

NEW MEXICO

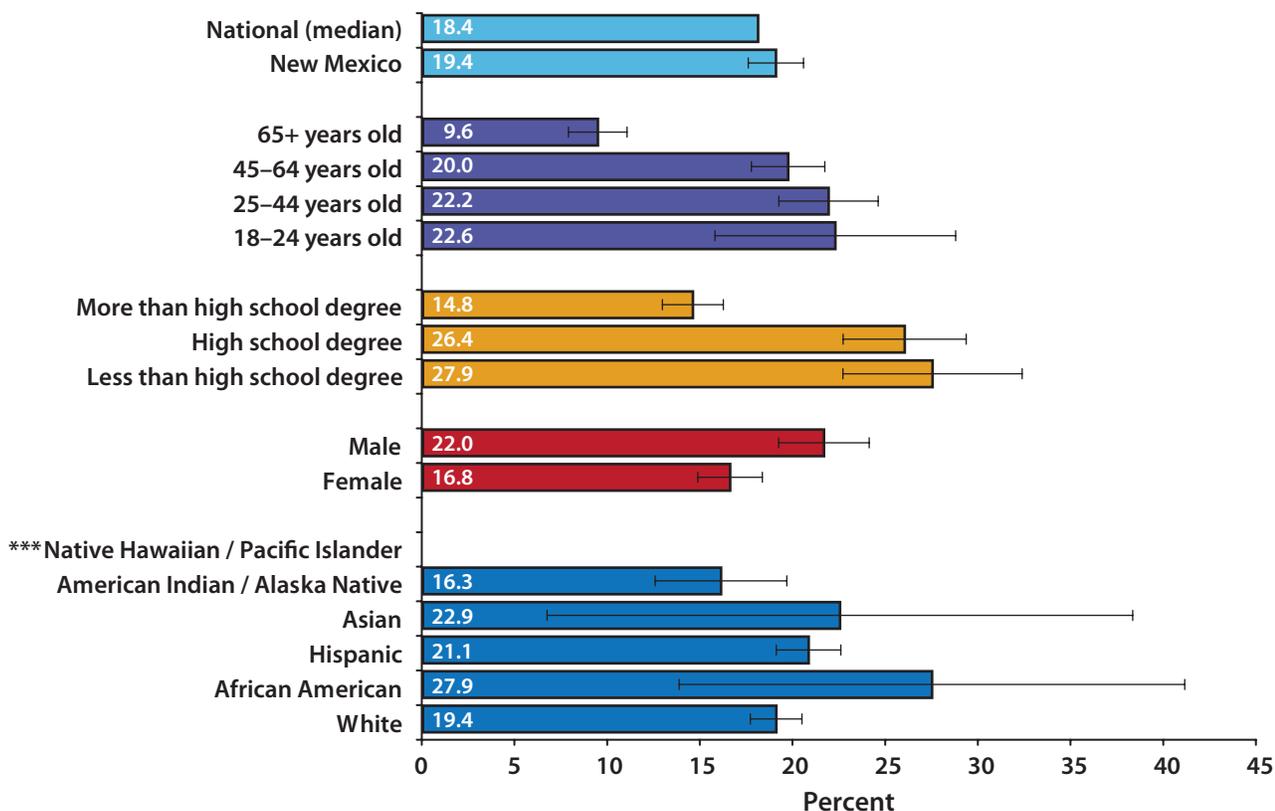
Monitor

In New Mexico, 19.4% of the adult population (aged 18+ years)—over 286,000 individuals—are current cigarette smokers. Across all states, the prevalence of cigarette smoking among adults ranges from 9.3% to 26.5%. New Mexico ranks 31st among the states.

Among youth aged 12–17 years, 11.8% smoke in New Mexico. The range across all states is 6.5% to 15.9%. New Mexico ranks 36th among the states.

Among adults aged 35+ years, over 2,100 died as a result of tobacco use per year, on average, during 2000–2004. This represents a smoking-attributable mortality rate of 234.0/100,000. New Mexico's smoking-attributable mortality rate ranks 5th among the states.

