



New Mexico Tobacco Synar Program

Goal: Is to reduce the number of successful illegal purchases by minors to no more than 20 percent of attempted buys by minors in New Mexico.



Coverage Study

The Coverage Study is an effort to capture all tobacco merchants located in New Mexico in order to maintain an accurate count of tobacco merchants located throughout the State. New Mexico currently is a State that does not license tobacco products and does not have a registry that can be obtained by Regulation and Licensing Department. In order to obtain a count Human Services Department (HSD)/Behavioral Health Services Division (BHSD)/Office of Substance Abuse Prevention (OSAP) conducts a Coverage Study every other fiscal year. The purpose of this study is to randomly visit different geographic locations in New Mexico and identify how many tobacco merchants are located in those areas. The information obtained is then brought back to OSAP to identify whether those merchants are captured in the Synar Merchant Database and/or if they will need to be added as new merchants.