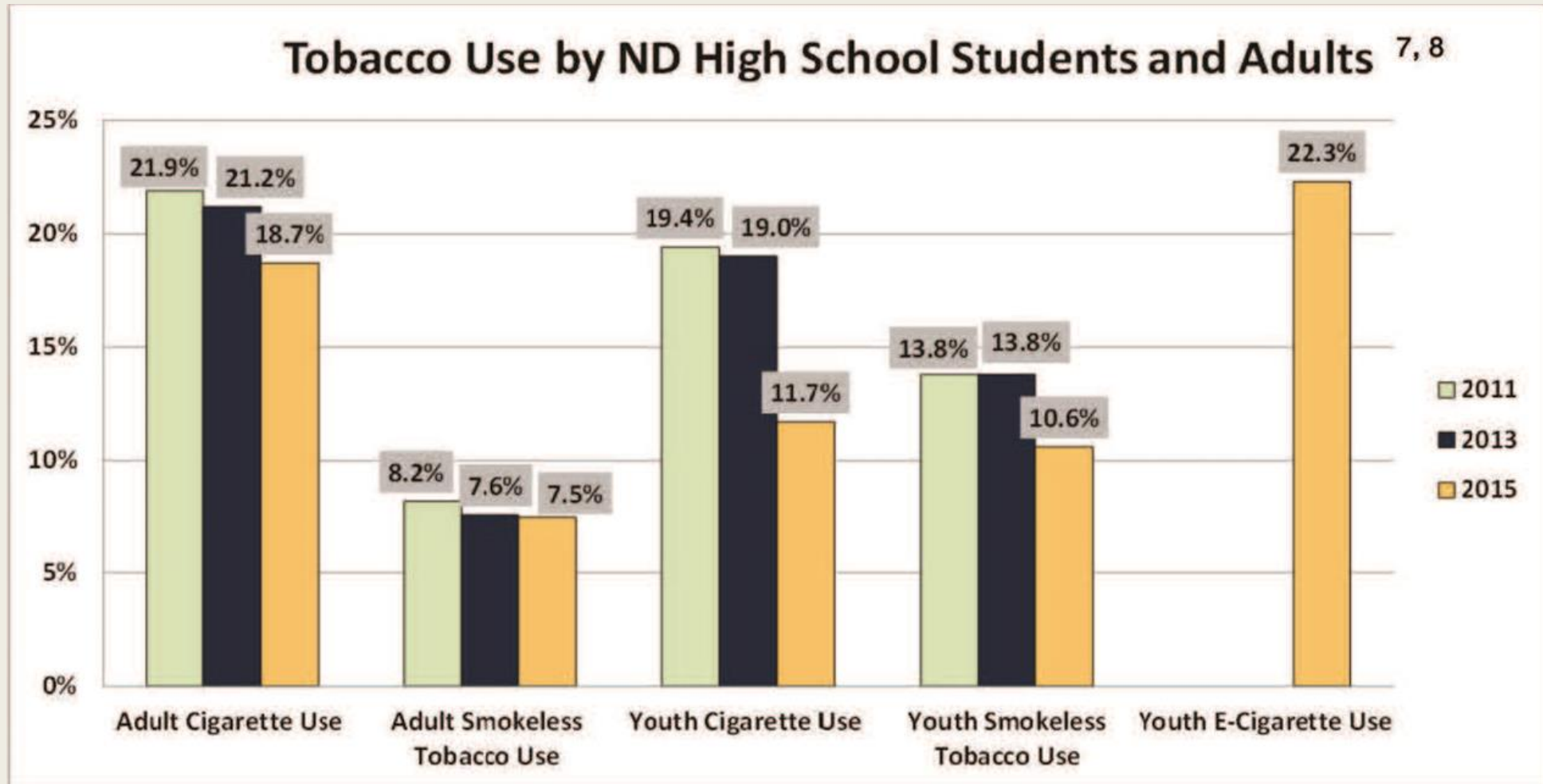


TOBACCO POLICY: WHAT'S THE BIG DEAL?



