



# **Tobacco Settlement Revenue Oversight Committee**

July 7, 2025

# The Problem

**Tobacco use is the most preventable cause of disease, disability, and death in the United States.**

Because of the decline of smoking among adults, **tobacco industries are targeting youth as the 'replacement generation'** enticing youth with the production and distribution of e-cigarettes and other nicotine-based products.

# The Solution

CDC: A comprehensive, evidence-based statewide **tobacco control program can reduce smoking rates as well as tobacco-related disease and deaths.**

The **individual components of a comprehensive tobacco control program are most effective when they work together** to produce synergistic effects.

- State/community interventions
- Cessation interventions
- Mass-reach health communication
- Surveillance and evaluation
- Administration and management

# NUPAC = IMPACT

Nicotine Use Prevention and Control



- **For more than two decades, NUPAC has made a significant impact on the health and wellbeing of New Mexicans.**
  - **120,000+** people received quit support<sup>1</sup>
    - FY25: 5,346 calls to the Quitline; 2,580 enrolled in services
    - FY25: Reached 1.36% of all adult Nicotine users (15 out 52 states)
  - **115,000+** students, faculty, and staff protected by nicotine-free policies in schools, colleges, and universities
  - **5,000+** H.S. students trained in nicotine prevention and advocacy
  - **8,400+** rental homes are covered by a smoke-free policy

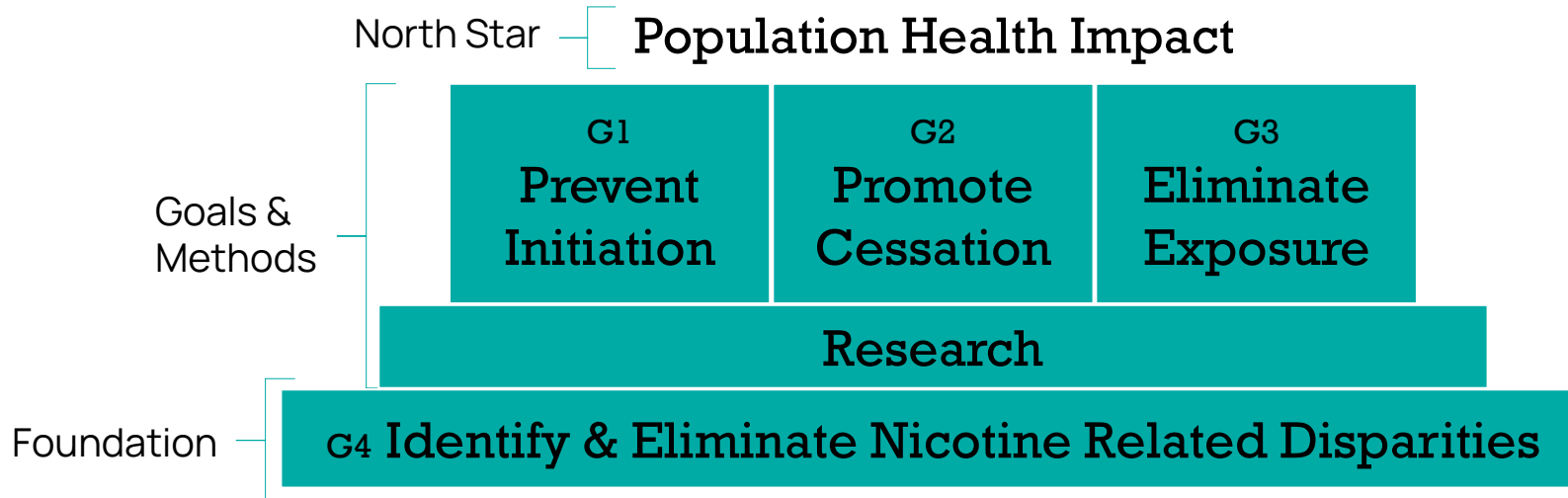
1. Estimate since 2005.

