



Tobacco Settlement Revenue Oversight Committee

August 22, 2024

CDC Recommendations for Programming and Spending



- Nicotine use is the most preventable cause of disease, disability, and death in the United States.
- Because of the decline of smoking among adults, tobacco industries are targeting youth as the 'replacement generation' enticing youth with the production and distribution of e-cigarettes and other innovative products.
- Per CDC, a comprehensive, evidence-based statewide nicotine control program can reduce smoking rates as well as tobacco-related disease and deaths. This includes a coordinated effort to establish smoke/vape-free policies and social norms to assist nicotine users to quit and prevent initiation of nicotine use.
- The individual components (state/community interventions; mass-reach health communication interventions; cessation interventions; surveillance and evaluation; infrastructure, administration, and management) are most effective when they work together to produce synergistic effects of a comprehensive statewide tobacco control program.
- CDC's estimated costs of spending on prevention and marketing: \$9,320,000

2020 – 2025 CDC Work Plan for New Mexico Tobacco Program



Best Practice Areas:

1. State & Community Interventions: Statewide Disparities Requirement
2. State & Community Interventions: Community-Based Disparities Requirement
3. State & Community Interventions: Statewide Prevention of Initiation of Emerging Tobacco Products, Including E-Cigarettes, for Youth and Young Adults
4. State & Community Interventions: Eliminate Exposure to Secondhand Smoke and E-Cigarette Aerosols
5. Mass Reach Health Communications
6. Infrastructure, Administration, and Management
7. Tobacco Use and Dependence Treatment Interventions
8. Surveillance and Evaluation

Tobacco Settlement Program Fund



House Appropriation for Nicotine Use Prevention and Control Program
FY24 and FY25*

The internal service funds/interagency transfers appropriations to the public health program of the department of health include five million four hundred thirty-five thousand two hundred dollars (\$5,435,200) from the tobacco settlement program fund for smoking cessation and prevention programs.

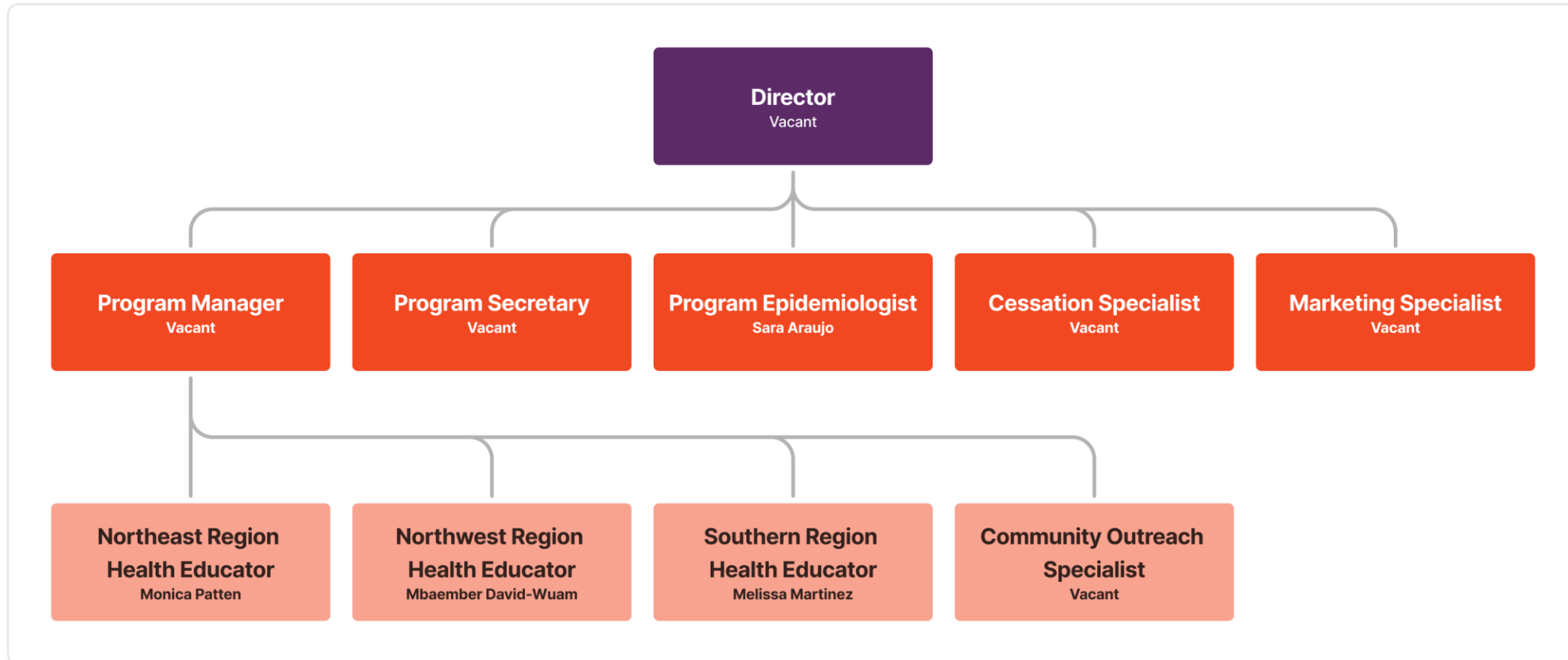
** CDC's estimated costs of spending on prevention and marketing: \$9,320,000*

