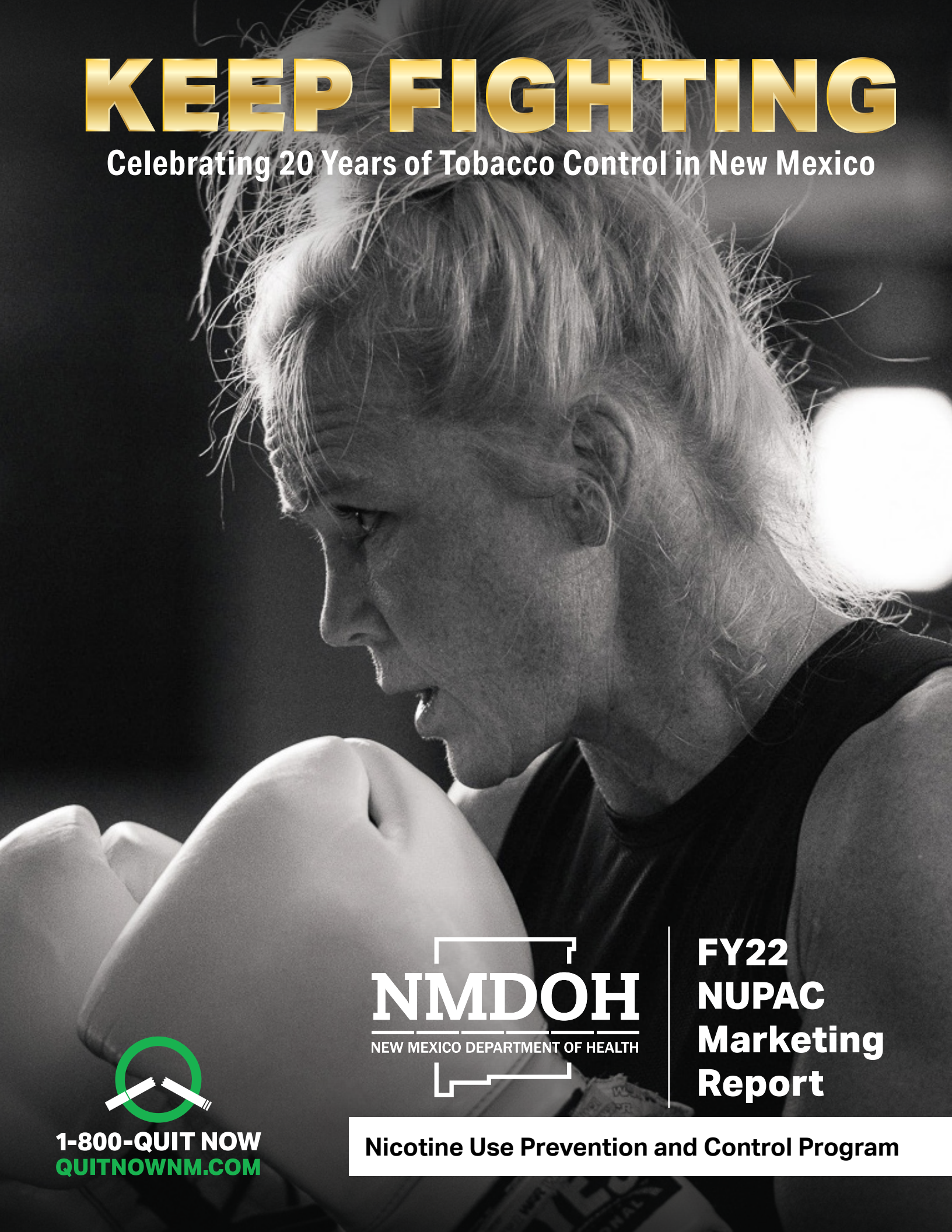


KEEP FIGHTING

Celebrating 20 Years of Tobacco Control in New Mexico



**FY22
NUPAC
Marketing
Report**



1-800-QUIT NOW
QUITNOWNM.COM

Nicotine Use Prevention and Control Program

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Holly Holm -
Spokesperson for
1-800-QUIT NOW

Front Cover:
Holly Holm, 2022 International Boxing Hall of Fame Inductee



Cigarette smoking remains the leading cause of preventable death and disability in the United States despite a significant decline in the number of people who smoke. Over 16 million Americans have at least one disease caused by smoking. These illnesses amount to **\$170 billion in direct medical costs that could be saved every year if we could prevent youth from starting to smoke and help every person who smokes to quit.**

In New Mexico, despite significant progress, tobacco use remains the leading preventable cause of death and disease. The good news is that 7 out of 10 smokers want to quit smoking. Since 2001 the NM Tobacco Use and Prevention And Control Program (*NM TUPAC) has been educating the public about the consequences of smoking and exposure to secondhand smoke and encouraging smokers to quit through a New Mexico state-funded quitline service.

*In 2021, TUPAC underwent a name change to NUPAC (Nicotine Use and Prevention Control Program) to be more culturally appropriate in New Mexico.

"My Grandmother smoked... since she was 13, until the day she passed. Smoking is not something that I judge or shun, it's just something that I feel and know that people would be happy if they did not have an addiction to nicotine. I think 1-800-QUIT-NOW is a positive service that helps people."

– Holly Holm



1-800-QUIT-NOW is the state quitline. The free service provides cessation services to address nicotine addiction including counseling and medication. These services **are effective in improving health outcomes and reducing healthcare costs**. Data shows that counseling with nicotine replacement therapy can triple a smoker's chances of quitting.

