

TUPAC  
Five-Year  
Action Plan

2020 - 2025

New Mexico Department of Health  
Tobacco Use Prevention and Control Program  
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## TUPAC FIVE-YEAR ACTION PLAN, 2020-2025

### GOAL 1 - PREVENTION OF TOBACCO USE INITIATION AMONG YOUNG PEOPLE

#### Program Period Objectives (PPOs)

- Decrease the prevalence of any tobacco product use including e-cigarette use among NM **high school youth** from 33% (2017 YRRS) to 30% by March 2025.
- Decrease the prevalence of any tobacco product use including e-cigarette use among NM **young adults (ages 18-29)** from 45% (2018 TES) to 40% by March 2025.

#### Strategies

**1.1 Mass media and marketing** to promote social norms and policies related to tobacco-free environments and tobacco-free lifestyles, with an emphasis on educating the public on environments and lifestyles free from e-cigarettes and other forms of aerosol delivery of nicotine.

##### *Initiatives*

- Paid TV, radio, print, and web-based media campaigns
- Social marketing campaigns
- Public relations and earned media campaigns

**1.2 Environmental approaches** that encourage and reinforce tobacco-free lifestyles and behaviors

##### *Initiatives*

- Educate about the health benefit of minimum-age-of-sales laws that restrict the time, place, and manner in which all tobacco products, including e-cigarettes, are sold.
- Develop and support environmental approaches, including but not limited to systems change, tobacco-free public spaces, point of sale marketing, retailer licensing, tobacco-free school campuses, tobacco-free worksites, tobacco 21, and restrictions on flavored tobacco products
- Support enforcement of existing tobacco control policies

**1.3 Evaluation of efforts** to improve program development, success, and sustainability

##### *Initiatives*

- Evaluation Stakeholders Workgroup seeks to work with networks, other partners, other contractors to review data and inform program development, success, and sustainability

#### *Evaluation Questions*

- ✓ What can we do to make sure no one is left behind?
- ✓ What are the unintended consequences of our implementation of our strategies and efforts?
- ✓ How have things gotten better?
- ✓ What is the return on investment (ROI)?
- ✓ How do we make the case that we keep doing what we've been doing? Or, that we need to expand efforts?
- ✓ What are challenges we face? What have been effective responses to them?
- ✓ What are the data gaps? Should we fill them?

## **GOAL 2 - PROMOTE NICOTINE ADDICTION TREATMENT SERVICES TO ADULTS AND YOUTH**

### **Program Period Objective (PPO)**

- Maintain the number of successful quits among nicotine users enrolled in QUIT NOW or DEJELO YA services at 2,300 per year (WYSAC analysis of FY18 Optum data).

### **Strategies**

**2.1 Mass media, marketing, and partnership development** to increase awareness and use of nicotine addiction treatment services

#### *Initiatives*

- Paid TV, radio, print, and web-based media campaigns
- Public relations and earned media campaigns
- Partnerships with health-focused agencies, professional associations, workplaces, schools, and other interested stakeholders

**2.2 Referral to nicotine addiction treatment services** to increase use of those services

#### *Initiatives*

- Training for health care professionals in brief interventions and referrals
- Health systems change training and outreach for health care professionals

**2.3 Provision of nicotine addiction treatment services** to support quitting

#### *Initiatives*

- QUIT NOW, DEJELO YA nicotine addiction treatment services (phone, online, text support, NRT)
- Health systems change training and outreach for health care professionals

**2.4 Evaluation of efforts** to improve program development, success, and sustainability

#### *Initiatives*

- Evaluation Stakeholders Workgroup seeks to work with networks, other partners, other contractors to review data and inform program development, success, and sustainability

#### *Evaluation Questions*

- ✓ What can we do to make sure no one is left behind?
- ✓ What are the unintended consequences of our implementation of our strategies and efforts?
- ✓ How have things gotten better?
- ✓ What's ROI?
- ✓ How do we make the case that we keep doing what we've been doing? Or, that we need to expand efforts?
- ✓ What are challenges we face? What have been effective responses to them?
- ✓ What are the data gaps? Should we fill them?

