



Investing for tomorrow, delivering today.

Nicotine Use Prevention & Control (NUPAC) Update

TSROC
October 6, 2022
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Program Manager

Before we start...

On behalf of all colleagues at the Department of Health, we humbly acknowledge we are on the unceded ancestral lands of the original peoples of the Apache, Navajo and Pueblo past and present.

With gratitude we pay our respects to the land, the people and the communities that have and continue to contribute to what today is known as the State of New Mexico.



PHOTO COURTESY: HSD Employee

Mission

To ensure health equity, we work with our partners to promote health and well-being, and improve health outcomes for all people in New Mexico.

Goals



We expand equitable access to services for all New Mexicans



We ensure safety in New Mexico healthcare environments



We improve health status for all New Mexicans



We support each other by promoting an environment of mutual respect, trust, open communication, and needed resources for staff to serve New Mexicans and to grow and reach their professional goals

NUPAC Mission

To improve lives by eliminating the harm from tobacco use and nicotine addiction using an anti-oppression and effective strategies that reach, evolve, and mobilize individuals, organizations, and communities to develop policies, systems, and environmental norms that support nicotine-free lives.



TUPAC to NUPAC

- **Former Title:**
 - **Tobacco** Use Prevention and Control Program (TUPAC)
- **New Title:**
 - **Nicotine** Use Prevention and Control Program (NUPAC)
- **Purpose for the change:**
 - To acknowledge that the tobacco plant is used in ceremonial purposes within the Native American communities and is considered sacred;
 - And educate the public that nicotine is the substance that causes the addiction and *not* the tobacco plant.



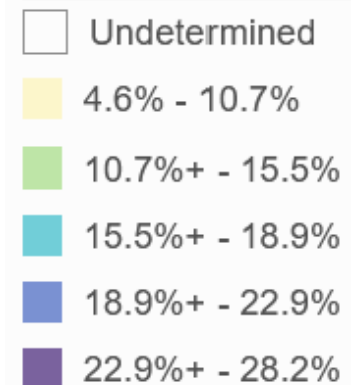
The Impact of Tobacco in New Mexico

Current Tobacco Data

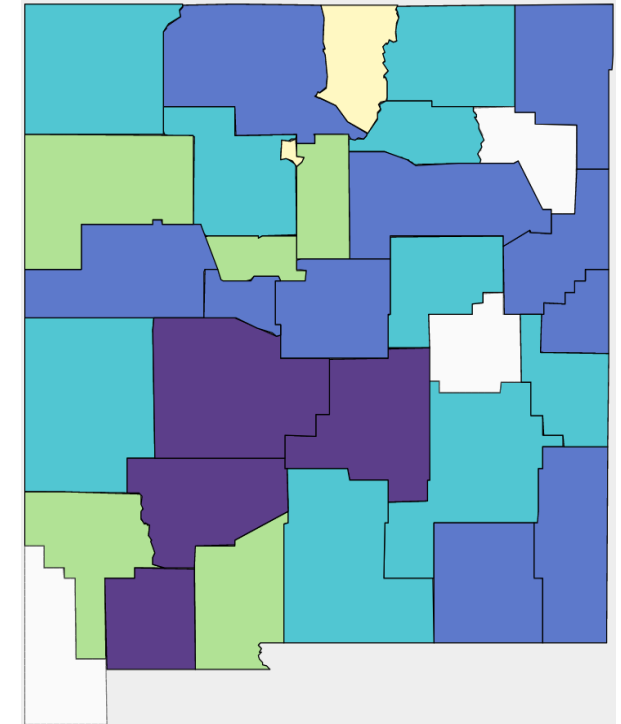
- **16% of New Mexico adults smoke cigarettes**
 - 5% use smokeless tobacco
 - 8% vape
 - 7% smoke cigars or cigarillos
 - 1% use hookah
 - 26% use any tobacco
- **260,000 adult smokers**
- Commercial tobacco use is the single largest preventable cause of disease, disability, and death

