

# **TUPAC works** to reduce the harm and burden of tobacco in New Mexico

**Tobacco use is the single most preventable  
cause of disease, disability, and death in the  
U.S.**

# 39,000

New Mexico high school youth  
use some form of tobacco,  
including cigarettes, cigars,  
hookah, chew, or e-cigarettes  
(1 in 3 youth)



# 402,700

New Mexico adults use  
some form of tobacco,  
including cigarettes, cigars,  
hookah, chew, or e-  
cigarettes

(1 in 4 adults)

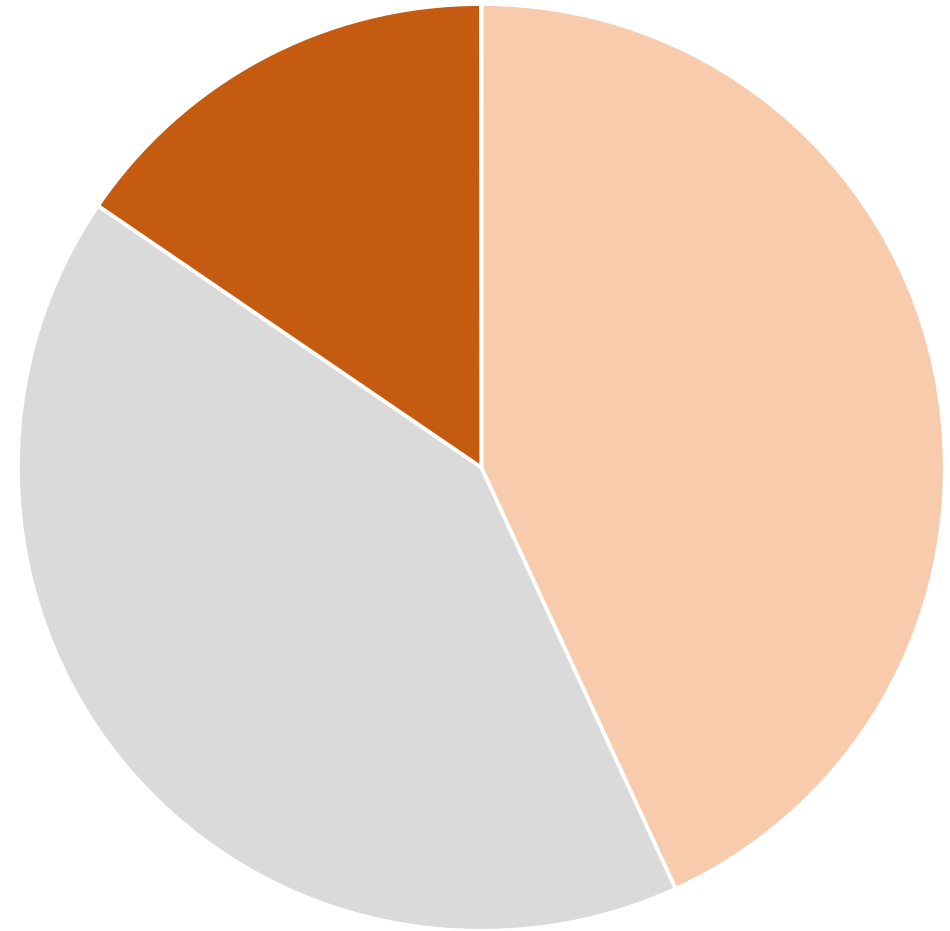


