

In a nutshell, Measure 3 (if adopted) will enable North Dakota to adequately fund statewide tobacco prevention programs that prevent kids from starting to smoke and help smokers quit. **Q:** How will Measure 3 fund this ambitious undertaking? **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; instead, the program will be funded only by money that North Dakota receives from the tobacco companies as part of the settlement.

Measure 3 requires implementation of a science-based, comprehensive approach to tobacco prevention that has been researched and recommended by the U.S. Centers for Disease Control (CDC), which recommends that North Dakota spend at least \$9.3 million/year on tobacco control. CDC-based programs really work. California’s CDC-recommended program helped drive that state’s tobacco use rate 7.5 percentage points below the national rate – and CA’s number of new lung-cancer cases has been declining four times faster than in the rest of the country. More information on Measure 3 is available at www.stpnd.org .