



A SMOKE FREE PASO DEL NORTE

Strategy Brief 2026-2030

TOBACCO AND NICOTINE USE CONTINUE TO HARM RESIDENTS OF THE PASO DEL NORTE REGION. While accurate local data are no longer available from government sources, we presume that, as in the US as a whole, this region is also experiencing a decline in adult smoking. Given historically lower smoking rates than the national average, local rates are likely below 10%.

Youth face a fast-changing product environment that includes e-cigarettes, high-nicotine disposable products, and nicotine pouches. Parents and schools are playing catch-up to understand new and harmful products.

The 2026-2030 Smoke Free Initiative provides a practical regional strategy to prevent smoking, vaping, and other tobacco and nicotine use, increase cessation, reduce related harm, and improve the regional environment for tobacco and nicotine prevention and control.

Adult Smoking and Nicotine Use

U.S. adults who smoke (2024)	9.9%
Texas adult cigarette smoking prevalence (2023-2024)	10%-11.3%
Adult e-cigarette use in Texas Region 10 (including El Paso County (2022)	4.3%

Youth Vaping and E-Cigarette Use

U.S. middle and high school students who used e-cigarettes (2024)	5.9%
Texas middle and high school students reported past-month e-cigarette use (2025)	6.9%
U.S. High school students reporting past-30-day vaping in nearby Southern New Mexico counties (2023)	16.5%-30.5%

Cross-border Context

Adults in Mexico who reported current smoking (2022)	19.5%
Adolescents in Mexico who reported current e-cigarette use (2022)	2.6%

The Health Foundation's Board of Directors approved the following strategy to address smoking, vaping, nicotine, and THC for 2026-2030:

