

# Nicotine Use Prevention & Control (NUPAC) Update

TSROC Hearing

September 6<sup>th</sup>, 2023

Patrick Allen, Cabinet Secretary  
LeAnn Allison, Program Director  
Esther Hoang, Program Manager

The image features two lit cigarettes positioned diagonally from the top left towards the bottom right. The cigarettes are lit, and thick, white, wispy smoke rises from the tips, swirling and drifting upwards against a solid black background. The smoke is captured in a way that highlights its fluid, ethereal nature. The overall composition is minimalist and evocative, suggesting themes of addiction, health, and the passage of time.

# The Impact of Tobacco in New Mexico

# Current Tobacco Data

## In New Mexico:

- 23.7% adults currently use tobacco products
- 17.8% adults currently smoke cigarettes
- 70.8% of adults perceive smoking one or more cigarette packs as a great risk to themselves

-SAMHSA, 2021

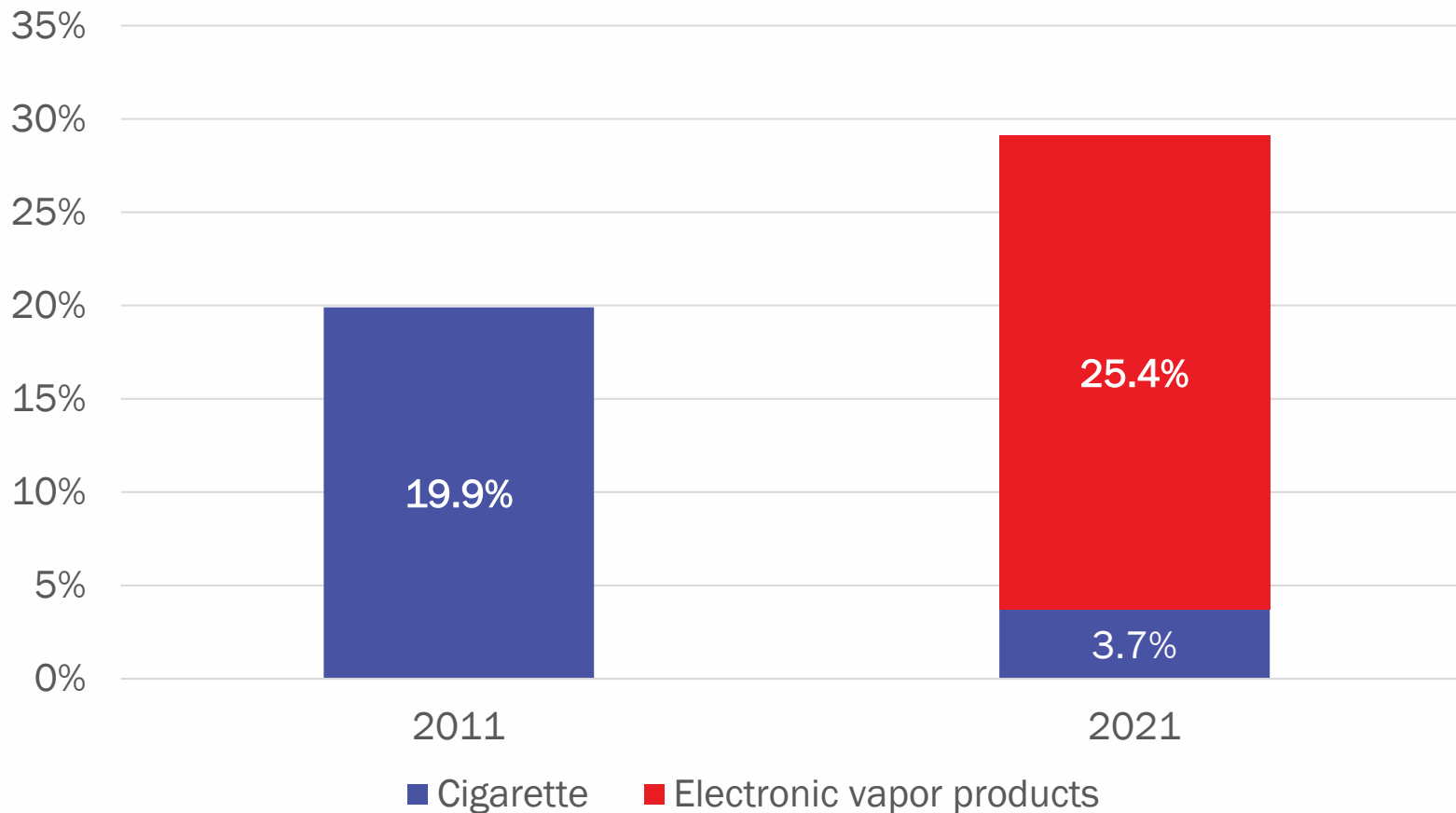
- **Commercial tobacco use is the single largest preventable cause of disease, disability, and death**

- Initiation starts early; more than 80% of current adult smokers started before the age of 18 years.
- Quitting tobacco use greatly decreases a person's risk for many negative health outcomes, some within a very short time after stopping.
- There is no risk-free level of exposure to secondhand smoke; even brief exposure can be damaging to health.
- Smoke-free laws are an effective approach to reducing exposure to secondhand smoke and to reducing the prevalence of tobacco use.

