

TOBACCO SETTLEMENT REVENUE OVERSIGHT COMMITTEE

TOBACCO SETTLEMENT REVENUE (TSR) FUNDING REQUEST

Name of entity requesting TSR funds: Department of Health - Nicotine Use Prevention and Control (NUPAC) Program.

Name(s) of each program for which TSR funds will be used: Nicotine Use Prevention and Control (NUPAC) Program.

Description of each program, including its purpose: NUPAC Program and its partners use a comprehensive, evidence-based approach to promote healthy lifestyles that are free from nicotine abuse and addiction among all New Mexicans. NUPAC follows Best Practices from the Centers for Disease Control and Prevention (CDC). NUPAC works with communities, schools, and organizations across the state to implement activities and services that decrease the harmful and addictive use of commercial tobacco outside of its traditional, sacred or ceremonial purposes. This will reduce tobacco-related illness, save lives and save the State of New Mexico money.

Have you requested TSR funds prior to this request? Yes

Have you received TSR funds prior to this request? Yes

If yes, in what fiscal years? FY03 – FY22

What will you use the requested funds for? Please include goals and objectives.

NUPAC will use the requested funds to provide tobacco control services to all New Mexicans using the CDC's Best Practices to ensure effective programs that produce results for the State of New Mexico. The funds will be used for the following activities that encompass this comprehensive approach:

1. State and Community-Based Interventions – to ensure that communities statewide are engaged in evidence-based tobacco and nicotine control activities that prevent tobacco and nicotine use in youth, promote quitting of tobacco and nicotine of youth and adults, prevent exposure to secondhand smoke, and provide support to specific communities targeted by the tobacco industry who deal with tobacco and nicotine-related disparities. This includes supporting and implementing programs and policies to influence societal organizations, systems, and networks that encourage and support individuals to make behavior choices consistent with tobacco-free and nicotine-free norms.
2. Cessation Interventions – to ensure that comprehensive, evidence-based cessations services are available online and via phone in a culturally-appropriate manner to all New Mexicans

who want to quit using tobacco and nicotine.

3. Health Communications Interventions – to ensure that public health information, specifically tobacco and nicotine counter messages to the tobacco industry’s messages, reach large numbers of people in New Mexico. These messages prevent the initiation of tobacco and nicotine use, promote and facilitate tobacco and nicotine cessation, and shape social norms related to tobacco and nicotine use.
4. Evaluation Interventions – to ensure that all NUPAC programs and services are being assessed for their implementation and outcomes, to increase efficiency and impact over time, and to demonstrate accountability.
5. Infrastructure, Administration Interventions – to ensure a fully functioning infrastructure is in place in order to achieve the capacity to implement effective tobacco and nicotine interventions. Sufficient capacity is essential for program sustainability, efficacy, efficiency, to provide strong leadership, and to foster collaboration among the state and local tobacco and nicotine control communities.

Is this a change from previous years' use? Yes

If yes, please describe the change and reason(s): The requested funds will be used to expand our focus beyond tobacco use to include nicotine use.

Amount requested (Total amount, and amount for each program): \$5,435,200

State and Community-Based Interventions – \$1,770,000

Cessation Interventions – \$1,411,400

Health Communications Interventions – \$1,447,500

Evaluation Interventions – \$608,500

Infrastructure, Administration Interventions– \$197,800

What other sources of funding are applied to this purpose?

Center for Disease Control and Prevention (CDC) Cooperative Agreement No. NU58DP006801-05-00
Period of Performance 06/29/2020 to 04/28/2025

Name, title, telephone, email and mailing address of contact person:

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Nicotine Prevention and Control Program (NUPAC) – TSROC Update 11/18/2024

The Nicotine Use Prevention and Control (NUPAC) Program, part of the Population and Community Health Bureau within the New Mexico Department of Health, takes a comprehensive evidence-based approach to promoting healthy lifestyles free from nicotine use and addiction for all New Mexicans. NUPAC follows recommendations from the Centers for Disease Control and Prevention (CDC).

Program Components

- State and Community Interventions: Implementing CDC Best Practices to engage communities and prevent nicotine initiation, especially among priority populations.
- Cessation Interventions: Providing evidence-based cessation services accessible to all New Mexicans.
- Health Communications: Disseminating counter-messages to combat nicotine industry marketing and promote cessation.
- Evaluation: Assessing program effectiveness and ensuring accountability.
- Infrastructure and Administration: Establishing robust systems for program sustainability and efficacy.

Program Goals

- Goal 1 – Prevention of nicotine use initiation among youth and young adults
- Goal 2 – Eliminate exposure to secondhand smoke and e-cigarette aerosols
- Goal 3 – Promote quitting and nicotine addiction treatment services to adults and youth
- Goal 4 – Identify and eliminate tobacco-related disparities

Progress on Program Objectives

- Decrease the prevalence of any nicotine product use including e-cigarette use among NM high school youth from 38% (2019 Youth Risk and Resiliency Survey, YRRS) to 35% by March 2025.
 - In 2023, 22.2% of NM high school youth used any nicotine product including e-cigarettes.
- Decrease the prevalence of any nicotine product use including e-cigarette use among NM young adults (ages 18-29) from 45% (2018 Tobacco Evaluation Survey, TES) to 20% by March 2025.
 - In 2022, 30.0% of NM young adults used any nicotine product including e-cigarettes.

