



New Mexico Allied Council on Tobacco

### **Why local control of tobacco sales is important:**

- Local governments understand the needs and values of their community best. This is about local democracy and communities being empowered to take appropriate measures to address their unique challenges.
- Local control of tobacco regulations will allow cities and counties to tackle the epidemic of e-cigarettes more effectively within their communities.
- This is 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 the opportunity 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 will also have an opportunity to establish guidelines that restrict the sale of tobacco products near schools, community centers, baseball fields, skateboard parks and other areas where underage children frequent within their communities.
- Local governments will also have an opportunity to adopt ordinances that restrict certain e-cigarette flavors – marketed to underage children – within their community.
- 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.