

SANTA FE – The New Mexico Department of Health’s Nicotine Use Prevention and Control program offers no-cost quitting services for nicotine users statewide for use during the upcoming annual Great American Smokeout Nov. 17.

Created by the American Cancer Society, the Great American Smokeout happens every year on the third Thursday of November. Year-round, DOH provides programs that offer help to quit any type of nicotine product from vaping or e-cigarettes, smoking conventional cigarettes or use of any other tobacco products.

“Nicotine is a highly addictive chemical compound in tobacco plants, and it’s the nicotine that keeps people using tobacco products, even when they want to stop,” Acting Department of Health Secretary, David R. Scrase, M.D., said. “Our programs are U.S. Food and Drug Administration-approved and have been shown to help people quit their nicotine use successfully.”

The most recent data available, from 2020, shows that 16.1% of New Mexico adults are cigarette smokers, but the number of both adults and teens vaping using e-cigarettes is rising. The latest data from the New Mexico Behavioral Risk Factor Surveillance System shows as of 2020, 5.6% of adult nicotine users now vape, and according to the Campaign for Tobacco-Free Kids, one in three New Mexico high school youth are currently vaping.

New Mexicans can call 1-800-QUIT NOW (1-800-784-8669) for English, or 1-855-DEJELO YA (1-855-335-3569) for Spanish, to receive free coaching, nicotine patches, gum, or lozenges for registered participants. In addition, unlimited sessions with a trained Quit Coach are available via text and phone support.

For teens (ages 13 to 17), Live Vape Free is a national text-based program with one-on-one coaching, live text support, and interactive content to help them quit e-cigarettes. Live Vape Free is designed to help teens find their “why” when quitting by:

Educating teens on the keys to quitting nicotine.

NMDOH offering no-cost quitting services for nicotine users

Written by Staff Reports

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Boosting overall confidence among teens looking to quit.

Motivating and inspiring users to learn more about the implications to their long-term health by getting and staying nicotine-free.

To register, all teens can text VAPEFREE to 873373. Adults will need to register online at LiveVapeFreeNM.com.

When launched in May 2022, New Mexico was only one of five states to launch both the youth and adult components of the program, out of just 16 states now using the program.

There are also free web-based services at QuitNowNM.com and DejeloYaNM.com that offer additional online support. The cessation services offer 24-hour text message support. There is even TTY available for the deaf and hearing impaired at 1-877-777-6534.

New Mexico DOH is also currently running a campaign called the “Mini-Quit Challenge” to help smokers practice quitting. The first Monday of every month there will be a mini-challenge where someone could win a \$100 Amazon gift card for participating. To sign up, visit <https://miniquitchallengenm.com/>.

The New Mexico Department of Health continues to work toward decreasing rates of smoking, vaping and other tobacco use. For more information both public and health care professionals can visit: <http://NUPACNM.com/>.

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