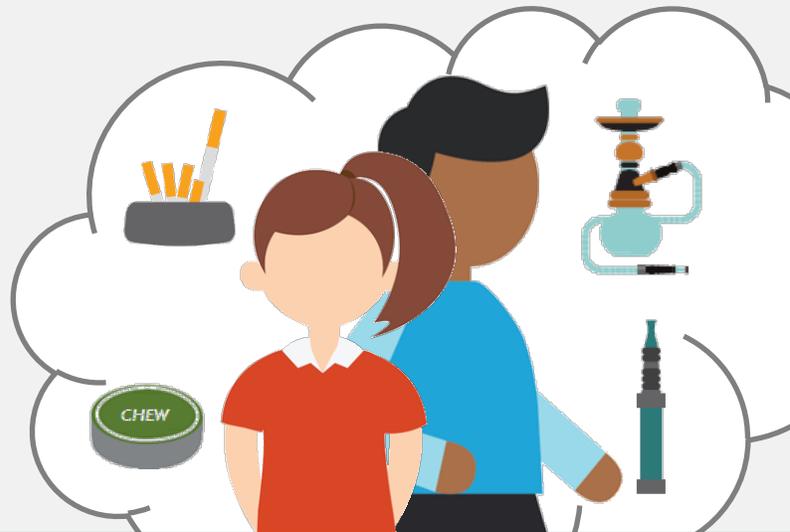


EXTINGUISHING THE TOBACCO EPIDEMIC *in* NEW MEXICO

THE PROBLEM

Cigarette smoking remains the leading cause of preventable death and disability in the United States, despite a significant decline in the number of people who smoke. Over 16 million Americans have at least one disease caused by smoking. This amounts to \$170 billion in direct medical costs that could be saved every year if we could prevent youth from starting to smoke and help every person who smokes to quit.



NEW MEXICO KEY FACTS

In 2017, **31.9%** of New Mexico high school **youth** reported currently using **any tobacco product**, including e-cigarettes. Among New Mexico high school **youth**, **10.6%** reported currently smoking **cigarettes**.

\$978K

Was received from CDC for tobacco prevention and control activities in FY 2019

15.2%

Of adults smoked cigarettes in 2018

2,600

Adults die from smoking-related illnesses each year

\$844M

Was spent on healthcare costs due to smoking in 2009

PUBLIC HEALTH RESPONSE TO TOBACCO USE IN NEW MEXICO

In New Mexico, while 9% of cigarette smokers are Spanish-speaking, they make up only 5% of the state's quitline users. The state observed that cessation services were effective for Spanish speakers who received them, but culturally appropriate education campaigns were critical to reach this population. The state developed a Spanish-language campaign, DEJELO YA, featuring US Olympic Silver Medalist Leo Manzano. The campaign included television, radio, and supportive print and outdoor advertising, which produced a 31% increase in Spanish-speaking enrollees to the state's quitline.

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NEW MEXICO

CDC's ROLE IN ADVANCING STATE TOBACCO CONTROL PROGRAMS

New Mexico is one of 50 states plus DC that receives funding and technical support from the Centers for Disease Control and Prevention to support comprehensive tobacco control efforts and quitlines. The Office on Smoking and Health (OSH) is the lead federal agency for comprehensive tobacco prevention and control. For decades, OSH has led public health efforts to prevent young people from using tobacco and to help all tobacco users to quit.

CDC's TIPS FROM FORMER SMOKERS® (Tips®) CAMPAIGN HELPS NEW MEXICO SMOKERS QUIT SMOKING



Despite significant progress, tobacco use remains the leading preventable cause of death and disease in the US. The good news is that 7 out of 10 smokers want to quit smoking. That is why since 2012 CDC has been educating the public about the consequences of smoking and exposure to secondhand smoke and encouraging smokers to quit through a federally funded, national tobacco education campaign, *Tips From Former Smokers*®. The campaign features former smokers suffering from the real consequences of smoking.

The *Tips*® campaign connects smokers with resources to help them quit, including a quitline number (1-800-QUIT-NOW) which routes callers to their state quitline. The New Mexico quitline provides free cessation services, including counseling and medication. These services are effective in improving health outcomes and reducing healthcare costs.

"I was thinking about relapsing today and the new commercials came on. It changed my mind real fast. You don't understand the power of these commercials until you have made the decision to quit. Terrie Hall makes me cry every time . . . that could easily be me."

– Justin: January 2016

Incoming calls to the New Mexico state quitline increased by an average **14%** during the 2019 *Tips*® campaign. The New Mexico state quitline received a total of **7,036** calls from April 23rd – October 8th during the 2019 *Tips*® campaign.

NEW MEXICO TOBACCO PREVENTION & CONTROL PROGRAMS REDUCE HEALTHCARE COSTS

Tobacco prevention and control activities are a public health "best buy." Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce the number of people who smoke, as well as tobacco-related diseases and deaths. For every dollar spent on tobacco prevention, states can reduce tobacco-related health care expenditures and hospitalizations by up to \$55. The longer and more states invest, the larger the reductions in youth and adult smoking. A comprehensive statewide tobacco control program includes efforts to:



Prevent initiation of tobacco use especially among youth and young adults



Promote cessation and assist tobacco users to quit



Protect people from secondhand smoke

For more information on tobacco prevention and control, visit cdc.gov/tobacco.

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