Tobacco Enforcement Initiative to Support Synar Compliance

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November 12, 2014
SAMSHA Site Visit
## Maryland Synar Retailer Violation Rates

<table>
<thead>
<tr>
<th>Federal Fiscal Year</th>
<th>RVR Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FFY 2010</td>
<td>16.8%</td>
</tr>
<tr>
<td>FFY 2011</td>
<td>17.0%</td>
</tr>
<tr>
<td>FFY 2012</td>
<td>17.3%</td>
</tr>
<tr>
<td>FFY 2013</td>
<td>16.8%</td>
</tr>
<tr>
<td>FFY 2014</td>
<td>24.1%</td>
</tr>
<tr>
<td>FFY 2015</td>
<td>??</td>
</tr>
</tbody>
</table>
Tobacco Enforcement and Synar
Confession

“It’s not your fault”

BUT

“We need your help”
Targeting Jurisdictions in Clusters Based on Non-Compliance Rates, Size and Retail Tobacco Sales Outlets

- Baltimore City
- Baltimore
- Prince George’s
- Anne Arundel
- Montgomery
- Cecil
- Charles
- Howard
- Worcester
## Cluster Comparisons

### Cluster 1
Baltimore City, Baltimore, Prince George's

<table>
<thead>
<tr>
<th>Population Group</th>
<th>Total Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>803,041</td>
<td>34.4%</td>
</tr>
<tr>
<td>African American</td>
<td>1,199,564</td>
<td>51.4%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>212,315</td>
<td>9.1%</td>
</tr>
<tr>
<td>Asian</td>
<td>103,141</td>
<td>4.4%</td>
</tr>
<tr>
<td>Other</td>
<td>17,139</td>
<td>0.7%</td>
</tr>
</tbody>
</table>

**Median HHI**: $40,803 - $73,568

**Tobacco Licenses**: 3,549

### Cluster 2
Anne Arundel & Montgomery

<table>
<thead>
<tr>
<th>Population Group</th>
<th>Total Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>871,860</td>
<td>55.4%</td>
</tr>
<tr>
<td>African American</td>
<td>280,244</td>
<td>17.8%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>224,398</td>
<td>14.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>172,047</td>
<td>11.0%</td>
</tr>
<tr>
<td>Other</td>
<td>23,871</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

**Median HHI**: $86,987 - $96,985

**Tobacco Licenses**: 1,315

### Cluster 3
Cecil, Charles, Howard, Worcester

<table>
<thead>
<tr>
<th>Population Group</th>
<th>Total Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>371,702</td>
<td>60.8%</td>
</tr>
<tr>
<td>African American</td>
<td>135,726</td>
<td>22.2%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>32,510</td>
<td>5.3%</td>
</tr>
<tr>
<td>Asian</td>
<td>56,281</td>
<td>9.2%</td>
</tr>
<tr>
<td>Other</td>
<td>14,758</td>
<td>2.4%</td>
</tr>
</tbody>
</table>

**Median HHI**: $58,138 - $107,821

**Tobacco Licenses**: 674
Enforcement activities are part of a comprehensive tobacco control effort that involves coalitions, community partners, police entities and local health departments and DHMH.
Local enforcement plans are developed around the uniqueness of the jurisdiction.
Relevance to Tobacco Control

- Culture
- Health Priorities
  - Historical Experiences
  - Social Political Status
- Commitment
- Consistency
- Capacity
- Collaboration
Recommendations for Preventing Tobacco Use Among Youth

- Mobilize the community to restrict minors’ access to tobacco products in combination with additional interventions.
  - Stronger local laws directed at retailers
  - Active enforcement of retailer sale laws
  - Retailer education with reinforcement

Non-Governmental Organization(s) Role

- Compliment local health department activity.
- Take Enforcement messages to local meeting.
- Conduct face to face discussions with local store owner’s.
- Provide a different perspective on the same enforcement goal.
- Go where some local health department don’t.
- Normalize our public health message.
Local Examples
Non-Governmental Organizations Conducting Enforcement Education

- Calvert County
  - Calvert County Alliance Against Substance Abuse
  - Prince Frederick Rotary Club
- Talbot County
  - Talbot Mentors
  - Talbot County Partnership
Local Examples
Non-Governmental Organizations Conducting Enforcement Education

- Queen Anne’s County
  - American Legion
  - Citizens Against Tobacco
- Caroline County
  - NAACP
  - Drug Free Coalition
- Somerset County
  - Delta Sigma Theta Sorority
This booklet is provided by
the Queen Anne's County Department of Health's
Cigarette Restitution Fund Program,
in partnership with the Queen Anne’s County State’s Attorney’s Office,
and the Maryland State Police, Centreville Barracks. “S”,
for distribution to tobacco/nicotine sales retailers.