# Smoking adds to the **cost of** New Mexico's **Medicaid Program**

**\$222,800,000**

**Annual New Mexico  
Medicaid costs caused  
by smoking**

**Medicaid Costs  
\$222,800,000**



# **Tobacco is an economic burden on New Mexico**

# \$1.4+ Billion

**Total annual  
economic burden of  
smoking in New  
Mexico**





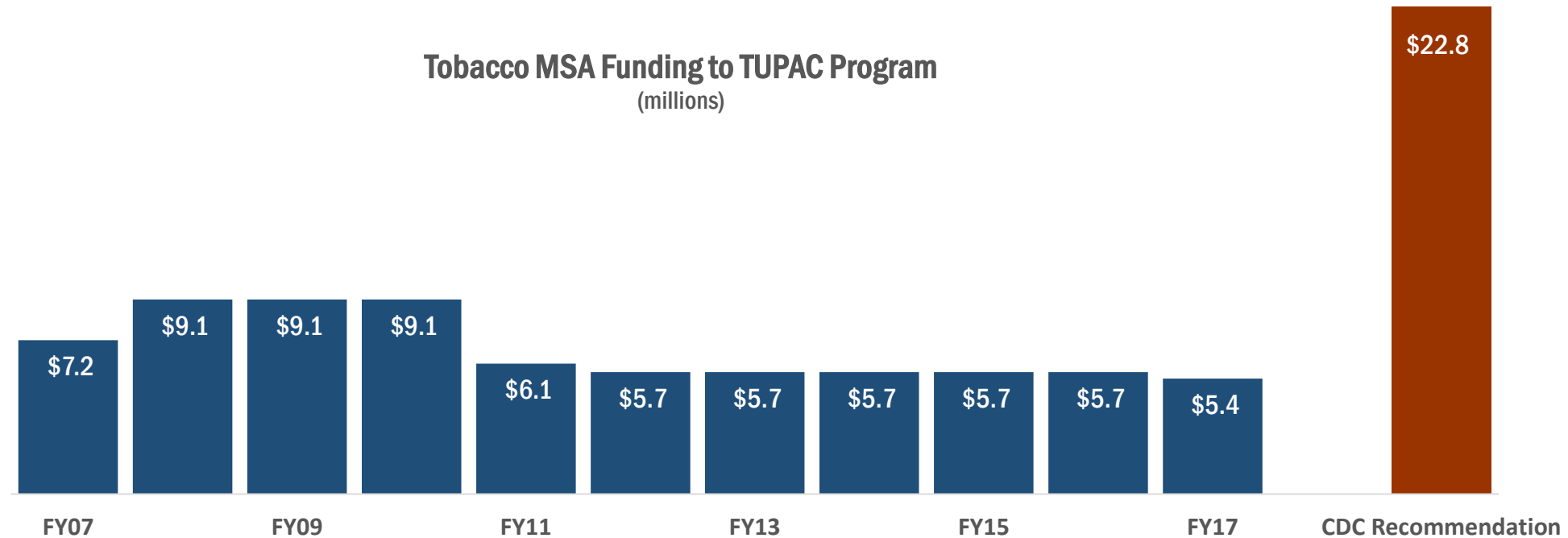
# \$945 per household

New Mexico residents'  
state and federal **tax**  
**burden** from smoking-  
caused government  
expenditures



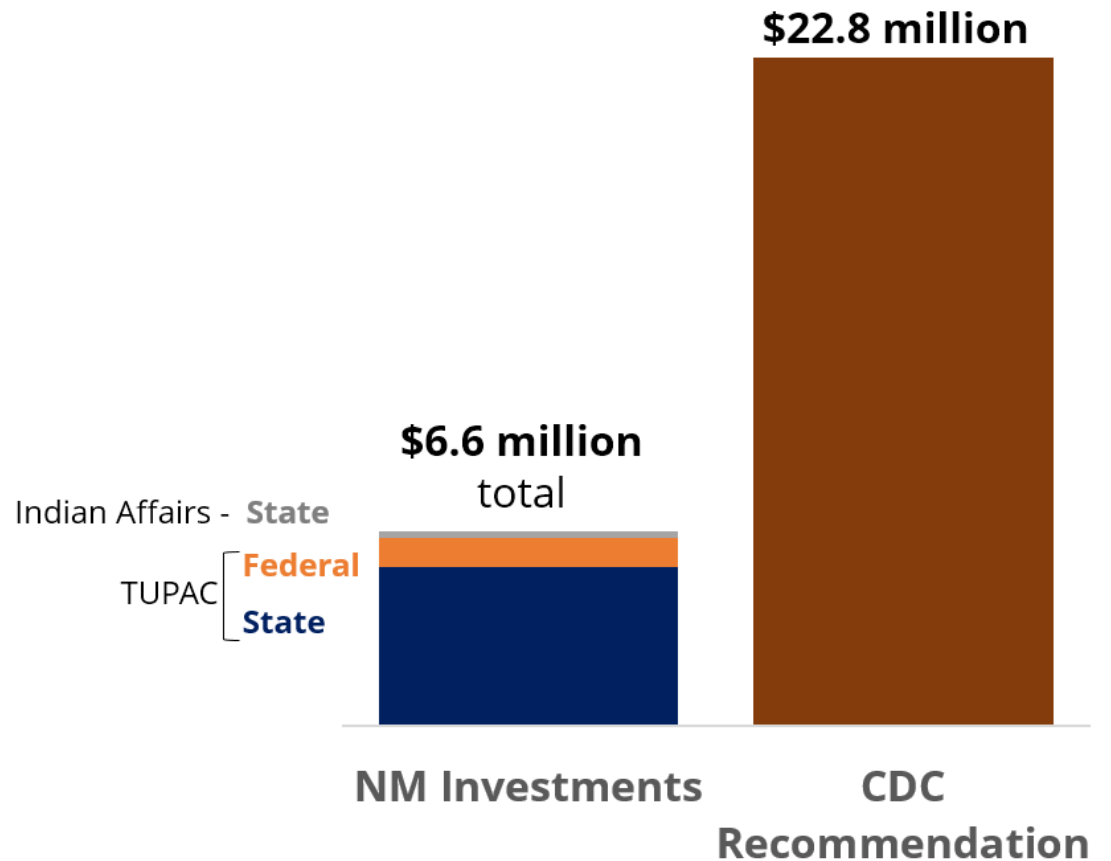
# **New Mexico invests in tobacco prevention and cessation**

