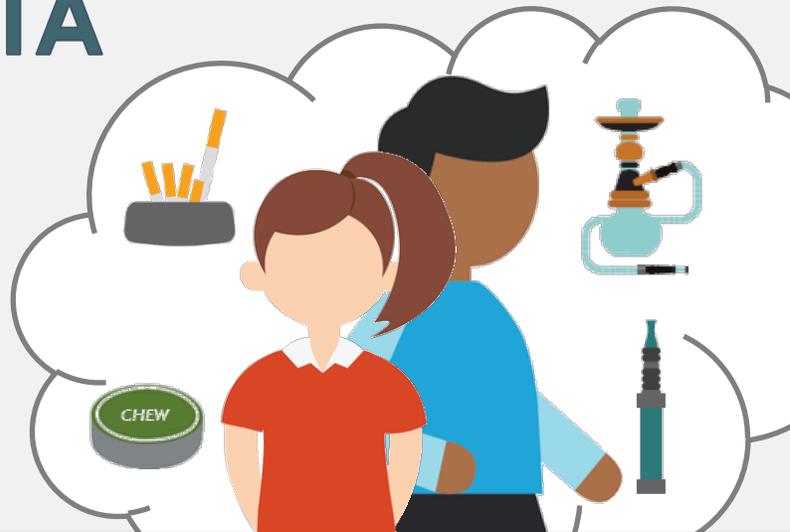


EXTINGUISHING THE TOBACCO EPIDEMIC *in* NORTH DAKOTA

THE PROBLEM

Cigarette smoking remains the leading cause of preventable death and disability in the United States, despite a significant decline in the number of people who smoke. Over 16 million Americans have at least one disease caused by smoking. This amounts to \$170 billion in direct medical costs that could be saved every year if we could prevent youth from starting to smoke and help every person who smokes to quit.



NORTH DAKOTA KEY FACTS

In 2017, **28.8%** of North Dakota high school **youth** reported currently using **any tobacco product**, including e-cigarettes. Among North Dakota high school **youth**, **12.6%** reported currently smoking **cigarettes**.

\$989K

Was received from CDC for tobacco prevention and control activities in FY 2019

19.1%

Of adults smoked cigarettes in 2018

1,000

Adults die from smoking-related illnesses each year

\$326M

Was spent on healthcare costs due to smoking in 2009

PUBLIC HEALTH RESPONSE TO TOBACCO USE IN NORTH DAKOTA

There is no safe level of exposure to secondhand smoke. It causes stroke, lung cancer, and coronary heart disease in adults. North Dakota has a comprehensive smoke-free law that prohibits smoking in all indoor areas of workplaces, restaurants, and bars that has been in effect since 2012. North Dakota also prohibits use of electronic cigarettes in places where smoking is also prohibited. Upon request, the state provides research, data and analysis, and scientific consultation to state and local lawmakers and communities about the latest tobacco prevention and control science. In 2015, the state prohibited electronic cigarette sales and use by minors and also required child-resistant packaging for liquid nicotine containers. Several communities, such as Grand Forks and Bismarck, have also enacted local laws requiring tobacco licenses for stores selling electronic cigarettes and requiring that these products be placed behind the counter.

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Centers for Disease
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CDC's ROLE IN ADVANCING STATE TOBACCO CONTROL PROGRAMS

North Dakota is one of 50 states plus DC that receives funding and technical support from the Centers for Disease Control and Prevention to support comprehensive tobacco control efforts and quitlines. The Office on Smoking and Health (OSH) is the lead federal agency for comprehensive tobacco prevention and control. For decades, OSH has led public health efforts to prevent young people from using tobacco and to help all tobacco users to quit.

CDC's TIPS FROM FORMER SMOKERS® (Tips®) CAMPAIGN HELPS NORTH DAKOTA SMOKERS QUIT SMOKING



Despite significant progress, tobacco use remains the leading preventable cause of death and disease in the US. The good news is that 7 out of 10 smokers want to quit smoking. That is why since 2012 CDC has been educating the public about the consequences of smoking and exposure to secondhand smoke and encouraging smokers to quit through a federally funded, national tobacco education campaign, *Tips From Former Smokers*®. The campaign features former smokers suffering from the real consequences of smoking.

The *Tips*® campaign connects smokers with resources to help them quit, including a quitline number (1-800-QUIT-NOW) which routes callers to their state quitline. The North Dakota quitline provides free cessation services, including counseling and medication. These services are effective in improving health outcomes and reducing healthcare costs.

"I was thinking about relapsing today and the new commercials came on. It changed my mind real fast. You don't understand the power of these commercials until you have made the decision to quit. Terrie Hall makes me cry every time . . . that could easily be me."

– Justin: January 2016

Incoming calls to the North Dakota state quitline increased by an average **37%** during the 2019 *Tips*® campaign. The North Dakota state quitline received a total of **1,588** calls from April 23rd – October 8th during the 2019 *Tips*® campaign.

NORTH DAKOTA TOBACCO PREVENTION & CONTROL PROGRAMS REDUCE HEALTHCARE COSTS

Tobacco prevention and control activities are a public health "best buy." Evidence-based, statewide tobacco control programs that are comprehensive, sustained, and accountable have been shown to reduce the number of people who smoke, as well as tobacco-related diseases and deaths. For every dollar spent on tobacco prevention, states can reduce tobacco-related health care expenditures and hospitalizations by up to \$55. The longer and more states invest, the larger the reductions in youth and adult smoking. A comprehensive statewide tobacco control program includes efforts to:



1 Prevent initiation of tobacco use especially among youth and young adults

2



Promote cessation and assist tobacco users to quit

3



Protect people from secondhand smoke

For more information on tobacco prevention and control, visit cdc.gov/tobacco.

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