CareFirst Commitment
B’more for Healthy Babies (BHB) Progress Report

Organization name: Baltimore City Health Department
Program name: B’more for Healthy Babies
Grant period: June 2011-July 2012
Period covered by this report (start/finish): April-June 2012
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Date submitted: August 29, 2012

GRANT PURPOSE
The current infant mortality rate in Baltimore City it is 10.5 deaths per 1,000 live births. In 2011, approximately 93 infants died, and 83 were African American (Maryland Department of Health and Mental Hygiene 2011 Infant Mortality Report). This is a significant decrease from the rate in 2009, which was 13.5 per 1,000 live births with 128 infant deaths and a rate of 18.5 among African American infants. Since 2009, the Baltimore City Health Department (BCHD), through the Bureau of Maternal and Child Health, has been working to improve birth outcomes and reduce the infant mortality rate in Baltimore, which is among the highest in the United States. BCHD co-leads this initiative, named B’more for Healthy Babies (BHB), with Baltimore’s local management board, the Family League of Baltimore. BHB is a 10-year plus citywide plan that brings together city agencies, health care institutions, and community-based programs to ensure that mothers and fathers are healthy and bear healthy and thriving babies. This initiative is endorsed by Mayor Stephanie Rawlings-Blake and plays a significant role in Maryland’s plan to reduce infant mortality.

EXECUTIVE SUMMARY
BHB made significant progress this quarter and over the year, which continues to be reflected through improvements in overall birth outcomes in the city. The communities distributed well over 25,000 BHB materials to persons in in their communities and distributed nearly 1,500 Baby Basics books and planners to pregnant women. The communities each now use mapping for community outreach and monitoring the outreach they have made to 278 businesses, churches, and schools they have reached and the BHB team has been working with the Neighborhood Action Teams on sustainability planning. Together the communities held fifty one Baby Basics Moms Clubs (led in both Spanish and English) that approximately 600 women have attended over the year. Citywide, the initiative trained 1,022 health and social service providers this fiscal year through 55 presentations on safe sleep and smoking cessation and the Teen Pregnancy Prevention task force held the first long acting reversible contraceptive strategic roundtable session in the city. All BHB task forces met according to plan and the exciting new project B’more Fit for Healthy Babies was launched in January. Finally, all the home visiting programs funded through Baltimore City Health Department (BCHD) and the Family League of Baltimore City (FLBC) have been transitioned to evidence-based models that receive referrals based on a vulnerability index that triages our most vulnerable women into programs that match their social and medical needs.

BHB’s survey data collected among the postpartum women attending pediatric services this year provides evidence of impact of the project. In both study sites, women exposed to messages promoting safe sleep
were significantly less likely to report that their infant ever co-slept in a bed with someone else. In addition, there is evidence that the campaign promoting smoke-free areas for children is having an effect on maternal smoking behaviors.

Finally, the initiative continues to leverage significant funding from other donors. This year we leveraged well over $1.1M in additional funds for BHB related activities.

STRATEGIES AND ACTIVITIES

Community

Patterson Park North and East (PPNE) – 4th quarter summary

Community collaborative/Neighborhood Action Team (NAT) Meetings
PPNE BHB continued to hold monthly Community Collaborative meetings with active participation of their partners, and continues to expand the established “Community Collaborative” into a broader Neighborhood Action Team that engages larger numbers of community members. PPNE has added partners from SOURCE—graduate students from Johns Hopkins Schools of Medicine, Nursing and Public Health—to assist in supporting efforts of community members to create changes that will improve the birth outcomes and health of the entire community. PPNE BHB keeps all 350 staff members of the lead agency, Baltimore Medical System, updated regarding the activities of B’more for Healthy Babies through articles in “Open Lines”, the BMS company newsletter.

Group activities
B’more Fit for Healthy Babies:
PPNE BHB has been offering the “B’more Fit for Healthy Babies Program” to postpartum mothers every Tuesday evening at the local Recreation and Parks Center Patterson Park Recreation Center for the past six months. The program averages 25 participants a week and as a group they have lost a total of 344 pounds. Eight B’More Fit Patterson Park participants ran in the Baltimore Women’s Classic 5K—wearing their new athletic shoes purchased through a supplementary grant to B’more Fit. Outreach worker Patricia de Leon maintains weekly communication with participants through face-to-face contact, phone calls, and text messaging.

