



New Mexico Allied Council on Tobacco

**NEW MEXICO ALLIED
COUNCIL ON TOBACCO**
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TOBACCO USE—STILL AN EPIDEMIC



Despite all our progress, there is more work to be done. Every day 3,200 youth under 18 smoke their first cigarette, and another 2,100 youth and young adults who have been occasional smokers become daily smokers.



Every adult who dies early because of smoking is replaced by two new, young smokers, one of whom also will die early from smoking.

In addition, adolescent smokeless tobacco users are more likely than nonusers to become adult cigarette smokers.

Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General, 2012
The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General, 2014



TOBACCO USE— STILL TOXIC






Cancer-causing Chemicals

 Formaldehyde Used to embalm dead bodies	 Benzene Found in gasoline	 Polonium 210 Radioactive and very toxic	 Vinyl chloride Used to make pipes
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Toxic Metals

 Chromium Used to make steel	 Arsenic Used in pesticides	 Lead Once used in paint	 Cadmium Used in making batteries
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Poison Gases

 Carbon monoxide Found in car exhaust	 Hydrogen cyanide Used in chemical weapons	 Ammonia Used in household cleaners	 Butane Used in lighter fluid	 Toluene Found in paint thinners
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Tobacco smoke contains a deadly mix of **more than 7,000 chemicals**. Hundreds are toxic. About 70 can cause cancer. Here are some of the chemicals.

TOBACCO USE—STILL CAUSES DEATH AND DISEASE



SMOKELESS TOBACCO USE CAN...



NM CHRONIC DISEASE PREVENTION COUNCIL

- The Chronic Disease Prevention Council (CDPC) began in 1997
- Focused on **reducing the burden of chronic diseases** through the management of diseases and their causes.
- A non-profit organization as of 2014.
- **Membership** in the CDPC is open to professionals, organizations, businesses, and community members with a commitment to reducing the burden of chronic disease in New Mexico.

Chronic Disease Prevention Council

Implements

NM Shared Strategic Plan
for the Prevention and Control of Chronic Disease

Via
Workgroups

NM *ACT*

Childhood
Obesity
Prevention

Pre-
diabetes

Million
Hearts®

Communi-
cations

Youth
Health
Equity

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WHAT IS NM ACT?

NM ACT is a group of concerned community members, health organizations, and business professionals who care about the impact of tobacco use on our communities.

Mission

To advocate for proven tobacco use prevention strategies through statewide partnerships, resulting in less death and disease from commercial tobacco abuse.

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Mission:
To acknowledge and collaborate with tribal communities in honoring and respecting the sacred use of tobacco by educating people about differences between traditional and commercial tobacco and its use.

