

Creating a Healthier New Mexico **A Youth Perspective on Change**

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



**4,400+ 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 4

High Schoolers in NEW MEXICO report using E-Cigarettes

90%

Of nicotine addiction starts BEFORE THE USER IS 18



OUR IMPACT

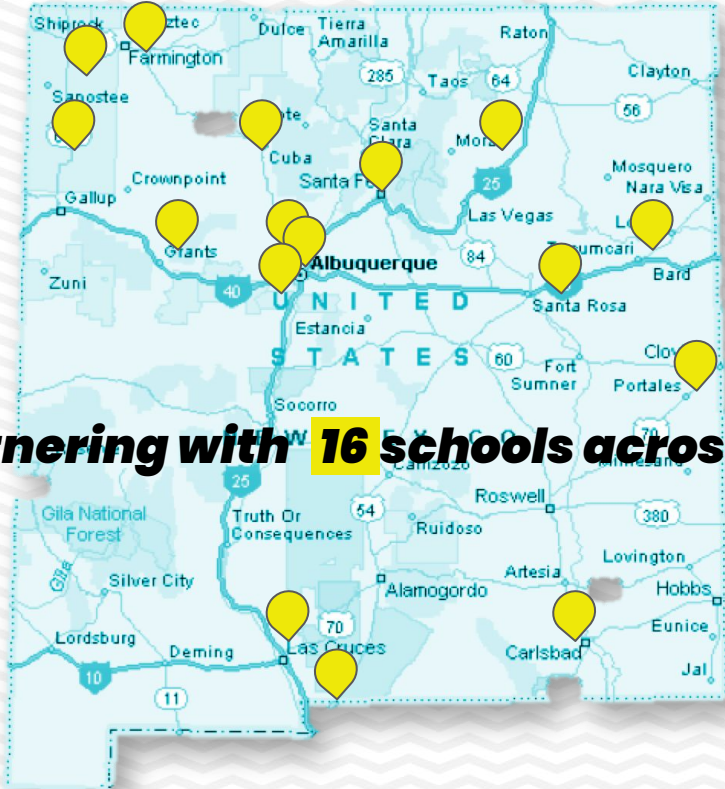
Since 2020, NM Youth
have contributed
16,020
volunteer hours



This equates to
\$442,526
in hours donated



*According to the Independent Sector Value
Calculator for Volunteer Hours



Partnering with **16** schools across NM

HOW IT WORKS



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**



NO MINOR SALE

An educational and advocacy campaign with a goal to:
reduce the sale of nicotine products to minors.





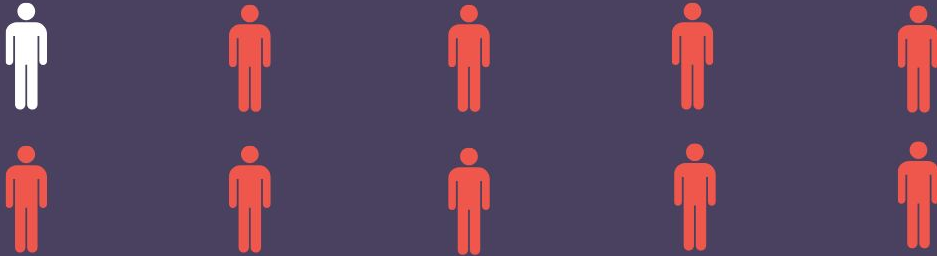
NO MINOR SALE



The Issue: Predatory Marketing and Flavors

Tobacco use is the leading cause of preventable death in New Mexico, and new waves of local youth are becoming addicted to nicotine-based products due to appealing flavor options.

