



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

Source: CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*

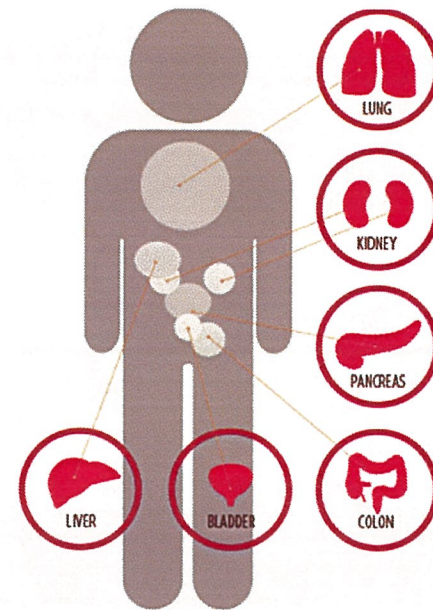
2,802

smoking-related
deaths in New
Mexico annually



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**
- **\$873 per household**

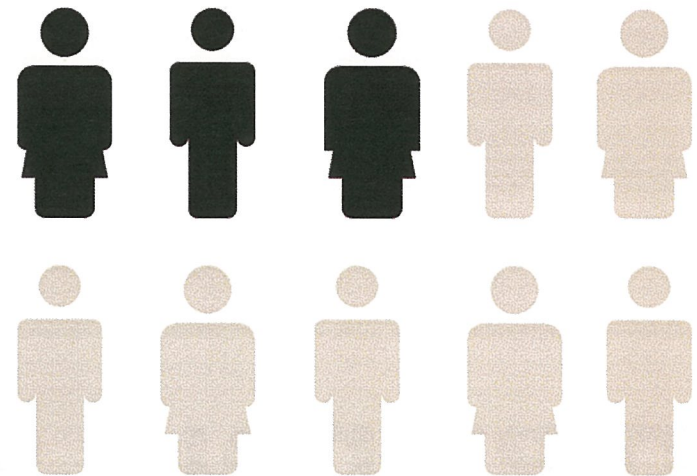


Smoking adds to the cost of New Mexico's Medicaid Program

471,000

New Mexico adults
are enrolled in
Medicaid

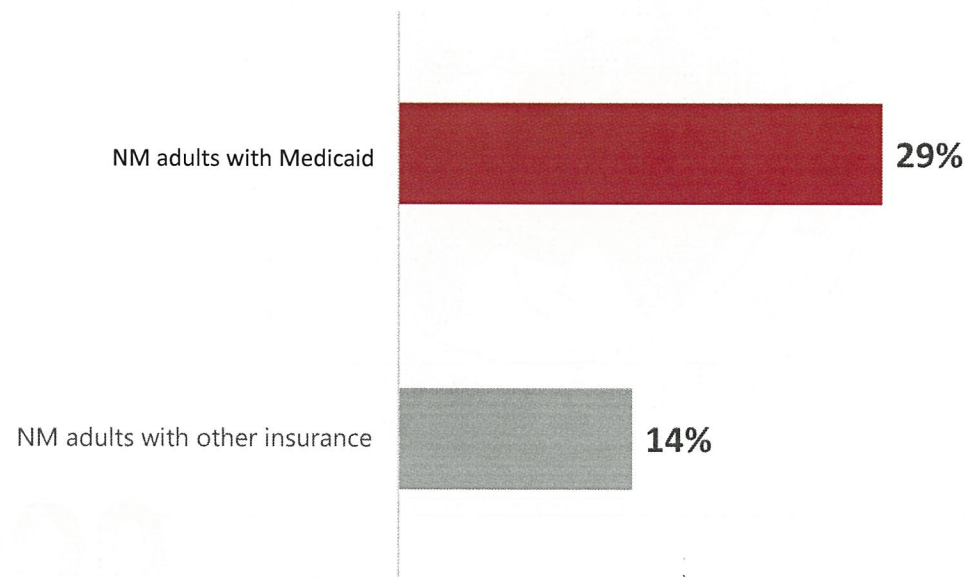
(3 in 10 adults)



29%

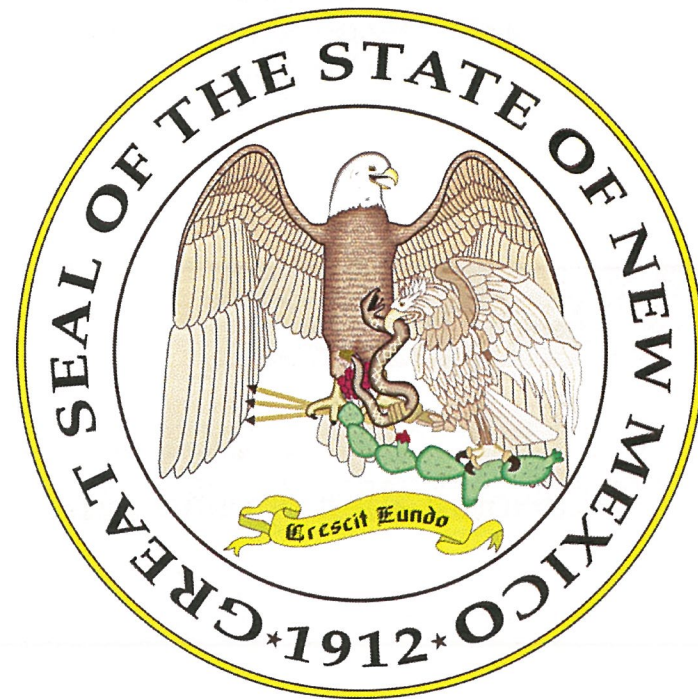
of adults with Medicaid smoke cigarettes, compared to 14% of New Mexicans with other insurance