# NUPAC

Nicotine Use Prevention and Control



- 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

- Health Education
- Youth Engagement
- Retail Licensing Education
- Mass-Reach Health Comms

### Promote Cessation

- Health Systems Change
- Community-Based Orgs
- Mass-Reach Health Comms
- Nicotine Addiction Treatment

### Eliminate Exposure

- Multi-Unit Housing
- Healthcare Facilities
- Community-Based Orgs
- Schools/Colleges/Universities

**Nicotine-Free NM:** Education, training, engagement, and advocacy with organizations, groups, and stakeholders.

### Research

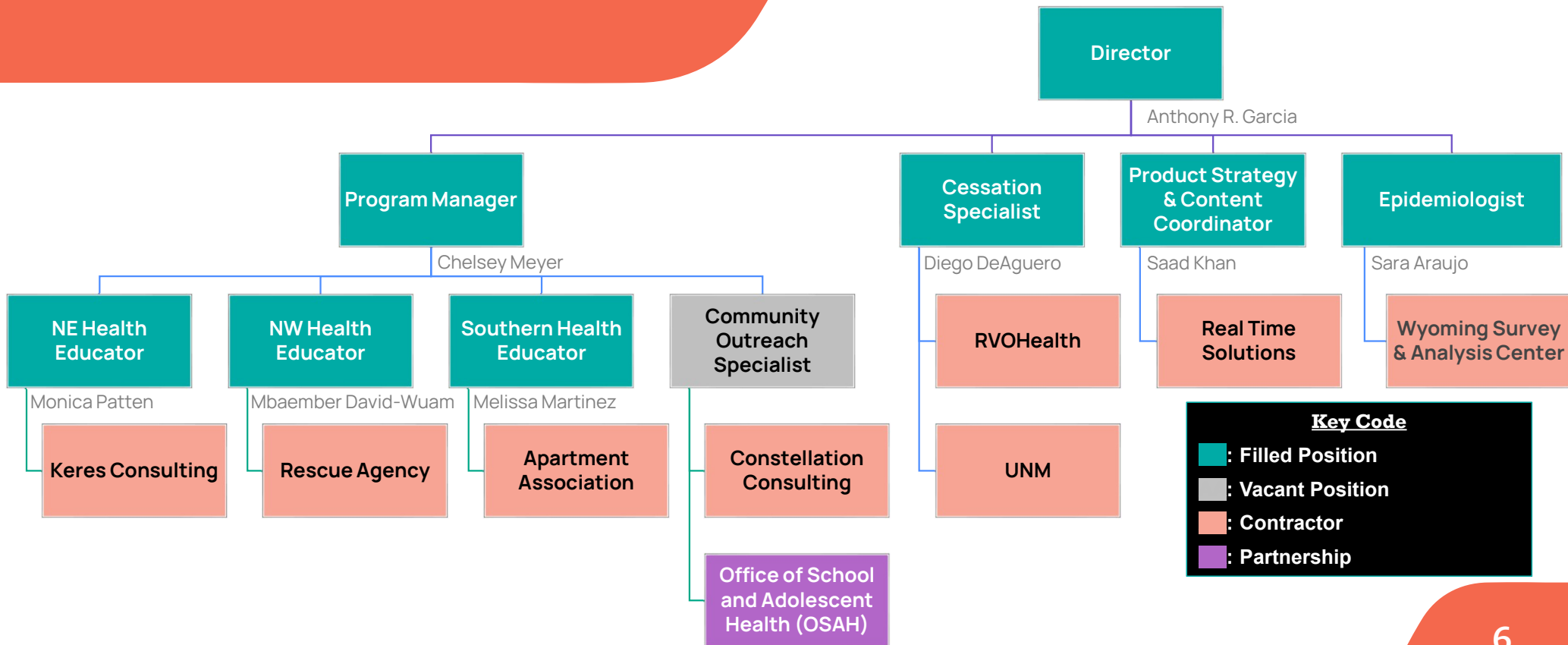
- Existing literature
- NM-specific insights

