

No Minor Sale recognizes its 47 campaign partners, past, present

Written by Michael Kelly Campaign Manager No Minor Sale
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As a community-based educational and advocacy campaign, No Minor Sale aims to connect with community members and organizations across New Mexico. And since beginning in Fall 2017, the No Minor Sale campaign is thrilled to have had the opportunity to partner with 47 community organizations and tobacco retail stores from 20 New Mexico localities who have shared the campaign's mission of ending the illegal sale of tobacco products to minors.

In 2019, No Minor Sale began advocating for tobacco retail licensing, a policy proven to reduce illegal tobacco product sales to minors. This campaign policy focus existed until Governor Michelle Lujan Grisham signed into law the Tobacco Products Act which became effective in New Mexico on January 1, 2021. The Tobacco Products Act implemented one of the country's strongest state tobacco licensure systems. Leading up to tobacco retail licensing going into effect, No Minor Sale had 15 tobacco retail store partners from five New Mexico localities (Alamogordo, Albuquerque, Rio Rancho, Santa Fe, Truth or Consequences) who supported tobacco retail licensing.

Jennifer Rysanek, owner of Stag Tobacconists of Albuquerque, signed on as a partner and said, "As a business that's been open for almost 27 years, I want it to be known that we will not sell to minors and the public can trust that their minor children cannot purchase tobacco or vape products, nor can they enter our store."

In July 2018 after a No Minor Sale partner presentation, typically when organizations sign on as campaign partners, to Keres Consulting, a general management consulting firm based out of Albuquerque that does work in community health, Keres Consulting Project Manager, Lesley Meyer, said, "Keres strives to prevent the initiation of a product (cigarettes) that has caused Native Americans to suffer a greater burden of death and disease than the general population in New Mexico. As Native American youth have the highest current cigarette use rate among all ethnicities in the state, our best opportunity to protect the youth is by preventing them from ever starting in the first place – that is why we support No Minor Sale."

We are so grateful to all 47 organizations and tobacco retail stores that have supported No Minor Sale as we continue building awareness to protect youth in New Mexico from the dangers of tobacco products. Visit the No Minor Sale website if your organization is interested in becoming a campaign partner.

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No Minor Sale's 32 organizational partners are: Adobe Acres Neighborhood Association in Albuquerque, American Cancer Society Cancer Action Network (ACS CAN), Avenues Early Childhood Services of Gallup, Aztec Boys and Girls Club, Chaves County Health Council, Children's Library of Gallup, Chronic Disease & Prevention Council (CDPC), Community Health Improvement Council of San Juan County, Farmington Public Library, Grants Public Library, Guadalupe County Health Council, Guadalupe County Hospital, Heal+NM (Formerly Fierce Pride), Health Equity Council (Formerly Bernalillo County Community Health Council), Keres Consulting in Albuquerque, Kiwanis Club of Gallup, Nacimiento Foundation in Cuba, Naschitti Chapter, Native Vet Materiel in Albuquerque, New Mexico African American Tobacco Prevention Network (NMAATPN), New Mexico Allied Council on Tobacco (NM ACT), No More New Mexico, Otero County Community Health Council, Partnership for a Healthy Torrance Community, Quay County Health Council, Roosevelt County Health Council, Santa Fe Recovery Center, Socorro County Optics, Prevention, and Education (SCOPE) Health Council, Southern New Mexico Diabetes Outreach in Las Cruces, St. Anthony Pediatrics in Anthony, Umoja Behavioral Health of Albuquerque, and the Valencia County Community Wellness Council.

No Minor Sale's 15 tobacco retail store partners, who supported No Minor Sale's advocacy efforts with tobacco retail licensing are: Kota Vape Shop in Albuquerque, Mix N' Mojo Smoke Shop in Albuquerque, Oasis Vape (Nine locations), Peace Out Vape, Hookah, Skate Shop in Alamogordo, Stag Tobacconists of Albuquerque, Stag Tobacconists of Santa Fe, and Stewman's Vapor in Truth or Consequences.

The No Minor Sale campaign is a New Mexico Department of Health Tobacco Use Prevention and Control (TUPAC) Program initiative to educate New Mexico's communities, parents, and retailers on evolving tobacco regulations, the impact of selling tobacco to underage youth, how to help prevent sales to minors, and to educate about the dangers of flavored tobacco products, including menthol, in New Mexico. For more information, visit: NoMinorSale.com

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