Incoming calls to the New Mexico state quitline increased by an average 14% in 2020. The NM state quitline received a total of 7,036 calls from April 23rd – October 8th. In 2019, among NM high school youth, 9% reported currently smoking cigarettes.





New Mexico Key Data Highlights

- 38% of New Mexico high school youth reported currently using tobacco products (including e-cigarettes).
- 16% of NM adults smoked cigarettes in FY20 (**lower is better**).
- 2,600 NM adults die from smoking-related illnesses each year.
- **\$844 million was spent on NM healthcare costs due to smoking.**

Data shows that public health efforts reduce healthcare costs. The TUPAC program conducts activities that are well-known public health and CDC best practices that follow evidence-based models. These statewide programs are comprehensive, sustained, and accountable.

These types of efforts have been shown to effectively reduce the number of people who smoke, as well as reduce tobacco-related diseases and deaths. **A 2013 study found that California's tobacco control program saved over \$55 in health care cost savings for every \$1 invested from 1989 to 2008. A 2011 study showed that Washington's program saved the state \$5 in tobacco-related hospitalization costs for every \$1 spent from 2000 to 2009.***

The more that states invest in tobacco control, the greater the reductions they'll see in youth and adult smoking. **TUPAC's four main goals** align with CDC recommendations for a comprehensive statewide tobacco control program. These efforts include:

- #1.** Prevent initiation of tobacco use, especially among youth and young adults.
- #2.** Promote cessation and assist tobacco users to quit.
- #3.** Protect people from secondhand smoke.
- #4.** Identify disparities among populations.

For more information on NUPAC,
visit nupacnm.com

*Source: <https://www.lung.org/policy-advocacy/tobacco/prevention/tobacco-prevention-program-funding>.

New Mexico Tobacco Control Timeline

MASTER SETTLEMENT AGREEMENT CREATED IN NEW MEXICO

1998

November 1998, four of the major cigarette manufacturers—Philip Morris, RJ Reynolds, Brown & Williamson and Lorillard—settled lawsuits filed by New Mexico and 45 other states to recover a portion of the health care costs that cigarette smoking had imposed on the states. This agreement is known as the Tobacco Master Settlement Agreement or “MSA.” Under the MSA, the settling cigarette manufacturers agree to certain prohibitions and restrictions on the marketing and advertising of their products and also agree to make annual payments to the states. Since the MSA was first executed, over forty cigarette manufacturers have joined the agreement.

The Tobacco Settlement Permanent Fund (TSPF) was created in 2000 as part of the Master Settlement Agreement between New Mexico, other states and big tobacco companies.

During its early years, the TSPF received approximately half of the annual tobacco payments to the state, or about \$20 million per year, while the other half went toward health and tobacco cessation programs. However, **since 2008, legislative priorities have resulted in nearly 100-percent of annual payments being appropriated, and minimal new funds going into the TSPF for investment.**

NEW MEXICO SMOKE-FREE STATEWIDE

2007

In June 2007, New Mexico passed the Dee Johnson Clean Indoor Air Act. The comprehensive law, made most public places and workplaces in New Mexico smoke-free.

2000

TOBACCO SETTLEMENT PERMANENT FUND CREATED IN NEW MEXICO



20 years of NM Tobacco Control

HUD SMOKE-FREE RULING

2017

New Mexico is ranked 17th in the U.S. for its cigarette tax of \$2.00 per pack (enacted July 2009), compared to the national average of \$1.81.

As of June 14, 2019, e-cigarette use is prohibited everywhere smoking is.

Tobacco 21

The minimum age to purchase tobacco products in New Mexico is 21. In December 2019, the United States adopted a law raising the federal minimum age of the sale of all tobacco products to 21, effective immediately.

2009

February 3, 2017
The U.S. Department of Housing and Urban Development (HUD) updates its Smoke-Free Policy. HUD published a final rule that Public Housing Agencies administering low-income, conventional public housing must initiate a smoke-free policy

2019

CIGARETTE TAXES IN NEW MEXICO

E-CIGS & TOBACCO 21 IN NEW MEXICO

NUPAC Data Dashboard

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.

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

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." New Mexico has enacted strong statewide tobacco policies limiting youth access. In 2020, New Mexico policymakers passed and enacted SB131, requiring tobacco retailers to have a license to sell tobacco and vaping products and licensing fees to cover administrative and enforcement costs. SB131 also raised the age of sale of all tobacco and vaping products to 21 years to align with recent federal law. NM joins 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. The state has also funded hard hitting mass-media campaigns. TUPAC and the CDC air campaign messages to build public awareness of the immediate health damage caused by smoking and secondhand smoke and to encourage smokers to quit. TUPAC

also promotes Spanish-language tobacco cessation services with culturally-appropriate messaging 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.

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.

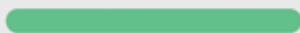
Overall, adult cigarette smoking continues to decline and is at a historic low; however, rates



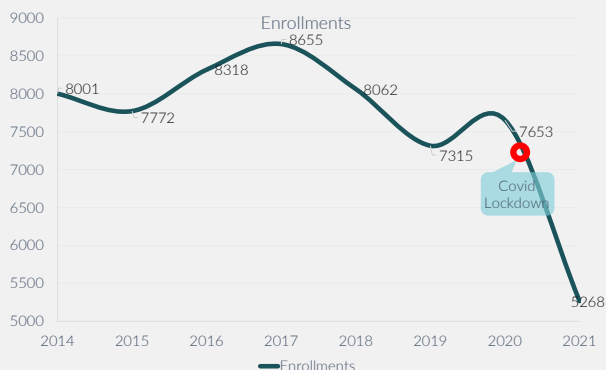
are still much higher among some groups. These disparities in smoking rates are a result of a complex set of factors, including targeting by the tobacco industry, social factors, policies, and barriers to accessing information and services. Work continues with statewide Priority Population Networks to 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.

