

# FY14 & FY15 Tobacco Cessation and Prevention Program

New Mexico Indian Affairs  
Department



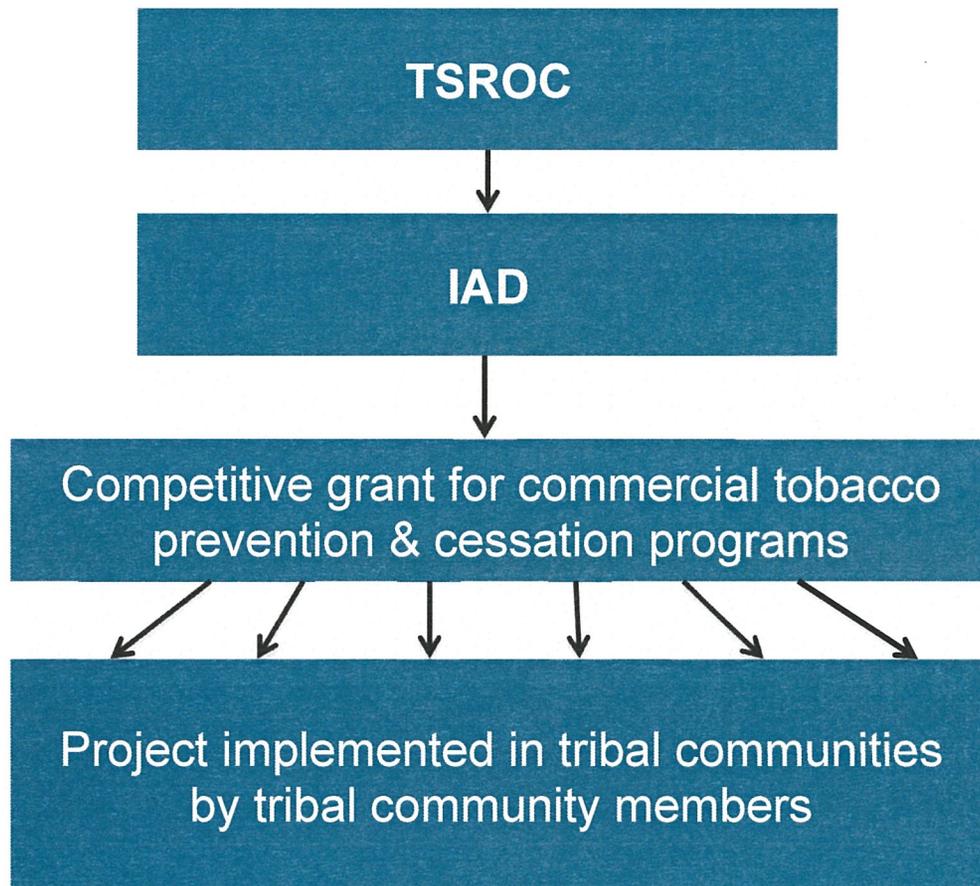
# IAD Mission & Program Goals

As a cabinet-level department, the Indian Affairs Department (IAD) is the lead coordinating agency in New Mexico state government for ensuring effective interagency and state-tribal government-to-government relations.

To promote cessation and prevention of **commercial tobacco abuse** in Native communities with special emphasis on Native youth

To promote cultural awareness of the **Native traditional and ceremonial use of tobacco** as a means to strengthen cultural identity and resistance to commercial tobacco

