



NUPAC
Nicotine Use Prevention and Control

Tobacco Settlement Revenue Oversight Committee

November 14, 2025

About NUPAC

- 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

Promote
Cessation

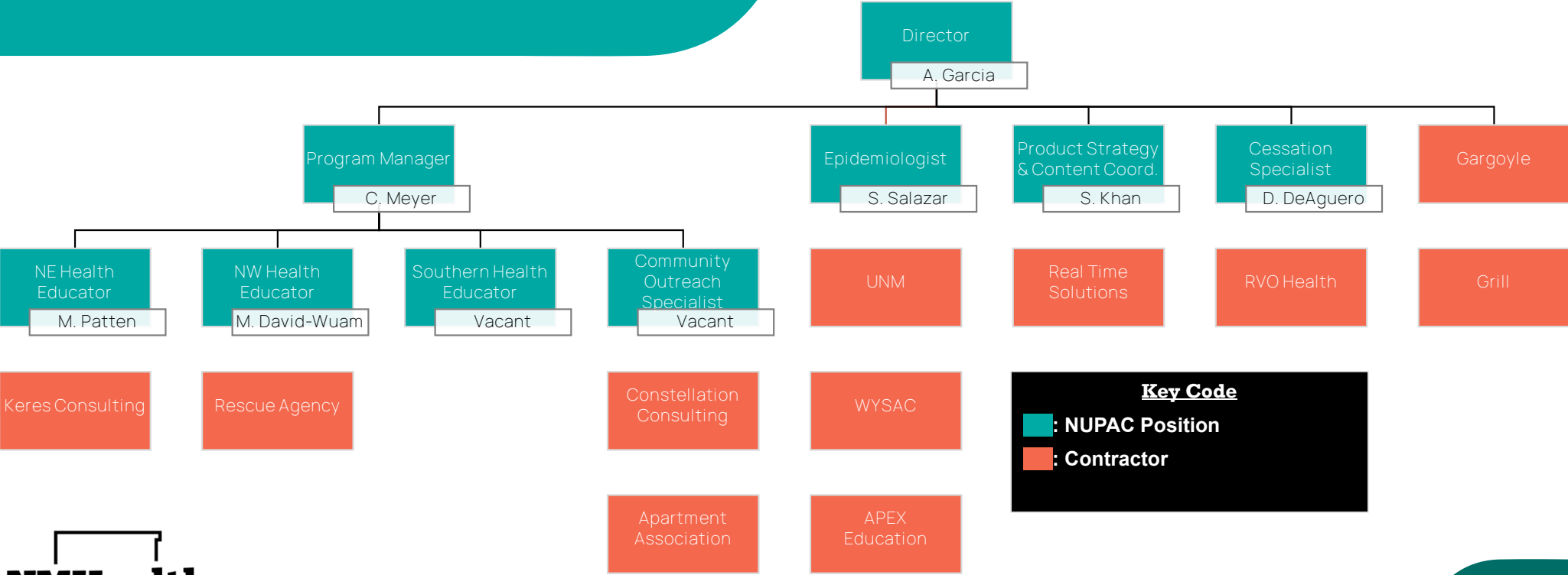
Eliminate
Exposure

Research

Identify & Eliminate Nicotine Related Disparities



TEAM UPDATES



PREVENT INITIATION



FY25 Youth Engagement Outcomes

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Evolverment Program Metrics	
Partner Schools	16
Youth Trained	329
Evolverment Members	269
Total Youth Volunteer Hours	1,922.5



FY25 24/7 Outcomes



24/7 Campaign Metrics	
Principal/Nurse Meetings	10
School Board Meetings	18 (covering 313 schools)
Middle/Elementary School Presentations	22 (audience of ~750)
School Districts - Signage Delivered	12



FY25 No Minor Sale Outcomes

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No Minor Sale Campaign Metrics	
Volunteers Trained	13
Local Elected Official Meetings	18
Partner Presentations	11
Middle/Elementary School Presentations	22 (audience of ~750)



FY25 Tobacco Retailer Stakeholder Engagement

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- NUPAC partnership with the Regulation and Licensing Dept., Health Care Authority, and Dept. of Public Safety.
 - The Department of Justice has been invited.
 - Topics included Synar compliance checks, licensing compliance checks, retailer education needs, newsletter content, and available data.



6

Stakeholder meetings in FY25

PROMOTE CESSATION





2,701 New Mexicans enrolled
in NUPACs Quitline in FY25.

