

# TUPAC Five-Year Action Plan

2015 - 2020

New Mexico Department of Health  
Tobacco Use Prevention and Control Program  
5301 Central Avenue NE, Suite 800, Albuquerque, NM 87108  
505.841.5845 ■ [nmtupac.com](http://nmtupac.com)

# TUPAC Five-Year Action Plan, 2015-2020

## TUPAC MISSION STATEMENT

To improve lives by eliminating the harm from tobacco abuse through the implementation of effective strategies that incorporate an anti-oppression model.

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

**Strategic Intent: To prevent tobacco use initiation among young people using an anti-oppression approach and the principles of Continuous Quality Improvement as outlined in Goal 4.**

#### Program Objectives

Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco, and hookah) among NM high school youth from 30.1% to 25% by March 2020.

Decrease the prevalence of any tobacco use (cigarettes, cigars, smokeless tobacco, pipe, snus, and hookah) among NM young adults (ages 18-29) from 40.6% to 32% by March 2020.

#### Strategies

**1.1 Mass media and marketing** to promote social norms and policies relating to tobacco-free environments and tobacco-free lifestyles

##### *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*

- Trainings to develop partner capacity to develop and support tobacco control policies
- Development and support of environmental approaches, including but not limited to systems change, tobacco-free public spaces, point of sale marketing, tobacco-free school campuses, tobacco-free worksites
- Youth, community, and statewide partner engagement
- Partnerships to support enforcement of existing tobacco control policies

## GOAL 2 - PROMOTE TOBACCO USE CESSATION AMONG ADULTS AND YOUTH

**Strategic Intent: To promote tobacco use cessation among adults and youth using an anti-oppression approach and the principles of Continuous Quality Improvement as outlined in Goal 4.**

### **Program Objective**

Maintain the proportion of adult cigarette users who quit recently (% non-smokers, among those who smoked in past year) at 16% through March 2020.

### **Strategies**

**2.1 Mass media and marketing and partnership development** to increase awareness and use of cessation services

#### *Initiatives*

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

**2.2 Referral to cessation services** to improve use of those services

#### *Initiatives*

- Training for health care professionals (including WIC and community health workers) in brief interventions and referrals

**2.3 Provision of cessation services** to support quitting

#### *Initiatives*

- QUIT NOW, DEJELO YA cessation services (phone, online, text support, Nicotine Replacement Therapy)

**2.4 Partnership development** to encourage health insurance policies to cover comprehensive cessation services

#### *Initiatives*

- Partnerships with state Medicaid Program
- Partnerships with private insurers
- Partnerships with chronic disease programs and service providers

## GOAL 3 - ELIMINATE EXPOSURE TO SECONDHAND SMOKE

**Strategic Intent: To eliminate exposure to secondhand smoke using an anti-oppression approach and the principles of Continuous Quality Improvement as outlined in Goal 4.**

### **Program Objective**

Increase the percentage of New Mexico households with home rules completely prohibiting smoking indoors from 88.3% (2012 BRFSS) to 92% by March 2020.

### **Strategies**

#### **3.1 Voluntary protections and home rules** to create smoke-free home environments

##### *Initiatives*

- Support for development of voluntary protections and home rules to create smoke-free environments in homes, with a focus on multi-unit housing
- Support for community mobilization to support smoke-free home environments
- Partnership with WIC to support smoke-free home environments

#### **3.2 Education and awareness campaigns** to increase awareness on topics related to smoke-free home environments (e.g., dangers of secondhand smoke, benefits of rules and protections)

##### *Initiatives*

- Paid TV, radio, print, and web-based media campaigns
- Public relations and earned media campaigns
- Community-based campaigns
- Partnerships with chronic disease programs and service providers

## GOAL 4 - IDENTIFY AND ELIMINATE TOBACCO-RELATED DISPARITIES

**Strategic Intent: To implement principles of Continuous Quality Improvement as a foundational approach to identify and eliminate tobacco-related disparities to improve tobacco-related health outcomes of all New Mexicans.**

### **Program Objective**

Complete an equity-focused quality improvement cycle for three strategies (across the three goal areas) by March 2020.

### **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
- Dissemination and implementation of the principles of anti-oppression with TUPAC staff and contractors

**4.2 Capacity building to engage priority populations** in culturally appropriate tobacco control efforts using a Network model

#### *Initiatives*

- Education and awareness-raising on tobacco-related disparities
- Identification and engagement of community partners to describe community priorities and develop action plans
- Advisement of community and state partners
- Support for Network and community partner sustainability

**4.3 Comprehensive implementation of Continuous Quality Improvement** to increase effectiveness of TUPAC strategies among priority populations

#### *Initiatives*

- Application of the equity lens model through collaboration between TUPAC and partners to assess gaps and make recommendations for improvement
- Implementation of recommendations for improvement
- Assessment of effectiveness and sustainability of improvements
- Identification of areas where new resources are needed to effectively reduce barriers

**4.4 Dissemination of information** about improved practices that can sustain change needed to decrease disparities and to improve health equity.