

Nicotine Use Prevention & Control (NUPAC) Update

TSROC
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Before we start...

On behalf of all colleagues at the Department of Health, we humbly acknowledge we are on the unceded ancestral lands of the original peoples of the Apache, Navajo and Pueblo past and present.

With gratitude we pay our respects to the land, the people and the communities that have and continue to contribute to what today is known as the State of New Mexico.



PHOTO COURTESY: HSD Employee

Mission

To ensure health equity, we work with our partners to promote health and well-being, and improve health outcomes for all people in New Mexico.

Goals



We expand equitable access to services for all New Mexicans



We ensure safety in New Mexico healthcare environments



We improve health status for all New Mexicans



We support each other by promoting an environment of mutual respect, trust, open communication, and needed resources for staff to serve New Mexicans and to grow and reach their professional goals

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.

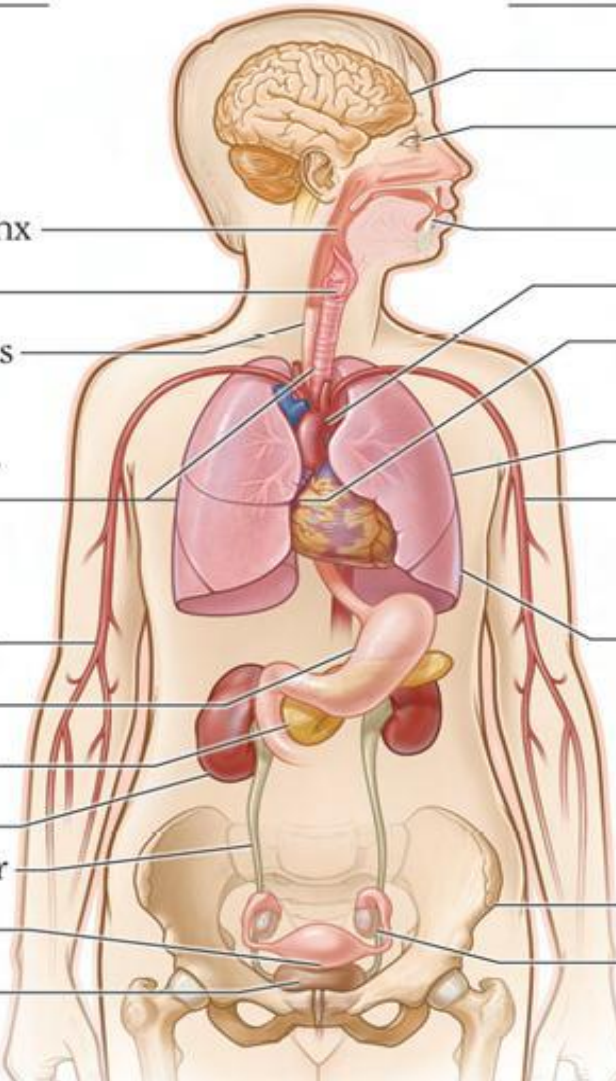
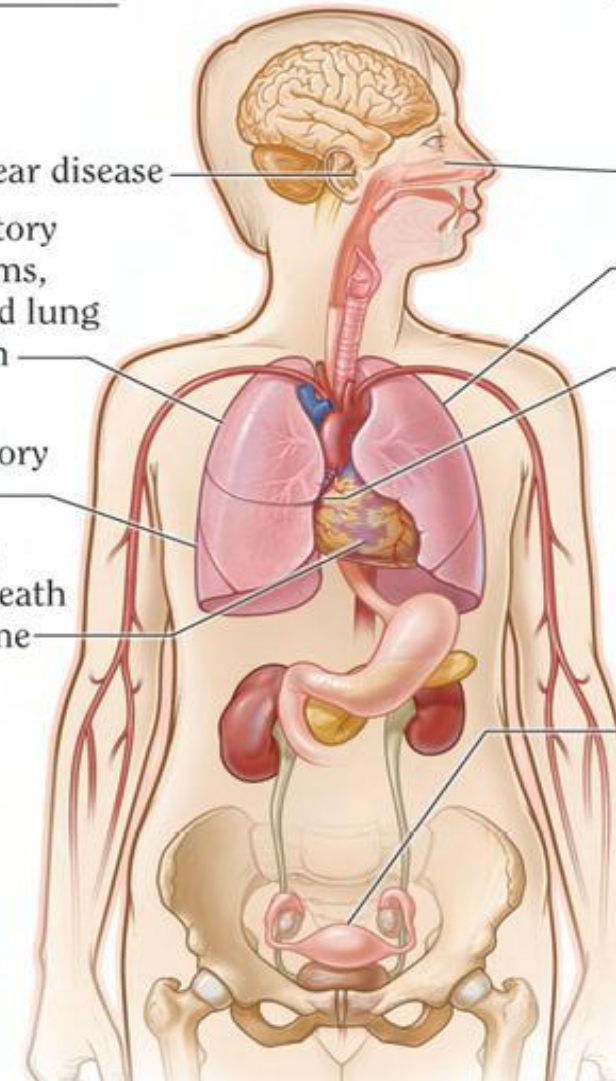


