

*The American Cancer Society Cancer Action Network (ACS CAN) advocates for tobacco control policies that will reduce the burden of tobacco and keep our community healthy. We work closely with federal, state, local, and tribal governments on implementing comprehensive tobacco licensing and prevention policies aimed at reducing tobacco use among adults and youth.*

*ACS CAN is concerned that the proposed rules for TRL fail to include a strong enforcement component. Strong enforcement and compliance are critical to the success of this program and instrumental in reducing the use of tobacco and e-cigarette rates among the New Mexico youth. We also feel strongly that it is important for there to be at least one compliance check per year per store.*

*ACS CAN believe that with stronger enforcement components and yearly compliance checks, the tobacco licensing program will be more effective and have long-term benefits in reducing youth tobacco use including smoking and e-cigarette use rates in New Mexico. I appreciate the opportunity to provide some recommendations on the proposed rule and ACS CAN is pleased to support the Alcohol Beverage Control Division's efforts to implement the tobacco licensing program.*

*I am a volunteer with the American Cancer Society and the American Cancer Society Cancer Action Network. I thank you for your consideration of our Ask.*

*Kris Stichman*