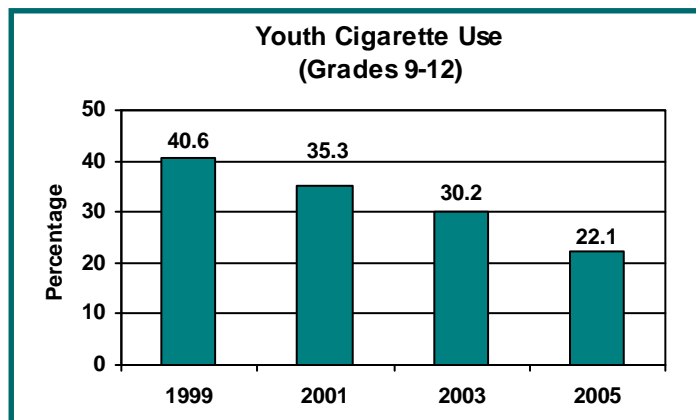


TOBACCO *Facts*

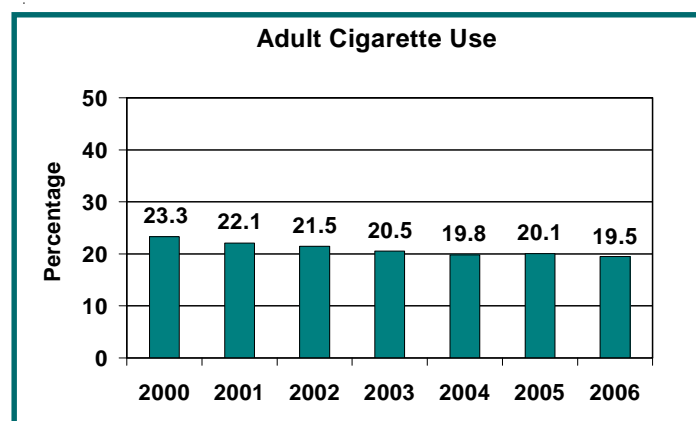
Reducing Tobacco Use — Programs That Work

The Good News

- The investment of the North Dakota Legislative Assembly in the Tobacco Prevention and Control Program has been put to good use. Much success has been achieved in the last several years.
 - Smoking among students in grades nine through 12 dropped 19 percent between 1999 and 2005. That means 8,700 fewer youth smoking and an estimated \$121 million in future tobacco-related health-care costs have been saved.¹



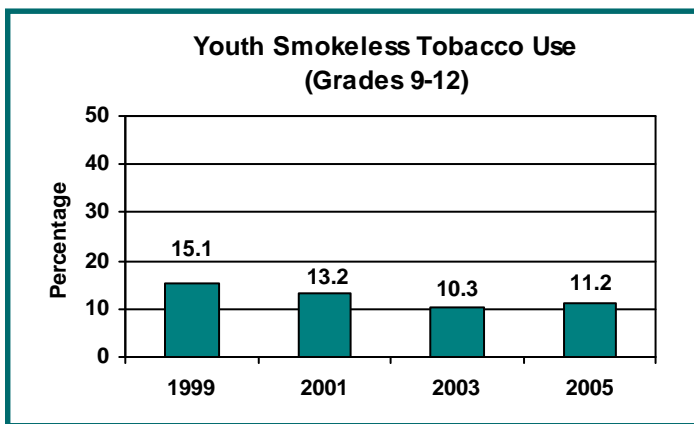
- Adult smoking decreased from 23.3 percent in 2000 to 19.5 percent in 2006. That means 16,000 fewer adults are smoking and an estimated \$52 million in tobacco-related direct medical expenditures and lost productivity costs are saved each year.^{1,2}



- The North Dakota Tobacco Quitline averages 265 callers per month and boasts a quit rate of 31 percent. During 2006, 12 percent of Quitline calls came from minority callers.¹

There Is More Work To Do

- Despite great effort, 22 percent of North Dakota students in grades nine through 12 still smoke.³
- Pregnant women in North Dakota smoke at a rate of 18.4 percent, compared to the national rate of 11.4 percent.^{4,5}
- Smokeless tobacco use among North Dakota students in grades nine through 12 saw a slight rise in 2005. North Dakota students use smokeless tobacco at a rate of 11.2 percent, compared to the national rate of 8.0 percent.³



- About half of North Dakota’s smokers try to quit every year. Continued and increased funding for the North Dakota Tobacco Quitline and local cessation efforts would help to reach those people.²

Investing in North Dakota’s Future

- Successes will continue to be seen if North Dakota continues to invest in tobacco prevention and control.
- The U.S. Centers for Disease Control and Prevention (CDC) recommends that North Dakota spend \$9.3 million to effectively reduce disease, disability and death related to tobacco use.⁶ North Dakota’s current budget for the Tobacco Prevention and Control Program is \$4.4 million, 47 percent of the amount CDC recommends.⁷
 - In comparison, the tobacco industry spends \$30 million per year marketing their products in North Dakota.⁸

¹ *Tobacco Prevention and Control in North Dakota: A Status Report of Leading Indicators*, 2006.

² Behavioral Risk Factor Surveillance System (BRFSS), 2006.

³ Youth Risk Behavior Survey, 2005.

⁴ North Dakota Vital Records, 2006.

⁵ Campaign for Tobacco-Free Kids, *Key State-Specific Tobacco-Related Data and Rankings*, 2007.

⁶ U.S. Centers for Disease Control and Prevention, *Best Practices for Comprehensive Tobacco Control Programs*, 2007.

⁷ North Dakota Department of Health, Division of Tobacco Prevention and Control, 2007.

⁸ Campaign for Tobacco-Free Kids, *State-Specific Tobacco Company Marketing Expenditures – 1998 to 2005*, 2007.



For more information, contact:
Division of Tobacco Prevention & Control
North Dakota Department of Health
600 E. Boulevard Ave., Dept. 301
Bismarck, N.D. 58505-0200

701.328.3138 or 800.280.5512 / www.ndhealth.gov/tobacco