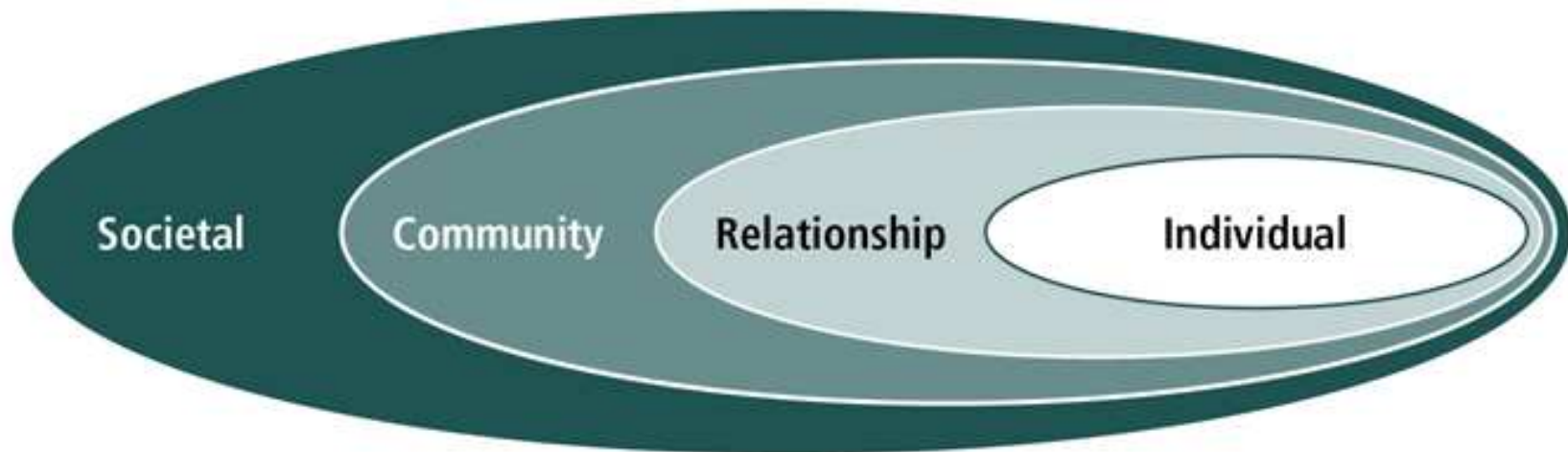
PREVENTION



SOCIAL-ECOLOGICAL MODEL FOR PREVENTION

To reduce tobacco use, prevention must occur on multiple levels:

- Societal—health, educational and social policies
- Community—schools, workplaces and neighborhoods
- Relationship—peers, partners, and family members
- Individual—biological factors, personal history, personal behaviors



PREVENTION—SAVING LIVES AND MONEY

Tobacco use prevention and cessation programs save lives and save money

Other benefits to reducing tobacco use in our communities:

- Reduce the incidence and impact of chronic diseases
- Improve quality of life
- Increase productivity
- Reduce healthcare costs



N Engl J Med 1993; 329:321-325 James F. Fries, C. Everett Koop, Carson E. Beadle, Paul P. Cooper, Mary Jane England, Roger F. Greaves, Jacque J. Sokolov, Daniel Wright, and the Health Project Consortium
The Journal of Primary Prevention Costs-Benefits of Prevention October (2004); John D. Swisher, Jennifer Scherer, Robert K. Yin

TOBACCO USE PREVENTION & CESSATION: PROVEN COST SAVINGS

Washington state's tobacco prevention and cessation program

- **saved more than \$5 for every \$1 spent**
- saved \$1.5 billion in hospitalization costs from 2000-2009

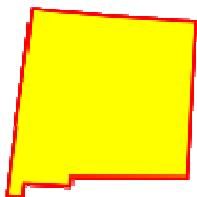
California's tobacco prevention and cessation program

- reduced health care costs by \$134 billion from 1989 to 2008 by reducing tobacco use.
- spent \$2.4 billion on the tobacco prevention and cessation program
- \$55 saved for every \$1 spent.

Dilley, JA et al. (2012) Program, Policy, and Price Interventions for Tobacco Control: Quantifying the Return on Investment of a State Tobacco Control Program, American Journal of Public Health, Vol. 102, No. 2

Lightwood J, Glantz SA (2013) The Effect of the California Tobacco Control Program on Smoking Prevalence, Cigarette Consumption, and Healthcare Costs: 1989–2008. PLoS ONE 8(2): e47145. doi:10.1371/journal.pone.0047145

HIGH COST OF TOBACCO USE IN NM



\$1,440,000,000

Overall Costs of Tobacco Use in New Mexico: \$1.44 Billion Every Year

- \$844 million: annual healthcare costs directly caused by smoking (includes \$223 million in Medicaid costs)
- \$597 million: lost productivity costs annually



\$945

Per Household Tax Burden in New Mexico

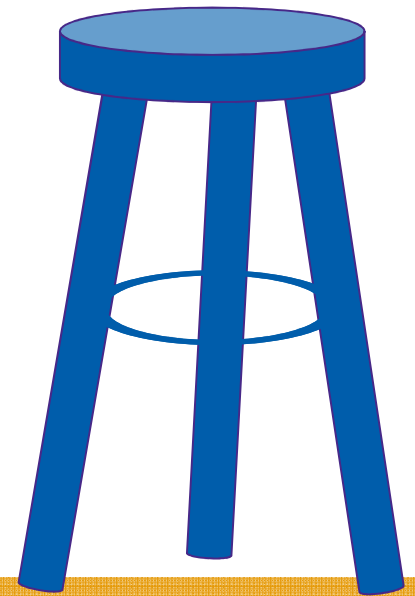
- \$945 each household per year: state and federal tax burden from smoking-caused expenditures