Program Contractual Updates

1. ENVIRONMENTAL STRATEGIES

ENVIRONMENTAL STRATEGIES TO REDUCE ADULT AND YOUTH NICOTINE USE

RFPNUPAC2303:

Category 1: Prevention Strategies for Youth

Awardee: Rescue Agency New Mexico LLC PSC # 25232 – Fully Executed, 4-Year

- FY2024 – FY2027: \$360,000.00 annually TOTAL: \$1,440,000.00
 - Expenditures YTD: \$449,451.65

Category 2: Prevention and Intervention Strategies for Young Adults

Awardee: Keres Consulting, Inc PSC # 25235 – Fully Executed, 4-Year

- FY2024-FY2027: \$200,000.00 annually TOTAL: \$800,000.00
 - Expenditures YTD: \$169,510.00

Category 3: Strategies for Smoke-free Multi-Unit Housing Environments

Awardee: Apartment Association of NM PSC # 25280 – Fully Executed, 4-Year

- FY2024-FY2027: \$150,000.00* annually TOTAL: \$600,000.00
 - Expenditures YTD: \$172,860.00

**Amendment to increase FY2025 by \$50,000.00 and each year thereafter*

(NEW GRAND TOTAL \$750,000.00)

Category 4: Secondhand Smoke Protections in Native American Communities

Awardee: Keres Consulting, Inc PSC # 25313 – Fully Executed, 4-Year

- FY2024-FY2027: \$150,000.00 annually TOTAL: \$600,000.00
 - Expenditures YTD: \$136,399.00

Category 5: Advisement and Outreach with Priority Populations

Awardee: Constellation Consulting, Inc PSC # 24-665-2002-00011-00

Fully Executed, 4-Year

- FY2024-FY2027: \$531,400.00 annually TOTAL: \$2,125,600.00
 - Expenditures YTD: \$549,887.00

Category 6: Capacity Development for Tobacco Control Partners

Awardee: Constellation Consulting, Inc PSC # 24-665-2002-00012-00

Fully Executed, 4-Year

- FY2024-FY2027: \$250,000.00 annually TOTAL: \$1,000,000.00
 - Expenditures YTD: \$250,000.00

2. EVALUATION

Memorandum of Agreement

Wyoming Survey & Analysis Center, University of Wyoming PSC #25209

Fully Executed, 4-Year

- FY2024-FY2027: \$525,000.00 annually TOTAL: \$2,100,000.00
- Expenditures YTD: \$250,560.03

3. HEALTH COMMUNICATIONS

Statewide Price Agreement

Real Time Solutions, IT Contractual Instrument – In Progress, 1-Year

- FY2025: \$437,596.14

Hospital and Healthcare Exemption

Rescue Agency New Mexico, LLC, Youth Engagement

Provider Agreement – In Progress, 1-Year

- FY2025: \$525,000.00

4. CESSATION SERVICES

NICOTINE ADDICTION TREATMENT SERVICES

RFPNUPAC2301:

Awardee: Consumer Wellness Solutions Inc. (dba RVO Health) PSC # 25157

Fully Executed, 4-Year

- FY2024-FY2027: \$910,000.00 annually TOTAL: \$3,640,000.00
- FY Expenditures YTD: \$910,000.00

Hospital and Healthcare Exemption:

University of New Mexico, Culturally Appropriate Communications

HHE – In Progress, 1-Year

- FY2025: \$175,000.00

Recruitment and Hiring

- Program Director position went through two rounds of interviews/posting. Currently, we have selected a candidate and upon a formal offer from NMDOH Human Resources Bureau we will make an offer to the candidate.
- Program Manager position went through one round of interviews and no selection was made. Currently we have requested to re-advertise this position.
- Health Educator positions (3): Currently, we have selected a candidate for the Community Outreach Specialist position and upon a formal offer from NMDOH Human Resources Bureau we will make an offer to the candidate. We are working to recruit / post the other two (2) vacant health educator positions.
- Program Secretary position – to be recruited / posted

QUITLINE Updates

- NM Department of Health (NMDOH) is entering into a partnership with the Managed Care Organizations (MCOs) around a unified QUITLINE. Contracts between NMDOH and the MCOs are in progress now. NMDOH will bill the Medicaid MCOs for the services provided to their clients.
- NMDOH will continue to contract with RVO Health, the QUITLINE vendor. The vendor will collect insurance information from each client and provide a person level report to NMDOH.
- NMDOH and RVO Health will provide aggregate data on required quality metrics.
- Marketing - The current budget for NMDOH for all programs related to tobacco is \$800,000 per year. A more robust marketing effort (and budget) would improve awareness and use of the QUITLINE and other tobacco cessation programs (like LIVE VAPE FREE). With the MCOs contributed to the marketing budget through a mechanism based on attributed members, it would allow for more marketing – especially in more expensive markets such as the southeast part of the state (Texas markets). All Marketing material will be co-branded with NMDOH and participating MCOs.

Messaging and Outreach

- Social media: Utilize platforms like TikTok, Instagram, Snapchat, and YouTube for targeted messaging and engagement.
- Influencers: Collaborate with statewide influencers to amplify anti-vaping messages.
- Community Collaboration: Partner with local organizations (schools, youth centers, sports teams, etc.) to implement educational programs and policy initiatives.
- Media Engagement: Highlight success stories of individuals who have quit vaping through press releases and interviews.
- Website Development: Create a comprehensive landing page offering facts, myths, cessation resources, and access to Quitline services.