The Maryland tobacco use and cessation program is a program that integrates the different state and local agencies, and by the use of research based methodologies by which to facilitate the enhancement of the widespread awareness of the detrimental tobacco use, as well as to use proven prevention methods in assisting individuals throughout the state, to reduce and/or eliminate their tobacco use altogether. The Program is a statutory program that incorporated the best practice recommendation of the Center for Disease Prevention and Control tobacco use prevention services and counter-marketing initiatives directed at Maryland youth and young adult.
The mission of this program is to reduce the use of tobacco products in Maryland, thereby reducing the burden of tobacco related morbidity and mortality on the population. In order to achieve this mission, the tobacco use prevention and cessation program vision envisions a future in which all residents of Maryland can lead healthy, productive lives free from disease and cancer caused by the use of tobacco.
The program as several set goals some of which includes prevention of initiation of tobacco use, reduction in disparities in tobacco use, reduction in exposure to secondhand smoking, and increased number of individuals committed to smoking cessation.(Maryland Department of Health and Mental Hygiene, 2010).

Some of the objections of the program includes; By the end of the calendar year 2012, to reduce the proportion of Maryland adults and under-age middle and high school youth who currently smoke cigarettes by 20 percent, 65.8 percent, and 30.4 percent respectively from calendar year 2000 baseline rate which is 17.5 percent, 7.3 percent, and 23.0 percent respectively.
Secondly that by the end of the calendar year 2012, to deliver Maryland Department of Health and Mental Hygiene (DHMH) Cigarette Restitution Fund (CRF), Tobacco Program counter-marketing and media messages to 20 percent of the general population and to 25 percent of the targeted minority population.

According to McKenzie, Neiger, & Thackeray (2009), for an objective to be useful it must be understandable, achievable, observable and measurable. The objectives set in the tobacco use prevention and cessation program are understandable, observable and measurable and relates logically to the goal and mission.

The first objective mentioned above represents outcome objective. An outcome objective represent the program object and this type of objective is directed at effecting changes, (McKenzie, Neiger, & Thackeray 2009),The change can be evident in the improved quality of life of an individual .The second objective mentioned above represents a learning objective. Learning objective begins with awareness, then moves to knowledge, attitude and skill development.(McKenzie, Neiger, & Thackeray,2009),

It is important to gather appropriate information about the community needs and priority as this is very valuable in other to effectively prioritize community concerns and available resources. .Information from scientific evidence is invaluable.The application of scientific evidence immensely contributes to the larger realm of knowledge for decision making. (Anderson et al.,2005).To this end it is crucial to utilize both quantitative and qualitative information. Furthermore, conclusive evidence of intervention effectiveness is important in educating individuals and stakeholders about the impact of tobacco-use and cessation program. Surveillance and evaluation data from other sources can be used to compare program impact and outcomes with those of other states and the nation as a whole (DHMH, 2010).

Maryland Department of Health and Mental Hygiene (2010). Current efforts: Tobacco-use prevention and cessation and lung cancer. Retrieved on fha.maryland.gov/cancer/cancerplan/.../Ch5\_Tobacco\_Use\_Prevention.pdf

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Maryland Department of Health and Mental Hygiene (2011). Statewide tobacco control initiative