | 40.23% | 3.54                       | F          |
| <b>HS Grad or Equiv</b>    | 27.72% |                            |            |
| <b>College Graduate</b>    | 11.35% |                            |            |
| <b>Income &lt;\$15,000</b> | 28.32% | 2.29                       | D          |
| <b>\$15,000-24,999</b>     | 37.12% |                            |            |
| <b>\$25,000-49,999</b>     | 20.55% |                            |            |
| <b>\$50,000-74,999</b>     | 17.49% |                            |            |
| <b>&gt;=\$75,000</b>       | 12.34% |                            |            |

# Baltimore City Disparities in Tobacco Use (Adults)

\*Source: BCHD Analysis of data from the Maryland Behavior Risk Factor Surveillance System

\*Based on BRFSS Question: "Current Smoker (Smoked at least 100 cigarettes in their lifetime and currently smoke)"

# Tobacco-Free Baltimore

Let's face it, Big Tobacco  
is preying on our community.  
They'll stop at nothing to  
get your money.

Don't be a sheep.



**Tobacco-Free Baltimore** envisions a smoke-free City that is free of addiction to tobacco products and the diseases that tobacco use causes, like heart disease, lung disease, lung cancer, and asthma. It aims to prevent the initiation of tobacco products among all residents and to promote smoking cessation among residents who do use tobacco products.



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# Tobacco-Free Baltimore Program Areas

- Outreach and Education
  - Adults & targeted populations
  - Youth
- Tobacco Retailer Enforcement
- Smoking Cessation
- Baltimore Tobacco-Free Coalition
- Tobacco Screening and Referral Program (TSARP)
- Community Grants



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# Youth Access to Tobacco

- YRBS 2013: percentage of high schoolers who usually got their own cigarettes by buying them in a store or gas station during the past 30 days: **33.3%**
- Synar Data
  - 2014: **25.9% non-compliance**
  - 2015 : **36.7% non-compliance**
- Program Enforcement Data
  - **59.8% non-compliance in FY15**
- Tobacco Retail Environment
  - **Largest number of retailers** of any other jurisdiction in Maryland (approximately 1,600)
  - **2nd highest density** of retailers



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# What we're doing

- Educating stores that sell tobacco
  - Letters sent to every retailer
  - NGO visits
  - Educational visits
- Working closely with key stakeholders
- Streamlining reporting mechanisms – 311
- Media campaigns
- Youth engagement
- Community engagement

*Tobacco sales to youth-  
It's not a minor thing*

**If you see stores in your neighborhood selling tobacco to kids, call 311 to report it.**

Most lifelong smokers start before the age of 18 and many eventually die from tobacco related diseases.



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# Results

Fiscal Year 2016 so far (early Nov 2015) 14.5% non-compliance

## Challenges

- Pockets of high non-compliance (60-70%)
- Complex community-retailer relationships
- Number and density of retailers

## Next Steps

- Continued stakeholder and leadership engagement
- Continued systems changes
- Evaluation



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# Tobacco Screening and Referral Program

- Family Planning, STI, and Oral Health clinics
- 13,000 minority, low-income Baltimore City residents each year with over 30,000 patient visits
- Each clinic is operating under different practices and protocols for tobacco screening and referrals



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# TSARP cont'd

- Plan Do Study Act (PDSA) as assessment tool
- Using Screening, Brief Intervention, and Referral to Treatment (SBIRT) as a model
- Integrating tobacco question AND question on SHS exposure
- One unified policy
- Sustainable training for staff



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# Baltimore City Tobacco-Free Coalition

- Aims to prevent and reduce tobacco use among residents
- Broad-based coalition (health care institutions, non-profits, academic, faith-based, and community based groups)
- Monitors data and sets priorities
- Policy-focus



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# Hookah in Baltimore

- Increase in hookah bars
- Increase in youth hookah use
- Indoor smoke-free laws being circumvented
- Myths of hookah: no tobacco, not addictive, healthy alternative, water filters the smoke
- Re-normalization of tobacco use and smoking indoors



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**1 HOUR OF  
HOOKAH**



=

**100 CIGARETTES**



=

**5 PACKS**



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Source: Waterpipe tobacco smoking: health effects, research needs and recommended actions for regulators, 2nd Edition, WHO Study Group on Tobacco Product Regulation

# LET'S KEEP OUR AIR SMOKE-FREE

There are a lot of myths about hookah out there.

**LET'S GET 3 THINGS STRAIGHT:**



1

**HOOKAH ISN'T SAFE.** One hour of hookah smoking is like smoking 100 cigarettes and it contains many of the same toxic, cancer-causing chemicals. Water-filtered smoke can damage the heart and lungs just as much as cigarette smoke.

2

**SECONDHAND HOOKAH SMOKE IS DANGEROUS.** Whether or not hookah contains tobacco, its smoke still contains carbon monoxide (CO) and other toxicants. CO levels can be higher than cigarette smoking bars and can exceed occupational exposure guidelines.

3

**YOUTH ARE BEING TARGETED.** Nationally, hookah use among high-schoolers almost doubled in just one year from 2013 to 2014. In 2010 Baltimore had 17 hookah bars. Today hookah bars have nearly doubled.



We can't go backwards to the days of smoky bars and restaurants.

**CLEAN AIR IS SMOKE-FREE AIR.  
INCLUDING HOOKAH. PERIOD.**

To get involved, call 410-396-9932.



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# Questions?

To get involved in the Baltimore City Tobacco Free Coalition:  
contact Emilie Gilde at:

[Emilie.gilde@baltimorecity.gov](mailto:Emilie.gilde@baltimorecity.gov) 410-396-9932



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