

# DEFENDING GOOD POLICY AND HELPING OUR YOUTH

Presented by  
Heather Austin, Executive Director  
Tobacco Free North Dakota

August 22, 2022

# DISCLOSURE

I have no financial relationships with ineligible companies to disclose.

## OBJECTIVES

After this presentation, participants will be able to:

- Discuss the history of North Dakota's Indoor Smoke Free Air Law and recent legislative attempts to change it.
- Identify activities to educate community members and decision makers on the importance of maintaining North Dakota's Indoor Smoke Free Air Law as it is written.
- Discuss Tobacco Free North Dakota's new youth and young adults vaping cessation program, "This is Quitting."
- Identify methods of educating youth and young adults on ways to access "This is Quitting" for vaping cessation.

# WHO IS TFND?

**Mission:** To improve & protect the public health of all North Dakotans by reducing the serious health and economic consequences of tobacco use, the state's number one cause of preventable disease and death.<sup>1</sup>

A non-profit organization (NOT a government agency)

- 7-member volunteer board (members include a physician, public health nurses, tobacco prevention coordinators, business owners, and parent advocates)
- Executive Director and staff

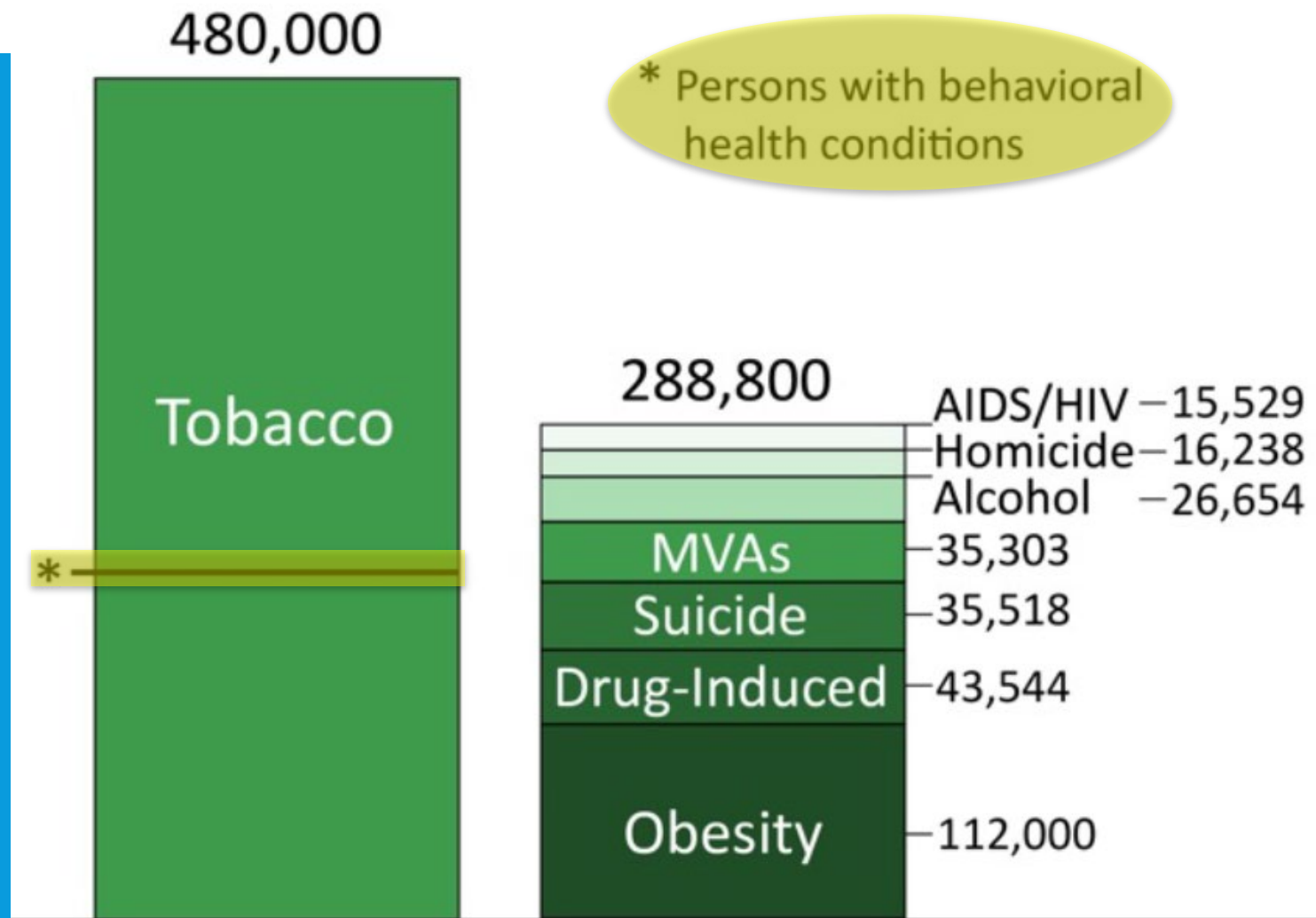


TFND Board of Directors and staff

# THE TOLL OF TOBACCO

## U.S. data for tobacco-related deaths.

Nearly 25% of adults in the United States have a mental health or substance use disorder (i.e., behavioral health condition), and these adults **consume almost 40%** of all cigarettes smoked by adults in the United States.<sup>2</sup>