TUPAC to NUPAC

- **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.

The Impact of Tobacco in New Mexico

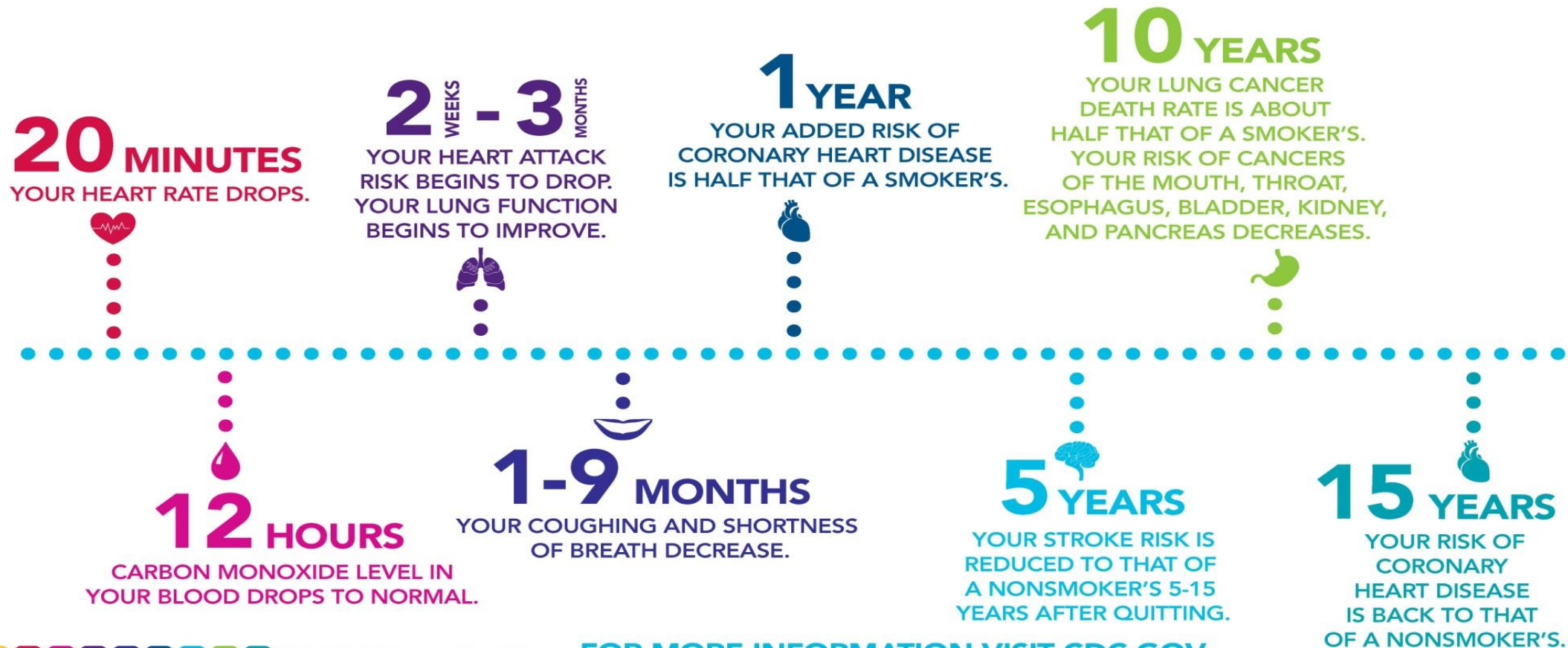
Overall Impact on Health

Smoking		Secondhand Smoke Exposure	
Cancers	Chronic Diseases	Children	Adults
 <p>Oropharynx</p> <p>Larynx</p> <p>Esophagus</p> <p>Trachea, bronchus, and lung</p> <p>Acute myeloid leukemia</p> <p>Stomach</p> <p>Pancreas</p> <p>Kidney and ureter</p> <p>Cervix</p> <p>Bladder</p>			
	<p>Stroke</p> <p>Blindness, cataracts</p> <p>Periodontitis</p> <p>Aortic aneurysm</p> <p>Coronary heart disease</p> <p>Pneumonia</p> <p>Atherosclerotic peripheral vascular disease</p> <p>Chronic obstructive pulmonary disease, asthma, and other respiratory effects</p> <p>Hip fractures</p> <p>Reproductive effects in women (including reduced fertility)</p>	