



NUPAC
Nicotine Use Prevention and Control

Tobacco Settlement Revenue Oversight Committee

October 13, 2026

About NUPAC

- Our mission is to improve lives by eliminating the harm from tobacco use and nicotine addiction.
- We use proven methods of prevention, education, and support to protect health.
- We work with people, communities, schools, and organizations.



Population Health Impact

Prevent
Initiation

Promote
Cessation

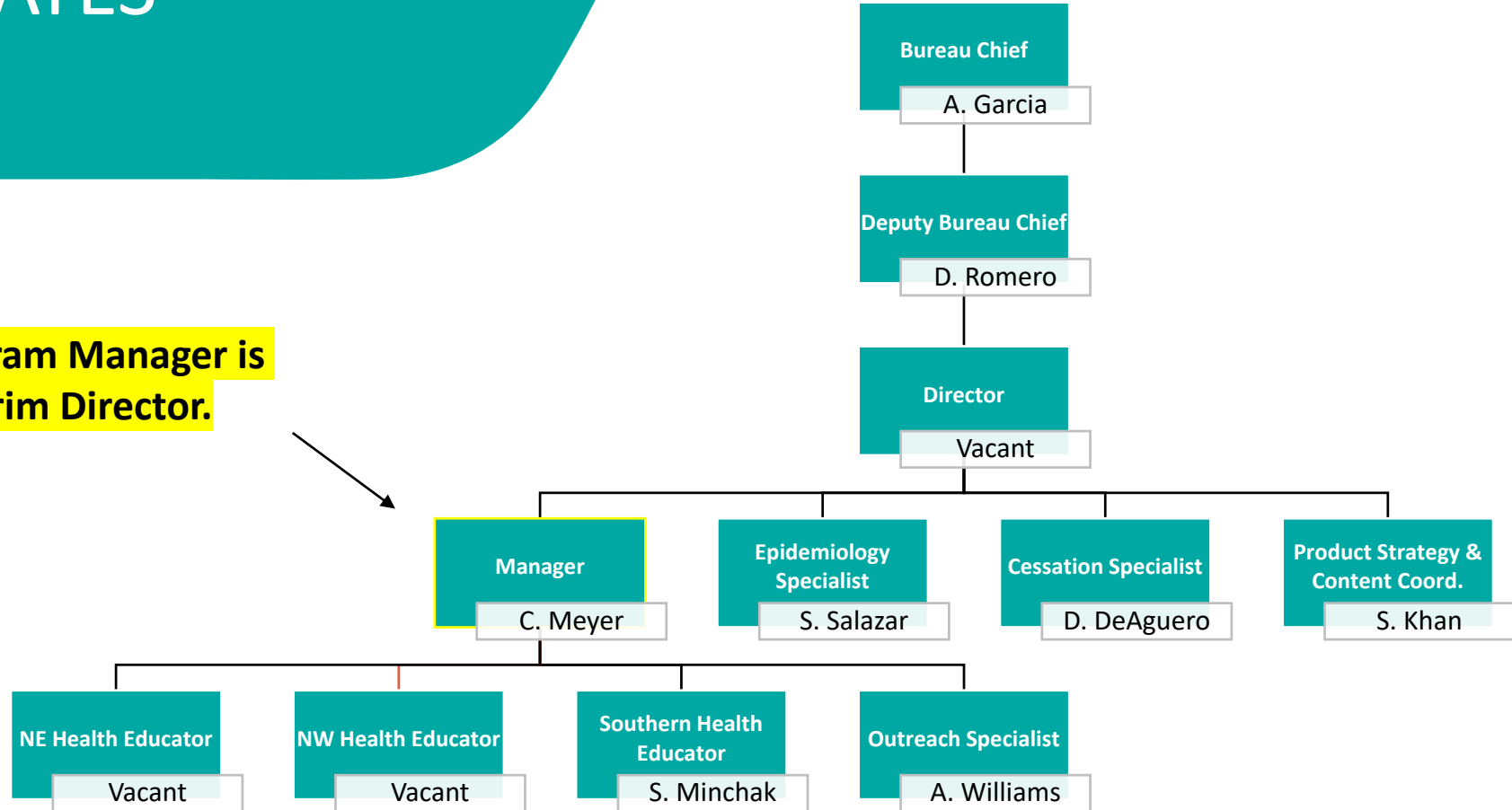
Eliminate
Exposure

Research

Identify & Eliminate Nicotine Related Disparities

TEAM UPDATES

The NUPAC Program Manager is currently Interim Director.



Research



FY26 Data Sources & Research Initiatives

Core Surveillance Data Sets:

Youth Risk and Resiliency Survey (YRRS)	Behavioral Risk Factor Surveillance System (BRFSS)
• Middle and High Schoolers • Survey on risk behaviors and protective factors.	• Adults 18+ • Survey on risk behaviors, chronic conditions, and use of preventive services.

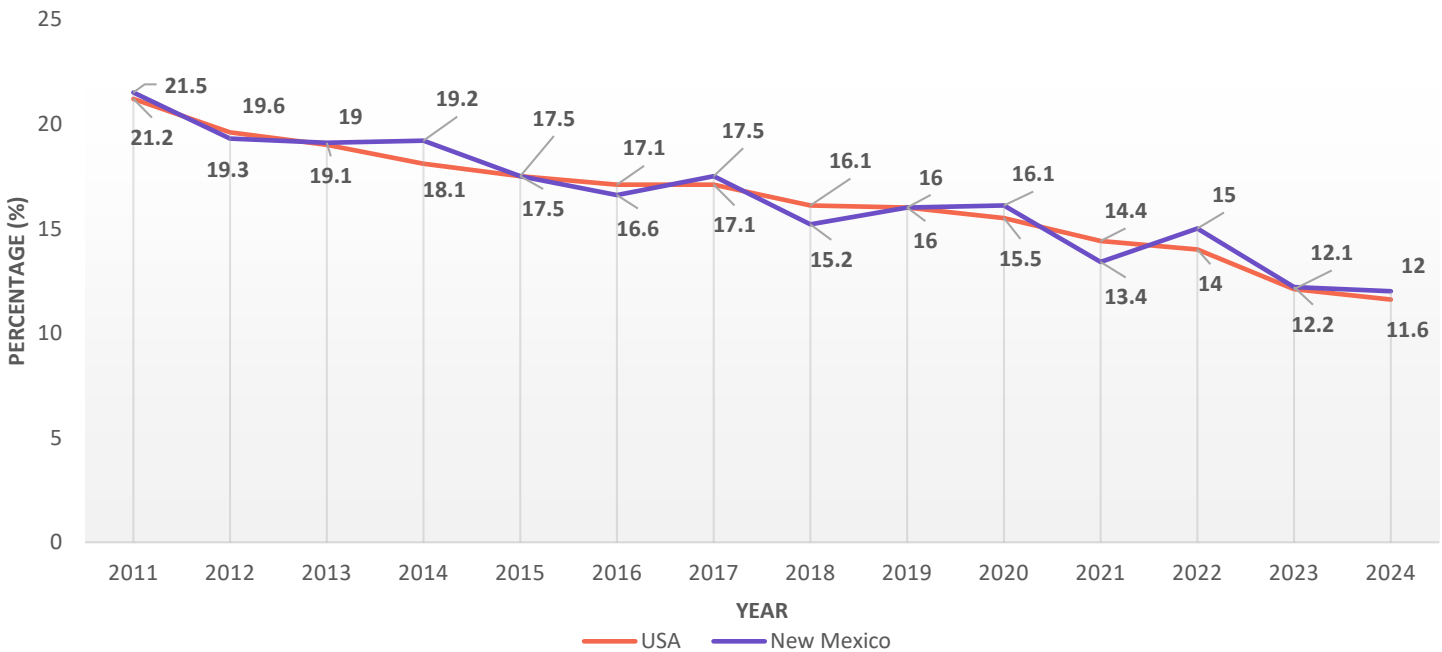
FY26 NUPAC Research Initiatives:

University of New Mexico	• 5th to 12th Graders & 18-20 Year Olds • Surveys and focus groups to identify who is vaping and why they are doing so.
School-Based Health Centers	• 6th to 12th Graders • Analysis of existing health data to understand what makes youth more likely to vape nicotine and what helps protect them from vaping nicotine.
University of Wyoming	• 18-29 Year Olds • Surveys to understand attitudes and behaviors related to nicotine and tobacco use.

Adults: “Current Smokers”

The use of cigarettes has been consistently declining over the past 13 years.

Percentage of adults who currently smoke.