Baby Basics Moms Clubs:
PPNE BHB’s three Moms Clubs have functioned on a weekly basis during this reporting period: one Spanish-speaking group at the Highlandtown Healthy Living Center on Tuesday mornings from 10:00am until 11:30 am; another Spanish-speaking group at Patterson Park Public Charter School on Thursdays from 10:00 am until 11:30 am; and an English-speaking group that takes place at the Healthy Start Center on Chester St. on Wednesdays from 11:00am until 12:00pm. Sixty-one new participants joined activities during the fourth quarter. NAT partners Johns Hopkins WIC, Johns Hopkins Birth Companions, and the Southeast Anchor Library collaborate with Moms Clubs on various topics and locations. Twenty participants have completed the sessions and received their certificates. All women who complete the six week series receive a “Halo” Sleep Sack along with their certificate. This helps reinforce the Safe Sleep message and provides opportunities to discuss not putting blankets or other things in the crib.

Community outreach activities
Safe sleep ads in the “Baltimore Guide” titled “Love Your Baby” have continued to appear twice monthly during the period April through June. The “Guide” reaches 10,000 homes in Southeast Baltimore. An article by then-Editor of the “Guide” Jackie Watts appeared in the May 9th issue of the guide. She
outlined the purpose of B’more for Healthy Babies and informed community residents of the Baby Fest that was held on May 19th.

PPNE BHB participates in the Southeast Round Table held at the Community Action Center on a regular basis, which is a good place to make new community contacts and schedule new group presentations. Community outreach workers Yotonya Chamblee and Maria Fernandez reach out to businesses/organizations on a regular basis and will continue to do so with BHB messages.

On May 9th, PPNE BHB hosted the annual Mother’s Day Brunch for Home Visiting clients at the Breath of God Lutheran Church on Clinton St. This was a collaborative effort with representatives of the Family League, Maternal and Infant Nursing of BCHD, and BMS participating together in a planning committee. All the Home Visiting Programs were held during this effort to serve as hostesses. Attendees included Mayor Stephanie Rawlings-Blake, Health Commissioner Dr. Oxiris Barbot, and Kevin Keegan, President and CEO of the Family League of Baltimore City. Flor Giusti, LCSW-C of Johns Hopkins Bayview Children’s Medical Practice gave the keynote address in English and Spanish. Approximately 60 program participants, along with 25 staff of Home Visiting Programs and partner agencies enjoyed the brunch. Each participant received a gift bag through the generosity of many local businesses.

May 19th was the second annual Baby Fest held in Patterson Park for the families of Patterson Park North and East. Students from Cristo Rey and the Institute of Notre Dame organized games and face painting for the children. Approximately 100 to 150 community residents attended. PPNE BHB also attended and distributed BHB materials at the June LatinoFest, attended by more than 100 community residents.

Upton Druid Heights (U/DHts) – 4th quarter summary

Community collaborative/Neighborhood Action Team (NAT) Meetings
BHB Upton and Druid Heights continued to collaborate with community partners. Two Neighborhood Action Team meetings were held during this quarter. The NAT reviewed the community asset map, discussed ways to facilitate behavioral change within client’s households, and committed to identifying ways for clients to decrease stress at every visit. The community collaborative was able to recruit 15 women to participate in the Baltimore Women’s Classic 5K run in June.

Group activities
B’more Fit for Healthy Babies:
U/DHts BHB has been offering the “B’more Fit for Healthy Babies Program” to postpartum mothers every Monday evening at the Druid Hill Avenue Y of Central Maryland for the past 6 months. U/DHts BHB Resource Moms help with participant recruitment and attendance has grown on a weekly basis since the January start date. The program averages 15 participants a week and as a group they have lost a total 398 pounds.

Baby Basics Moms Clubs:
17 pregnant women attended U/DHts BHB Moms Clubs during the fourth quarter with an average of six to seven women at each meeting. Sixteen moms attended a special Moms Club on depression which was facilitated by Dr. Aliya Carmichael Jones. Many of the moms attending this session reported that they learned something new and they would share this information with either a friend or their baby’s father.