### Identify & Eliminate Nicotine Related Disparities

- Evaluation, Planning, and Execution
- Continuous Quality Improvement

**NUPAC Team + 8 Contractors & Partnership with Office School and Adolescent Health**

# TODAY'S TEAM

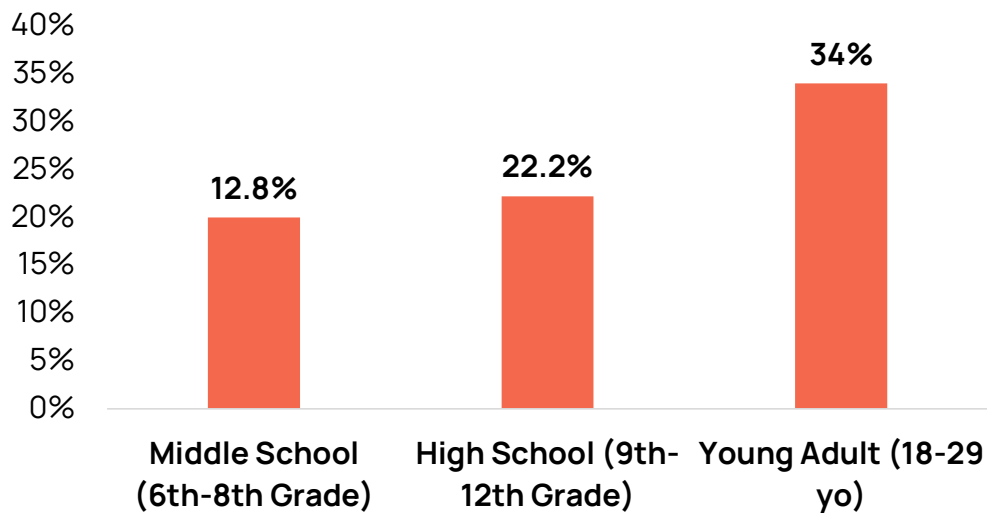


# NICOTINE USE METRICS



# Nicotine Use Among Youth and Young Adults in New Mexico

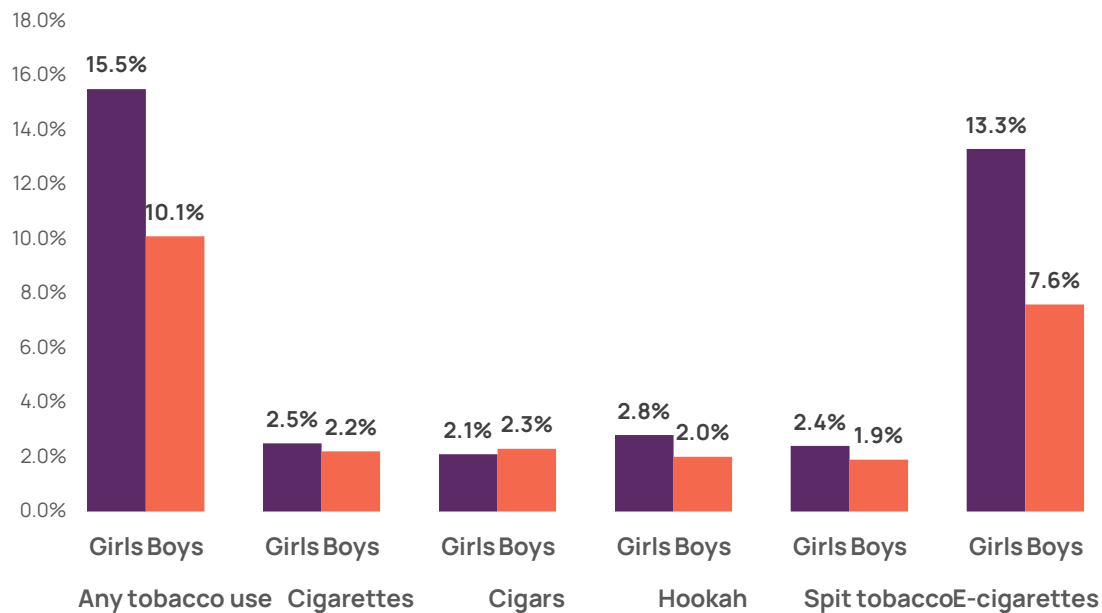
All Nicotine Products Use for Age Levels, 2023



- The percent of people that use nicotine products increases as age, or generational stage, increases.
- In 2023, nicotine use significantly increases with age. This may be due to access, exposure, or level of addiction.
- Youth, Risk and Resiliency Survey, 2023; NUPAC Tobacco Evaluation Survey

