

LET'S BUILD ON LOCAL KNOWLEDGE

Good Ideas Often Start in Your Own Backyard

YES on House Bill 97 and Senate Bill 95

OUR MISSION STATEMENT:

At the American Heart Association, our mission is to be a relentless force for a world of longer, healthier lives.



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WHY IS LOCAL CONTROL OF TOBACCO SALES IMPORTANT?

- Locally, we understand the needs and values of our community best. This is about working together and taking local action to address the unique challenges facing communities.
- Local control of tobacco regulations will allow cities and counties to tackle the epidemic of e-cigarettes more effectively within their communities.
- This a public health crisis directly affecting more than one in four of New Mexico high school students and one in 14 middle school students.
- A New Mexico Department of Health study conducted in 2019 found that 34 percent of New Mexico high school students said they vaped e-cigarettes at least once in the last 30 days. The same study conducted in 2017 found that rate to be at 24 percent.
- E-cigarette use jumped by 78% among high school students and by 48% among middle school students from 2017 to 2018.
- An American Heart Association commissioned survey conducted in December 2019 found 63 percent of registered voters in New Mexico support communities being able to regulate tobacco sales in their jurisdiction.
- Local control allows New Mexico cities and counties to regulate the sales of all tobacco products, including e-cigarettes, in their communities.
- Local control allows local law enforcement agencies to conduct compliance checks against sales of tobacco products to minors in their communities.
- Cities and counties can also to establish guidelines that restrict the sale of tobacco products near schools in their communities.
- Businesses are used to meeting different requirements under different local laws. This "patchwork" is the norm and does not create an undue burden for businesses.
- Local control of tobacco sales will not have any impact on city or county revenues as all the cigarettes taxes collected go to the State and no local gross receipts taxes are attached to cigarette taxes.

Text NM to 46839 to receive updates and action alerts!



American Heart Association.