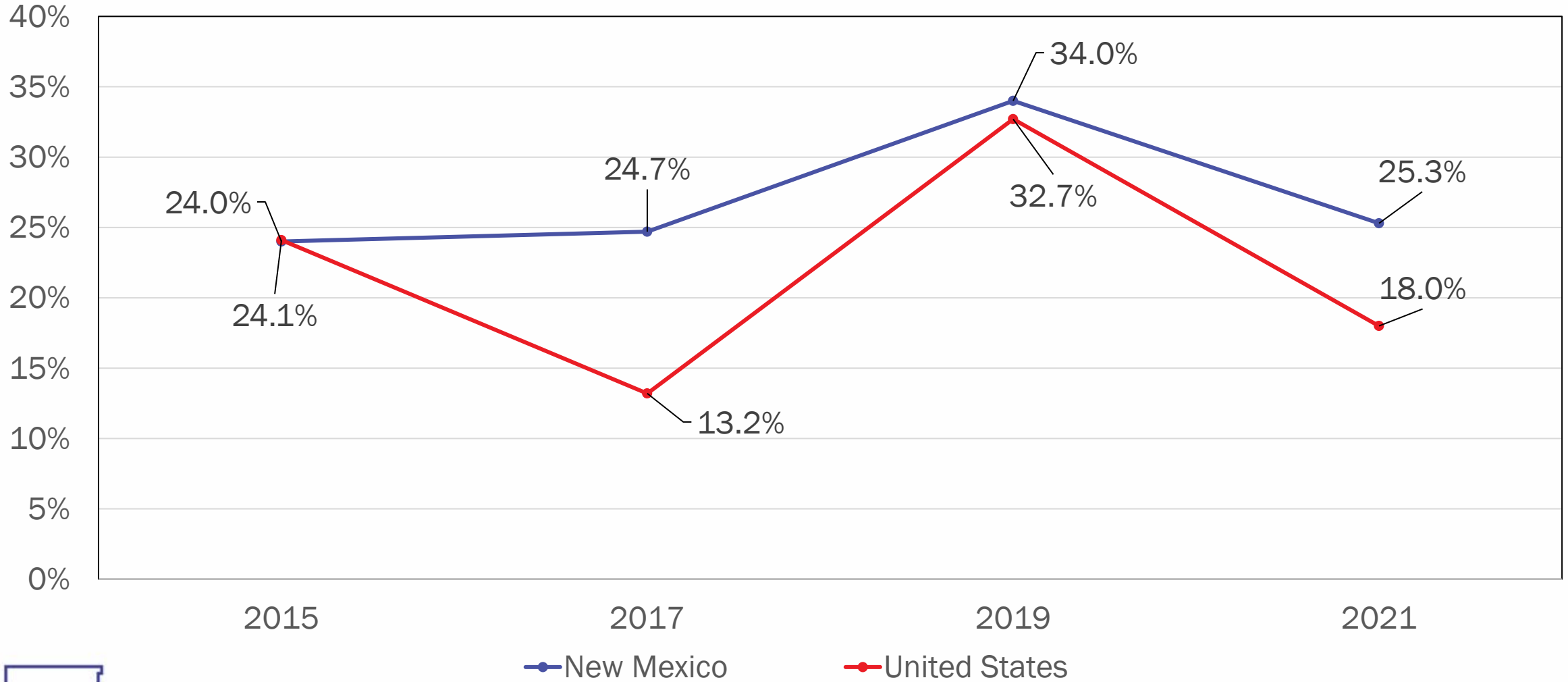
- NMDOH Indicator-Based Information System (NM-IBIS)

# Youth Tobacco Use, 2021

NM Youth Tobacco Use Offset due to Electronic Vapor Product Use

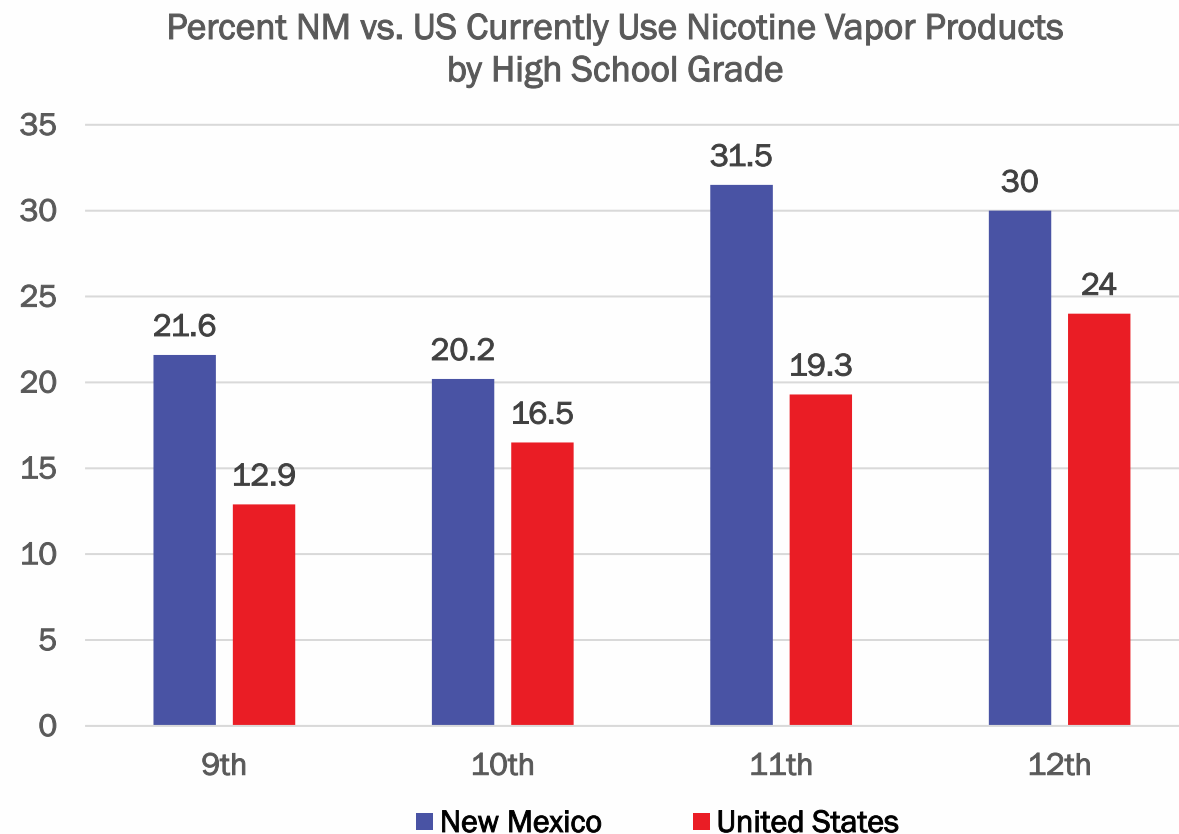


### Used Electronic Vapor Product among HS Youth in US and NM, YRRS



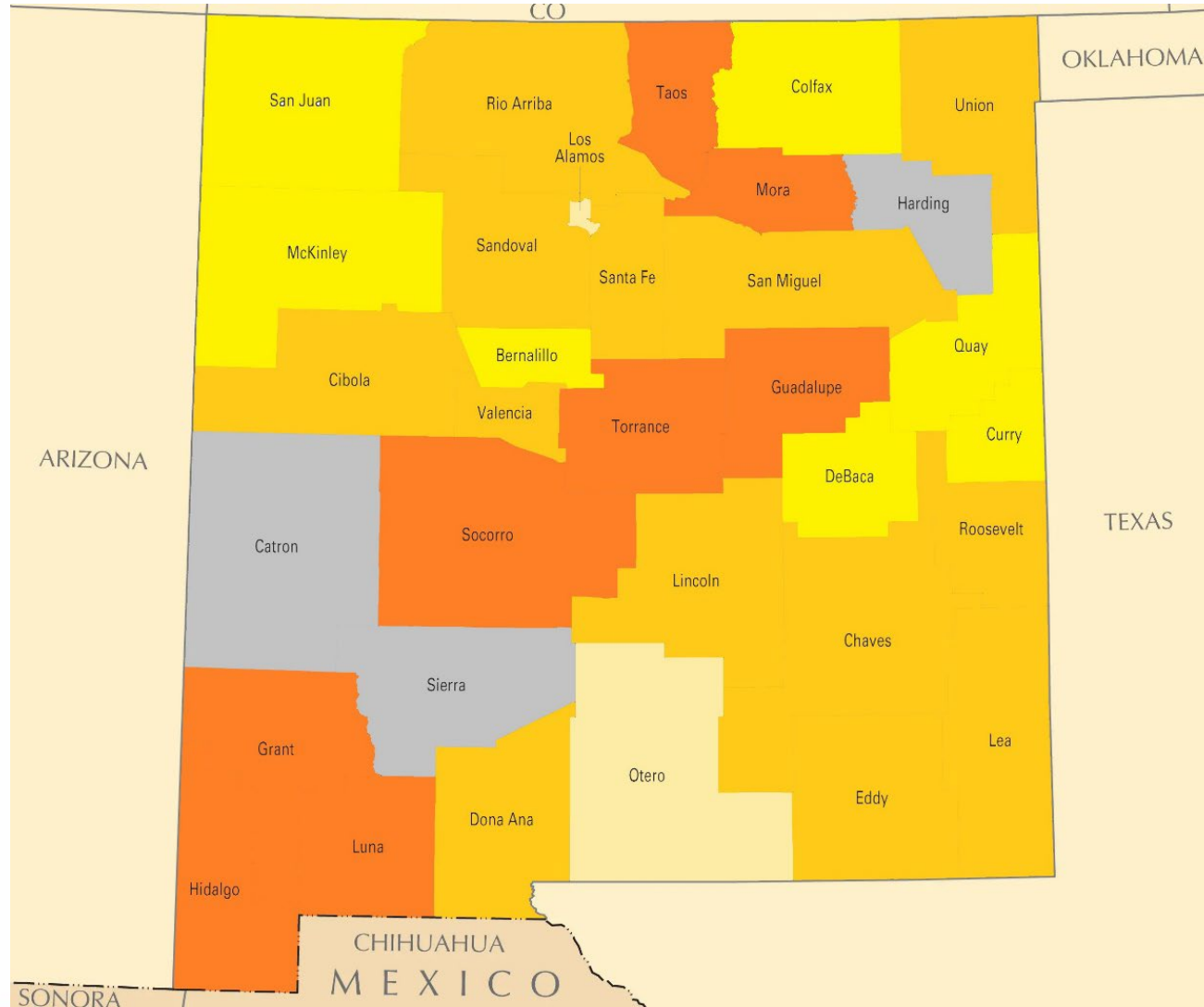
# Current Youth Vaping New Mexico vs. US

- 25.4% of New Mexico high school youth currently use e-cigarettes
- 18.0% of U.S. high school youth currently use e-cigarettes
- E-cigarette use has offset declines in conventional tobacco product use among youth



High School Youth Risk Behavior Survey (YRRS), 2021

# High School Youth Used Electronic Vapor Product, 2021



- Less than 19.9%
- 20.0% - 24.9%
- 25.0% - 29.9%
- Greater than 30.0 %
- Insufficient Sample Size

