



North Dakota Tobacco Prevention and Control Executive Committee

Center for Tobacco Prevention and Control Policy

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House Appropriations Human Resources Committee

Senate Bill 2024

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Chairman Pollert and Human Resources Committee members. I am Susan Simonson, Health Communications Coordinator at the Center (BreatheND).

I am here to provide testimony to keep the Center funded.

With 30 years of communications experience, I provide support to the Local Public Health Units on a daily basis by assisting with individualized signage, print ads, newsletters, brochures, presentations, and general IT. These tools assist the Local Public Health Units as they educate at the local level.

Not only do I provide this localized assistance but I also maintain our BreatheND website that delivers tobacco prevention education 24/7.

By using Google Analytics, I am able to calculate the site's impact. One notable calculation involves tracking the sessions, multiplying by the average-time-on-site and then dividing to determine the number of hours of interaction. With this calculation, I am able to determine that in

January, 2017 the site provided **190 hours** of tobacco prevention education

(16,323 sessions x 42 seconds = 685,566 seconds = 190 hours)

and in February, 2017 the site provided **218 hours** of tobacco prevention education

(15,113 sessions x 52 seconds = 785,876 seconds = 218 hours).

These website stats equate to more than an additional full-time position, without the added cost of health insurance, sick-leave, and retirement benefits.

The website is one example of how we, as Center staff, are encouraged to be lean and effective in our work. This is the kind of efficiency we need in state government and we provide it.

Because of the lives impacted through this tobacco prevention education, I ask that you amend SB 2024 to fund the Center and keep this tobacco prevention education alive.

Thank you.