

**NM Indian Affairs Department
TOBACCO CESSATION AND CONTROL PROGRAM**

**TSROC Request
FY2013, FY2014 & FY2015 Funded Programs**

Tribe/Nation/Pueblo or Tribal-Serving Organization	2013	2014	2015
Pueblo of Acoma	-	-	\$28,005
Pueblo of Isleta	-	\$16,954	\$32,382
Kewa Pueblo /Santo Domingo	-	\$15,437	\$27,355
Pueblo of Laguna	\$40,000	-	\$37,718
Pueblo of Pojoaque	\$30,000	-	-
Pueblo of San Ildefonso	\$55,000	\$20,500	-
Pueblo of Sandia	-	-	\$42,148
Pueblo of Tesuque	-	\$17,500	\$21,000
Albuquerque Indian Center	\$60,000	-	-
Albuquerque Area Indian Health Board	-	\$35,617	\$30,000
Oso Vista Ranch Project	-	\$20,500	-
People Living Through Cancer	\$49,000	-	-
Keres Consulting, Inc.	\$19,257	\$13,897	\$19,080
Five Sandoval Indian Pueblos	-	-	\$30,490
OVERSIGHT COMMITTEE APPROPRIATED FUNDS	\$249,000	\$135,600	\$249,000
AWARDED IAD FUNDS	\$253,257	\$140,405	\$268,178

IAD Program FY14

Organization	Scope of Work	Funding
Isleta Pueblo	<ul style="list-style-type: none"> • "Freedom From Smoking" tobacco cessation program for the Isleta community and POI employees • "Thinking About Quitting" one-on-one cessation program. • Isleta Elementary School prevention education. • Isleta community mass media campaign 	\$16,954.00
Pueblo de San Ildefonso	<ul style="list-style-type: none"> • Monthly tobacco prevention class to community members. • Clinical screening of tobacco users through home visits through collaboration with the Health & Human Services staff. • 2nd Hand Smoke education to community schools and Pojoaque Schools. • Collaborate with the health team members (CHR, Diabetes, and Healthy Kids to monitor health status. • Cultural lessons on traditional tobacco • Various community events with anti-tobacco messaging. 	\$20,500.00
Albuquerque Area Southwest Tribal Epidemiology Center	<ul style="list-style-type: none"> • Work with tribal, state and academic partners to strengthen statewide surveillance of tobacco use among American Indian youth. Conduct a classroom census in at least 35 middle and high schools with high American Indian student enrollment. • Epidemiologists will generate and disseminate tribe and school specific reports that focus upon tobacco-specific data for American Indian youth. 	\$35,630.84
Oso Vista Ranch Project	<ul style="list-style-type: none"> • Facilitate teen nights, family and community events which focus on commercial tobacco use prevention, the dangers of second-hand and third-hand smoke, the strengthening of cultural identity, family unity and positive social supports, increasing the protective factors of life skills, self-esteem and an internal locus of control. • Utilize the Department of Health TUPAC Peer to Peer by Peer (P3) Support Curriculum, Futures for Children Youth Leadership Curriculum, CDC Best Practices, Southwest Navajo Tobacco Education Prevention Program support, Southwest Tribal Tobacco Coalition 	\$20,500.00

	materials and American Lung Association Freedom From Smoking curriculum and materials.	
Santo Domingo Pueblo	<ul style="list-style-type: none"> • Leverage Community Health Representative Program to educate community members who are smokers and offer cessation services. • Tobacco Control event to provide community-wide awareness on dangers of commercial tobacco. • Develop a community education exhibit that can be used as an educational tool at health center and other community events. 	\$15,423.50
Tesuque Pueblo	<ul style="list-style-type: none"> • Community education through monthly newsletter articles and community event. • Creation of a "Smokers Recovery Group" to assist with Stay Quit support. • Quarterly Tobacco Cessation classes. • Health education to Tesuque Community School and Early Learning Center. • Clinical coordination with Social Services, Diabetes and Community Health Representatives to offer smoking cessation services. 	\$17,500.00
Keres Consulting, Inc.*	<ul style="list-style-type: none"> • Overall project management, report/reimbursement assistance, overall technical assistance. • Notice of Funding Availability assistance. • Training for grantees. 	\$13,897.48
TOTAL		\$140,405.82

* IAD awarded project management funds out of the Department's General and Administrative fund.