* in anticipation of a shortfall in FY25, 5% (\$271,760) is withheld until the program is notified of actual federal settlement allocation

NUPAC Organizational Chart



NUPAC



NUPAC Goals



NUPAC

Goal 1

PREVENT tobacco use initiation among young people

- Youth
- Young Adults

Goal 2

ELIMINATE exposure to secondhand smoke and e-cigarette aerosols

- Multi-unit housing

Goal 3

PROMOTE Nicotine Addiction Treatment Services to adults and youth

- QUIT NOW and DEJELO YA services
- Live Vape Free

Goal 4

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

- Priority populations

New Mexico Five-Year Action Plan -Electronic Vapor Products

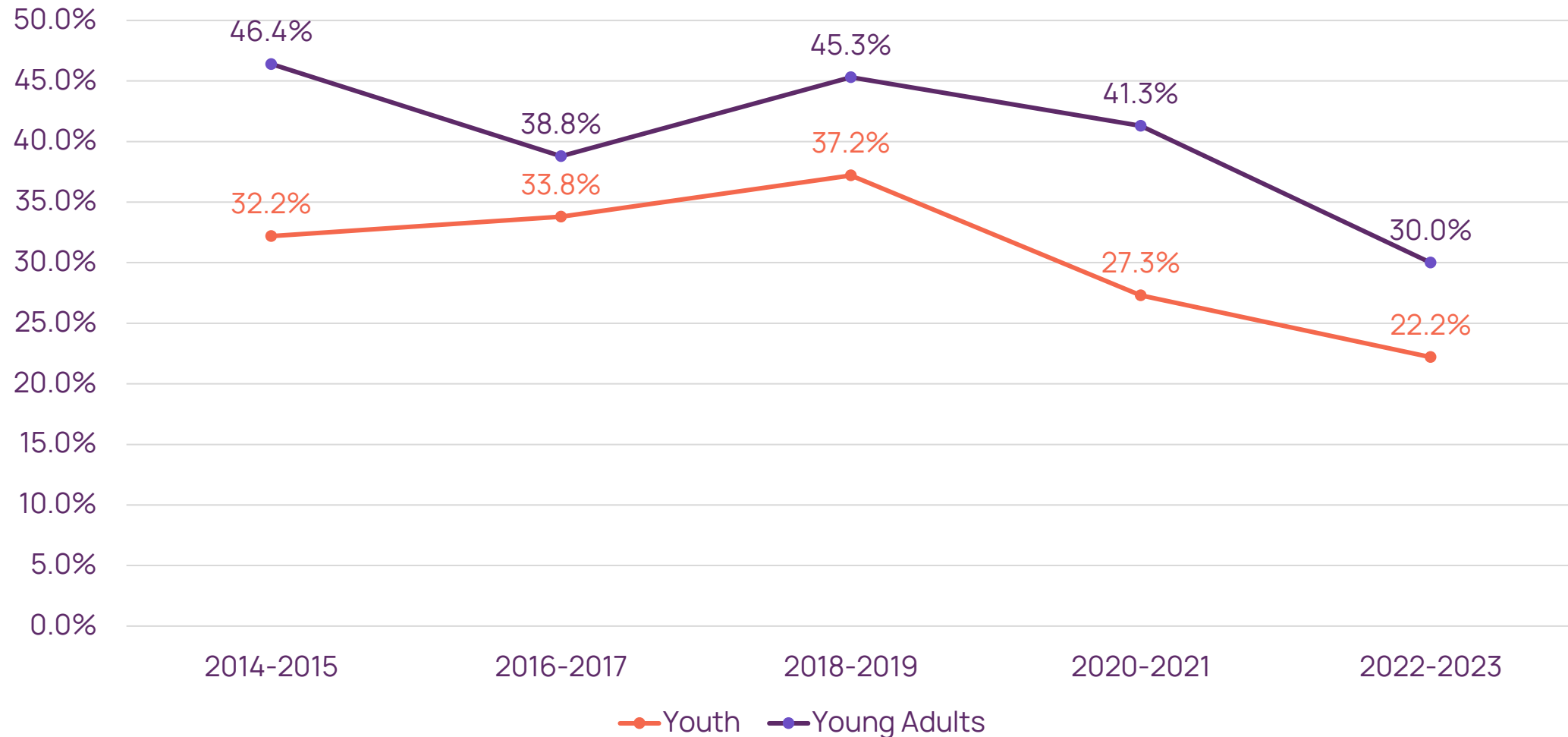


NUPAC Goals 1 and 3 describe our efforts to prevent vaping among youth and young adults, program period objectives, and implementation strategies used to address challenges 2020 – 2025.

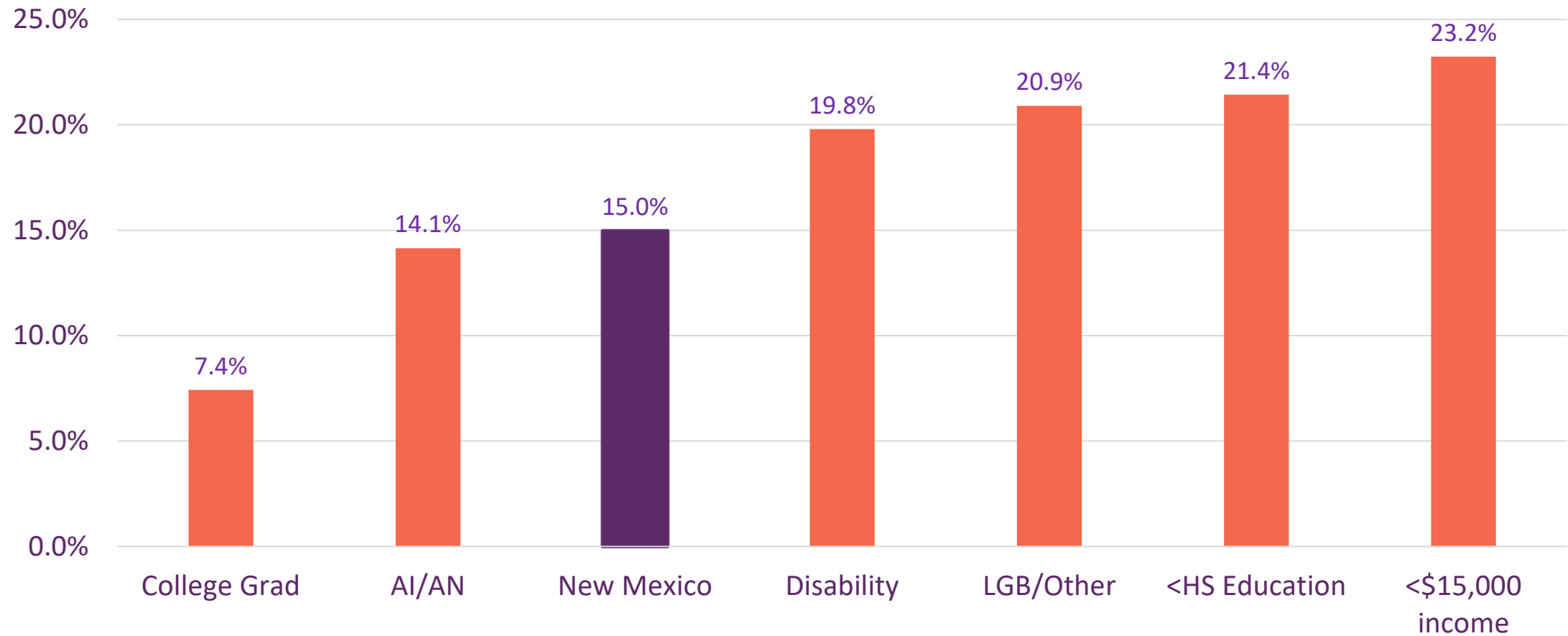
Program Period Objectives:

- **Decrease the prevalence of any nicotine product use including e-cigarette use among NM high school youth from 38% (2019 YRRS) to 35% by March 2025.**
 - In 2023, 22.2% of NM high school youth used any nicotine product including e-cigarettes.
- **Decrease the prevalence of any nicotine product use including e-cigarette use among NM young adults (ages 18-29) from 45% (2018 TES) to 20% by March 2025.**
 - In 2022, 30.0% of NM young adults used any nicotine product including e-cigarettes.

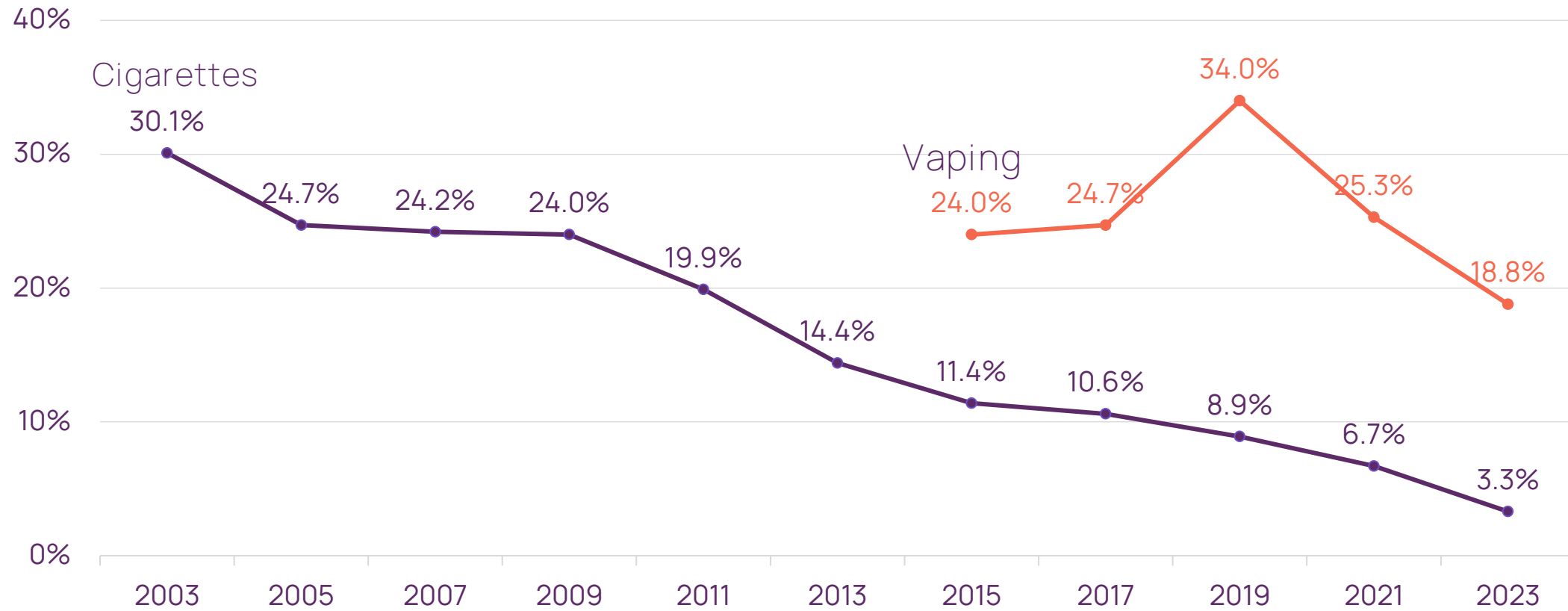
Percentage Of Any Tobacco Product Use, Including Electronic Vapor Products