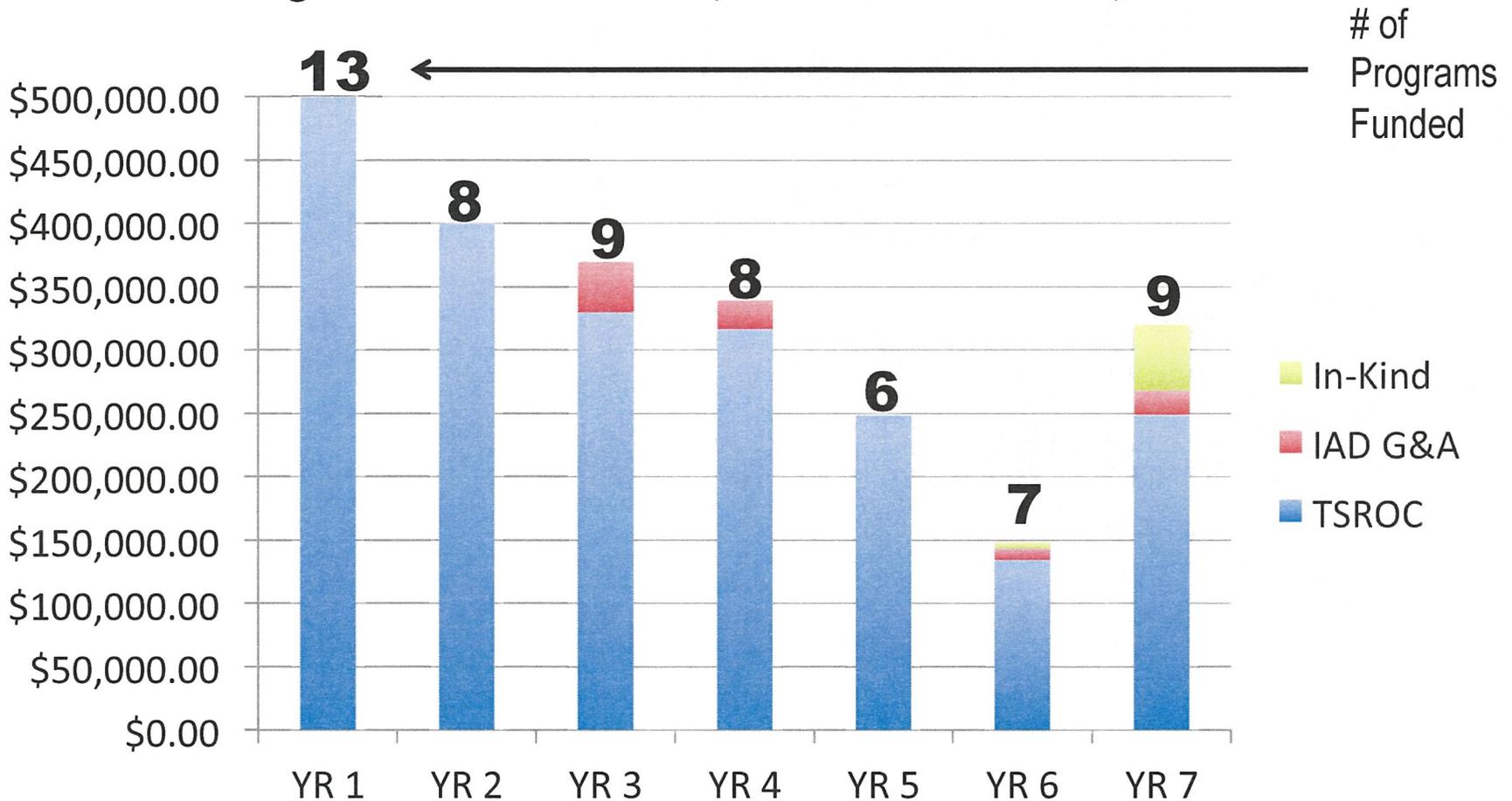
# Program Format



- TSROC funds to IAD feed a competitive grant program
- Tobacco prevention and cessation services implemented in communities by their community members

# Program Funding History

7-Year Funding Levels from TSROC, IAD General Funds, & In-Kind



# Evolution of the Program

Where this program historically relied 100% on TSROC funds, it has evolved into a program funded by multiple sources, thereby increasing the value and reach of Settlement dollars.

**FY14 Settlement Funds: \$134,460**



**FY14 Grant Total: \$148,696**

**FY15 Settlement Funds: \$249,000**



**FY15 Grant Total: \$320,590**

# Sustaining This Value

- Plan to sustain and grow comprehensive tobacco control funds in tribal communities
  - TSROC
  - RFP Criterion
  - Other funding sources



Tobacco Retail Inspections - States  
Food and Drug Administration  
Office of Acquisitions and Grants Services

Solicitation Number: FDA-14-TOBACCO  
December 20, 2013

Submitted By:  
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Indian Affairs Department  
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## Statement of Qualifications and Capabilities

### Introduction to the New Mexico Indian Affairs Department

The New Mexico Indian Affairs Department (IAD) was established in 1953 and was elevated to a cabinet-level agency within the State of New Mexico in 2004. As a cabinet-level department, the IAD is the lead coordinating agency in New Mexico state government for ensuring effective interagency and state-tribal government-to-government relations. The IAD reinforces tribal governmental efforts to ensure that Native American concerns and needs are addressed in state policy making decisions; effectively manages, and facilitates ways to increase and leverage, state resources to benefit Native Americans; and successfully collaborates with national, tribal, state and local agencies, entities, and organizations.