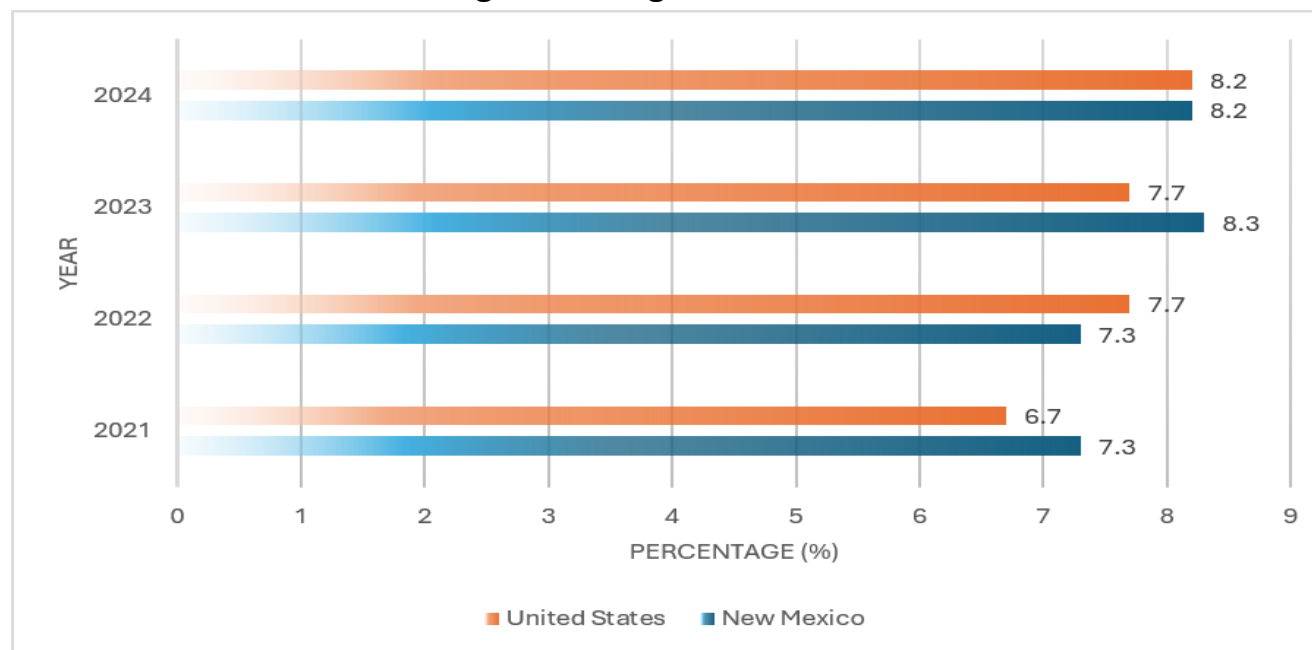


1. Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. 2025.

Adults: E-Cigarette Use

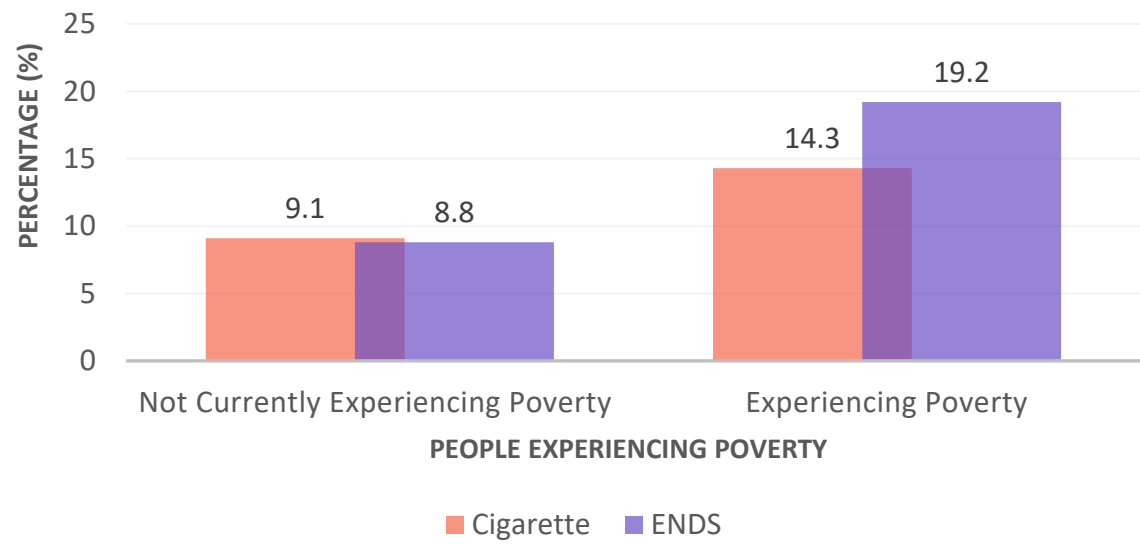
In 2021, 7.3% of New Mexico adults, or about 119,000 people, used e-cigarettes. In 2024, that grew to 8.2% or about 169,000 people.

Adults E-cigarette usage in USA Vs. NM

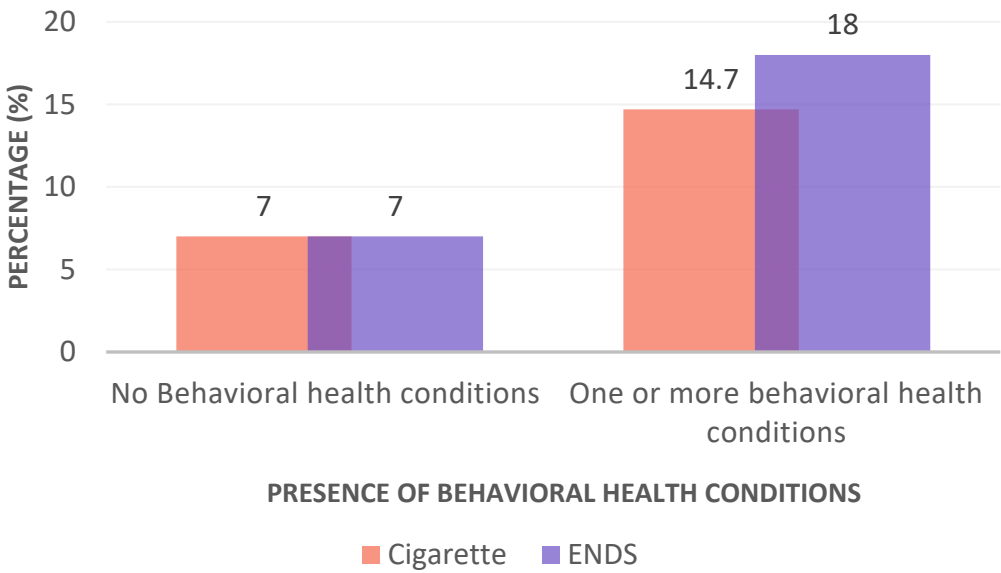


Adults: Nicotine Use Disparities

Poverty



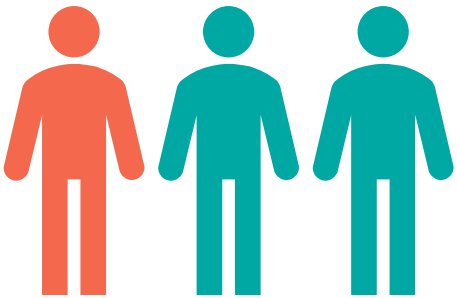
Behavioral Health



WYSAC. (2026). 2024 Nicotine Evaluation Survey Report: New Mexico adults' behaviors and attitudes about commercial tobacco and nicotine by Costello, H., & L. H. Despain. Laramie, WY: Wyoming Survey & Analysis Center, University of Wyoming.

Young Adults: Nicotine Use

Young Adults use nicotine at nearly double the rate of youth and triple the rate of older adults³.

