



Tobacco Use Prevention and Control Program (TUPAC)

Tobacco Settlement Revenue Oversight Committee
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Tobacco use is the single largest preventable cause of disease, disability, and death

2,802

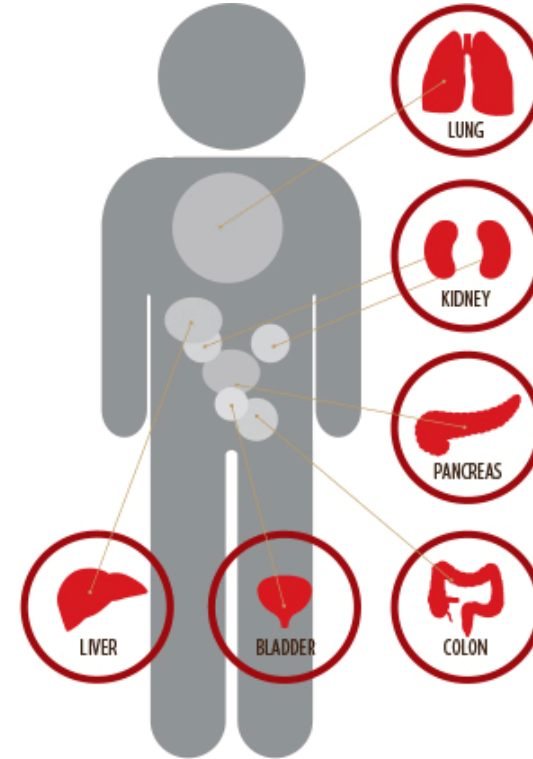
smoking-related deaths
in New Mexico annually



**1 in 6
deaths**

84,000+

New Mexicans suffer with smoking-related diseases



Tobacco is an economic burden in New Mexico

\$1.4+ Billion

- **Total annual economic burden of smoking in New Mexico**
- **\$858 per household**

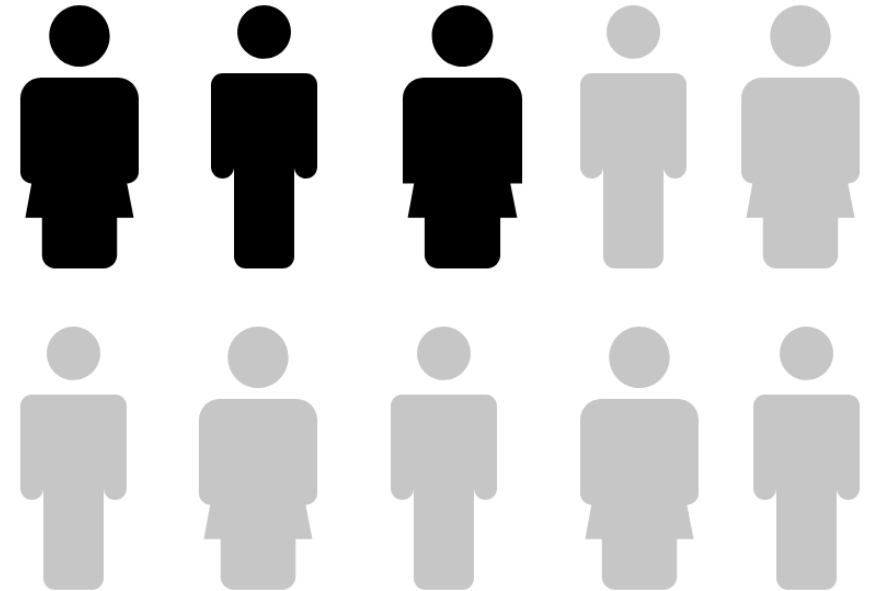


Smoking adds to the cost of New Mexico's Medicaid Program

484,000

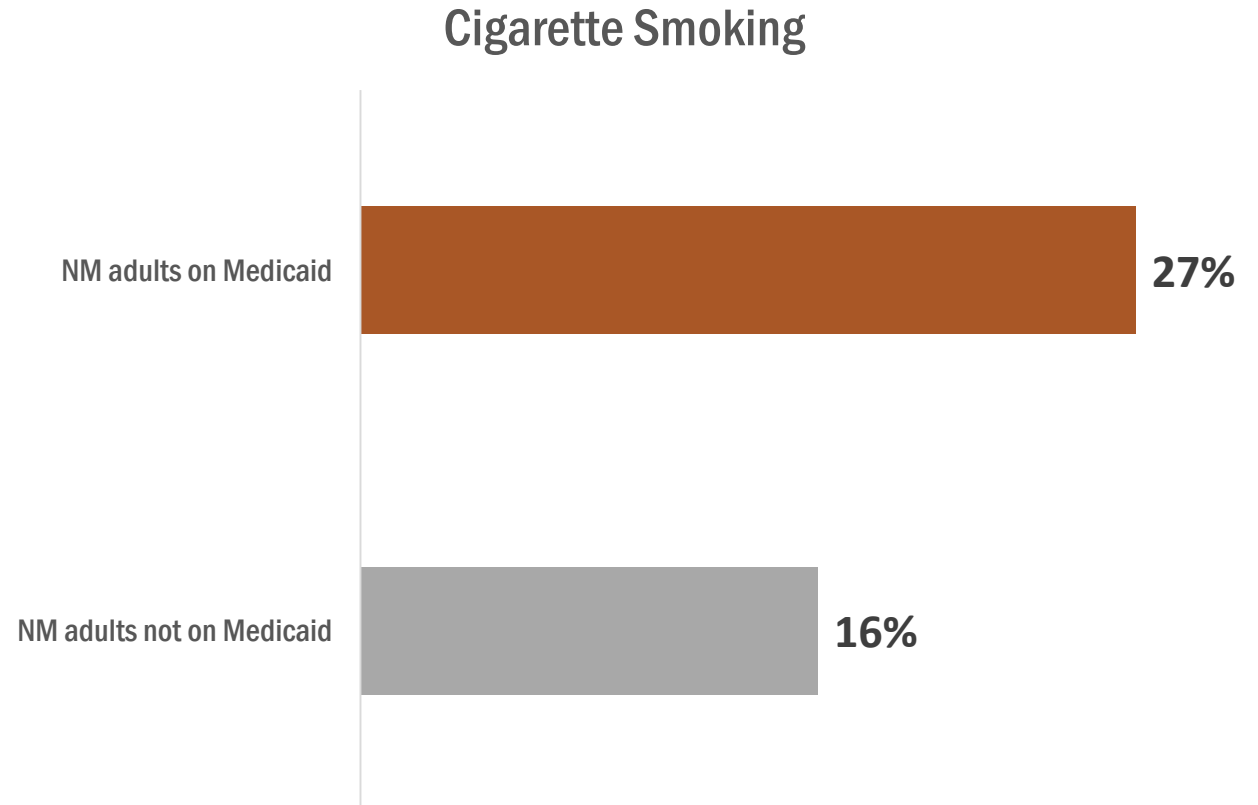
New Mexico adults are
enrolled in Medicaid

(3 in 10 adults)



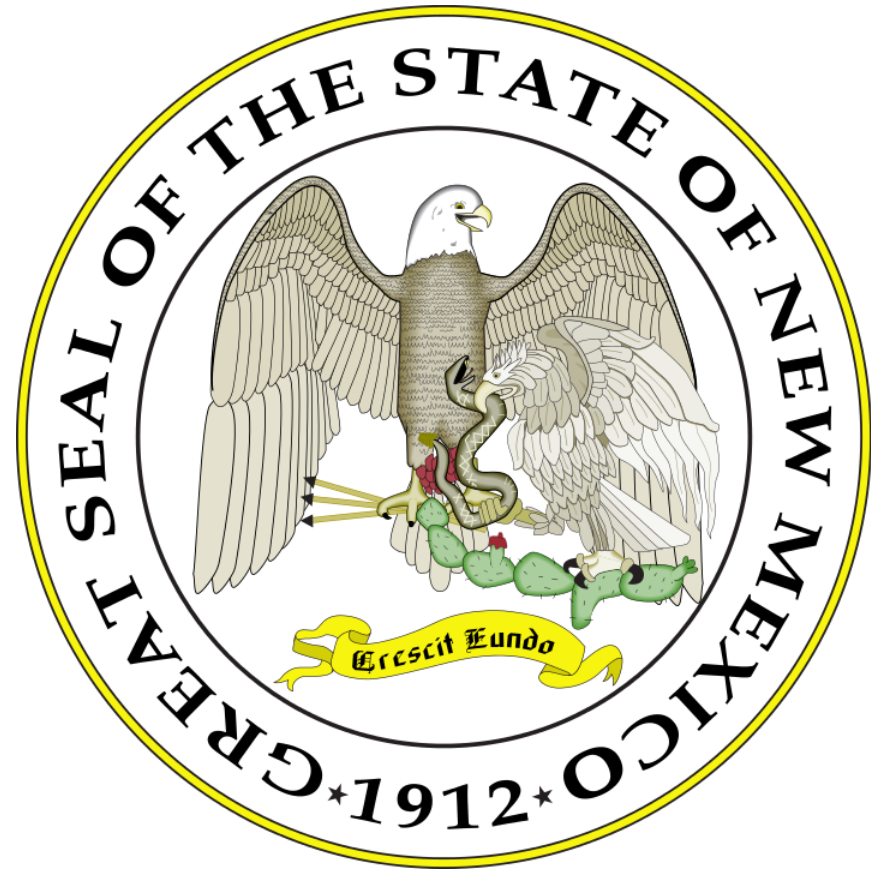
27%

Of adults on Medicaid smoke cigarettes, compared to 16% of New Mexicans not on Medicaid



\$222,800,000

**Annual New Mexico
Medicaid costs caused
by smoking**



**New Mexico communities using
proven interventions produce
positive outcomes**

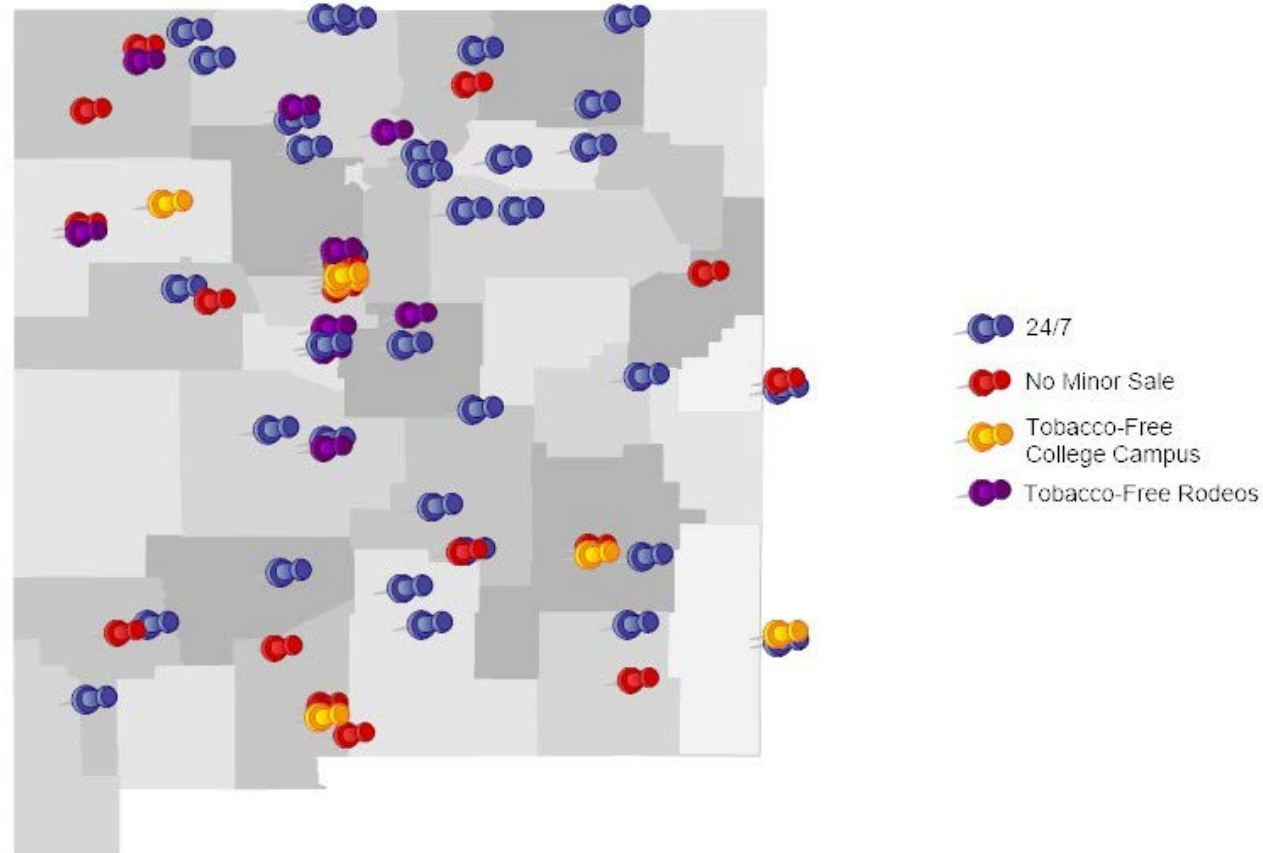
Proven Interventions

- **100% smoke-free policies**
- **Access to tobacco cessation services**
- **No access to tobacco by minors**
- **Tobacco price increases**

