



North Dakota House of Representatives, Human Services
HB 1570 – Commercial Tobacco Tax Increase and E-cigarette Parity Bill
Pass Testimony – Feb. 11, 2025
Testimony of Pat McKone on Behalf of the American Lung Association

Chair, Ruby; Vice Chair Frelich and committee members,

My name is Pat McKone, I am the Senior Director for Public Policy and Advocacy for the American Lung Association.

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through education, advocacy, and research. The work of the American Lung Association is focused on four strategic imperatives: to defeat lung cancer; to champion clean air for all, to improve the quality of life for all those with lung disease and their families; and to create a tobacco-free future. I am submitting this written testimony asking you to give HB 1570 – Commercial Tobacco Tax Increase and E-cigarette Parity Bill a “Pass” vote.

The Lung Association's 2025 State of Tobacco Control Report has identified increasing the tax on tobacco was our first policy priority for the state. North Dakota ranks near dead last as 49th in the country and hasn't raised the tax since 1993 and has received a letter grade of “F” for all twenty-three years of our report

Despite significant progress over the last 50 years, tobacco use remains the leading cause of preventable death and disease in the United States. Research has clearly demonstrated that as the price of cigarettes increases, consumption decreases. For each 10% price increase, it is estimated that consumption drops by about 7% for youth and 3 to 5% for adults. Increasing taxes on tobacco products other than cigarettes is also important. Among youth rates of e-cigarettes/vaping products are the most popular tobacco product used with nicotine pouches not far behind.

Increasing taxes on tobacco and nicotine products is a win-win proposition; significantly increasing these taxes results in fewer kids starting to use these products, more adults quitting while at the same time providing substantial revenue to fund important health programs.

The American Lung Association strongly encourages the committee to pass HB 1570.

A handwritten signature in black ink that reads "Pat McKone".

Pat McKone, Senior Director
Public Policy and Advocacy