

What Would ND's Measure # 3 Do?

Measure #3 is a “health” initiative.

In a nutshell, if adopted, **Measure # 3** will enable North Dakota to adequately fund statewide tobacco prevention/ control programs to prevent kids from starting to smoke and help smokers quit.

Q: How will **Measure 3** fund this work? A: By allocating new “bonus payments” from the 1998 national tobacco settlement into a Tobacco Prevention and Control Trust Fund. NO tax money will be used to fund the new tobacco prevention work. Instead, the program will be funded only by money that North Dakota receives from the tobacco companies as part of the settlement.

Measure 3 offers North Dakota a 2nd chance to keep the promise it made to our children by using tobacco settlement money as it was intended – i.e., for tobacco prevention programs that save lives & dollars. It requires implementing the proven, science-based approach in which the U.S. Centers for Disease Control urge ND to invest \$9.3 million per year. The CDC program really works: In California, home to the longest-running comprehensive program, adult smoking rates dropped to 13% in 2006, compared to 21 % nationally. Furthermore, the number of new cases of lung cancer in California has been declining four times faster than in the rest of the country.

Smoking is one of the primary causes of cancer, heart disease and lung disease. The single best way to prevent these diseases is to prevent people from smoking.

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