

Creating a Healthier New Mexico

A Youth Perspective on Change

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Evolverment 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 Evolvment, we focus on commercial tobacco control.

1 in 3

High Schoolers in NEW MEXICO report using E-Cigarettes

90%

Of nicotine addiction starts BEFORE THE USER IS 18



HOW IT WORKS

TRAININGS



CAMPAIGN EVENTS



EARNED MEDIA



DECISION-MAKER MEETINGS

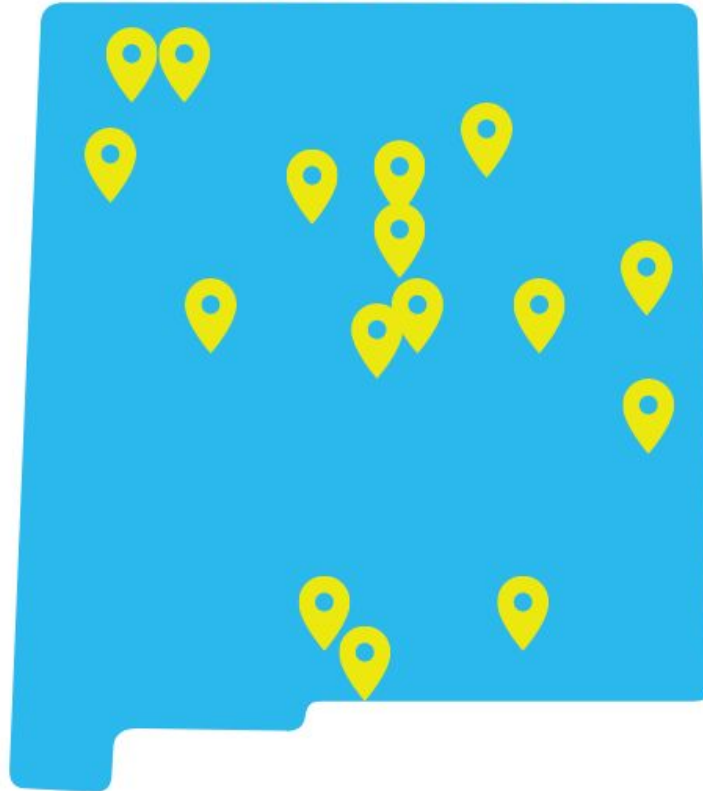


OUR IMPACT

In 2022, New Mexico Youth contributed **2,660** volunteer hours

This equates to **\$79,667** in hours donated!

*According to the Independent Sector Value Calculator for Volunteer Hours



We partner with **16** schools across the state every year!



National & Local Recognition

NATIONAL YOUTH ADVOCATE OF THE YEAR 2017



2018 NMPHA YOUTH LEADER



NATIONAL YOUTH ADVOCATE OF THE YEAR 2022



NATIONAL YOUTH ADVOCATE OF THE YEAR 2023



NM ACT ORGANIZATIONAL ACHIEVEMENT AWARD 2019-2020

EXPANDING OUR REACH



In 2024-2025 Evolvment hopes to increase our capacity to:

Partner with more schools throughout the state

Educate more NM teens on the dangers of nicotine and tobacco

Expand our campaign reach with more media buy in





An educational and advocacy campaign trying to reduce the illegal sale of nicotine products to minors.

WHAT ARE THE ISSUES?

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

ELECTRONIC VAPOR PRODUCT USE CONTINUES TO RISE^{1,2}

2015	2017	2019
24% of New Mexico High Schoolers (14th highest in U.S.)	25% of New Mexico High Schoolers (3rd highest in U.S.)	34% of New Mexico High Schoolers (3rd highest in U.S.)



Young people aged 12-15 years old who used e-cigarettes were **3 TIMES** more likely to smoke combustible cigarettes.³

In 2021, among youth e-cigarette users:⁴

79% of middle schoolers used flavored e-cigarettes

86% of high schoolers used flavored e-cigarettes

79% of youth aged 12 to 17 and

89% of young adults aged 18 to 24

stated that they used a tobacco product because the product “comes in flavors that I like.”⁵



HEALTH EQUITY & MENTHOL

Menthol, a chemical and flavor naturally found in peppermint, is the last remaining flavor, outside of tobacco, to be used in cigarettes.⁶



Tobacco industry targeted marketing, especially to Black communities, has led to **disproportionately higher rates** of current menthol cigarette use by minority smokers:⁷

BLACK SMOKERS:	HISPANIC/LATINO SMOKERS:	WHITE SMOKERS:
84.6%	46.9%	28.9%

Nearly **60%** of youth aged 12-17 years old who currently smoke use **menthol cigarettes**.⁸