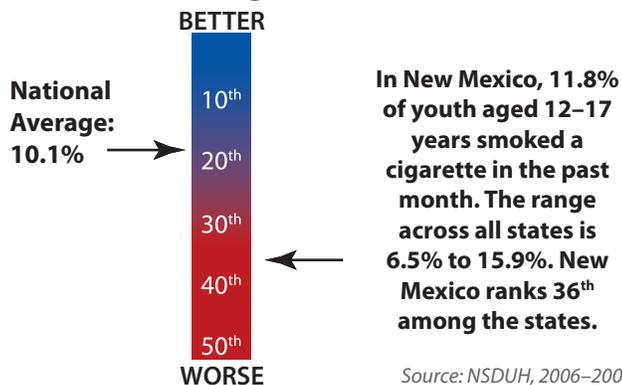
Current Smoking Among Adults by Demographic Characteristics



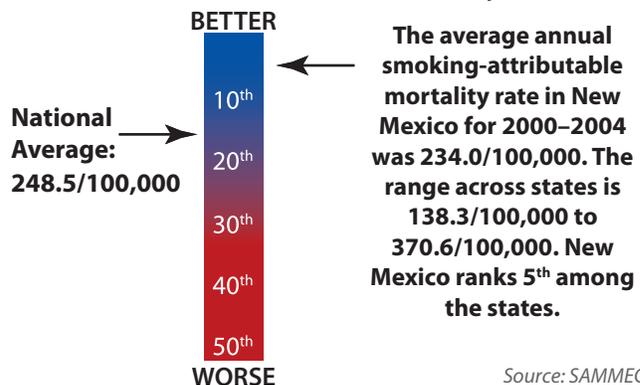
*** Data not shown because sample size is less than 50.

Source: BRFSS, 2007–2008

Past-Month Cigarette Use Among Youth Aged 12–17 Years



Smoking-Attributable Adult (35+ Years) Mortality



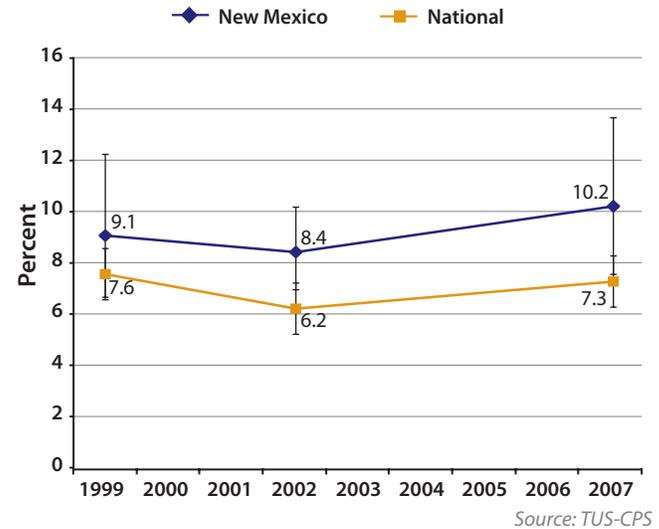
Protect

New Mexico has a smoke-free law that provides for strong protection against exposure to secondhand smoke in workplaces and public places.

| State Smoke-Free Policy | | |
|---|---|---|
| Smoke-Free Workplaces | Smoke-Free Restaurants | Smoke-Free Bars |
|  Yes |  Yes |  Yes |

Source: STATE System, 2009

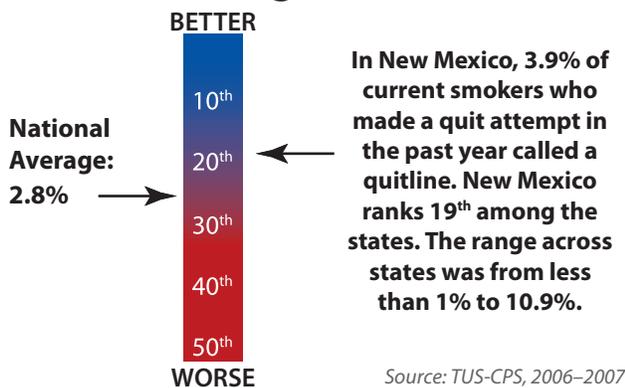
Adults Who Reported Anyone Smoking in Work Area Within Past 2 Weeks



Among adults who work indoors, the percentage who reported anyone smoking in their work area within the preceding 2 weeks has remained higher in New Mexico than in the nation overall. Currently, New Mexico ranks 47th among the states for workplace exposure, at 10.2%.

Offer

Percentage of Smokers Calling Quitline



Best Practices estimates 8% of smokers could access quitlines each year. In New Mexico, 3.9% of current smokers who made a quit attempt in the past year called a quitline.

The Medicaid fee-for-service program in New Mexico provides full coverage for tobacco dependence treatment. New Mexico's Medicaid policy provides coverage for both bupropion and varenicline. New Mexico's Medicaid policy provides coverage for individual and group counseling but not telephone counseling, and this coverage is available by fee-for-service when a valid behavioral health diagnosis other than tobacco dependence exists.