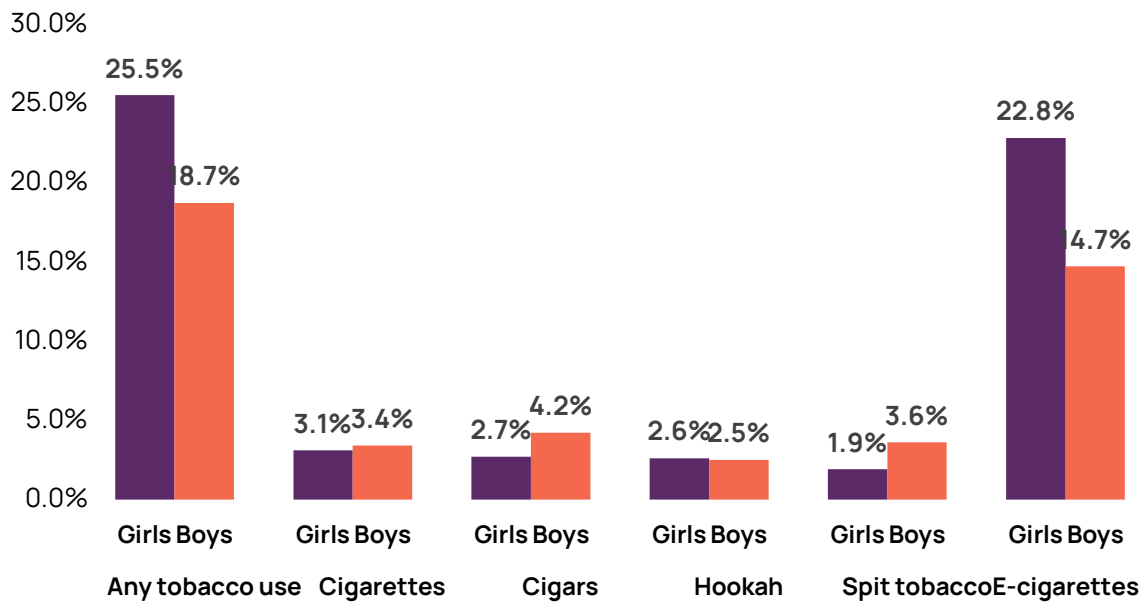


# CURRENT TOBACCO USE MIDDLE SCHOOL (6th- 8th Grade)



- Cigars are the only single form of tobacco use that have higher rates of use among boys than girls.
- NM Youth Risk and Resiliency Survey-UNM, 2023

# CURRENT TOBACCO USE HIGH SCHOOL (9th-12th Grade)

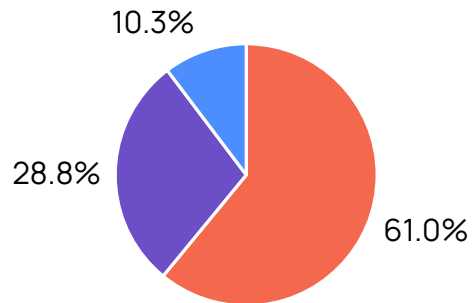


- E-cigarettes are the only single form of tobacco use that has a higher rate of use among girls than boys.
- NM Youth Risk and Resiliency Survey-UNM, 2023

# TOBACCO TYPE: YOUTH

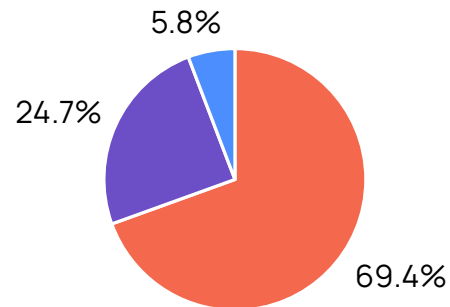
- NM Youth Risk and Resiliency Survey- UNM, 2023

**Middle School (6<sup>th</sup> -8<sup>th</sup> Grade)**



- E-cigarettes only
- E-cigarettes plus other tobacco products
- No e-cigarette use

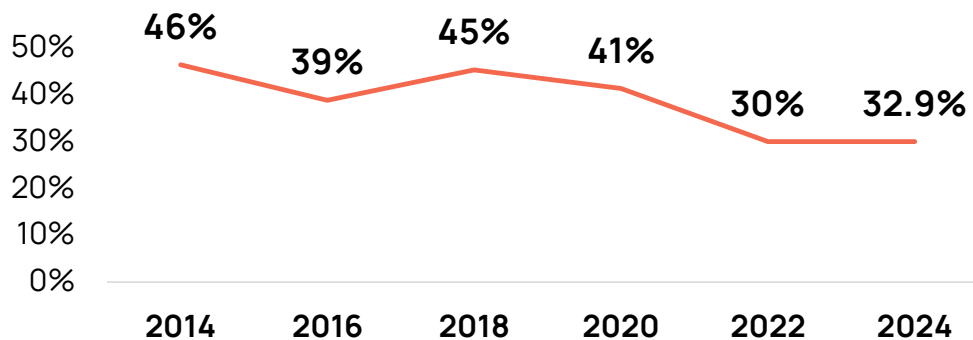
**High School (9<sup>th</sup> -12<sup>th</sup> Grade)**



- E-cigarettes only
- E-cigarettes plus other tobacco products
- No e-cigarette use