TUPAC partners with communities to prevent kids from starting to smoke



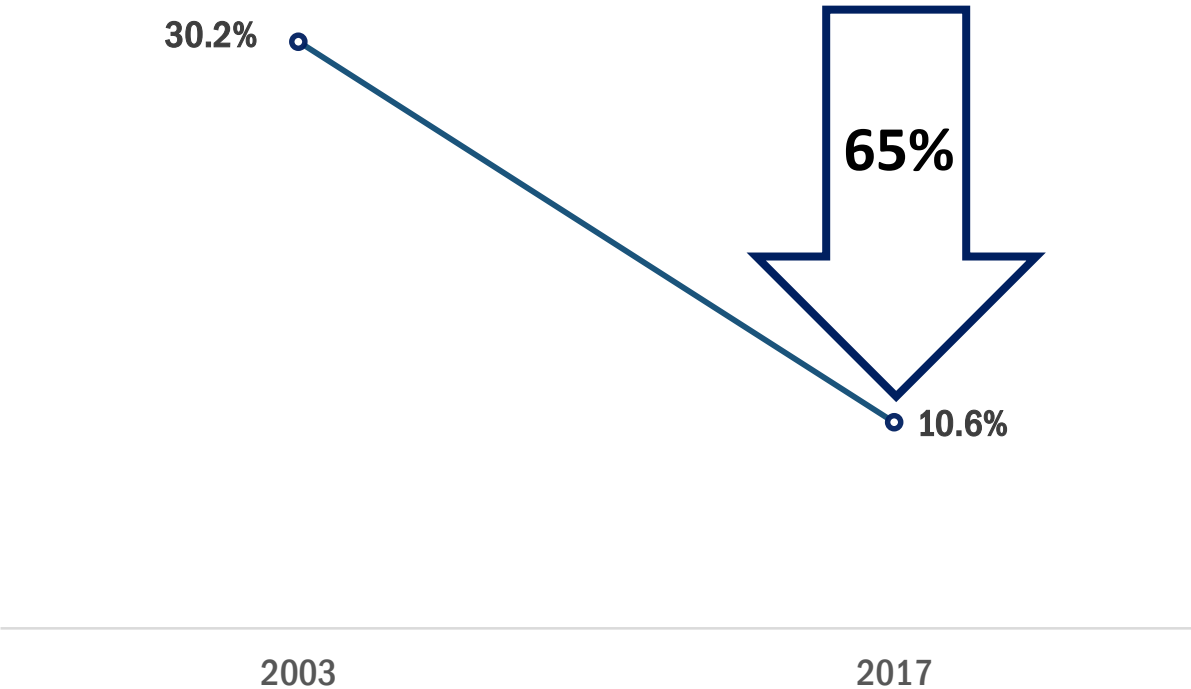
Proven interventions prevent youth from starting to use tobacco



65% decline in high school youth smoking

23,400 fewer high school youth smoke

Smoking among New Mexico HS youth



Source: 2003 and 2017 NM YRRS

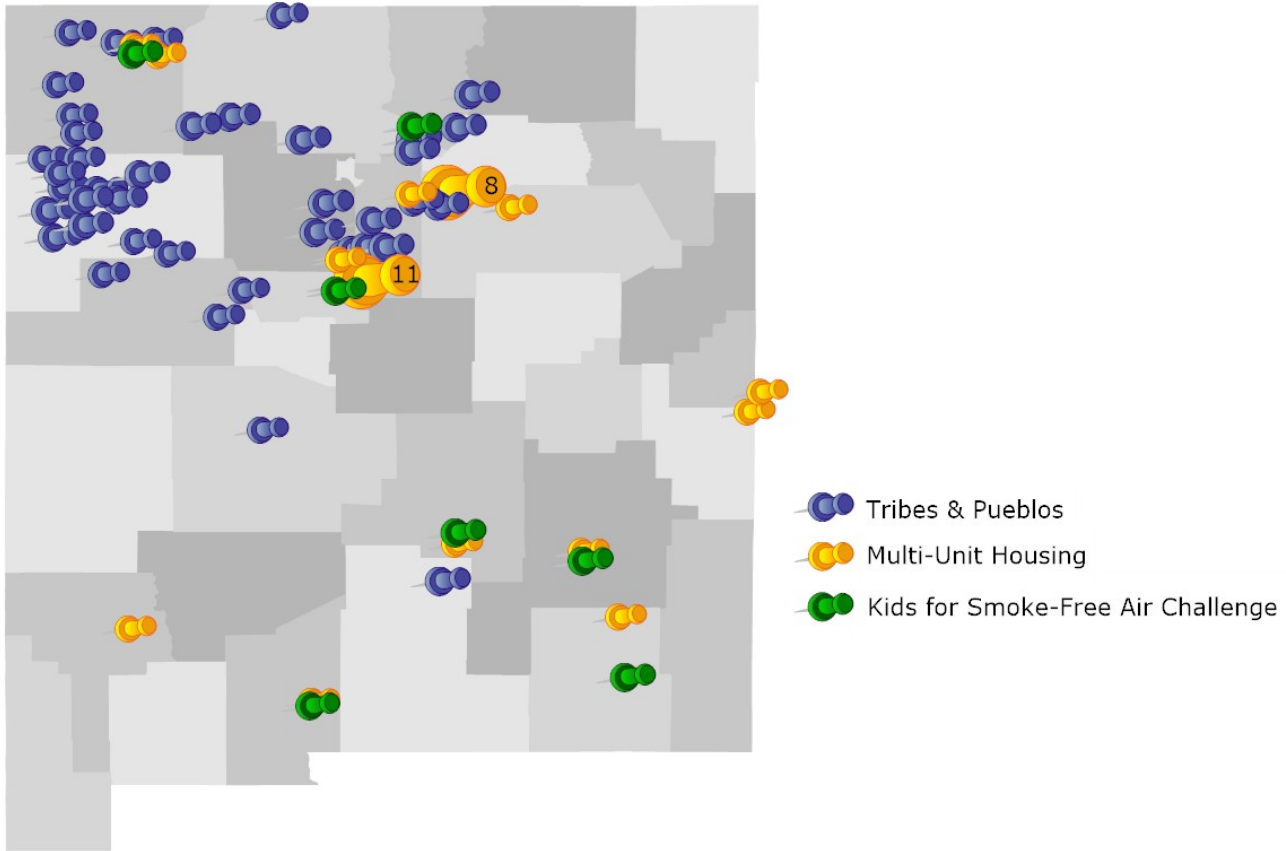
TUPAC partners with communities to reduce SHS exposure



**KIDS FOR
SMOKE-FREE AIR
CHALLENGE**



Proven interventions reduce exposure to secondhand smoke (SHS)