205 Baby Basic books and 175 planners were distributed by our health practices, home visitors and Resource Moms.
Community outreach activities
U/DHts BHB hosted events at BHB attended or hosted 20 community events during this quarter.

U/DHts BHB partnered with DruMondawmin Healthy Families to host the 2nd annual Barber Baby Days. Five barbershops participated in this educational weekend geared towards educating men on infant mortality. Resource Moms partnered with DRUM Healthy Families family service workers and facilitated educational talks about safe sleep and the risks of smoke to pregnant women and children at all five barbershops. Each barber then showed the Safe Sleep video, distributed smoking and safe sleep materials, and educated their clients about infant mortality in Baltimore City throughout Father’s Day weekend. The event was well received by the barbers and their clients. Many of the barbers expressed an interest in continuing to support BHB in the future.

Four mothers from BHB Upton and Druid Heights attended the 2nd annual Mother’s Day Brunch hosted by BHB Patterson Park. In addition, six of the Upton/Druid Heights area churches received 100 Safe Sleep fans during Mother’s Day weekend.

Finally, U/DHts BHB distributed approximately 11,000 safe sleep, smoking cessation, B-more Fit and family planning materials to community partners and during educational events this quarter. The community collaborative conducted extensive outreach into the community and utilized our asset map to assist in reaching new areas in the community. Some new agencies reached included: Maryland General Hospital Community Health Practice, Coppin State University, Geraldine Young Family Life Center, two additional churches, and a drug treatment facility. In addition, a Safe Sleep advertisement was placed in a brochure for Tamar’s House for Teen Moms, Night of the Arts. This ad was distributed to 350 people. Seventy-five individuals viewed the Safe Sleep video this quarter.

University of Maryland Graduate Student Contributions
Sarika Bardiwah, a University of Maryland School of Public Health MPH candidate, joined the U/D Hts team for the summer. She assessed online resources on mental health issues for pregnant and postpartum women and conducted a survey of our OB/GYN providers on their depression screening practices with their clients. Andreas Mitchell, a student from Washington University in St. Louis, recently joined the BHB U/D Hts team and will assist with community outreach and the BHB U/D Hts fatherhood initiative.

Policy/Systems/Leadership/Funding
The BHB initiative held its quarterly Steering Committee meeting and continued weekly core implementation team meetings and monthly BabyStat meetings. In addition, the following task forces met monthly: Teen Pregnancy Prevention, Preventing Substance-Exposed Pregnancies, Prenatal Risk Assessment, B’more Fit for Healthy Babies, Health Literacy, Home Visiting, and Housing.

With the transition of all City-funded home visiting programs to evidence-based models (Nurse Family Partnership and Healthy Families America) BHB established a joint Home Visiting (HV) Advisory Board to oversee the spectrum of available HV services, the evaluation of the centrally administered (by HeathCare Access of Maryland–HCAM) vulnerability index for triage and referral, and potential policy changes that could affect funding streams for HV. With the help of national program representatives from NFP and from HFA, BHB is investigating options for the sustainability of HV programs through Medicaid reimbursement.

More broadly, BHB is looking into sustainable funding of all parts of the initiative in the context of evolving changes per the Affordable Care Act and Medicaid reimbursement. BHB leadership recently met
with the University of Maryland Innovations Institute, and that organization may work with BHB into 2013 to identify funding sources in Maryland. In the meantime, BHB consultant Cathy Costa, MPH, MSW is doing thorough background research into funding streams to support weight management programs, trauma-informed care, community outreach workers, health educators, home visiting, and family planning services.

Drawing from previous work done through FLBC program officer Natasha Ramberg, Cathy Costa will also draft an outline for maintaining and expanding Baby Basics in Baltimore City, particularly focusing on the twelve high risk neighborhoods identified in the Strategy to Improve Birth Outcomes in Baltimore City. Once the draft plan is finished, BHB will hire a staff person to carry it out.

**Additional BHB funding:**
In the fourth quarter, BHB continued to leverage significant additional funds to support various parts of the BHB work. Some dollars go to BCHD and some to FLBC, but regardless of funding route all grants support BHB as a whole.

