

Measure #3 Implementation
Committee to release plan to significantly reduce tobacco use in North Dakota

Media Advisory – 7/2/09

To: N.D. Media
From: Tobacco Prevention & Control Advisory Committee
What: Release of new comprehensive plan to significantly reduce tobacco use in North Dakota
When: **Tuesday, July 7, 2009**
Where: **BISMARCK**
10:15 a.m.
Memorial (Great) Hall
State Capitol
For more info: Kathleen Mangskau, Chair
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Background:

Initiated Measure #3 passed by N.D. voters in November 2008 enacted a new law to establish and fund a comprehensive statewide tobacco prevention and control program. The law created a Tobacco Prevention and Control Advisory Committee & Executive Committee. Language in Measure #3 required that, in its first 180 days, the Advisory Committee develop a comprehensive plan to significantly reduce tobacco use in North Dakota.

Since its organizational meeting January 9, 2009, the Advisory Committee has met with health department officials, tribal representatives, local tobacco control program coordinators and the U.S. Centers for Disease Control & Prevention (CDC) tobacco control experts to draft the five-year state plan. In May, the Advisory Committee solicited public input on the draft through seven public forums. The public could also submit comments via the internet. In June, the Advisory Committee considered the nearly 100 comments, revised the draft, and finalized the plan.

The Tobacco Prevention and Control Advisory Committee members will release the new state plan, *Saving Lives – Saving Money: North Dakota's Comprehensive State Plan to Prevent and Reduce Tobacco Use*, at this press conference.

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