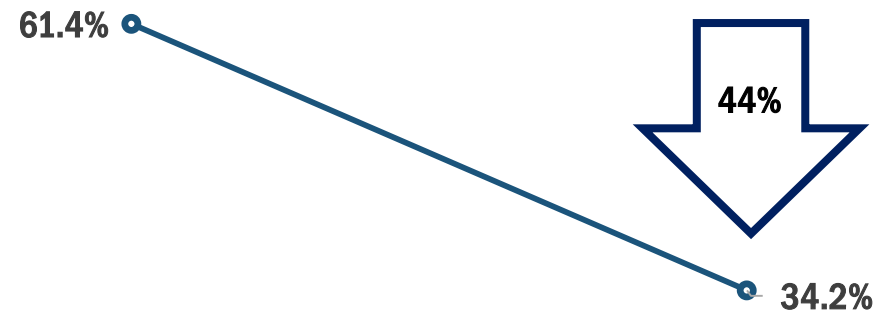


Source: NMTUPAC, FY15-FY18

44% decline in high school youth SHS exposure

33,800 fewer high school youth exposed to secondhand smoke indoors

HS youth exposed to secondhand smoke



2003

2017

TUPAC and community partners help people quit using tobacco



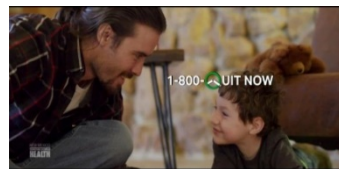
UNIVISION



MEDIAMATCHED
ADVERTISING



TELEMUNDO



Across the state, we offer these resources to promote cessation



Comprehensive Cessation Services for those who want to quit

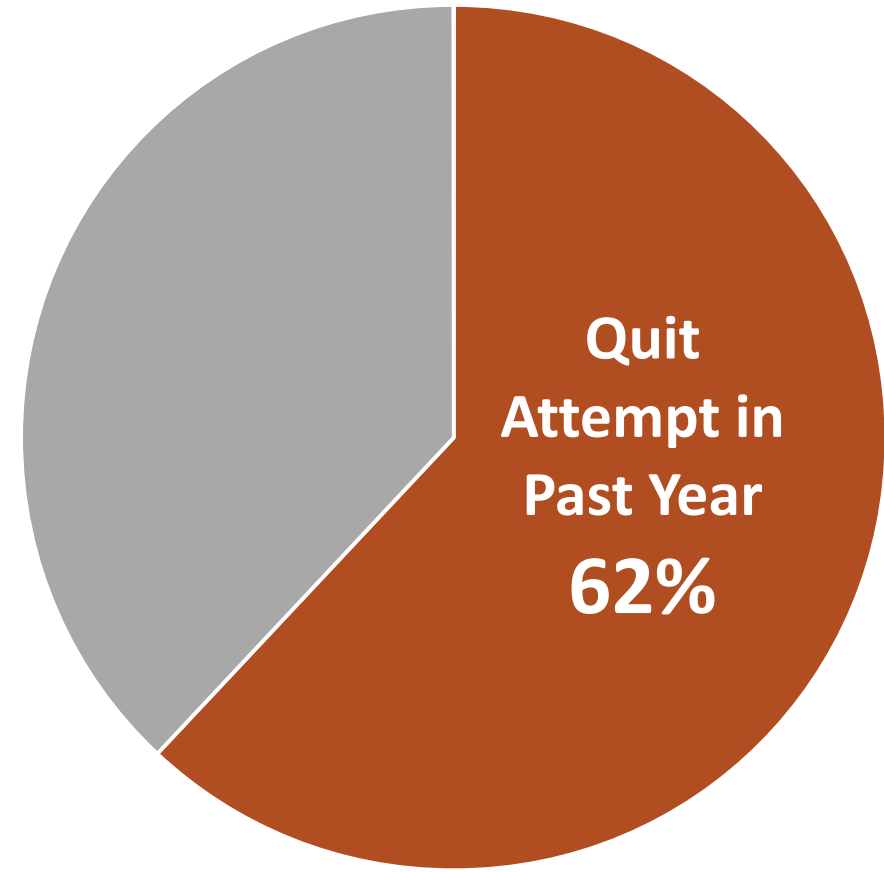


Online Training for Health Professionals



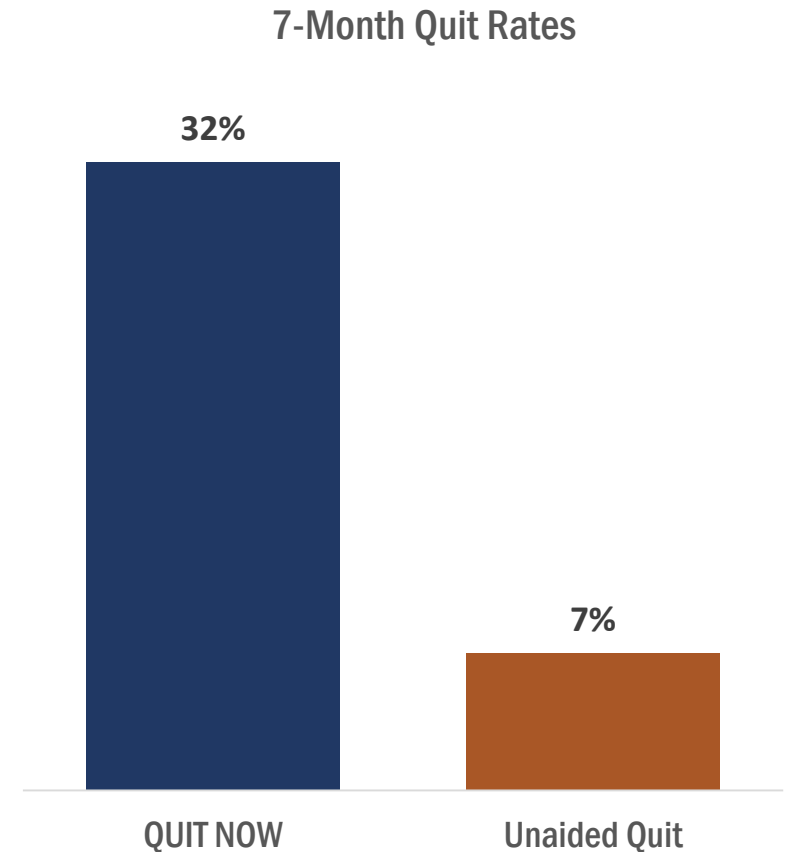
Health Systems Change Training and Outreach Program

62% of adult smokers want to quit



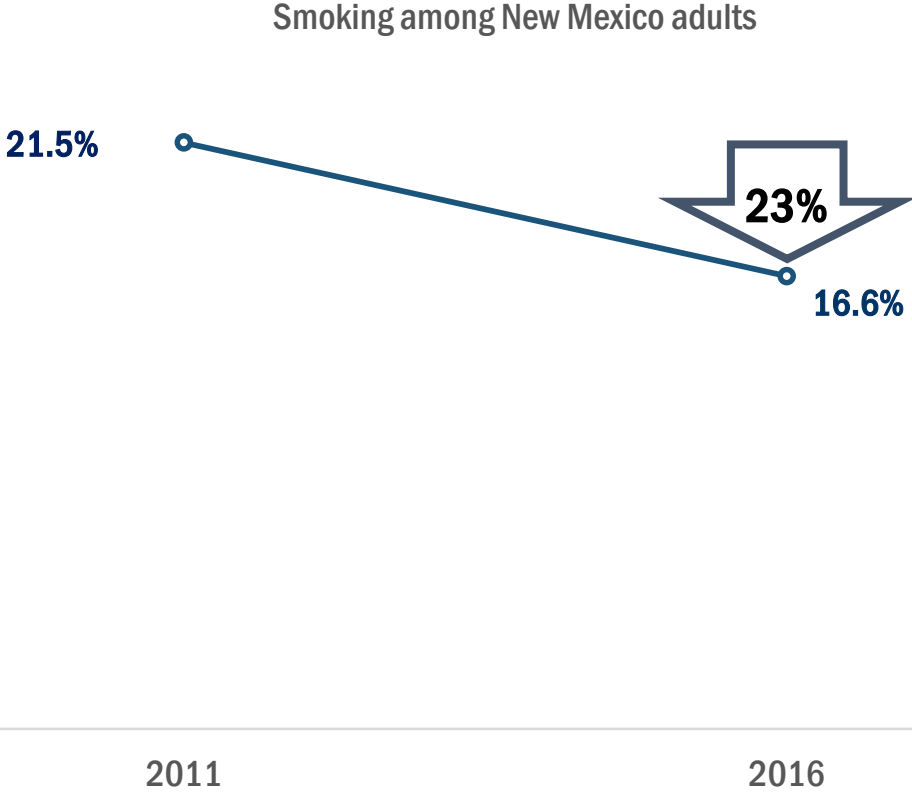
QUIT NOW improves smokers' quitting success

- About **1 in 3** QUIT NOW enrollees successfully **quits**
- Quitline counseling and FDA-approved nicotine medication **more than triples** quit rates



