

TUPAC Program Goals

- Prevent tobacco use initiation among youth and young adults
- Promote quitting among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities among population groups

Tobacco Use Prevention and Control (TUPAC) Program New Mexico Department of Health

In FY15, about \$5.7 million was awarded to 24 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.

The TUPAC Program offers 1-800 QUIT NOW and 1-855 DEJELO YA (Spanish) Cessation Services, with free quit coaching, free nicotine patches, gum, or lozenges, and optional web-based and text messaging support. In FY 2015:

- 8,195 people accessed services and resources, including 7,297 tobacco users who enrolled in either phone- or web-based cessation services.
- Telephone helpline continues to reach those in greatest need—71% with income of less than \$25,000/year; 60% are either uninsured or on Medicaid.



- One-third of QUIT NOW enrollees reached at 7-month follow-up are still quit, a rate that is more than three times greater than quitting without any assistance.
- 93% of QUIT NOW enrollees are satisfied with the service and 79% say their needs were met.
- Over 600 health care providers have been trained on tobacco screening, brief interventions, and referrals to QUIT NOW

Healthier New Mexico Youth and Adults

The Toll of Tobacco in NM

- About 2,600 New Mexicans die annually from smoking and another 42,000 people suffer with at least one serious illness from smoking.
- Cigarette smoking costs New Mexico \$844 million in direct health care costs and \$597 million in lost productivity costs annually.
- Although the average retail price of a cigarette pack in NM is \$6.17, each taxed pack sold ends up costing the state about \$16.95 in smoking-related medical and lost productivity expenses.

Compared to ten years ago, NM High School Youth are now...

	2005	2013
Less likely to try or experiment with cigarette smoking	62.0%	45.7%
Less likely to smoke a whole cigarette before age 13	20.0%	11.4%
Less likely to currently smoke cigarettes	25.7%	14.4%
Equally likely to use chew, snuff, or dip tobacco	8.5%	8.0%
Less likely to currently smoke cigars	21.3%	12.3%
Less likely to smoke cigarettes on school property in past month	10.2%	3.6%
Less likely to be exposed to secondhand smoke in past week	56.4%	40.6%

Sources: 2005 & 2013 YRRS

Fewer New Mexico Adults are Smoking and They are Smoking Less

Cigarette smoking declined from 21.5% in 2011 to 19.1% in 2014, representing about 35,700 fewer adult smokers. There are now more former smokers than current smokers in the state. Smokers now smoke an average of 11 cigarettes per day, compared to 17 cigarettes per day in 2003.



Tobacco Use Prevention and Control Program

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Progress in New Mexico Using Strategies That Work

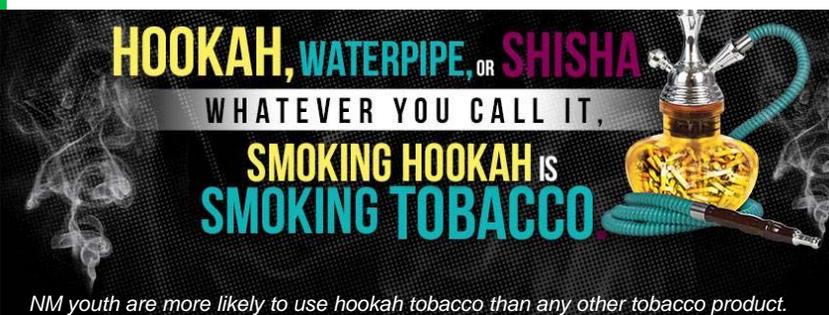
According to the CDC*, “Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce smoking rates as well as tobacco-related diseases and deaths.”

Enacting comprehensive smoke-free policies. The 2007 *Dee Johnson Clean Indoor Air Act* protects 93% of New Mexicans from secondhand smoke (SHS) in public and work places. However, there are limited protections from SHS on tribal lands, multi-unit housing properties, educational and other campuses, and for youth who live in homes or ride in cars where smoking takes place. TUPAC and its grantees work to increase awareness of SHS harms and benefits of smoke-free environments through training and technical support.

Funding hard hitting mass-media campaigns. TUPAC and the CDC continue to 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. In FY15, TUPAC and its partners implemented a mass-media campaign to promote 1-855 DEJELO YA Cessation Services with culturally-appropriate messaging to increase awareness and use of these free services. Already, about two-thirds of Spanish speakers using cessation services are accessing them directly through the DEJELO YA branded phone line.

Making cessation services fully accessible to tobacco users. TUPAC continues to promote and sustain QUIT NOW Cessation Services, with a focus on making them as barrier-free as possible, including Spanish services, free quit coaching, free nicotine patches and gum, and phone- and web-based components. 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 QUIT NOW.

Increasing the price of tobacco products. CDC’s *Best Practices* indicate that higher tobacco product prices discourage youth from starting to use tobacco and encourage adults to quit or reduce their use. New Mexico’s cigarette tax is \$1.66 per pack, which is comparable to the nationwide average of \$1.60 per pack in 2015.



The Road Ahead

Although significant progress has been made in reducing the impact of cigarette use in our state in the past decade, there are still about 300,400 adult smokers and about 21,000 youth smokers. There are also concerns about a variety of emerging tobacco and nicotine-delivery products, such as e-cigarettes, with unknown health risks and that

come in a variety of flavors that may appeal to youth. Preventing youth tobacco initiation will continue being addressed with cutting-edge mass media campaigns, including social media, as well as exploring new policies to regulate the time, place, and manner in which tobacco can be advertised and sold.

It appears that adult cigarette smoking is leveling off in recent years, and 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.

Key partners include: local and statewide grantees, American Cancer Society—Cancer Action Network, American Lung Association, NM Human Services Department—Synar & FDA Programs, and providers of cessation, media, and evaluation services.

Disparities in Smoking in Selected Population Groups in NM, 2011-2013	
Population Group	Percent who Smoke
Lesbian, Gay, Bisexual or Transgender	36.5%
Unemployed	33.1%
No health insurance	29.5%
No high school diploma	28.0%
Household income less than \$25,000/year	27.6%
25-34 years old	27.5%
African American	24.8%
Disability	24.7%
Male	23.1%
NM general adult population	20.0%

Source: 2011-13 NM Behavioral Risk Factor Survey

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