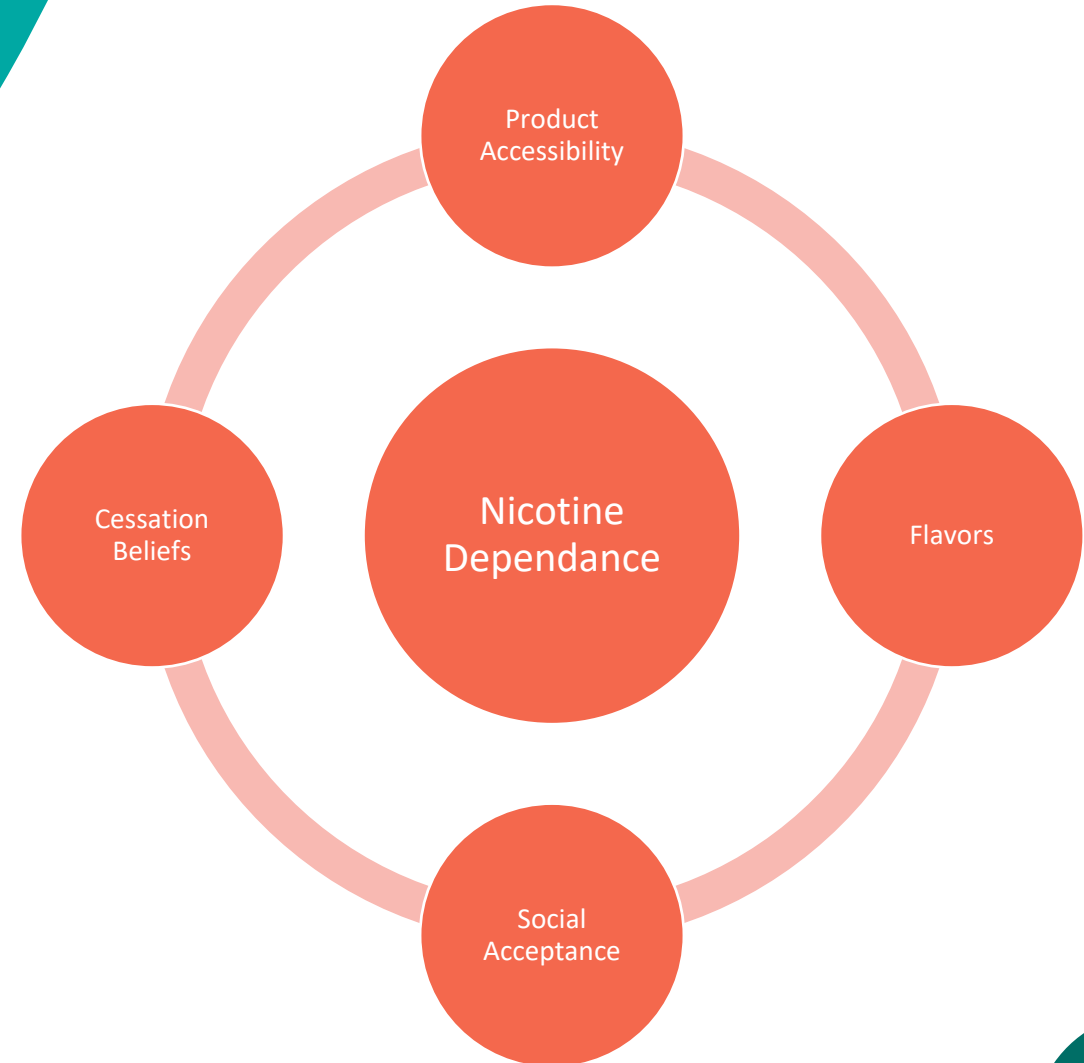
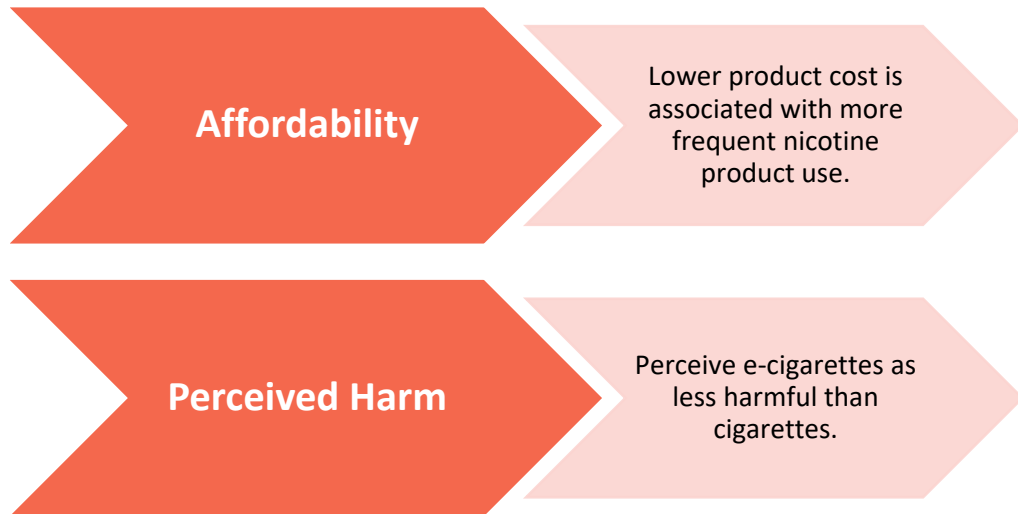


~1 in 3 young adults use e-cigarettes².

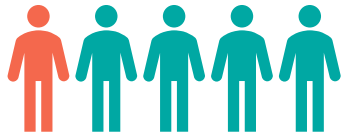
- 36% of young adults who use vapes, use them every day¹.
- On average, young adults who use nicotine products (vapes, cigarettes, cigars and smokeless tobacco) **tried their first product at age 16¹**.

Young Adults: Reasons for Use

What drives high-frequency use?



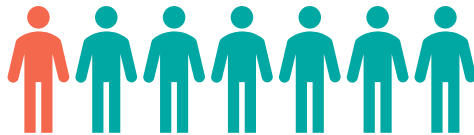
5th – 12th Grade: Nicotine Use



~1 in 5 youth have experimented with vaping.



~1 in 6 youth vaped every day during the past 30 days.

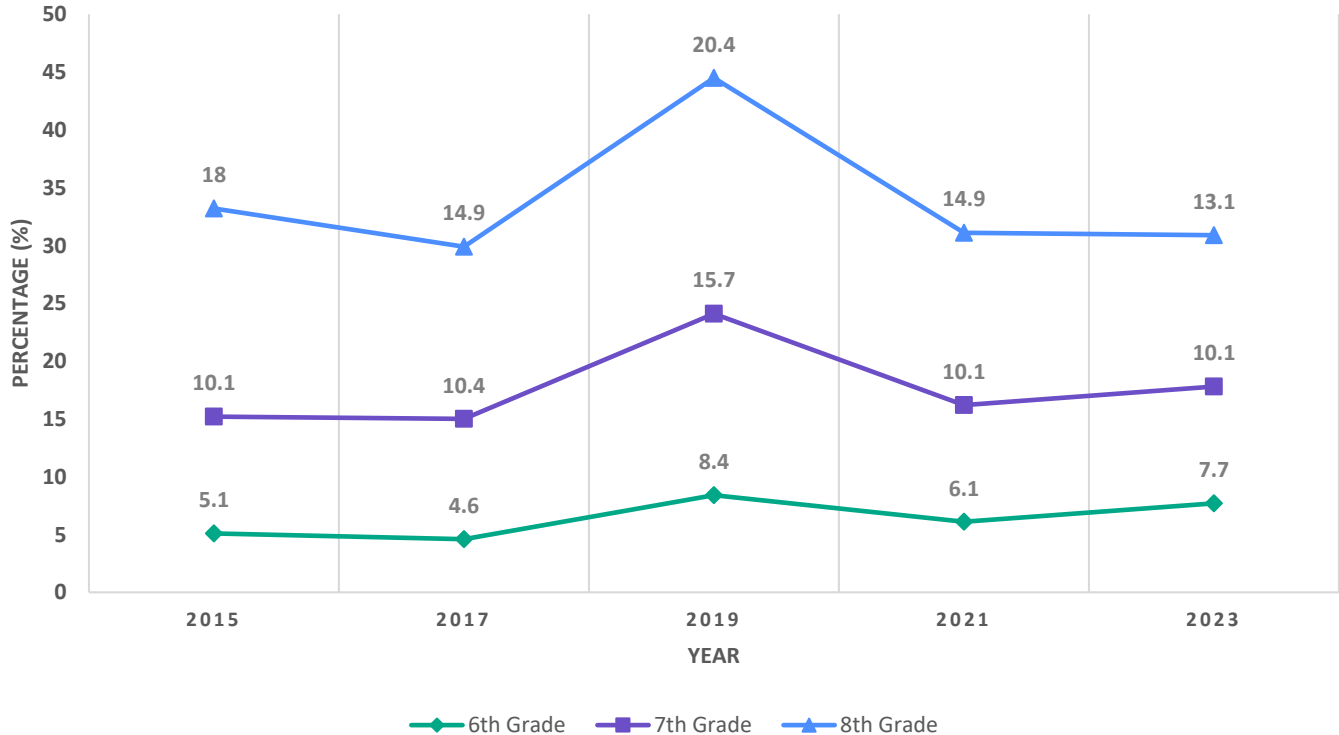


~1 in 7 youth vaped extensively, reporting over 100 days of lifetime use.