23% decline in adult smoking

77,800 fewer NM adult smokers

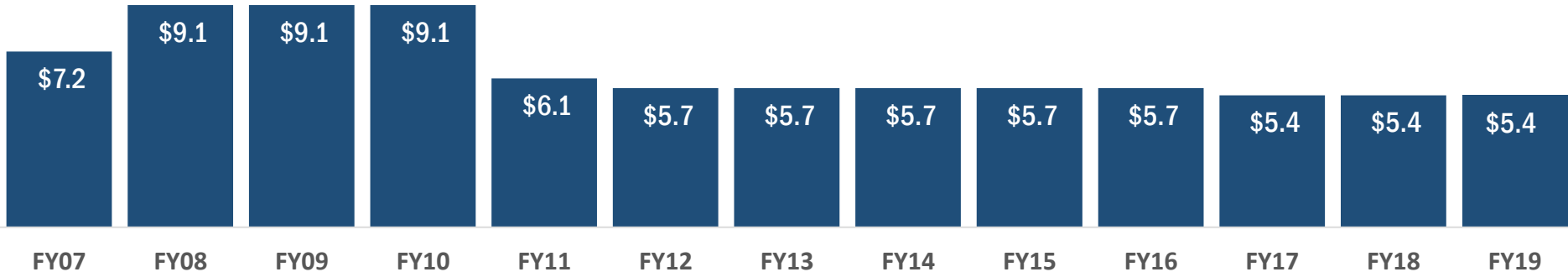


Source: 2011 and 2016 NM BRFSS

New Mexico invests in tobacco use prevention and cessation

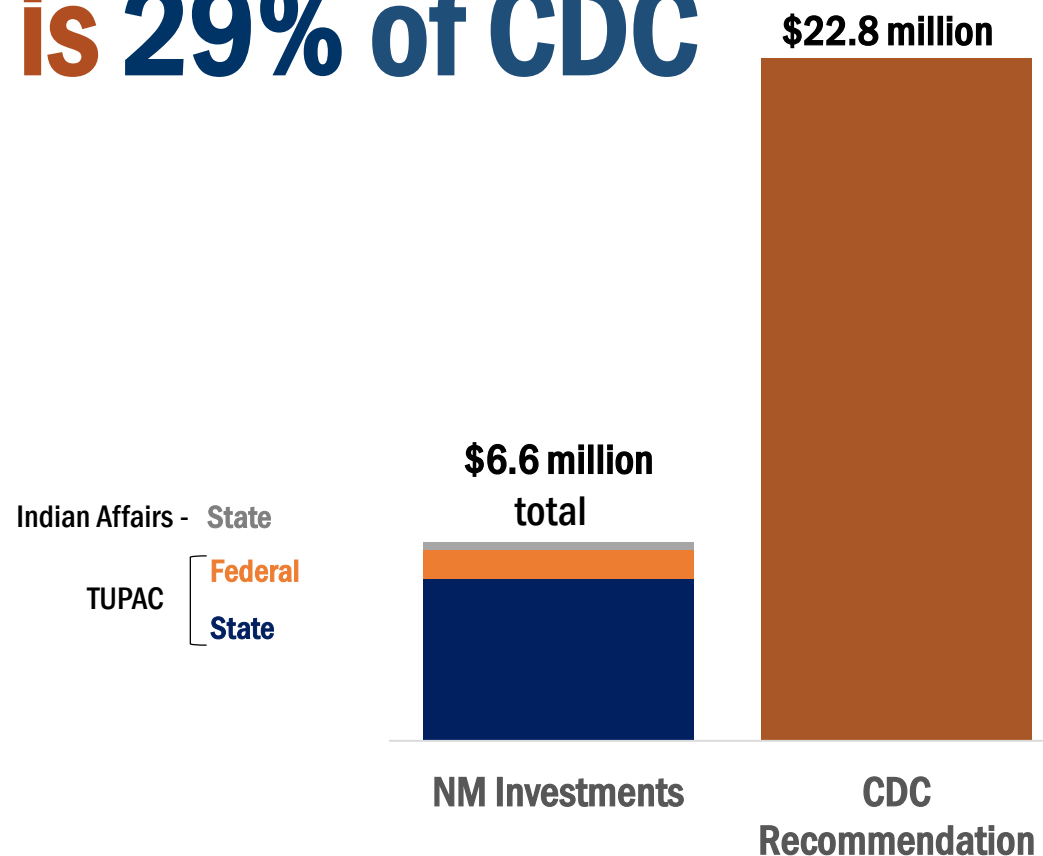
State investments in tobacco prevention and control in NM

Tobacco MSA Funding to TUPAC Program
(millions)



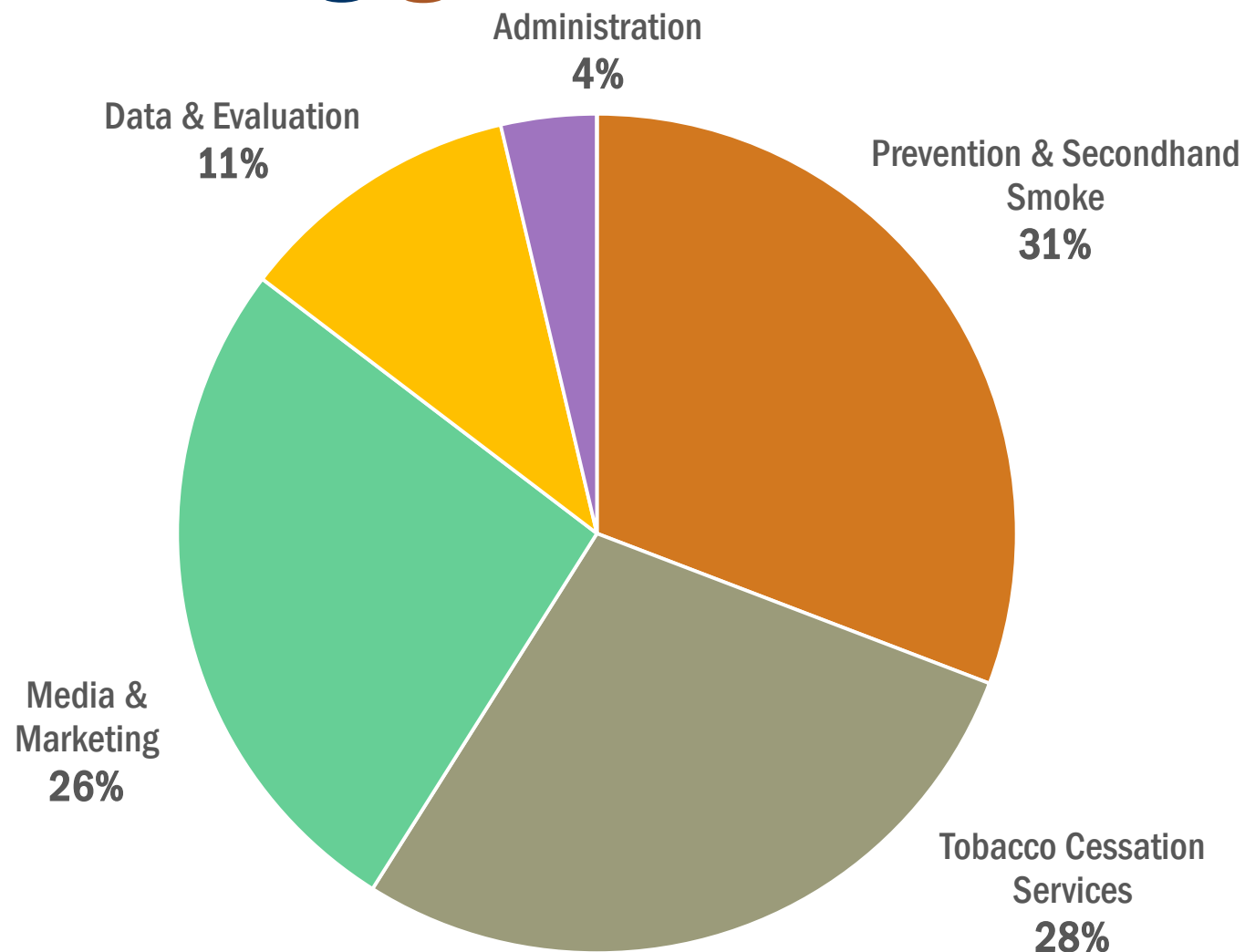
Source: NMTUPAC, FY18

NM's total investment in tobacco prevention and control is 29% of CDC recommendation