<p>Middle ear disease</p> <p>Respiratory symptoms, impaired lung function</p> <p>Lower respiratory illness</p> <p>Sudden infant death syndrome</p>	<p>Nasal irritation</p> <p>Lung cancer</p> <p>Coronary heart disease</p> <p>Reproductive effects in women: low birth weight</p>

Benefits Of Quitting Are Immediate

WITHIN 20 MINUTES OF QUITTING SMOKING...

YOUR BODY BEGINS A SERIES OF CHANGES THAT CONTINUE FOR YEARS.

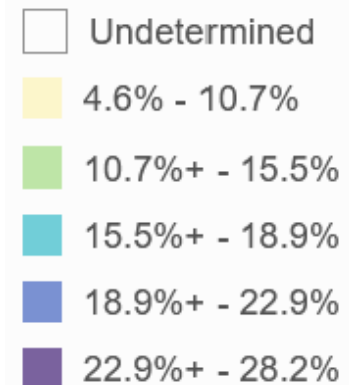


Current Tobacco Data

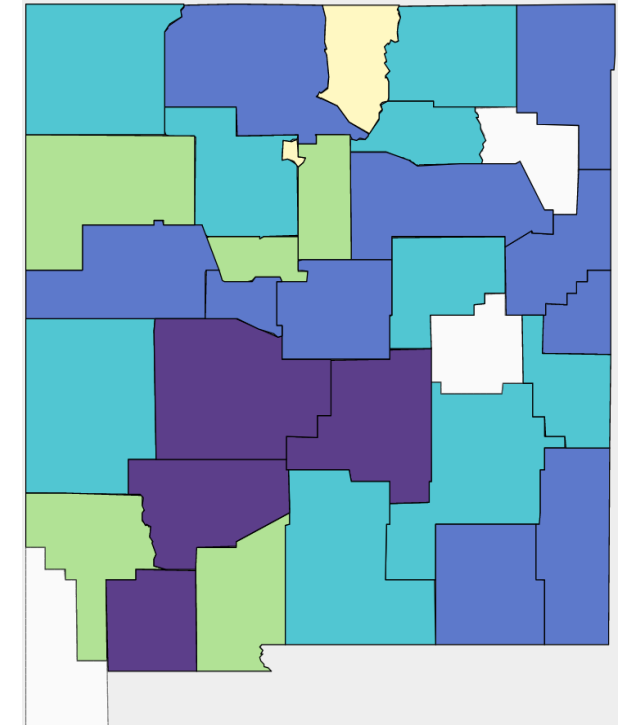
- **16% of New Mexico adults smoke cigarettes**
 - 5% use smokeless tobacco
 - 8% vape
 - 7% smoke cigars or cigarillos
 - 1% use hookah
 - 26% use any tobacco
- **260,000 adult smokers**
- Commercial tobacco use is the single largest preventable cause of disease, disability, and death