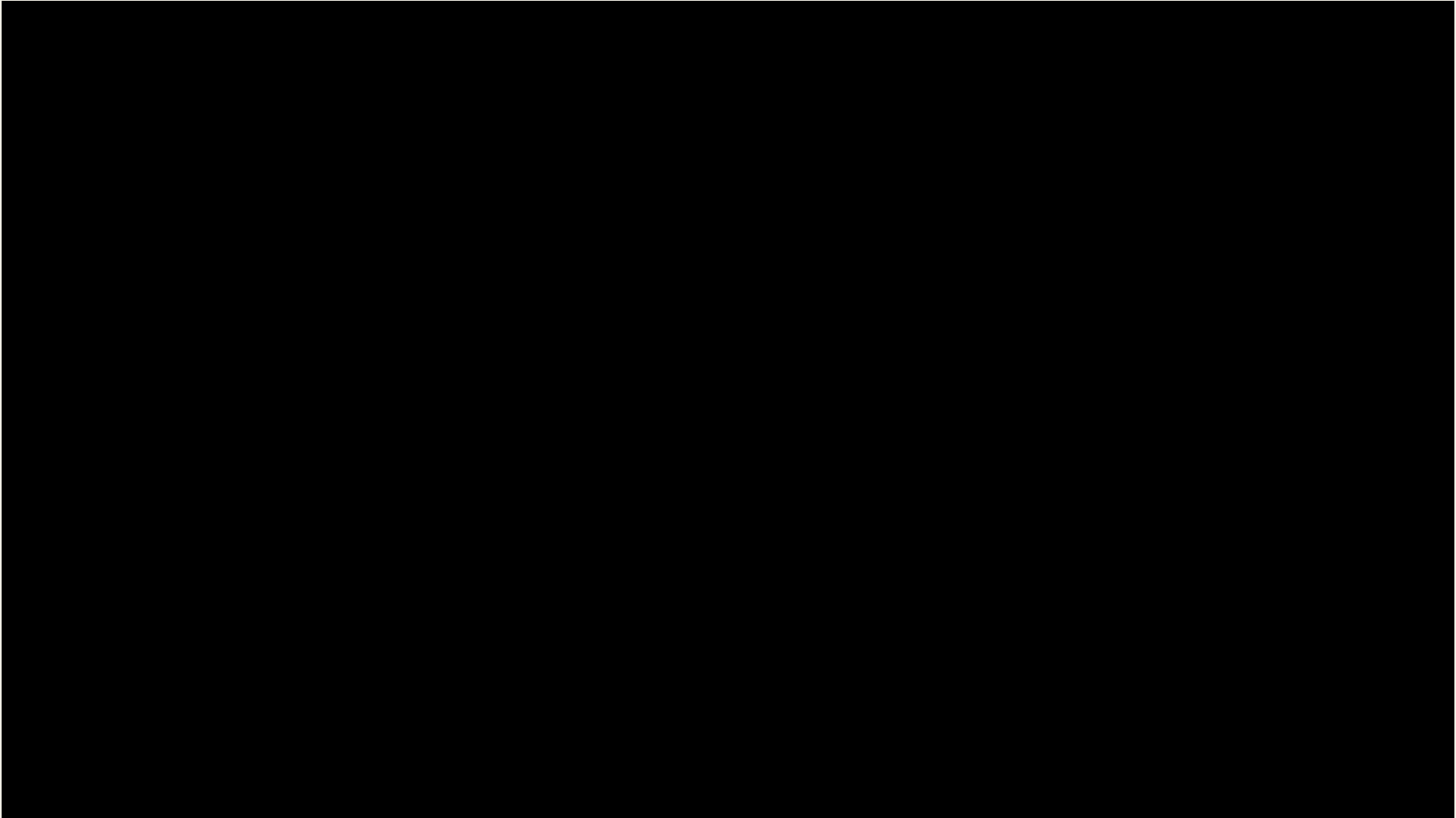
Jordyn Schaeftbauer BS, CHES
Tobacco Prevention Specialist
Bismarck Burleigh Public Health

How BIG Tobacco's reached ND...