BCHD was awarded $145K from four City Foundations to continue the teen pregnancy prevention initiative.

BCHD was awarded a $50K grant from the Barbara Bush Foundation (along with a $12,500 matching grant from the Casey Foundation) for the Reading for Health initiative, which integrates pre-literacy and adult literacy referral training into existing maternal and child health systems in Baltimore City – all home visiting programs, WIC, and Infants and Toddler programs.

BCHD was awarded a $7,500 grant from the American College of Obstetricians and Gynecologists to incorporate innovative life course theory (LCT) into the methodology for the Fetal and Infant Mortality Review (FIMR) process. This grant will allow BHB to evaluate the effectiveness of BHB Neighborhood Action Teams.

FLBC was awarded a 2nd year of funding $300,000 from Office on Women’s Health for the B’more Fit nutrition and fitness for postpartum women program; B’more Fit is also approaching Stulman Foundation for additional dollars $80,000.

Baltimore City received $500K+ of federal MIECHV funding for City-funded home visiting programs, all of which transitioned to evidence-based models during the past year. The money goes towards operations for Nurse Family Partnership, for oversight of Healthy Families America affiliates, and for the evaluation, performance monitoring, and data quality support of all City-funded programs.

CDC Prevention Specialist Cassandra Davis is the fourth CDC PS to be assigned to BHB. Cassandra will join BHB in early October and will be with the initiative for two years. Cassandra will support various aspects of the BHB work, leading the Teen Pregnancy Prevention Initiative in particular. This placement is equivalent to a $100K value per year.

**Services**
BCHD broadened the audience for the safe sleep and infant health/safety awareness campaigns this year and included senior citizen centers, Head Start and early Head Start sites, substance abuse treatment centers, among others. The Safe Sleep educator presented to 1,022 providers this fiscal year through 55 presentations. BCHD has a Medical Homes grant through the State that we will use to reach out even more aggressively to all primary care providers about our messaging over the next year.
Communication
This quarter was busy for many of BHB’s task forces including teen pregnancy prevention, health literacy, and home visiting. In addition to providing support to our large communication campaign, Johns Hopkins Center for Communication Programs also developed outdoor print campaign materials in support of Family Planning Works Act. This campaign included designing and producing bus sides, posters, and other media to promote expanded family planning program. Maryland State Department of Health and Mental Hygiene were impressed with the materials developed and used the same campaign and materials to promote the Act state-wide.

To support BHB’s transition to evidence-based home visiting programs, the communication team designed, managed the review process by multiple agencies, and facilitated the printing of two home visiting brochures (one for clients, one for providers).

At the neighborhood level, the team continued to revise maps for two community NATs and created a new map for the Park Heights B’more Fit for Healthy Babies community group. The maps are now being used by all three communities. In addition, the team designed materials and developed talking points for Mother’s Day brunch and continued to provide support to the community Moms Clubs through updated and re-distributing flyers and other promotional materials.

The communication team also continued to promote BHB programs and related activities on the BHB website and Facebook page (e.g., U Choose campaign, Moms Clubs). Specifically, the team helped plan for communication support of the literacy initiative and developed a facebook page and video blogs for B’more Fit for Healthy Babies. The team also reviewed and helped edit the B’more Fit new promotional video.

BHB continues to distribute significant BHB materials (air fresheners, onesies, SLEEP SAFE dvds) and reprints of family planning and smoking cessation posters, smoking cessation rack cards, “Just Step Away” magnets, and BHB t-shirts.

Research and Evaluation
The research and evaluation team completed the surveys of women with a child under the age of 1 year attending the UMD PATH Clinic on the west side of Baltimore and the Highlandtown Healthy Living Center (HHL)C) on the east side of Baltimore. Completed interviews were obtained from 119 women at the PATH Clinic and 78 women at HHL C. The second round of these interviews will begin in September 2012. The dashboard approach has been implemented successfully for two quarters.

