

TUPAC Five-Year Action Plan

2015 - 2020

New Mexico Department of Health
Tobacco Use Prevention and Control Program
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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
- Health Systems Change Training and Outreach Program

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 Framework 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.