NM Adult Cigarette Smoking



\$222,800,000

Annual New Mexico Medicaid costs caused by smoking



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

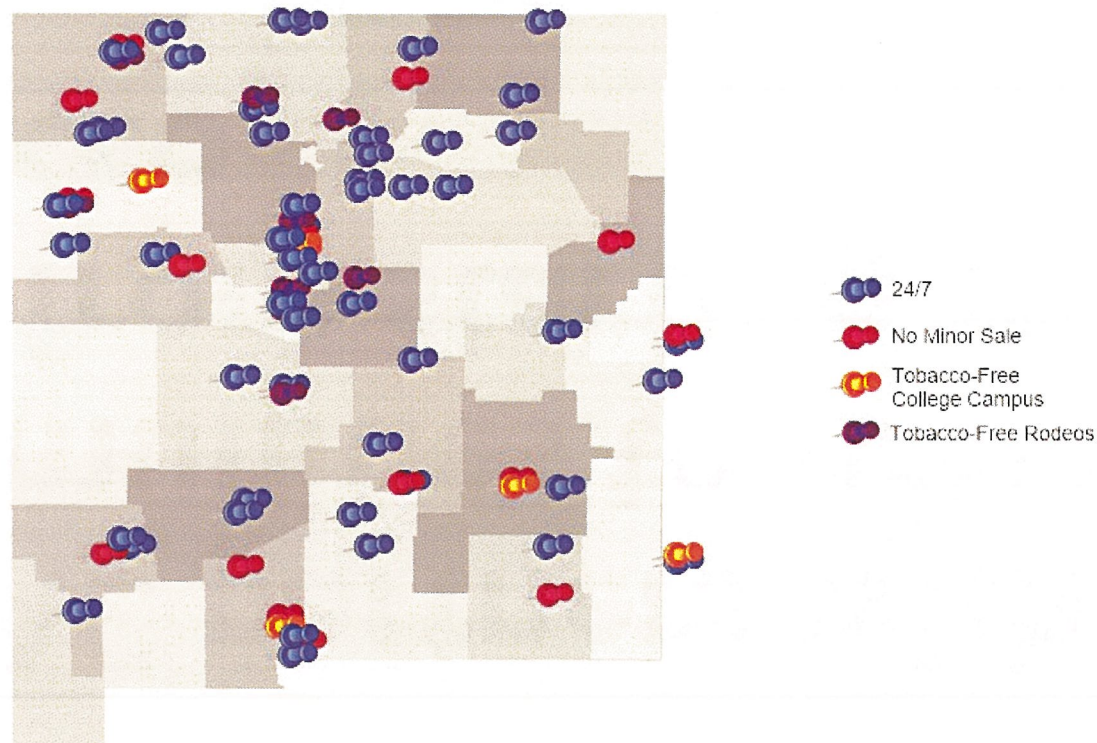
Proven interventions

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

TUPAC partners with communities to prevent kids from starting to use tobacco