# State investments in tobacco prevention and cessation in NM



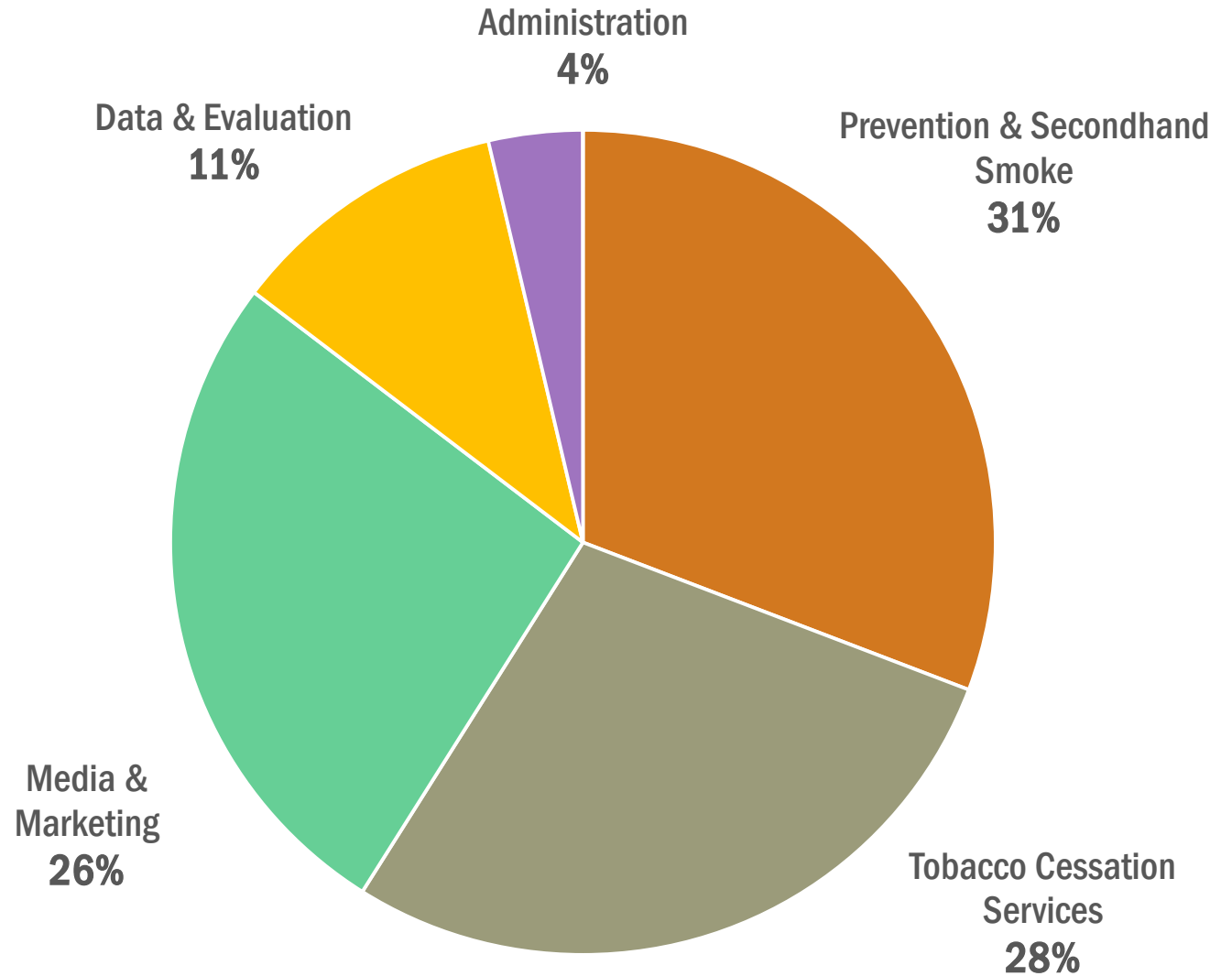
# Total spending on tobacco prevention and cessation in NM, FY17

NM's investment is **29%** of CDC recommendation for comprehensive programs



## Where TUPAC's state MSA funding goes

Allocation is based on  
**CDC guidelines** for  
comprehensive  
programs



**Reducing death and disease from  
tobacco use is a winnable public health  
battle**

# Proven Interventions

- **100% smoke-free policies**
- **Access to tobacco cessation services**
- **Hard-hitting media campaigns**
- **Tobacco price increases**