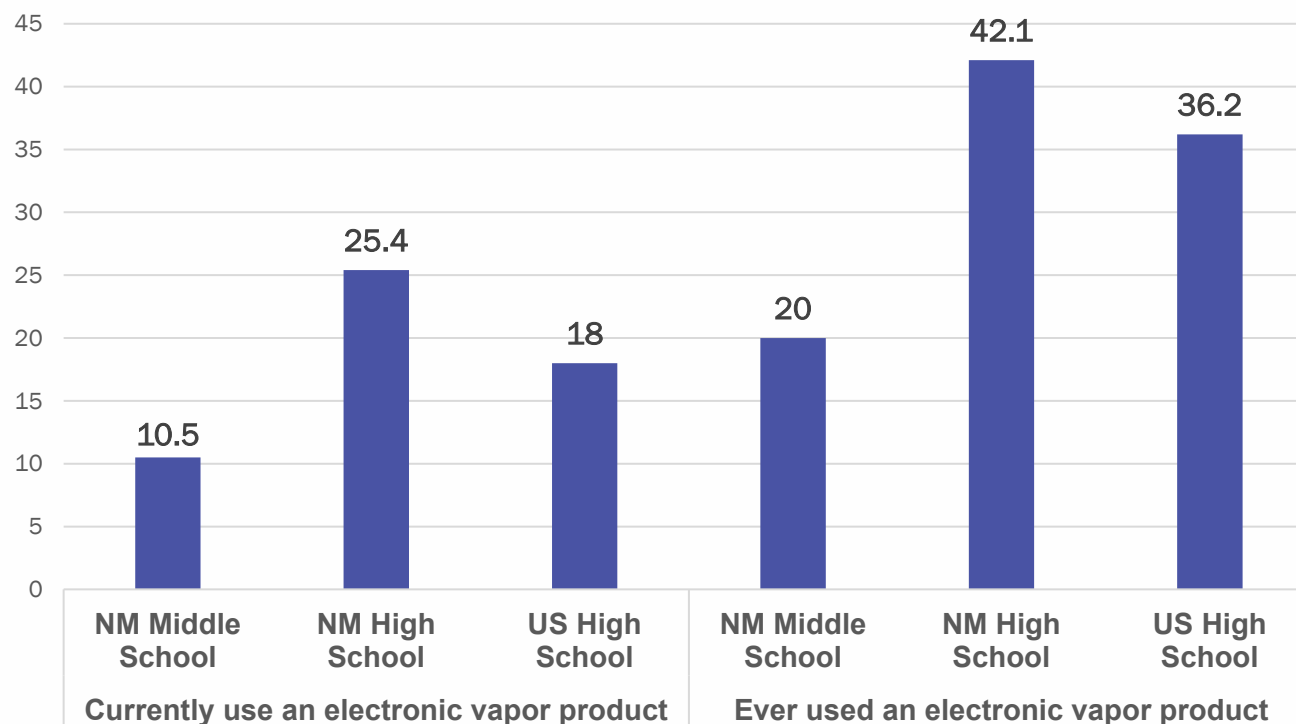
New Mexico YRRS, 2021



Investing for tomorrow, delivering today.

# Current Youth Vaping Data

Percent Currently Use and Ever Used Nicotine Vapor Products  
For NM Middle School and NM & US High School



New Mexico YRRS, 2021



# Increase price on tobacco products

Raising the price of tobacco products is one of the strongest policy strategies to prevent youth and young adults from starting smoking and encourage smokers to quit. Health economists have estimated that ***raising the cost of cigarettes to \$10 per pack nationwide would result in 4.8 million fewer smokers between the ages of 12 and 25.***

[Truth Initiative Price Policy Report \(truthinitiative.org\)](https://truthinitiative.org/sites/default/files/media/files/2020/10/Truth_Price Policy Report_final_102020.pdf)

[https://truthinitiative.org/sites/default/files/media/files/2020/10/Truth\\_Price Policy Report\\_final\\_102020.pdf](https://truthinitiative.org/sites/default/files/media/files/2020/10/Truth_Price Policy Report_final_102020.pdf)

# Youth Vaping Epidemic

## Vaping Prevention & Awareness Curriculum:

- Focuses on education:
  - Effects the ENTIRE body not just lungs
  - Chemistry
- “The replacement generation”
- Increase youth awareness to identify deceptive marketing
- Increase high-impact mass media campaigns to combat Commercial Tobacco Marketing Strategies
  - *Live Vape Free Campaign*

# NUPAC Mission

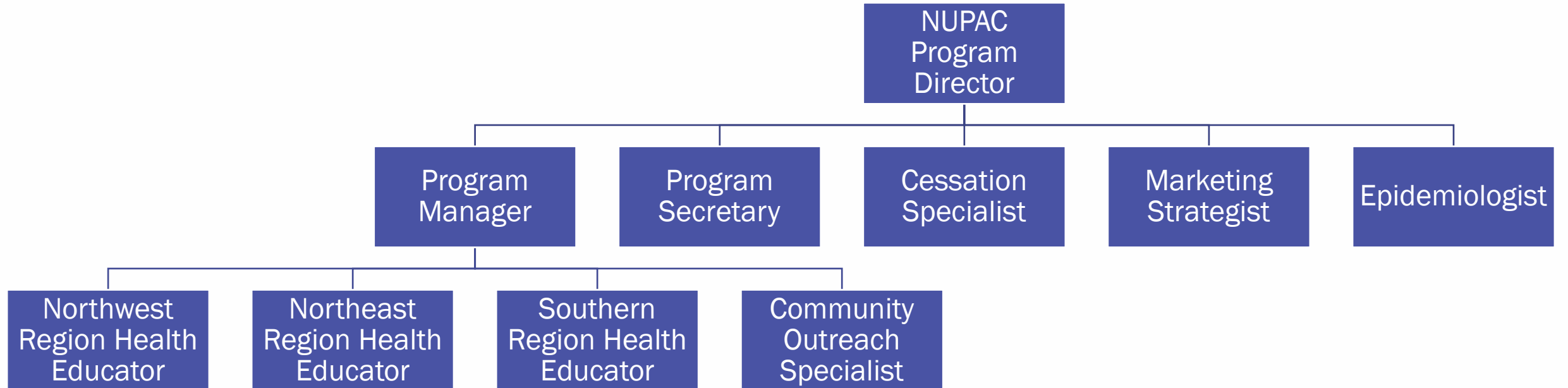
To improve lives by eliminating the harm from tobacco use and nicotine addiction using an anti-oppression and effective strategies that reach, evolve, and mobilize individuals, organizations, and communities to develop policies, systems, and environmental norms that support nicotine-free lives.