Campaign for Tobacco Free Kids- The Toll of Tobacco in New Mexico, 6/20/16, www.tobaccofreekids.org/facts_issues/toll_us/new_mexico

THE BIGGEST IMPACT = THE THREE LEGGED STOOL

We know what works in to reduce tobacco-related disease and death: the three legged stool

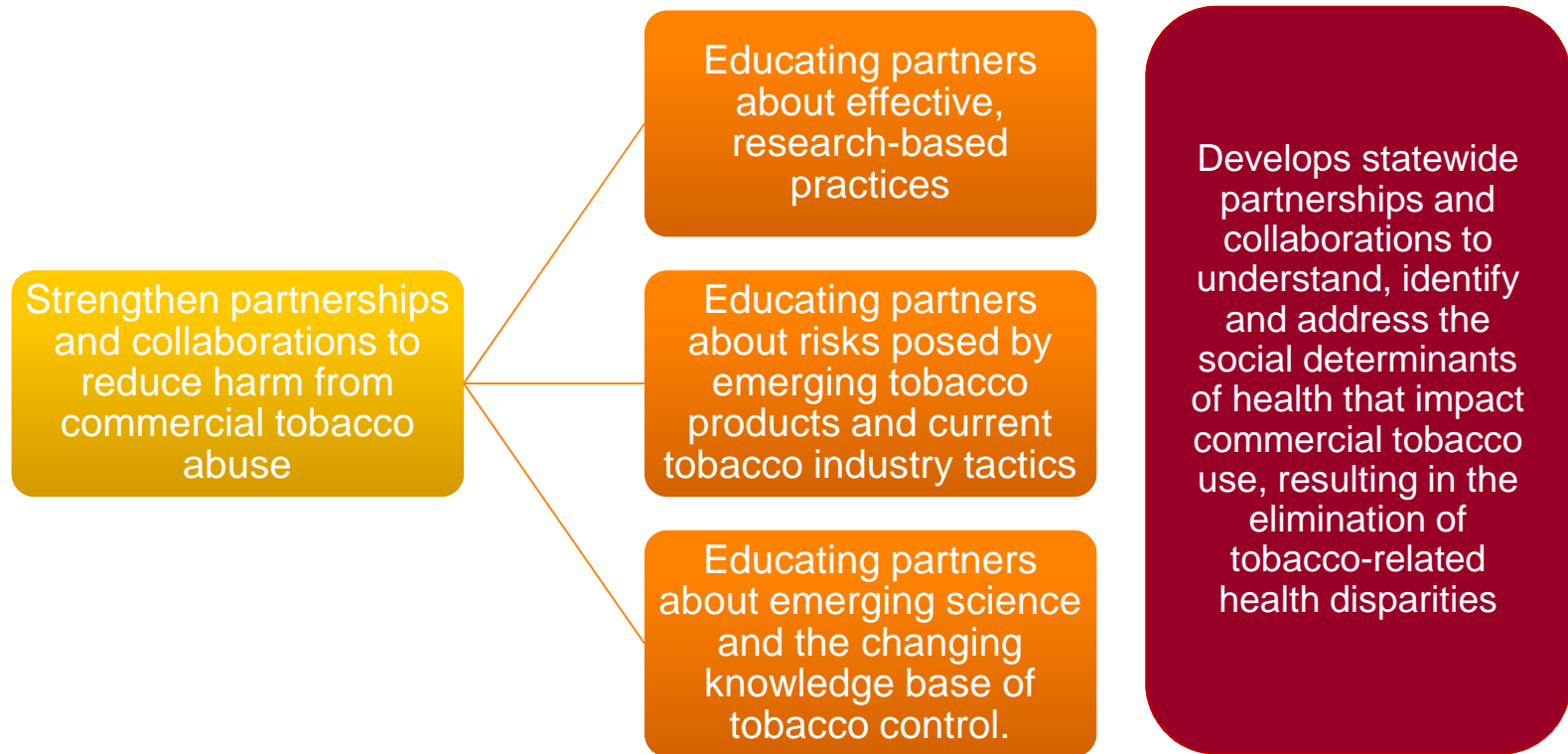
- Regular, significant increases in the price of tobacco
- Smoke-free workplaces & public places
- Comprehensive tobacco prevention and cessation programs