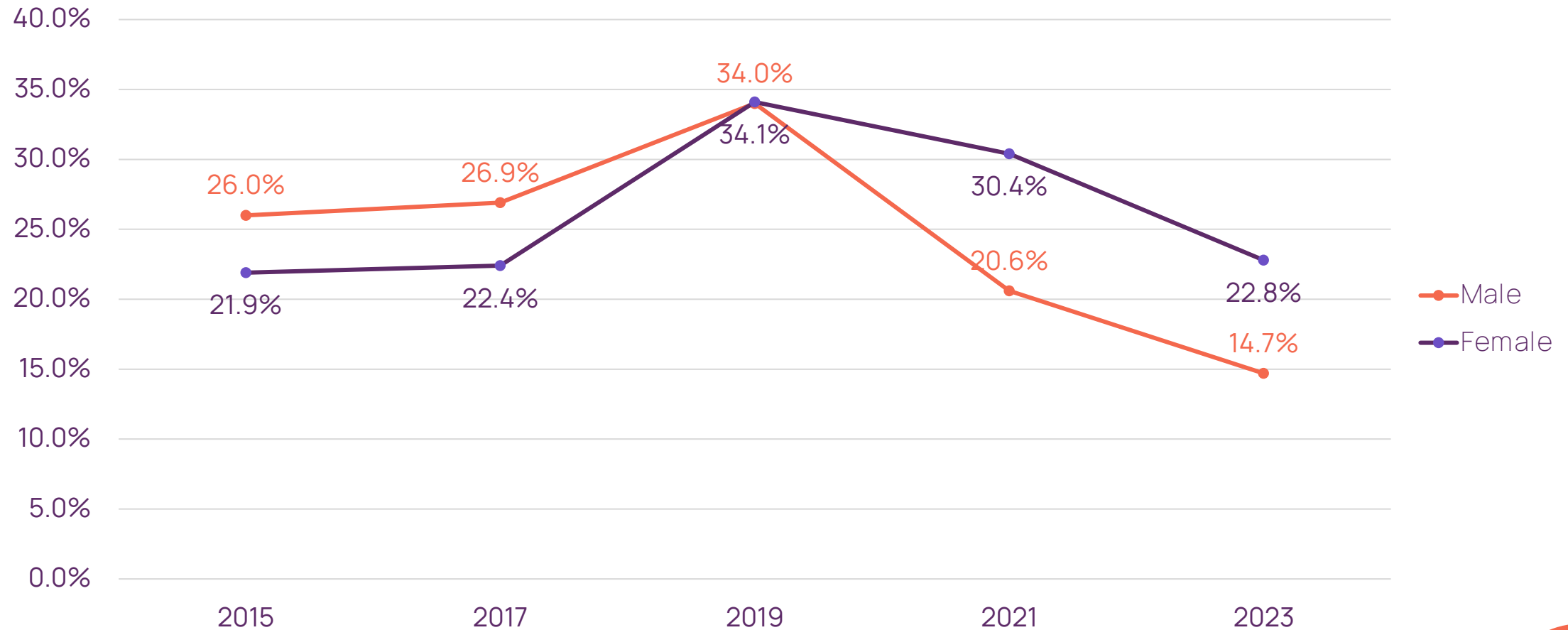
Highest Levels of Smoking in New Mexico Among Adults



E-cigarette Use Remains Higher Than Cigarette Product Use Among Youth In New Mexico



