



TOBACCO SETTLEMENT REVENUE OVERSIGHT COMMITTEE
LAS CRUCES, NM – SEPTEMBER 21, 2022

INVESTING FOR TOMORROW, DELIVERING TODAY.

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

BEFORE WE START...

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

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



Evening drive through Corrales, NM in October 2021.
By HSD Employee, Marisa Vigil

MISSION

To ensure health equity, we work with our partners to promote 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

MISSION

To transform lives. Working with our partners, we design and deliver innovative, high quality health and human services that improve the security and promote independence for New Mexicans in their communities.

GOALS



We help NEW MEXICANS

1. Improve the value and range of services we provide to ensure that every qualified New Mexican receives timely and accurate benefits.



We make access EASIER

3. Successfully implement technology to give customers and staff the best and most convenient access to services and information.



We communicate EFFECTIVELY

2. Create effective, transparent communication to enhance the public trust.



We support EACH OTHER

4. Promote an environment of mutual respect, trust and open communication to grow and reach our professional goals.

TODAY'S PRESENTATION

- Follow-up from TSROC hearing on 8/15/22:
 - Medicaid follow-up questions and responses
 - DOH/HSD alignment and partnership on prevention and cessation initiatives and best practices
 - Potential investments in prevention
 - Interagency collaboration on prevention/cessation programming

MEDICAID FOLLOW-UP QUESTIONS & RESPONSES

FEDERAL MEDICAID MATCH ON TSROC ALLOCATION = ~\$33M ANNUALLY

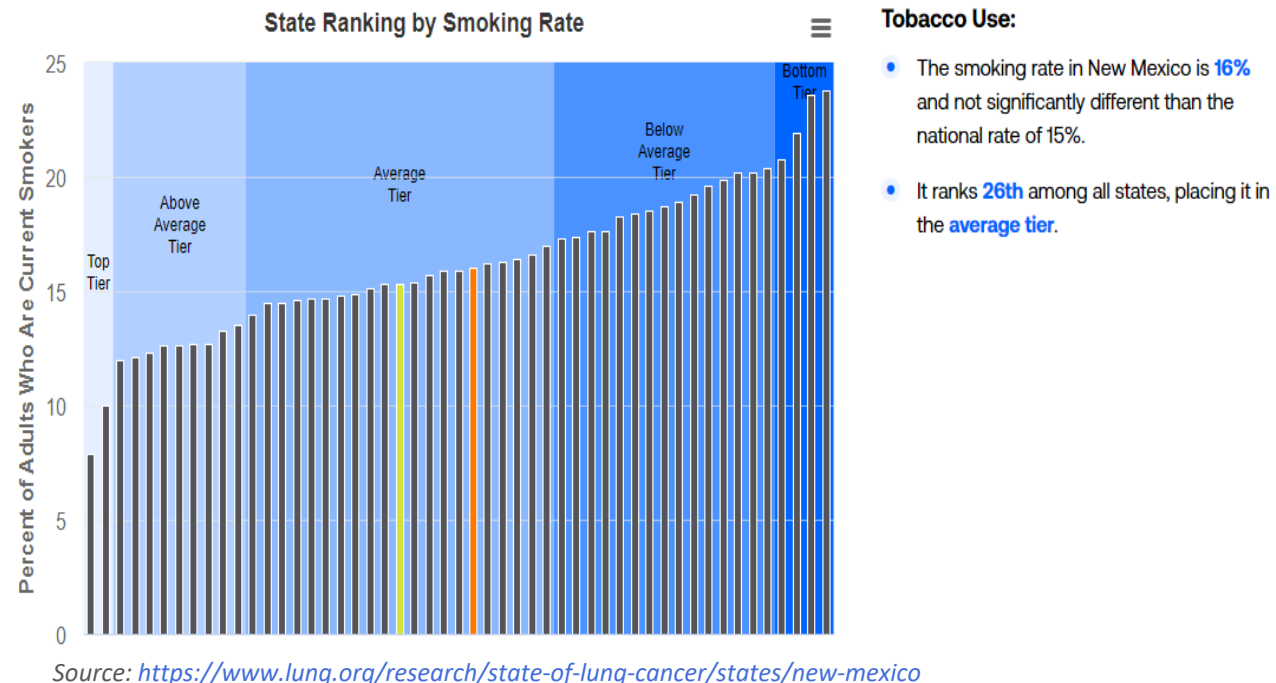
- Federal match rate for TSROC funding allocated to HSD:

Fiscal Year	Federal Match Rate*	TSROC Appropriation	Federal Match
FY21	83.02% Federal Match	\$7.31M	\$35.74M
FY22	83.43% Federal Match	\$5.36M	\$26.99M
FY23	80.23% Federal Match	\$8.85M	\$35.91M

**Federal Match Rates reflect a temporary additional 6.2% in the federal match due to the COVID public health emergency.*