### Tribes, Nations and Pueblos in New Mexico

New Mexico has 219,512 Indian citizens, which compose nearly 10.5% of the state's entire population. There are 22 Indian tribes in New Mexico - nineteen Pueblos, two Apache tribes (the Jicarilla Apache Nation and the Mescalero Apache Tribe), and the Navajo Nation, and a considerable urban Indian population, which is also served by the IAD. The 19 Pueblos are comprised of the Pueblos of Acoma, Taos, Santa Clara, San Ildefonso, Tesuque, San Felipe, Jemez, Zuni, Zia, Nambe, Picuris, Ohkay Owingeh, Santo Domingo, Laguna, Isleta, Santa Ana, Sandia, Cochiti, and Pojoaque.

### IAD's Unique Role in New Mexico

The IAD, which serves as a vehicle between the State's governor and legislature to the 22 federally recognized Tribes, Nations and Pueblos in New Mexico, has a special role in the State. It has a unique relationship with each tribal government and maintains consistent and meaningful communication with tribal leaders. The IAD also administers and supports a number of important programs in Indian Country. A sample of the programs:

IAD's response to FDA early-stage funding announcement in Dec. 2013

# Review of FY14 & FY15 Programs

**FY14 RFP**

**12 proposals with total ask of  
\$458,640**

**Awarded 7 IGAs/PSAs totaling  
\$249,938**

**DFA mandated 46% reduction in  
December 2013**

**FY15 RFP**

**15 proposals with total ask of  
\$606,795**

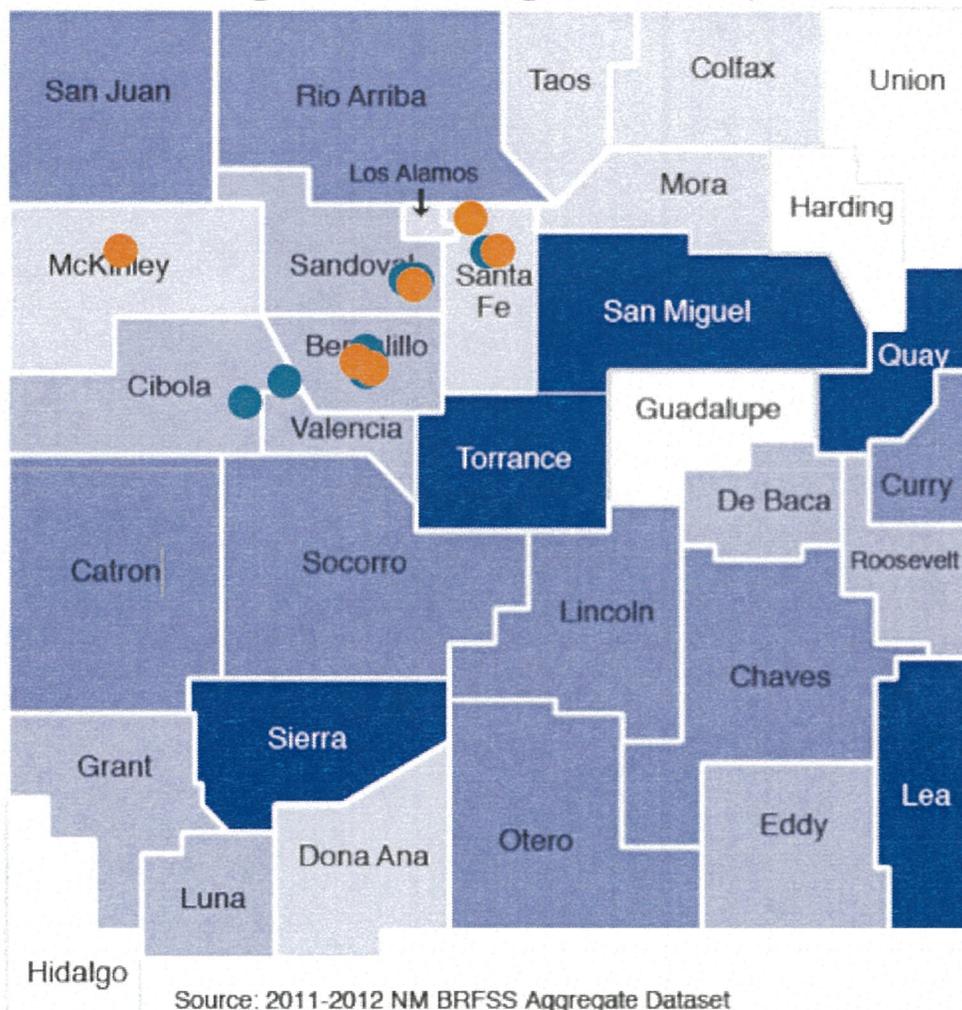
**Awarded 9 IGAs/PSAs totaling  
\$268,178**