Proven interventions prevent youth from starting to use tobacco

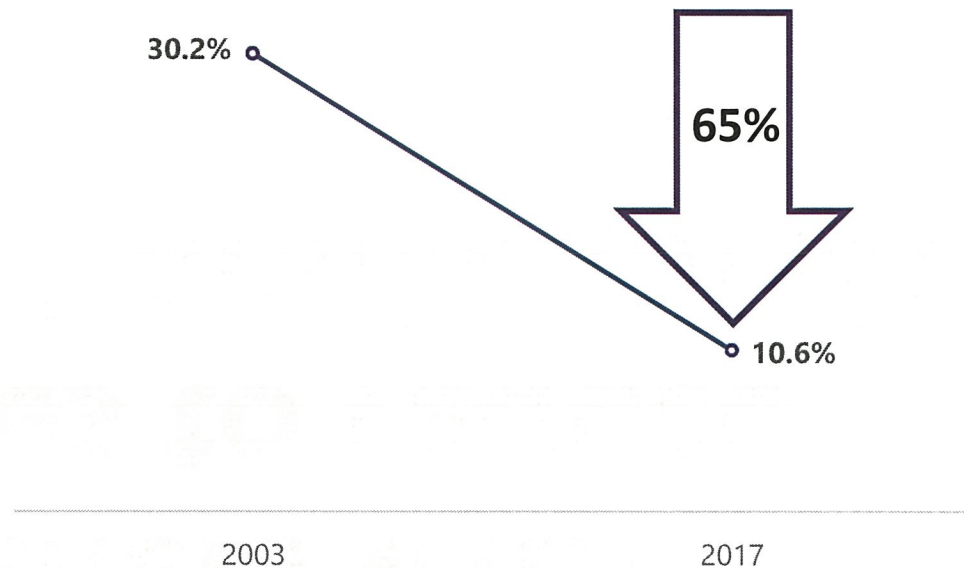


Source: NM TUPAC, FY15-FY19

65% decline in high school youth cigarette smoking

23,400 fewer high school youth smoke cigarettes

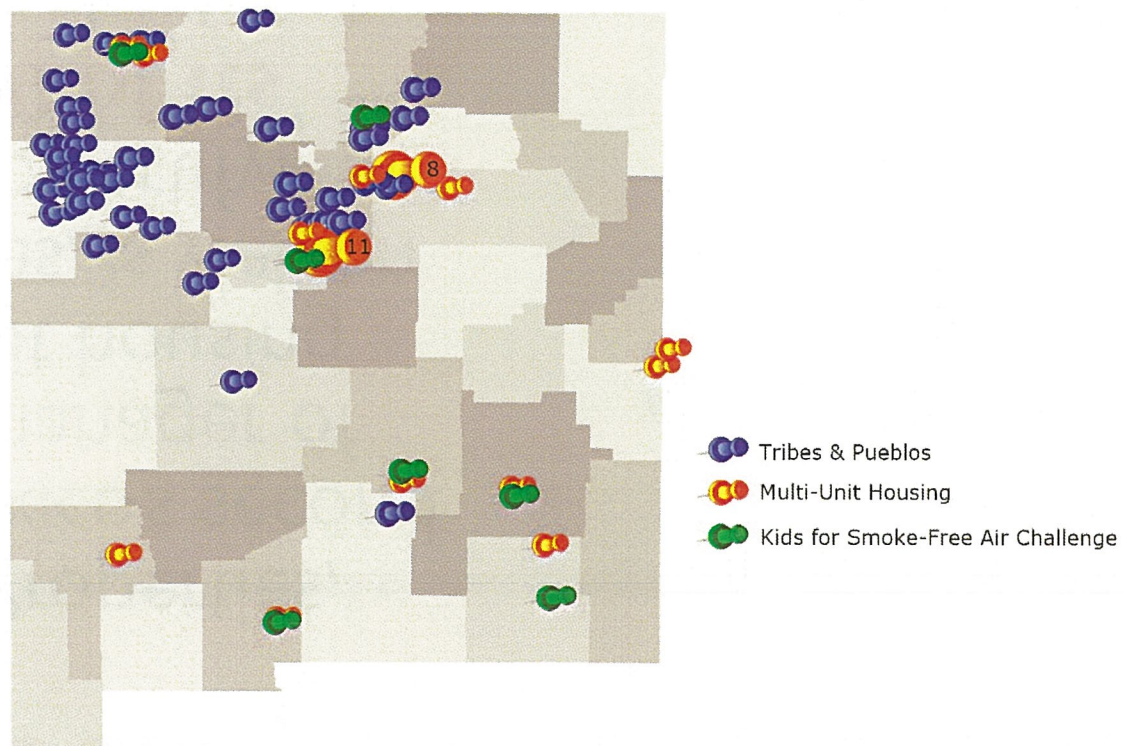
Cigarette smoking among New Mexico HS youth