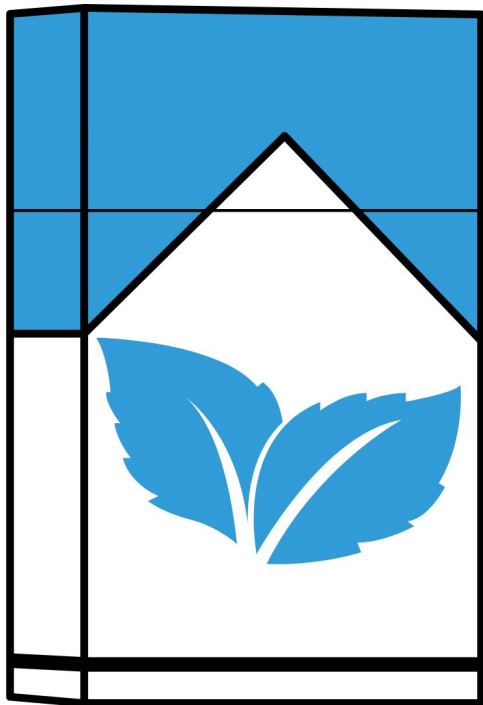
According to the 2024 National Youth Tobacco Survey (NYTS), of the more than 1.63 million youth who currently use e-cigarettes, almost **9 out of 10 use flavored e-cigarettes. Popular flavors include: fruit, candy, desserts, other sweets, mint, and menthol.***



9 out of 10
youth e-cigarette users
use flavored e-cigarettes.

*According to data from the 2023 National Youth Tobacco Survey (NYTS).

KEY STATISTICS



- 1 Menthol is the last remaining flavor to be sold in combustible cigarettes.
- 2 Menthol cigarettes are **harder to quit** than non-menthol cigarettes.



HEALTH EQUITY AND MENTHOL



- Over 80% of Black individuals who smoke reported using menthol cigarettes (CDC, 2024).
- 36% of LGBTQ+ people who smoke use menthol cigarettes compared to 29% of straight people who smoke (CDC, 2024).
- Over 40% of middle school and high school students who smoke reported using menthol cigarettes (CDC, 2024).



FDA REGULATIONS

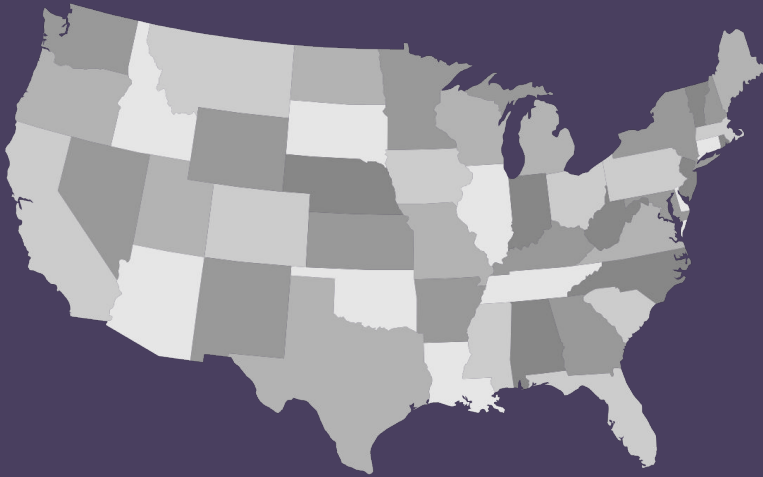


In April 2022, the FDA submitted rules to restrict the manufacturing, distribution, & sale of **all menthol-flavored cigarettes & all flavored cigars.**

However, the White House has officially withdrawn this rule, so we still need SUPPORT for change.



NICOTINE FLAVOR RESTRICTION



7 states and over 390 local governments throughout the US have addressed this issue by **restricting flavored nicotine products** to protect youth from the tobacco industry's predatory marketing tactics.