- **2,878** smoking-related deaths in New Mexico annually

Percentage Current Smokers



Grouping: Jenks Natural Breaks



Current Tobacco Data



Tobacco is an economic burden in New Mexico

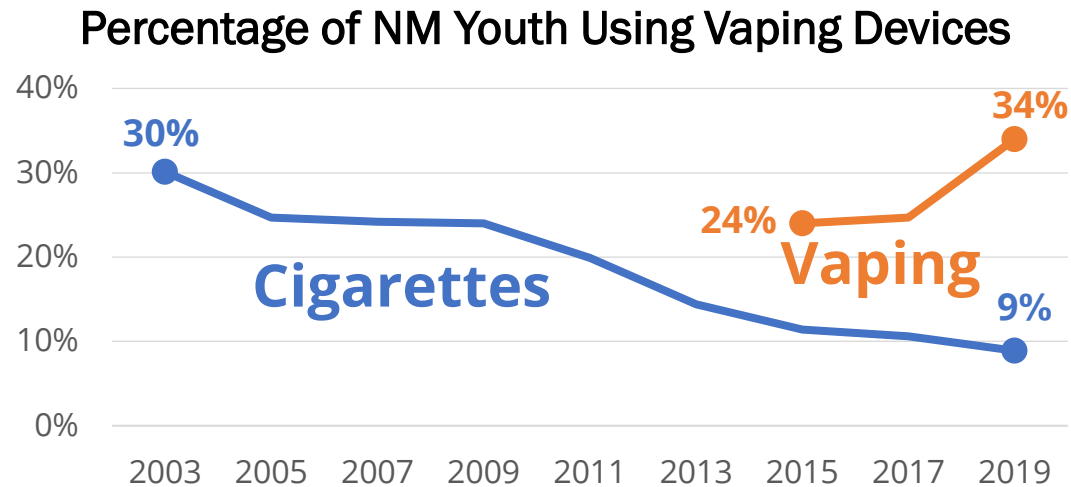
- **\$1.4+ billion** total annual economic burden of smoking in New Mexico
- **\$843 tax burden** per household

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

- **\$222,800,000** annual New Mexico Medicaid costs caused by smoking
- **26%** of adults with Medicaid smoke cigarettes, compared to **11%** of New Mexicans with other insurance

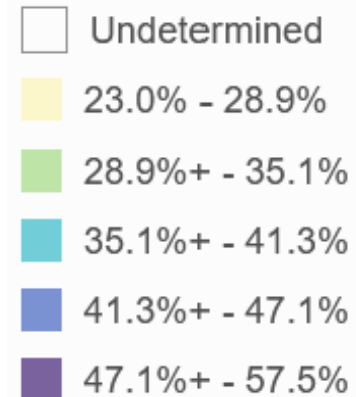
Current Youth Vaping Data

- E-cigarette use has offset declines in conventional tobacco product use among youth
- 34% of New Mexico high school youth use e-cigarettes
- 37,700 youth e-cigarette users

