

## 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

1. 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

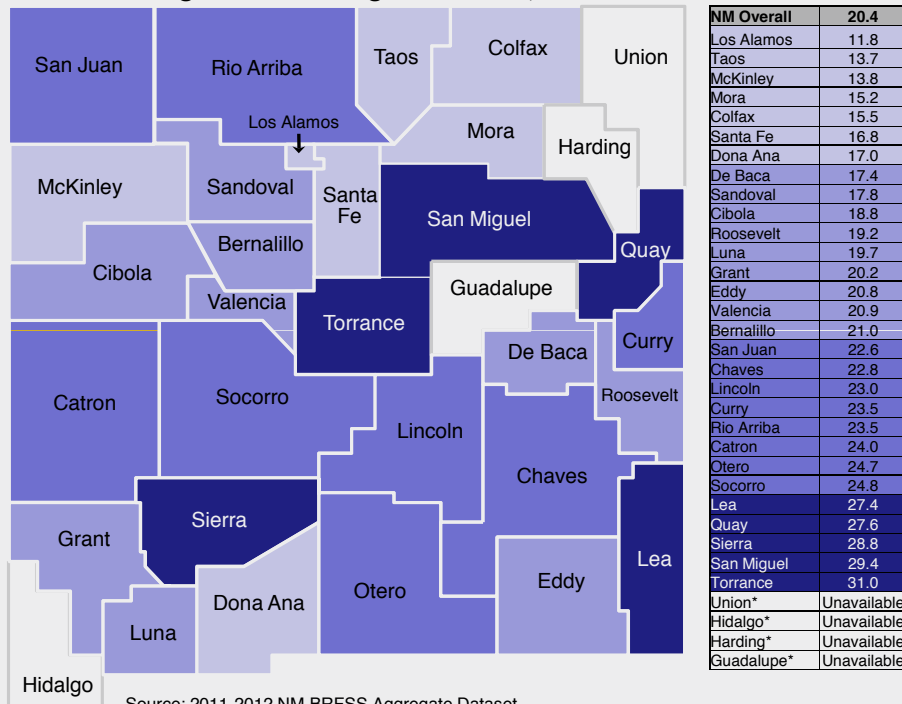
1. State and Community Interventions
2. Mass-Reach Health Communication Interventions
3. Cessation Interventions
4. Surveillance and Evaluation
5. Infrastructure, Administration, and Management



### 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**



Source: 2011-2012 NM BRFSS Aggregate Dataset

\*Sample sizes for four counties were insufficient to generate reliable adult prevalence estimates.



**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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2. U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.