# TUPAC to NUPAC

- **Former Title:**
  - **Tobacco** Use Prevention and Control Program (TUPAC)
- **New Title:**
  - **Nicotine** Use Prevention and Control Program (NUPAC)
- **Purpose for the change:**
  - To acknowledge that the tobacco plant is used in ceremonial purposes within the Native American communities and is considered sacred;
  - And educate the public that nicotine is the substance that causes the addiction and *not* the tobacco plant.

# NUPAC Organizational Chart



# NUPAC Goals

Goals follow Centers for Disease Control and Prevention *Best Practices for Comprehensive Tobacco Control Programs*

## Goal 1

**PREVENT** tobacco use initiation among young people

- Youth
- Young adults

## Goal 2

**ELIMINATE** exposure to secondhand smoke and e-cigarette aerosols

- Multi-unit housing

## Goal 3

**PROMOTE** Nicotine Addiction Treatment Services to adults and youth

- QUIT NOW and DEJELO YA services
- Live Vape Free

## Goal 4

**IDENTIFY AND ELIMINATE** exposure to secondhand smoke and e-cigarette aerosols

- Priority populations

# Goal 1: Prevention

- **Where:** Statewide
- **Who:** Youth and young adults
- **How:**
  - Tobacco retailers
  - Parents
  - School districts
  - College staff/administrators
  - Community-based organizations

- Education on tobacco regulations, including retailer licensing regulations and point-of-sale marketing



- Tobacco-free schools and colleges.



- Tobacco retailer licensure system (law implemented 1/1/2021)
  - NM Regulation and Licensing Department

# Goal 2: Secondhand Smoke Exposure

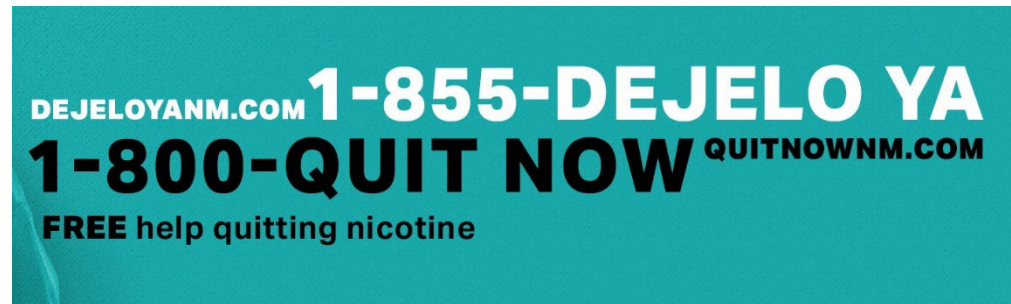
- **Where:** Statewide
- **Who:**
  - Hispanic/Latino
  - People experiencing poverty
  - People living in multi-unit housing
  - People with mental health or substance use conditions
  - Tribal communities
- Create smoke-free and vape-free environments
- **Multi-unit housing (Smoke-free @ Home)**
- **Media campaign to reduce exposure to secondhand smoke**
  - Smoke-Free at Home (English and Spanish)
  - Smoke Free Signals (Tribal communities)



