Creating a Healthier New Mexico
Youth Advocacy in Action

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EVOLVEMENT

Evolvement is a statewide youth engagement movement funded by the Nicotine Use Prevention and Control (NUPAC) Program



6,000+ high school youth trained since 2010

TRADITIONAL VS COMMERCIAL



TRADITIONAL or
CEREMONIAL TOBACCO

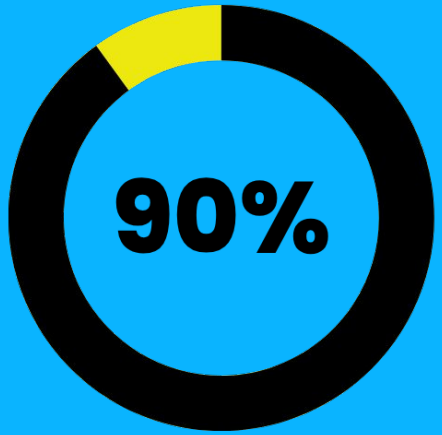


COMMERCIAL TOBACCO

In Evolvement, we focus on commercial tobacco control.

1 in 5 high schoolers
in **New Mexico**
report using e-cigarettes





of nicotine addiction starts
before the user is 18

HOW IT WORKS



Evolvement Member Training

Campaign Events





Leadership Team Training

Key Decision Maker Meetings



HOW WE DO THIS WORK



Educate Community



Raise Awareness



Capture Evidence

POLICY CHANGE

OUR FOCUSED EFFORTS IN EVOLVEMENT







WE FOCUS ON EDUCATING
AND WORK TOWARDS POLICY CHANGE

My Experience

Educated hundreds of elementary and middle school students about nicotine prevention

Engaged with state legislators to advocate for healthier communities

Met with school boards, principals, and other key decision makers about nicotine-free school efforts







My Growth & Future

Developed confidence and stronger public speaking skills

Gained independence in leading meetings with school administrators

Prepared to continue advocacy while pursuing higher education



> “I’m so much more confident in public speaking. I’m even able to have meetings with Principals and School Health Committees by myself.”

My Experience

Educated 200+ elementary students about nicotine prevention

Advocated for nicotine-free school policies with decision-makers

Engaged with legislators to support meaningful change







My Growth & Future

Developed leadership, public speaking, and advocacy skills

Gained confidence to step outside my comfort zone

Empowered to create change beyond high school



> Evolvement has taught me that I do not have to be a bystander to the problems my community faces.

My Experience

Advocated for nicotine-free school policies at a school board meeting

Educated youth about nicotine prevention through presentations and school visits

Raised community awareness through outreach and support







My Growth & Future

- Strengthened public speaking, communication, and leadership skills
- Gained confidence to step outside my comfort zone
- Prepared to advocate and lead beyond high school



> Every student deserves the chance to have their voice heard.

My Story Is Not Mine Alone

"The reason why I'm passionate about Evolvement is because of **where I come from on my reservation, I see kids who smoke, not becuase they want to, but because it's the norm. I want to change this.**

-ENM Member, Farmington

"Evolvement helped me find my voice in a time I was scared to speak up. I built connections with people that turned into lifetime friendships. I was able to be a part of a movement that aimed to prosper lives.... All this gave me the opportunity to earn a scholarship to further my own education... thank you all for everything the organization has done for me, and for helping me blossom - and find courage within myself. Once again, thank you for the opportunity to earn such a substantial scholarship. **I hope Evolvement is able to enrich countless other lives as it did mine."**

-ENM Member, Rio Rancho

- **6,000+ youth trained since 2010**
- **2,804+ youth volunteer hours contributed in FY26**

"The Evolvement group has helped me with developing leadership skills and working on my mental health. The leadership team is more than just a group of teens, we are a family. The laughs and good times that we have spent with each other while working together to make a better New Mexico is something that we are so passionate about **is the best feeling ever. I have grown as an individual through Evolvement and I will forever cherish the memories made together."**

-ENM Member, Portales

Evolvement has given me the confidence to stand up for the causes and ideas I care about, and most importantly, to advocate for myself. I better understand the power of my own voice, as well as the magnitude of my own capabilities. **Evolvement has given me the opportunity to grow as a person and a leader while making a positive, lasting impact** in schools, communities, and on young adults like me.

-ENM Member, Las Cruses



Looking Ahead: Sustainable Funding

- **Can strengthen and grow the Evolvement program**
- **Increase overall footprint including**
  - Elementary and middle school prevention efforts
  - Policy efforts
  - Media efforts
- **Explore new areas, demographics and prevention tactics**
  - Digital sales and safety
  - Holistic school partnerships
  - Rural and AI/AN populations