172

172 health care professionals were trained on *Treating Nicotine Dependence or Family Tobacco Intervention* online trainings and through health systems change efforts.



UNITS OF SERVICE ▼



QUITLINE ENROLLMENTS

61,000 +

Since 2014

77,000+

Students

15 SCHOOL DISTRICTS

Fifteen school districts have now adopted comprehensive tobacco-free policies, protecting **77,000+** students in New Mexico from the influence of tobacco in their school environment.

13,000

Residents

117 PROPERTIES

Smoke-free policies were implemented in **117** multi-unit housing properties managed by JL Gray Company across New Mexico, protecting over **13,000** residents from exposure to secondhand smoke.



NM AVERAGE PRICE OF CIGARETTE PACK WITH TAXES

\$8.47

source: <https://www.tobaccofreekids.org>



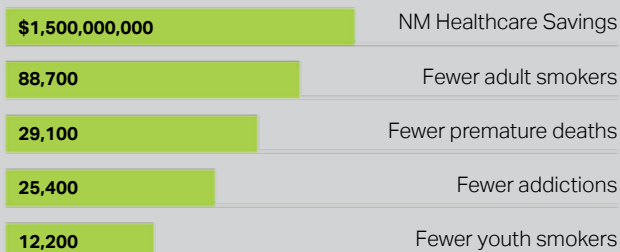
30% of 1-800-QUIT NOW enrollees remained quit at 7-month follow-up (4x greater than quitting "cold-turkey.")



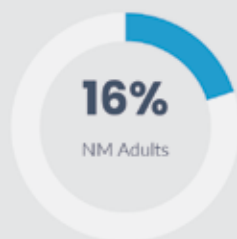
8 in 10 adult smokers recall seeing media campaign advertisements in the past year.



Healthier NM Youth and Adults since 2011



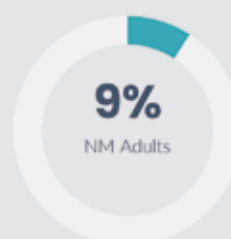
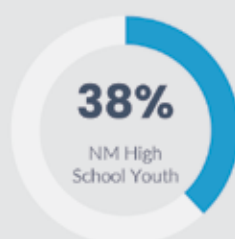
CIGARETTE SMOKING RATES IN NM



NUMBER OF ADULT SMOKERS

263,576

VAPING RATES IN NM HIGH SCHOOL YOUTH



NUMBER OF VAPING ADULTS

137,495

TOLL OF TOBACCO IN NM

DEATHS	2,600	Smoking-related deaths annually
ILLNESS	84,000	People suffering with at least one serious illness from smoking
COSTS	\$844 M	Direct healthcare costs and lost productivity annually

EACH PACK'S COST TO NM

\$16.95

in Medical and Lost Productivity

Are You Doing Enough NM?

Secondhand Smoke awareness campaign



Pets and Secondhand Smoke

Everyone knows that cigarettes pose risks to smokers and most know that they cause serious health risks to other people who inhale the smoke as "secondhand" smoke. But what a lot of people don't know is that it can affect your four-legged pals as well.

According to the Food and Drug Administration (FDA), dogs living in homes with smokers are at risk for nose cancer. Dog noses are a lot like air filters. Like humans, the hair and mucus in a dog's sinuses trap particles like dust, pollen and tobacco smoke in order to keep the bad stuff out of their lungs. If you smoke around your dog or inside your home, you are exposing your dog to secondhand smoke, which will get caught up in your dog's "filtration system."

Tobacco smoke affects long-nosed breeds in different ways.

Short-nosed breeds like pugs, bulldogs and beagles have a higher risk of lung cancer. Their shorter noses make it harder to filter out tobacco smoke particles, which go directly and deeply into their lungs.

Long-nosed breeds like greyhounds, Doberman pinschers, and borzois are at double the risk for nose cancer, however. While their snouts filter out a lot of inhaled tobacco smoke particles, the particles stay trapped in their noses. That means the tissues inside the nose and sinuses have greater exposure to cancer-causing particles. And it's not just dogs that are at risk. The FDA also has evidence that secondhand and even thirdhand smoke can endanger the lives of cats, fish, guinea pigs and birds.

Here are some sobering facts from the FDA about pets and tobacco:



Dogs can develop lung and nose cancer from secondhand smoke.

Cats that live with smokers are two-to four times more likely to suffer from a mouth cancer called oral squamous cell carcinoma. This cancer is aggressive, killing more than 90 percent of cats within one year of diagnosis, even with treatments like chemotherapy, surgery and radiation.

The toxins in cigarette smoke can settle in your fish's tank, poisoning the fish. This puts them at risk for muscle spasms, rigid fins, color loss and even death.

Pet birds can suffer a variety of ailments due to secondhand smoke including irritated sinuses, pneumonia, allergies, lung cancer, feather plucking, eye problems, skin abnormalities, heart problems and fertility problems. Some of these conditions like pneumonia, lung cancer and heart problems, are fatal.

And, dogs and other pets can fall victim to nicotine poisoning by eating cigarette butts, drinking nicotine refill liquid and chewing on nicotine refill canisters for electronic nicotine

delivery devices. As little as one cigarette or cigar butt could contain enough nicotine to become fatal to your dog.