COMMUNITIES ARE TAKING CHARGE & SAVING LIVES FROM COMMERCIAL TOBACCO USE

- Smoke-free & tobacco-free places
 - schools
 - multi-unit housing
 - communities
- Community-based programs for certain populations
- In-person cessation services
- Peer empowerment for youth

HOW DOES NM ACT DO ITS WORK?



NM ACT's ROLE

- Convener—bringing together diverse partners in tobacco prevention
- Trainer—helping to ensure work by all partners is focused on proven practices in tobacco control
- Communicator—keeping organizations connected and aware of services being provided
- Educator—working to increase knowledge about the role elected officials & communities play in preventing death & disease from tobacco use

MAXIMIZING IMPACT

- As the convener, NM ACT brings together tobacco prevention and cessation project staff virtually and in person
- NM ACT trains coalition members in proven practices and emerging issues of tobacco control



MAXIMIZING IMPACT



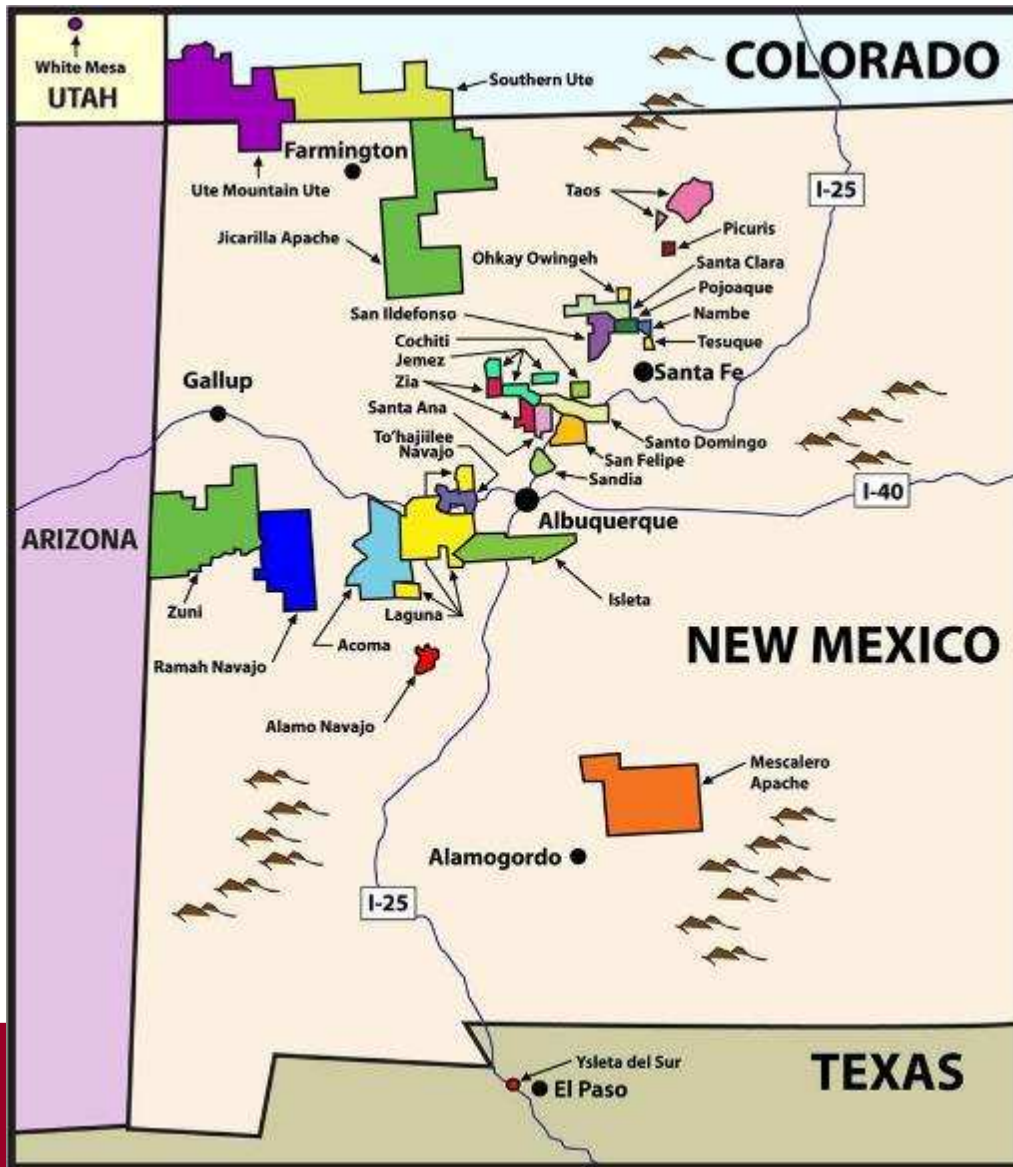
- Regular communication ensures no duplication of efforts
- NMACT has established itself as the source for tobacco expertise in NM