MEDICAID COMPARED TO NON-MEDICAID TOBACCO USE PREVALENCE

- American Lung Association 2021 data – **16% of adults in NM are smokers**
- Medicaid data (December 2021) – **72,836 enrollees with a diagnosis of current smoker or user of tobacco products (7.6% of total Medicaid enrollment)**



CDC RECOMMENDED SPENDING COMPARED TO MEDICAID SPENDING IN NEW MEXICO

- Tobacco cessation spending:
 - CDC recommends that NM spend \$28M on cessation efforts (total state investment; not specific to Medicaid)
 - Medicaid spending on cessation = \$2.5M in CY20
 - HSD researched the recommended **per capita investment** in cessation; applied to the Medicaid population with estimated to use tobacco by the American Lung Association
 - Based on this calculation, HSD should spend \$1.2M cessation annually (\$12.94 per capita)
 - **HSD spent \$2.5M in CY20; more than the recommended per capita amount**
- Treatment expenditures:
 - Remainder of the \$22.5M total matched appropriation was spent on treatment
 - **Costs for tobacco-related diseases among Medicaid members in the top four disease categories totaled over \$175M in CY20.**

Avg % of Medicaid population using tobacco*	NM Adult Medicaid members	Estimated NM Medicaid Adults who use tobacco	NM Medicaid members diagnosed as current smokers or users of tobacco	CDC recommended (2014) per capita annual spend on smoking cessation and prevention programs**	CDC recommended annual Medicaid spend on cessation	Medicaid total spend CY20 for smoking/tobacco cessation products/services
16.00%	585,851	93,736	72,836	\$12.94	\$1,212,946	\$2,541,529

*https://www.americashealthrankings.org/explore/annual/measure/Smoking/population/Smoking_75k_C/stateNM

**<https://www.cdc.gov/tobacco/stateandcommunity/guides/pdfs/2014/section-percapita.pdf>

BEST PRACTICES IN CENTENNIAL CARE

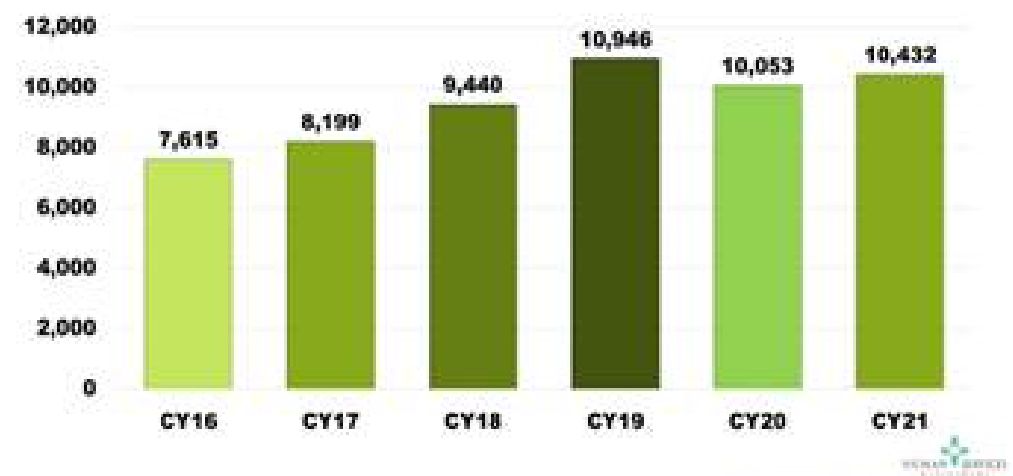
- Assessed benefits and coverage parameters across MCOs and FFS in 2019; closed all gaps so no variation →
- MCO RFP model contract will include:
 - MCO requirements to operate a tobacco cessation program for members
 - Barrier-free access to cessation services and products
 - Additional considerations in the upcoming RFP that we cannot discuss because of the competitive procurement

	BCBS	Presbyterian	Western Sky	Fee-for-Service
Nicotine lozenges	✓	✓	✓	✓
Nicotine patches	✓	✓	✓	✓
Nicotine chewing gum	✓	✓	✓	✓
Nicotine nasal sprays	✓	✓	✓	✓
Nicotine inhaler	✓	✓	✓	✓
Bupropion	✓	✓	✓	✓
Chantix	✓	✓	✓	✓
Individual counseling	✓	✓	✓	✓
Group counseling	✓	✓	✓	✓
Cessation quitline	✓	✓	✓	✓
No prior authorization	✓	✓	✓	✓
No cost-sharing	✓	✓	✓	✓
No limits on length of treatment	✓	✓	✓	✓
No limits on quit attempts	✓	✓	✓	✓
No requirements to try one treatment	✓	✓	✓	✓
No requirements to enroll in counseling	✓	✓	✓	✓