# TOBACCO USE: YOUNG ADULTS

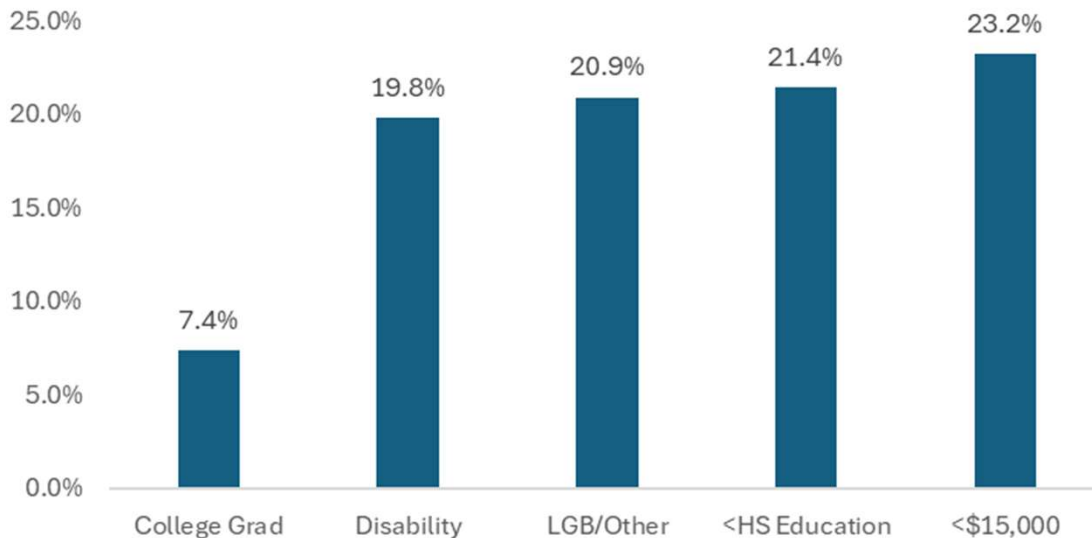
Use of Any Form of Tobacco Among  
NM Young Adults (18-29 yo) by Year



- NUPAC Tobacco Evaluation Survey, 2024
- This measure does not include oral nicotine products (ONP), although the measure of all products, including ONP, will be available soon.

# NEW MEXICO ADULTS

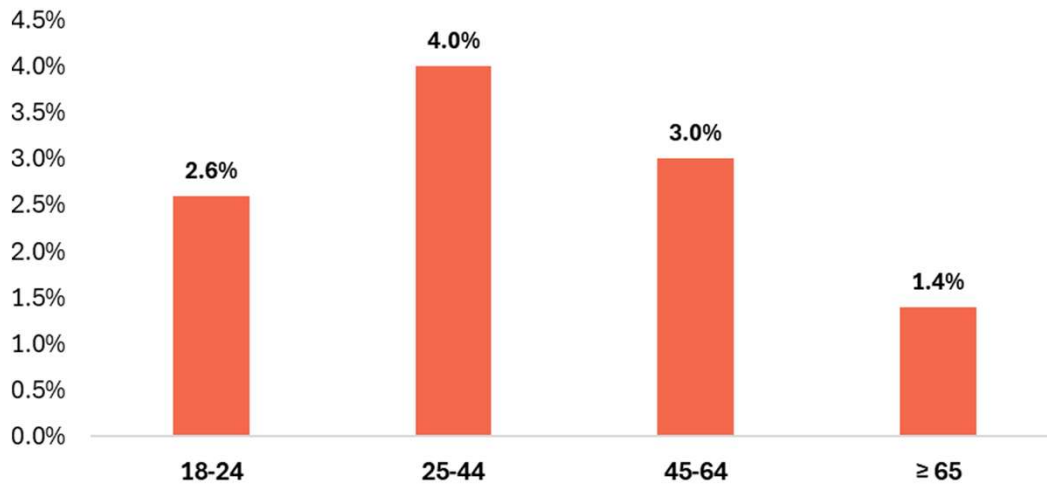
Highest Levels of Smoking in New Mexico Among Adults



- Highest levels of smoking in specific populations in NM are in the 20% level.
- One of the lowest levels of smoking in NM is among college graduates at 7.4%.
- Behavioral Risk and Resiliency Surveillance Survey, 2022

# TYPE: ORAL NICOTINE POUCHES

Percent have used nicotine pouches



- The percentage of people that have used nicotine pouches is higher for those aged 18-24, 25-44, and 45-64.
- Young adults are more likely to use nicotine pouches in the US.
- Journal American Medical Association, September 2024