FY25 Quitline Quit Rates

FREE HELP QUITTING NICOTINE
1-800-QUIT-NOW
 (1-800-784-8669) QUITNOWNM.ORG

AYUDA GRATIS PARA DEJAR EL CONSUMO DE LA NICOTINA
1-855-DEJALO-YA
 (1-855-335-3569) DEJLOYANM.ORG

Outcome	Percentage
Quit Rate	35%
Quit Rate (including ENDS)	28%
Satisfaction Rate (somewhat, mostly or very satisfied)	91%
Needs Met rate (almost all or most needs met)	69%

Key Takeaway: 7-months after enrollment in DOH cessation services, 35% of nicotine users excluding ENDS and 28% including ENDS hadn't used Nicotine in the past 30-days.



FY26 Q1 Quitline Quit Rates

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Outcome	Percentage
Quit Rate	41%
Quit Rate (including ENDS)	35%
Satisfaction Rate (somewhat, mostly or very satisfied)	92%
Needs Met rate (almost all or most needs met)	78%

Key Takeaway: 7-months after enrollment in DOH cessation services, 41% of nicotine users excluding ENDS and 35% including ENDS hadn't used Nicotine in the past 30-days.



The Need to Offer Nicotine Addiction Treatment Services

FREE HELP QUITTING NICOTINE

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QUITNOWNM.ORG

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DEJLOYANM.ORG

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- **49%** of New Mexicans who smoke tried quitting in past year
 - 53% seriously considering quitting in the next six months
 - 38% planning to quit in the next month
- **53%** of New Mexicans who vape tried quitting in past year
 - 53% seriously considering stopping vaping within the next six
 - 49% planning to quit in the next month.



FY25 Quitline Enrollment Subgroups

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- 2,701 New Mexicans enrolled in the Quitline
 - 85% we're trying to quit with the Quitline for the first time
 - 15% had tried quitting with the Quitline before (enrolled previously)

Subgroup	Percentage
Currently Pregnant	2%
Has one or more chronic condition	44%
Has a behavioral health condition	45%
LGBTQI+	10%
Medicaid	35%



MCO Quitline Enrollments

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Month	BCBS	Molina	Pres.	United	Total
June	27	5	38	7	77
July	27	6	28	6	67
August	20	9	25	6	60
September	30	11	41	9	91
Total	104	31	132	28	295

Key Takeaway: Medicaid enrollments to the Quitline appear to be increasing since the June 2025 partnership implementation.



Mass-Reach Health Communications:

Beyond increasing enrollment, mass-reach health communications play a critical role in maintaining awareness of the Quitline among those preparing to quit, and in encouraging others to begin contemplating quitting.

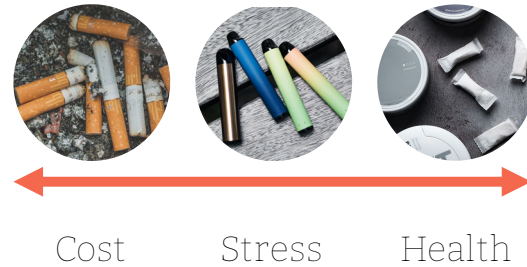
FY25 Campaign Performance

FY25 Campaign	Dates	Impressions	Clicks
Quitline 1	03/31/25 – 04/20/25	7.3M	21k
Quitline 2	05/19/25 – 06/30/25	34.3M	23k
Total	13 Weeks	41.6M	44k

FY26 Campaign	Dates	Impressions	Clicks
Quitline 3	07/1/25 – 11/15/25	In Progress	In Progress
Teen Vaping	09/15/25 – 1/31/25	In Progress	In Progress
Tribal Campaign	TBA	TBA	TBA

Quitline Campaign Creative Samples

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Smoking costs a lot, but the Quitline can help you quit for free.



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Vaping can make you feel stressed. The Quitline can help you feel like yourself again.



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Pouches can make you sick. The Quitline can make quitting easier.



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Quitting is a journey. Keep trying; the Quitline is always ready to help.



Teen Campaign Creative Samples

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Experimenting

Peer Pressure

Coping

I thought I was **ONLY TRYING** vaping.
I QUIT because I got hooked.

Connect with a coach now:
LiveVapeFree.com

VAPING IS NOT A VIBE

I vaped to cope with **STRESS**.
I QUIT because it got worse.

Connect with a coach now:
LiveVapeFree.com

VAPING IS NOT A VIBE

I vaped to **FIT IN**.
I QUIT when I pushed people away.

