

**TESTIMONY SUPPORT TO KEEP THE CENTER/BREATHEND FUNDED**

**AMEND SB2024**

March 8, 2017

**Pam Crawford, North Dakota Tobacco Prevention and Control  
Advisory and Executive Committee**

**Chairman Pollert and members of the House Appropriations Human Resources Division:**

I am Pam Crawford. I am a member of the Tobacco Prevention and Control Advisory Committee and I am here today advocating for this organization.

**I AM IN SUPPORT OF KEEPING BREATHEND FUNDED.**

This group has one sole purpose and focus. They exemplify efficiency, fiscal responsibility and creativity in government. They have a proven track record of making a difference for the better for North Dakota citizens.

The funding and mission of this organization were established by North Dakota voters in 2008 with the passage of Initiated Measure No. 3 requiring the State to develop and implement a comprehensive statewide tobacco prevention and control plan consistent with CDC's best practices. Funding for this agency is provided through the Tobacco Settlement strategic payments.

This agency has been fiscally responsible in its utilization of those funds.

To terminate this agency at this time will erode the good work that has been done. By good work I mean policy interventions that impact our tobacco use rates, in both youth and adults. And policy is about changing the social norms to make tobacco use less acceptable for everyone, so that fewer kids start.

The strategy used by BreatheND is sound, and is proven to work. It's about using CDC Best Practices – it's about driving the hard line on policy and to not buckle when policies are challenged by opposing forces, mostly under the influence of the tobacco industry.

Sound policy is what will reduce our youth smoking rates and get tobacco users to quit. Every smoke-free and tobacco free policy makes tobacco users wonder if smoking is worth the effort, and it encourages kids to never start – out of sight – out of mind.

Let BreatheND finish this program to driving youth use rates to single digits before you put it into a maintenance program.

I urge you all to support the continuation of the work of Breathe North Dakota AND KEEP SB2024 FUNDED. To discontinue this program at this time appears incongruent with the wishes of North Dakota voters who wanted this comprehensive program and wanted the strategic payments to be utilized to fund this program.

Thank you.