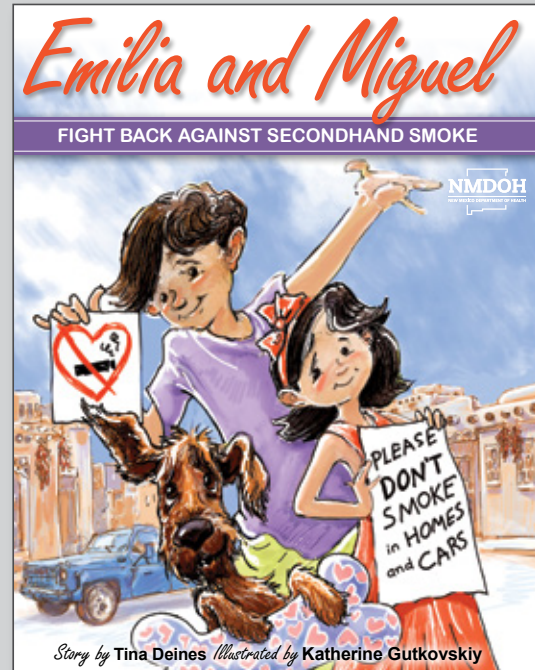
If you're an animal lover, that's all terrible news. But your pets don't have to suffer these tragic outcomes, even if you're a smoker.

"So where do I start?" you may be thinking. Well, the most important step you can take is to refrain from smoking around your pets. This means smoking outside the home and away from them. Want to level up to an even bigger change? The next important step is to kick the habit for good. This not only protects your pet, but also will give you a new and healthy start as a tobacco-free human.

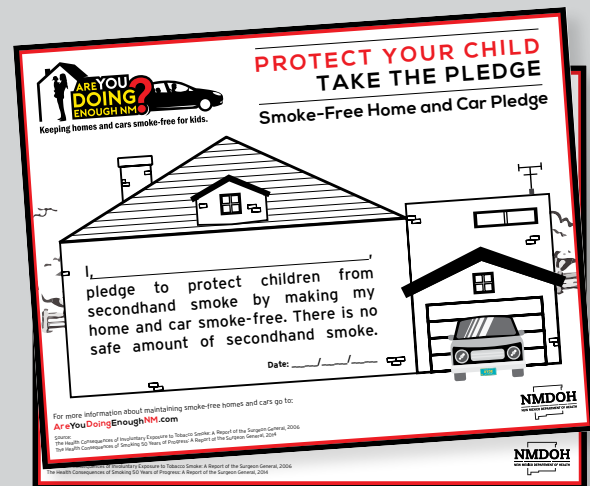
The New Mexico Health Department's Tobacco Use Prevention And Cessation (TUPAC) program has resources to help you quit. From online resources to a hotline with tips and a free quit coach, you're not alone. QUIT NOW NM to get started and protect you, your family and your pets.

So next time you're about to light up a cigarette around Felix or Fido, think about their health. New Mexicans like you love their pets. Show them just how much you love them by protecting their health and not smoking in the home.

Get more info at areyoudoingenoughnm.com



Download the story book at
areyoudoingenoughnm.com



Take the Pledge

Adopt tobacco-free rules, that include e-cigarettes, in your home and car.

Tobacco-Free Rodeo

The history of tobacco advertising and the cowboy date back to the Marlboro Man. Rodeo is one of the few sports still sponsored by the tobacco industry, particularly the US Smokeless Tobacco Company. Rodeo is popular in rural communities, where smokeless tobacco use is more prevalent.

Traditionally, rodeos have allowed tobacco companies to enhance their brand image, conduct market research and generate positive press in rural communities. Rodeo sponsorship was intended to enhance tobacco sales, not the sport.

The link between tobacco sport sponsorship and smoking rates in children is clear.

Smoking rates among 13-17 year-olds increased from 2.4% to 11.1% after viewing a 1996 cricket series in India that was sponsored by the tobacco industry.



Pushing Back Against Tobacco in Rodeos

In 2008, Casper Baca Rodeo, New Mexico Company, an independent rodeo promoter that produces 50 rodeos per year throughout the Southwest, adopted a policy that banned tobacco advertising, sponsorship, and sampling at its rodeos.

Casper Baca was a strong advocate for tobacco-free rodeo until he passed on in 2019. Baca's legacy is kept alive by his son CJ Baca, and granddaughter Malyka Muller who are continuing the tradition of tobacco-free rodeos and local heroes.



Malyka Muller - 2021 Indian Rodeo Champion Finalist Barrel Racer & Tobacco-Free Rodeo Spokesperson

Keeping the Tradition Alive

CJ Baca is the son of Casper Baca and spokesperson for Tobacco-Free Rodeo. "It would mean a lot to me to be able to continue the program from where my dad left off and see it evolve into something greater than he could imagine."

Casper's son CJ Baca says he's been involved in rodeo ever since he took his first steps. At four years old he started competing in mutton busting, a rodeo event where children ride or race sheep.

"I guess you could say that was my first taste of the spotlight," he says. "As I got older I started taking on more and more eventually producing rodeos by myself at the direction of my dad."

CJ became involved with Tobacco Free Rodeo with his father when it was just an idea and is committed to keeping the tradition alive.

"My inspiration for continuing with Tobacco Free Rodeo is to see my father's work through," he says. "It meant a lot to him being involved with the Department of Health on Tobacco Free Rodeo's behalf."

He is dedicated to making Tobacco Free Rodeo bigger and better in the future.

"It would mean a lot to me to be able to continue the program from where my dad left off and see it evolve into something greater than he could imagine," he says. "I've been asked how I'm going to fill those big shoes he left. My honest answer is I'm going to try and outgrow them because that's what he would expect me to do; no less than my best for anyone I work with in the sport of rodeo."