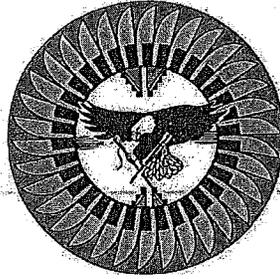
IAD Program FY15

Organization	Scope of Work	Funding
Isleta Pueblo	<ul style="list-style-type: none"> • "Freedom From Smoking" tobacco cessation program for the Isleta community and POI employees • "Thinking About Quitting" one-on-one cessation program. • Isleta Elementary School prevention education. • Isleta community mass media campaign 	\$32,382.00
Five Sandoval Indian Pueblos, Inc.	<ul style="list-style-type: none"> • Youth-focused program using cultural preservation through farming of tradition tobacco. • Participation from traditional elders, traditional farmers, and community members to assist in the youth participants experience and understanding of values and practices associated with tobacco. • Focused on commercial tobacco prevention. 	\$30,490.00
Albuquerque Area Southwest Tribal Epidemiology Center	<ul style="list-style-type: none"> • Develop tribe/school specific data reports highlighting trends in tobacco use among American Indian students. • Statewide reports highlighting key trends in tobacco use among this disparate population. • Develop a tool kit on tobacco control specific to Native American communities in NM. This will follow CDC Best Practices. 	\$30,000.00
Sandia Pueblo	<ul style="list-style-type: none"> • Clinical intervention using the Electronic Health Record system at the Sandia Health Center, which will screen patients for tobacco use and establish policies for treatment and tobacco cessation services. • Promotion of the DOH Quit Line and services. • Community participation in "digital stories" impacting tobacco cessation and tobacco prevention. 	\$42,148.00
Laguna Pueblo	<ul style="list-style-type: none"> • Pueblo of Laguna Detention Facility (population of 750 annually) on tobacco cessation through cultural teachings. • Programmatic-clinical partnership for cessation services through IHS and Laguna Behavioral Health. • Review of No Smoking policies in Public Areas at Pueblo of Laguna. 	\$37,718.00
Santo Domingo Pueblo	<ul style="list-style-type: none"> • Youth engagement from Santo Doming Elementary, Middle School, Bernalillo High School, and Santa Fe Indian School to educate area 	\$27,355.91

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	<ul style="list-style-type: none"> retailers. • In-school tobacco prevention sessions using the Not On Tobacco curriculum. • After-school tobacco prevention programs at the Kewa House, a program at the Wellness Center. • Wellness Center clinical intervention and referrals for youth and their family using commercial tobacco. 	
Acoma Pueblo	<ul style="list-style-type: none"> • Review of tribal smoke-free policies and presentation to Tribal Council and General Public for improving the policies. • Tribal tax office will review policies that could support tobacco prevention through tribal taxation. • Smoke-free businesses policy within the Acoma entrepreneur program. • Reach-and-Teach program at the clinical/hospital level in the Acoma community. • Social media and digital stories for mass media distribution. 	\$28,005.00
Tesuque Pueblo	<ul style="list-style-type: none"> • Continue efforts in smoke-free policies and social norms to curb cultural acceptance of commercial tobacco use. • Clinical partnership to provide smoking cessation services to community members seeking help. • Prevention programming with the Educational Department and the Tewa Language Program. 	\$21,000.00
Keres Consulting, Inc. *	<ul style="list-style-type: none"> • Overall project management, report/reimbursement assistance, overall technical assistance. • Notice of Funding Availability assistance. • Training for grantees. 	\$19,080.64
TOTAL		\$268,179.55



PUEBLO OF ISLETA

P.O. BOX 1290
ISLETA, NM 87022

June 30, 2014

VIA FedEx

State of New Mexico Indian Affairs Department
Attn: Deputy Cabinet Secretary Duane Duffy
Wendell Chino Building, 2nd Floor
1220 S. St. Francis Drive
Santa Fe, New Mexico 87505

Re: Tobacco Cessation and Prevention (Grant #609-14-TCPP-01)

Dear Mr. Duffy:

Attached for your review and approval for payment, is the *Quarterly Invoice to NM Indian Affairs Department* for the Pueblo of Isleta regarding the above referenced contract:

- Final Invoice #3 (Period: 04/01/2014 – 06/30/2014)

You may direct your inquiries to the attention of Lucas Serna, Accountant, who is our designated contact person for this request. He can be reached at (505) 869-5289.