TUPAC partners with communities to reduce secondhand smoke (SHS) exposure



Proven interventions reduce exposure to SHS

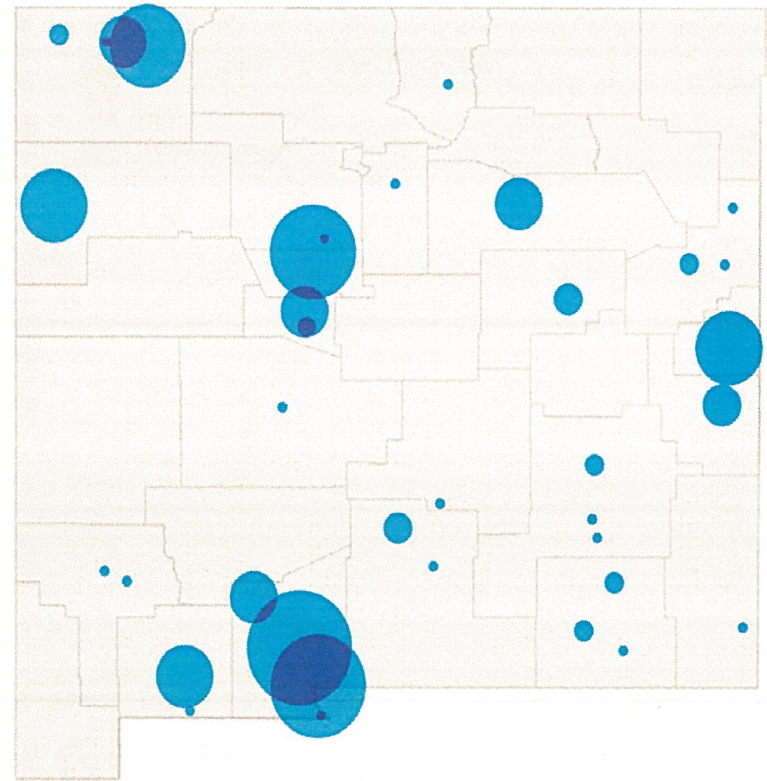


Source: NM TUPAC, FY15-FY19

Produced by LCRISA

Success Story: JL Gray goes smoke-free

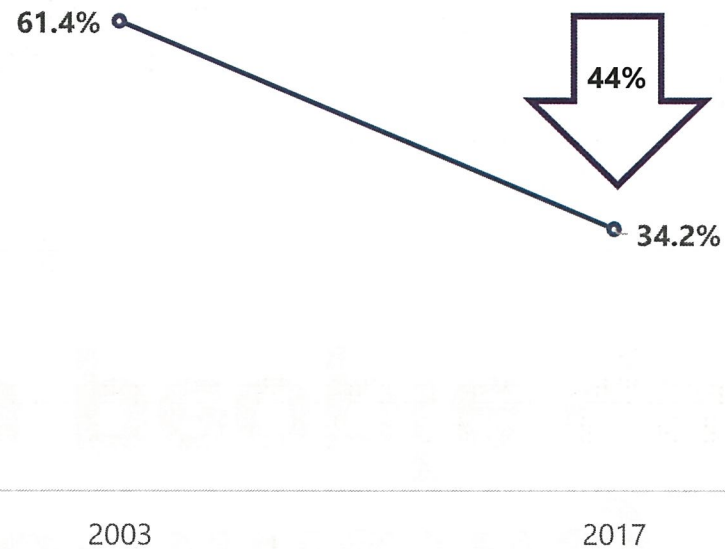
JL Gray Properties, New Mexico's second largest manager of multi-unit housing properties, is well on its way to certifying **all 5,000 of its units** smoke-free by June 2020



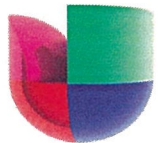
44% decline in high school youth SHS exposure

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

HS youth exposed to secondhand smoke



TUPAC and community partners help people quit using tobacco



UNIVISION



KOAT
NEW MEXICO



MEDIAMATCHED
ADVERTISING



New Mexico
Pharmacists
Association



New Mexico
DENTAL ASSOCIATION



N A S W, NEW MEXICO CHAPTER
National Association of Social Workers



New Mexico
Dental Hygienists' Association

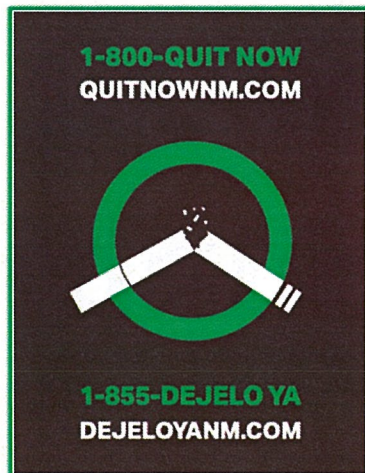


OPTUM®

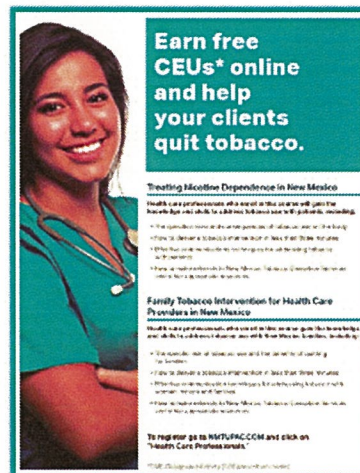


TELEMUNDO

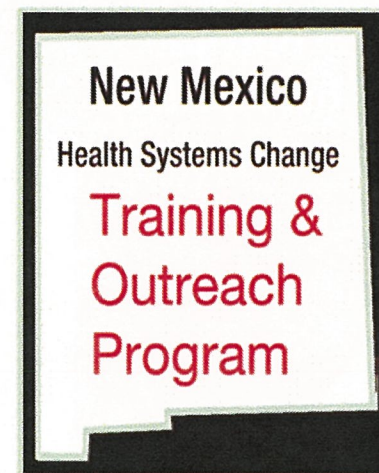
Across the state, we offer these resources to promote cessation