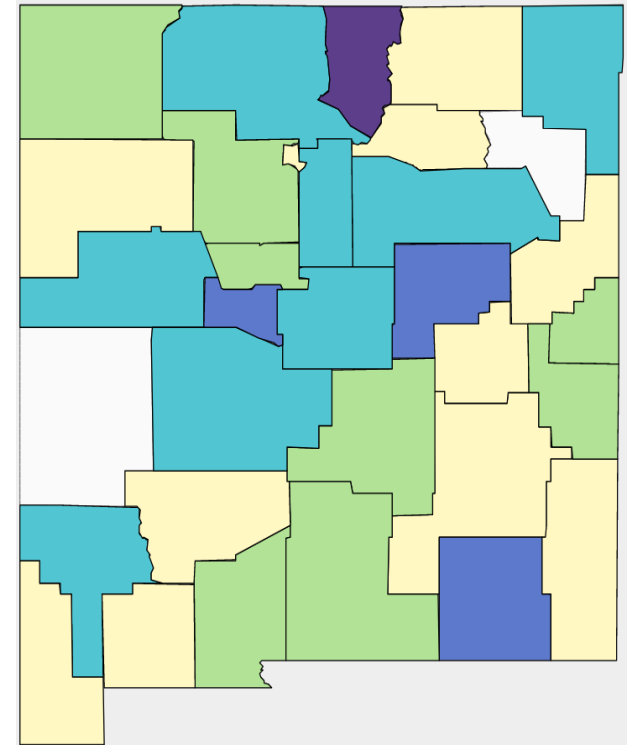


Source: YRRS Data 2013-2019

Percentage with E-Cigarette Use



Grouping: Jenks Natural Breaks

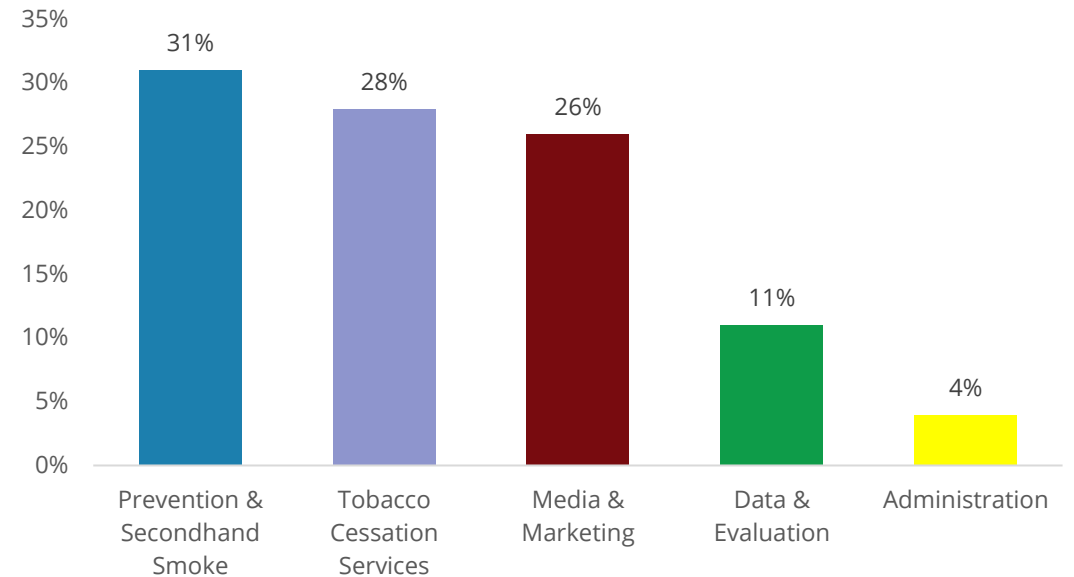


TSR Funding

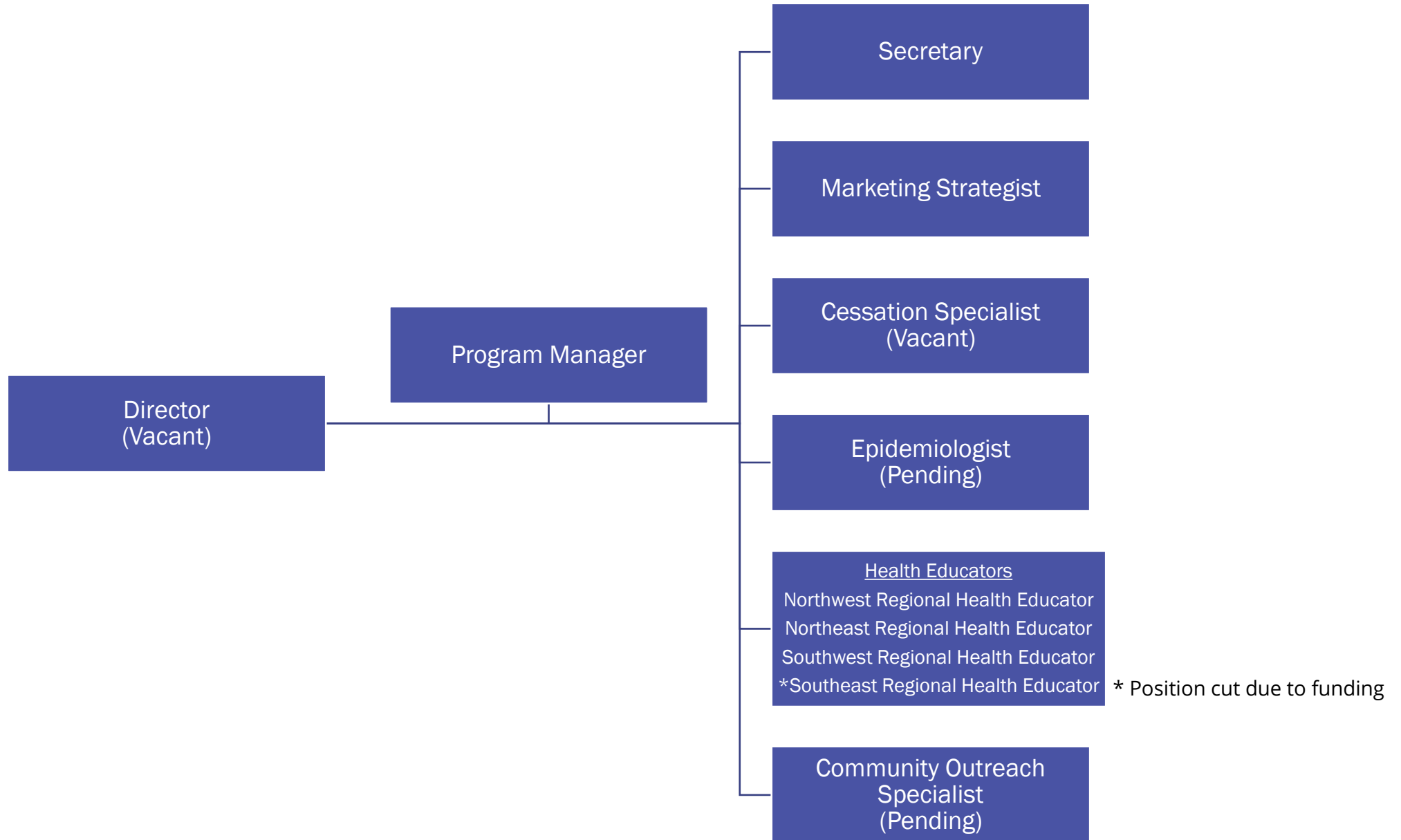
Funded Year	SFY2021	SFY2022	SFY2023
Amount	\$5,151,300	\$3,604,300	\$5,435,200

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

NUPAC Recurring Allocation of Funds by Percentage



Organizational Chart for NUPAC



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

PROMOTE Nicotine Addiction Treatment Services to adults and youth

- QUIT NOW & DEJELO YA services
- Live Vape Free

Goal 3

ELIMINATE exposure to secondhand smoke and e-cigarette aerosols

- Multi-unit housing

Goal 4

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

- Priority populations

NUPAC Equity Focus

The quitline is **NOT** a one-size fits all.
There are many paths to cessation.

- For cultures that are collectivistic, we apply a familial approach to assist the individual to quit smoking.
- For cultures that are individualistic, we apply a 1:1 approach.

How do we provide services to different populations?

- Tribal communities – many live in rural and remote areas without access to telephone or internet.

- Cultural humility is important when working on health equity issues. We listen to New Mexicans from different cultural backgrounds, rather than funders.
- Addressing cultural and language barriers is a key to working towards health equity.

NUPAC Equity Statistics

Youth Cigarette Smoking Prevalence by Race/Ethnicity, Grades 9-12, New Mexico, 2019

Race/Ethnicity	Percentage Current Smokers
American Indian/Alaska Native	11.5%
Asian/Pacific Islander	12.4%
Black	11.9%
Hispanic	8.5%
White	8.0%

Adult Smoking Prevalence by Race/Ethnicity, New Mexico, 2017-2019

Race/Ethnicity	Percentage Current Smokers
American Indian/Alaska Native	14.8%
Asian/Pacific Islander	12.6%
Black	20.9%
Hispanic	16.9%
White	15.8%

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 (1/1/2021)
 - NM Regulation and Licensing Department

Goal 2: Cessation

- Where: Statewide
- Who:
 - People experiencing poverty
 - Hispanic/Latino community
 - Asian-American/Pacific Islander community
 - Managed Care Organizations (MCOs)
 - Health care professionals
 - 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