Thank you for your assistance.

Sincerely,

Andrew Teller,
Tribal Treasurer

cc: Lucas Serna, A/R Accountant
Stephanie Barela, Health Educator
David Antle, Health Center Director

STATE OF NEW MEXICO
SPECIAL PROJECTS APPROPRIATIONS - TCPP
Quarterly/Final Report Form
Exhibit "2"

QUARTERLY REPORT

FINAL REPORT

(Complete one report form for each project included in the Agreement)

Grantee: Pueblo of Isleta

Project Number: 609-14-TCPP-01
Project Name/Title: Tobacco Cessation Grant

Reporting Period: 04/01/14 - 06/31/14
Contract Amount \$16,954.00

Date IGA/MOU/PSC executed: 8/15/13

Project Termination Date: 6/30/14

A. PROJECT PHASE - *[Please attach a detailed status of the project referenced above, include the following items]*

- Performance Measures [Include anticipated date of commencement and completion for performance measurements]
- Narrative Quarterly Report [Progress Report with Accomplishments]
- Budget Activity/Description

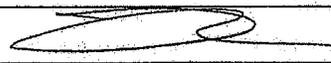
B. FINANCIAL STATUS REPORT:

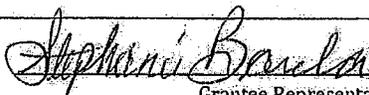
- Project Amount: \$16,954.00
- Expended to date: \$16,954.00
- Grant Balance: \$0.00

Fiscal Year Expenditure Period Ending: (Apr-Jun)

Fiscal Year 2014

Certification: Under penalty of law, I hereby certify to the best of my knowledge and belief, the above information is correct; expenditures are properly documented, and are valid expenditures of actual receipts; and that the grant activity is in full compliance with Article IX, Sec. 14 of the New Mexico Constitution known as the "anti-donation" clause.


Grantee Fiscal Officer


Grantee Representative

Andrew Teller - Tribal Treasurer

Stephanie Barela

Printed Name

Printed Name

6/30/2014
Date

6/30/14
Date

(Indian Affairs Department Use Only)

Vendor Code: _____
Project No.: _____

Fund No.: _____

Chief Financial Officer Date

Deputy Cabinet Secretary Date

I certify that the IAD financial and vendor file information related Agree with the above-submitted information

I certify that the Indian Affairs Department records and appropriation laws agree with the above submitted.

Narrative Report: For the quarter dated (July 1 – September 30 / October 1 – December 31 / January 1 – March 31 / April 1 – June 30), our project achieved the following accomplishments:

Describe your major accomplishments in this section. This can be in bullet or paragraph form, but should provide quantitative and qualitative information about your activities. How many people attended your event? How many people quit smoking? What information can you provide that demonstrates a meaningful impact to the community?

April

- Received 4 referrals for Freedom From Smoking, contacted them and either scheduled them for a TAQ session or signed them up for the next Freedom From Smoking Session. (4)
- 2 Thinking about Quitting sessions were set up, but both were “No Shows”. (2)
- Promoted FFS, TAQ and ICES through email, quit cards, brochures, and magnets and meetings (20, 60, 60, 50, 550, 70} (810)
- Tobacco Use Prevention Sessions given to 4th grade students (25) x4=200
- Called ICES members to remind of meeting (25) and 5 attended meeting. (30)
- Evaluated Freedom From Smoking Program:
112 people attended a group and 71 people meet individually with me (22 met with me more than once) and there were 21 groups. Of the Past FFS Participants, 16 people took the program 2 times, 5 people took the program 3 times, and 1 person took program 6 times.
 - 52% who started the program finished. 84% that finished the program Quit Smoking, 97% that finished program on time quit. 40% of individuals that started individual sessions finished and 63% of those that finished the individual sessions quit smoking.
- Followed up with Group 21 participants and both have not smoked (100% successful 1 month after program), Followed up with TAQ-1 month later he has not smoked.
- Calculated the “Have a Heart Project” Scores.
- Attended Cancer Facilitator Support Group (1).
- Articles for News Letter (8 *1200=9600)
 - ◆ ICES 2014 schedule (excel spread sheet)
 - ◆ Articles: ICES April Flier
 - ◆ Freedom From Smoking no date
 - ◆ Calendar of Events for April (please put on the back calendar on the newsletter)
 - ◆ Thinking About Quitting
 - ◆ Smoking and Oxygen
 - ◆ E-Cigarettes
 - ◆ Health Fair Volunteers

