

New Mexico



Sweet addiction: An assortment of tobacco products designed to look and taste like candy. From a 2009 tobacco conference.

American Indian Not On Tobacco (N-O-T) Program: Implemented in January 2009, the American Indian N-O-T program is a voluntary smoking cessation curriculum designed to help Native American teens quit smoking. This program is culturally sensitive and addresses the differences between sacred tobacco and commercial tobacco while helping teens to kick the habit. It uses a life management skills approach so young people learn how to reduce stress, make smart decisions, and communicate more effectively with family and friends. In the first six months of implementation, the program helped dozens of Native American teens to quit smoking or reduce the amount of cigarettes they smoke. Many of the Native American participants stated that the program helped them to kick the habit while also increasing their self-esteem and impacting their views of commercial tobacco use.

Peak the Plaza First Annual Stair Climb: In February 2009, more than 130 people climbed for lung health in New Mexico's Peak the Plaza Stair Climb, held in the tallest building in New Mexico, the Albuquerque Plaza Building. This first time event got off to a great start and next year's Peak the Plaza Fight for Air Climb hopes to double in size. More info is available at www.peaktheplaza.com.

Air Quality: The American Lung Association in New Mexico provides clear and easy guidance to prevent indoor air quality problems through the Tools for Schools program. The American Lung Association in New Mexico offers schools strategies to avoid exposure to unhealthy indoor air through partnerships with government and private agencies.