Medicaid Coverage for Counseling and Medications

| Nicotine Replacement | Varenicline | Bupropion | Counseling |
|--|---|---|----------------|
|  Yes |  Yes |  Yes | Partial |

Source: MMWR 2009;58(43):1199–204

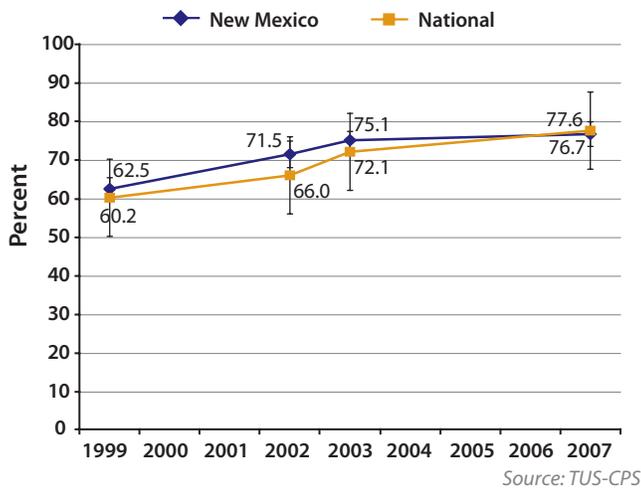
NEW MEXICO

Warn

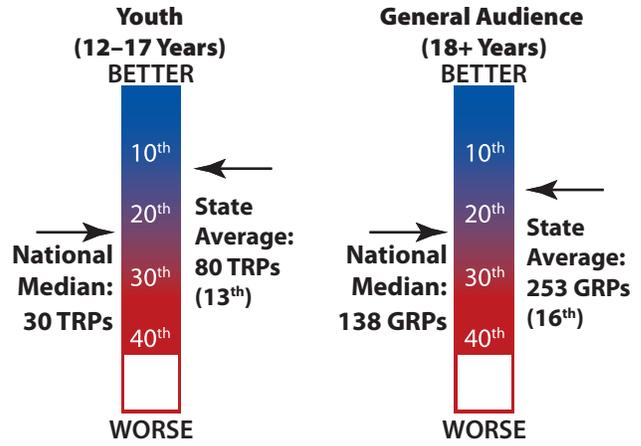
Smoke-free home rules represent awareness of the dangers of secondhand smoke. In New Mexico, as in the nation, an increasing number of families have such a rule.

Currently, 76.7% of New Mexico homes have this rule. New Mexico ranks 24th among the states.

Households with No-Smoking Rules



Antitobacco Media Campaign Intensity, Per Quarter



Rating point data were available for 42 states and the District of Columbia. *Best Practices* recommendations translate into an average of 800 targeted rating points (TRPs) in effective youth and 1,200 gross rating points (GRPs) in effective general audience antitobacco media campaigns per quarter. New Mexico's major media market(s) aired an average of 80 youth TRPs and 253 general audience GRPs per quarter in 2008. New Mexico ranks 13th among the states for the number of youth TRPs and 16th among the states for the number of general audience GRPs aired.

Enforce

New Mexico preempts local regulation of tobacco industry sampling. New Mexico allows local regulation on promotions and display of tobacco products in commercial establishments.

State Allows Local Advertising and Promotion Laws

| Display | Promotion | Sampling |
|---------|-----------|----------|
| Yes | Yes | No |

Source: STATE System, 2009

Retail Environment Tobacco Licensure

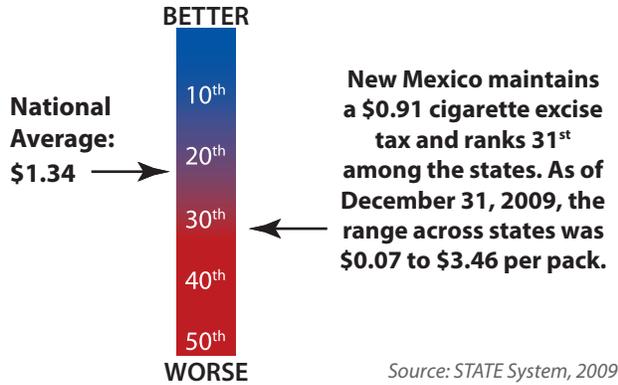
| Over the Counter | Vending Machines |
|------------------|------------------|
| No | No |

Source: STATE System, 2009

New Mexico does not require establishments selling tobacco products over the counter or by vending machine to be licensed. Currently, 38 states require licensure for both over-the-counter and vending machine sales.

Raise

Amount of Cigarette Excise Tax



New Mexico maintains a \$0.91 per pack tax and ranks 31st among the states.

New Mexico does not have a minimum price law.

Minimum Price Law for Cigarettes



Source: CDC/OSH

Approximately 23% of the annual revenue generated from state excise taxes and settlement payments would fund New Mexico's tobacco control program at the *Best Practices* recommended amount. However, in 2007, New Mexico's funding for tobacco control was 38.9% of the recommended level. New Mexico ranks 13th among the states.

State Funding for Tobacco Control