1-800-QUIT NOW

QUITNOWNM.COM



1-855-DEJELO YA

DEJELOYANM.COM

Goal 3: 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)
 - Tribal communities
 - Behavioral health facilities
- Media campaign to reduce exposure to secondhand smoke
 - Smoke-Free at Home (English and Spanish)
 - Smoke Free Signals (Tribal communities)



Goal 4: Disparities

- Where: Statewide
- Who: Networks
 - African American: Umoja
 - Hispanic: Nuestra Salud
 - LGBTQ+” Health Equity Alliance for LGBTQ+ New Mexicans (HEAL+ NM)
 - Native Americans: Albuquerque Area Tribal Epidemiology Center (AASTEC)
- Networks Identify tobacco-related health disparities within their community to provide NUPAC with recommendations and advisement

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

Current NUPAC Contractors & Partners

Contractors

- Apartment Associations of New Mexico
- Chronic Disease Prevention Council
- Constellation Consulting, LLC
- Consumer Wellness Solutions, Inc, (Optum)
- Keres Consulting, Inc.
- Media Matched
- Rescue Agency of NM, LLC
- University of New Mexico (YRBS)
- WYSAC at the University of Wyoming

Partners

- American Cancer Society
- American Heart Association
- American Lung Association
- Black Hills Center for American Indian Health
- Medicaid
- New Mexico Alliance for School-Based Health Care
- New Mexico Allied Council on Tobacco
- New Mexico Community Health Workers Association
- NM Human Services Department
- NM Regulation & Licensing Department
- Paso del Norte Health Foundation
- Public Education Department

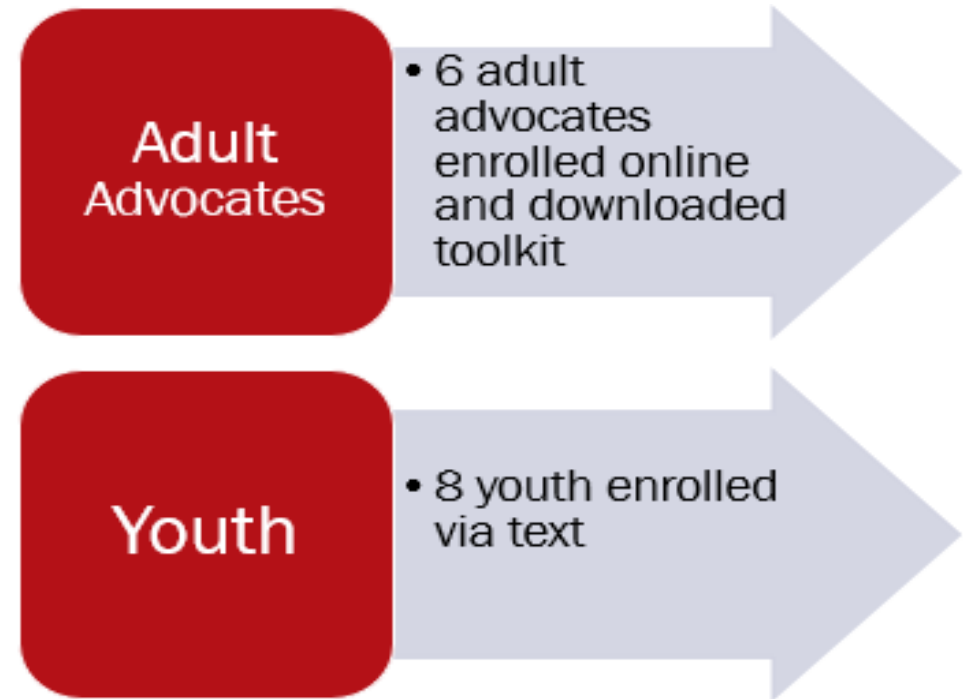
Youth Cessation Services: Live Vape FreeSM