MEASURING OUTCOMES

- Smoking cessation MCO tracking measure in MCO contracts:
 - Member utilization of cessation products and services
 - Number of successful quit attempts
- New measure components:
 - HSD will stratify the measure further by age
 - HSD will add a care coordination question about vaping

NUMBER OF MEMBERS RECEIVING SMOKING/TOBACCO CESSATION PRODUCTS/SERVICES



13

MCO TOTAL DOLLAR AMOUNT SPENT ANNUALLY FOR SMOKING/TOBACCO CESSATION PRODUCTS/SERVICES



DOH/HSD ALIGNMENT & PARTNERSHIP ON PREVENTION & CESSATION INITIATIVES

DOH/HSD INITIATIVES

- Identified barriers to cessation and strategies for improving barrier-free access to cessation products and services
 - Current Medicaid MCO initiatives target Member that are 18 years and older
 - Medications prescribed to assist with cessation are not approved for any one 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

NICOTINE USE PREVENTION & CONTROL (NUPAC) UPDATE

TSROC
SEPTEMBER 21, 2022
ESTHER HOANG, MPH
PROGRAM MANAGER

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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.



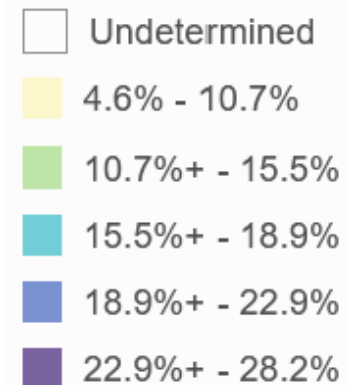
THE IMPACT OF TOBACCO IN NEW MEXICO

CURRENT TOBACCO DATA

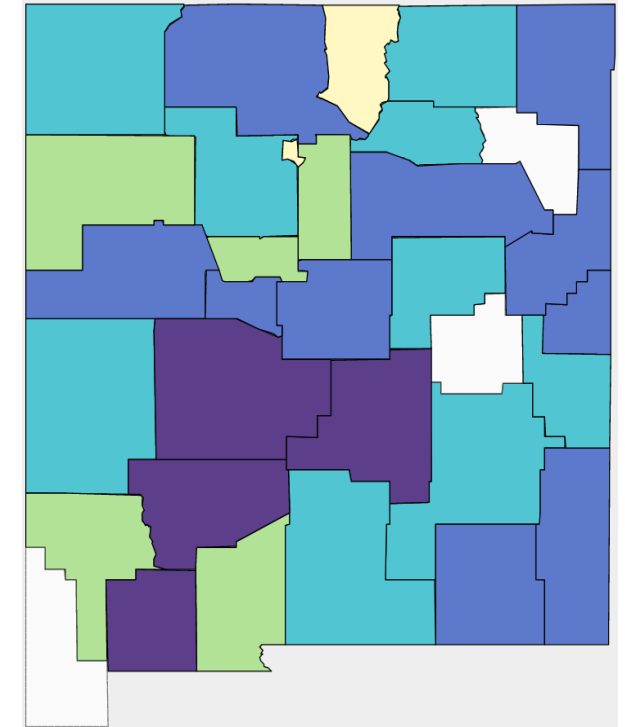
- **16% of New Mexico adults smoke cigarettes**
 - 5% use smokeless tobacco
 - 8% vape
 - 7% smoke cigars or cigarillos
 - 1% use hookah
 - 26% use any tobacco
- **260,000** adult smokers
- Commercial tobacco use is the single largest preventable cause of disease, disability, and death