**FY25  
REVITALIZING  
& AMPLIFYING  
NUPAC**



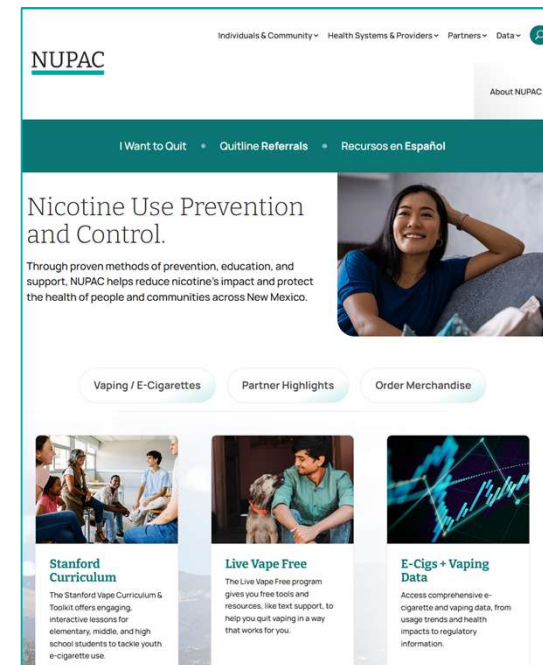
# BRANDING & WEBSITE REFRESH

- Strategically refreshed NUPAC's identity to reinforce cohesion with NMHealth for a unified presence
- Redesigned NUPAC's website to align content with audience needs while streamlining navigation and information.



# NUPAC

Nicotine Use Prevention and Control





# Community Reintroduction Campaign



- Flight: 4/3/25 – 5/15/25
- Media Performance<sup>1</sup>
  - **4,645,447** Impressions
  - **20,676** Clicks



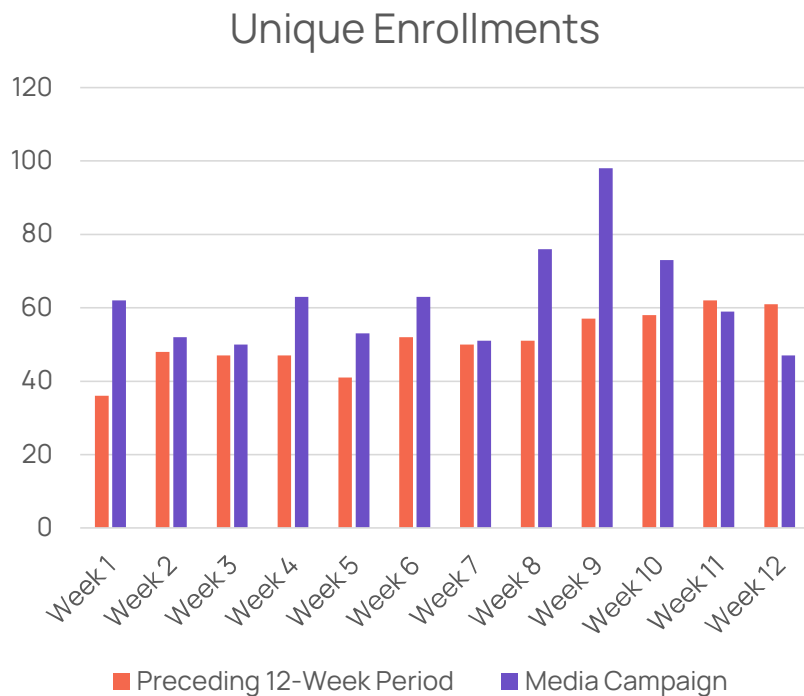
# 1-800-QUIT-NOW FY25 Media Campaign

- Flight: 5/19/25 – 6/30/25
- Media Performance<sup>1</sup>
  - **7,409,581** Impressions
  - **2,774,808** Completed views
  - **21,098** Clicks

1. Data through 6/25/25



# Media Impact on Enrollments



## Quitline ↑ 22.5%

- Compared to the 12-weeks prior, the recent media campaigns led to a 22.5% increase in unique Quitline enrollments.
- Beyond enrollment, campaigns play a critical role in maintaining awareness of the Quitline among those preparing to quit, and in encouraging others to begin contemplating quitting.

# HEALTH EDUCATOR OUTREACH

- TOP: Monica Patten, NUPAC's NE Health Educator, sits on the Rio Arriba Health Council Food Action Team and participated in a food distribution and resource event in Dixon (Feb. 2025).
- BOTTOM: Melissa Martinez, NUPAC's Southern Health Educator, presented You and Me, Together Vape Free curriculum at Loma Heights Elementary (Oct. 2024). Melissa has presented to a total of 210 students, from 3rd, 4th and 5th grades.



## QUITLINE UPDATES

- April: Enhanced Nicotine Replacement Therapy (NRT) Offering
  - Increased NRT from 8-weeks of single therapy to 12-weeks of combo therapy (patches + gum or lozenges).
- June: All Medicaid health plans (BlueCross BlueShield of New Mexico, Molina Healthcare, Presbyterian and United Healthcare) are supporting 1-800-QUIT-NOW rather than promoting separate cessation programs.
  - This streamlines services, reduces confusion and enhances care for nearly 832,176 Medicaid members across the state.



