

## TUPAC Program Goals

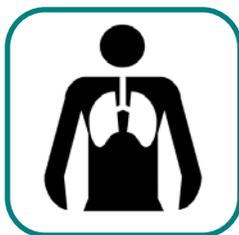
- Prevent youth and young adults from starting to use tobacco
- Promote quitting among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities among population groups

## Toll of Tobacco in NM

**2,802**  
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**

**\$6.53**

of Cigarette Pack

Each Pack's  
**COST** to NM

**\$16.95**

Medical and  
Lost Productivity

## Tobacco Use Prevention & Control (TUPAC) Program

In FY18, \$5.4 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.

### FY18 Highlights:

- Cigarette smoking among New Mexico high school youth declined further, to another all-time low of **10.6%**.
- **8,025** people accessed cessation services and resources such as phone- and web-based quit coaching, text messaging support, and free nicotine medications.
- **One-third** of QUIT NOW enrollees were still quit at 7-month follow-up, a rate that is more than three times greater than quitting without any assistance.
- High awareness of TUPAC's media campaigns — **8 in 10** adult smokers recall seeing QUIT NOW or DEJELO YA advertisements in the past year.
- **22** health care organizations and **317** individuals were trained through a *Health Systems Change Training and Outreach Project* to increase tobacco screening, treatment and referrals.
- **Smoke-free policies** were fully implemented on University of New Mexico (UNM) campuses. Also, there was a **39%** reduction in smoking among UNM students between 2017 and 2018.
- **Four** new school districts adopted comprehensive tobacco-free policies, protecting an additional **42,416** 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.**

- **10,300** fewer youth smokers
- **25,800** fewer of today's NM residents will die prematurely
- **31,800** fewer kids will grow up to be addicted adult smokers
- **64,000** fewer adult smokers
- **\$1.4+ billion** in estimated future health care savings

**NEW MEXICO**  
DEPARTMENT OF  
**HEALTH**

**Tobacco Use Prevention and Control Program**

Benjamín Jáquez, Program Manager  
505.222.8618

benjamin.jacquez@state.nm.us

## 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, and for youth who live in homes or ride in cars where smoking takes place. In addition, e-cigarette use is not covered under the *Indoor Air Act*. 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. TUPAC also continues promotion of Spanish-language tobacco cessation services (1-855 DEJELO YA) with culturally-appropriate messaging to increase awareness and use of these services.

**Making cessation services fully accessible to tobacco users.** TUPAC continues to promote and sustain QUIT NOW and DEJELO YA tobacco cessation services, with a focus on making them as barrier-free as possible, including 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 cessation services.

**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 last raised its cigarette tax in 2010 to \$1.66 per pack, which is similar to the average (\$1.75) across all states in 2018.



For more information visit:

[AreYouDoingEnoughNM.com](http://AreYouDoingEnoughNM.com)

## 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 over **360,000** adult and over **36,000** youth tobacco users. The use of e-cigarettes by one in four 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 using

proven methods, and updating clean indoor air policies to prohibit e-cigarette use.

Overall, adult cigarette smoking continues to decline, 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.

Key partners include: local and statewide grantees, American Cancer Society—Cancer Action Network, American Lung Association, Boys and Girls Clubs, health care providers, tribes, and tobacco cessation, media, and evaluation services grantees.

Groups who Smoke at Higher Rates than General Adult Population, 2017	
Population Group	Percent who Smoke
Bisexual individuals	36.0%
Unemployed	32.8%
Medicaid enrolled	26.5%
Household income < \$25,000/year	26.0%
People without high school diploma	25.6%
People with a disability	24.8%
Hispanic males	24.0%
25-34 years old	22.6%
<b>NM general adult population</b>	<b>17.5%</b>

Source: 2017 NM Behavioral Risk Factor Survey

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