## **GOAL 3: ELIMINATE EXPOSURE TO SECONDHAND SMOKE AND E-CIGARETTE AEROSOLS**

### **Program Period Objective (PPO)\***

- Increase the percentage of New Mexicans who completely prohibit smoking and vaping (including aerosols) in their homes from 59% (2017 Summer Styles) to 64% by March 2025.

\* No NM baseline data available.

Both the baseline and the target will be updated using new data from the upcoming 2020 TES, which will address this existing data gap.

Current baseline is based on a national survey (Summer Styles) conducted in 2017 on the percentage of people who prohibit vaping in their homes, which is known to be lower than prohibiting cigarette smoking.

### **Strategies**

**3.1 Voluntary protections and rules** to create smoke- and vape-free environments with a focus on those populations most at risk of being exposed.

#### *Initiatives*

- Support the multi-unit housing (MUH) market in developing voluntary protections and home rules to create smoke- and vape-free environments in homes
- Support tribes, communities, and families to adopt rules for smoke- and vape-free environments
- Educate and support partners in advocating and educating on the importance of smoke- and vape-free environments

**3.2 Education and awareness campaigns** to increase awareness on topics related to smoke- and vape-free environments.

#### *Initiatives*

- Paid TV, radio, print, and web-based media campaigns to increase awareness on topics related to smoke-free home environments (e.g., dangers of secondhand smoke, benefits of rules and protections) and to vapors from e-cigarettes and other aerosols
- Public relations and earned media campaigns
- Community-based campaigns
- Partnerships with health service and education providers
- Trainings for health professionals

**3.3 Evaluation of efforts** to improve program development, success, and sustainability

#### *Initiatives*

- Evaluation Stakeholders Workgroup seeks to work with networks, other partners, other contractors to review data and inform program development, success, and sustainability

#### *Evaluation Questions*

- ✓ What can we do to make sure no one is left behind?
- ✓ What are the unintended consequences of our implementation of our strategies and efforts?
- ✓ How have things gotten better?

- ✓ What's ROI?
- ✓ How do we make the case that we keep doing what we've been doing? Or, that we need to expand efforts?
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## **GOAL 4: IDENTIFY AND ELIMINATE TOBACCO-RELATED DISPARITIES**

### **Program Period Objective (PPO)**

- Complete one TUPAC-led formally documented equity-focused quality improvement process project each year.

### **Strategies**

**4.1 Systematic implementation of the TUPAC Anti-Oppression Model** to examine and develop attitudes and actions that support inclusivity, accessibility, equity, and social justice.

#### *Initiatives*

- Partnerships to provide and support anti-oppression training, to include organizational- and individual-level anti-oppression work
- Dissemination and implementation of the principles of anti-oppression with TUPAC staff and contractors
- Assess the needs of partners and contractors to engage in anti-oppressive practices
- Provide technical assistance to partners and contractors

**4.2 Capacity building to engage priority populations** in culturally appropriate tobacco control efforts using a Network or other models to ensure advisement and outreach. Acknowledge the importance of building foundational capacity--meaning it should be sustainable, and not just tobacco specific--but public health related capacity within communities.

#### *Initiatives*

- Education and awareness-raising on tobacco-related disparities
- Identification and engagement of community partners to describe community priorities and develop action plans
- Advisement and outreach with community and state partners incorporating the Evaluation Stakeholder Workgroup into advisement meetings
- Support for Network and community partner sustainability

**4.3 Comprehensive implementation of an equity-focused continuous quality improvement framework** to increase effectiveness of TUPAC strategies among priority populations.

#### *Initiatives*

- Application of an equity lens model through collaboration between TUPAC and partners to assess gaps and make recommendations for improvement
- Consideration of recommendations for improvement in decision making processes
- Assessment of effectiveness and sustainability of improvements
- Identification of areas where new resources are needed to effectively reduce barriers
- Dissemination of findings and lessons learned to ensure sustainability of these efforts

#### **4.4 Evaluation of efforts** to improve program development, success, and sustainability

##### *Initiatives*

- Evaluation Stakeholders Workgroup seeks to work with networks, other partners, other contractors to review data and inform program development, success, and sustainability

##### *Evaluation Questions*

- ✓ What can we do to make sure no one is left behind?
- ✓ What are the unintended consequences of our implementation of our strategies and efforts?
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