Source: Youth Risk Behavior Survey

What's the problem? **BIG Tobacco.**



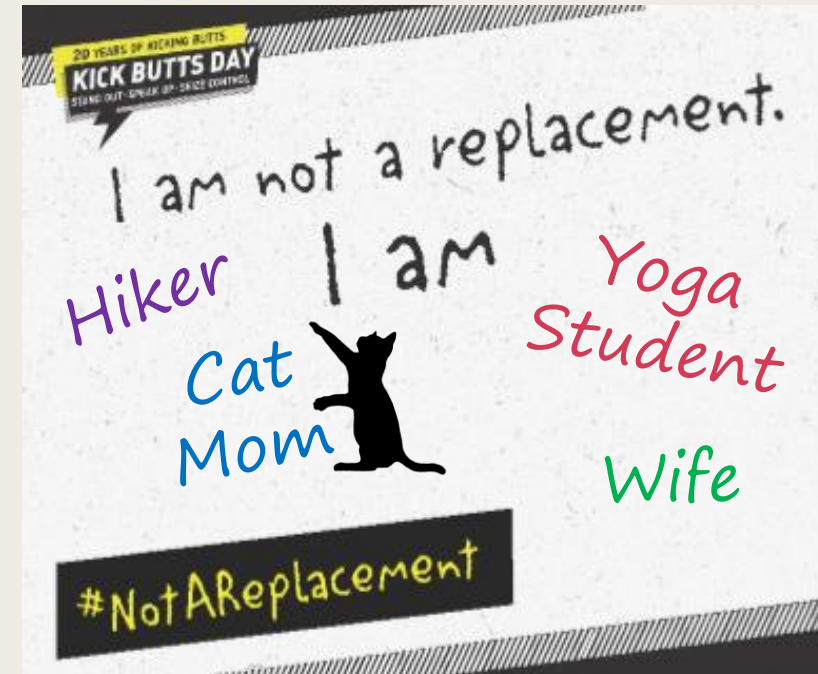
Marketing to youth



Each year in ND...

- 1,000 adults die from there own smoking
- 300 youth become new daily smokers
- 14,000 kids now under 18 & alive in ND will die prematurely from smoking

Why are you NOT
going to be a
replacement for BIG
Tobacco??



HOW DO WE STOP THEM? THROUGH POLICY.

By making a change in state and local policies Big Tobacco has a harder time using youth as their replacement users.

Types of Policies

Personal



Definition: Policies that you set for yourself

Examples:

- “I won’t date anyone who smokes.”
- “I do not go to scary movies.”

Private



Definition: Policies that come from companies

Examples:

- Dress code
- Working holidays

Public



Definition: Policies or laws made by state and local government

Examples:

- Speed Limit
- No smoking inside public places and 20ft from the door

Why are policies important?

Protect
health and
safety of
community
members

EX: Speed limit

Define
culture

EX: Stores not
open before
noon on
Sundays

Create social
norms

EX: Smoke-Free
Law OR
choosing not to
smoke

Drive how to
and how well
to perform at
tasks

EX: Food
service policies

Define what
is acceptable
and non
acceptable

EX: Drinking
and driving



**TYPES OF
TOBACCO-FREE
POLICIES &
LAWS THAT
AFFECT YOU**

(As of February 2017)

(As of February 2017)



SMOKE FREE. VAPE FREE.

IT'S
THE
LAW.

What To Know About North Dakota's Smoke Free Law

NDCC 23-12-09-23-12-11

- ✓ No smoking, vaping, or e-cigarette use in indoor areas where smoking is prohibited and within 20 feet of entrances, exits, operable windows, air intakes, and ventilation systems of enclosed areas where smoking is prohibited.



- ✓ Remove ashtrays from any area where smoking is prohibited, including 20 feet from entrances, exits, operable windows, air intakes and ventilation systems.
- ✓ Post "No Smoking" signs clearly and conspicuously at all entrances.
- ✓ Post "No Smoking" signs in the places where smoking is prohibited.

Multi-Unit Housing



Tobacco-Free Schools/Colleges



- Each school in Bismarck and Burleigh county has a comprehensive tobacco-free school policy.
 - Meaning:
 - Approximately 15,000 youth in BPS are **protected** from the tobacco industry marketing
 - Creates an environment with positive adult role models
 - Visitors that come to extra curricular events like soccer or basketball games are unable to use tobacco while attending the event
- University of Mary, United Tribes Technical College, and Bismarck State College all have strong tobacco-free policies for their campuses.