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

Percentage Current Smokers

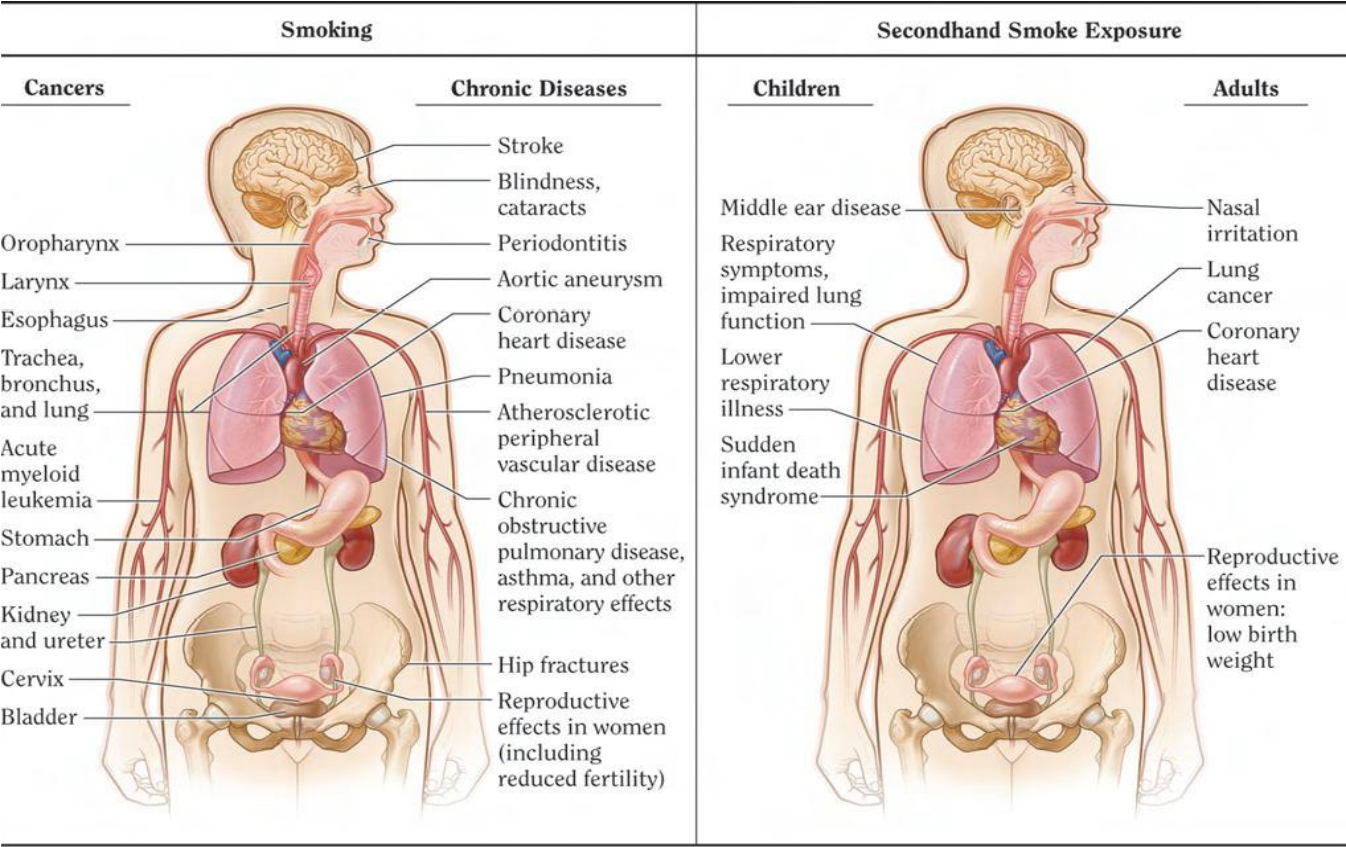


Grouping: Jenks Natural Breaks



BASIC ANATOMY & PHYSIOLOGY

The health consequences causally linked to smoking and exposure to secondhand smoke



BENEFITS OF QUITTING ARE IMMEDIATE

WITHIN 20 MINUTES OF QUITTING SMOKING...

YOUR BODY BEGINS A SERIES OF CHANGES THAT CONTINUE FOR YEARS.

20 MINUTES
YOUR HEART RATE DROPS.



2 WEEKS - 3 MONTHS
YOUR HEART ATTACK RISK BEGINS TO DROP.
YOUR LUNG FUNCTION BEGINS TO IMPROVE.



1 YEAR
YOUR ADDED RISK OF CORONARY HEART DISEASE IS HALF THAT OF A SMOKER'S.



10 YEARS
YOUR LUNG CANCER DEATH RATE IS ABOUT HALF THAT OF A SMOKER'S.
YOUR RISK OF CANCERS OF THE MOUTH, THROAT, ESOPHAGUS, BLADDER, KIDNEY, AND PANCREAS DECREASES.



12 HOURS
CARBON MONOXIDE LEVEL IN YOUR BLOOD DROPS TO NORMAL.



1-9 MONTHS
YOUR COUGHING AND SHORTNESS OF BREATH DECREASE.