CJ Baca - Owner, Baca Rodeos



According to Malyka Muller, her grandfather, rodeo legend Casper Baca, had a saying: "Rodeo is life." For Malyka, following her grandfather's lead to continue Tobacco-Free Rodeo was a no-brainer.

"I wanted to be a proud promoter of my grandpa and follow in his footsteps," Muller says.

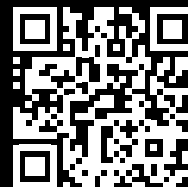
Muller says it's an honor to continue her grandpa's legacy for Tobacco Free Rodeo. "A lot of people looked up to him," she says. "Seeing him promote it was really inspiring."

Muller is a proud rodeo rider herself, having started at 5 years old. She says she's seen a lot of progress over the years thanks to the Tobacco Free Rodeo's message. Rodeo attendees "really go along with it," she says, and "you don't see as many tobacco products."

Although the concept of a tobacco-free rodeo has come a long way thanks to her grandpa, Muller says there's still work to do. **"My goal is to see nobody smoking or chewing and I want them to promote it and tell other people."**



RIDE
TOBACCO
FREE



Check out upcoming
Tobacco-Free Rodeos



PROMOTING A HEALTHY NEW MEXICO & BUILDING ADVOCATES FOR CHANGE

Evolverment New Mexico is a youth engagement movement funded by the Tobacco Use Prevention and Control Program of the New Mexico Department of Health. Since 2010, **more than 4,000 high school youth** have been united as **agents of change** to decrease the harmful and addictive use of commercial tobacco in New Mexico.

Evolverment youth unite as change agents to decrease the harmful, addictive use of tobacco in New Mexico through tobacco control campaigns. Evolverment has played key roles in passing policies at the state and local level. The Evolverment Program is open to high school student clubs and organizations in New Mexico, and offers up to **\$1,700 in milestone payments for schools**. Evolverment provides:

- An in-depth online orientation and ongoing support.
- Materials for all campaign activities and events. There is never a cost to your club, organization or school.
- A Youth Field Organizer who will work with you and your youth on all activities.



JOIN THE MOVEMENT BY BRINGING EVOLVEMENT TO YOUR SCHOOL!

FIND OUT MORE AT [EVOLVEMENT.ORG/NEW-MEXICO](https://evolverment.org/new-mexico)

"Evolverment helped me find my voice in a time I was scared to speak up. I built connections with people that turned into lifetime friendships. I was able to be a part of a movement that aimed to prosper lives.... All this gave me the opportunity to earn a scholarship to further my own education."

- Lea, V. Sue Cleveland HS



WORKING TO MAKE **NEW MEXICO**
SCHOOLS TRULY TOBACCO-FREE
24 HOURS A DAY, **7** DAYS A WEEK.

The 24/7 campaign, funded through the New Mexico Tobacco Use Prevention and Control Program at the Department of Health, is an initiative to help all schools in New Mexico understand, adopt, implement, and enforce comprehensive tobacco-free policies. Comprehensive policies support a school environment that is truly free from tobacco products — including electronic cigarettes and vapes. This type of policy is critical to creating a truly tobacco-free learning environment for students.



24/7 works directly with school districts to help them understand what the requirements are for a comprehensive tobacco-free policy and works with them to pass updated policies through the school board. Help your school become truly tobacco free by reaching out to Info@247NewMexico.com.

24/7 provides **FREE resources** to all schools throughout the state, like FREE signage for your school. Request tobacco-free signs and learn about other great resources at **247NewMexico.com**.



"We are grateful to the 24/7 team for helping us prepare a safer and healthier school environment for students with a tobacco policy that offers a positive solution for everyone. Our schools are a place to learn, explore and grow, and there is no room for tobacco here."

– School Board President, Roswell Independent School District

E-Cigs & Vaping Updates

Protecting Young People From E-cigarettes

E-cigarette liquid that contains nicotine (the same addictive drug in other tobacco products like cigarettes) is unsafe for youth and young adults. Nicotine can harm brain development, and young people's brains continue to develop up to about age 25. In 2018, the U.S. Surgeon General called it an epidemic, meaning an outbreak of a health threat in a specific group of people.

E-Cigarette Use and Young People

By 2014, e-cigarettes were the tobacco product most often used by youth. E-cigarettes came onto the market in the United States in 2007, and by 2014, they were the tobacco product most often used by youth. In 2020, about 3.6 million youth nationwide reported currently using e-cigarettes, including 1 in 5 high school students.

Nicotine addiction is part of what has caused the youth e-cigarette epidemic. Newer types of e-cigarettes, sometimes called "pod mods," use a liquid containing nicotine salts, which lets the user breathe in even more nicotine, with less irritation to the throat and lungs, than older types of e-cigarettes.

Other factors have also played a part in youth e-cigarette use. Companies that make e-cigarettes use advertising tactics like animated ads, young actors, and celebrities to appeal to younger audiences. In one study of e-cigarette ads shown on TV in the U.S., more than 70% showed e-cigarette users in positive moods — happy, smiling, having fun — while using.

The fact that e-cigarette liquid is available in flavors also attracts youth. Most youth who use e-cigarettes use flavored products, and flavors are among the most common reasons youth say they first try e-cigarettes.

What You Can Do

There are proven ways to help reduce use of e-cigarettes by young people, including by keeping them from starting to use these products in the first place. To help protect youth and young adults from e-cigarette use, you can:

Set a good example by not using tobacco products. With many ways to quit, you can find the strategies that work for you.