Where TUPAC's MSA funding goes

Allocation follows **CDC**
guidelines for
comprehensive
programs



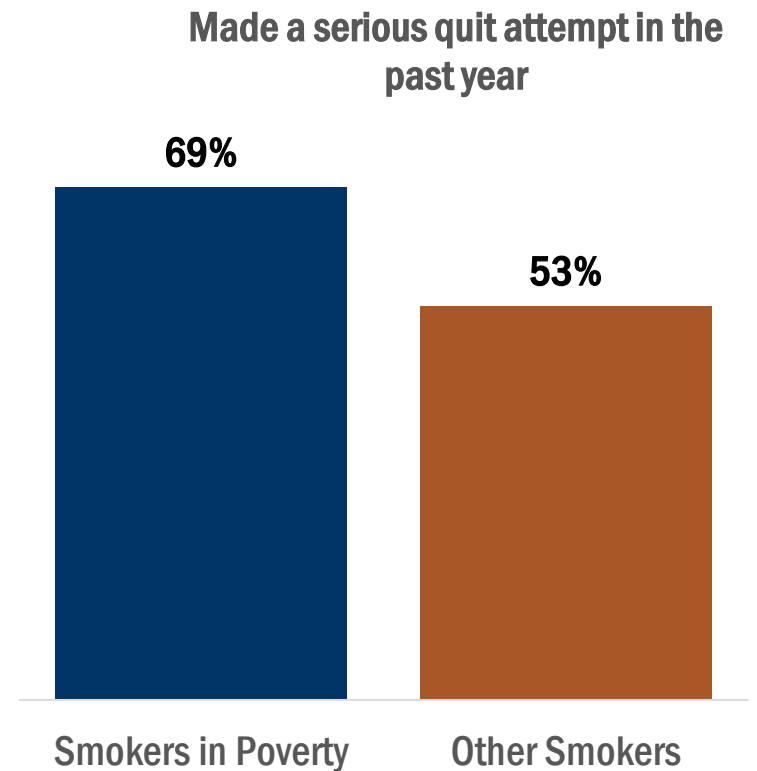
Despite successes, we still have work to do!

- **Continued high smoking rates among people experiencing poverty**
- **High use of new tobacco products among youth and young adults**

**More than half of remaining smokers
are people experiencing poverty...**

**...representing nearly 150,000 New
Mexicans**

Smokers in poverty **are more likely to try to quit**

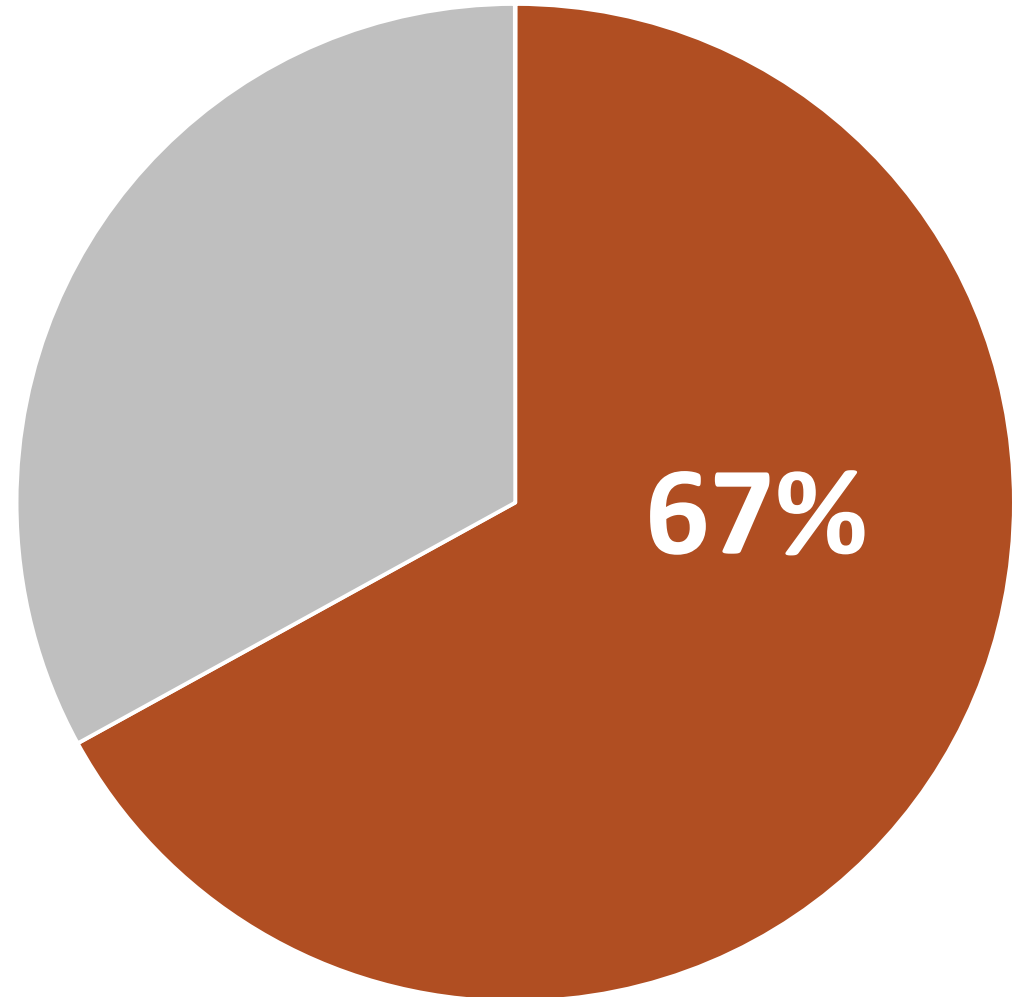


TUPAC reaches smokers experiencing poverty

- **Systems change trainings focused on FQHCs**
- **Smoke-free policies in low-income housing**
- **Free quit coaching & free NRT via QUIT NOW**
- **QUIT NOW promotion to low-income smokers**

67%

**of QUIT NOW enrollees
earn less than \$25,000
per year**



There's an opportunity to do more

Through QUIT NOW, TUPAC serves **8,000** tobacco users per year...