People served- 10,577

Quit-0

Events-5

May

- Received referrals for Freedom From Smoking-2
- Promoted FFS and TAQ at manager and general staff meetings (70)
- Tobacco Use Prevention (TUP) 9 and 10-50
- TAQ-No show, signed up 1 other for TAQ
- Articles 7x1200=8400
 - ICES 2014 schedule May-Dec
 - ICES May Flier
 - Freedom From Smoking no date
 - Calendar of Events for May (please put on the back calendar on the newsletter)
 - Thinking About Quitting

- General Staff Meeting (50)
- Offered the "Have a Heart" Second Hand Smoke and Diabetes Prevention Event, where we disseminated Have a Heart Cards with pins to educate on second hand smoke and diabetes. We also disseminated "I Heart Breathing" bracelets, which had a no smoking sign on it, gathered Tobacco Surveys and educated on the risks of smoking along with promoting the Isleta Freedom From Smoking program. (50)
- Collected 21 Tobacco Surveys and evaluated them. During the whole grant cycle there were 72 surveys collected through 3 events; the 9/25/2013 Lung Cancer Presentation, 11/16/13, Cancer Conference and the Have a Heart Event 6/25/14. The results from the survey showed:
 - The average age that completed the survey was 44 years old.
 - 87% of the survey respondents were Female and 13% were male.
 - 71% said that no one in their household smokes, not counting them and 28% said Yes.
 - When asked if they were aware of the Isleta Health Center's Freedom From Smoking Program half (45%) said Yes, half (45%) said No and 11% didn't answer.
 - Most of the survey respondents (88%) are not current smokers, compared to only 8% who said they were.
 - Out of the 16 respondents that answered the question, Have you ever smoked a cigarette for non-ceremonial purposes in the last 30 days?, 100% answered NO.
 - Only 38% said they would like to completely stop smoking, compared to 63% that said no.
 - Most (89%) of the respondents that smoke said they have attempted to quit smoking and (79%) said they were successful.
 - 11 people noted they quit smoking between 4-34 years ago
 - Out of the people that answered the question, Do you think the smoke from other people's cigarette's is harmful to you?, 79% answered correctly with Definitely Yes, 15% said Probably yes, 1% said yes and only 5% answered incorrectly, stating either definitely or probably not.
 - When asked if the respondent would like help with stopping smoking, 33.3% (4) of those that smoke said maybe, 25% said no, 25% said yes and 42% said yes and gave their name and phone number so they could be contacted for the next Freedom From Smoking Program.
- Saw former Freedom From Smoking Participant at the clinic and she informed me she has been smoke free for 6 months.
- 9 month follow up with Thinking About Quitting Participant. 3 months ago she said she was afraid to attempt to quit smoking and when I called her now she informed me that she had attempted 1 time for a few hours. We discussed the 4 D's (Deep Breath, Delay, Do-Something and Drink Water). She said she will attempt it again before September and if she has not quit than she will take the September 22, 2014 Freedom From Smoking Session Program.

People served- 8574

Quit-1

Events-3

TOTAL:

People Served: 27,674

Quit: 1

Events: 10

TUPAC FY15 Contracts by Service Type

TUPAC FY15 Contracts	FY15 TSF Budget for TUPAC: \$5,682,000.00
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Cessation Total Budget	\$	1,905,036.00
Cessation contracts include initiatives to help youth and adults quit using tobacco, including the phone, web-based and text-message support, counseling, training of health care providers and brief interventions, providing free nicotine patches and gum, etc.		
Cessation Contracts		
Alere Wellbeing, Inc.	\$	1,905,036.00