# STATEWIDE COALITION UPDATES

## NICOTINE FREE NEW MEXICO

### Monthly Highlights

- **January:** Kickoff meeting
- **February:** Public Health Day at the Capital
- **March:** Advocacy meeting with national partners
- **April:** Training: Nicotine Products & How Kids Are Getting Ahold of Them
- **May:** Stanford Toolkit Overview: Presented by Scott Gerbert, Stanford
- **June:** Website launch

**FY26  
MOVING  
FORWARD**



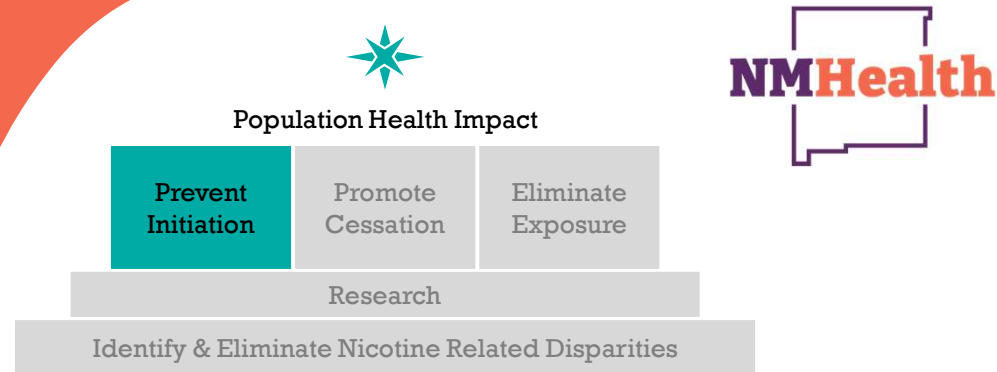
# Tobacco Settlement Funding

- FY26 appropriation for NUPAC program:
  - The internal service funds/interagency transfers appropriations to the public health program of the department of health include five million four hundred thirty-five thousand two hundred dollars (**\$5,435,200**) from the tobacco settlement program fund.

\*5% (\$271,760) is withheld annually until the program is notified of actual settlement allocation.



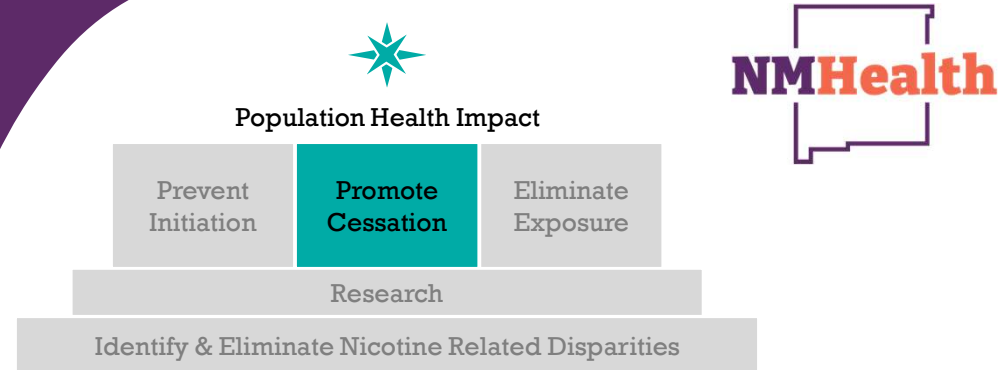
# Mass Media & Marketing + Environmental Approaches



Contractor	Scope of Work
Constellation Consulting	Statewide Training and Education
Keres Consulting	College/University Education
Office of School and Adolescent Health (OSAH) <sup>1</sup>	School-Based Health Clinic Training and Education
Rescue Agency	K-12 School Partnerships; Youth Training, Education, & Engagement
Real Time Solutions	Mass Media Health Communication & Behavior Change Campaigns <sup>2</sup>

1. Partnership with OSAH to increase scope of existing contractors to include nicotine prevention.
2. Campaign preview on Slide 20.

