

Measure 3: An Opportunity to Improve Academic Achievement

Tobacco use is still common among North Dakota youth. The 2007 Youth Risk Behavior Survey data indicate that among students in grades 9-12, 21.1 percent are current smokers, 11.7 percent currently use smokeless tobacco products and 11.4 percent currently smoke cigars. ¹ Data from the National Youth Risk Behavior Survey (YRBS) show that tobacco use and academic achievement are associated. Students with higher grades are less likely to engage in tobacco use behaviors than their classmates with lower grades, and students who do not engage in tobacco use behaviors get higher grades than their classmates who do use tobacco. ²

Tobacco Use	Percentage of U.S. high school students who received mostly			
	A's	B's	C's	D's
Current tobacco use (Current cigarette use, current smokeless tobacco use, or current cigar use)	16	25	38	52

Measure 3 will allow North Dakota to adequately fund a statewide tobacco prevention and control program to help prevent youth from starting to use tobacco and also to help youth and adults quit. Measure 3 will:

- **Keep our promise to North Dakota's kids;**
- **Use tobacco money for tobacco prevention;**
- **Use tobacco settlement dollars as intended: to fund prevention programs that save lives and dollars;**
- **Use only NEW funds from the 1998 Tobacco Settlement – Not tax dollars.**

According to a new report issued by the *Campaign for Tobacco Free Kids* on September 23, 2008, fully funding North Dakota's tobacco prevention and cessation efforts at the CDC-recommended level will have a significant impact on the health and economy of the state. The report states that fully funded tobacco prevention 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.*
- *Strengthen the state's economy by increasing worker productivity and reducing future smoking-caused health care and smoking-caused other costs in the state by more than \$113 million after five years, including more than \$11.9 in future cuts to state Medicaid program expenditures.*³

Measure 3 is the right thing to do--Invest in the health of our youth.

For more information on Measure 3 go to www.stpnd.com.

¹ North Dakota Youth Risk Behavior Survey, 2007.

² Tobacco Use and Academic Achievement, Department of Health and Human Services, Centers for Disease Control and Prevention, 2008.

³ Measure 3: Comprehensive Tobacco Prevention and Cessation for North Dakota. A Win-Win Solution for North Dakota's Health and Economy. Campaign for Tobacco Free Kids, September 2008.