



# B I S M A R C K TOBACCOFREE C O A L I T I O N

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WINTER 2009



## North Dakota Citizens Pass Measure #3

By Pat McGeary

North Dakota now has the opportunity to enhance tobacco control programs in the state. Last November the citizens of North Dakota voted to support Measure 3 which will use master tobacco settlement dollars to build a comprehensive best practice tobacco prevention program in North Dakota. This will give North Dakota's public health community the tools to save lives and diminish the toll of tobacco in our state. This measure places new tobacco settlement payments, strategic contribution funds, into a tobacco prevention and control trust fund. The Center for Disease Control recommends that North Dakota invest \$9.3 million a year in a best practice tobacco prevention plan. In the past, North Dakota only invested about one third of the \$9.3 recommendation on a tobacco prevention program.

According to a report from the national Campaign for Tobacco-Free

Kids, the report states that a fully funded tobacco program would:

- Reduce youth smoking by 12.7%
- Stop 4,570 North Dakota kids from becoming addicted adult smokers;
- Save 1,460 kids from dying from smoking;
- Prompt more than 3,480 current adult smokers to quit for good; and
- Save more than 920 North Dakota adults from dying prematurely from smoking.

The report concludes that after just five years the newly funded program will reduce future health care costs in the state by an estimated \$113 million, with at least \$11.9 million of those savings in the state Medicaid program.

North Dakota citizens can and will be proud of a program that saves more lives and health care costs in our state.

## St. Mary's Student Selected for Advisory Board

By Pat McGeary

Nathan Marion has been selected as the North Dakota youth to serve on the North Dakota Tobacco Prevention and Control Advisory Committee. This committee consists of a physician, nurses, respiratory therapist, a youth, and public health professionals who will design and manage the new Tobacco Prevention and Control Program created from Measure #3. Nathan is a junior at St. Mary's Central High School.

He brings his experience from working in a restaurant and seeing people who are affected by tobacco addiction. He lost his grandfather to lung cancer. When asked how he thought Measure 3 will impact North Dakota, Nathan stated, "By using the tobacco settlement dollars as they were intended, will be a great benefit to his generation. "The new program will not supplant the existing program at the North Dakota State Health Department."

## UPCOMING EVENTS

February 15 - 21 Through with Chew Week

February 19 Great American Spit Out

February 20 CDC Best Practices Seminar  
9 am - 2 pm

March 24 - Freedom From Smoking Class begins

### CDC Best Practices Seminar

Coalition members are welcome to attend a 5 hour seminar facilitated by Centers for Disease Control Staff on what North Dakota's priorities need to be for best practices in tobacco prevention. Call Pat at 355-1597 for information.



# Quitter's Corner

By Sue Kahler



Ashley Morel is a senior at South Central High School. She started smoking at age 13. The reasons why she started smoking were because she thought it was the cool thing to do, she wanted to be rebellious and all her friends were smoking. She was the last one of her friends to start. She hung around older people who bought her cigarettes. Little did she know that by age 15 it would become a regular habit.

In the last two years, Ashley attended the Bismarck Tobacco Prevention Youth Summit. This year was different, and she realized it was time to quit smoking. On the Great American Smoke Out, she and other students presented the health effects of using tobacco to their classmates. Ashley also signed a 24 hour pledge to be smoke free. She made it through the first 24 hours and has now been smoke free

for six weeks. Ashley also joined the tobacco cessation group at her school where she learned the skills to be smoke free.

Ashley states "the hardest thing about quitting tobacco is the habit and my smoking patterns; it was finding different things to do rather than smoking". She contributes her success to the support of her group and how they look out for each other. Ashley has noticed that since she quit she doesn't feel as tired and can breathe better. In addition, she is not coughing up mucus in the morning.

One of the top reasons why Ashley wanted to be smoke free was for her mom. Her mom hated seeing her smoke and Ashley didn't want her mom to have her daughter die early from smoking. Another reason was her concern about the health effects and she didn't want to kill herself by using tobacco. Ashley also wrote a paper in her English class about how the tobacco industry targets youth. One of the things that bothered her most was how the tobacco industry doesn't care about how their product kills people. They only care about the money. This was very obvious to Ashley when she read a study on the new Camel No. 9's and how they market their product. The tobacco industry focused on young women. The study showed more 18 year olds purchased the new product



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than the 40 year olds. The 40 year olds were more concerned about the nicotine, unlike the 18 year olds who purchased the product because of the clever and colorful packaging.

Ashley said she would tell young kids that if they thought about smoking they should not do it because it is not cool and not everyone is doing it. In North Dakota only 21% smoke cigarettes which leaves 79% who don't smoke. Ashley ended by saying, "smoking is nothing I enjoyed; it is something I had to do." She is very glad she quit.