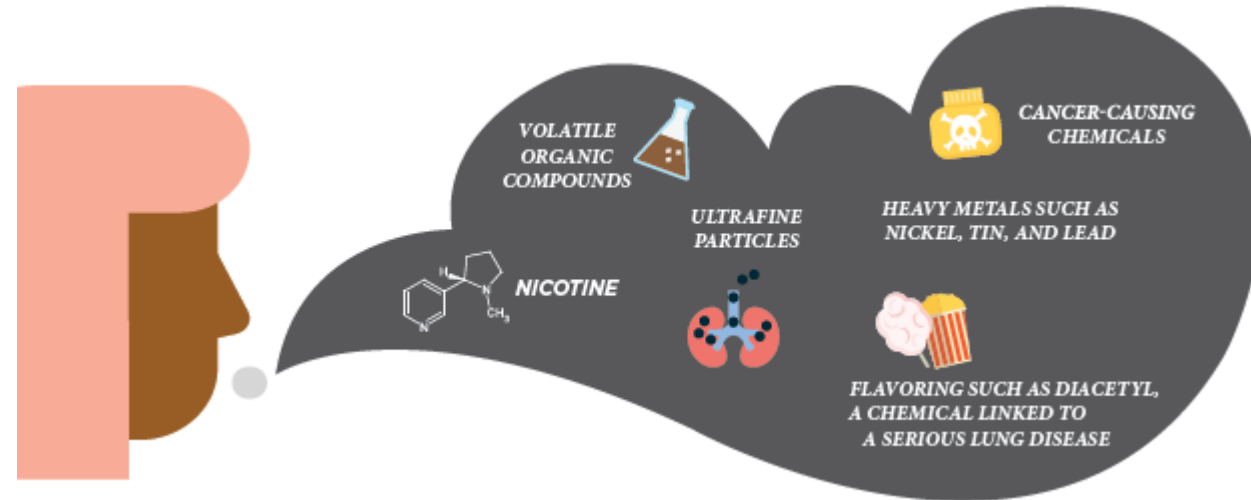
...but there are more than **103,000** smokers in poverty who are **interested in quitting**

Tobacco companies are introducing new tobacco products



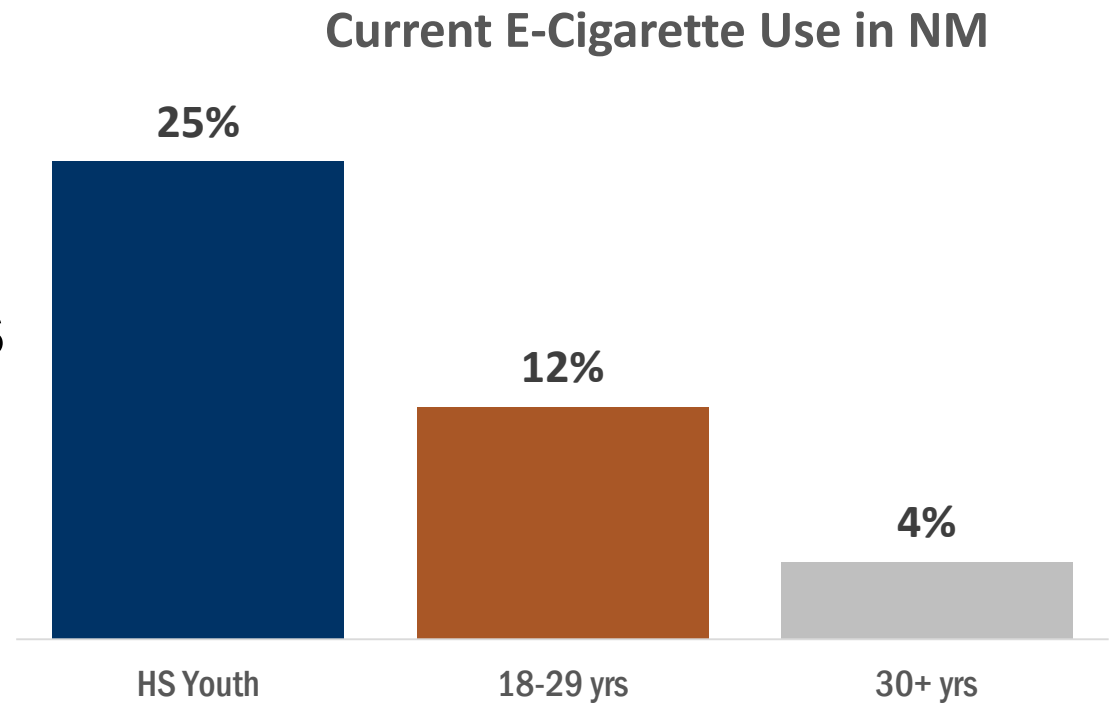
E-cigarettes and other vapor products pose risks

- Nicotine is **highly addictive** and can harm brain development through age 25
- E-cigarette aerosol is **not harmless**
- Young people who use e-cigs may be **more likely to go on to use regular cigarettes**



E-cigarette use highest among youth and young adults

- **1 in 4 NM high school youth use e-cigarettes**
- **High school youth use e-cigarettes at more than twice the rate they use cigarettes**



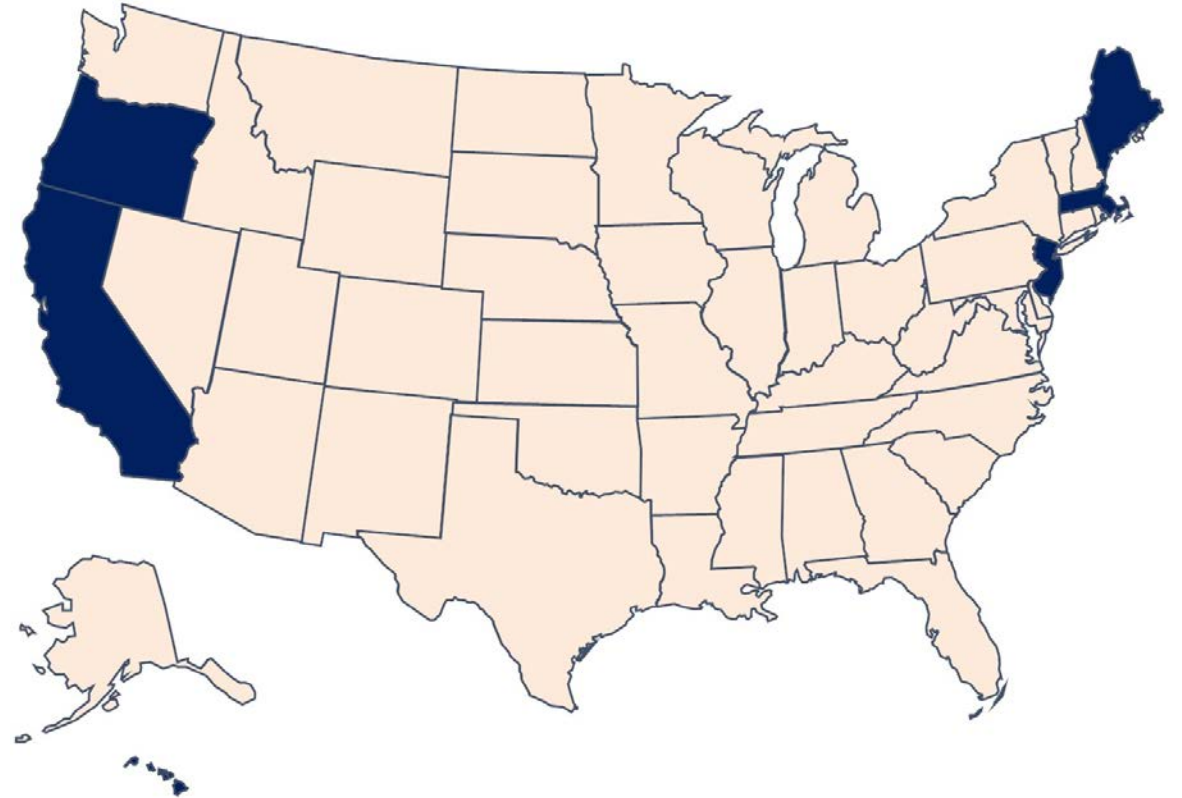
TUPAC works to address new tobacco products

