

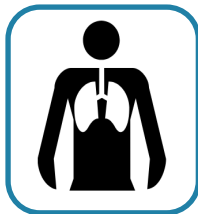
TUPAC Program Goals

- Prevent youth and young adults from starting to use tobacco
- Promote quitting among adults & youth
- Eliminate exposure to secondhand smoke and vaping aerosols
- Identify and eliminate tobacco-related disparities among population groups

Toll of Tobacco in NM

2,800
smoking-related deaths annually

84,000
people suffer with at least one serious illness from smoking



Cigarette smoking costs the state **\$844 million** in direct health care costs and **\$597 million** in lost productivity costs annually



NM Average PRICE

\$7.56

of Cigarette Pack

Each Pack's COST to NM

\$16.95

Medical and Lost Productivity

Tobacco Use Prevention & Control (TUPAC) Program

In FY21, \$5.2 million was awarded to ten statewide and community-based organizations to deliver tobacco control and prevention services for New Mexicans. TUPAC and its partners use evidence-based and comprehensive approaches based on CDC Best Practices to promote healthy lifestyles free from tobacco abuse and addiction.

FY21 Highlights:

- Cigarette smoking is at an all-time low among New Mexico high school youth at **9%**, but has stabilized among adults at **16%**.
- 5,013** people accessed cessation services and resources such as phone- and web-based quit coaching, text messaging support, and free nicotine medications.
- 32%** of QUIT NOW enrollees remained quit at 7-month follow-up, a rate that is more than four times greater than quitting “cold-turkey.”
- High awareness of TUPAC’s media campaigns — **8 in 10** adult smokers recall seeing QUIT NOW or DEJELO YA advertisements in the past year.
- 138** health care professionals were trained on one or more of the four available online tobacco trainings through health systems change efforts.
- Smoke-free policies** were implemented in **2,212 apartments** across **55** multi-unit housing properties managed by JL Gray Company across New Mexico, protecting over **4,400** residents from exposure to secondhand smoke.
- Fourteen** school districts have now adopted comprehensive tobacco-free policies, protecting **70,000+** students in New Mexico from the influence of tobacco in their school environment.

Healthier New Mexico Youth and Adults

Smoking declines among adults and youth in New Mexico since 2011 have sharply reduced the harms and costs caused by smoking in the State.

- 12,200** fewer youth smokers
- 88,700** fewer adult smokers
- 29,100** fewer of today’s NM residents will die prematurely
- 25,400** fewer kids will grow up to be addicted adult smokers
- \$1.5 billion** in estimated future health care savings



Tobacco Use Prevention and Control Program
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Progress in New Mexico Using Strategies That Work

According to the CDC*, “Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates as well as tobacco-related diseases and deaths.”

Enacting strong statewide tobacco policies limiting youth access. In January 2021, a new law took effect in NM, requiring tobacco retailers to have a license to sell tobacco and vaping products and licensing fees to cover administrative and enforcement costs. NM joined 39 other states with tobacco retailer licensure law, which help authorities ensure compliance with tobacco laws that limit access of tobacco and vaping products to underage youth.

Funding hard hitting mass-media campaigns. TUPAC and the CDC air “Tips from Former Smokers” TV and web media campaign messages to build public awareness of the immediate health damage caused by smoking and SHS and to encourage smokers to quit. TUPAC also promotes Spanish-language tobacco cessation services with culturally-appropriate messaging. TUPAC also increased media campaign buys in FY21 to boost QUIT NOW enrollment to help counteract COVID-related declines seen in NM and across the US.

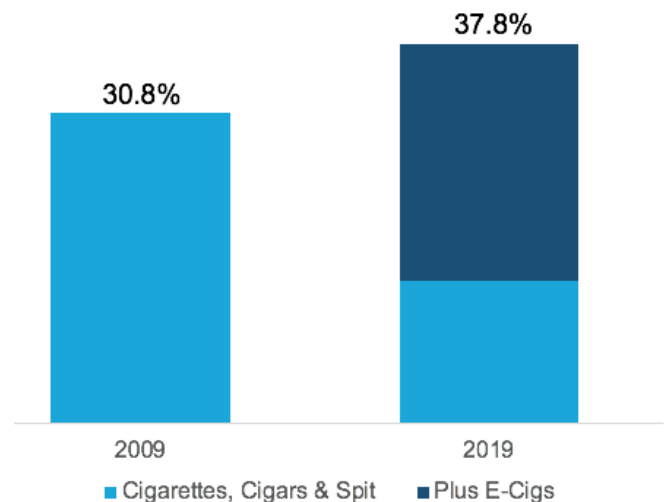
Making cessation services fully accessible to tobacco users. TUPAC offers QUIT NOW and DEJELO YA (Spanish) tobacco cessation services, including free quit coaching, free nicotine patches and gum, and phone- and web-based options. There are also strong partnerships with health care providers and other state programs to train providers online on how to screen for tobacco use, provide brief interventions, and make referrals to cessation services.



The Road Ahead

Although significant progress has been made in reducing the impact of tobacco use in our state in the past decade, there are still nearly **260,000** adult and over **9,000** youth cigarette smokers, and many more who use other forms of tobacco. The use of e-cigarettes by **1 in 3** high youth and the potential for nicotine addiction among a new generation of young people is of significant public health concern. Fortunately, many of the proven approaches for reducing smoking and secondhand smoke exposure can be applied to e-cigarettes, including policies that restrict access to youth, promotion of quitting any tobacco products, including e-cigarettes, using proven methods, and educating the public on harms of nicotine addiction.

Vaping among NM youth has offset declines in conventional tobacco use



Cigarette smoking remains high among some NM adults

People who are unemployed	31%
Spanish-speaking Hispanic males	29%
People without high school diploma	27%
Medicaid or uninsured people	24%
Lesbian or gay people	24%
People with a disability	22%
NM general adult population	16%

Source: 2020 NM Behavioral Risk Factor Survey

Overall, adult cigarette smoking continues to decline and is at a historic low, however, rates are still much higher among some groups. These disparities in smoking rates are a result of a complex set of factors, including targeting by the tobacco industry, social factors, policies, and barriers to accessing information and services. Work continues with statewide Priority Population Networks to develop and implement effective interventions for the highest risk populations. TUPAC also is working with the NM Human Services Department to better reach Medicaid enrollees with tobacco cessation services.

*Centers for Disease Control & Prevention Best Practices for Comprehensive Tobacco Control Programs, 2014