- **2,878** smoking-related deaths in New Mexico annually

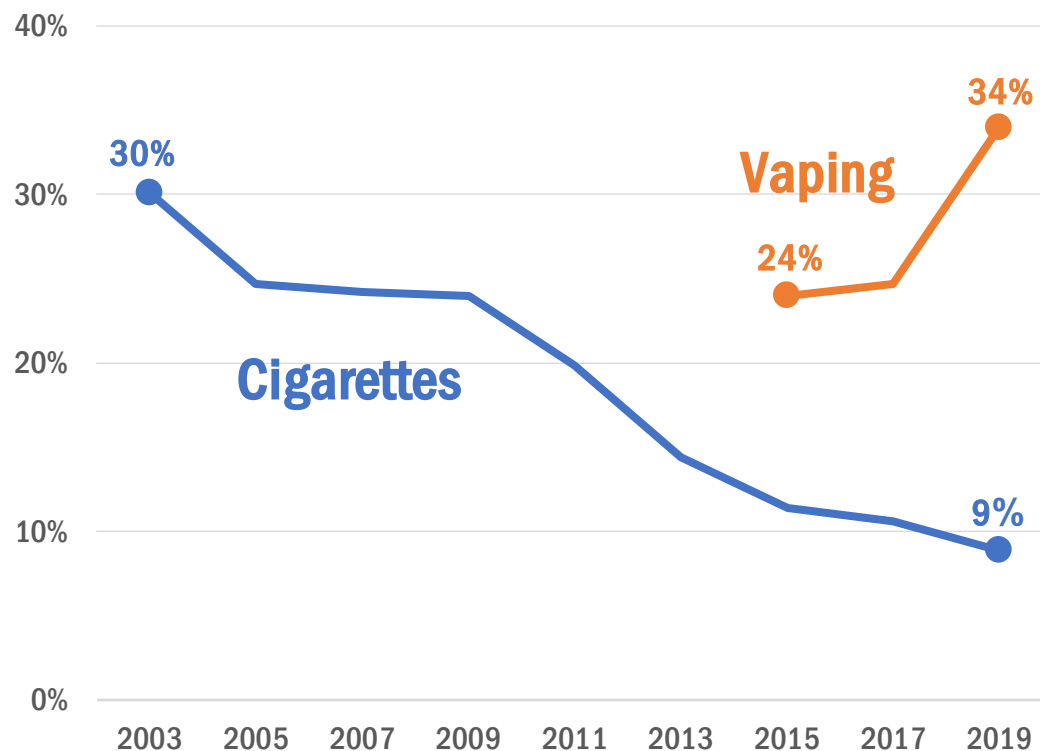
Percentage Current Smokers



Grouping: Jenks Natural Breaks



Current Tobacco Data



Tobacco is an economic burden in New Mexico

- **\$1.4+ billion** total annual economic burden of smoking in New Mexico
- **\$843 tax burden** per household

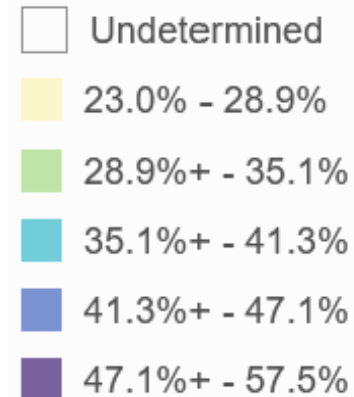
Smoking adds to the cost of New Mexico's Medicaid Program

- **\$222,800,000** annual New Mexico Medicaid costs caused by smoking
- **26%** of adults with Medicaid smoke cigarettes, compared to 11% of New Mexicans with other insurance

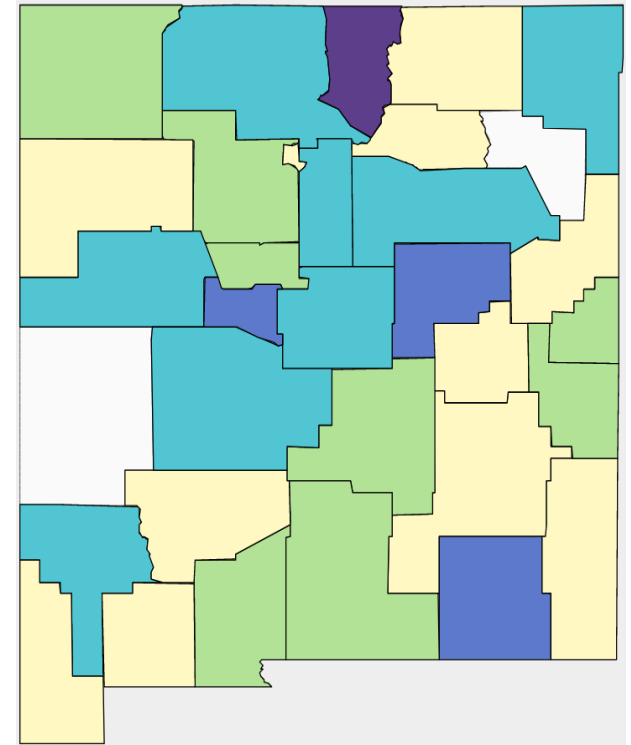
Current Youth Vaping Data

- E-cigarette use has offset declines in conventional tobacco product use among youth
- 34% of New Mexico high school youth use e-cigarettes
- 37,700 youth e-cigarette users

