



## Resolution to Support a Fully Funded Tobacco Control Program

Adopted by Tobacco Free North Dakota Board of Directors on June 16, 2022

**Whereas** the Centers for Disease Control and Prevention (CDC) recommends North Dakota spends \$9.8 million per year for a tobacco control program; and

**Whereas** North Dakota currently spends \$6.7 million per year for its tobacco control program; and

**Whereas** North Dakota's General Fund earned \$49.93 million in tobacco tax collections from 2019-2021, as well as \$65 million as part of the Master Settlement Agreement during the same timeframe; and

**Whereas** North Dakota's program is responsible for offering tobacco cessation counseling and services to nearly 16,000 adults last year; and

**Whereas** an estimated 14,000 North Dakota kids currently under 18 will die prematurely from tobacco related causes; and

**Whereas** states that make larger investments into tobacco control programs see a reduction in tobacco sales; and

**Whereas** having a robust media campaign has a direct effect on decreasing tobacco usage rates, increasing utilization and awareness of cessation services, and decreased youth initiation rates; and

**Whereas** an economic review shows media campaigns can have a return on investment as high as \$74:1, costing about \$213 to save one life; and

**Whereas** 75 percent of North Dakota adults believe tobacco use in youth is a moderate or serious problem; and

**Whereas** nearly 9 in 10 people that smoke started before the age of 18; and

**Whereas** 23% of high school students (grades 9-12) in the 2021 North Dakota Youth Risk Behavior Survey used tobacco products including cigarettes, cigars, electronic nicotine delivery systems (ENDS) or other smokeless products in the past 30 days, of whom many will develop a lifelong addiction to nicotine/tobacco products; and

**Whereas** tobacco use in North Dakota imposes economic burden, with direct healthcare costs amounting to \$326 million each year, productivity losses approximating \$232.6 million annually, and each household paying \$916 per year in state and federal taxes from smoking-caused government expenditures; and

**Whereas** this resolution addresses commercial tobacco, which is different from traditional tobacco used in American Indian spiritual and ceremonial practices; and



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