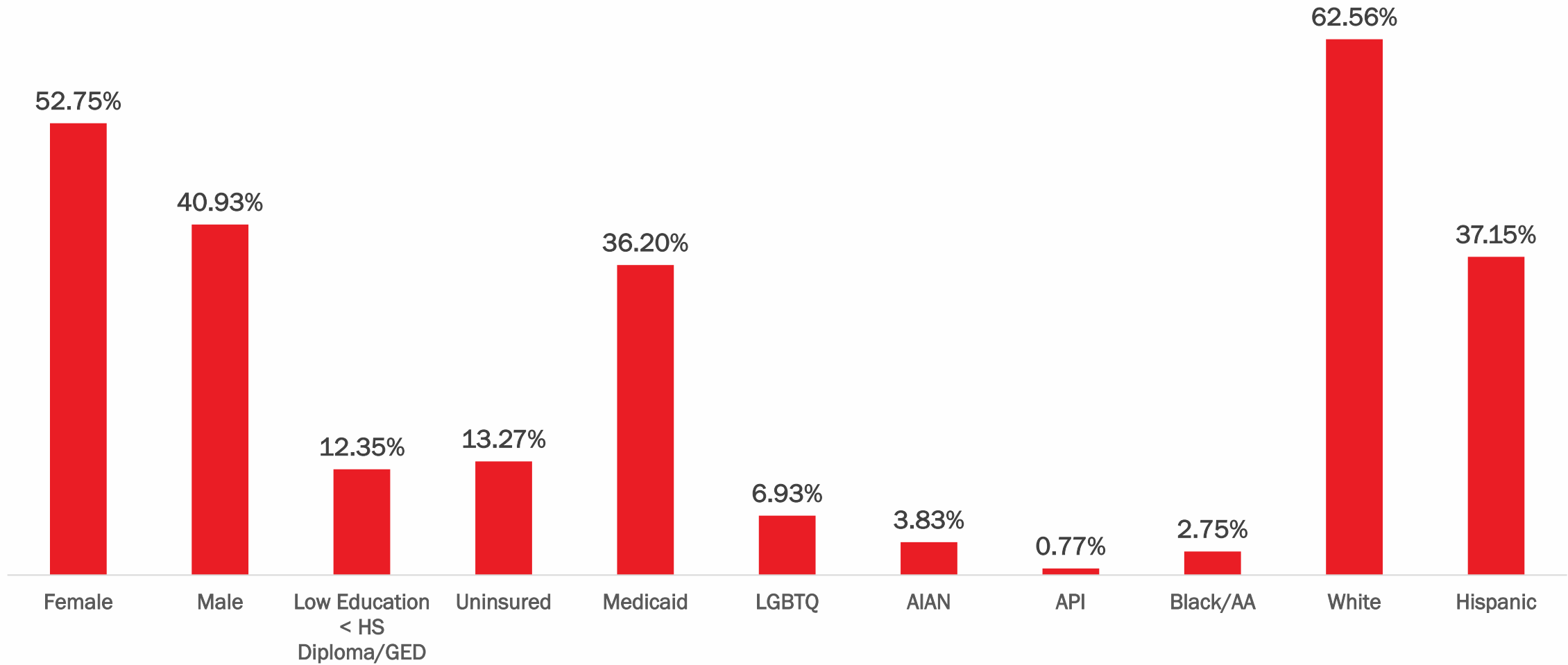


# Goal 3: Cessation

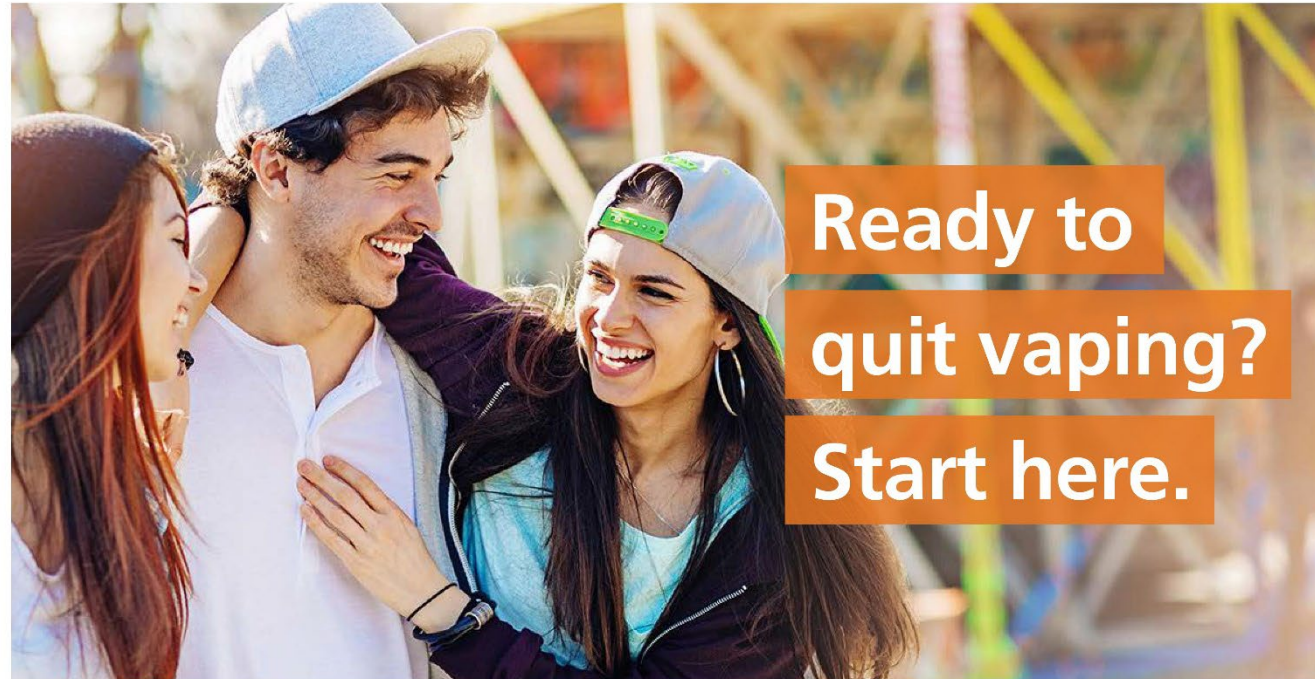
- **Where: Statewide**
- **Who:**
  - People experiencing poverty
  - Hispanic/Latino Community
  - Tribal, Pueblos and Nations
  - Asian- American/Pacific Islander
  - Youth and Young Adults
- Managed Care Organizations (MCOs)
- Health care professional
- Behavioral Health facilities
- QUIT NOW & DEJELO YA Services
- Media campaign to promote of QUIT NOW & DEJELO YA services
- Promotion of Asian Smoker's Quitline
- Screenings for nicotine use and dependence



# FY23 Quitline Demographic Utilization Rate



# Youth Cessation Services: Live Vape Free<sup>SM</sup>



Get texting support to quit vaping with **Live Vape Free<sup>SM</sup>**.