Percentage with E-Cigarette Use



Grouping: Jenks Natural Breaks

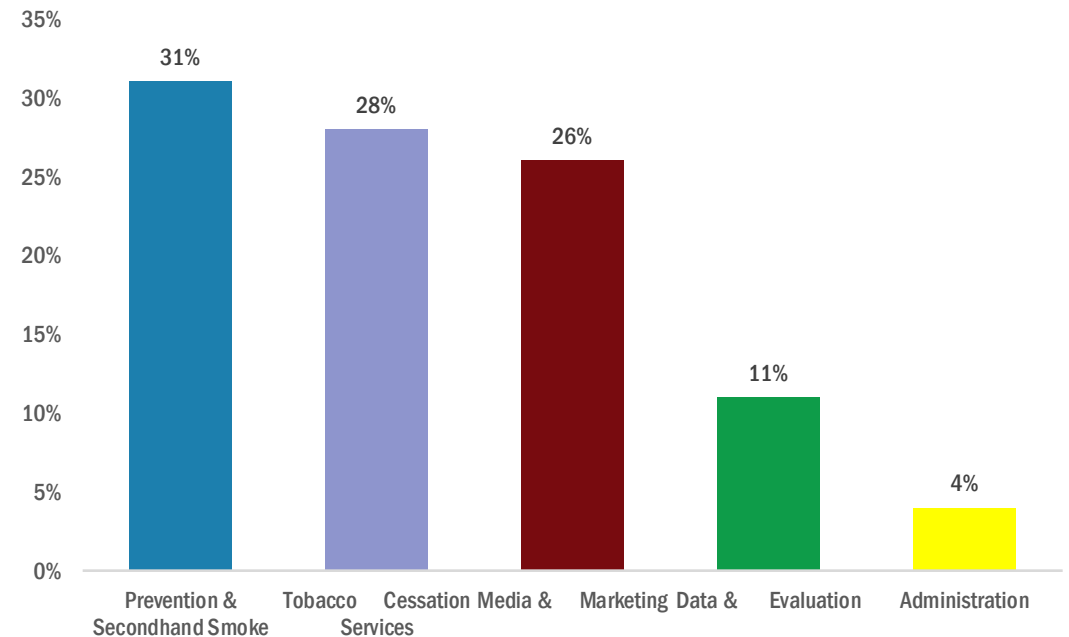


TSR Funding

Funded Year	SFY2021	SFY2022	SFY2023
Amount	\$5,151,300	\$3,604,300	\$5,435,200

- Allocation follows CDC guidelines for comprehensive programs
- NM's total investment in tobacco prevention and control is 28% of CDC recommendation

NUPAC Allocation of Funds



NUPAC Goals

Goals follow Centers for Disease Control and Prevention *Best Practices for Comprehensive Tobacco Control Programs*

