

TUPAC Program Goals

- Prevent tobacco use initiation among youth and young adults
- Promote quitting among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities among population groups

1 800 QUITNOW

QUITNOWNM.COM

The Toll of Tobacco in NM

- About 2,100 New Mexicans die annually from smoking and another 42,000 people suffer with at least one serious illness from smoking.
- Annual smoking-related costs in New Mexico are about \$954 million—that's \$461 million in direct medical costs and \$493 million in lost productivity.
- Although the average retail price of a cigarette pack in NM is \$6.06, each pack sold ends up costing the state an estimated \$14.00 in smoking-related medical and lost productivity expenses.

Tobacco Use Prevention and Control (TUPAC) Program New Mexico Department of Health

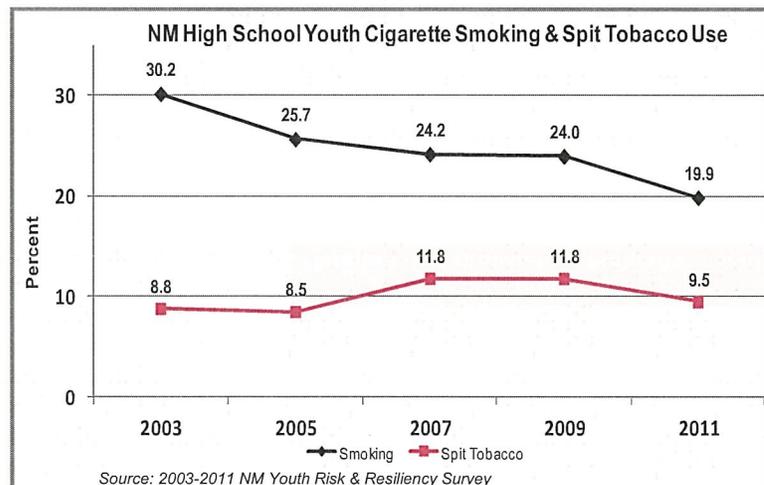
Progress in New Mexico Using Strategies That Work

In FY12, TUPAC awarded about \$5.7 million to 27 statewide and community-based organizations to deliver tobacco control and prevention services for New Mexicans; this represents about 25.0% of CDC-recommended annual investment for a comprehensive state tobacco program. TUPAC and its partners use evidence-based approaches to promote healthy lifestyles free from tobacco abuse and addiction.

"The QUIT NOW Program has been a life-saving experience; I would not otherwise have had the money or support to quit. I feel great, and I have recommended this program to others. I think it's fantastic that the state is providing this."

– NM Helpline Participant

- The TUPAC Program continued to offer its 1-800-QUIT NOW telephone helpline, with quit coaching and free nicotine patches or gum. New services in FY12 included web-based cessation services in English and Spanish via QuitNowNM.com, as well as text messaging quit support. Adding web-based services complements the helpline by reaching different kinds of tobacco users who may prefer their full cessation support experience online or a combination of phone- and web-support.
- In FY12, 11,272 people accessed services and resources from the QUIT NOW program, including 9,642 tobacco users who enrolled in either phone- or web-based cessation services. The telephone helpline reaches tobacco users in greatest need—71.3% have household income of less than \$25,000/year and 62.0% are either uninsured or on Medicaid. Also, 9 in 10 cessation services users report being satisfied with their experience.



- Smoking by NM high school youth decreased significantly from 2003 (30.2%) to 2011 (19.9%). Spit tobacco use also declined from a high of 11.8% in 2007 and 2009 to 9.5% in 2011. Among middle school youth, cigarette smoking dropped in half between 2007 (13.4%) and 2011 (6.8%).

