



## **NORTH DAKOTANS AGREE**

We can do more to protect youth from vaping nicotine  
and commercial tobacco addiction

## Traditional vs. Commercial Tobacco

**This presentation refers to tobacco products that are made and sold by tobacco companies. It does not include traditional tobacco used by Indigenous groups for religious or ceremonial purposes.**



## The Problem

**Commercial tobacco use among youth is a major public health concern.**

**Youth use in ND is higher than the country overall.**

In 2023, 18.2% of North Dakota HS students reported current use of e-cigarettes (vapes).

Nationally, less than 8% of HS students report current use of e-cigarettes (2024).

HEALTH

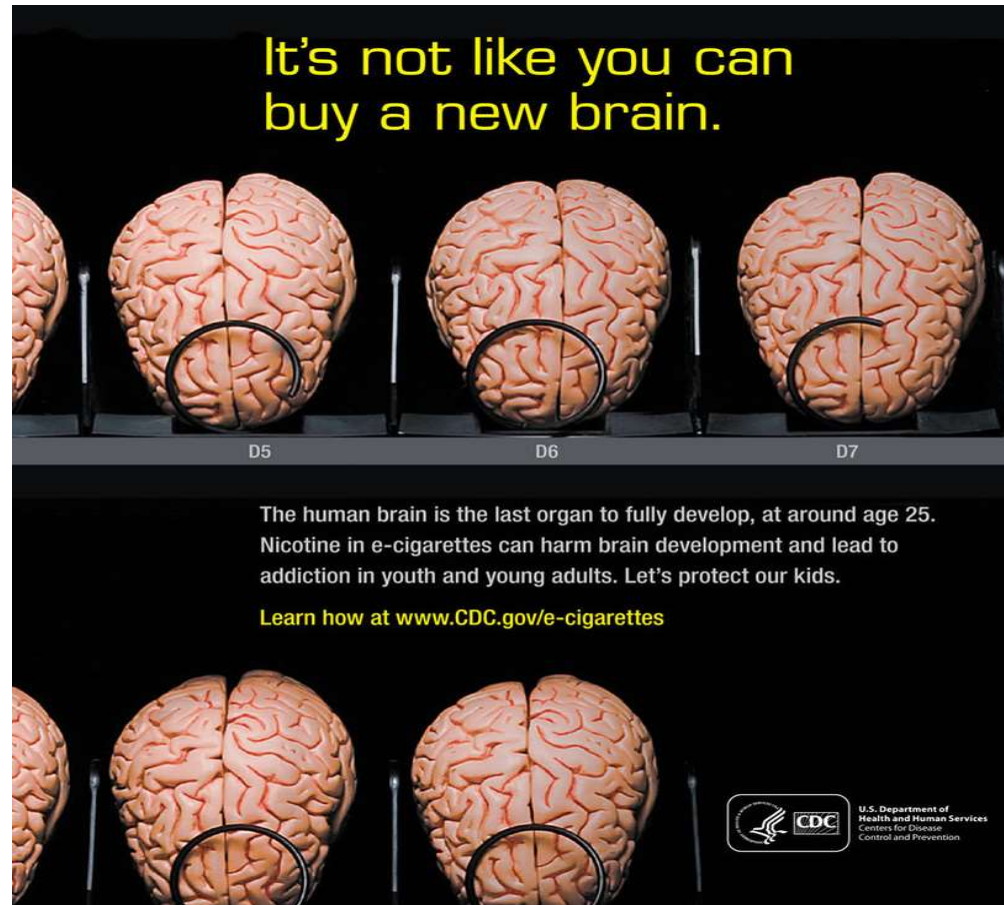
### North Dakota ranks highest in Gen Z e-cigarette use, study finds

From June 9-15, North Dakota Health and Human Services and Tobacco Free North Dakota are partnering for Quit Week to urge North Dakotans to quit tobacco.



## The Problem

**Nicotine is a highly addictive chemical in commercial tobacco products.**


An advertisement featuring a black background with three anatomical models of human brains on a shelf. The models are labeled D5, D6, and D7 from left to right. The text "It's not like you can buy a new brain." is written in yellow at the top. Below the models, white text explains that the human brain is the last organ to fully develop at age 25 and that nicotine in e-cigarettes can harm brain development. A yellow link "www.CDC.gov/e-cigarettes" is provided. The CDC logo and U.S. Department of Health and Human Services logo are in the bottom right corner.

**It's not like you can buy a new brain.**

D5 D6 D7

The human brain is the last organ to fully develop, at around age 25. Nicotine in e-cigarettes can harm brain development and lead to addiction in youth and young adults. Let's protect our kids.

Learn how at [www.CDC.gov/e-cigarettes](http://www.CDC.gov/e-cigarettes)

 U.S. Department of Health and Human Services  
Centers for Disease Control and Prevention

## The Solution

### Raise the price of commercial tobacco products

**Tobacco tax increases are one of the most effective ways to reduce smoking and other tobacco use, especially among youth.**





## Cheap Tobacco Does Not Benefit North Dakota

At only \$0.44 per pack, North Dakota's cigarette tax ranks 49th in the country.

North Dakota has not raised the tax on cigarettes since 1993.

North Dakota does not tax e-cigarettes or nicotine pouches as tobacco products.

**It's time to close the loophole and raise the price of all nicotine and commercial tobacco products to protect youth.**





## The Bipartisan Bill – HB 1570

*Rep. Steiner, Sen. Bekkedahl, Sen. Boschee, Sen. Larson, Sen. Luick, Rep. McLeod, Rep. Mitskog, Sen. Myrdal, Rep. Nelson, Rep. S. Olson*

HB 1570 will modernize and improve how North Dakota taxes nicotine and tobacco products.

Specifics:

- ➔ Increase the tax on cigarettes by \$1.09 per pack. The new tax would be \$1.53 per pack equal to South Dakota's tax.
- ➔ Increase the tax on smokeless tobacco like chew and snus.
- ➔ Implement a tax on electronic smoking devices (e.g., e-cigarettes and nicotine vapes) and alternative tobacco products (e.g., nicotine pouches and gels).
- ➔ Dedicate a portion of the tobacco tax revenue to behavioral health services.



## Health and Economic Benefits

Increasing the tax on cigarettes by \$1.09 per pack will:

- ➔ Prevent 500 youth from becoming adults who smoke.
- ➔ Encourage 1,700 adults who smoke to quit.
- ➔ Save the state \$320,000 in Medicaid spending over the next 5 years.
- ➔ Save the state \$28.55 million in long-term health care costs.
- ➔ Prevent 400 smoking-caused premature deaths.
- ➔ Generate \$24.15 million in new annual revenue.

**HB 1570 will reduce costs, improve health, and save lives.**





## Stand Up for Youth - ND

**Stand Up for Youth - ND is a growing coalition of community, state and national organizations working to increase the price of all tobacco products in North Dakota to protect youth, reduce smoking rates, lower healthcare costs and save lives.**



Our members include: American Cancer Society Cancer Action Network, American College of Cardiology, American Heart Association, American Lung Association, Bismarck Tobacco Free Coalition, Campaign for Tobacco-Free Kids, Community HealthCare Association of the Dakotas, KIDS COUNT North Dakota, North Dakota Medical Association North Dakota Public Health Association, Preventing Tobacco Addiction Foundation, & Tobacco Free North Dakota.



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