Middle School: E-Cigarette Use

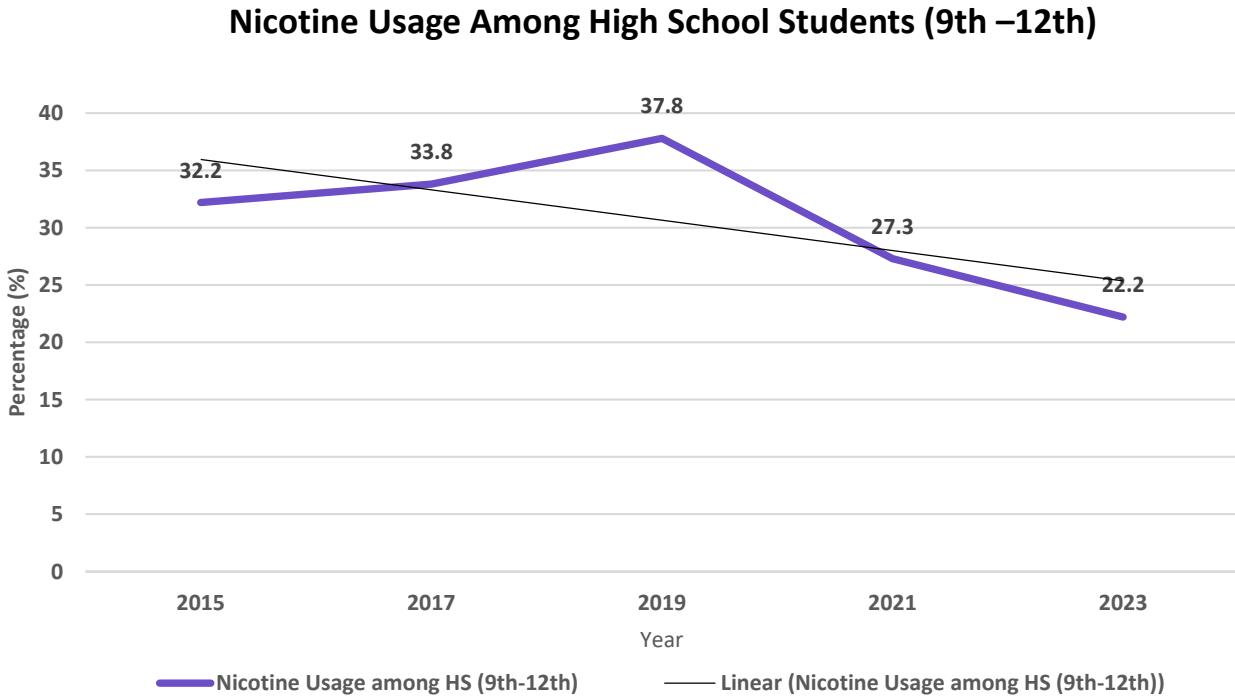
Nicotine use is increasing among youth, and nicotine use increases as students advance grades.

Percentage of Middle Schoolers Using E-Cigarettes.



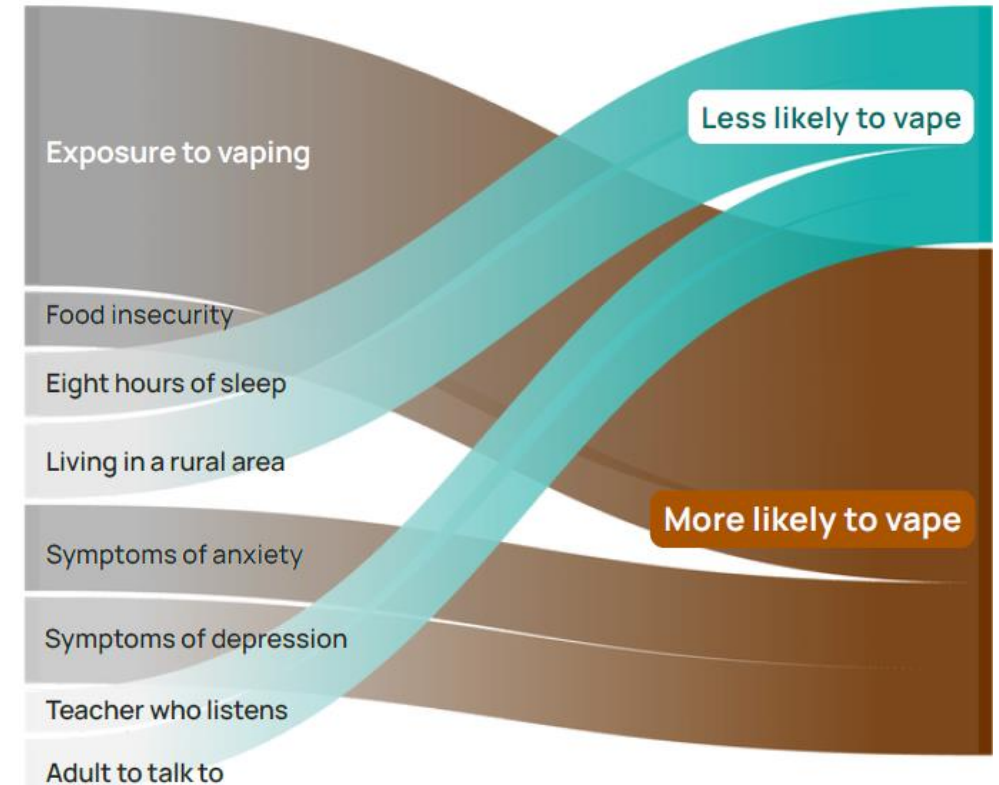
High School: Nicotine Use

Includes cigarettes, cigars, spit tobacco, hookah, and e-cigarette use within the last 30 days.



6th-12th Grade: Risk and Protective Factors to Vaping

- Exposure increases the probability of vaping:
 - 13% for middle school students
 - 26% for high school students
- 8 hours of sleep is linked to a 32% lower probability of vaping.
- Having a teacher who listens to the student reduces the probability by 26%.



Motives for Initiation

- 52%: Curiosity
- 48.7%: Peer pressure
- 27.1%: Anxiety, stress, or depression
- 24.6%: A family member vapes



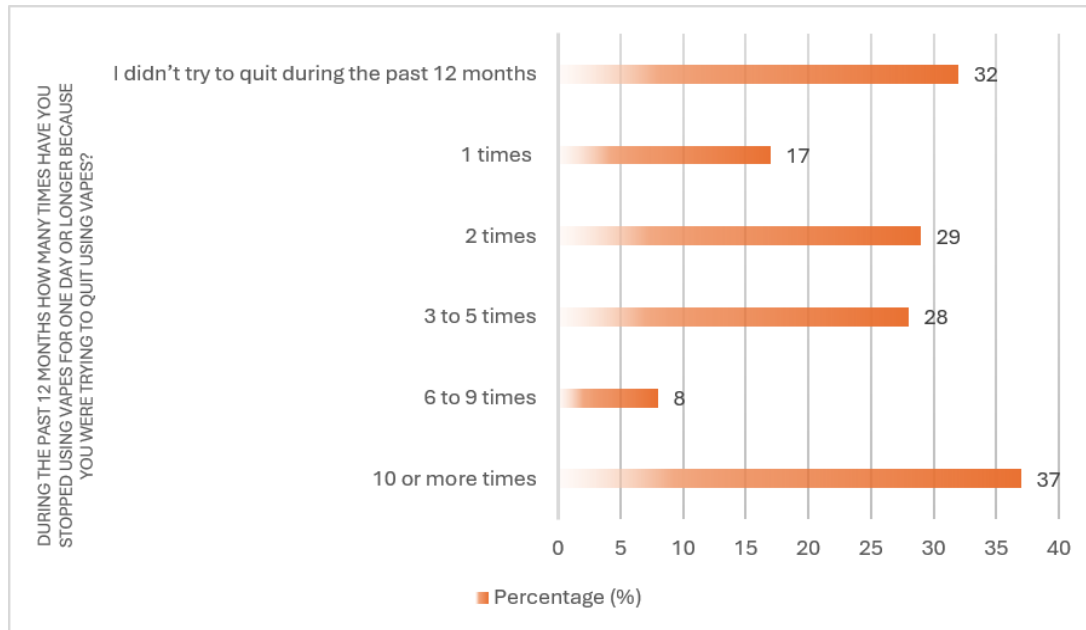
1. Just Health Data, Apex Evaluation

Motives for Current Use

- 49%: Cope with anxiety, stress, or depression.
- 32.2%: A "high" or "buzz" from nicotine.
- 20.8%: Peer pressure.

5th-12th Grade: Quit Attempts

How many times youth attempted to quit.

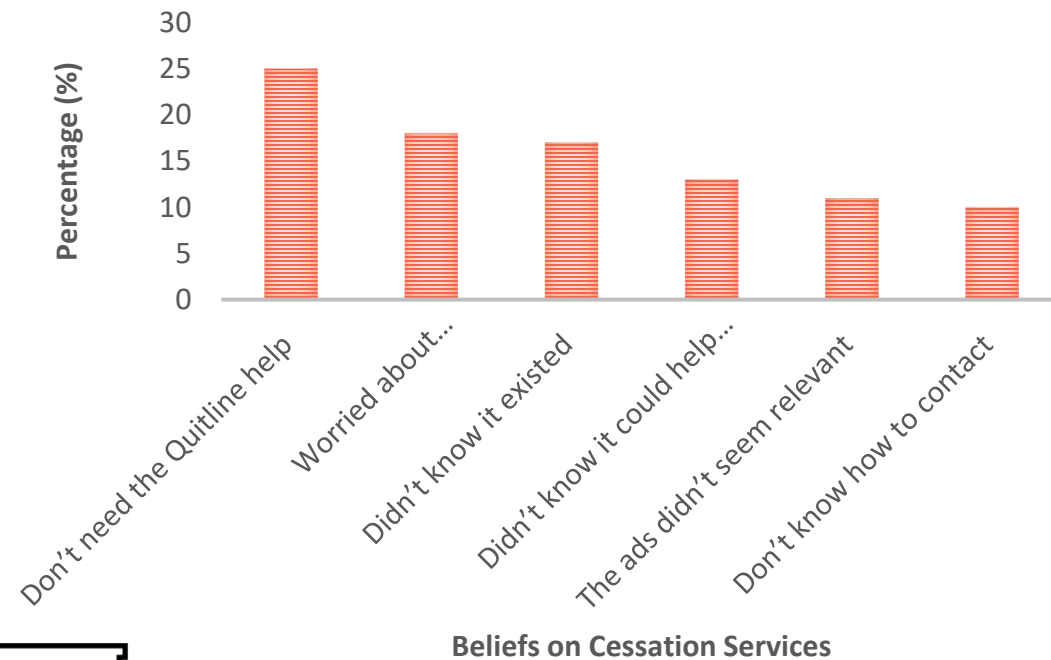


- ~35% of youth have tried to quit vaping more than 10 times during the last 12 months.
- ~61% of youth who vape have a plan to quit within 30 days.
 - Within a span of 6 months, only ~23% have quit vaping.