OUTCOMES AND PROGRAM PERFORMANCE MEASURES

<table>
<thead>
<tr>
<th>COMMUNITY REPORTING</th>
<th>ACTIVITY</th>
<th>ANNUAL TARGET</th>
<th>JULY 2011-JUNE 2012</th>
<th>% OF ANNUAL TARGET MET</th>
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<tbody>
<tr>
<td></td>
<td>Upton/Druid Park</td>
<td>Complete Neighborhood Mapping – inclusive of businesses, schools, churches</td>
<td>Neighborhood map completed and shared with BHB Core Implementation Team</td>
<td>Map created and shared</td>
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6
<table>
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<tr>
<th>COMMUNITY REPORTING</th>
<th>ACTIVITY</th>
<th>ANNUAL TARGET</th>
<th>JULY 2011-JUNE 2012</th>
<th>% OF ANNUAL TARGET MET</th>
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<tr>
<td></td>
<td>Organize and convene Neighborhood Action Team</td>
<td>3 NAT meetings held</td>
<td>8</td>
<td>200%</td>
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<tr>
<td></td>
<td>Host ongoing community collaborative meetings</td>
<td>12 collaborative meetings held</td>
<td>Not reported</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Broadly disseminate BHB promotional and education messaging material in census tracks</td>
<td>Outreach to 113 businesses, churches and school</td>
<td>35</td>
<td>31%</td>
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<tr>
<td></td>
<td>Increase awareness of BHB initiative within the community</td>
<td>60 events held</td>
<td>53</td>
<td>88%</td>
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<td></td>
<td>Increase awareness of BHB initiative within the community</td>
<td>4,000 exposed to events/messaging</td>
<td>13,498 materials distributed</td>
<td>337%</td>
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<tr>
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<td>Increase knowledge, skills, and competence in self- and child care among at-risk pregnant women of childbearing age and women with children under the age of one –ex: organize Mom’s Clubs within CSA with collaboration of community partners</td>
<td>1000 Baby Basics book/planner sets distributed</td>
<td>985 books</td>
<td>99%</td>
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<td></td>
<td>Increase knowledge, skills, and competence in self- and child care among at-risk pregnant women of childbearing age and women with children under the age of one –ex: organize Mom’s Clubs within CSA with collaboration of community partners</td>
<td>24 Baby Basics moms clubs held regularly each month (each club would have 4 sessions each)</td>
<td>27</td>
<td>113%</td>
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<tr>
<td></td>
<td>Increase knowledge, skills, and competence in self- and child care among at-risk pregnant women of childbearing age and women with children under the age of one –ex: organize Mom’s Clubs within CSA with collaboration of community partners</td>
<td>240 Baby Basics moms club participants</td>
<td>183</td>
<td>76%</td>
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<tr>
<td>Patterson Park North and East</td>
<td>Complete Neighborhood Mapping – inclusive of businesses, schools, churches</td>
<td>Neighborhood map completed and shared with BHB Core Implementation Team</td>
<td>Map created and shared</td>
<td>100%</td>
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<tr>
<td></td>
<td>Organize and convene Neighborhood Action Team</td>
<td>3 NAT meetings held</td>
<td>5</td>
<td>167%</td>
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<td></td>
<td>Host ongoing community collaborative meetings</td>
<td>12 collaborative meetings held</td>
<td>7</td>
<td>58%</td>
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<td></td>
<td>Broadly disseminate BHB promotional and education messaging material in census tracks</td>
<td>Outreach to 40 businesses, churches and school</td>
<td>243</td>
<td>607%</td>
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<td>Increase awareness of BHB initiative within the community</td>
<td>60 events held</td>
<td>34</td>
<td>57%</td>
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CHALLENGES AND SIGNIFICANT CHANGES
Community Program Officer Natasha Ramberg left BHB in July, moving on to head the Infants and Toddlers programs in Montgomery County. While Natasha’s departure has presented an immediate challenge re: close program oversight, it also presents an opportunity to re-think how BHB has done its community work through Neighborhood Action Teams and to build upon her good foundation work with Baby Basics to develop a comprehensive strategic plan for expanding through the City. Several staff have stepped in to help cover this work and re-think it, including Robin Truett-Theodorson (FLBC), Paula Stauffer (CCP), and Cathy Costa (consultant).

CFR/FIMR Coordinator Shaconna Gorham has also moved on to another job, which is another loss but opportunity to re-think relationship of NATs to the Fetal and Infant Mortality Review process. Given the potential for public funds to support NATs (through FIMR) and the need to evaluate that process, the CFR/FIMR coordinator will be a more senior position going forward. The new person has been identified and will be on board in September.