# FY14 & FY15 Programs Funded

<b>IGA / PSA Recipients</b>	<b>FY2014</b>	<b>FY2015</b>
Pueblo of Acoma	-	\$28,005
Pueblo of Isleta	\$16,954	\$32,382
Kewa Pueblo /Santo Domingo	\$15,437	\$27,355
Pueblo of Laguna	-	\$37,718
Pueblo of San Ildefonso	\$20,500	-
Pueblo of Sandia	-	\$42,148
Pueblo of Tesuque	\$17,500	\$21,000
Albuquerque Area Indian Health Board	\$35,617	\$30,000
Oso Vista Ranch Project	\$20,500	-
Keres Consulting, Inc.	\$13,897	\$19,080
Five Sandoval Indian Pueblos	-	\$30,490

# FY14 & FY15 Funded Programs

NM Adult Cigarette Smoking Prevalence, 2011-2012



NM Overall	20.4
Los Alamos	11.8
Taos	13.7
McKinley	13.8
Mora	15.2
Colfax	15.5
Santa Fe	16.8
Dona Ana	17.0
De Baca	17.4
Sandoval	17.8
Cibola	18.8
Roosevelt	19.2
Luna	19.7
Grant	20.2
Eddy	20.8
Valencia	20.9
Bernalillo	21.0
San Juan	22.6
Chaves	22.8
Lincoln	23.0
Curry	23.5
Rio Arriba	23.5
Catron	24.0
Otero	24.7
Socorro	24.8
Lea	27.4
Quay	27.6
Sierra	28.8
San Miguel	29.4
Torrance	31.0
Union*	Unavailable
Hidalgo*	Unavailable
Harding*	Unavailable
Guadalupe*	Unavailable

- FY14 Programs
- FY15 Programs

Source: 2011-2012 NM BRFSS Aggregate Dataset

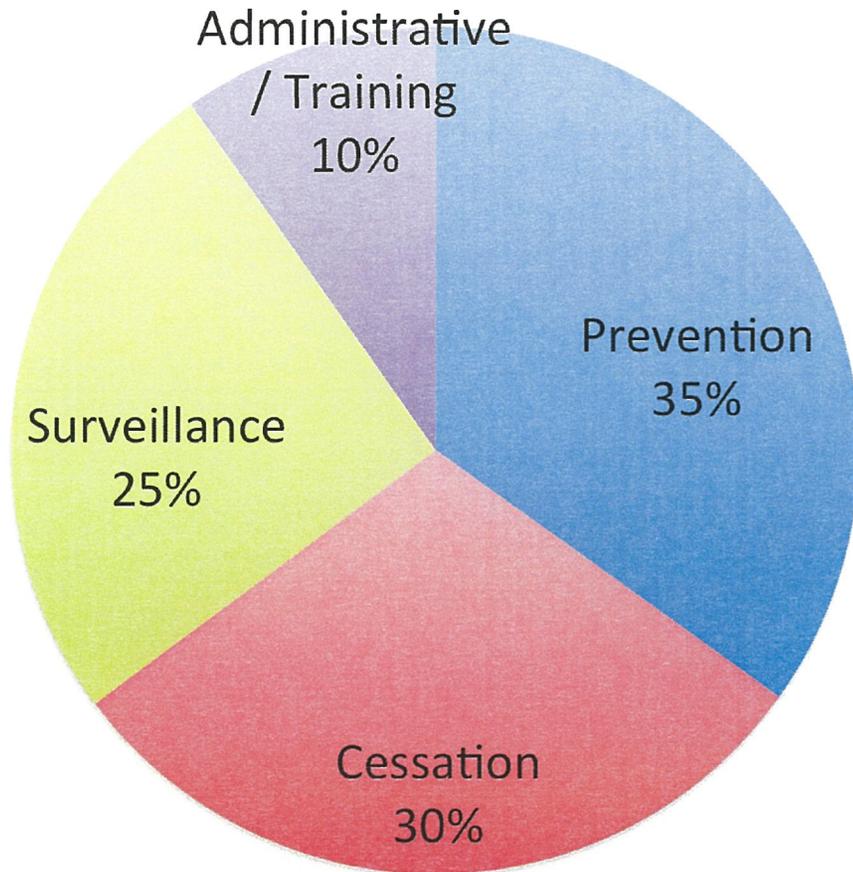
\*Sample sizes for four counties were insufficient to generate reliable adult prevalence estimates.