# Mass Media & Marketing + Provision and Referral to Nicotine Addiction Treatment Services



Contractor	Scope of Work
Constellation Consulting	Behavioral Health Facility Nicotine Treatment Continuum of Care
OSAH <sup>1</sup>	School-Based Health Clinic Cessation Education
Real Time Solutions	Mass Media Health Communication & Behavior Change Campaigns <sup>2</sup>
RVOHealth	1-800-QUIT-NOW; Live Vape Free; Health Systems Change; Alternative to School Suspension

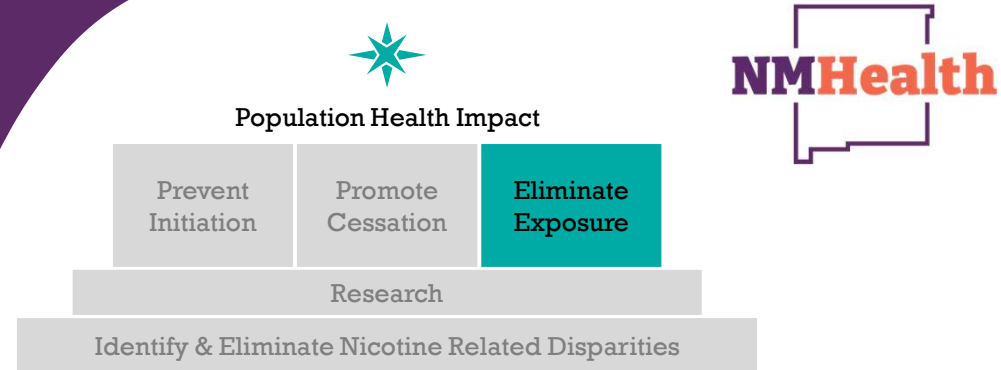
1. Partnership with OSAH to increase scope of existing contractors to include nicotine cessation promotion.
2. Campaign preview on Slide 20.

# FY26 VAPE CESSATION CAMPAIGNS

- Two new vape cessation campaigns will launch in FY26:
  - Youth: Live Vape Free
  - Adults: 1-800-QUIT-NOW
- Media campaigns will compliment in-person outreach

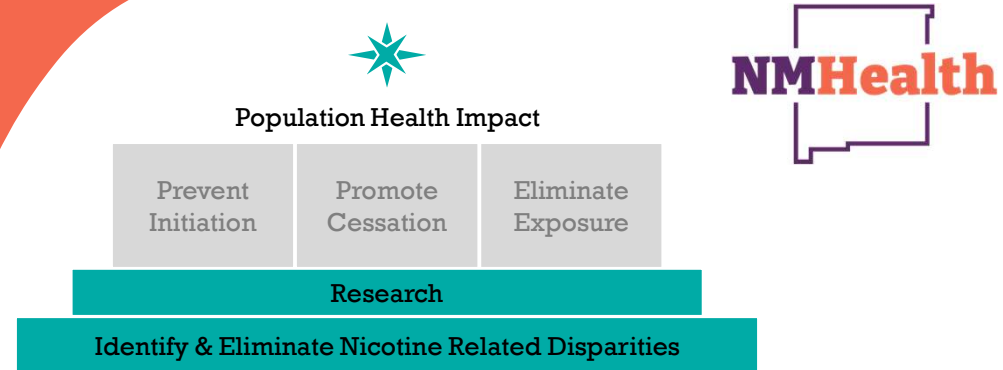


# Voluntary Protections + Education and Awareness



Contractor	Scope of Work
Apartment Association	Multi-Unit Housing Policy; Smoke-Free Home Promotion; Education
Constellation Consulting	Behavioral Health Facility & Community Based Organization Policy
Keres Consulting	Tribal Multi-Unit Housing Policy; College & University Policy
Rescue Agency	K-12 School District Policy; School Communication and Enforcement

# Capacity Building + Equity-Focused Continuous Quality Improvement



Contractor	Scope of Work
Office of School and Adolescent Health <sup>1</sup>	School-Based Health Clinic Data on Youth Tobacco and Nicotine Use
University of New Mexico	Youth Nicotine Use Surveys and Focus Groups
Wyoming Survey and Analysis Center	Evaluation, Data Analysis, Continuous Quality Improvement, and Adult Surveys

1. Partnership with OSAH to increase scope of existing contractor to include nicotine data analysis.



# CONTRACTORS & FUNDING SOURCE

Contractor	TSF	CDC <sup>1</sup>	Juul <sup>2</sup>
Apartment Association of New Mexico	X		
Constellation Consulting	X		X
Keres Consulting	X		X
Office of School and Adolescent Health <sup>3</sup>			X
Real Time Solutions	X	X	X
Rescue Agency New Mexico	X		X
RVOHealth	X		X
University of Wyoming Survey & Analysis Center	X		X
University of New Mexico			X

1. CDC Grant terms October 2025; No additional grant dollars were provided for FY26; No additional federal grant dollars expected.
2. Juul Settlement Funds only expected for FY26.
3. Partnership with OSAH to increase scope of existing contracts.

Questions?