- **Collects data on trends in new product use**
- **Identifies best practices that apply to new products**
- **Develops updates to policies to cover new tobacco products**

States and communities prevent tobacco sales to youth

Tobacco 21 laws prevent tobacco sales to anyone under 21:

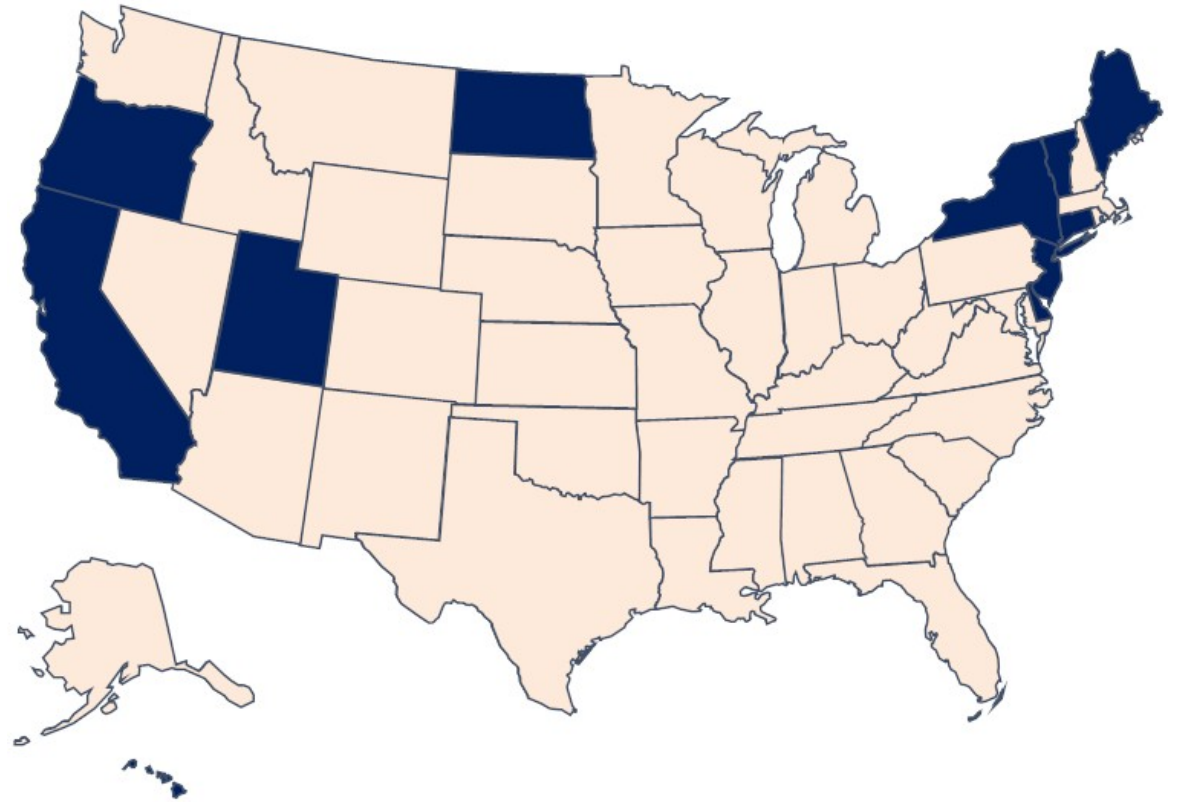
- **6 states** and the **District of Columbia**
- **320 cities and counties**, across 18 states, including NYC, Chicago, San Antonio, Boston, Cleveland, Minneapolis, & Kansas City
- **81 million** people covered



States and communities update clean indoor air laws

Clean indoor air laws that restrict e-cigarettes in 100% smoke-free venues:

- **11 states** and the **District of Columbia**
- **725 local laws** across US
- **NM:** Santa Fe, Carlsbad (workplaces), and Las Cruces (in progress)

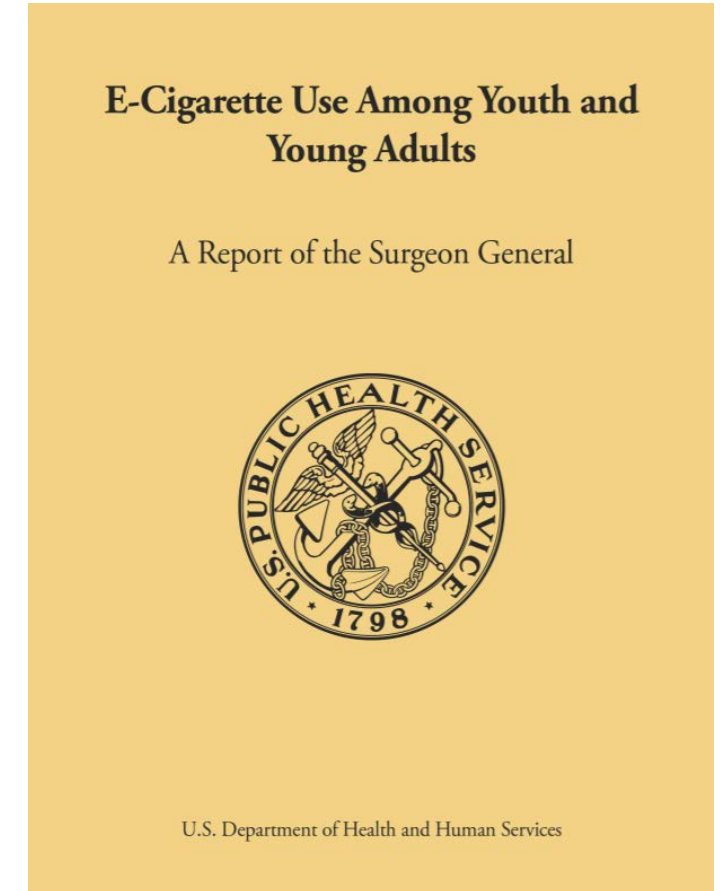


New Mexico's tobacco laws

TOBACCO PRODUCT	MINIMUM LEGAL SALES AGE	CLERK ASSISTED SALES	NM CLEAN INDOOR AIR LAW	TOBACCO TAX	RETAIL LICENSURE
Cigarettes	18	✓	✓	\$1.66	
Other Tobacco Products	18	✓	✓ <i>combustibles covered</i>	25%	
E-Cigarettes	18	✓		\$0	

Surgeon General's Recommendations

- Raise and strongly enforce **minimum-age-of-sales laws** for all tobacco products, including e-cigarettes
- Incorporate e-cigarettes into **smoke-free policies**
- Regulate e-cigarette **marketing**
- Sponsor **high-impact media campaigns** to educate public on harms of e-cigarettes among young people
- **Increase price** of tobacco products, including e-cigarettes
- Require tobacco **retailer licensure**



**Thank you for making tobacco
control a priority!**