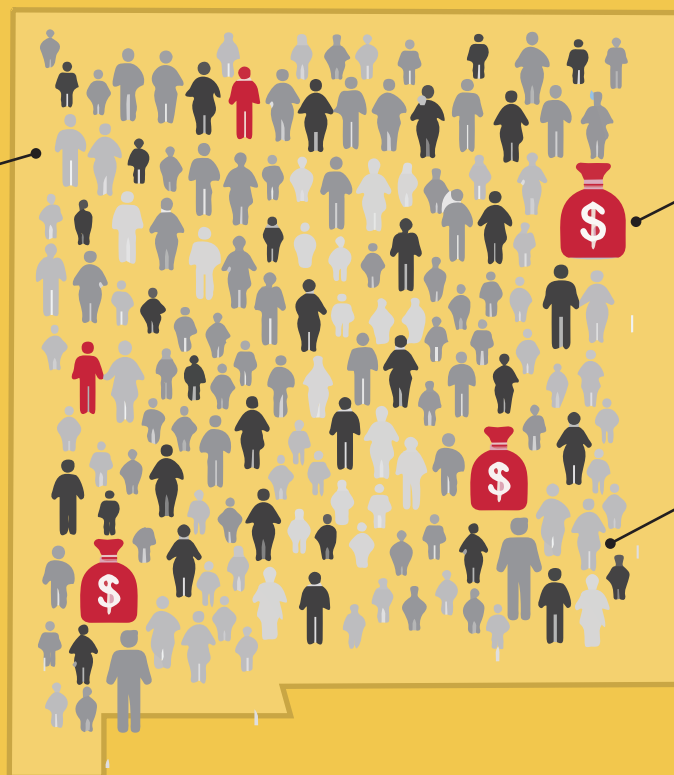




Overall Costs of Tobacco Use in New Mexico

\$945 per household

State and Federal tax burden
from smoking-caused
government expenditures in NM



\$844 Million
annual healthcare costs
directly caused by smoking,
including **\$223 Million** in
Medicaid costs

\$597 Million
annual smoking-caused
productivity losses

\$1.44 Billion
Total Annual Cost

\$37M



Tobacco Industry Marketing Efforts

In NM, the **Tobacco Industry**
spends about **\$37 MILLION** on
marketing efforts yearly,
outspending New Mexico's
investments on tobacco
control programs by over **6X**.

\$5.9M



NM Investments