Quitline Perceptions

- 50% of New Mexicans perceive the Quitline as beneficial
- 30% consider it extremely helpful to quit using nicotine products.

What do people think about the Quitline?



FY26 Key Activities

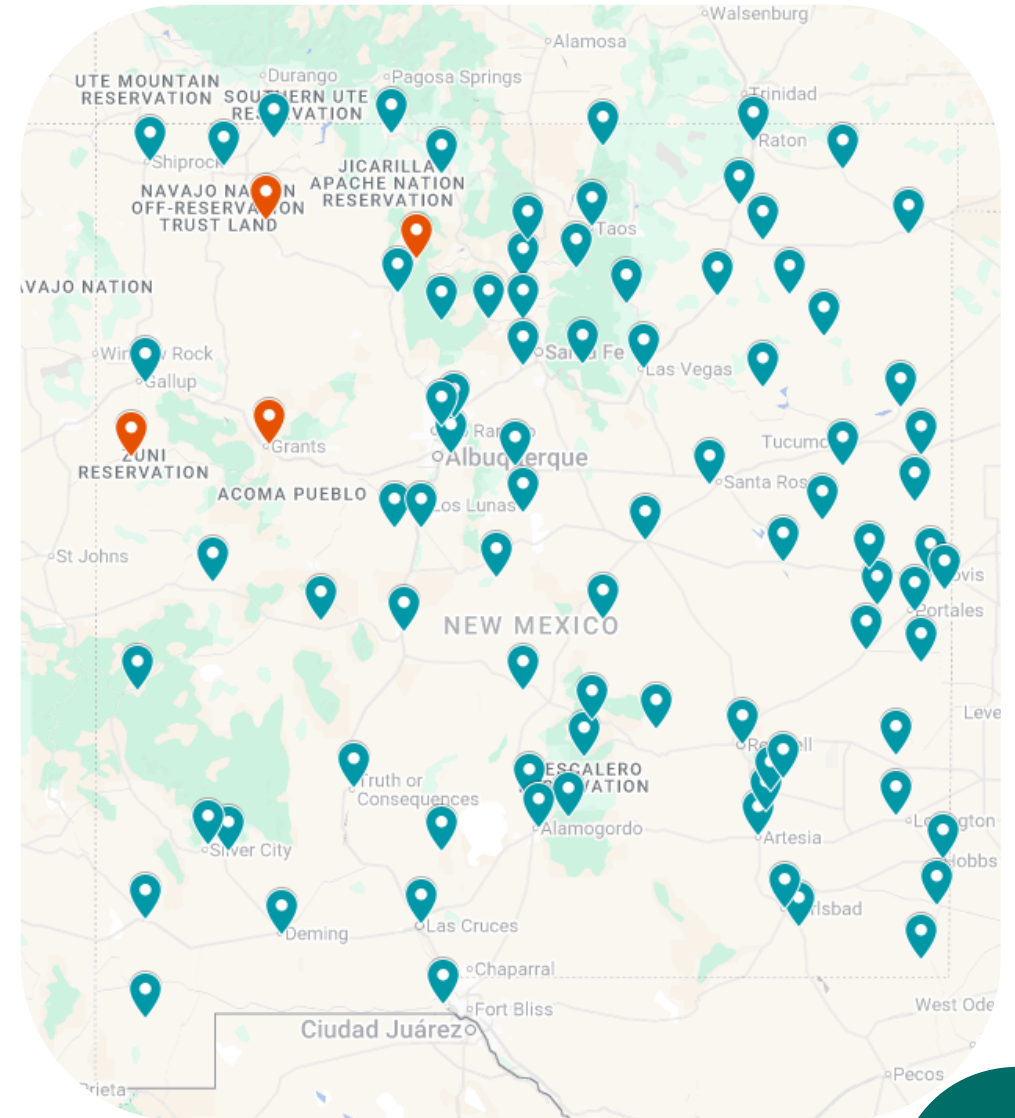
	Activities
Prevent Initiation	Statewide Training and Education
	College/University Education & Partnerships
	K-12 School Partnerships; Youth Training, Education, & Engagement
	Mass Media Health Communication & Behavior Change Campaigns
Promote Cessation	1-800-Quit Now and Live Vape Free
	Health Systems Change and Referrals
	Mass Media Health Communication & Behavior Change Campaigns
Eliminate Exposure	Multi-Unit Housing Policy; Smoke-Free Home Promotion; Education
	K-12 School District Policy; School Communication and Enforcement
Research	Evaluations, Nicotine Evaluation Survey, & Continuous Quality Improvement

PREVENT INITIATION



Hands Across New Mexico

- Expand and strengthen outreach of NUPAC programming to schools.
- Prevention education, Live Vape Free programming, and alternative to school suspension information.
- Reaching 84 out of our 88 districts New Mexico School Districts (blue).



Own Your Air

- Designed to provide vape prevention education for youth ages 7-14.
- Implementation includes peer-to-peer trainings delivered by Evolvment youth advocates to elementary and middle school audiences.
- Helps students understand the risks of nicotine product use while empowering them to make informed, healthy decisions.



Own Your Air Workbooks



Vape Industry Advertising Tricks

The vape industry knows it isn't supposed to target young people. It does it anyway.

Vape companies want to get young people addicted to nicotine as early as possible so they can sell them harmful products for as long as possible. Someone who starts vaping at 15 will give nicotine companies more money than someone who doesn't start until they're 30. These companies use a combination of tricky tactics to pull it off, including:

- Using and advertising flavors that youth like
- Using social media trends to connect with teens
- Using bright colors to grab young people's attention
- Creating vapes and devices in certain shapes and colors that young people like
- Making vapes sound safer than they are
- Using stories and settings that appeal to youth in ads, like young romance, fun settings, and memorable moments





Spot the Sinister Vape Advertising Tricks

Now that you know what to look for, how many vape advertising tricks do you think you can identify? Circle or highlight each one that you can find. Use the notes section to list what tricks you've identified.





How Vapes Impact the Body

Now that we know the terms and some of the chemicals in vapes, let's see how they impact different parts of the body.



Brain

Nicotine hijacks the brain's natural reward system. For brains that are still growing, like in young people, that's extra harmful.



Lungs

Inhaling all of those harmful chemicals found in vapes can weaken lungs and lead to long-term breathing problems.



Heart

Those same harmful chemicals can make it more difficult for the heart to pump oxygen-rich blood throughout the body.



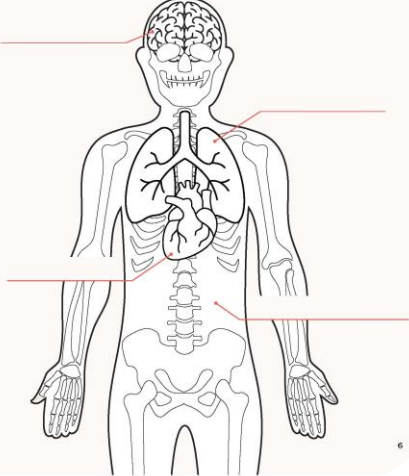
Immune system

The immune system works all over the body. It's what helps us fight off illness and infection and recover after we've been sick or hurt. Vapes make it harder for our immune system to work the way it's supposed to.



Activity: Coloring

Color in the different body parts we listed on page 5. Think about what colors you'd use for a healthy body part versus one that has been impacted by vaping.





Youth Empowerment Action (YEA) Summit



- Youth ages 13-25 participated from all public health regions and multiple tribal nations across New Mexico.
- 85% of Summit sessions were facilitated by youth.
- Youth insights on identified needs and priorities with digital and media literacy.

Youth Champion Award 2026

- Andrea Gouripaga
- Cuba High School Graduate
- 4+ years as a youth leader, working to prevent tobacco and nicotine addiction
- Will attend the UNM to become a pediatrician



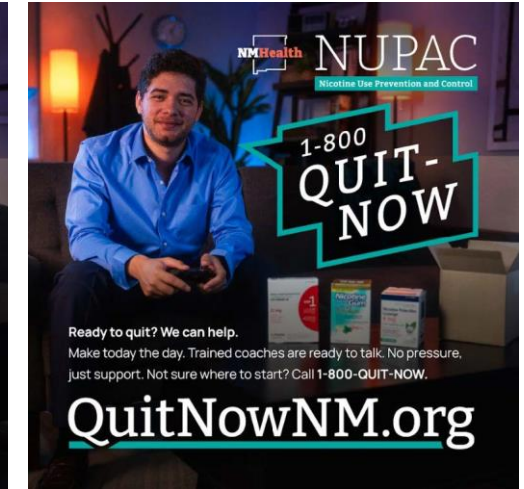
PROMOTE CESSATION



2,774 New Mexicans enrolled in
NUPAC's Quitline in FY26.