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LiveVapeFree.com

VAPING IS NOT A VIBE

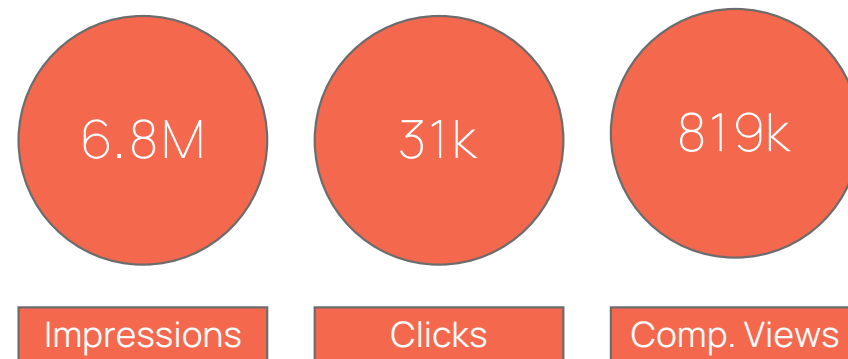


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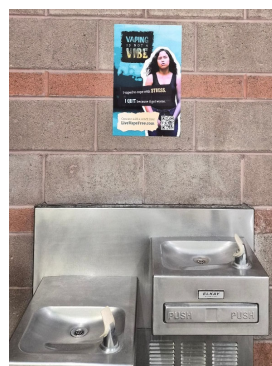
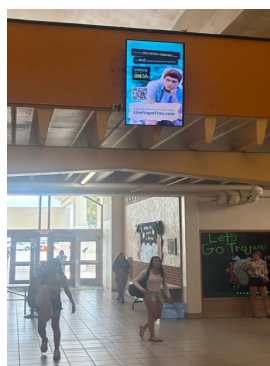
Connect with a coach now:
LiveVapeFree.com

Vaping is Not a Vibe Initial Performance

Online Campaign:



- In School Assets:
 - 104 Schools | 462 Displays
 - 81,236 Enrolled Students



Eliminate Exposure



Reports¹ of secondhand smoke or aerosol drifting into homes



Type of Housing	Every day or a few times a week	A few times a month or more rarely	Never	Total
Standalone homes	7%	23%	69%	100%
Multi-unit housing	23%	30%	47%	100%

Key Takeaway: People in multi-unit housing are especially vulnerable to secondhand smoke and aerosol while at home.

Multi-Unit Housing Adult Preferences¹

- Among adults who rent, nearly three fourths (72%) of adults would choose a smoke-free residence (house or apartment) over a place that allows smoking inside.
- About nine out of ten (90%) adults think it is okay for landlords to prohibit smoking inside renters' homes if it is necessary to keep secondhand smoke out of other renters' homes.

FY25 Voluntary Protection Outcomes

- NUPAC initiatives supported 70 multi-unit housing properties implemented voluntary policies covering 6,952 homes.
 - 17% private (market rate housing)
 - 83% low-income properties that include Section 8 housing
- 2 tribal communities implement voluntary policies covering eighty (80) low-income homes.
 - The Pueblo of Acoma
 - The Pueblo of Laguna



Research



FY25/26 Research Initiatives

UNM Partnership for Formative Research

School-based surveys, online surveys, and focus groups (5th graders to those under 21) to determine prevalence and insight into nicotine use.

School-Based Health Center Nicotine-Related Data Analysis

Collect and analyze existing data from school-based health centers to identify patterns related to youth vaping and nicotine use that could inform prevention strategies.

New Mexico Nicotine Evaluation Survey

Survey and reporting on nicotine-related attitude and behavioral data from adults, with an emphasis on 18–29-year-olds.



Collaboration & Partnership



FY26 NFNM Statewide Coalition Updates

NICOTINE FREE NEW MEXICO

Monthly Highlights

- July: Website launched
- Aug: Advocacy meeting; Partnership agreement with ABQ Moms to promote NFNM resources to parents.
- Sept: 2-Part Training: Tobacco Use Disorder
- Oct: Presentation: Preemption - Campaign for Tobacco-Free Kids
- Nov: NFNM promotion at the 2025 Head To Toe Conference
- Dec: Advocacy meeting with local, state, and national partners



