

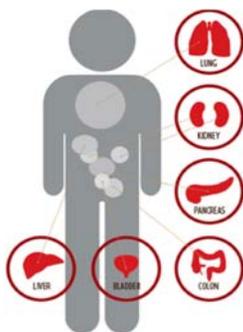
### TUPAC Program Goals

- 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

**2,630**  
deaths  
annually

**78,000**  
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



Average **PRICE** of Cigarette Pack

**\$6.53**

Each Pack's **COST** to NM

**\$16.95**

Medical and Lost Productivity

## Tobacco Use Prevention & Control (TUPAC) Program

In FY16, 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. **FY16 accomplishments** include:

- NM high school youth smoking dropped to a historic low of **11.4%** in 2015, and adult smoking also hit a historic low of **17.5%** in 2015.
- **8,318** 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
- **187** health care practices were trained through a *Health Systems Change Training and Outreach Project* to increase tobacco screening, treatment and referrals
- **Smoke-free policies** were passed at the University of New Mexico, chapters of the Navajo Nation, multi-unit housing properties, and the Albuquerque Pride event.
- Spanish-language media campaign increased the number of Spanish-speaking tobacco users using DEJELO YA tobacco cessation services by **31%** within one year.

### Healthier New Mexico Youth and Adults

#### Compared to ten years ago, NM high school youth are now...

	2005	2015
<b>36% less likely</b> to try or experiment with cigarette smoking	62.0%	39.7%
<b>49% less likely</b> to smoke a whole cigarette before age 13	20.0%	10.3%
<b>56% less likely</b> to currently smoke cigarettes	25.7%	11.4%
<b>51% less likely</b> to currently smoke cigars	21.3%	10.5%
<b>37% less likely</b> to be exposed to secondhand smoke	56.4%	35.8%

Sources: 2005 & 2015 YRRS

#### Positive Impact of Smoking Declines Since 2011

- **63,500** fewer adult smokers
- **9,400** fewer youth smokers
- **25,200** fewer of today's NM residents will die prematurely
- **\$1.3 billion** in estimated future health care savings



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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. TUPAC also implemented a Spanish-language mass-media campaign to promote 1-855 DEJELO YA tobacco cessation services 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’s cigarette tax is \$1.66 per pack, which is comparable to the nationwide average of \$1.65 per pack in 2016.

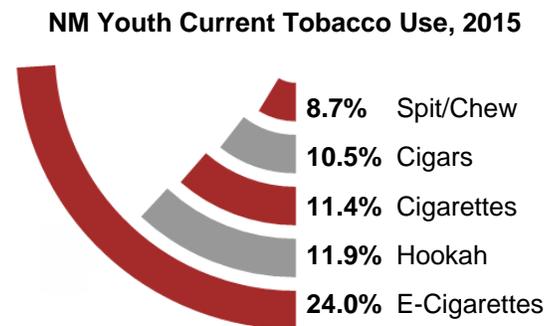


## The Road Ahead

Although significant progress has been made in reducing the impact of cigarette use in our state in the past decade, there are still over **300,000** adult and nearly **40,000** youth tobacco users. 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.

Overall, adult cigarette smoking continues a gradual 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, NM Human Services Department—Synar & FDA Programs, and providers of cessation, media, and evaluation services.



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