# THE TOLL OF TOBACCO

- **1,000 adults**<sup>4</sup> die each year from tobacco attributed diseases ~ the whole population of **Beach**<sup>5</sup> or **Hettinger**.<sup>6</sup>
- Each year **200 kids** under 18 become new daily smokers.<sup>5</sup>
- **14,000 kids**<sup>5</sup> now under 18 will die prematurely from smoking
  - This is **3X** the population of **Dickinson, Belfield, and South Heart** public schools.<sup>8</sup>
- **\$326 MILLION dollars** on tobacco-related health care costs.<sup>4</sup>

# WHAT WORKS BEST TO PREVENT AND REDUCE TOBACCO USE

The 3-legged stool for tobacco prevention policy...

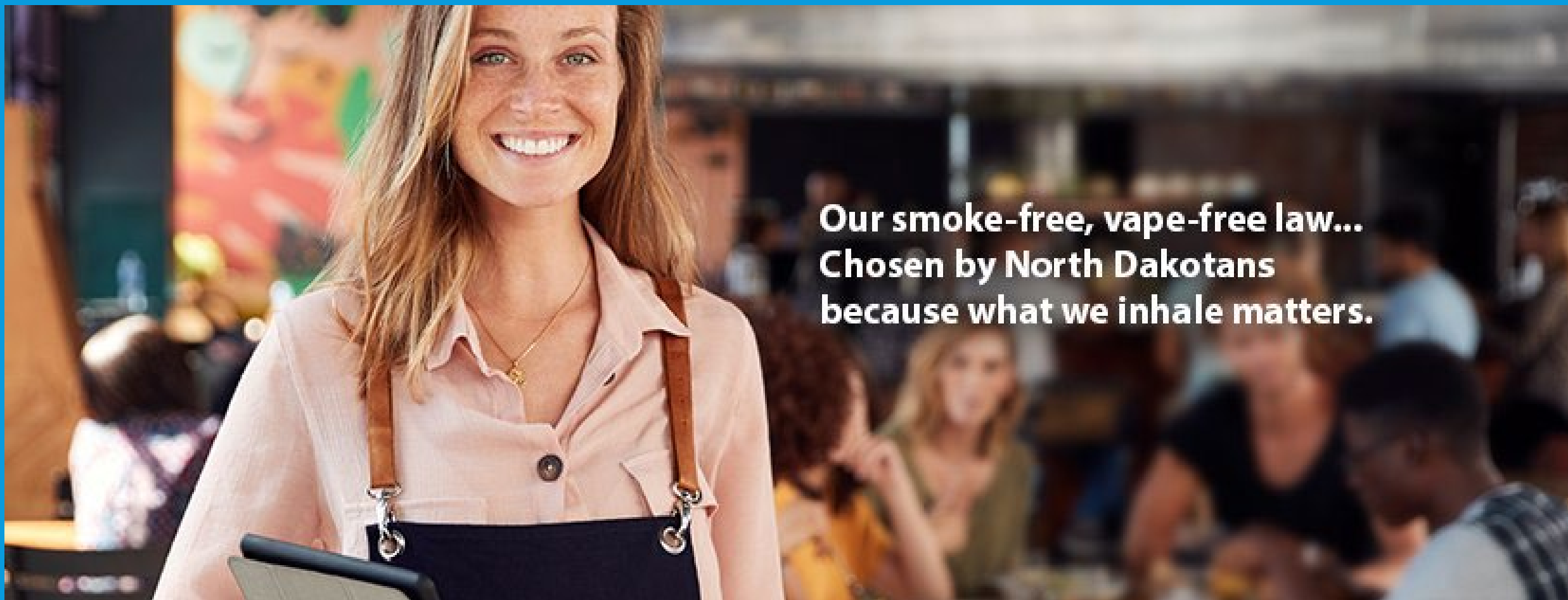
**A COMPREHENSIVE TOBACCO PREVENTION PROGRAM** funded at or above CDC recommended levels that includes access to cessation services (like **NDQuits** - *NDDoH*).