Comprehensive Community Total Budget	\$	1,317,764.00
Comprehensive community contracts include initiatives to prevent initiation, encourage quitting and eliminate exposure to secondhand smoke, including educational activities and promotion of smoke-free businesses, healthcare and educational campuses, multi-unit housing, homes, cars, etc.		
Comprehensive Community Contracts		
Albuquerque Health Care for the Homeless Inc.	\$	40,000.00
American Lung Association	\$	201,000.00
Ben Archer Health Care Center, Inc.	\$	30,700.00
Coalition for Healthy and Resilient Youth	\$	13,400.00
Carlsbad Community Anti-Drug/Gang Coalition	\$	20,000.00
Concilio Campesino Del Sudouste	\$	30,800.00
Families and Youth, Inc.	\$	50,000.00
Five Sandoval Indian Pueblos, Inc.	\$	29,500.00
Holy Cross	\$	50,000.00
New Mexico Asian Family Center - 14000	\$	16,500.00
Oso Vista Ranch - 14418	\$	50,000.00
Resuce Social Change Group - 14469 A1	\$	396,900.00
San Juan County Partnership	\$	65,500.00
Santa Fe Public Schools - 15344	\$	172,700.00
Santa Fe Recovery	\$	24,100.00
Chronic Disease Bureau Payroll - Medical Director Position	\$	87,143.00
Interpretation Services to Meet ADA Requirements	\$	15,000.00
Chronic Disease Prevention Council Contract	\$	10,000.00
Heart Disease/Stroke Prevention Contract	\$	14,371.00
Cintas Document Management	\$	150.00

Disparities Total Budget	\$	450,000.00
Prevention focused contracts include initiatives to eliminate tobacco-related health disparities, including adaption and delivery of cessation and prevention services to specific populations, media targeted to specific populations, development and distribution of materials in multiple languages, etc.		
Disparities-Focused Contracts		
Community Health Charities of New Mexico	\$	50,000.00
New Mexico Asian Family Center - 16715	\$	65,000.00
Nuestra Salud, LLC	\$	98,000.00
Oso Vista Ranch - 16684	\$	75,000.00

TUPAC FY15 Contracts by Service Type

Rio Grande Connections	\$	50,000.00
Albuquerque Indian Center	\$	37,000.00
Transgender Resources	\$	75,000.00

Evaluation Total Budget	\$	563,657.00
Prevention focused contracts provide comprehensive program evaluation and population - level data collection to determine program effectiveness.		

Evaluation Contracts		
University of Wyoming	\$	320,000.00
University of New Mexico - PRC	\$	74,905.00
NM EPI Division - Surveillance Surveys	\$	165,252.00
NM EPI Division - Population Estimates	\$	3,500.00

Media Total Budget	\$	1,445,543.00
Media contracts use countermarketing techniques to prevent tobacco use initiation, eliminate tobacco-related disparities, increase cessation, and change social norms around secondhand smoke.		

Media Contracts		
McKee, Wallwork and Company	\$	745,543.00
Resuce Social Change Group, LLC	\$	700,000.00

GRAND TOTAL	\$	5,682,000.00
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11

The TUPAC Program tracks a variety of process and outcome measures at the contractor, program, and population levels. The table below presents some of the key overall measures that are directly or indirectly influenced by the work of the 27 community-based and statewide contractors during the past three fiscal years. TUPAC and its independent evaluation team create year-end evaluation fact sheets for contracted partners, which help answer the three Department of Health evaluation questions (*How much are we doing? How well are we doing? Is anyone better off?*). FY14 fact sheets are still being reviewed and approved, so we are attaching a few examples from FY13:

- American Lung Association of New Mexico (example of multi-unit housing secondhand smoke education and outreach activities)
- McKee, Wallwork & Company (example of mass media and cessation services promotion activities)
- Rescue Social Change Group (example of youth media and youth engagement campaigns)
- Santa Fe Public Schools (example of school policy and priority population outreach)
- Transgender Resource Center/Fierce Pride (example of Priority Population Network activities)