The city contracting system continues to be very slow.

FINANCIAL SUSTAINABILITY PLANS  (For Final Reports)
*If this program is intended to continue after the conclusion of this grant, describe how it will be sustained.*

BHB is looking into sustainable funding of all parts of the initiative in the context of evolving changes per the Affordable Care Act and Medicaid reimbursement, in partnership with the Innovations Institute, the HV Advisory Board and national NFP and HFA programs, and consultant Cathy Costa. This work is described in greater detail in the policy/systems/leadership/funding section above.

Regarding the community work in particular, BHB is working in collaboration with the two neighborhood communities and staff from BCHD and FLBC, to draft an evaluation framework that ties the BHB Neighborhood Action Teams into the Fetal and Infant Mortality Review process, inclusive of how the NATs
will fit in with the community action team and the case review team. This may lead to sustainable funding for the community work through federal FIMR dollars that flow through DHMH.

LESSONS LEARNED  *(For Final Reports)*
*Describe any valuable lessons learned that would have affected your program design or will influence how you address this issue or conduct this program in the future.*

In reviewing the work of the Neighborhood Action Teams, we identified several supports needed by the teams in order for them to conduct more strategic outreach. The use of the neighborhood asset/deficit maps have been invaluable in selecting outreach targets, providing the teams with a menu of outreach and education strategies by type of target, and further training will enable them to act more quickly and effectively. We will also investigate and implement new technology to enable team members to join meetings virtually and to coordinate events and outreach between meetings. As the activities of NAT become closely aligned with the FIMR process, the new CFR/FIMR Coordinator will join team meetings to provide support and regular updates on infant mortality trends and neighborhood health information.

EVIDENCE OF IMPACT
The survey data collected among postpartum women attending pediatric services was used to assess the impact of the overall project on two health behaviors: co-sleeping with their children and current tobacco use among prior smokers. Women exposed to safe sleep messages were significantly more likely than women who did not receive these messages to report that their infant never slept in the same bed with somebody else (Figure 1). While only 26 percent of unexposed women reported that their infant never co-slept with someone, 48 percent of women exposed to mass media messages about safe sleep and 51 percent of women who heard these mass media messages and also heard a health provider talk about the risks of co-sleep reported that their infant never co-slept. While both exposed groups differed significantly from the unexposed group (p<0.05), there was no difference in behavior in the group that also heard safe sleep messages from health providers. These findings suggest a strong role for the mass media campaign in promoting adherence to the ABC's of safe sleep.

There was some evidence that the campaign promoting smoke-free areas for children was having an effect on maternal smoking behaviors. None of the 55 prior smokers in the sample reported completely abstaining from tobacco use. However, a larger proportion of women who reported seeing the campaign messages on tobacco reported smoking fewer than five cigarettes a day. While only 15 percent of the unexposed smokers reported limiting their tobacco use to fewer than five cigarettes, 32 percent of the smokers exposed to the campaign messages reported low levels of tobacco use. No differences were observed in the level of tobacco use among women who did or did not hear about the risks of tobacco use from a health provider. However, caution should be used when interpreting these findings, due to the small sample sizes in the analysis.
Figure 1

Percent of mothers reporting that they never co-sleep with their infant, by exposure to safe sleep information

Source of exposure to safe sleep information in the past year

Controlling for Age, Education, Age of child, Receipt of cash assistance, Has Health Insurance
*Different from No Exposure; p<0.05
Figure 2

Percent of prior smokers reporting that they currently smoke fewer than 5 cigarettes a day, by exposure to information about risks of smoking around infant

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<th>Heard Mass Media Messages about risk of smoking around infant</th>
<th>% of prior smokers currently smoking fewer than 5 cigarettes a day</th>
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<td>NO</td>
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<td>13</td>
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<th>Health Provider talked about risk of smoking around infant</th>
<th>% of prior smokers currently smoking fewer than 5 cigarettes a day</th>
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<td>NO</td>
<td>29.4</td>
<td>17</td>
</tr>
<tr>
<td>YES</td>
<td>27.3</td>
<td>33</td>
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</tbody>
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