FY26 Health Comms & Behavior Change Campaigns

NUPAC



FY26 Campaign	Dates	Impressions	Clicks
Quitline 3	08/22/2025-01/31/2026	45.7 Million	46,000
Teen Vaping	08/11/2025 - 11/30/2025	14.6 Million	35,000
Tribal Campaign	03/02/2026 - 05/28/2026	8 Million	6,800

Tribal Nations Marketing Campaign

- Targeted placements near Tribal Nations.
- Strategic multi-channel media plan including:
 - Radio spots
 - Digital ads
 - Billboards



Isotopes Partnership

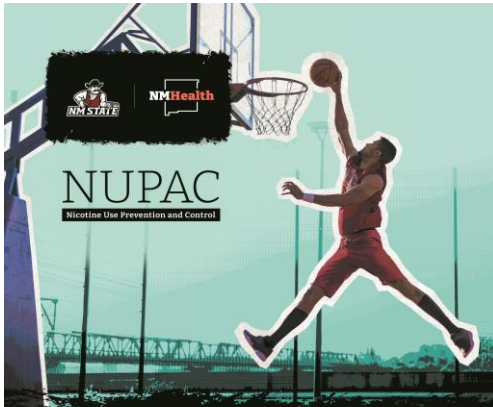
A partnership with the Isotopes allowed NUPAC to expand visibility of services, strengthen community engagement, and promote cessation resources.



NMSU Athletics Partnership

NUPAC

NUPAC is also partnering with NMSU Athletics to expand the Live Vape Free campaign to college-aged audiences.



NUPAC
Nicotine Use Prevention and Control

Want an easy basket?
TOSS THE POUCH.

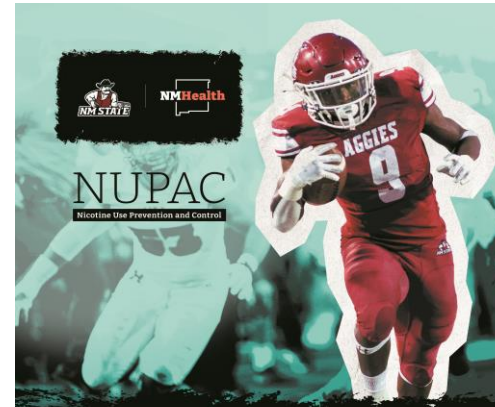
For help quitting vaping,
pouches, smoking, & more, visit
LIVEVAPEFREEMM.COM



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Nicotine Use Prevention and Control

Save your
lungs for
CHEERING.

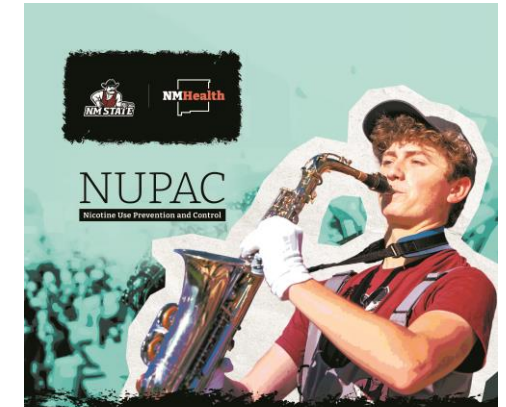
For help quitting vaping,
pouches, smoking, & more, visit
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NUPAC
Nicotine Use Prevention and Control

Don't let
nicotine sideline
YOUR HEALTH.

For help quitting vaping,
pouches, smoking, & more, visit
LIVEVAPEFREEMM.COM



NUPAC
Nicotine Use Prevention and Control

Stay
AGGIE STRONG.
Kick nicotine to the curb.

For help quitting vaping,
pouches, smoking, & more, visit
LIVEVAPEFREEMM.COM



NMSU Athletics Activities

- NUPAC tabled at the Rio Grande rivalry game on 9/25/2026.
- Over 25,000 attendees.
- Collaborative way to engage with the community including parents, educators, and students.



Community Outreach

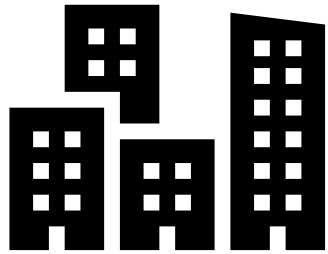
- Regional engagement through collaboration with community health workers, promotional specialists and local organizations.
- Active participation in local events, coalitions, and health initiatives to strengthen partnerships.



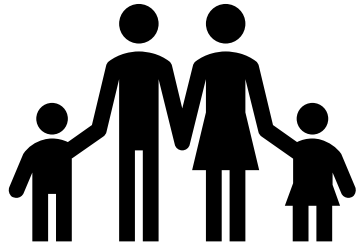
Eliminate Exposure



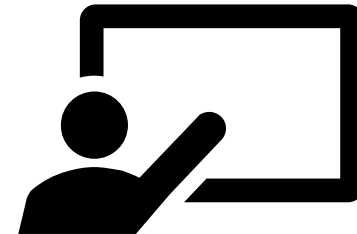
Smoke Free at Home Accomplishments



21 Newly Certified Smoke-Free Properties



7,933 residents covered by smoke-free policy



20 Educational Workshops for Residents

Collaboration & Partnership



Coalition Update

NICOTINE FREE NEW MEXICO

- Nicotine Free New Mexico has returned in house, being convened by NUPAC.
- Bring together partners and the local and federal levels to expand knowledge and nicotine prevention efforts in our state.
- Recruitment efforts ongoing.

MOVING FORWARD



NUPAC Funding

NUPAC is operating on less funding in FY27, and the tobacco settlement funding is expected to decrease in FY28.

Funding Source	FY26	FY27	FY28
Tobacco Settlement	\$5.4M	\$5.4M	\$4.8M
Juul Settlement	\$3.5M	\$0	\$TBD
Health Disparities Grant	\$292K	\$0	\$0
CDC Grant	\$950K	\$0	\$0
Revenue	\$350K	\$350K	\$350K
Total	~\$10.5M	~\$5.7M	~\$5.1M