Tobacco Use Prevention and Control Program

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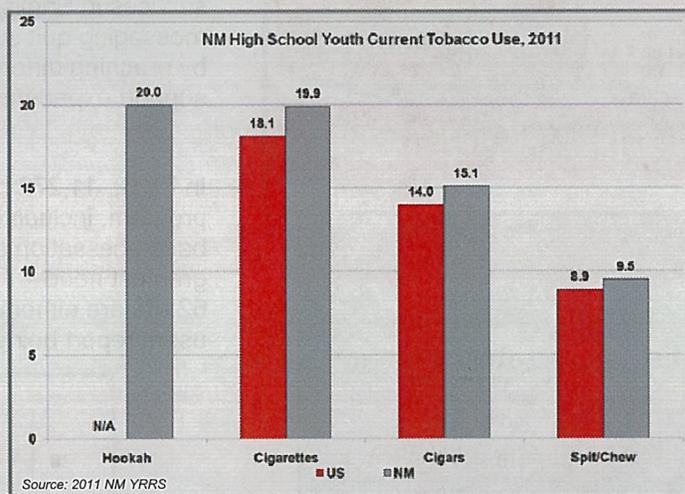
The Road Ahead...

Although significant progress has been made in reducing the impact of tobacco use in our state in the past decade, there are still about 335,000 adult smokers and about 23,000 high school youth smokers.

- TUPAC will maintain and evaluate its 1-800-QUIT NOW helpline and QuitNowNM.com web-based cessation services to ensure that a wide range of New Mexicans have access to different types of quit support and resources.
- The *Patient Protection and Affordable Care Act* expands private insurance coverage of smoking cessation treatments and provides additional investments in proven prevention, wellness, and public health activities. Starting in 2013, State Medicaid programs voluntarily covering all recommended preventive services, including smoking cessation, will get increased federal reimbursements, thereby increasing treatment access to people with smoking rates nearly twice that of the general public.
- The *2007 Dee Johnson Clean Indoor Air Act* protects about 92.0% of New Mexicans from secondhand smoke (SHS) in public and work places, but it does not protect people living, working, or visiting tribal lands. Other places not covered by this Act include homes, cars, educational and other campuses, and multi-unit housing properties. TUPAC will continue providing technical support and education on the harms of SHS to community partners pursuing development of voluntary policies.
- Increasing the price of all tobacco products including cigarettes, chew, snuff, cigars, and roll-your-own tobacco is one of the most effective strategies in preventing youth tobacco use initiation and motivating smokers to quit.*
- Although there have been reductions in NM youth tobacco use through 2011, rates in the state are still slightly higher than in the US. Also, use of hookah (waterpipe) may be an emerging issue. Preventing youth tobacco initiation will continue being addressed with cutting-edge mass media campaigns, including social media, as well as developing new policies to regulate the time, place, and manner in which tobacco can be advertised and sold.

"I use the website everyday. I love looking at the number of days smoke-free, money I didn't spend, and urge tracker. I was a smoker for over 50 years, and I am on day 98 and look forward to being smoke-free for a year and forever. I had to quit for health reasons, and my children are very proud of me."

- QuitNowNM.com Participant



Disparities in Smoking in Selected Population Groups in NM, 2008-2010

Population Group	Percent who Smoke
Lesbian, Gay, Bisexual or Transgender	37.6%
Unemployed	33.5%
Household income less than \$15,000/year	31.0%
No health insurance	29.3%
No high school diploma	28.7%
African American	26.0%
18-24 years old	25.4%
Disability that limits activities	24.7%
American Indian	22.5%
NM general adult population	18.5%

Source: 2008-2010 NM Behavioral Risk Factor Survey

- Despite decreases in overall adult smoking in NM in the past decade, smoking is still significantly higher among certain population groups. These disparities in smoking rates are a result of a complex set of factors that can include targeting by the tobacco industry, social factors, policies, and barriers to accessing information and services. Work continues with statewide priority population networks to develop and implement effective interventions for the highest risk populations.
- Key partners include: local and statewide grantees, American Cancer Society—Cancer Action Network, American Lung Association, NM Human Services Department—Synar & FDA Programs, and providers of cessation, media, and evaluation services.

STOP SMOKING
AND START
REALLY LIVING.



THRIVE

*Centers for Disease Control and Prevention (CDC) best practice recommendation