Comprehensive Cessation Services for those who want to quit



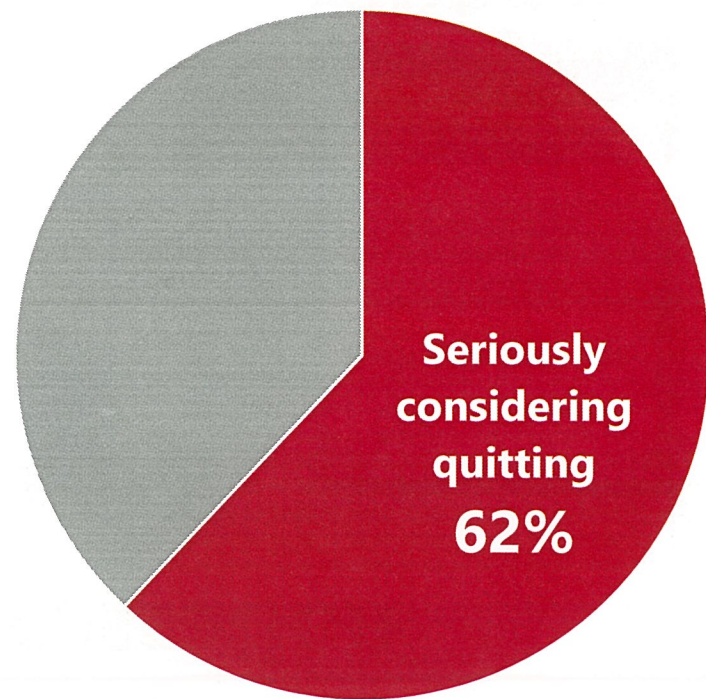
Online Training for Health Professionals



Health Systems Change Training and Outreach Program

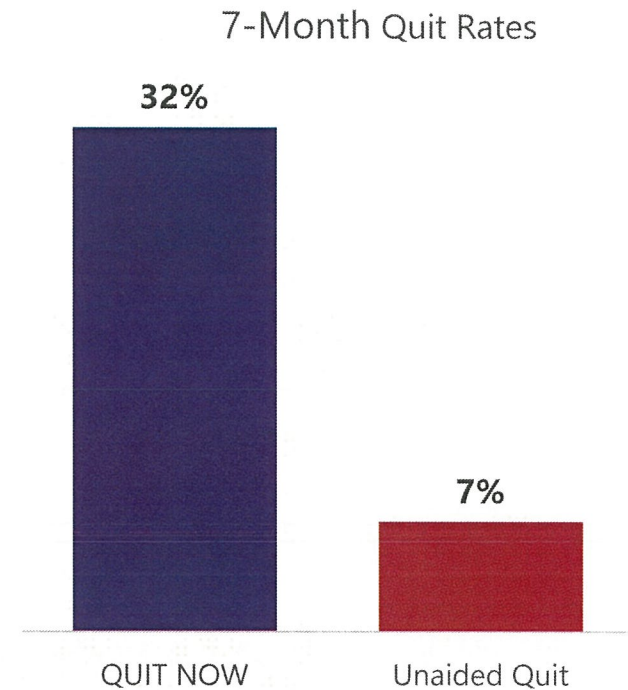
Source: NM TUPAC Program, FY19

62% of adult smokers want to quit



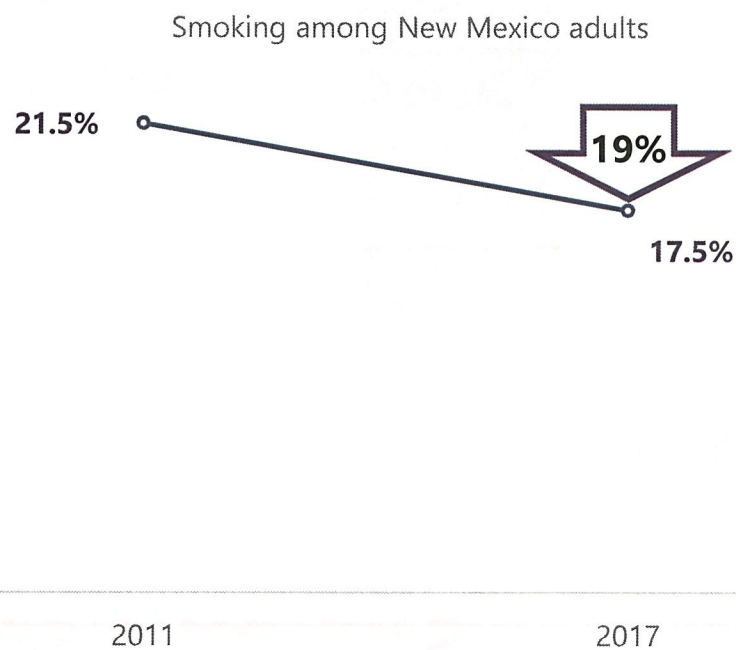
QUIT NOW improves smokers' quitting success