NM ACT MEMBER GROUPS

- 24/7 New Mexico
- Albuquerque Southwest Tribal Epidemiology Center
- American Cancer Society
- American Cancer Society Cancer Action Network
- American Heart Association
- American Lung Association
- Americans for Nonsmokers' Rights Foundation
- Ben Archer Health Center
- Cancer Support Now
- Carlsbad Community Anti-Drug/Gang Coalition
- Children in Need of Services (CHINS)
- Chronic Disease Prevention Council
- Community Health Charities of NM
- Concilio CDS
- DFL Branding
- Disability Advisory Group About Tobacco
- Evolvment youth program
- Families & Youth Inc.
- Fierce Pride
- HealthInsight New Mexico
- Keres Consulting, Inc.
- New Mexico Cancer Center
- New Mexico State University
- NM Asian Family Center
- NM Public Health Association
- NMDOH/Comprehensive Cancer Program
- NMDOH/TUPAC
- Nuestra Salud
- Office of Substance Abuse Prevention/FDA
- Oso Vista Ranch Project
- Poston & Associates
- Pueblo of Acoma
- Rescue
- San Juan County Partnership
- Santa Fe Public Schools
- Santa Fe Recovery
- Southwest Tribal Tobacco Coalition
- Transgender Resource Center of NM
- University of Wyoming
- UNM COSAP
- UNM Office of Substance Use
- UNM Prevention Research Center / UNM HEART
- YMCA of El Paso
- Youth Development Inc

NON-DUPLICATION OF EFFORTS

- Collaborating to maximize impact of programs, given minimal funding
- Communicating to ensure no duplication
- Multiple groups focused on:
 - Smoke free housing
 - Tribal communities
 - Youth



The Southwest Tribal Tobacco Coalition has been providing networking and collaborative opportunities since 2004.

All tribes in New Mexico have had some level of participation throughout the years.

Coalition membership includes non-Tribal partners and allies.