Live Vape FreeSM

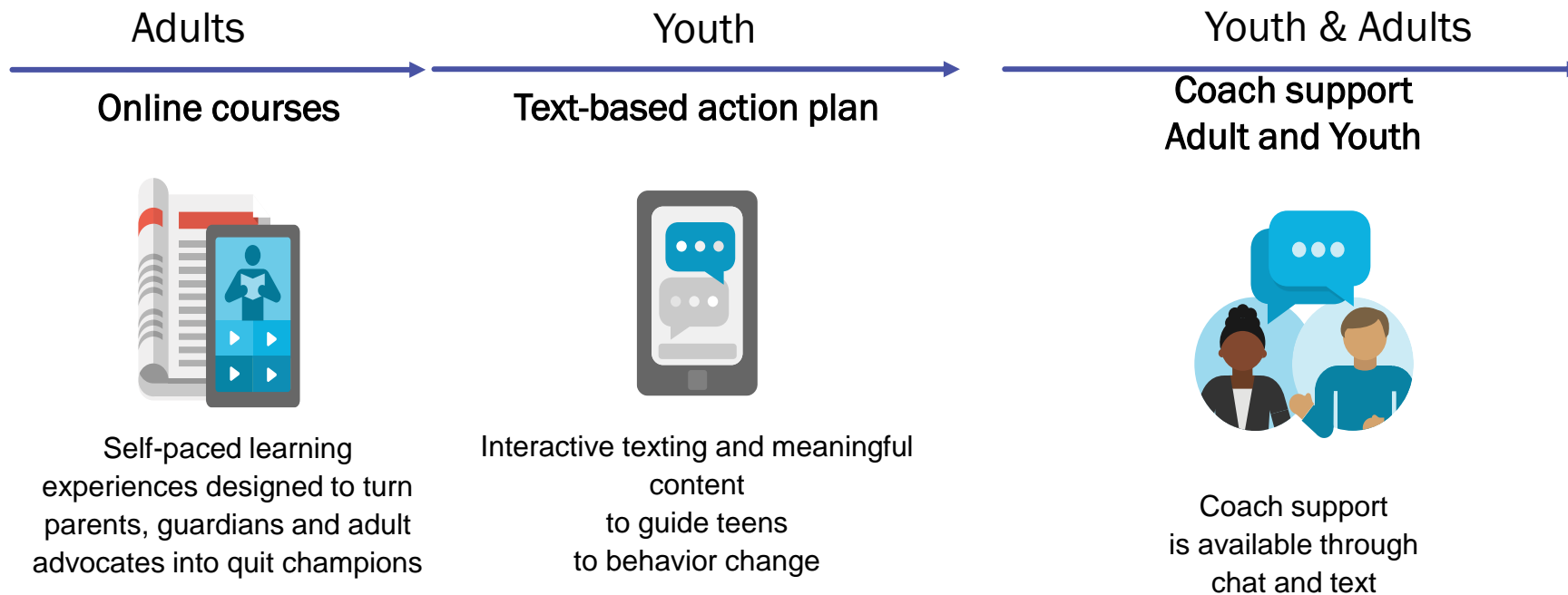
- National text-based program providing teens (ages 13-17) with
 - 1:1 coaching
 - Live text support
 - Interactive content
- Designed to help teens find their “why” when quitting by
 - Educating teens on the keys to quitting nicotine.
 - Boosting overall confidence among teens looking to quit.
 - Motivating users to learn more.

- Two Prongs:



Live Vape FreeSM

Youth and adult solutions to solving the vaping epidemic



LiveVapeFreeNM.com

Text **VAPEFREE** to 873373

Live Vape FreeSM

- Soft launch from Late March 2022 – June 30, 2022
 - 1 of 13 states to launch program
 - 1 of 5 states to launch both youth **and** adult advocate components
 - Launch included tabling events:
 - Health & Wellness Fairs at High Schools (3 High Schools in Albuquerque)
 - Health Care Professional Association Conferences (4 Conferences)
- Launch included Contractors, Networks, & Staff
- No Heavy Marketing of New Service due to:
 - Late implementation in fiscal year
 - Funds allocated to meet other marketing needs

FY23 Future Plans and Collaborations

- Plans for collaborations to promote Live Vape Free
 - Public Education Department
 - School-Based Health Centers
 - HSD / Medicaid
 - Current NUPAC contractors/partners
 - NUPAC staff
 - Other DOH programs
- Need to get more adult participation
- Budget challenges related to new strategies
 - Marketing
 - Promotion
 - Staffing

Questions?