



Nicotine & New Mexico Youth



COMMUNITY EFFORTS

1

Unified Prevention Coalition

Mission:

To provide prevention efforts targeting the impacts of substance use

Vision:

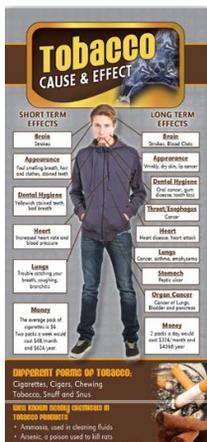
Thriving communities in Doña Ana County.

The Unified Prevention Coalition (UPC) is for community members and organizations to come together and address current substance misuse and mental health issues in Dona Ana County. Members meet monthly during committee meetings and collaborate for outreach, media, and advocacy efforts during which members can connect with new contacts, expand their own knowledge, and provide recommendations for future work to better serve our metropolitan and rural communities.



2

Information Dissemination



CATCH®
MY BREATH



3

SYNAR Merchant Education

- Synar Regulation
 - Have in effect laws prohibiting any manufacturer, retailer, or distributor of tobacco products from selling or distributing such products to any individual younger than age 21.
 - Enforce their laws.
 - Conduct annual random, unannounced inspections in a way that provides a valid probability sample of outlets accessible to minors.
 - Done by NM State Police (SIU)
 - Achieve a noncompliance rate of no more than 20 percent.
 - States in non-compliance over 20% will receive penalty resulting in funding loss.

(Quintana, 2020)

4

SYNAR Merchant Education

- Information regarding the State's (and local, if applicable) youth access laws
- Product definitions
- Tips for retailers on how to ask for proof of age, how to recognize fake identification cards, how to refuse a sale
- Details of the consequences of making an illegal sale, including who is penalized (licensee, clerk, both) and the penalty structure for violations.
- Signage containing NM Tobacco Products Act Details

(Quintana, 2020)

5



2018	2019	2020
20	20	20
9.5	10.9	15.6

Most Recent NM Retailer Compliance Rate

- [Synar - Introduction to Synar FY21, JEQ-7.22.20.pdf \(nmprevention.org\)](#)

(Quintana, 2020)

6

Concerns Shared from Community

- Students selling to each other
- Parents selling to students
- Easy online retailer Access
- Over the border access (Texas & Mexico)
- Children are being exposed at very young ages either by media or family members



VAPING IS THE NEW TOBACCO EPIDEMIC



7



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NEW MEXICO



NATIONAL GUARD
COUNTERDRUG
 PROGRAM



Safeguarding America's Communities

8



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New Mexico National Guard Counterdrug Taskforce



1. Federally funded to support counter-narcotics operations in the areas of interdiction and prevention
2. Highly trained
3. Competitive selection hiring process
4. Zero cost to Law Enforcement Agencies (LEAs) and Community Based Organizations (CBOs)

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9



UNCLASSIFIED//FOUO/Law Enforcement Sensitive

New Mexico National Guard Counterdrug Taskforce



1. Aviation
2. Analysis Support
3. Ground Reconnaissance Team
4. Drug Demand Reduction and Outreach

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10



Drug Demand Reduction and Outreach (DDRO)



- **Coordination/Facilitation**
 - Schools and Law Enforcement Agency/Community organizations
- **Equipment**
 - Rockwall & Inflatable obstacle course
- **NM National Guard Public Image**
 - Positive role models
 - High-energy youthful professionals



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11



Las Cruces DDRO Team Statistics



- Area of Responsibility: **All New Mexico counties south of Socorro, NM**
- **11,933 students** provided education and awareness on the dangers of Vaping (Jan 2022 – Present)
- **869 adults** provided education and awareness on the dangers of Vaping (Jan 2022 – Present)

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12

12



Las Cruces DDRO Team Statistics



• School Districts Supported to date:

- * Las Cruces Public Schools
- * Hatch Valley Public Schools
- * Cobre Consolidated Schools
- * Lordsburg Municipal Schools
- * Floyd Municipal Schools
- * Ruidoso Municipal Schools
- * Gadsden Independent School District
- * T or C Municipal Schools
- * Silver City Consolidated Schools
- * Animas Public Schools
- * Deming Public Schools

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13

13



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NEW MEXICO



NATIONAL GUARD

COUNTERDRUG

PROGRAM



Safeguarding America's Communities

14

THANK YOU!