5 YEARS
YOUR STROKE RISK IS REDUCED TO THAT OF A NONSMOKER'S 5-15 YEARS AFTER QUITTING.



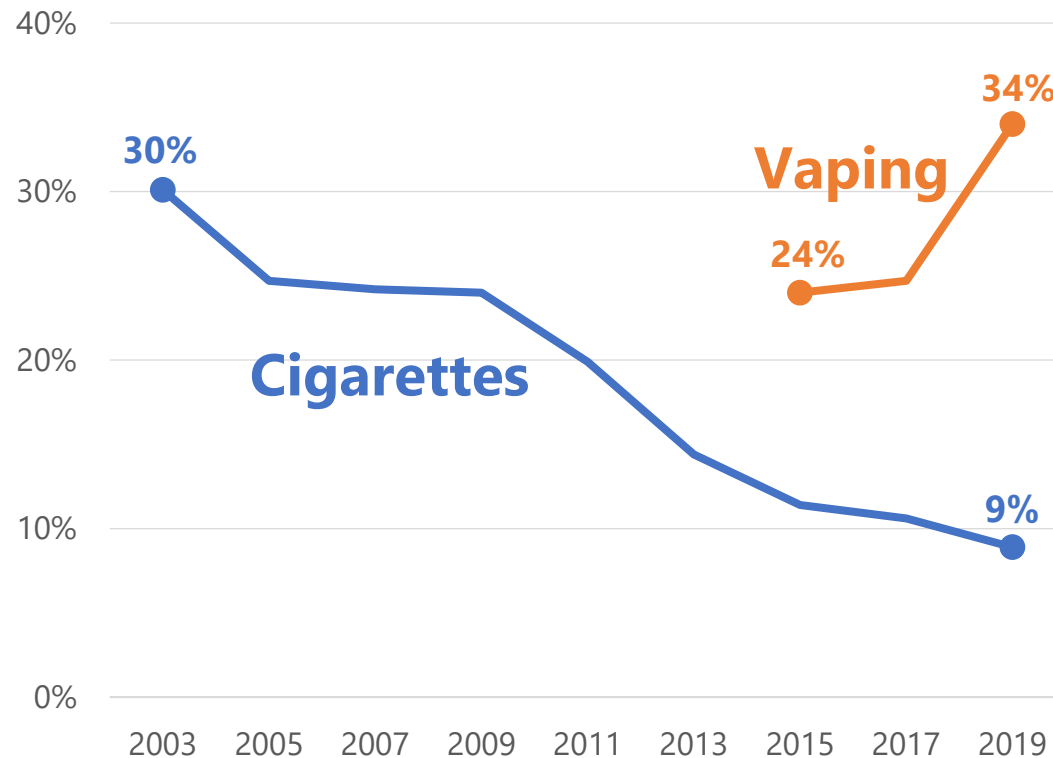
15 YEARS
YOUR RISK OF CORONARY HEART DISEASE IS BACK TO THAT OF A NONSMOKER'S.



CHASE BREXTON HEALTH SERVICES

FOR MORE INFORMATION VISIT [CDC.GOV](https://www.cdc.gov)

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

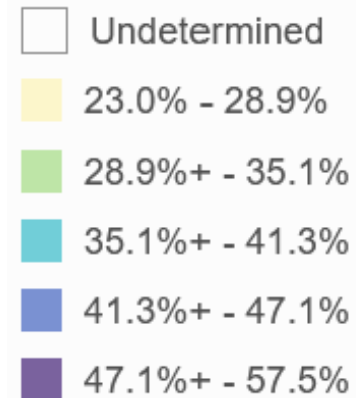
Smoking adds to the cost of New Mexico's Medicaid Program

