



## Neutral Testimony of HB 1012

Chelsea Ridge  
North Dakota Public Health Association  
Alcohol, Tobacco and Other Drugs Section, Chair  
Williston, ND

Chairman Nelson, and members of the House Appropriations- Human Resources Division,

My name is Chelsea Ridge, and I am the chairwoman of the North Dakota Public Health Association (NDPHA) Alcohol, Tobacco, and Other Drugs Section. The mission of NDPHA is to improve, promote and protect health for residents of North Dakota through leadership in policy, partnerships, and best practices. I am here to provide neutral testimony to House Bill 1012, relating to the Department of Health and Human Services Budget, in hopes of restoring funding to local public health units through the Tobacco Prevention and Control Policy budget.

North Dakota was one of thirty-four states and territories that participated in a \$438.5 million dollar settlement with JUUL Labs Inc., in which North Dakota will receive \$6 million dollars over 6-10 years. JUUL Labs Inc. was found guilty of willfully engaging in deceptive marketing practices of addictive nicotine products to appeal to youth. In North Dakota, 18% of youth used ENDS products in the previous 30 days, many of whom using flavored products that have been marketed to kids by the tobacco industry, of whom an estimated 14,000 ND kids currently under 18 will die prematurely from tobacco related causes. E-cigarettes produce several dangerous chemicals including acetaldehyde, acrolein, and formaldehyde. These aldehydes can cause lung disease, as well as cardiovascular (heart) disease.

During the 2023 Legislature in HB 1004, 80% of the JUUL Lab Settlement funds were transferred from the Attorney General's Budget into the Community Health Trust and have not been allocated. On behalf of the members of the North Dakota Public Health Association we kindly request transparency and accountability in the allocation and utilization of JUUL Settlement funds, ensuring that resources are effectively utilized to achieve measurable outcomes in reducing tobacco and vaping use and improving public health outcomes in our youth statewide. We recommend the appropriation of JUUL Settlement funds, currently sitting in the Community Health Trust Fund and any future settlement allocations, be distributed in grants to local public health units specifically for youth tobacco prevention.

Thank you for your time and consideration

Sincerely,

Chelsea Ridge  
North Dakota Public Health Association  
Alcohol, Tobacco and Other Drugs Section, Chair  
chelsearidge113@gmail.com



## Resolution of Support to Appropriate JUUL Settlement Dollars for Youth Tobacco Prevention

Whereas JUUL Labs Inc. willfully engaged in deceptive marketing practices that appealed to youth.<sup>1</sup>

Whereas North Dakota was one of 34 states and territories that participated in a \$438.5 million dollar settlement with JUUL Labs Inc., in which ND will receive \$6 million dollars over 6-10 years.<sup>2</sup>

Whereas during the 2023 Legislature in HB 1004, 80% of the JUUL Lab Settlement funds were transferred into the Community Health Trust and have not been allocated.<sup>3</sup>

Whereas E-cigarettes produce several dangerous chemicals including acetaldehyde, acrolein, and formaldehyde. These aldehydes can cause lung disease, as well as cardiovascular (heart) disease.<sup>4</sup>

Whereas 18% of youth in ND used ENDS products in the previous 30 days, many of whom using flavored products that have been marketed to kids by the tobacco industry, of whom an estimated 14,000 ND kids currently under 18 will die prematurely from tobacco related causes.<sup>5</sup>

Therefore, let it be resolved that the North Dakota Public Health Association recommends:

1. Transparency and accountability in the allocation and utilization of settlement funds, ensuring that resources are effectively utilized to achieve measurable outcomes in reducing tobacco and vaping use and improving public health outcomes statewide.
2. The allocation of all JUUL Settlement funds, currently in the Community Health Trust Fund and any future JUUL Settlement allocations, be distributed to local public health youth tobacco prevention activities.

NDPHA  
Name of Organization  
53-Yes, 1-No

Chelsea Ridge  
Signature of Representative

1/15/25  
Date

<sup>1</sup> Attorney General Jamer Secures \$462 Million from JUUL for Its Role in the Youth Vaping Epidemic. Accessed on September 25, 2024, at: [ag.ny.gov/press-release/2023/attorney-general-james-secures-462-million-juul-its-role-youth-vaping-epidemic](https://ag.ny.gov/press-release/2023/attorney-general-james-secures-462-million-juul-its-role-youth-vaping-epidemic)

<sup>2</sup> Attorney General Drew Wrigley Reaches Settlement Agreement With JUUL Labs. Accessed on September 25, 2024, at: [attorneygeneral.nd.gov/attorney-general-drew-wrigley-reaches-settlement-agreement-with-juul-labs/](https://attorneygeneral.nd.gov/attorney-general-drew-wrigley-reaches-settlement-agreement-with-juul-labs/)

<sup>3</sup> Sixty-eighth Legislative Assembly of North Dakota In Regular Session Commencing Tuesday, January 3, 2023. House Bill NO. 1004. Section 9-10. Accessed on September 25, 2024, at: [ndlegis.gov/assembly/68-2023/regular/documents/23-0233-04000.pdf](https://ndlegis.gov/assembly/68-2023/regular/documents/23-0233-04000.pdf)

<sup>4</sup> Ogunwale, Mumiye A et al. (2017) Aldehyde Detection in Electronic Cigarette Aerosols. ACS omega 2(3): 1207-1214. doi: 10.1021/acsomega.6b00489]. Accessed on September 25, 2024, at: [lung.org/quit-smoking/e-cigarettes-vaping/impact-of-e-cigarettes-on-lung](https://lung.org/quit-smoking/e-cigarettes-vaping/impact-of-e-cigarettes-on-lung)

<sup>5</sup> Campaign For Tobacco Free Kids. Accessed on September 25, 2024, at: [tobaccofreekids.org/problem/toll-us/north\\_dakota](https://tobaccofreekids.org/problem/toll-us/north_dakota)