Contact:

Jessica Garcia, MPH
Program Specialist I
Center for Health Innovation
Unified Prevention Coalition
jgarcia@chi-phi.org

SGT. Holguin, George
New Mexico Joint Counter Drug Taskforce
(NMJCDF)
Drug Demand Reduction Outreach (DDRO) Team
Las Cruces
george.l.holguin.mil@army.mil



15



Let's Talk Youth Vaping Doña Ana Outreach



COMMUNITY EFFORTS

16

Who we are

A Smoke Free Paso del Norte is an initiative of the Paso del Norte Health Foundation.

The Paso del Norte Health Foundation **leads, leverages and invests in initiatives, programs, and policies to promote health and prevent disease in the Paso del Norte region.** The region is composed of two countries (USA and Mexico), three states (Texas, New Mexico, and Chihuahua), five counties (El Paso, Hudspeth, Doña Ana, Otero, and Luna), and includes the Municipio de Cd. Juárez.

A Smoke Free Paso del Norte was established in 1999, as one of the Paso del Norte Health Foundation's first priority health areas and set a goal to eliminate smoking in the region.

What we do

A Smoke Free Paso del Norte **uses a comprehensive and coordinated approach to eliminating tobacco use** utilizing the Centers for Disease Control and Prevention best practices.

These approaches include eliminating exposure to secondhand smoke, promoting and assisting tobacco users to quit, preventing the initiation of tobacco use, and identifying and eliminating tobacco-related disparities among population groups.

17



A SMOKE FREE PASO DEL NORTE INITIATIVE STRATEGIC APPROACHES

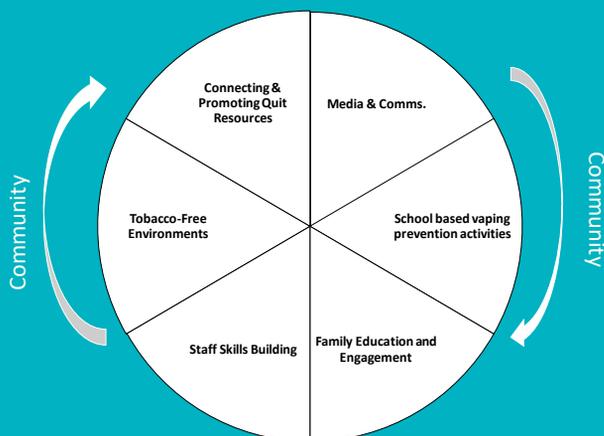
- **Vaping Awareness**
- Smoking Cessation
- Capacity for Enforcement
- Tobacco Control Network

18

OUR PARTNERSHIPS IN DOÑA ANA COUNTY TO TACKLE YOUTH VAPING IN OUR COMMUNITIES

19

Coordinated Strategy in School Environments:



20

Frameworks & Aim

- Operationalize the **Spectrum of Prevention approach and Whole School, Whole Child, Whole Community (WSCC) guiding framework.**
 - Applying a spectrum of prevention lens enables us to complement the dynamic of school and community-wide activities
 - WSCC guiding framework emphasizes the role of the community supporting the school, and demonstrates the connections between health and academic achievement
- We work to **help facilitate executing a coordinated vaping prevention strategy in school environments to reduce and prevent teen vaping among youth**

What we do:

- **Vape-Free Paso del Norte Project**
 - Professional development for school & district personnel
 - Provide prevention education to parents/caregivers
 - Support the adoption of comprehensive tobacco-free school policies
 - Train those working in schools and community partners on Let's Talk Youth Vaping Parent Toolkit
 - Facilitate Vaping Awareness Subcommittee for the area
- **Coordinate and connect with local agencies and community-based organizations to assist or fill in gaps where our reach is limited**



21

How we work together in school environments:



- Under the umbrella of the Paso del Norte Tobacco Control Network & the Unified Prevention Coalition members and partnering agencies respond to requests made by school and school districts in the **Doña Ana County to educate students, school personnel, and families about the issue of teen vaping**
- Our efforts supporting tobacco free/drug free environments complement the Nicotine Use Prevention & Control Program and their contractors
 - **We assist by providing up-to-date guidance on research and practice on tobacco free policies & practices**

22

OUR COMBINED OUTREACH IN DOÑA ANA COUNTY TO TACKLE YOUTH VAPING IN OUR COMMUNITIES

23

OUTREACH



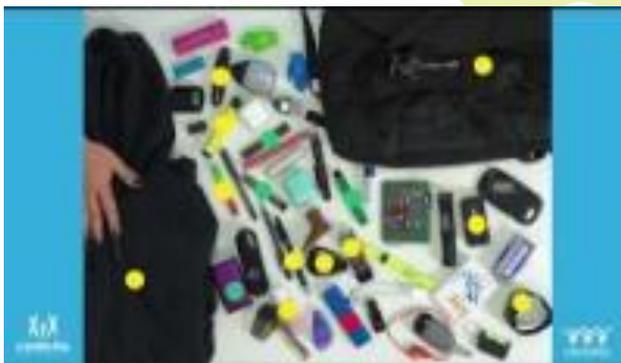
24

LET'S TALK YOUTH VAPING PARENT TOOLKIT



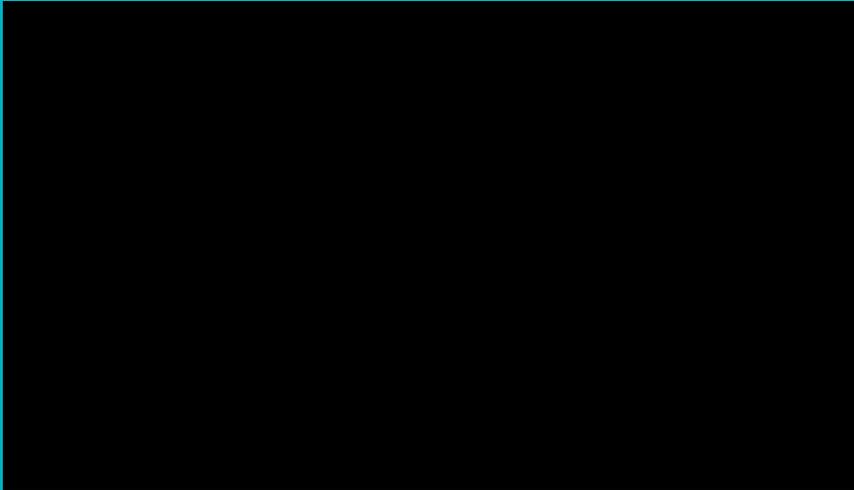
25

VIDEOS REINFORCING OUR MESSAGE:



26

VIDEOS REINFORCING OUR MESSAGE:



27

LESSONS LEARNED

- Since piloting the content in December 2022, combined efforts outreaching to parents/caregivers, school personnel, and community practitioners, our partnerships have **reached 400+ individuals.**
- Engaged **all three public school districts** in Doña Ana County
- **Trained 15+ Doña Ana Let's Talk Youth Vaping Facilitators** in our pilot
- In total regional evaluations with school **staff 75 percent indicated more than half of the information presented to them was new.**
- Regional evaluation report, **93 percent of parents/caregivers said they intended to talk to their child about vaping immediately.**
- Data analysis is pending for parents who participated in Let's Talk Presentations opting in a two-week follow-up text survey.

28

ADDITIONAL INFORMATION

TO LEARN MORE ABOUT THE FACTS IN USING VAPES OR SMOKING, VISIT:

WWW.VAPEFREEPDN.ORG



OR SCAN THE QR CODE.

FOLLOW US ON



29

THANK YOU!

Contact:

Audrey Garcia
Program Officer
Paso del Norte Health Foundation
agarcia@pdnfoundation.org

Kristen Ortega, MPH
Action for Healthy Kids
Smoke Free Project Coordinator
kortega@actionforhealthykids.org



30