



B I S M A R C K TOBACCO FREE C O A L I T I O N

A monthly newsletter brought to you by Bismarck-Burleigh Public Health Unit

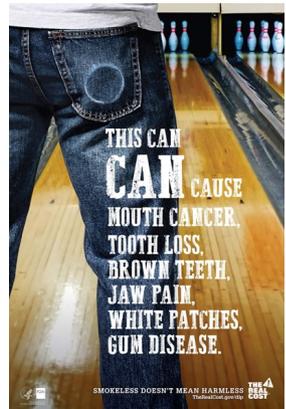
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FDA launches first ad campaign focused on dangers of smokeless tobacco among rural teens

The U.S. Food and Drug Administration (FDA) announced today it is expanding its award-winning “The Real Cost” campaign to educate rural, white male teenagers about the negative health consequences associated with smokeless tobacco use. For the first time, messages on the dangers of smokeless tobacco use – including nicotine addiction, gum disease, tooth loss, and multiple kinds of cancer – are being highlighted through the placement of advertisements in 35 U.S. markets specifically selected to reach the campaign’s target audience.

The central message in “The Real Cost” Smokeless Tobacco Prevention Campaign is “smokeless doesn’t mean harmless,” which aims to motivate these teenagers to reconsider what they think they know about smokeless tobacco use. The FDA’s strategic approach is based on key insights from multi-state focus groups consisting of rural, white males, ages 12-17, as well as by extensive secondary research. Campaign messaging focuses on topics that the FDA’s research found to resonate with at-risk youth, such as cosmetic and health consequences, loss of control due to addiction, and the danger of chemicals found in smokeless tobacco products. Learn more about the campaign at [“The Real Cost”](#).



Bismarck/Burleigh reaches 100% for Tobacco Free School policy.

During the 2015-2016 school year, two local education agencies, Bismarck Public Schools and Missouri Valley Montessori School, joined 149 LEA’s (Local Education Agencies) in North Dakota to adopt a comprehensive tobacco free school policy for their schools. We are incredibly proud to announce that this means every school in Burleigh County,

listed under ND Department of Public Instruction, recognizes that by having this kind of policy their staff, students, and visitors are greatly benefited. This policy will not only encourage youth to be the generation to end tobacco use, but also surrounds students with adults who role model tobacco free behavior. Now that these LEA’s have adopted comprehensive tobacco free school policies and joined the other schools in North Dakota, approximately 14,850 youth will be protected from exposure to tobacco in Bismarck/Burleigh County North Dakota. Learn more about [tobacco free school policy](#).

FDA takes significant steps to protect Americans from dangers of tobacco through new regulation.

North Dakota was ahead of the game last year when the 2015 legislative session passed a bill with an age restriction on e-cigarettes, but thankfully on August 8, 2016 there will be new federal regulations protecting all of our nation’s youth. Learn more about the [new FDA rules](#) regulating retail sales of e-cigarettes, hookah tobacco or cigars to people under age 18.

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An initiated measure approved by North Dakota voters provides funding to Bismarck-Burleigh Public Health to diminish the toll of tobacco in our state by addressing the number one preventable cause of death and disease: tobacco use. www.breathend.com