# NM American Indian Commercial Tobacco Prevalence

- Adult cigarette use: 16.9%
- Youth tobacco use: 15.7%
  - Highest among all ethnic groups
- Adult chew, snuff or dip use: 7.4%
- Adult poly-tobacco users: 13.1%
- Adult electronic vapor products current users: 14.8%

Sources: 2014 TUPAC Evaluation Survey; 2011-2012 BRFSS; 2013 YRRS

# Distribution of Funds FY14



## **Inclusion and Management of Evidence-based Strategies in Tobacco Control**

- ✓ Evaluating factor during proposal reviews
- ✓ Included in training during kick-off meeting with grantees
- ✓ Integrated with individual performance measures
- ✓ Monitored in quarterly reports

# Outcomes: Pueblo of Isleta

- Conducted Freedom From Smoking Program
  - 112 people attended
  - 58 people completed
  - 7 people quit and stayed quit
- Completed tobacco use prevention program to four classrooms at elementary school
- 8 mass reach education on topics including e-cigarettes, smoking and oxygen, thinking about quitting, Freedom from Smoking
- Formalized clinical referral program at the Isleta Pueblo Healthcare Center

## CDC Best Practices in Tobacco Control

- ✓ State and Community Interventions
- ✓ Mass Reach Health Communication Interventions
- ✓ Cessation Interventions



# Outcomes: Kewa Pueblo (Santo Domingo)

- First funded in FY2014; these funds established a tobacco control program at Santo Domingo
- Formalized training and process for Community Health Representatives (CHR) on cessation counseling
  - 3 people quit smoking
- Multiple social resources working together in tobacco prevention
  - Kewa Family Wellness Center
  - Behavioral Health, Diabetes, CHR

## CDC Best Practices in Tobacco Control

- ✓ State and Community Interventions
- ✓ Cessation Interventions



# Outcomes: Albuquerque Area Indian Health Board

- Gained participation from 35 NM high/middle schools with high American Indian youth enrollment
- Administration of NM YRRS Survey in these schools
- Quantitative data analysis for the American Indian youth sample

**CDC Best Practices in Tobacco Control**  
✓ Surveillance and Evaluation



# Outcomes: Pueblo de San Ildefonso

- Cross-collaboration among Health & Human Services, CHR, Teen Clubs, schools
  - 12 people quit smoking and stayed quit
- 2<sup>nd</sup> hand smoke education at community schools and Pojoaque school
- Cultural lessons on traditional tobacco

## CDC Best Practices in Tobacco Control

- ✓ State and Community Interventions
- ✓ Cessation Interventions



# Outcomes: Pueblo of Tesuque

- Multiple social resources creating an inter-disciplinary Health Team
  - Social Services
  - Diabetes Prevention Programs
  - CHR
- Prevention education to Tesuque Community School and Early Learning Center
- Former smoker testimonials included in community newsletter

## Tobacco Control

- ✓ State and Community Interventions
- ✓ Cessation Interventions
- ✓ Mass-Reach Health Communication Interventions



# Outcomes: Oso Vista Ranch Project

- Weekly commercial tobacco discussion on public radio in Dine language
- Teen service learning project using photography to focus on tobacco use prevention
- Facilitated commercial tobacco prevention and cessation certification trainings
  - Pine Hill Clinic
  - Ramah Navajo Health and Human Services Department
  - Ramah Navajo Social Services Department

## CDC Best Practices in Tobacco Control

- ✓ State and Community Interventions
- ✓ Mass-Reach Health Communication Interventions
- ✓ Cessation Interventions



# Challenges

- 46% Mandated Reduction
  - Four months into the program, required to cut awards in half.
- Contract Award Process
  - Two agreement options
  - Three agency approvals
  - Approvals take months
- Grantee Personnel Changes

# Path Forward

- Innovate approaches in FY15
  - Digital stories
  - Directed pressure on retailers
  - Elder/youth cultural engagement
- Initiate funding growth plan
  - RFP Process
  - Other Funding Sources
  - Technical Assistance to Tribes
- IHS Tobacco Control

# Thank You

- Questions