Tobacco-Free Parks/Outdoor Events

Tobacco-Free Parks Promote Environments that:



IMPROVES
the safety and
beauty of the park
by decreasing the
amount of tobacco
product littering



MODELS
tobacco-free
behavior for kids



PROTECTS
people from
being exposed to
secondhand
smoke



LOWERS
tobacco use
rates among
youth and
adults



SUPPORTS
people who want
to quit or are
trying to quit
smoking



Welcome to Our
Tobacco-Free
Buildings and Grounds
at Buckstop Junction



NO SMOKING. NO VAPING. NO DIPPING.

Thank you for respecting our policy.

Sponsored by Bismarck-Burleigh
Public Health and funded by BreatheND
BreatheND
Setting lives, saving money. The voice of the people.

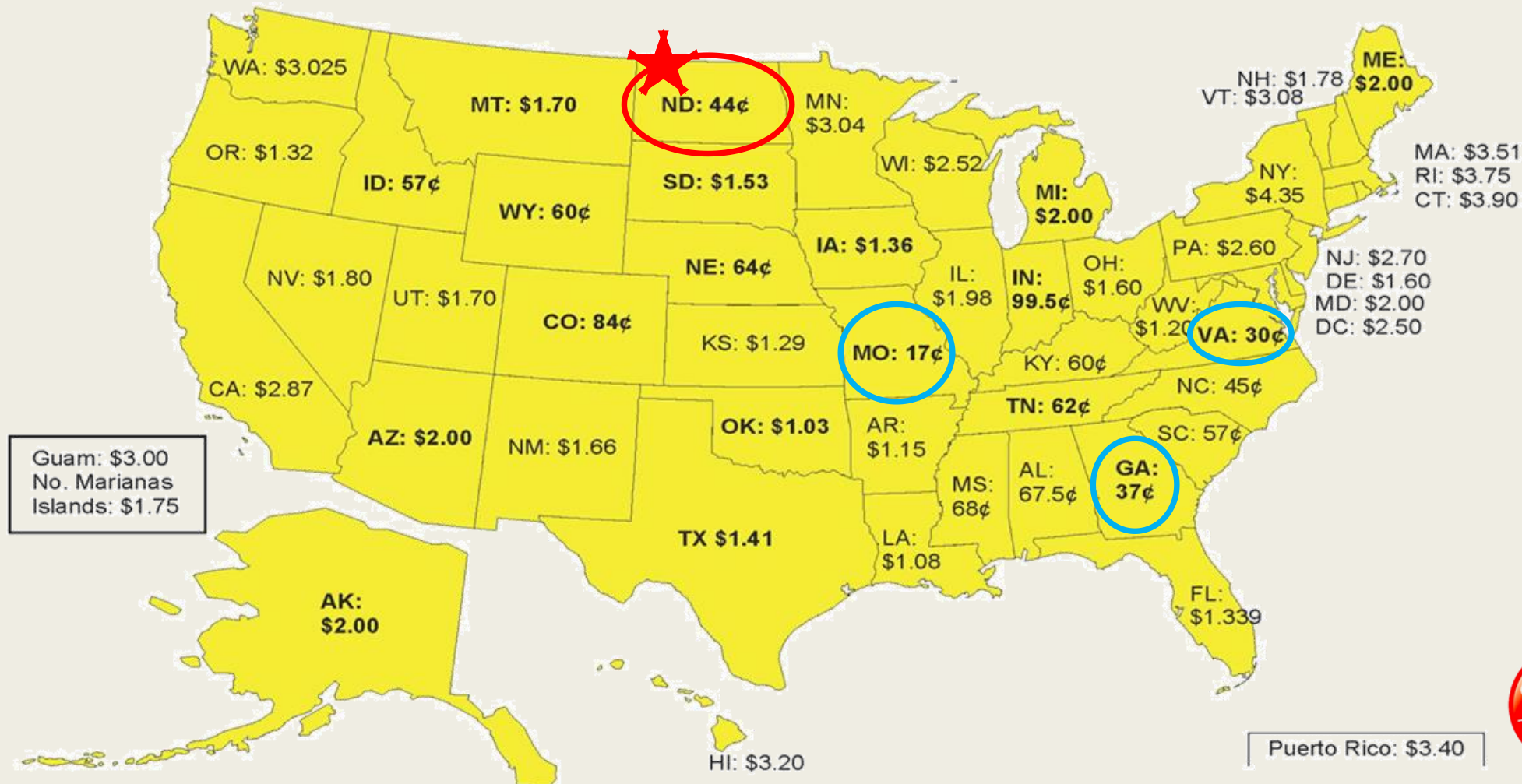

Public Health
Prevent. Promote. Protect.
Bismarck-Burleigh Public Health

Map of State Cigarette Tax

Average State Cigarette Tax: \$1.69 per Pack

Average Cigarette Tax in Major Tobacco States: 48.5 cents per Pack