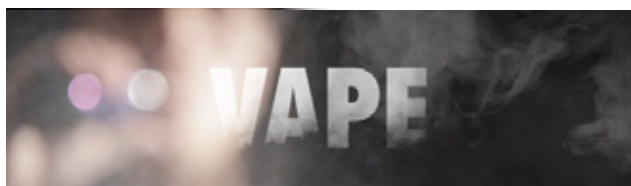
Make sure your home and vehicle are tobacco-free zones.

Talk to young people about the harms of using tobacco products like e-cigarettes, whether you are a parent, teacher, doctor or nurse, or anyone who is around young people regularly.

Encourage youth who use e-cigarettes to learn the facts and get quitting tips at Smoke-free Teen.

Many things remain uncertain, but you can give youth and young adults solid, proven, science-backed information on the risks of using e-cigarettes. Protecting their minds and lungs from harm caused by e-cigarettes and nicotine is still very important.

Content source:
Office on Smoking and Health, National Center for
Chronic Disease Prevention and Health



Watch the
VAPE Documentary
at nupacnm.com/vape

New Mexico Smoke-Free Movies



How is smoking in movies affecting our youth?

According to research at the University of California San Francisco, **6 million American children currently between the ages of 0-17 will be recruited as smokers through exposure to on-screen tobacco use. Of those, two million will eventually die due to tobacco-related diseases. In New Mexico, 46,000 of our youth 0-17 will start smoking because of the influence of smoking in films, with 15,000 of them dying from tobacco-related diseases.**

- Based on all US longitudinal studies through 2012, **exposure to on-screen smoking accounts for 37 percent of US smokers younger than eighteen.**
- The US Surgeon General concluded that giving an R rating to future movies with smoking would reduce the youth smoking rate by 18 percent.

Tax dollars are funding smoking in movies

The United States leads in public funding for movies that feature tobacco-related imagery. ***\$145 million dollars in NM tax subsidies** have gone to films that **featured smoking** (2010-2020).

*This represents nearly half of the total subsidies for all New Mexico films in this period.

We are asking the film industry to lead the charge by:

- Making a commitment to keeping future programming with a substantial youth viewership smoke-free.
- Prohibiting the display of any tobacco brand or mention of tobacco in future programming for ratings of G, PG, PG-13 and TV-14.

Film studios, producers, directors, writers, editors and actors can all make a difference by learning about the issue, using their voices to ask for policy changes in the industry and being advocates for smoke-free film.

Some of our favorite movies and tv shows are teaching our young people how to smoke. Together, we can protect them.



Get more information at smokefreemoviesnm.com





Smoke-Free Policy

Smoke-Free at Home New Mexico

Successfully combating Secondhand Smoke, Thirdhand Smoke and E-cigarette Aerosols

Despite tremendous progress eliminating secondhand smoke in U.S. work and public places, the fight continues to protect everyone's right to breathe smoke- and vape-free air in their own homes.

Smoke-Free at Home New Mexico works daily with property owners and managers to help them implement smoke- and vape-free policies in their rental communities that will provide healthier, safer and cleaner living for New Mexicans.

Working Together

The Apartment Association of New Mexico (AANM), the New Mexico Department of Health and JaM Advertising and Productions work together to encourage and provide all necessary information to property owners and managers. We offer



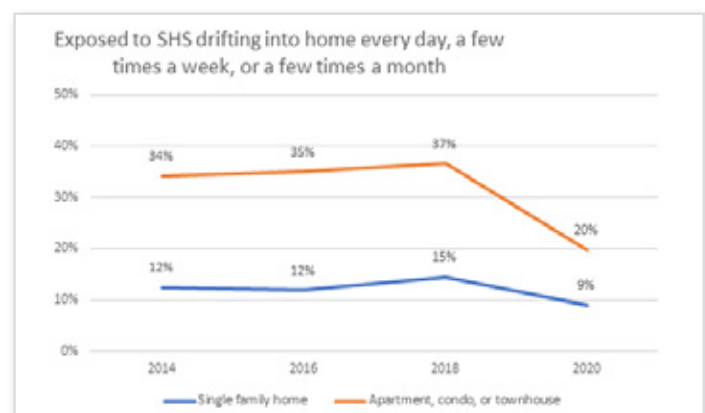
them guidance and paperwork to help them adopt smoke- and vape-free policies in their multi-unit housing properties.

What we do

- In 2020, we certified more than 50 multi-unit housing properties in New Mexico as smoke- and vape-free! This was a 60 percent increase from 2019.
- We administer Zoom video workshops for residents and property owners, as well as manager orientations and trainings.
- We're active on social media, informing New Mexico residents about the dangers of Secondhand Smoke, Thirdhand Smoke and e-cigarette aerosols. We have more than 1,800 followers and growing.

"We're glad to be smoke-free and vape-free because people should not have to worry about getting sick due to secondhand smoke or e-cig aerosol exposure in their own home."

Bobby Griffith CFO,
JL Gray Properties



Get more information at
smokefreeathomenm.org

Recent Success Stories with Health Systems Change

NM-TUPAC sponsors the Training and Outreach Program (NM TOP) to improve the ability of health care providers to systematically and routinely identify patients experiencing nicotine addiction, advise them to quit, and refer those ready to quit to treatment resources including 1-800-QUIT NOW (quitnownm.com). Participating **clinics and hospitals receive the following services** from NM TOP at no cost:

1. Program orientation and assessment of nicotine addiction treatment practices.
2. Brief Tobacco Intervention Training.
3. Direct Referral Training.
4. Technical assistance and final assessment of nicotine addiction treatment practices.