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



19% decline in adult smoking

54,300 fewer NM adult smokers



New Mexico invests in tobacco use prevention and cessation

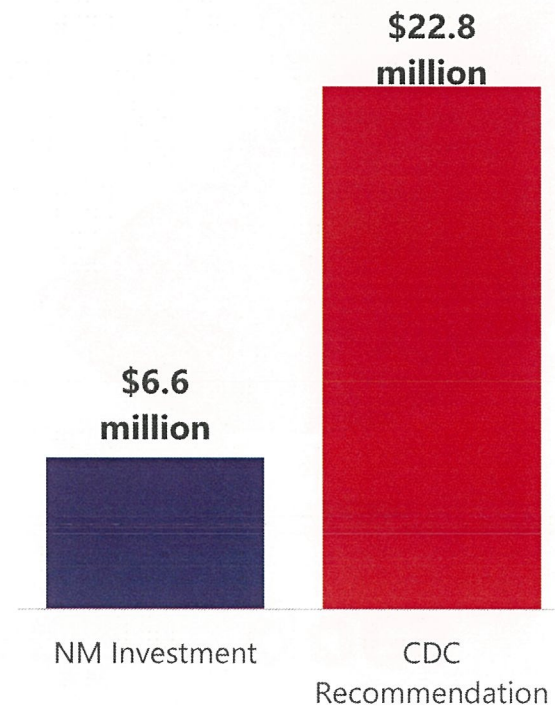
State investments in tobacco prevention and control in NM

Tobacco MSA Funding to TUPAC Program
(millions)



Source: NM TUPAC, FY20

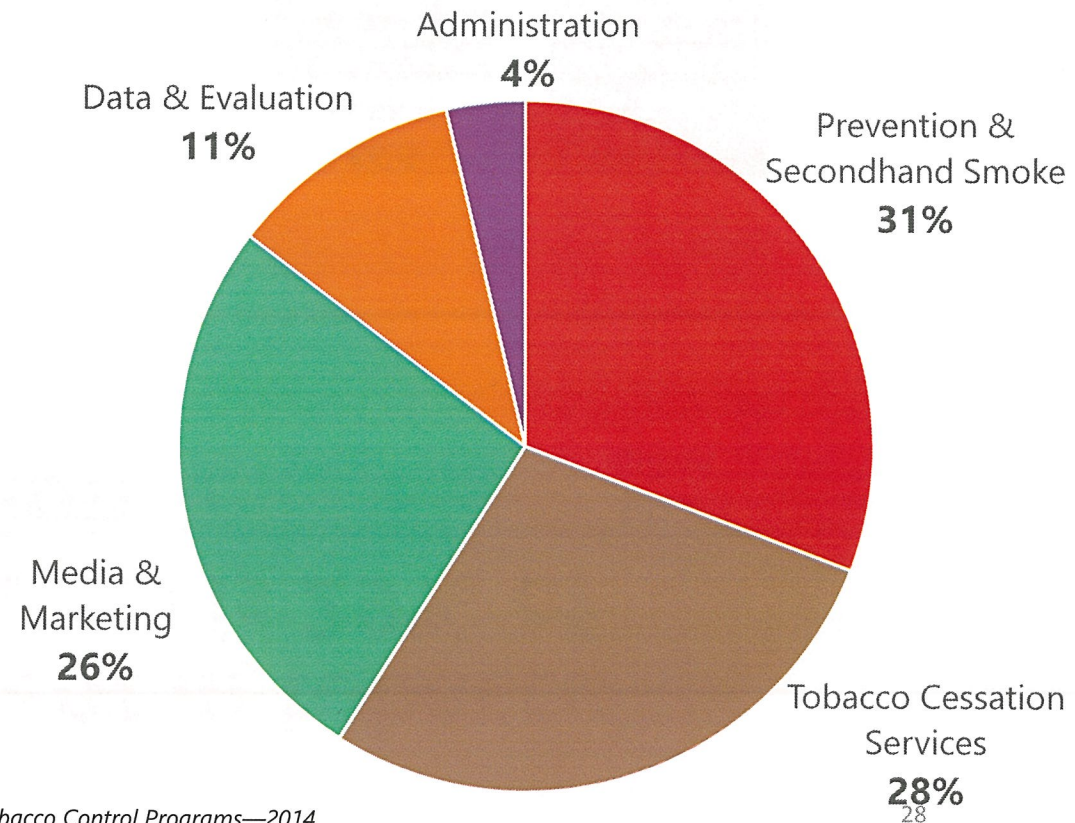
NM's total investment in tobacco prevention and control is 29% of CDC recommendation



Source: NM TUPAC, FY 19; CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*

Where TUPAC's MSA funding goes

Allocation follows **CDC guidelines** for comprehensive programs



Source: NM TUPAC FY19; CDC, *Best Practices for Comprehensive Tobacco Control Programs—2014*

