

## COMPREHENSIVE TOBACCO CONTROL PROGRAM FOR NEW MEXICO

2014

## WHAT IS A COMPREHENSIVE TOBACCO CONTROL PROGRAM?

A comprehensive tobacco control program is a statewide, coordinated effort to establish smoke-free policies and change social norms around tobacco use, to promote quitting and help tobacco users quit, and to prevent tobacco use initiation. These programs reduce tobacco-related disease, disability and death.

### COMPREHENSIVE TOBACCO CONTROL GOALS

- I. Prevent tobacco use initiation among youth and young adults.
- 2. Promote quitting among adults and youth.
- 3. Eliminate exposure to secondhand smoke.
- 4. Identify and eliminate tobacco-related disparities

## CORE COMPREHENSIVE TOBACCO CONTROL **PROGRAM COMPONENTS**

- I. State and Community Interventions
- 2. Mass-Reach Health Communication Interventions
- 3. Cessation Interventions
- 4. Surveillance and Evaluation
- 5. Infrastructure, Administration, and Management





### COMPREHENSIVE TOBACCO CONTROL PROGRAMS WORK AND ARE A PUBLIC HEALTH "BEST BUY."

- · Investments in comprehensive tobacco control programs have high return on investment.
- · Sustained funding for these programs improves health and leads to even greater returns on investment.

#### NM Adult Cigarette Smoking Prevalence, 2011-2012 Colfax Taos Union San Juan Rio Arriba Los Alamos Mora Harding McKinley Sandoval Santa San Miguel Bernalillo Quay Cibola Guadalupe Valencia Torrance Curry De Baca Socorro Roosevelt Catron Lincoln Chaves Sierra Grant Lea Eddy Otero Dona Ana Luna Hidalgo Source: 2011-2012 NM BRFSS Aggregate Dataset \*Sample sizes for four counties were insufficient to generate reliable adult prevalence estimates.

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

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### **FAST FACTS**

- Tobacco use is the most single most preventable cause of death and disease.
- There is no risk-free level of secondhand smoke exposure.
- Between 2010 and 2014, in the United States, smoking was the cause of:
  - Nearly 500,000 premature deaths a year
  - More than 87% of all lung cancer deaths
  - 61% of all pulmonary deaths
  - 32% of all coronary deaths
- Smokers are 30-40% more likely to develop type 2 diabetes than nonsmokers

### THE TOLL OF TOBACCO IN NEW MEXICO

- 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 lost in productivity.
- Although the average retail price of a cigarette pack in New Mexico is \$6.06, each pack sold ends up costing the state an estimated \$14.00 in smoking related medical and lost productivity expenses.

### RECOMMENDED ANNUAL INVESTMENT IN COMPREHENSIVE TOBACCO CONTROL PROGRAMMING

State Revenue from Tobacco Sales and Master Settlement

• FY 2012 tobacco tax revenue \$99.4 million

• FY 2012 Master Settlement Agreement payment \$39.3 million

= Total \$138.7 million

- · Current (FY14) State Appropriation to Department of Health and Indian Affairs Department: \$7.2 million
- New Mexico spends just 5.1% of its total tobacco revenues on Comprehensive Tobacco Control programming
- CDC Recommended Annual Investment for New Mexico: \$22.8 million

## FOR MORE INFORMATION ON A COMPREHENSIVE TOBACCO CONTROL PROGRAM CONTACT:

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### References:

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