

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



NM Average
PRICE

\$6.48

of Cigarette Pack

Each Pack's
COST to NM

\$16.95

Medical and
Lost Productivity

Tobacco Use Prevention & Control (TUPAC) Program

In FY17, \$5.4 million was awarded to 18 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.

FY17 accomplishments include:

- NM adult smoking declined again, from 17.5% in 2015 to a new, historic low of **16.6%** in 2016. High school youth smoking also remains at an all-time low of **11.4%**.
- **8,655** people accessed cessation services and resources such as phone- and web-based quit coaching, text messaging support, and free nicotine medications—this is 337 more people than in FY16.
- **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.
- **109** health care practices and **335** individuals were trained through a *Health Systems Change Training and Outreach Project* to increase tobacco screening, treatment and referrals.
- **Smoke-free policies** were implemented at the University of New Mexico and chapters of the Navajo Nation, and technical assistance was provided to 100 multi-unit housing properties, representing 5,000 units.
- **356** high school youth from around the state participated in *Evolvement* training, a youth engagement tobacco use prevention program.

Healthier New Mexico Youth and Adults

Smoking declines among adults and youth in New Mexico since 2001 have sharply reduced the harms and costs caused by smoking in the State.

- **9,400** fewer youth smokers
- **28,500** fewer of today's NM residents will die prematurely
- **29,900** fewer kids will grow up to be addicted adult smokers
- **77,800** fewer adult smokers
- **\$1.4+ billion** in estimated future health care savings

NEW MEXICO
DEPARTMENT OF
HEALTH

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. 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 (\$1.71) across all states in 2017.



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 **350,000** adult and over **40,000** youth tobacco users. There are also concerns about a variety of emerging tobacco and nicotine-delivery products with unknown health risks, such as e-cigarettes, 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 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, NM Human Services Department—Synar & FDA Programs, and providers of cessation, media, and evaluation services.

Groups who Smoke at Higher Rates than General Adult Population, 2016	
Population Group	Percent who Smoke
Unemployed	33.1%
African American	31.5%
Medicaid enrolled	26.5%
No high school diploma	25.0%
Lesbian, Gay, Bisexual or Transgender	24.3%
Household income < \$25,000/year	23.2%
No health insurance	22.8%
25-34 years old	22.6%
NM general adult population	16.6%

Source: 2016 NM Behavioral Risk Factor Survey

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