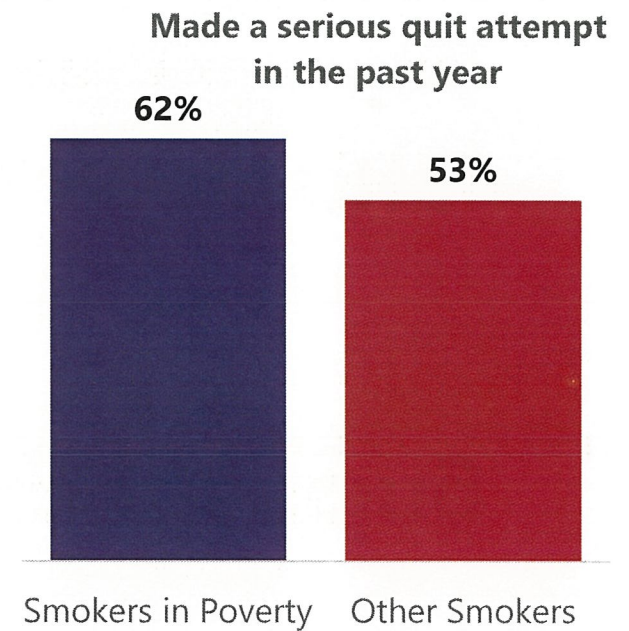
Despite successes, we still have work to do!

- 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 over 157,000
New Mexicans**

Smokers in poverty are more likely to try to quit

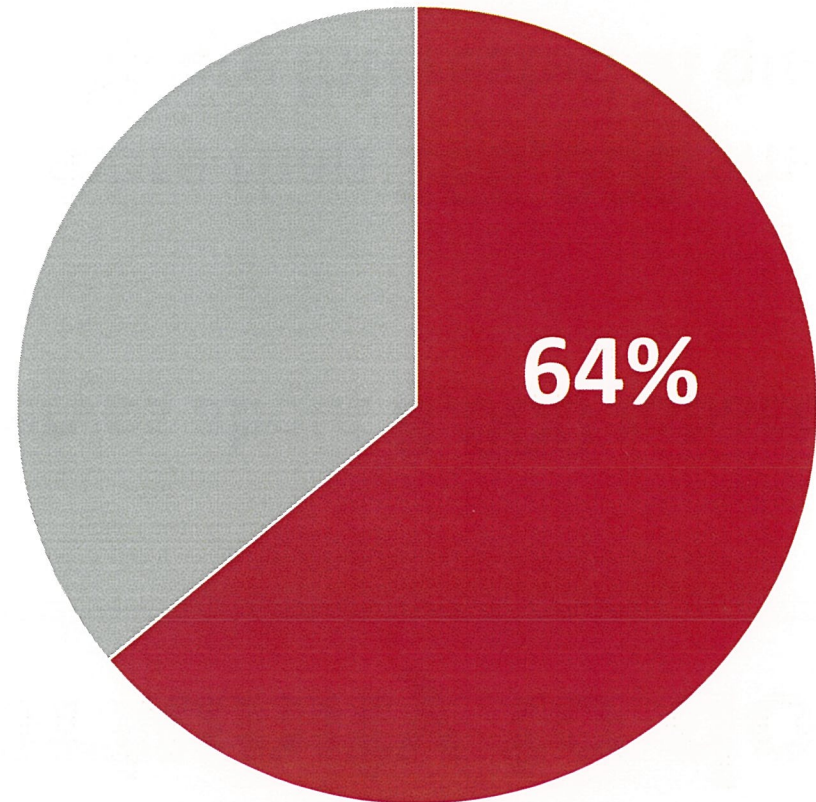


TUPAC reaches smokers experiencing poverty

- 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

64%

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



There's an opportunity to do more

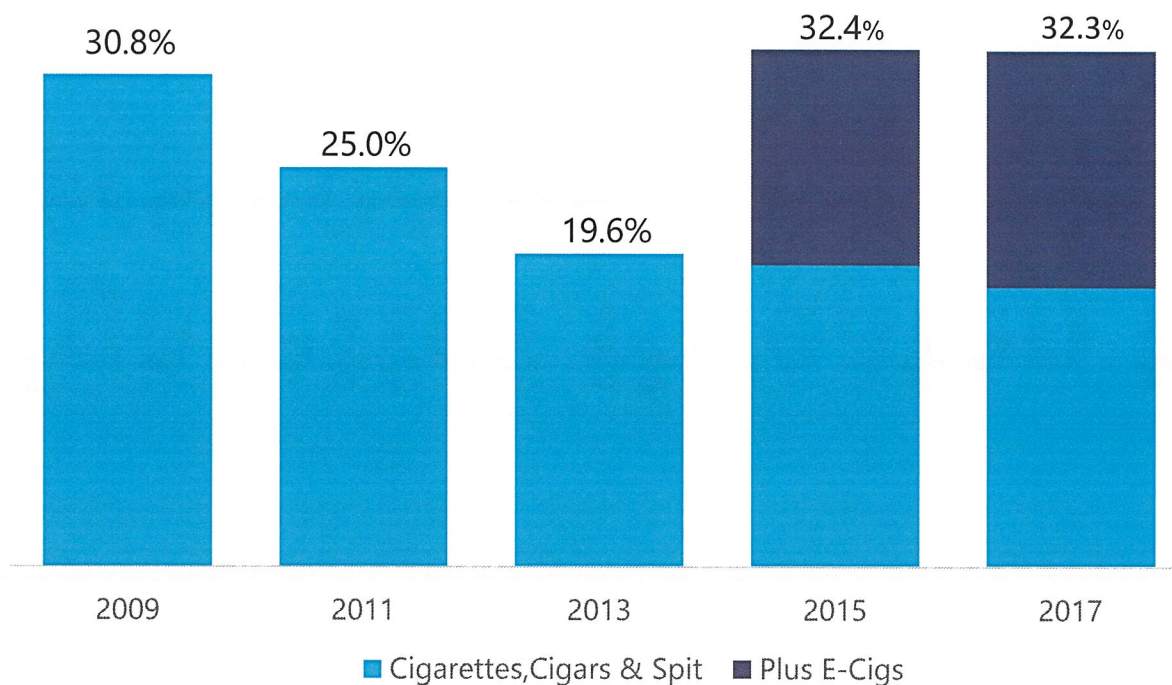
Through QUIT NOW, TUPAC serves about **8,000** tobacco users per year...

