



2020 Legislative Priorities

Increase Tobacco Use Prevention and Cessation Funding

Support an additional \$1.5 million for evidence-based, statewide tobacco prevention and cessation programs

- Tobacco remains New Mexico's most preventable cause of death and is responsible for more than 2,600 deaths each year, including at least 30% of all cancer deaths, and 87% of all lung cancer deaths
- Tobacco use costs New Mexico \$844 million in healthcare costs each year and \$597 million in lost productivity annually
- Meanwhile, the state receives \$131 million each year from tobacco companies to stem the cost from tobacco-related disease but spends only a fraction of that on proven programs to reduce the burden of tobacco use
- Current funding is \$5,684,500, less than a quarter of the recommended funding for NM*
- The Surgeon General recently released a report about youth e-cigarette use and the dangers posed by all tobacco products for kids
- 90 percent of adult daily smokers began using cigarettes before 19, so preventing the uptake of tobacco uses is crucial
- Funding will support evidence-based programs to reduce tobacco use, including the Quitline (1-800-QUIT-NOW) and programs focused on preventing youth from using tobacco
- Each pack of cigarettes sold in New Mexico costs the state about \$16.95 in smoking-related medical and lost productivity expenses

*The Centers for Disease Control and Prevention recommends NM invest \$22.8 million.

The New Mexico Allied Council on Tobacco (NMACT)

Through these activities, we develop advocacy priorities and strategies that will lead to a tobacco-free New Mexico.

- We advocate for proven tobacco use prevention policies through statewide partnerships to reduce disease and death from commercial tobacco abuse.
- We accomplish our mission by working to strengthen partnerships and collaborations, including educating partners about effective, research-based practices.
- We educate partners about risks posed by emerging tobacco products, non-FDA approved nicotine delivery systems or devices, and current tobacco industry tactics.
- We educate partners about emerging science and the changing knowledge base of tobacco control.