✓ **STRONG SMOKE-FREE LAW**

**HIGH TOBACCO TAXES**

# NORTH DAKOTA'S SMOKE-FREE AIR LAW



**Our smoke-free, vape-free law...  
Chosen by North Dakotans  
because what we inhale matters.**



# NORTH DAKOTA'S SMOKE-FREE AIR LAW<sup>9</sup>

- Effective date: December 6<sup>th</sup>, 2012
- Prohibits use within **20 feet**
- This does not include ceremonial or traditional tobacco used in American Indian spiritual or cultural ceremonies.

***Smoke Free!***  
**ENVIRONMENT**

**Smoking, including the use of e-cigarettes or any electronic smoking or vaping devices, is prohibited by law indoors & within 20 feet of entrances.**

**N.D.C.C. 23-12-9 to 23-12-11**

# PROTECTING INDOOR SMOKE-FREE AIR LAW

2019

A bill was debated during the Legislative Session that would have made an exemption to allow “Cigar Bars or Lounges” to open in North Dakota. Luckily, the 7 years was not past, so it failed due to not having a 2/3 majority of votes.<sup>10</sup>

2021

The SAME bill was debated again. This time they only needed a simple majority...just 51% of votes. This time it only failed by **ONE** vote!<sup>11</sup>

2023

We expect to see “Cigar Bars” debated again. We **NEED** your help more than ever to defeat the bill a third time.



# 2021 LEGISLATIVE SESSION RECAP

- We did not pass any new tobacco taxes or raise any current taxes.
- We did not get electronic tobacco products to require licensing, taxation, or regulation.
- We did not get tobacco products limited to in-person, face-to-face sales.

**We have more work to do!**

# 2021 LEGISLATIVE SESSION RECAP

- ✓ We DID ratify federal Tobacco 21 law.
- ✓ We DID defeat the threat to our Indoor Smoke Free Air Law – NO cigar bars!
- ✓ We DID get funding for a statewide comprehensive Tobacco Prevention and Control Program.

These are all GREAT successes! 😊

# HOW CAN WE PROTECT OUR LAW?

- **Form Advocacy groups** – Thank you for being here today! Join our coalition! Visit [www.tfnd.org](http://www.tfnd.org) to sign up.

Southwest Behavioral Health Coalition



- **Educate, Educate, Educate** – find opportunities talk about the toll of tobacco in ND.

Lead Community Education Projects – let everyone know we want clean air indoors, not smoke and vaping chemicals.



# CONDUCT COMMUNITY-WIDE ACTIVISM



# HOW CAN WE PROTECT OUR LAW?

- **Promote your services and outreach.** When you have events and projects going on in your community, document those activities and tell your story. Invite media to attend or submit your own news from the day to them or use social media.
- **Get involved in the Legislative Process.** Share your voice. Send emails or give testimony during the Legislative Session at the Capitol or during City Council meetings in your community. Talk to your legislators – and be an ACTIVE advocate during the legislative session by promoting prevention policies. There is strength in numbers!



## Who is considered a decision maker?

State/Local  
Legislators

City  
Commissioners

Governor/Mayor

Park/School Board



## 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



Students from the Break Free youth board and Bismarck High School's Break Free youth chapter with Bismarck Mayor and Bismarck City Commission.



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St. Mary's youth testifying at SB 1152 during 2021 Legislative Session.



# HEALTH CONDITIONS ARE CONVERSATION STARTERS

What resonates with your friends, family, coworkers, colleagues, and decision-makers?

## YOUTH USE

>35% tobacco use among high schoolers<sup>4</sup>

## CANCER

7.8% some type of cancer

## HEART DISEASE

4.1% heart attack  
1.3% stroke  
3.7% anginal/coronary heart disease

## DIABETES

7.9% diabetes  
6.9% pre-diabetes

## RESPIRATORY DISEASE

5.2% COPD, emphysema, or chronic bronchitis

Adults ever diagnosed with<sup>12</sup>

# 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:** 30-60 min
- **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 vehicle parking lot. It's heartbreaking to know that they are not aware of what they are doing to themselves and others around them.

As SADD members, and American Patriots, we want to see change not only in our community, but statewide. We encourage you to make today, The Last Day you smoke.

### Letter: Don't forget about future generations

Mar 19, 2021 0

**H**ouse Bill 1152 passed in the North Dakota House of Representatives earlier this year. Now it's in the process of being voted on in the Senate. This bill would allow an exception in the North Dakota Smoke Free Law by allowing cigar bars in our state. The Bismarck Break Free Youth Board would like to raise awareness towards some problems surrounding this bill. Specifically, problems our generation will face if this bill passes.

### Letter: North Dakota smoke-free air law is under attack

Mar 9, 2021 0

**T**he Bismarck Tobacco Free Coalition has always advocated for smoke-free air protection for all workers and it continues to do so today.