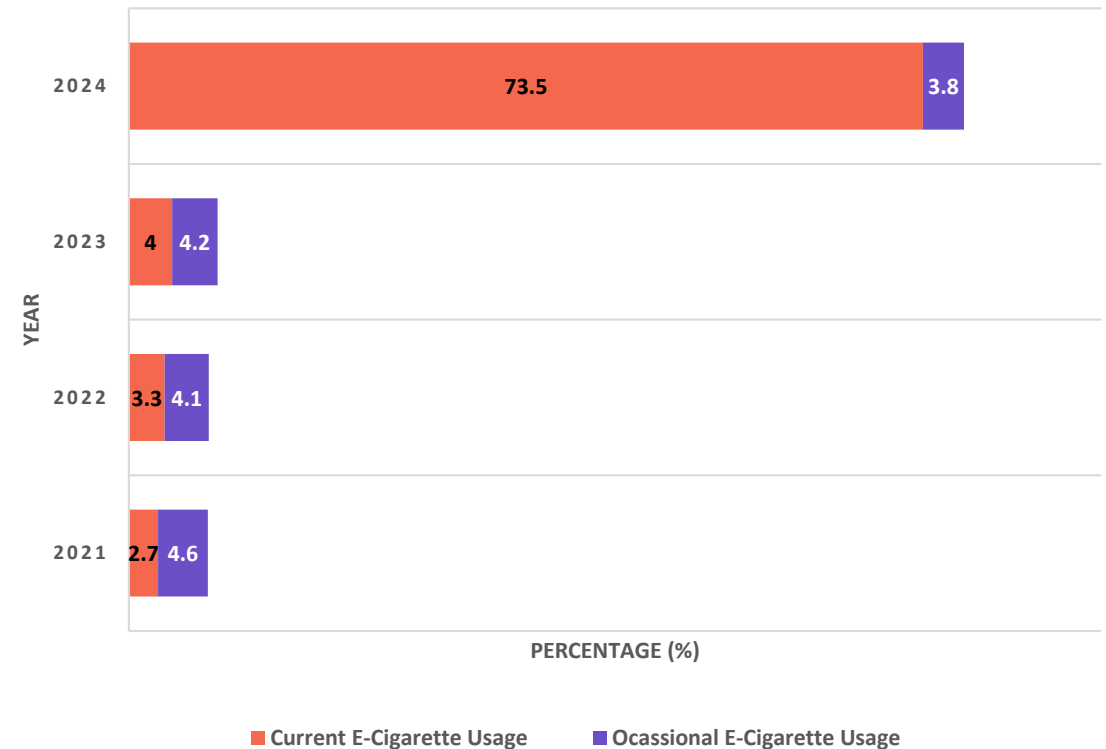
Thank You & Questions



E-Cigarette Dependence Among Adults

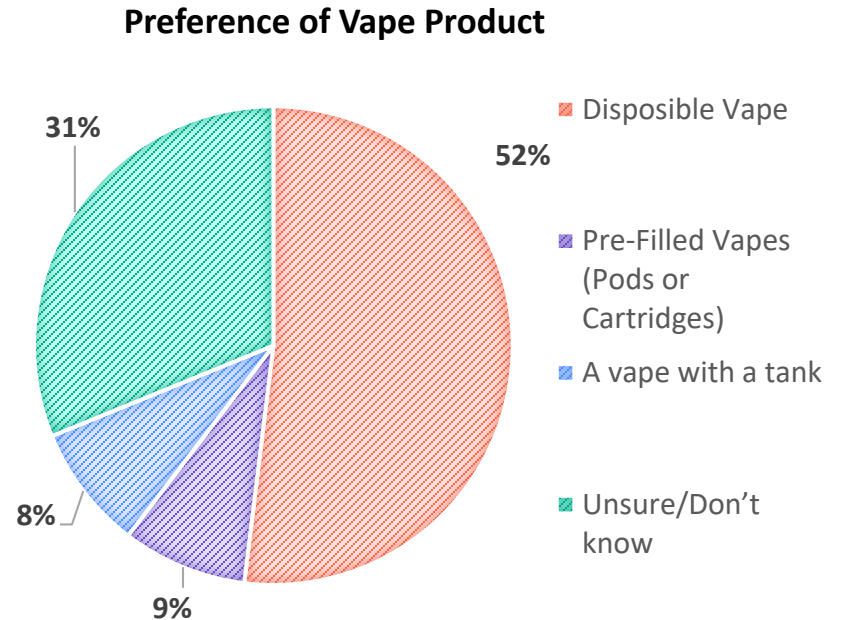
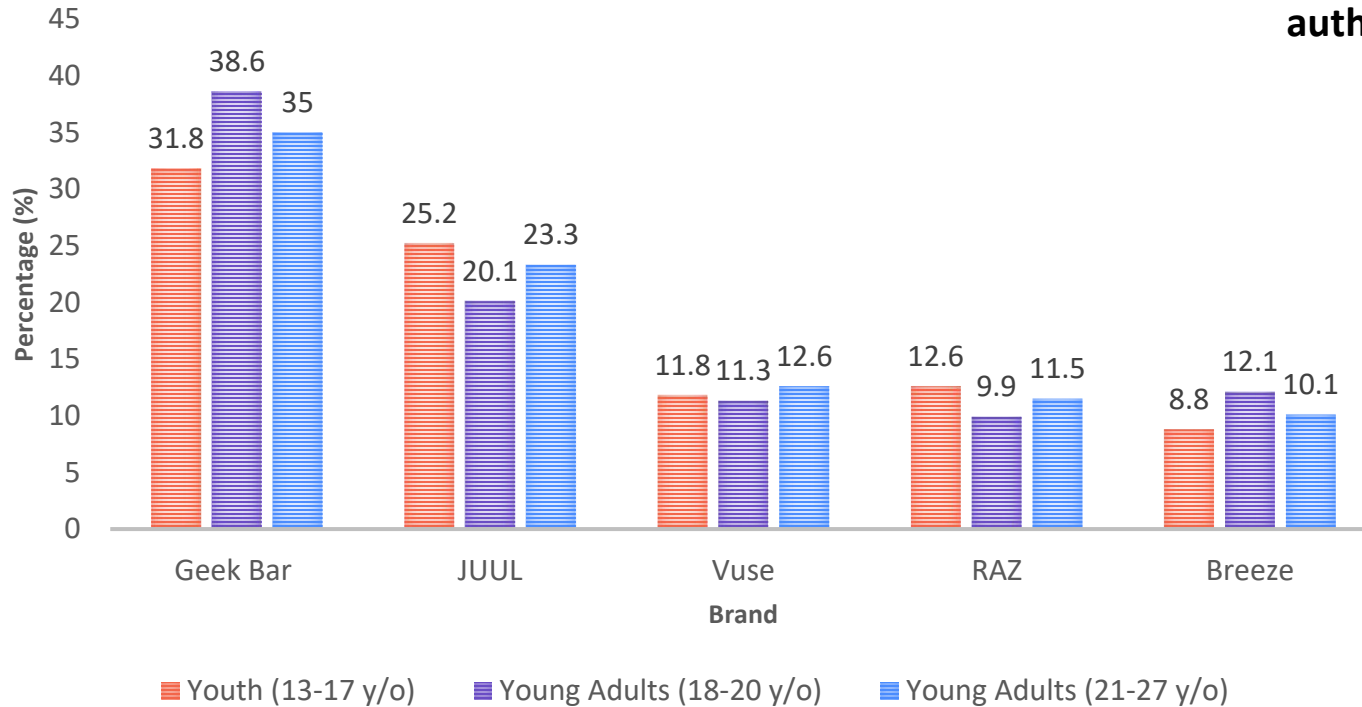
- Dependence escalates with higher nicotine levels, increased frequency, and prolonged usage.
- In 2023, merely 4% of all electronic cigarette users reported daily usage.
- By 2024, 73.5% of users identified as daily users, marking a 69.5% rise in consumption.

E-cigarette frequency usage



Brands and Electronic Cigarette Types

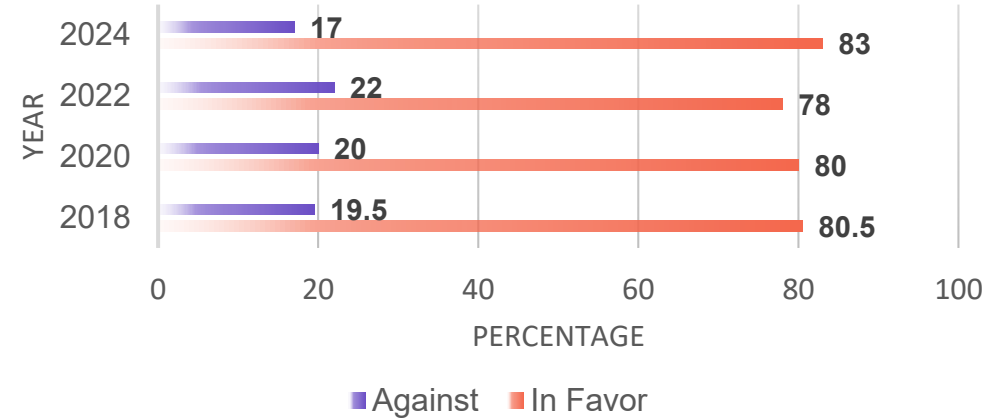
- The vape market exploded from 460 brands in 2014 to 1000 brands in 2024.
- Despite this growth, the CDC only tracks about 23 brands, and fewer than 50 products are FDA-authorized for marketing.



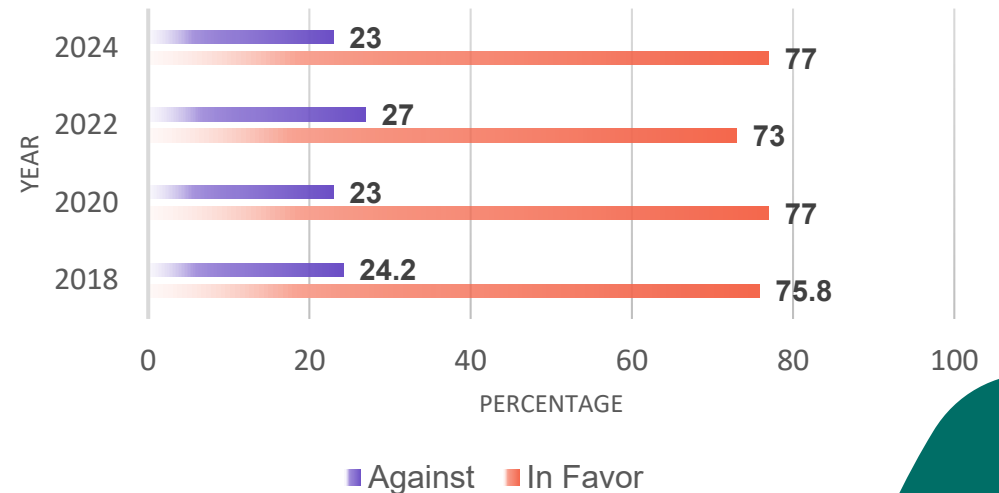
Public Opinion on Nicotine and Tobacco and Equity

- Public backing for increments in tobacco taxes aimed at financing health initiatives increased from 80.5% in 2018 to 83% in 2024.
- Support for raising cigarette taxes to support educational programs grew to 77% in 2024, up from 75.8% in 2018.
- Support for local tobacco control measures has remained consistent, with 70% of adults endorsing local regulations to limit youth access in 2024, compared to 70.5% in 2018.

Would you support raising tobacco taxes to match cigarette rates if the revenue funded health and education?