UNDERSTANDING THE ISSUE

“ When you **start early**, that means you have a **good chance** of getting addicted **100% faster** with the **flavoring** and **eye-catching** products. ”

- Kendra, Mora NM

NEW MEXICO
DEPARTMENT OF
HEALTH



5 States have led the way in restricting flavored e-cigarette sales.

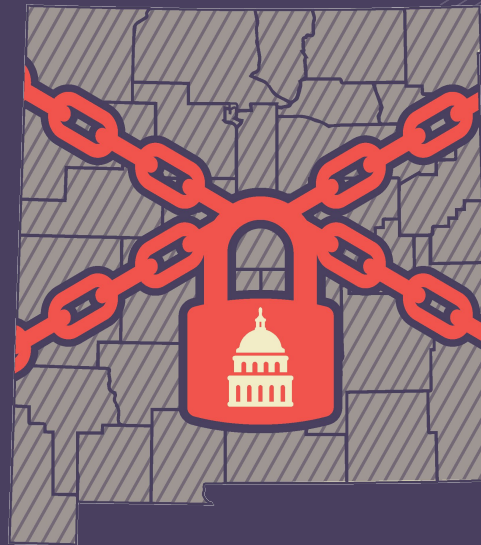
Over 360 localities/counties have passed sale restrictions on flavored nicotine products.



PREEMPTION

New Mexico has **increased barriers** to restricting the sale of flavored tobacco products.

Because of preemption, **local governments don't have the control** to pass certain tobacco policies for their cities.





LOCAL IMPACT

We can **empower local communities** to be apart of the solution by repealing tobacco preemption.





CAMPAIGN EFFORTS



1 Community Events



2 Partner Presentations



3 City Council Meetings



WHY WE DO THIS WORK?



Educate Community



Raise Awareness



Capture Evidence

POLICY
CHANGE



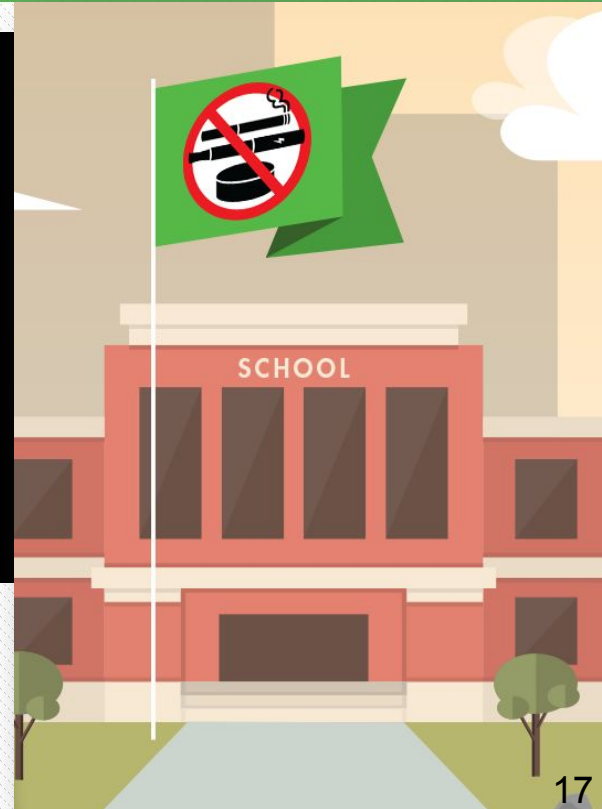


24/7
TWENTY-FOUR-SEVEN

The logo features the numbers '24/7' in a bold, black, sans-serif font. A horizontal light green bar is positioned behind the numbers. A thick, bright green diagonal slash is placed over the '7'. Below the numbers, the text 'TWENTY-FOUR-SEVEN' is written in a smaller, bold, black, sans-serif font, following the same diagonal angle as the slash.

24/7 CAMPAIGN

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



24/7 CAMPAIGN

THE DREAM



Statewide **policy**
adoption of 24/7's 100%
tobacco-free guidelines

24/7 CAMPAIGN

PED RULE UPDATE

- NM Public Education Department proposed to repeal and replace rule 6.12.4 NMAC, Tobacco, Alcohol and Drug Free Schools.
- 24/7 youth advocates from across showed support for the policy update on October 17th.
- We will know if the rule will be adopted on October 26th and if it is, it will go into effect on November 7th.