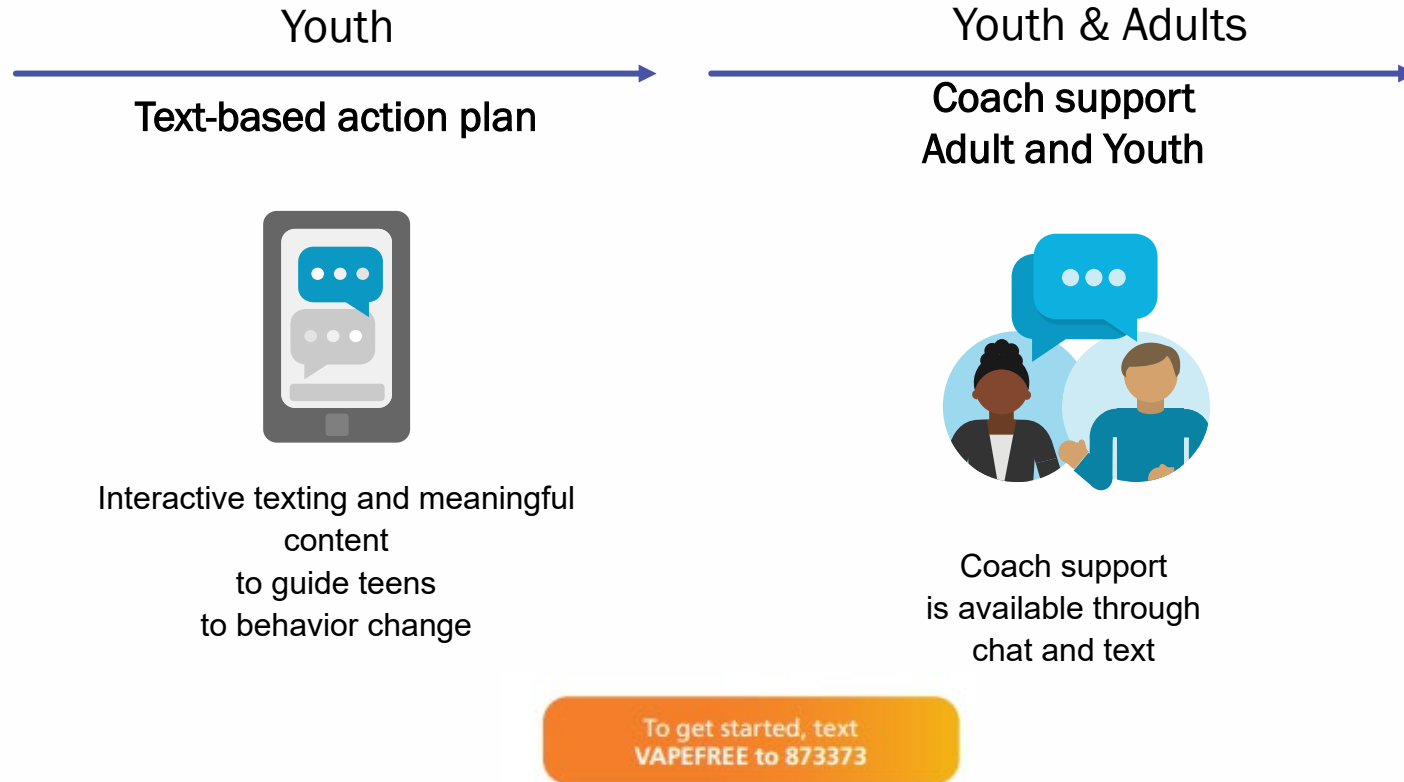
# Live Vape Free<sup>SM</sup>

- National text-based program providing teens (ages 13-17) with
  - 1:1 coaching
  - Live text support
  - Interactive content
- Designed to help teens find their “why” when quitting by
  - Educating teens on the keys to quitting nicotine.
  - Boosting overall confidence among teens looking to quit.
  - Motivating users to learn more.
- In New Mexico, there have been 13 enrollments from July 2022 to March 2023.