Percentage of Female Youth Vaping Has Increased Above Male Youth Vaping

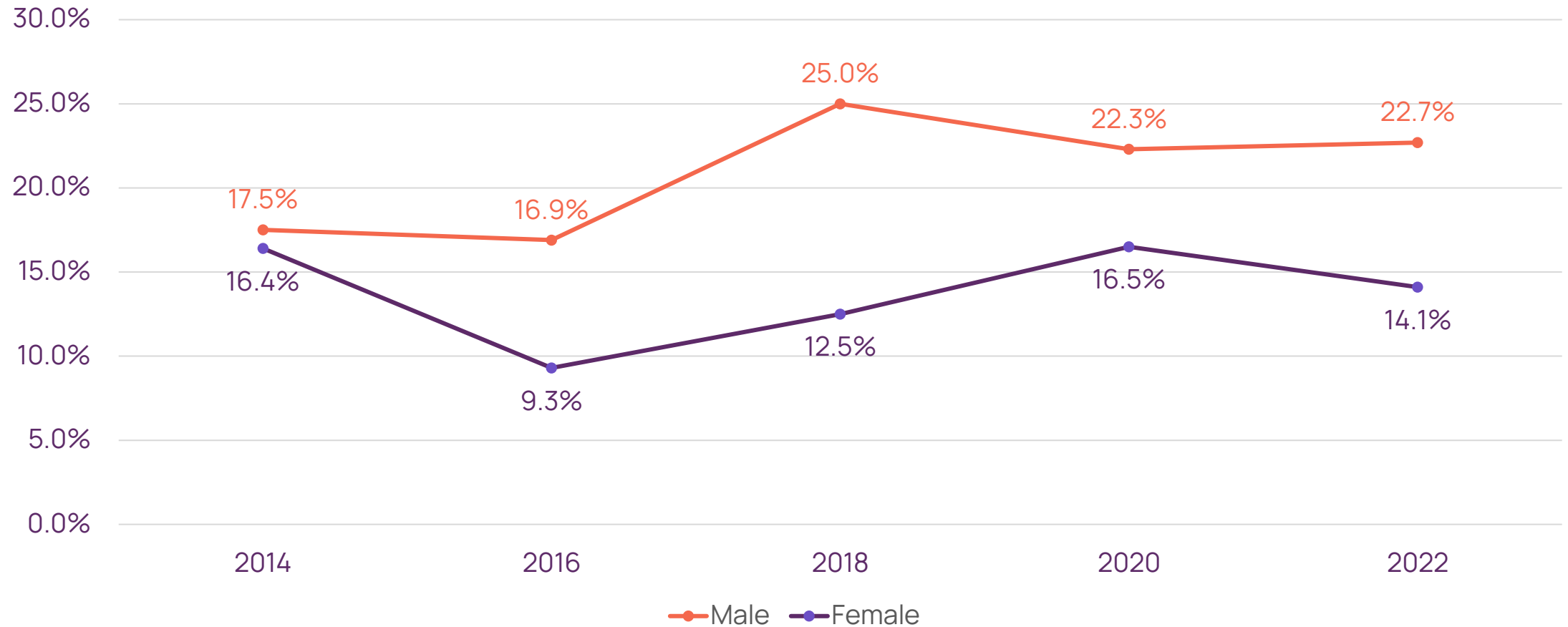


Demographics Of NM Youth That Currently Use Electronic Vapor Products

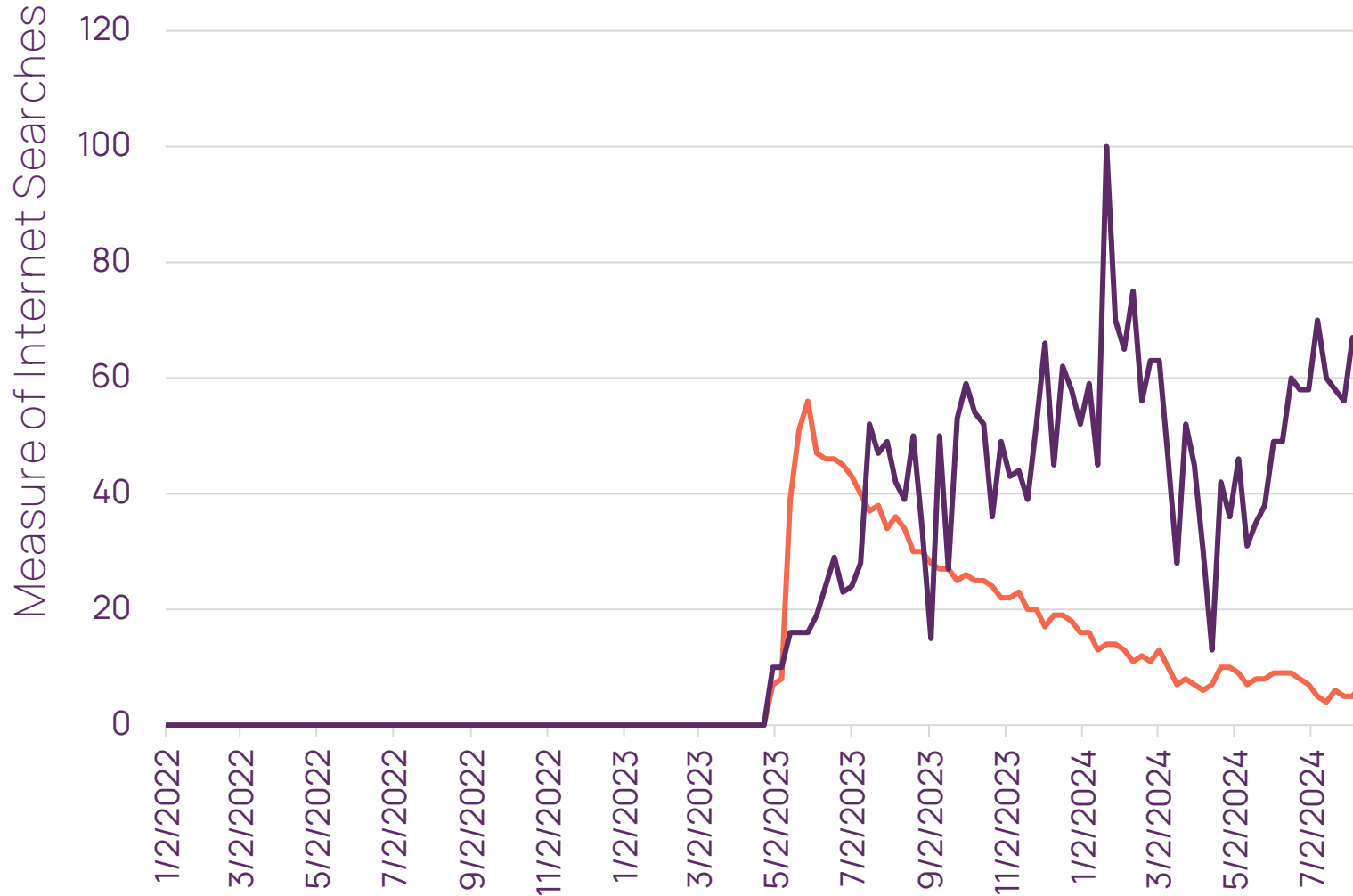


- Hispanic/Latinos have a higher percentage of vaping.
 - 19.0%
- Demographics with highest percentage of vaping
 - Lesbian, Gay, Bisexual – 28.2%
 - Disability – 25.4%
 - Senior Year – 23.1%
- Vaping increases by grade level.
 - 9th-14.3%
 - 10th-16.7%
 - 11th-21.5%
 - 12th-23.1%

Percentage of Young Adult New Mexicans Who Vape



Relative Interest and Popularity in ElfBar vs. Zyn Over Past 5 Years



— ELFBAR: (Electronic Vapor Product)
— ZYN: (Synthetic Nicotine Pouch)

*As the interest in vaping has decreased over time, the interest flavored synthetic nicotine pouches has spiked in the past year.

*This indicates that the use of Zyn is expected to significantly increase in the future.