**Tobacco program efforts produce  
positive outcomes for New Mexico**

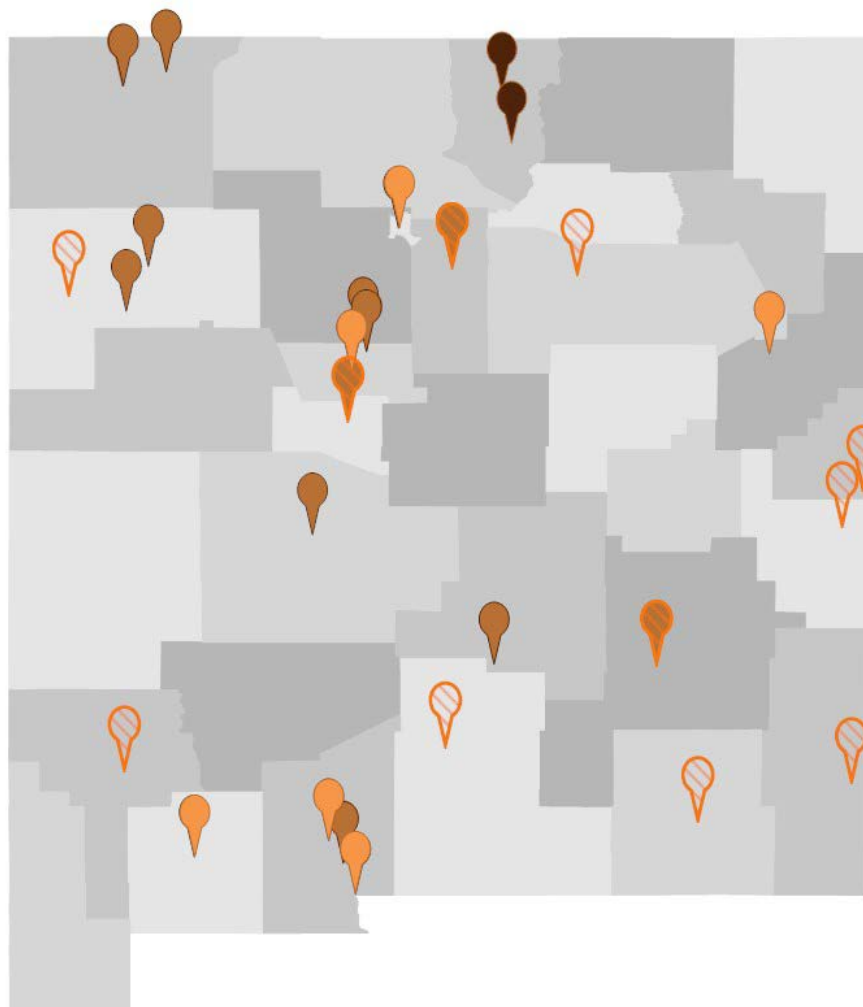


# TUPAC's work stops kids from starting to smoke



Prevent  
Initiation

# Proven interventions for preventing youth from starting to use tobacco



FY 2015 partners



FY 2016 partners



FY 2017 partners



pending FY 2017 partners



Prevent  
Initiation

Source: NM TUPAC, FY15-FY17

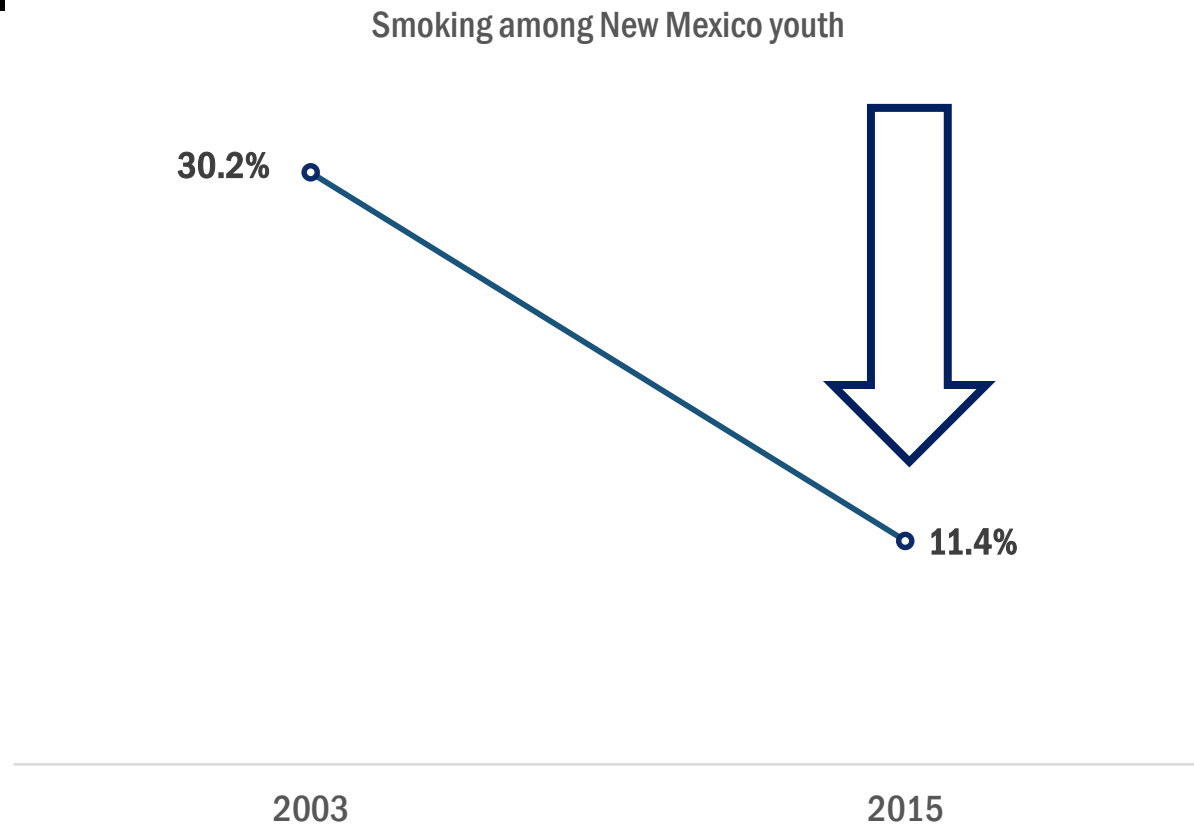
# 62% decline in youth smoking

20,600 fewer high school youth smoke in 2015 versus 2003