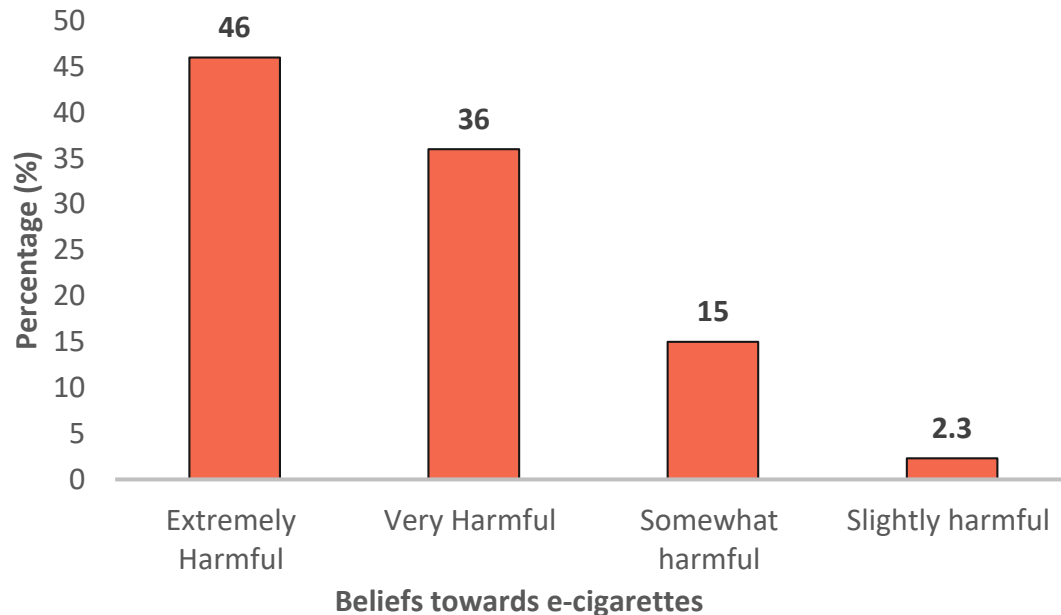
Would you support a \$1.50 cigarette tax increase to fund state health and education?"



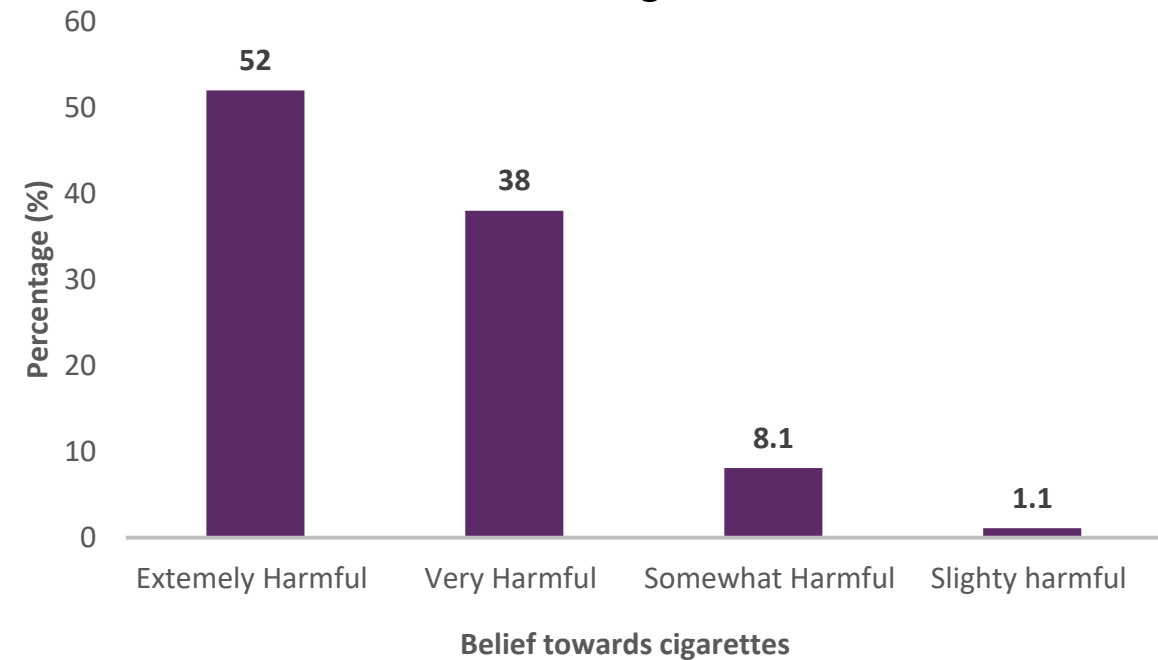
Youth Beliefs about Harmfulness of Cigarettes & Electronic Cigarettes

The youth agrees that e-cigarettes and cigarettes are extremely harmful!

How harmful are E-Cigarettes ?



How harmful cigarettes are?



Personality Traits Associated with Long-term Vape use

➤ Behavioral risk factors:

- Acting impulsively during emotional situations is associated with a 60% higher likelihood of becoming a long-term vape user.
- Making decisions without considering future consequences is associated with a 60% higher likelihood of becoming a long-term vape user.
- Seeking excitement, novelty and risk-taking experiences is associated with a 30% higher likelihood of long-term vape use.

Age of usage among New Mexican Youth

Nicotine Delivery Method	Age of first use
Cigarettes	~12
Smokeless Tobacco	~13
Cigars	~12
E-Cigarettes	~12

Personality Traits Associated with Long-term Vape use part 2.

➤ **Protective personality characteristics :**

- Being cooperative and considerate of others is associated with a ~13% lower likelihood of long-term vape use.
- Maintaining an emotional resilience and managing stress effectively is associated with approximately an 18% lower likelihood of being a long-term vape user

Where Did They Get it From?

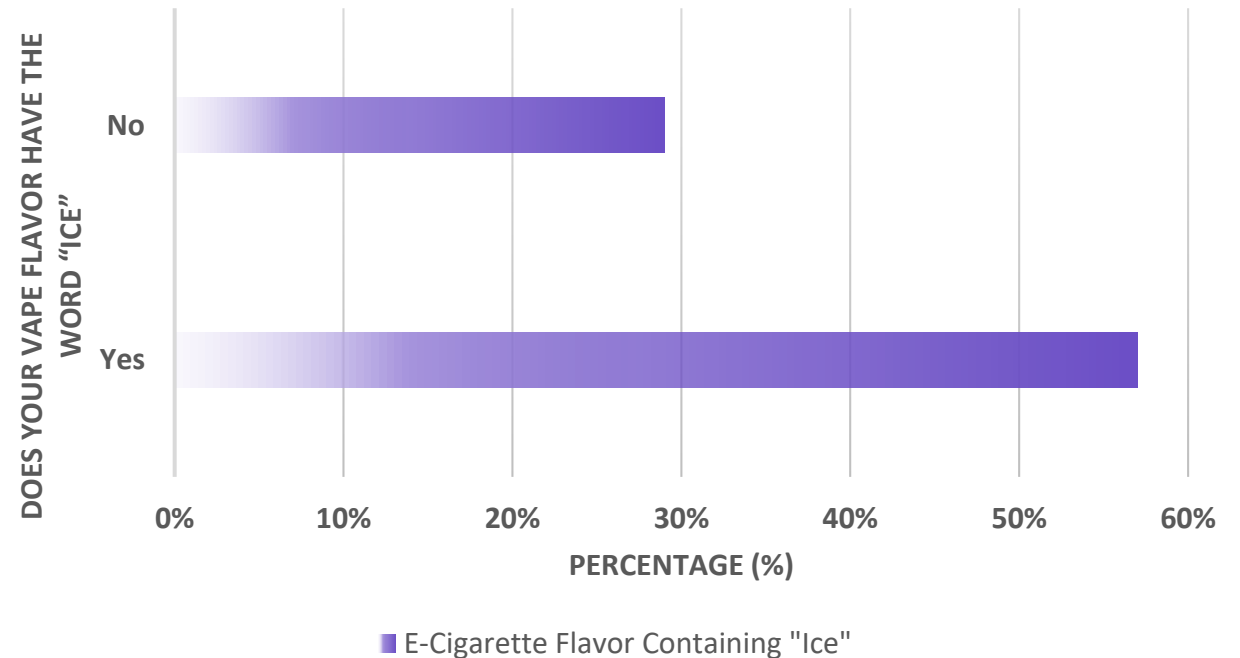
- Among the youth who owned a vaping product, nearly 50% acquired it from a friend.
- Approximately 39% of all vaping products in possession were acquired through someone who provided them to a young person.
- What are some alternative methods through which young individuals have been able to acquire vapes:
 - Personal “plug” : ~35%
 - Someone else bought it for them: ~30%
 - Asking someone to buy it for them: ~30%

What Flavors are Desired by Youth ?

➤ Out of all electronic cigarette/vape flavors, youth prefer the following flavors:

- Almost ~70% of youth prefer "Fruity" flavors (Pineapple, Watermelon etc.)
- Approximately ~40% of all youth prefer "Candy" or "Dessert" flavors.

Does your vape have the word "Ice" in it?



Perceived Harms of E-Cigarette Use

➤ **Individuals that are current users have the following health concerns:**

- Current electronic cigarette users are 60% more likely to believe that vaping does damage to the lungs and respiratory systems.
- Youth perceive electronic cigarettes as approximately 20% less harmful than traditional cigarettes.
- Current electronic cigarette users are 53% less likely to believe vaping can contribute to mental health problems.
- Approximately 30% of youth electronic cigarette users don't recognize the harmful health effects associated with vaping.