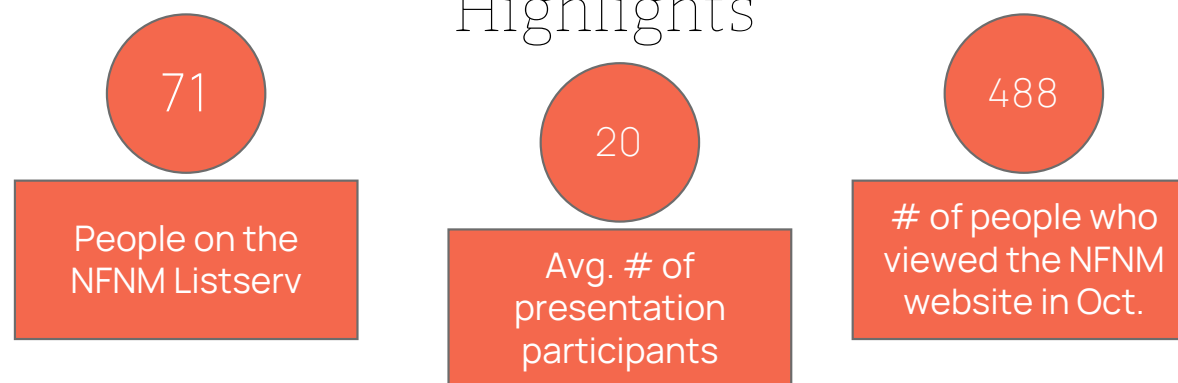
NFNM Planned Activities & Highlights

NICOTINE FREE NEW MEXICO

Upcoming

- Jan: Presentation: Zyn and oral hygiene
- Feb: Presentation: Parents Against Vaping and e-cigarettes
- March: Presentation: Legislative Updates

Highlights



Public Health Education and Collaboration

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Monica Patten, NE Health Educator, presented at the NCTOH in August 2025. Anthony Garcia, Program Director, and Chelsey Meyer, Program Manager, were in attendance, connecting with state and national tobacco control leaders.

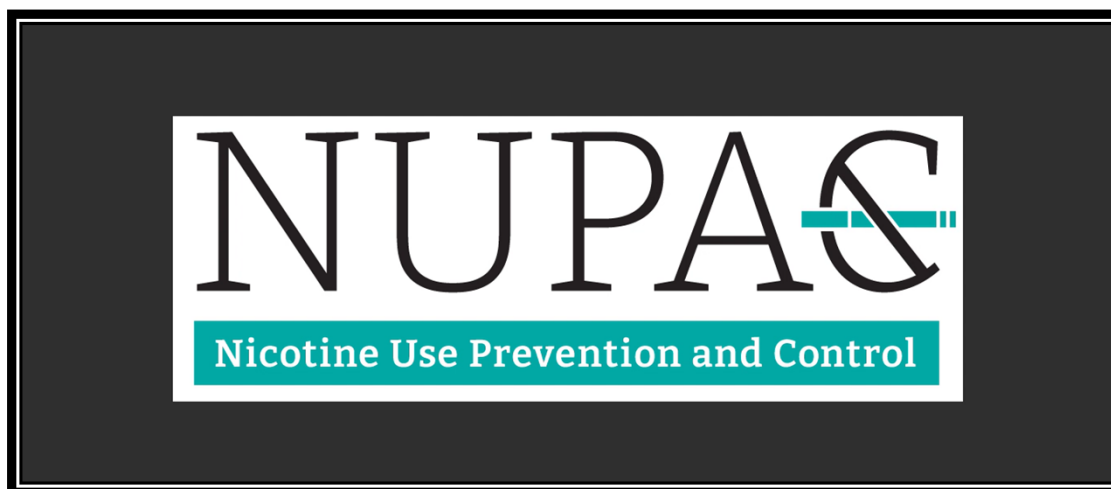


MOVING
FORWARD



FY26 NUPAC Funding

- Tobacco Settlement Funds: \$5.4M*
- Juul Settlement Funds: \$3.5M
- CDC Grant: \$950k



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

FY26 Key Activities

	Contractor	Activities
Prevent Initiation	Constellation Consulting	Statewide Training and Education
	Keres Consulting	College/University Education
	Rescue Agency	K-12 School Partnerships; Youth Training, Education, & Engagement
	Real Time Solutions	Mass Media Health Communication & Behavior Change Campaigns
Promote Cessation	Constellation Consulting	Behavioral Health Facility Nicotine Treatment Continuum of Care
	Real Time Solutions	Mass Media Health Communication & Behavior Change Campaigns
	RVOHealth	Quit Now New Mexico; Live Vape Free; Health Systems Change
Eliminate Exposure	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
NMHealth	University of Wyoming	Evaluations, Nicotine Evaluation Survey, & Continuous Quality Improvement
	Research	

NUPAC Activity Expansion with Juul Settlement Funds

Activity

Research related to vaping to inform targeted prevention and intervention strategies.

Trainings to expand program, community, and school-based health center capacity for nicotine education.

Engage young adults, promoting peer-led health communication for nicotine prevention.

Expand existing youth engagement activities and youth opportunities for nicotine prevention in schools.

Engage youth in partnership with adults to provide education around nicotine using positive youth dev.

Identify patterns related to youth nicotine use from existing school-based health center data.

Expand community-led nicotine prevention and cessation efforts (NFNM and youth-serving organizations).

Nicotine education and prevention campaigns to shift knowledge and behaviors around vaping.

Thank You &
Questions