HEALTHY COMMUNITIES HEALTHY WAYS



Keep Tobacco Use Sacred
An eGuide for Tribal Communities

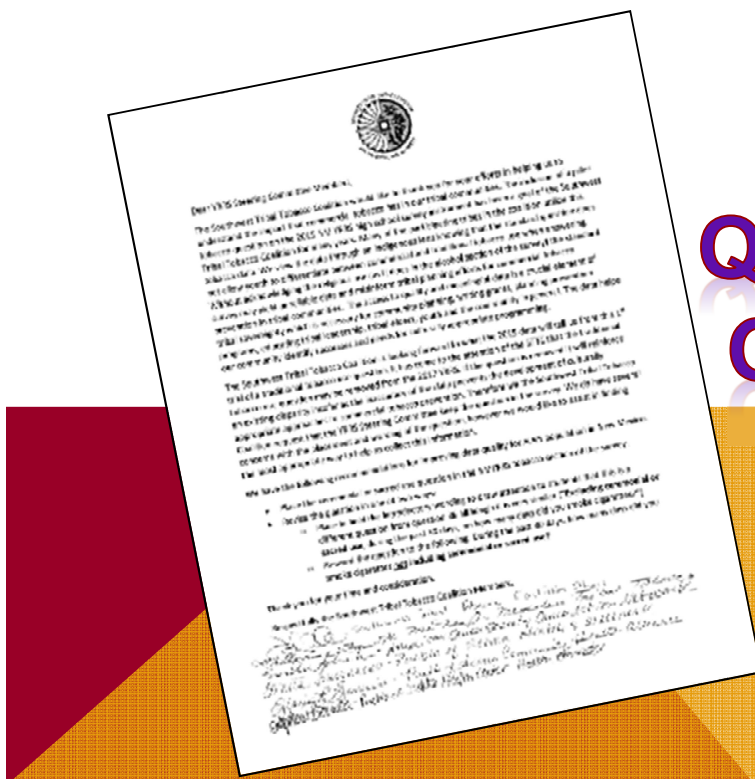


E-GUIDE RESOURCE



PILOT QUESTION ON YRRRS

FUNDING OPPORTUNITIES



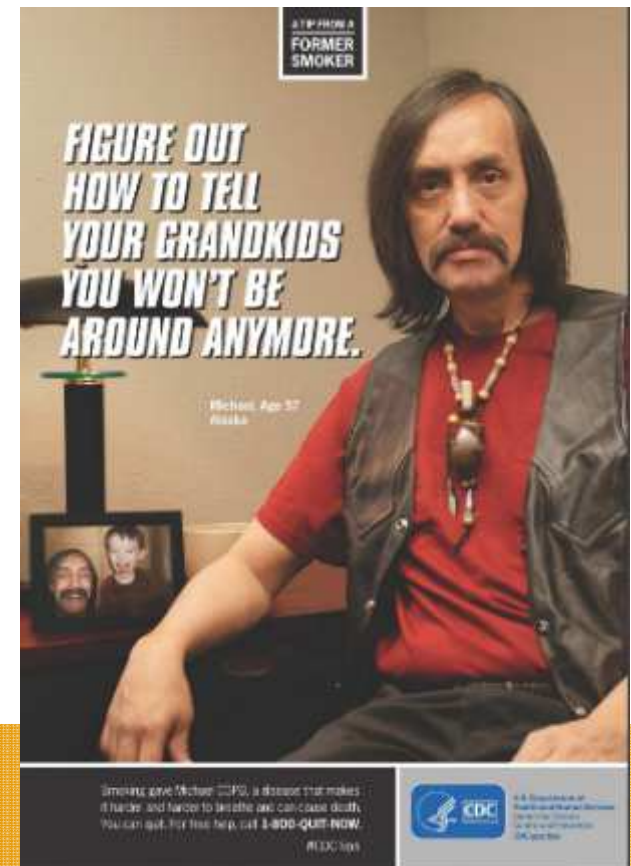
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CURRENT FUNDING OPPORTUNITIES FOR TRIBAL COMMUNITIES

Pilot testing and/or implementing the CDC
Tips Media Campaign (and/or other
federal/tribal tobacco education campaigns)
in Tribal Community settings.



EVIDENCE-BASED CAMPAIGNS



CREATING PUBLIC PRIVATE PARTNERSHIPS WITH MULTI-UNIT HOUSING

- Nuestra Salud
- American Lung Association
- FYI
- JL Gray Apartments
- NM Department of Health



WHAT'S ON THE HORIZON FOR FY17

- Brown Ribbon Remembrance Day at the Capitol: Feb 22, 2017
- Tobacco Control Partners Training—Autumn 2016
- NM *ACTION* Conference—Spring 2017
- Three educational trainings for NM ACT members; monthly NM ACT meetings
- Two meetings held out of Albuquerque in Las Cruces and Acoma Pueblo