- **\$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

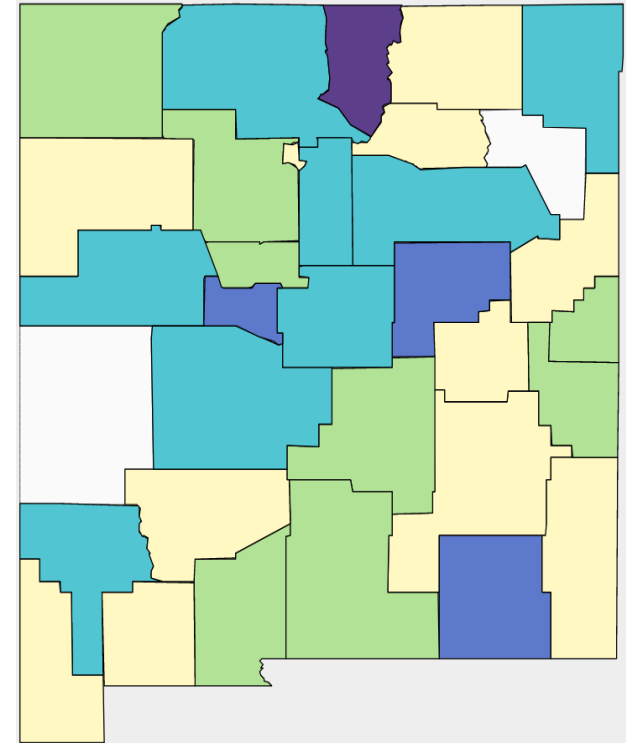
CURRENT YOUTH VAPING DATA

- 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



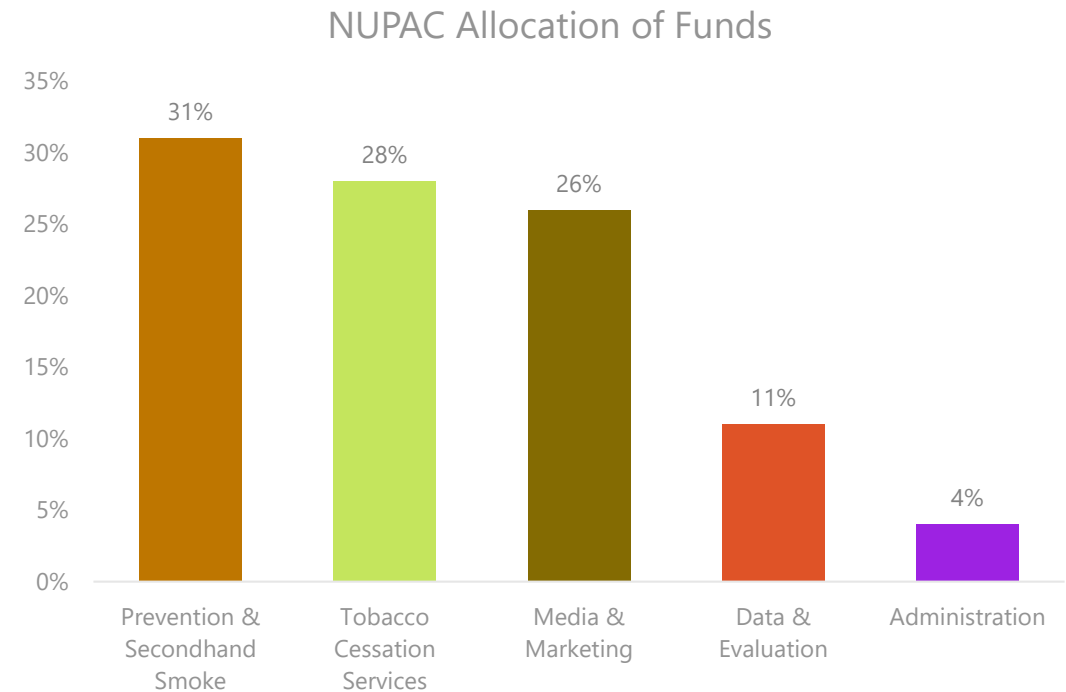
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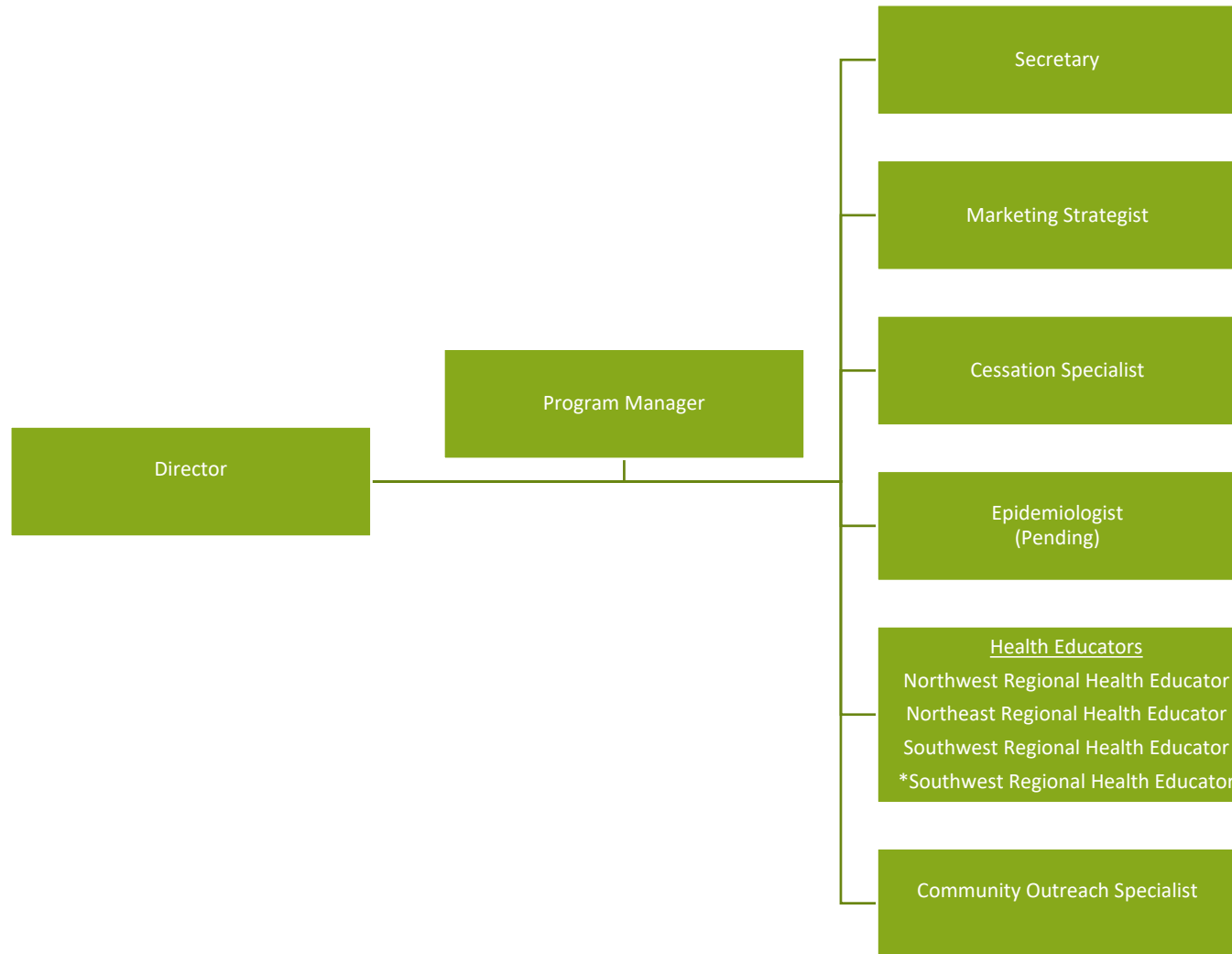
TSR FUNDING