Key TUPAC Program Measures and Outcomes	DOH Evaluation Measure Type	FY12	FY13	FY14
Preventing Youth Tobacco Initiation				
Percent high school (HS) youth who smoke cigarettes	Better off	19.9%	NA	14.4%
Estimated reduction in number of youth smokers	Better off	4,800	NA	6,400
Percent of HS youth who smoke cigars or cigarillos	Better off	15.1%	NA	12.3%
Percent of HS youth who smoke tobacco or flavored tobacco in a hookah	Better off	21.9%	NA	19.9%
Promoting Tobacco Use Cessation				
Total number of people accessing QUIT NOW Cessation Services and information	How much	11,272	10,001	8,001
Number of tobacco users enrolling in QUIT NOW Cessation Services	How much	9,642	8,379	7,057
Percent of QUIT NOW enrollees who are quit at 7-month follow-up	Better off	33%	33%	32%
Percent of QUIT NOW enrollees who are satisfied with services	How well	94%	94%	94%
Percent of adults who smoke cigarettes	Better off	21.5%	19.3%	NA
Estimated year-to-year reduction in number of adult smokers	Better off	NA	33,290	Pending
Percent of adults who report seeing QUIT NOW promotion	How well	76%	NA	68%
Eliminating Exposure to Secondhand Smoke				
Percent youth smoking cigarettes on school property in past month	How well	6.5%	NA	3.6%
Percent of youth exposed to secondhand smoke indoors in past week	Better off	46.4%	NA	40.6%
Percent of adults who completely prohibit smoking in their own home	Better off	88%	NA	84%
Estimated number of multi-unit housing units statewide protected by a voluntary smoke-free policy	How much	NA	NA	848 (baseline)

NA = data not available or collected during specific year. Data sources include: TUPAC and Contractor Program Reports, Youth Risk and Resiliency Survey, Behavioral Risk Factor Surveillance System,

TUPAC Program Goals

- Prevent tobacco use initiation among youth and young adults
- Promote quitting among adults and youth
- Eliminate exposure to secondhand smoke
- Identify and eliminate tobacco-related disparities among population groups

**Tobacco Use Prevention and Control (TUPAC) Program
New Mexico Department of Health**

Progress in New Mexico Using Strategies That Work

In FY13, TUPAC awarded about \$5.7 million to 27 statewide and community-based organizations to deliver tobacco control and prevention services for New Mexicans. TUPAC and its partners use evidence-based and comprehensive approaches to promote healthy lifestyles free from tobacco abuse and addiction.

The TUPAC Program continued to offer its 1-800-QUIT NOW telephone helpline and its Spanish-equivalent, 1-855-DEJELO YA, both with free quit coaching, free nicotine patches, gum, or lozenges, and optional text messaging support. Web-based cessation services were provided through QuitNowNM.com and DejeloYaNM.com. Web-based services complement the helpline by reaching different kinds of tobacco users who may prefer their full cessation support experience online or a combination of phone- and web-support.

About 10,000 people accessed services and resources from the QUIT NOW program in FY13, including 8,379 tobacco users who enrolled in either phone- or web-based cessation services. The telephone helpline reaches tobacco users in greatest need—73% have household income of less than \$25,000/year and 51% are either uninsured or on Medicaid.

"I have been on the QUIT NOW program for about a month and have been using the lozenges. I only had one chew a few days after I quit, but nothing after that. I chewed tobacco for 45 years, and if I can quit, anybody can quit"

— NM Helpline Participant

The Toll of Tobacco in NM

- About 2,100 New Mexicans die annually from smoking and another 42,000 people suffer with at least one serious illness from smoking
- Annual smoking-related costs in New Mexico are about \$954 million—that's \$461 million in direct medical costs and \$493 million in lost productivity
- Although the average retail price of a cigarette pack in NM is \$6.06, each pack sold ends up costing the state an estimated \$14.00 in smoking-related medical and lost productivity expenses

Key Tobacco-Related Measures for New Mexico

Adults who smoke cigarettes (2012)	19.3%
Adults who use spit, chew, or snus tobacco (2012)	4.3%
QUIT NOW enrollees who successfully quit tobacco (FY13)	33.0%
QUIT NOW enrollees satisfied with services (FY13)	94.0%
Young adults (18-29 yrs) who use any tobacco product (cigarettes, spit/chew, cigar, pipe or hookah, 2010)	40.6%
High school youth who smoke cigarettes (2011)	19.9%
High school youth who use any tobacco product (cigarettes, spit/chew, cigar or hookah, 2011)	30.1%
Middle school youth who smoke cigarettes (2011)	6.8%
Households that prohibit smoking inside their home (2012)	88.3%
Households that prohibit smoking inside their vehicles (2012)	78.4%

Sources: 2012 BRFSS; FY13 QUIT NOW Report; 2011 YRRS; 2010 NM-NATS



Tobacco Use Prevention and Control Program
Benjamín Jáquez, Program Manager
505.222.8618
benjamin.jacquez@state.nm.us

The Road Ahead...