FY25 Contractors

- RFP – Environmental Strategies to Reduce Adult and Youth Nicotine Use
Six (6) Categories with four (4) Awardees, FY24 - FY27
- RFP – Nicotine Addiction Treatment Services
One Awardee, FY24 - FY27
- IT Services Contract – Marketing and Promotion
One Awardee, Initial drafting phase
- Memorandum of Agreement – Evaluation Planning and Implementation
One Awardee, FY24 - FY27

Coalition to Reduce Nicotine Use in NM



Awarded Feb 2024 thru RFP:

Capacity Development for Nicotine Use and Control Partners

- Awardee will manage statewide educational and communications initiatives.
- Awardee is tasked to build upon existing partnerships and relationships as one coalition that aims to reduce nicotine use in New Mexico.

Work provided in FY24 (Feb – June):

- Convened the Advancing Health Equity Symposium.
- Convened the Anti-Oppression Training.

Stanford Medicine REACH Lab - Curriculum



Two evidence-based curriculums introduced by NUPAC in November 2023

- Tobacco Prevention Toolkit + You & Me, Together Vape-Free
 - Middle and High School(s):
 - 6 – lesson evidence-based curriculum, 50 min each
 - Elementary School(s):
 - 2 – lesson evidence-based curriculum, 50 min each
 - Goals of curriculum:
 - Increase knowledge and the harms caused
 - Gain awareness of strategies manufacturers and sellers employ
 - Gain skills to refuse experimentation and use of e-cigarettes
 - Reduce and prevent e-cigarette use of any type
- Health Futures; Group-Led Alternative-to-Suspension Program
 - MY Healthy Futures Course
 - 4-60 min self-paced course (individual)
 - OUR Health Futures Curriculum
 - 2-hour version (individual or group-setting)
 - 4-hour version builds on two-hour version for personal reflection time (individual or group-setting)

Stanford MEDICINE | REACH Lab

FREE RESOURCES!

Stanford REACH Lab offers **free** curriculums and resources to supplement prevention, education, harm-reduction, and interventions on: vaping/e-cigarettes, cannabis, alcohol, opioids/fentanyl, psychedelics, and other drugs. Scan the QR code below to learn more!

We offer **free trainings** on ALL of our curriculums! If interested, visit [tinyurl.com/reachtrainings!](https://tinyurl.com/reachtrainings)

PREVENTION, EDUCATION & AWARENESS CURRICULUMS

<p>TOBACCO PREVENTION TOOLKIT</p> <p>You & Me, Together Vape-Free Elementary, Middle & High School Curriculums</p>	<p>Cannabis Awareness & PREVENTION TOOLKIT</p> <p>Smart Talk: Cannabis Prevention & Awareness Elementary, Middle & High School Curriculums</p>
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HARM-REDUCTION & INTERVENTIONS

<p>safety first</p> <p>Comprehensive Drug Education and Intervention lessons on alcohol, opioids/fentanyl, psychedelics, and other drugs</p>	<p>healthy FUTURES</p> <p>Self-Paced or Group Led Alternative-to-Suspension Program</p>
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PED Collaboration

Rescue Agency NM manages statewide educational and technical assistance initiative in collaboration with NMDOH and PED



- Current law requires every school to have a tobacco-free policy
- 24/7 Campaign:
 - Promotes best practices in tobacco free policies
 - Takes a comprehensive approach
 - Committed to support school administrators in adopting and enforcing a tobacco-free policy
- Founded on six components to create a tobacco-free environment

Vaping Reduction Campaign

Goals

- Reduce vaping among teens
- Increase awareness of myths and harmful effects
- Challenge the perception that vaping is trendy and socially acceptable

Audience

- Teens aged 13-18
- Young adults 21+

Core Messaging

- Vaping is harmful and addictive
- Vapes aren't quality controlled; you don't know what you're ingesting
- Vaping impacts on your body, health, and mind
- Vaping can lead to death
- You have a choice NOT to vape

Vaping

is NOT a vibe.



CONCEPT IMAGE. This image is used to convey the visuals associated with the core messaging and will evolve prior to campaign launch.

Campaign Tactics

Social media:

TikTok, Instagram, Snapchat, YouTube

Influencers:

Identify state-wide influencers to share messaging

Community Collaboration: partner with local organizations (schools, youth centers, sports teams, community centers, after school programs, community groups, etc.)

Media: highlight content in press releases and interviews with teens/young adults who quit vaping

Website: develop landing page with myths, facts, quitline, etc.



Questions?



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