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



ORGANIZATIONAL CHART FOR NUPAC



* Position cut due to funding

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

GOAL 1: PREVENTION

- Where: Statewide
- Who: Youth and young adults
- How:
 - Tobacco retailers
 - Parents
 - School districts
 - College staff/administrators
 - Community-based organizations

- Education on tobacco regulations, including retailer licensing regulations and point-of-sale marketing



- Tobacco-free schools and colleges.



- Tobacco retailer licensure system (1/1/2021)
 - NM Regulation and Licensing Department

GOAL 2: CESSATION

- Where: Statewide
- Who:
 - People experiencing poverty
 - Hispanic/Latino community
 - Asian-American/Pacific Islander community
 - Managed Care Organizations (MCOs)
 - Health care professionals
 - Behavioral health facilities
- QUIT NOW & DEJELO YA Services
- Media campaign to promote of QUIT NOW & DEJELO YA services
- Promotion of Asian Smoker's Quitline
- Screenings for nicotine use and dependence

1-800-QUIT NOW

QUITNOWNM.COM



1-855-DEJELO YA

DEJELOYANM.COM

GOAL 3: SECONDHAND SMOKE EXPOSURE

- Where: Statewide
- Who:
 - Hispanic/Latino
 - People experiencing poverty
 - People living in multi-unit housing
 - People with mental health or substance use conditions
 - Tribal communities
- Create smoke-free and vape-free environments
 - Multi-unit housing (Smoke-free @ Home)
 - Tribal communities
 - Behavioral health facilities
- Media campaign to reduce exposure to secondhand smoke
 - Smoke-Free at Home (English and Spanish)
 - Smoke Free Signals (Tribal communities)



GOAL 4: DISPARITIES

- Where: Statewide
- Who: Networks
 - African American: Umoja
 - Hispanic: Nuestra Salud
 - LGBTQ+” Health Equity Alliance for LGBTQ+ New Mexicans (HEAL+ NM)
 - Native Americans: Albuquerque Area Tribal Epidemiology Center (AASTECC)
- Networks Identify tobacco-related health disparities within their community to provide NUPAC with recommendations and advisement

*No Asian American & Pacific Islander Network confirmed to participate at this time.

CURRENT NUPAC CONTRACTORS & PARTNERS

Contractors

- Apartment Associations of New Mexico
- Chronic Disease Prevention Council
- Constellation Consulting, LLC
- Consumer Wellness Solutions, Inc, (Optum)
- Keres Consulting, Inc.
- Media Matched
- Rescue Agency of NM, LLC
- University of New Mexico (YRBS)
- WYSAC at the University of Wyoming

Partners

- American Cancer Society
- American Heart Association
- American Lung Association
- Black Hills Center for American Indian Health
- Medicaid
- New Mexico Alliance for School-Based Health Care
- New Mexico Allied Council on Tobacco
- New Mexico Community Health Workers Association
- NM Human Services Department
- NM Regulation & Licensing Department
- Paso del Norte Health Foundation
- Public Education Department



YOUTH CESSATION SERVICES: LIVE VAPE FREESM

1-800-QUIT NOW

QUIT NOW

NEW WAYS TO
STAY HEALTHY

1-855-DEJELO YA

DEALOYAMA.COM

HEALTHY CHOICES FOR A BETTER FUTURE



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.

Two Prongs:

Adult
Advocates

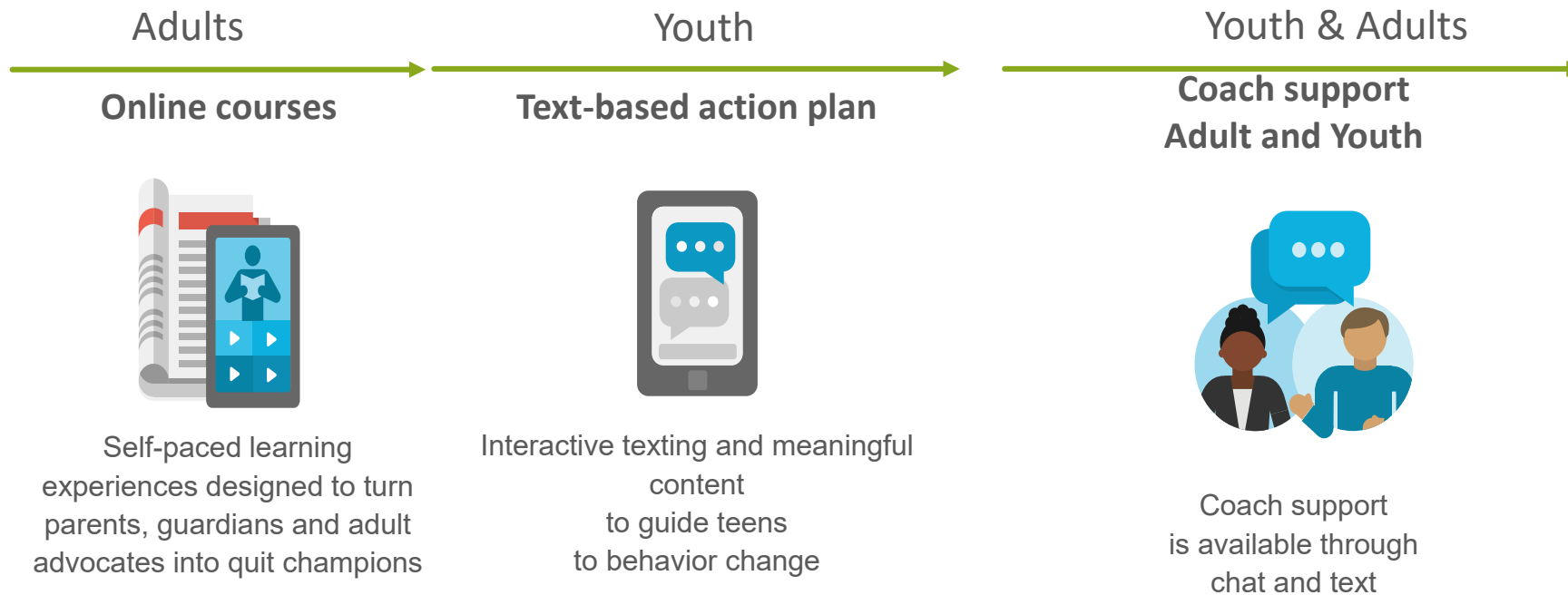
- **9** registrations
- April 1, 2022 – July 31, 2022

Youth

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

LIVE VAPE FREESM

Youth and adult solutions to solving the vaping epidemic



LiveVapeFreeNM.com

Text **VAPEFREE** to 873373

LIVE VAPE FREESM

- Soft launch from Late March 2022 – June 30, 2022
 - 1 of 13 states to launch program
 - 1 of 5 states to launch both youth ***and*** adult advocate components

LIVE VAPE FREESM FY22 MARKETING & DISSEMINATION TIMELINE

■ March 2022

- Vendor completion of LVF
- Internal discussion of marketing plan and promotion
- LVF flyers printed and disseminated to NUPAC staff, contractors, and other bureau programs
- Flyers distributed to interested parties seeking information on vaping
- Tabling Events
 - National Association of Social Workers – NM Chapter

■ April 2022

- Tabling events
 - Albuquerque Public Schools
 - 3 Crossroads Counselors sought NUPAC to participate in their Health & Wellness Fairs
- Native American Training Institute's Healing & Wellness Annual Conference
- Nurse Practitioner Council Spring Conference

LIVE VAPE FREESM FY22 MARKETING & DISSEMINATION TIMELINE (CONTINUED)

■ May 2022

- Two (2) 15-sec videos and scripts approved
- NMDOH press release issued
- NMDOH social posts on
 - Twitter
 - Facebook
 - Instagram
 - Instagram Story
- TV Media Buys
- Presentations
 - New Mexico Oral Health Council Meeting
 - The State of Teen Vaping in the Paso del Norte Region

■ June 2022

- LVF website approved and launched
- Spanish translation of toolkit
- Twitter video posted
 - 9,226 views
 - 101 likes
 - 16 retweets
- Poster and floor decal placed in Isotopes Park
- TV Media Buys
- Tabling events
 - New Mexico Dental Association Annual Conference
 - Psychosocial Rehabilitation of New Mexico Annual Conference

TV MEDIA BUY & IMPRESSIONS (MAY 31, 2022 – JUNE 22, 2022)

Live Vape Free / Paid

Setting	Impressions	Duration	Reach Numerator	Location
TV Network	1,844,593	30 days	$(1,844,593/30) =$ 61,486.433	Statewide
Digital Online	52,600	66 days	$(52,600/66 =$ 796.970	Statewide
Email Blast	640	1 days	$(640/1) =$ 640.000	Statewide

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

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



HUMAN
SERVICES
DEPARTMENT



QUESTIONS & COMMENTS

INVESTING FOR TOMORROW, DELIVERING TODAY.