Iris Carter, R.N.C, Program Manager
For more information on Tobacco Prevention and Cessation,
please contact Dorine Fassett at 410-758-0720, Extension 4424

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The Maryland Department of Health & Mental Hygiene prohibits discrimination
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genetic information, political opinion or affiliation, and mental and/or physical disability.
October 22, 2014

To: Holders of Tobacco Licenses in Queen Anne’s County:

We applaud your efforts in supporting the health and welfare of the youth in Queen Anne’s County. We are asking for your assistance in providing continued support for our youth. The tobacco license which you have been granted brings with it not only the right to sell tobacco, but also the responsibility to do so in accordance with the laws of the State of Maryland. Those laws include the following:

It is illegal for people under 18 to buy, possess, or use tobacco products, including cigarettes, smokeless tobacco and cigarette rolling papers.

Fines up to $3,000 per offense to merchants who sell tobacco products to minors.

This letter does not mean to imply that we are targeting your business; rather we regard you as a significant component in the public sector. In the near future our non-governmental partners will visit holders of tobacco licenses in the county and provide them with information to help county merchants avoid illegal sales to minors. The information will contain useful items such as:

- A Tobacco/Nicotine Retailer’s Guide
- Maryland Tobacco Sales Laws
- Resource to purchase “2015 We Card” kit

Non-governmental partners can help in reducing tobacco sales to minors

Many local merchants are already working to prevent sales to minors, and we applaud these efforts. Forthcoming will be information provided by Non-governmental partners that can help to protect your business, help prevent youth from initiating tobacco use and nicotine use, shows responsibility and accountability, and can help reduce the number of youth becoming addicted to tobacco and/or nicotine products. When received, please take the time to review the information regarding tobacco sales to minors with your employees.

Compliance Checks

The compliance checks conducted by the Maryland State Police to determine compliance with the law in Queen Anne’s County will continue. We urge you to take action before that time to educate your employees and make sure your business is in compliance.

For more information, please feel free to contact Dorine Fasset at 443-262-4424.

Lance Richardson
Queen Anne’s County State’s Attorney

Joseph A. Cotula Jr.
Queen Anne’s County Health Officer

Robert Cotolla
Commander MSP Barrack “S” Centreville

www.qahealth.org • Maryland Aisly: 800-735-2058
Utilizing Minority Outreach & Technical Assistance (MOTA) Across Multiple Tobacco Control Areas

**DHMH**

**MOTA** (9 Organizations)

- CTG/Smoke-free Multi-Unit Housing Surveys
  - * 326 Total Surveys completed
  - * 24 Housing Complexes
  - * 13 Counties

**PATCH**

- * Number of pregnant women in LHD cessation programs in Phase I & Phase II counties increased from (21) in FY12 to (68) in FY14.

**SYNAR Vendor Education**

- * 180 Planned Tobacco Sales Vendor Outreach visits
- * 18 Planned Tobacco Youth Access Community Meetings
- Caroline: Union Bethel AME
- Dorchester: Associated Black Charities
- Frederick: Asian American Center of Frederick
- Harford: Inner County Outreach
- Kent: Mt. Olive AME Church
- St. Mary’s: Minority Outreach Coalition
- Washington: Brother’s United Who Dare to Care, Inc.
- Wicomico: St. James AME Zion Church
Challenges

- Wave of Decriminalization
- Higher Priority Police Work
- Status Quo Folks
- Under-developed Community Partnerships
At the local level it’s All hands on deck

- Point of sale/cut off supply
- Addressing demand/youth violators/DJS collaborations
- Renormalize the contributions of culture and community norms
- Renormalization of police efforts
Look at the chart and say the COLOR, not the word

YELLOW  BLUE  ORANGE  BLACK
RED  GREEN
PURPLE  YELLOW  RED  ORANGE
GREEN  BLACK
BLUE  RED  PURPLE  GREEN  BLUE  ORANGE
Tobacco Enforcement to Support Synar Compliance must consider all aspects of government, community, policing and political structures to broker change.
“It’s not your fault”

But ......
Thanks

Lawrence.carter@maryland.gov

http://phpa.dhmh.maryland.gov