Although significant progress has been made in reducing the impact of cigarette use in our state in the past decade, there are still about 303,000 adult smokers and about 23,000 high school youth smokers. In addition, there are new concerns about a variety of emerging tobacco and nicotine-delivery products, such as e-cigarettes, with unknown health risks and that come in a variety of flavors that may appeal to youth.

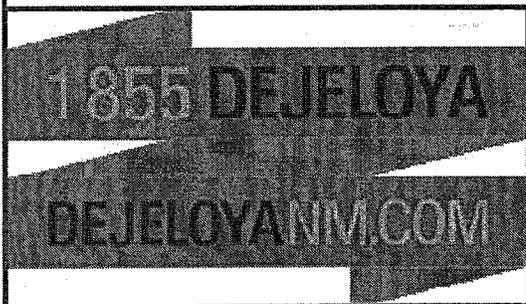
TUPAC will continue providing proven tobacco cessation services through 1-800-QUIT NOW and 1-855-DEJELOYA help lines and web-based services to ensure that a wide range of New Mexicans have access to different types of quit support and resources. TUPAC will also continue collaborating with health plans, State Medicaid, and other stakeholders to ensure comprehensive and ongoing access to cessation services as the *Patient Protection and Affordable Care Act* is implemented.

"I use the website everyday. I love looking at the number of days smoke-free, money I didn't spend, and urge tracker. I was a smoker for over 50 years, and I am on day 98 and look forward to being smoke-free for a year and forever. I had to quit for health reasons, and my children are very proud of me."

- QuitNowNM.com Participant

The *Dee Johnson Clean Indoor Air Act (2007)* protects about 93.3% of New Mexicans from secondhand smoke (SHS) in public and work places, but it does not protect people living, working, or visiting tribal lands. Other places not covered by this Act include homes, cars, educational and other campuses, and multi-unit housing properties. TUPAC will continue providing technical support and education on the harms of SHS to community partners pursuing development of voluntary policies.

Increasing the price of all tobacco products including cigarettes, chew, snuff, cigars, and roll-your-own tobacco is one of the most effective strategies in preventing youth tobacco use initiation and motivating smokers to quit.*



Although there have been reductions in NM youth cigarette use through 2011, there is concern regarding the use of hookah (20% of youth) and other emerging products (e-cigarettes), which can lead to nicotine addiction among youth. Preventing youth tobacco initiation will continue being addressed with cutting-edge mass media campaigns, including social media, as well as exploring new policies to regulate the time, place, and manner in which tobacco can be advertised and sold.

Despite decreases in overall adult smoking in NM in the past decade, smoking is still significantly higher among some population groups. These disparities in smoking rates are a result of a complex set of factors that can include targeting by the tobacco industry, social factors, policies, and barriers to accessing information and services. Work continues with statewide priority population networks to develop and implement effective interventions for the highest risk populations.

Key partners include: local and statewide grantees, American Cancer Society—Cancer Action Network, American Lung Association, NM Human Services Department—Synar & FDA Programs, and providers of cessation, media, and evaluation services.

Disparities in Smoking in Selected Population Groups in NM, 2011-2012	
Population Group	Percent who Smoke
Lesbian, Gay, Bisexual or Transgender	36.8%
Unemployed	32.8%
No health insurance	30.8%
African American	28.8%
No high school diploma	28.8%
Household income less than \$25,000/year	28.6%
25-34 years old	26.5%
Disability	24.7%
Male	23.5%
NM general adult population	20.4%

Source: 2011-12 NM Behavioral Risk Factor Survey

*Centers for Disease Control and Prevention (CDC) best practice recommendation