Prevent  
Initiation

Source: NM YRRS, 2003 and 2015



# **TUPAC** helps people quit using tobacco



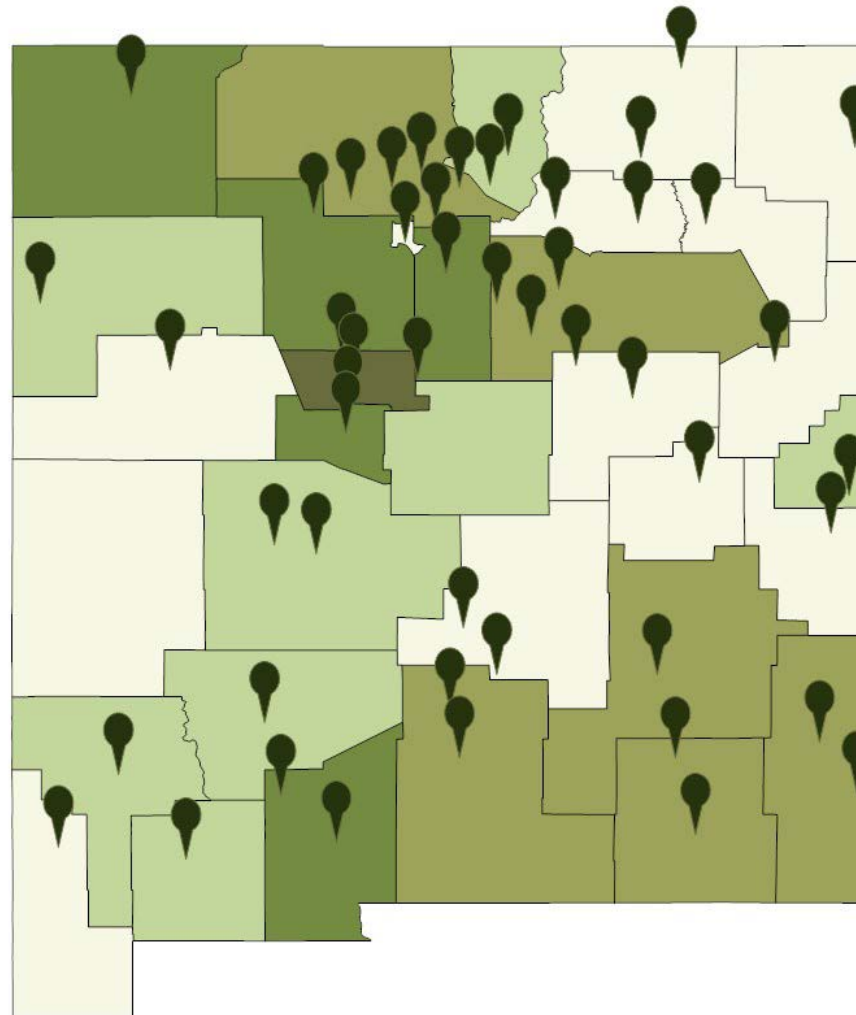
Promote  
Quitting

# Proven interventions **for promoting quitting**



Promote  
Quitting

Source: NM TUPAC Program, FY16



# of QUIT NOW/DEJELO YA  
enrollees per county:

1 to 49

50 to 99

100 to 249

250 to 999

$\geq 1000$



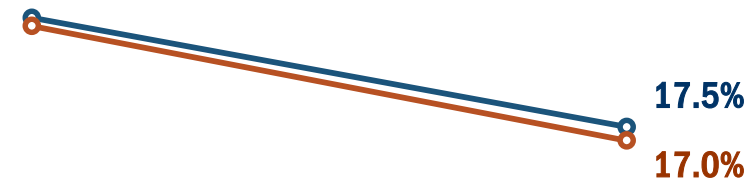
Location of health systems change  
clinics