**Get more information at
Training and Outreach Program**



Recent Success Story

Quay County Family Health Center has participated in the Tobacco Outreach and Training Program since September 2017. Angie Coburn, PMS Regional Director, is a champion of the program and promoted the Tobacco Outreach and Training Program to her administrators. Charlotte (Renee) Hayoz, was hired as the Administrator of the PMS – Quay County Family Health Center in October 2018. The Brief Tobacco Intervention, 1-800-QUIT-NOW, and Fax Referral Training was implemented to five staff members which included two Certified Nurse Practitioners, two Medical Assistants, and the Administrator on February 7, 2018.

In November 2018, Renee Hayoz contacted our Health Systems Change Specialist and requested training for new staff members. Renee Hayoz quickly became a champion and a second training was scheduled for December 4, 2018 and four additional staff members were trained on Brief Tobacco Intervention, Quit-Now, and Fax Referral. Ms. Hayoz also had the previously trained staff attend the training as a refresher. The Program Champion has been instrumental in encouraging her staff to use 1-800-QUIT NOW and the Fax Referral program and is a true Champion for her community.

ATTENTION: Health Providers and Associations

NUPAC offers four FREE online trainings for health providers

Health care professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- Learn the risks and consequences of tobacco use on the body
- 3-Minute tobacco intervention delivery
- Communications techniques with patients
- How to make referrals to cessation services
- CME Designated Activity (Credit available)



Register at:
NUPACNM.COM and
click on "Health Care Professionals."

ONLINE TRAINING

Free Training on Brief Tobacco Intervention

Health Care Professionals - 1.0 CME-designated activity | 1.0 CHW-designated activity

Treating Nicotine Dependence in New Mexico

Health care professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- Effective communications techniques for addressing tobacco with patients
- How to deliver a tobacco intervention in less than three minutes
- The specific risks and consequences of tobacco use on the body
- How to make referrals to New Mexico Nicotine Addiction Treatment Services and other appropriate resources

Health Care Professionals - 1.0 CME-designated activity | 1.0 CHW-designated activity

Family Tobacco Intervention for Health Care Professionals in New Mexico

Health Care Professionals who enroll in this course gain the knowledge and skills to address tobacco use with New Mexico families, including:

- Effective communication techniques for addressing tobacco with women, minors and families
- The specific risk of tobacco use and the benefits of quitting for families
- How to deliver a tobacco intervention in less than three minutes
- How to make referrals to New Mexico Nicotine Addiction Treatment Services and other appropriate resources

Oral Health Professionals - 1.0 CDE-designated activity | 1.0 CHW-designated activity

Addressing Tobacco Use in Oral Health Settings

Oral Health Professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- The specific risks, consequences, and impacts of tobacco on oral health and on the body
- How to deliver a brief tobacco intervention in less than three minutes
- Effective communication techniques for addressing tobacco with patients
- How to make referrals to the New Mexico Nicotine Addiction Treatment Services and other appropriate resources

Behavioral Health Professionals - 1.0 CHW-designated activity

Addressing Tobacco Use in Behavioral Health Settings

Behavioral Health Professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- The unique impacts of tobacco on the behavioral health treatment population, and strategies to address tobacco use in treatment plans
- How to deliver a tobacco intervention in less than three minutes
- Effective communications techniques for addressing tobacco with patients

NEW MEXICO DEPARTMENT OF HEALTH

To register go to: nmtupac.com/online-training-modules

Earn free CEs* online and help your clients quit tobacco.

Treating Nicotine Dependence in New Mexico

Health care professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- The specific risks and consequences of tobacco use on the body
- How to deliver a tobacco intervention in less than three minutes
- Effective communications techniques for addressing tobacco with patients
- How to make referrals to New Mexico Tobacco Cessation Services and other appropriate resources

Family Tobacco Intervention for Health Care Providers in New Mexico

Health care professionals who enroll in this course gain the knowledge and skills to address tobacco use with New Mexico families, including:

- The specific risk of tobacco use and the benefits of quitting for families
- How to deliver a tobacco intervention in less than three minutes
- Effective communication techniques for addressing tobacco with women, minors and families
- How to make referrals to New Mexico Tobacco Cessation Services and other appropriate resources

To register go to NMTUPAC.COM and click on "Health Care Professionals."

*CME or CNE - Designated Activity (1.00 prescribed credit)

1-800-QUIT NOW
QUITNOWNM.COM

Earn FREE CEs* online and help your patients quit tobacco.

Addressing Tobacco Use in Oral Health Settings

Dental health professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- The specific risks, consequences, and impacts of tobacco on oral health and on the body
- How to deliver a brief tobacco intervention in less than three minutes
- Effective communication techniques for addressing tobacco with patients
- How to make referrals to the New Mexico Tobacco Cessation Services and other appropriate resources

This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the gift program provider, Journal of New Mexico Health Resources, Inc. and New Mexico Department of Health. New Mexico Health Resources, Inc. is approved for awarding PACE/MACC credit.

To register go to NMTUPAC.COM and click on "Health Care Professionals and Clinics" then "Online Training Modules".

*CDE - Designated Activity (1.00 prescribed credit)

1-800-QUIT NOW
QUITNOWNM.COM

Earn free CEs* online and help your clients quit tobacco.

Treating Nicotine Dependence in New Mexico

Health care professionals who enroll in this course will gain the knowledge and skills to address tobacco use with patients, including:

- The specific risks and consequences of tobacco use on the body
- How to deliver a tobacco intervention in less than three minutes
- Effective communications techniques for addressing tobacco with patients
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Family Tobacco Intervention for Health Care Providers in New Mexico

Health care professionals who enroll in this course gain the knowledge and skills to address tobacco use with New Mexico families, including:

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- Effective communication techniques for addressing tobacco with women, minors and families
- How to make referrals to New Mexico Tobacco Cessation Services and other appropriate resources

To register go to NMTUPAC.COM and click on "Health Care Professionals."