Average Cigarette Tax in Non-Tobacco States: \$1.85 per Pack



TOBACCO

~~eighteen~~ twenty-one

235+ Cities & Counties in **18** States



Source: www.Tobacco21.org

- Growing norm across the country
- Benefits:
 - Reduces tobacco sales
 - Simplifies ID checks
 - Reduces risk of becoming new or daily tobacco users
 - Keeps tobacco out of schools
- Public Health Impacts:
 - Reduce the number of youth who start
 - Reduce smoking caused deaths
 - Deter youth, young adults and young mothers from smoking

**Which of these
policies are important
to YOU and why?**



Do policy
makers want
to hear from
me?

How can I make
a change to a
law or policy?

Am I too young to
change a law?

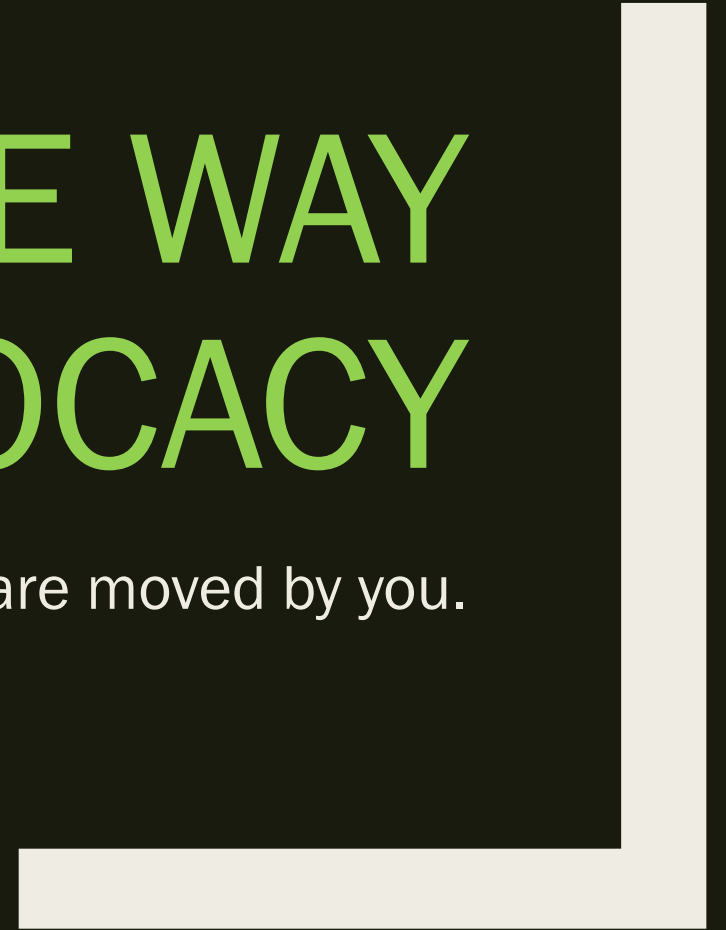
Are there
things I want
to change?

Which policies
affect me or
my family?



PAVING THE WAY THROUGH ADVOCACY

How policies are moved by you.



ADVOCACY

- *Definition: Public support for or recommendation of a cause or policy.*



Why should YOU become a youth advocate?