We can also take steps to protect our community and make a difference!*

*Campaign for Tobacco-Free Kids



CAMPAIGN EFFORTS



1 Community Events



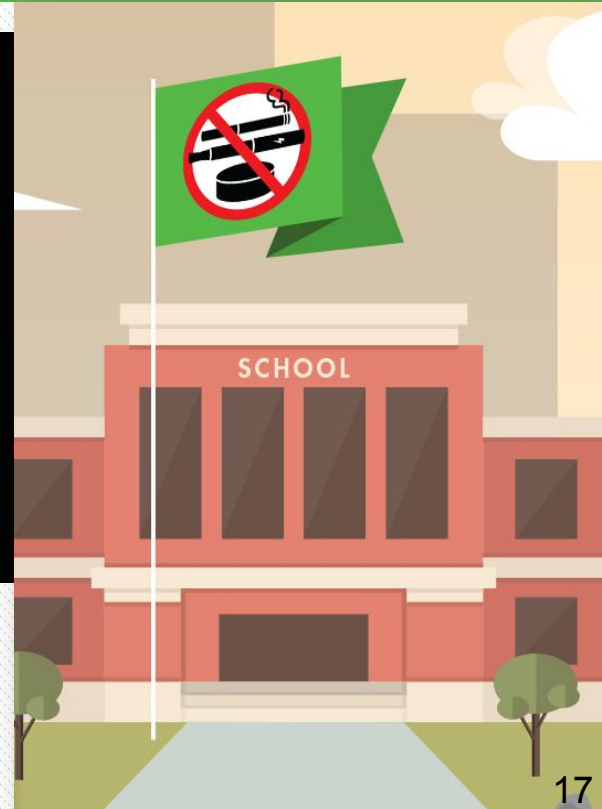
2 Community Partner Presentations



3 City Council Meetings

24/7 CAMPAIGN

Helping New Mexico schools be
TRULY TOBACCO-FREE
24 hours a day, 7 days a week



New Statewide Rule

As of November 2023, there are new requirements for 100% tobacco-free policies in NM Schools

Rule 6.12.4.9 applies to **129 school districts** covering **854 schools** and **322,000 students**, and **21,000 staff**.



OUR PROGRESS



17,700+ school assessments & support cards

Met with 200+ Principals



Hosted hundreds of school-based events

Helped 17 actively comprehensive school districts prior to the state rule



Spoken at 200+ School Board meetings

Statewide policy victory with NMPED



Partnered with the NMSBA in 2025 on updating nicotine policies

New Statewide Rule

Requirement of 100% tobacco-free policies



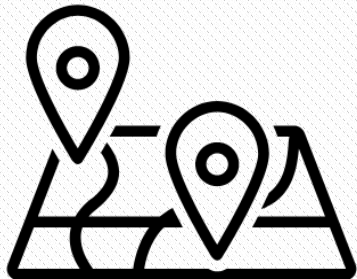
Main updates in requirements:

- ★ Covers **all** commercial nicotine & tobacco products
- ★ Applies to **everyone** on school property or school events.
- ★ Progressive and supportive disciplinary action.

24/7 CAMPAIGN

HOW WE SUPPORT

1 DISTRICTS



Helping **DISTRICTS** adopt **PED standard** tobacco-free policies

2 SCHOOLS



Helping **individual SCHOOLS** communicate & enforce **tobacco-free** school environments

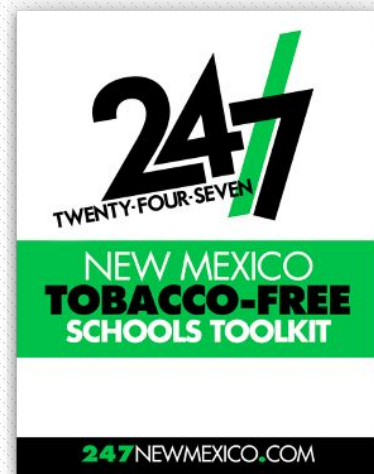
FREE RESOURCES TO DISTRICTS

FREE BILINGUAL
TOBACCO-FREE SIGNS

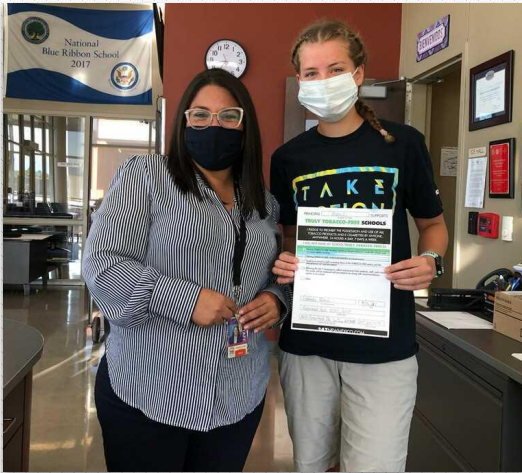
FREE 24/7 TOOLKIT

FACULTY TRAINING

CESSATION RESOURCES



STUDENT LEADERS SPREAD AWARENESS



Principal Meetings



School Board Meetings



Events

LOOKING AHEAD

JUUL SETTLEMENT FUNDS

- Can allow for growth in the Evovement program
- **A focus on elementary and middle school prevention efforts**
 - Utilizing stanford curriculum and **Evovement members to conduct presentations** in their communities



THANK YOU!