*CME-Designated Activity (1.00 prescribed credit)

1-800-QUIT NOW
QUITNOWNM.COM

1-800-QUIT NOW

Free Help Quitting All Tobacco and Vaping Products

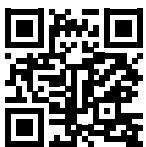
1-800-QUIT NOW can help get smokers and vapers on the path to becoming tobacco-free.

By making a commitment to quit or help others quit, you're protecting your future health and lowering your risk for serious lung disease.

Smoking and Lung Infection: A Dangerous Combination

Smoking weakens your immune system, lowering your body's ability to fight off disease.

We know that adults who smoke have a higher risk for getting sick with pneumonia and having severe illness from infections like the flu. Adults who smoke also have a higher risk of severe illness from COVID-19. If you smoke, the best choice for your lung health is to quit.



Get more information at
quitnownm.com

The Beginning of Better Health

Luckily, your lung health—and your overall health—improves soon after you quit. You will start breathing better and coughing less. One of the most important actions anyone who smokes can take to improve their health is to quit smoking, regardless of their age or how long they have been smoking. There are proven treatments to help you quit: Whether you want to make your quitting journey at your own pace or with a group, a counselor can help you make a plan to quit smoking and give you tips and support to increase your chance of success. Counseling is available in person, over the phone, or online—and texting-based support programs or smartphone apps can give extra encouragement.



1-800-QUIT NOW
QUITNOWNM.COM

Smoking and COVID-19

Cigarette smoking increase your risk of severe illness from COVID-19.

*Smoking is a risk factor for progression, or worsening of COVID-19, with smokers having higher odds of COVID-19 progression than non-smokers.

Cigarette smoking reduces lung immunity and causes underlying conditions that increase risk for severe illness from COVID-19, including heart and lung diseases and diabetes.

**Cigarette smoking compromises the immune system, and that altered immunity is associated with increased risk for pulmonary infections.

Cigarette smoking is a major risk factor for chronic lung disease (including asthma), diabetes, and many cancers, including lung cancer.

***People with underlying medical conditions are at a greater risk for severe COVID-19 illness.

E-cigarettes, or vaping products and COVID-19

A recent study out of Stanford University showed that young people who had vaped were five times more likely to test positive for COVID-19 than never-users.



*Patanavanich & Glantz, Nicotine & Tobacco Research, 2020

**U.S. Surgeon General, 2014

***Morbidity and Mortality

1-800-QUITNOW Spokespersons & Local Heroes

Visit nupacnm.com/about-nupac

Spokesperson:
COUNTRY MUSIC RECORDING ARTIST

Chevel Shepherd



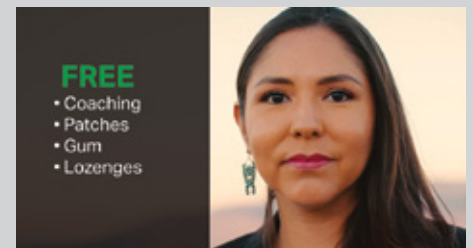
Watch Chevel Shepherd
and other NM local heroes
for 1-800-QUIT NOW



Dr. David R. Scrase, M.D.



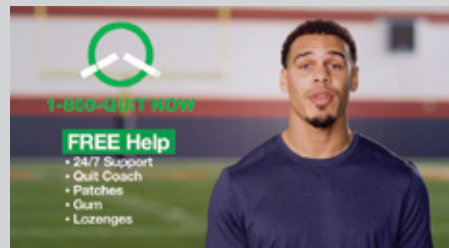
Dr. Farhad Mazdisnian, M.D., FCCP



Nasheen Sleuth | Health Counselor



Malyka Muller | Barrel Racer



Justin Simmons | Denver Player



Leo Manzano - Olympic Medalist

FY21 Milestones and Challenges

FY21 Milestones


- ✓ \$170 billion in direct medical costs could be saved every year if we could prevent youth from starting to smoke and help every person who smokes to quit.
- ✓ Data shows that public health efforts reduce healthcare costs.
- ✓ Cigarette smoking is at an all-time low among New Mexico high school youth at 9% but has stabilized among adults at 16%.
- ✓ Smoking declines among adults and youth in New Mexico since 2011 have sharply reduced the harms and costs caused by smoking in the State with 12,200 fewer youth smokers, and 88,700 fewer adult smokers.
- ✓ High awareness of NUPAC's media campaigns — 8 in 10 adult smokers recall seeing 1-800-QUIT NOW or 1-855-DEJELO YA advertisements in the past year.
- ✓ Smoke-free policies were implemented in 2,212 apartments across 55 multi-unit housing properties protecting over 4,400 residents from exposure to secondhand smoke.
- ✓ Fifteen school districts have now adopted comprehensive tobacco-free policies, protecting 70,000+ students in NM.

FY21 Challenges

- ! \$844 million was spent on NM healthcare costs due to smoking.
- ! 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 school youth and the potential for nicotine addiction among a new generation of young people is of significant public health concern.
- ! In New Mexico, 46,000 of our youth will start smoking because of the influence of smoking in films, with 15,000 of them dying from tobacco-related diseases.
- ! 2,600 smoking-related deaths annually in NM.
- ! \$597 million in lost productivity costs annually in NM.
- ! 84,000 people suffer with at least one serious illness from smoking in NM.

[illegible]

Changing New Mexican's Lives for the Better.

 @quitnownm

For more information visit
nupacnm.com



Watch
NM United for
1-800-QUIT NOW