Frustration
with BIG
Tobacco
manipulating
information
& marketing
to youth to
make money



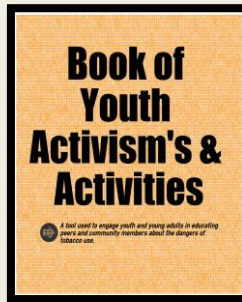
Make a
positive &
lasting
impact on
your
community
for future
generations

Build on
personal
experiences

Be a leader
for those
who are not
able to
standup for
themselves



& Other Tobacco-Free Holidays



For ideas of different activisms to educate your peers or community members check out:

<http://www.breathend.com/publichealthunits/bismarck-tobacco-free/>



Great American Smokeout

November 16, 2017

Great American Spit Out

February 22, 2018

Kick Butts Day

March 21, 2018

Write a Letter to the Editor (LTE)

- **What is it?** Advocacy tool that helps create awareness to the importance of creating a healthier and stronger nation.
- **Time:** 30-60min
- **People Needed:** 1 or more people supporting your cause
- **Length:** 150-200 words
- **How do I get it published?**
 - Be brief
 - Refer to other stories
 - Include your contact information

VOICES OF THE PEOPLE

Make today the last day you use tobacco

Shockingly 14,000 current youth under the age of 18, living in North Dakota, will die prematurely as a result of tobacco. As Century students involved in SADD (Students Against Destructive Decisions) we find this disturbing; knowing that many of our peers are not only using tobacco, but are predestined to a shortened life.

On a daily basis we witness our peers and others using tobacco products in their vehicles in our parking lot. It's heartbreaking to know that they are not educated on what they are doing to themselves and others around them.

As SADD members, advocates, and Patriots, we want to see a change not only in our community, but statewide. We encourage you to make today, The Great American Smoke Out day, the last day you smoke.

Laurie Foerderer, Bismarck

Keep kids from getting tobacco

R.J. Reynolds and Altria are the country's two largest tobacco companies. They are based in North Carolina and Virginia, but this election season they're very active in North Dakota. Together they have spent \$3 million to oppose Measure 4, which would raise our state's low tobacco tax. These companies make billions of dollars while sharing a sleazy history of deceiving the public about their products and trying to hook kids onto a deadly addiction.

In order to maintain their bottom lines, they need kids like me to become tobacco users. To them, we are what the industry once actually called "replacement smokers" because tobacco kills almost half a million people each year so the companies need new smokers to keep buying their deadly and addictive products. I am writing this letter to let Big Tobacco know I am not their replacement. I am an artist, a role model, a friend, and so much more. Most importantly, I am not a tobacco user, and want my friends and everyone to know what these companies and their industry are up to with their crazy spending to try to defeat Measure 4.

One of the best ways to keep kids from smoking is to raise the price of tobacco. Voters must see through Big Tobacco's tricks, reject their lies and vote yes on Measure 4 – for North Dakota kids and our future.

**Sommer Wilmeth,
Bismarck**

Informing Decision Makers



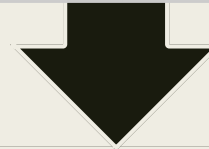
Who is considered a decision maker?

State/Local
Legislators

City
Commissioners

Governor/Mayor

Park/School
Board



Century HS SADD Student
Speaking at press conference
at the capitol 2017.

What is the best way to reach out to them?

Call

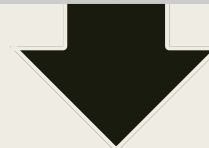
Write a
Letter

Email

Meet in
Person

Approach in
Community

Public
Hearings



Do your homework BEFORE meeting with them, calling, sending a letter, etc.

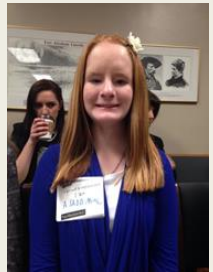
Search for them online

Ask other adults

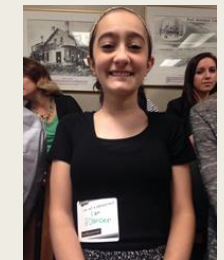
Learn as much as you can
about the individual



2016 Bismarck Burleigh
Public Health Tobacco
Prevention Youth Summit
hosts representatives and
City of Bismarck Mayor.



Simle MS SADD
students getting
ready to testify
in front of the
Senate Judiciary
Committee for
E-Cigarette age
restriction bill
2015.