...but there are more than **166,000** smokers who are **interested in quitting**

E-cigarettes threaten to reverse gains

E-cigarette use has offset declines in conventional tobacco product use among youth

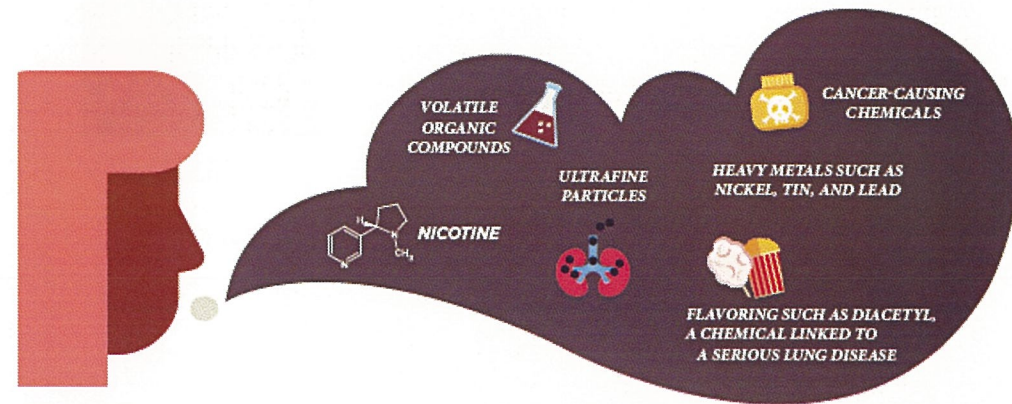
Tobacco use among NM High School Youth



Source: 2009-2017 NM YRRS

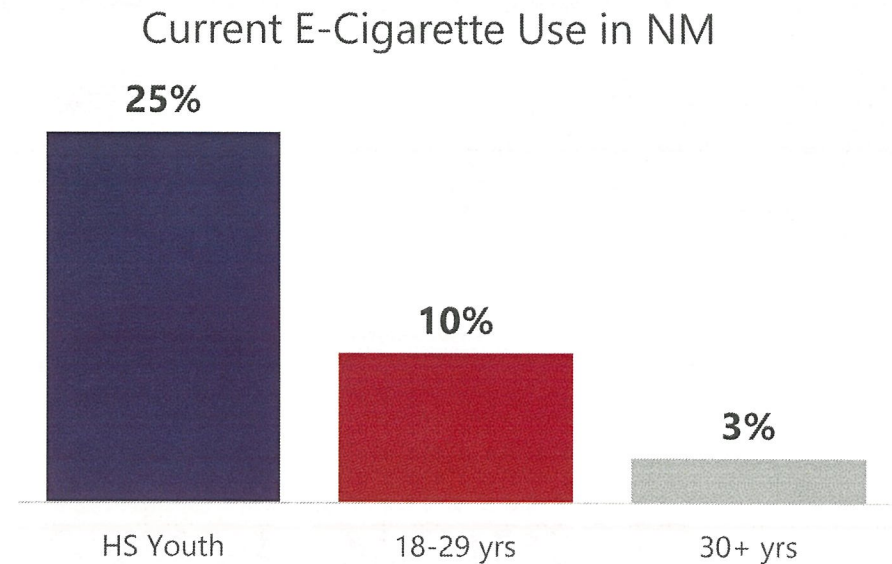
E-cigarettes and other vapor products pose risks

- 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 regular cigarettes



**New products pose
new threats requiring
new investments and
new policies**

Recommendations of the Surgeon General

- Raise and strongly enforce **minimum-age-of-sales laws** for all tobacco products, including e-cigarettes
- Incorporate e-cigarettes into **smoke-free policies**
- Reduce access to **flavored tobacco** products by young people
- 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**



TUPAC, policy makers, and other partners can work together to combat the youth e-cigarette epidemic

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