# Live Vape Free<sup>SM</sup>

## Youth solutions to solving the vaping epidemic



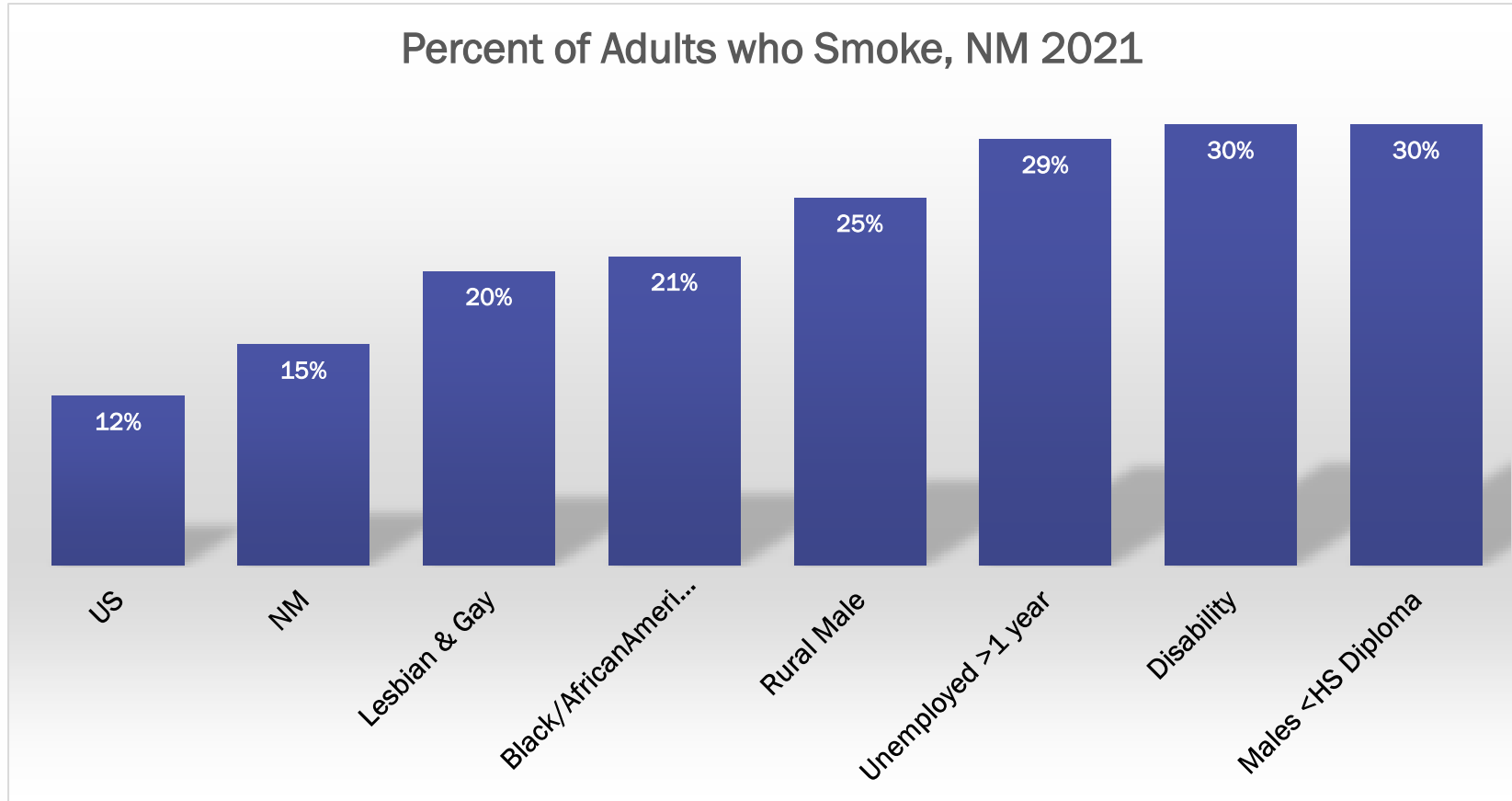
# Goal 4: Disparities

- **Where:** Statewide
- **Who:**
  - African American
  - Hispanic
  - LGBTQ+
  - Native Americans

\*No Asian American & Pacific Islander Network confirmed to participate at this time.

Networks Identify tobacco-related health disparities within their community to provide NUPAC with recommendations and advisement.

# Cigarette Smoking Disparities in New Mexico



# Goals for FY24: Leveraging Resources

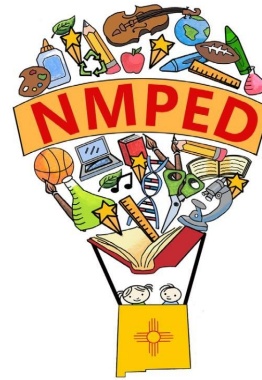
- Collaborations

- PED
- HSD
- UNM
- Other DOH Programs
- Local school boards
- Health Councils
- DOH regional health promotion teams
- Health professional associations
- NUPAC staff and contractors
- Tribes, Pueblos, & Nations



# Inter-Agency Workgroup

- HSD
- PED
- RLD
- DOH
  - Office of Tribal Liaison
  - Behavioral Health

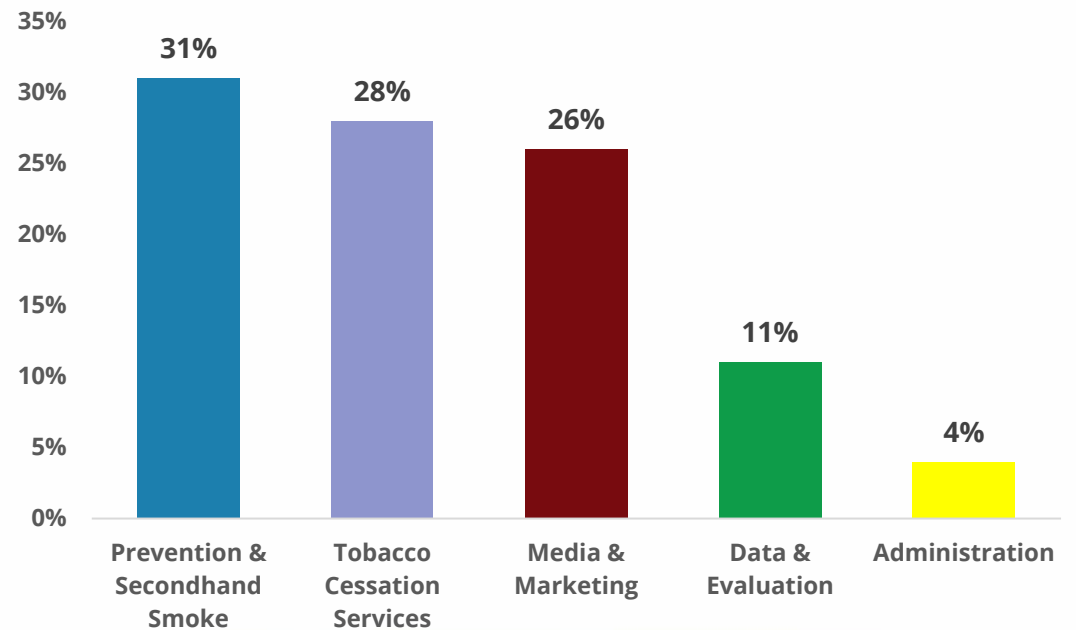


# TSR Funding

Funded Year	SFY2021	SFY2022	SFY2023	SFY2024
Amount	\$5,151,300	\$3,604,300	\$5,435,200 \$4,255,325	\$5,216,400

NUPAC Allocation of Funds

- Allocation follows CDC guidelines for comprehensive programs
- NM's total investment in tobacco prevention and control is 28% of CDC recommendation



# Funding Projections for NUPAC Program & Contracts

- FY24 budget included FY23 revenue shortfall.
  - Contract FY budgets reduced
- Monitor program budget.
- Seek additional funding to help NUPAC program sustain contractor's work.

# Thank you!