# 19% decline in adult smoking

**63,500** fewer NM adult smokers in 2015 versus 2011

NM 21.5%  
US 21.2%

Smoking among New Mexico and US adults



Promote  
Quitting

Source: NM BRFSS, 2011 and 2015

# Many smokers use tobacco cessation services—but we could reach more

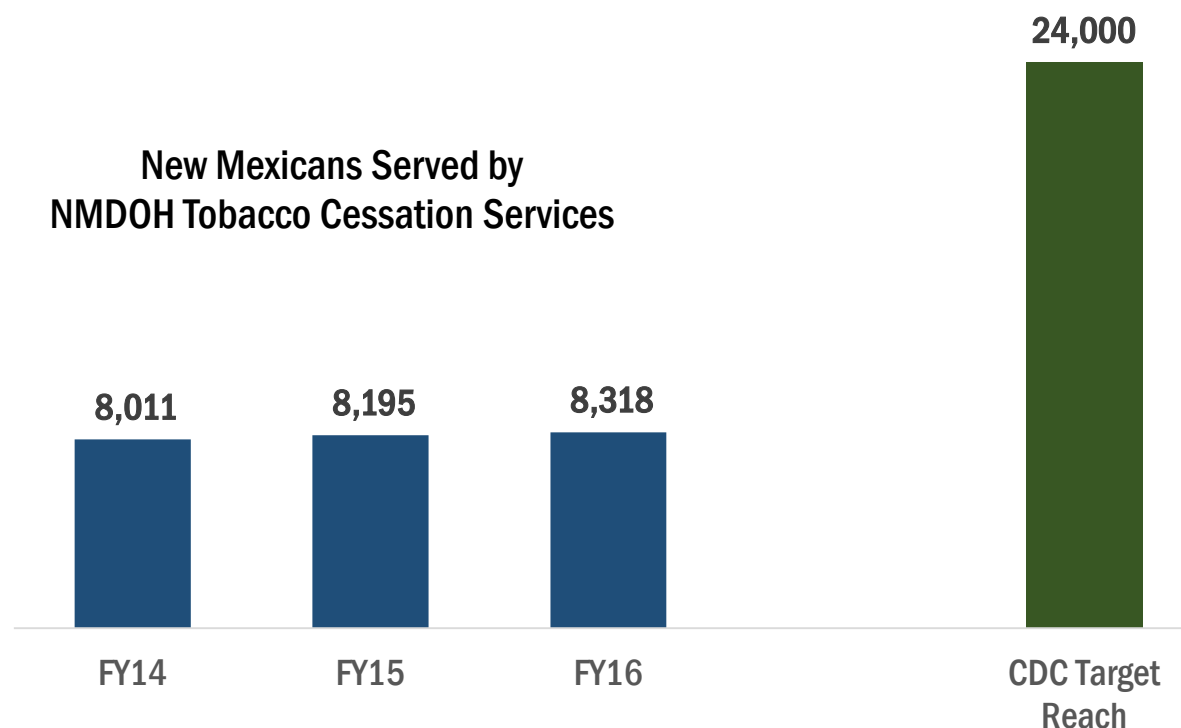
Based on current funding levels,  
TUPAC serves **2.7%** of adult  
smokers in the state

CDC recommends that states reach  
**8.0%** of smokers (assuming full  
funding)



Promote  
Quitting

New Mexicans Served by  
NMDOH Tobacco Cessation Services



# DEJELO YA campaign: A Success Story



Promote  
Quitting

Source: NM TUPAC Program and CDC

**New Mexico Tobacco Use Prevention & Control Program (TUPAC)**

## DEJELO YA media campaign connects Spanish-speaking communities to effective support for quitting tobacco

**Success Story**

**Background**  
About 29% (about 500,000) of New Mexico's residents self-identify as Hispanic or Latino and speak Spanish at least half of the time at home. About 16% of Spanish-speaking Hispanic adults in New Mexico smoke cigarettes, translating to approximately 63,000 adults at-risk for the harm of tobacco use.<sup>1</sup>

New Mexico's Tobacco Use Prevention and Control (TUPAC) program uses an evidence-based approach to help tobacco users quit, which includes a telephone quitline – QUIT NOW – that is available to all state residents, with free counseling, resources and nicotine replacement medication. Telephone quitlines are recommended as a “best practice” state-level activity by the Centers for Disease Control and Prevention, and are proven to increase the success of quitting tobacco.<sup>2</sup> NM's quitline offers live Spanish-speaking counselors, Spanish language materials, and can be accessed either through the general phone number (1-800-QUIT NOW), website [QuitNowNM.com](http://QuitNowNM.com), or through the national Spanish language phone number (1-855-DEJELO YA) or website [DejeLoYaNM.com](http://DejeLoYaNM.com).

**Identifying the Problem**  
The *Nuestra Salud* (“our health”) Network of Spanish-speaking communities for tobacco prevention in NM conducted focus groups and key informant interviews with Spanish-speaking people in 2013. A key finding of this study was that there was a lack of awareness about effective services to help Spanish-speaking people quit tobacco (see box at right). *Nuestra Salud* also participated in an equity lens review process to assess the performance of the quitline services specifically among Spanish-speaking communities. In 2014, satisfaction and quit rates for Spanish-speaking users of QUIT NOW were similar to other groups, but the number of users was lower than expected – while they made up only 5% of QUIT NOW users. These findings suggested that services were effective for Spanish-speaking people who accessed them, so better promotions were needed to connect Spanish-speaking people to the effective services. Based on these findings, TUPAC asked *Nuestra Salud* to work with TUPAC's media firm (McKee, Wallwork & Co.) to develop a new Spanish-language campaign.

**Intervention**  
*Nuestra Salud*'s community formative research identified the theme of **perseverance** as meaningful in New Mexico's Spanish-speaking culture. The new Spanish-language campaign centered on this theme and promoted quitting and the quitline.

In October 2014, TUPAC unveiled the **DEJELO YA** media campaign, which was formally launched in early 2015.<sup>3</sup> The campaign centers around USA Olympic Silver Medalist Leo “the Lion” Manzano. Leo is a Mexican-American track star who won a silver medal in the 2012 Olympics in London, England, and continues to train for the 2016 Olympics.

**Despite having promotions and Spanish language services, there was a lack of awareness in Spanish-speaking communities about quitting resources.**  
Comments from community members highlighted the need for more information about quitting resources.  
“I don't understand the [previous QUIT NOW] commercial... I really don't know what it is about.”  
“There is nothing for Hispanics, no programs or information about phone numbers to call. At least not from people we know.”