Goal 1

PREVENT tobacco use initiation among young people

- Youth
- Young adults

Goal 2

PROMOTE Nicotine Addiction Treatment Services to adults and youth

- QUIT NOW & DEJELO YA services
- Live Vape Free

Goal 3

ELIMINATE exposure to secondhand smoke and e-cigarette aerosols

- Multi-unit housing

Goal 4

IDENTIFY AND ELIMINATE exposure to secondhand smoke and e-cigarette aerosols

- Priority populations



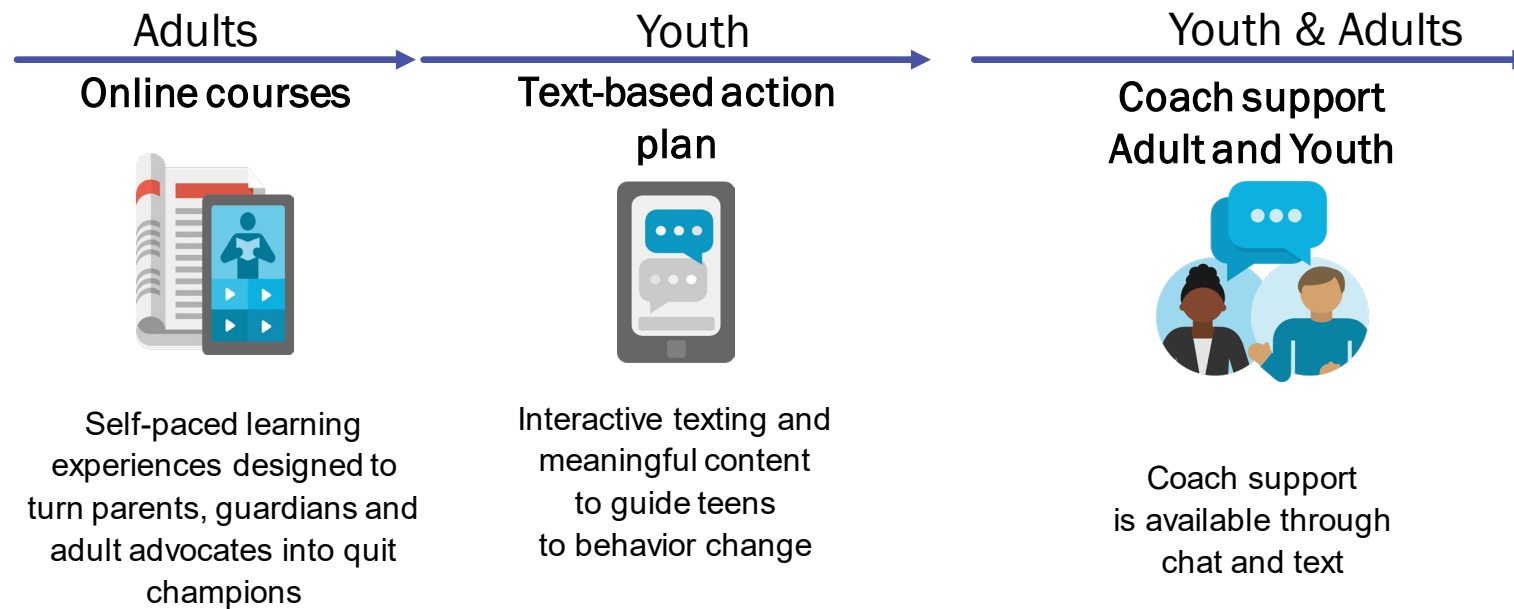
Youth Cessation Services: Live Vape FreeSM

Live Vape FreeSM

- National text-based program providing teens (ages 13-17) with
 - 1:1 coaching
 - Live text support
 - Interactive content
- Designed to help teens find their “why” when quitting by
 - Educating teens on the keys to quitting nicotine.
 - Boosting overall confidence among teens looking to quit.
 - Motivating users to learn more.

Live Vape Free

- Two Prongs:



LiveVapeFreeNM.com

Text **VAPEFREE** to 873373

Live Vape FreeSM

- Launched late March 2022
– June 30, 2022
- NM is 1 of 16 states to begin implementing program
- 1 of 5 states to launch both youth *and* adult advocate components

Adult Advocates

- 9 registrations
- April 1, 2022 – July 31, 2022

Youth

- 23 enrollments
- April 1, 2022 – July 31, 2022

Looking Ahead SFY23: Leveraging Resources

- Education
 - Family education
 - Nicotine effects
 - Infographics
 - Animations
 - Presentations
- Collaborations
 - PED
 - HSD
 - UNM
 - Other DOH Programs
 - Local school boards
 - Health councils
 - DOH regional health promotion teams
 - Health professional associations
 - NUPAC staff and contractors

DOH/HSD initiatives:

- Identified barriers to cessation and strategies for improving barrier-free access to cessation products and services
 - Current Medicaid MCO initiatives targets members who are 18+
 - Cessation medications not approved for those younger than 18
- Participated in the CDC 6/18 initiative (December 2019):
 - Reducing Tobacco Use selected by HSD/DOH team
 - Developed more robust smoking cessation program – requirements in MCO contracts included the addition of MCO-sponsored quitlines
 - Medicaid members more likely to contact MCO quitlines first before DOH quitline
- Future initiatives:
 - Address vaping, particularly among adolescents
 - Work with PED and ECECD to engage school-based health centers to promote vaping prevention among children and adolescents
 - Examine federal Medicaid funding to optimize federal match within federal regulatory boundaries

Looking Ahead SFY23: Aggressive Marketing

- NUPAC focusing on increasing awareness/education on “WHY”
 - Dangers of vaping and secondhand aerosol
 - Audience: public, media, parents, youth
- Increase website awareness
- Geo-targeted online digital ads
- Email blasts
- Wallet cards
- Network tv/cable in NM
- Billboards
- School buses
- Signage for schools
- Update toolkits
 - Audience: elementary and middle school
 - Flyers
 - Posters
- Using source data from CDC
 - “Know the Risks” campaign data sheet for education
- Initiatives and incentives for teenagers to sign up for LVF
- Social media campaign & elements
 - discussion of leveraging TikTok already in the works with NMDOH Marketing



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Questions & Comments



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Thank You!

Arya Showers
Director of Office of Policy and Accountability

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