



TOBACCO FREE NORTH DAKOTA

TOBACCO PREVENTION AND CONTROL PROGRAM

ACHIEVEMENTS

Youth Investment

- We continued our annual Video Essay Contest for high school seniors for the opportunity to win a college scholarship
- In the late fall of 2022, we hosted a special edition contest celebrating the 10th anniversary of North Dakota's smoke-free air law.

- We continued sponsoring prizes for the annual Bismarck-Burleigh Public Health Big Tobacco Exposed College Graphic Designer Contest



TFND Executive Director Heather Austin with 2021 winner Brooke Benno outside of Bismarck State College



TFND Executive Director Heather Austin with 2022 winner Madeline Erickson



1st place: Emily Salwey
Bismarck State College



2nd place: Jakki Honeyman
United Tribes Technical College

Youth Action Summits

The summits scheduled for fall 2022 went on as planned, again with hundreds of people attending, including lawmakers from both Bismarck and Fargo. Students in attendance learned the valuable skill of how to talk to their peers about the dangers of nicotine products and how to seek help quitting



Representative Lawrence Klemin, Senator Sean Cleary, and Representative Glenn Bosch at the Bismarck Summit



Representatives Zac Ista, Karla Rose Hanson, and Josh Boschee at the Fargo Summit



Our guest speaker from Truth Initiative during the 2022 summit in Bismarck.



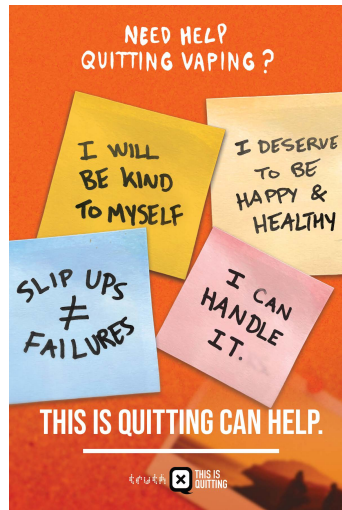
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MAKING A DIFFERENCE

THIS IS QUITTING

On April 1, 2022 in partnership with Truth Initiative, TFND launched "This Is Quitting" in North Dakota. We are one of a handful of states offering this program. TIQ is a text-to-quit resource for people aged 13-24. The program is specifically tailored for this age group and proven more effective than quitting alone. It is free and confidential.



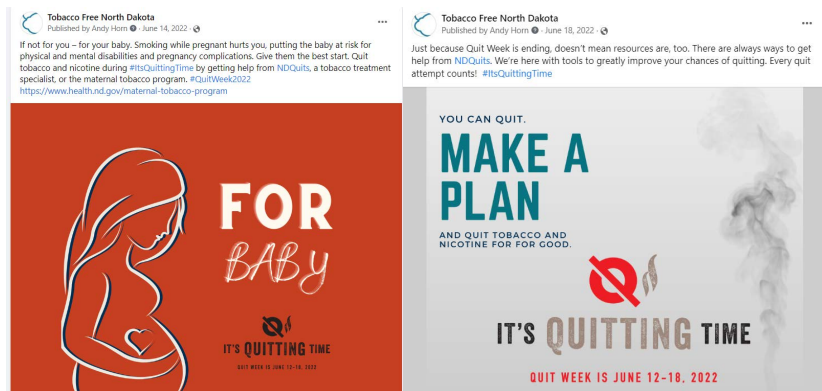
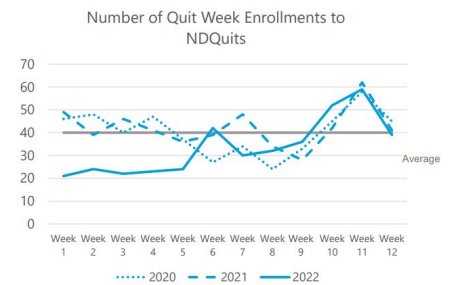
Promotional Material examples

As of November 9, 25 people in the This Is Quitting program. This is a great resource to address youth nicotine dependence.

QUIT WEEK MEDIA CAMPAIGN

Quit Week started in 2020 as a public awareness campaign to promote available cessation resources in North Dakota. The campaign has grown from social media ads to include digital billboards, radio ads, and newspaper ads.

The best news is it works: Quit has shown a marked increase in calls to NDQuits in the time surrounding the campaign.



Example posts