Participant quotes from *Nuestra Salud* report of focus groups in New Mexico Spanish-speaking communities, June 2013.

**EL QUE PERSEVERA ALCANZA.**

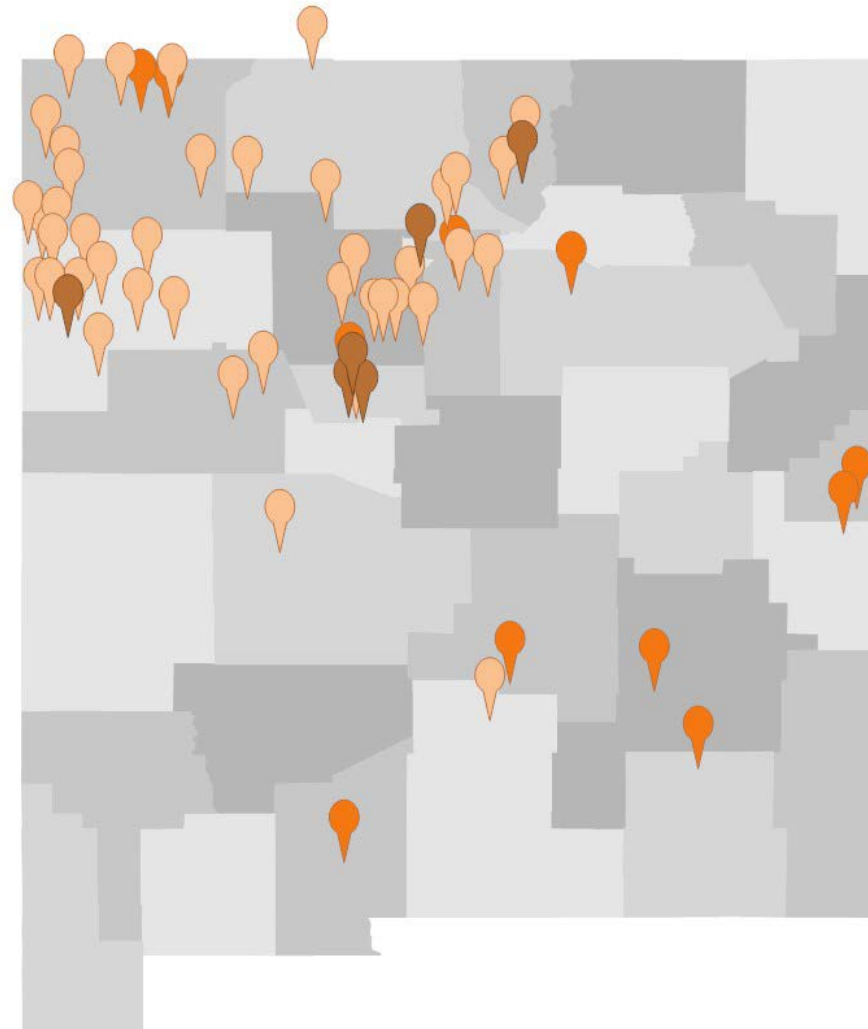





# TUPAC works to **reduce** secondhand smoke **exposure**



Eliminate SHS  
Exposure

# Proven interventions for eliminating exposure to secondhand smoke



-  Multi Unit Housing (MUH)
-  Tribes
-  Universities



Eliminate SHS  
Exposure

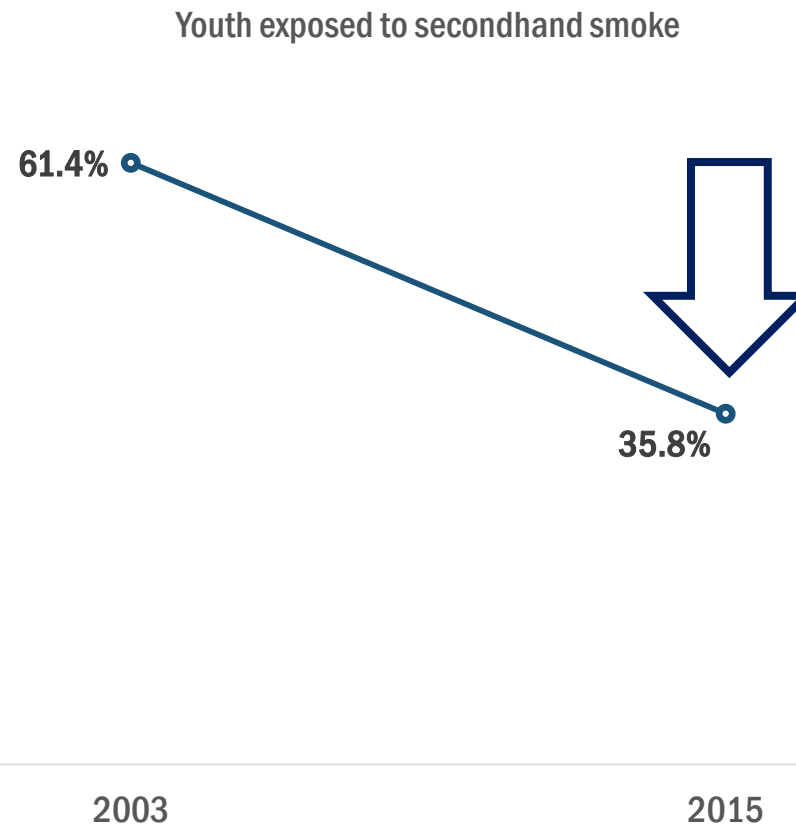
Source: NM TUPAC Program, FY16

# 42% decline in youth SHS exposure

**29,300** fewer high school youth exposed to secondhand smoke indoors



Eliminate SHS Exposure



# TUPAC works with Tribes around the State

## Keres Consulting Inc. – TUPAC Contractor

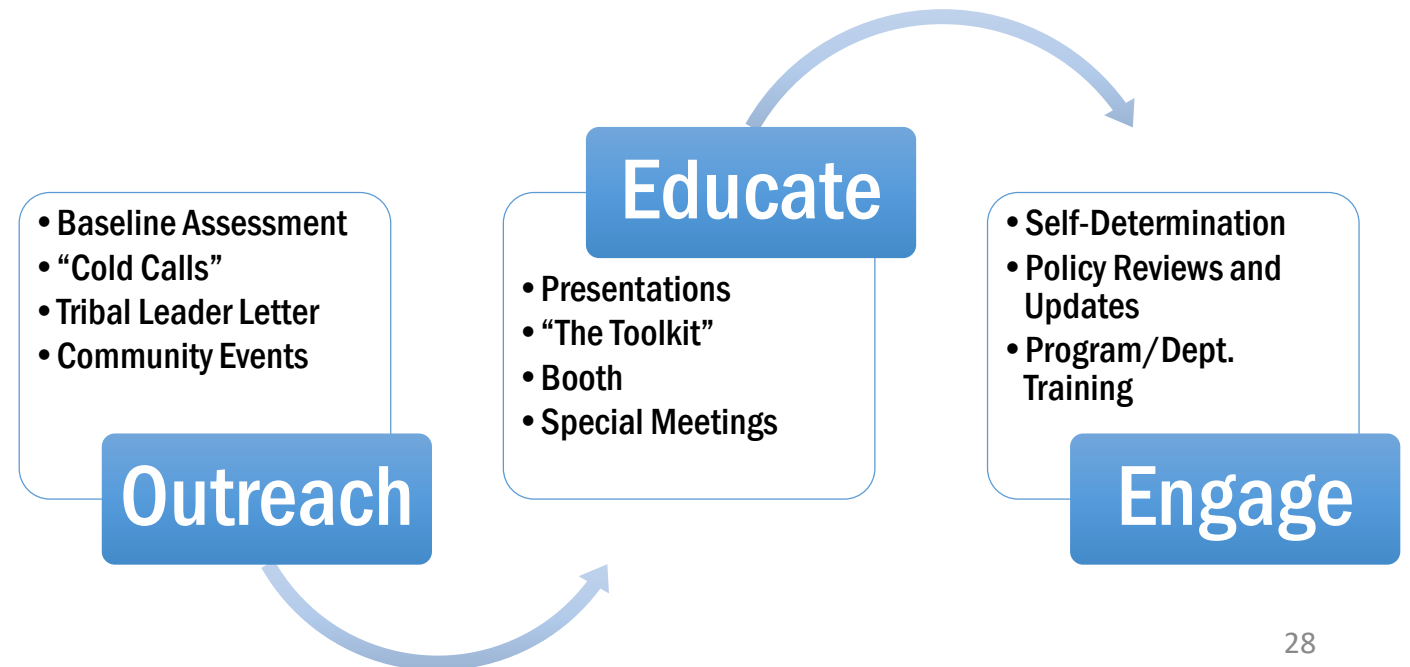
*Smoke Free Signals* is a resource center for Tribes interested in learning more about the harms of secondhand smoke (SHS) and engaging in SHS protection programs.

Because tobacco is the leading preventable cause of death and disease among American Indians in the U.S., resources focus on six key areas:

1. Tribal Schools
2. Tribal Policies
3. Tribal Enterprise
4. Community Health
5. Homes and Cars
6. Multi-Unit Housing



Eliminate SHS  
Exposure



# TUPAC Programs have a **positive impact** in New Mexico

**Since 2011...**

**9,400 fewer youth smokers**

# TUPAC Programs have a **positive impact** in New Mexico

**Since 2011...**

**63,500 fewer adult smokers**

# TUPAC Programs have a **positive impact** in New Mexico

**Since 2011...**

**25,200** fewer residents will die prematurely from smoking

# TUPAC Programs have a **positive impact** in New Mexico

**Since 2011...**

**\$1.3 billion** in estimated future health cost savings



**Despite successes, we still have work to do!**

**1 in 4** youth use e-cigarettes

**High smoking rates** among low-income, Medicaid, LGBT, people with disabilities

**SHS exposure** protections on tribal lands, college campuses, multi-unit housing

**2 in 3** NM youth tobacco users are using flavored products (mint, candy, fruit, chocolate)

**Thank you for investing in tobacco  
prevention and cessation in New Mexico!**