24/7'S TOBACCO POLICY STANDARDS

NO tobacco or nicotine products of any kind



ALL school property and off-site school events are tobacco-free



Policy communications plan required



NO possession, use or distribution



Tobacco-free signage required on campus



NO tobacco advertising



Policy applies to students, staff and visitors



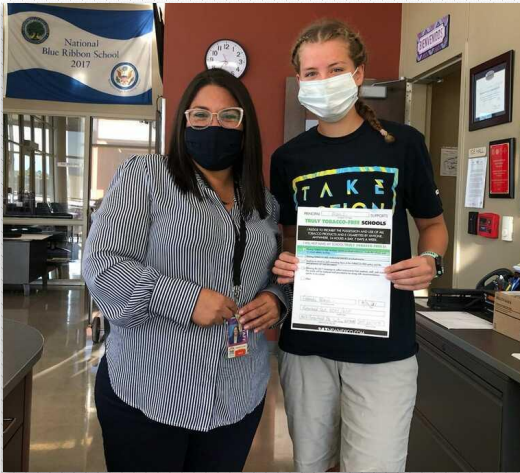
Cessation resources must be provided to students and staff



Progressive and supportive discipline required



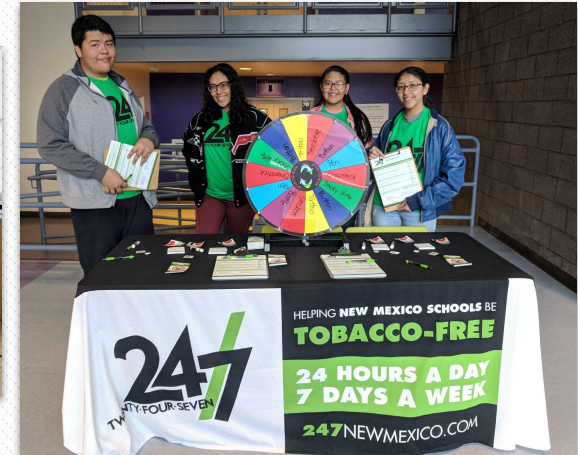
STUDENT LEADERS SPREAD AWARENESS



Principal Meetings



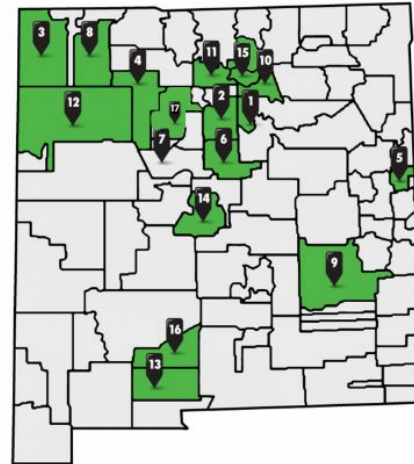
School Board Meetings



Events & Surveys

LAYING THE GROUNDWORK FOR SUCCESS

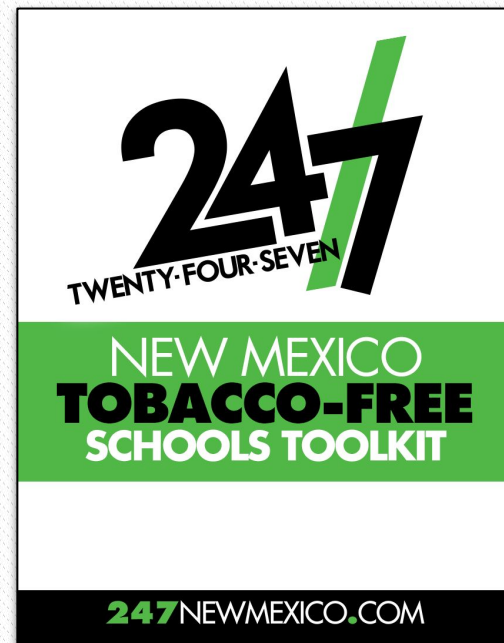
- ✓ 17 actively comprehensive school districts
- ✓ 190 tobacco-free schools
- ✓ **75,000+ students and staff covered by our policies**
- ✓ Over 200 principal meetings
- ✓ Over 200 school board meetings
- ✓ Over 125 legislator meetings
- ✓ 240 events and 6,000+ surveys collected



1. Pecos
2. Santa Fe
3. Central
4. Cuba
5. Grady
6. Moriarty-Edgewood
7. Cottonwood Classical Preparatory School
8. Bloomfield
9. Roswell
10. Mora
11. Española
12. Gallup-McKinley
13. Las Cruces
14. Mountainair
15. Peñasco
16. Hatch Valley
17. Jemez Valley
18. Taos

RESOURCES OFFERED FOR FREE

- ✓ 24/7 toolkit with student disciplinary guides
- ✓ Bilingual tobacco-free signs
- ✓ Faculty training
- ✓ Ongoing school support



Thank you