FLASH MOB
 NOT A REPLACEMENT
 T-Shirt Advertising
 What's in
 E-Cigarette
 Aerosol
 Tobacco
 Retailer
 Nation
 Soap Box
 Window Marker Madness
 Chalk Your Walk
 Graffiti Wall
 CONDUCT A
 SCHOOL OR
 COMMUNITY
 WIDE
 ACTIVISM
 Tombstones
 #BeTheFirst
 Pledge Wall
 BODY BAG DISPLAY
 Walking
 Tobacco
 Audit
 Crime Scene
 Chalk
 Your
 Walk
 News
 Dirty Laundry
 Pit Stop
 Dirty Water
 Bottles
 Cops in a Fence
 Graffiti Wall
 Photo
 Voice
 Flagging Down
 Tobacco Litter



Use Media to Educate the Masses

- Send out a news release to local media stations informing them of the tobacco-free holiday/event
 - *Date/time*
 - *Brief reason why you are having an event or what the holiday is about*
 - *Grabbing statistics or facts*
- Media Interviews
 - <http://www.kfyrtv.com/content/news/Kick-Butts-Day-empowers-youth-to-stay-away-from-tobacco--416281513.html>
- Record PSA's (Public Service Announcements)
 - *Length* – 30 seconds (roughly 60-75 words)
 - *Tip:* Rehearse your script out loud and time it. To help determine how long your PSA is.



St. Mary's High School SADD Students



Social Media & Key Messages



- Being an advocate through social media is MORE important now than it was in the past.



- 8 characteristics to a key message:

1. Concise
2. Strategic
3. Relevant
4. Compelling
5. Simple
6. Memorable
7. Real
8. Tailored



Has anyone ever
put a filter over
their photo on
Facebook?

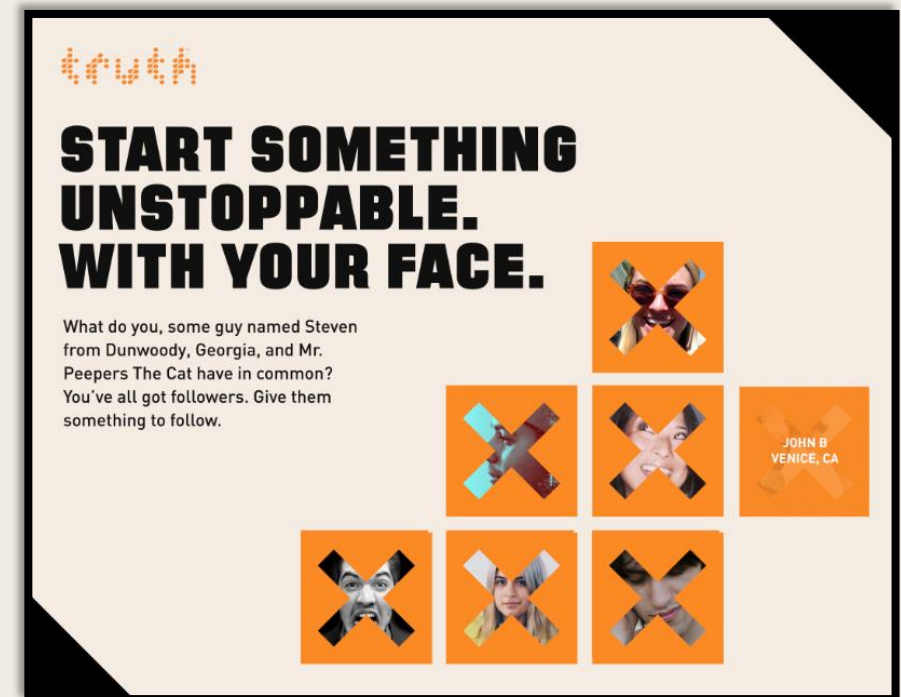


Photo from TRUTH #FINISHIT site



To learn more about becoming a youth advocate or making change in your community contact:

- Jordyn Schaeffbauer
 - Phone: 701.355.1595
 - Email: jschaeffbauer@bismarcknd.gov
- School (Students Against Destructive Decisions) SADD Advisor
- School Counselor