In 2005, the city of Bismarck passed its first smoke-free ordinance. However, it excluded bars. Bartenders, wait-staff, and gaming employees let us know that they felt excluded and unprotected. Our coalition educated others about the need to protect all workers, no matter their place of employment, and eventually the citizens of the city of Bismarck voted to adopt a comprehensive smoke-free ordinance.

On Nov. 6, 2012, every county in the state of North Dakota voted in favor of a



# This is Quitting

## Vaping cessation program

**Youth and  
Young Adult  
Public Education**



**truth  
initiative®**

INSPIRING LIVES  
FREE FROM SMOKING,  
VAPING & NICOTINE

**Innovations**

Digital Tobacco  
Cessation



**Research  
and Policy**

Truth Initiative  
Schroeder Institute

**Community  
and youth  
engagement**



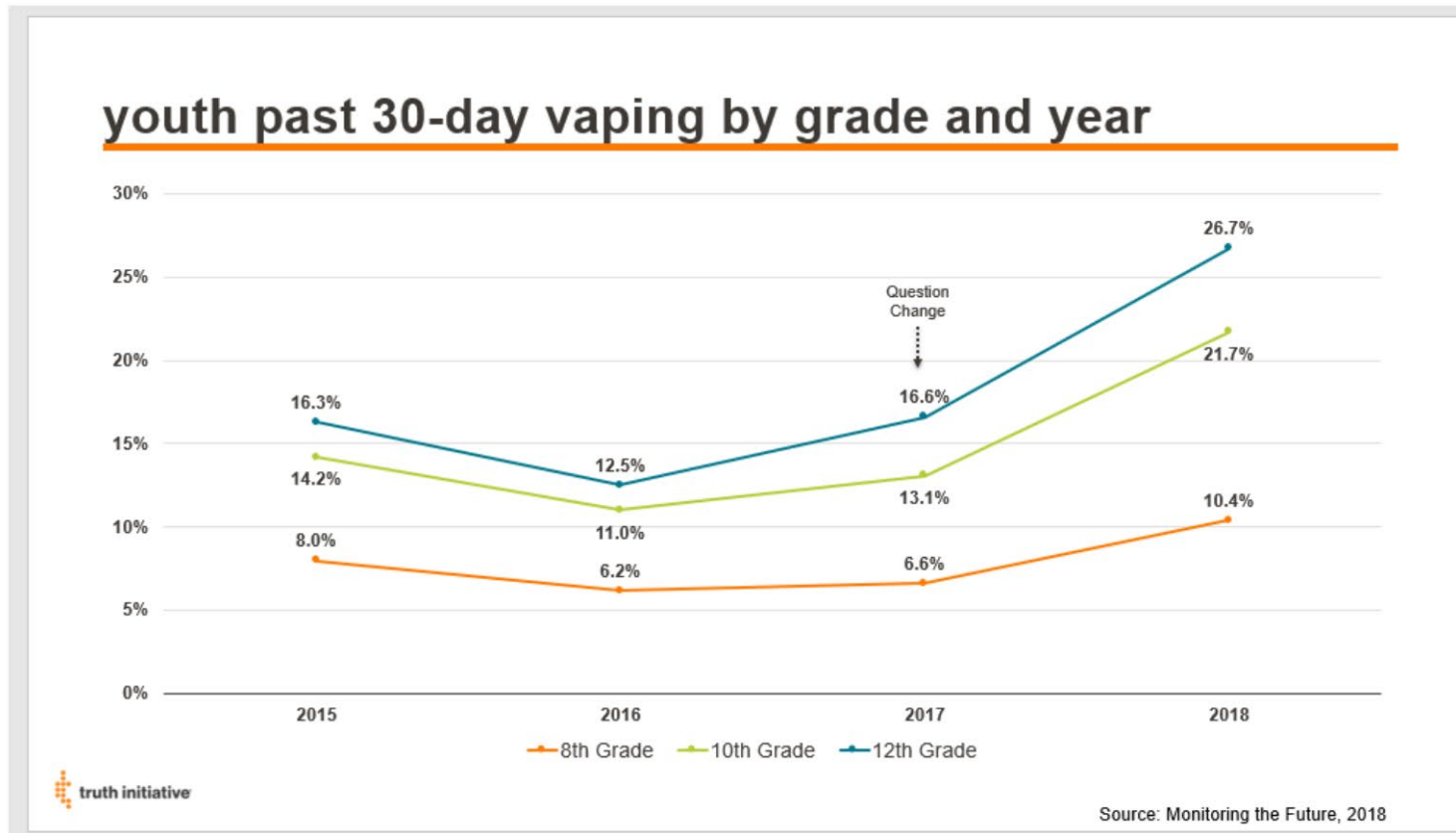
**The Problem:  
Youth Vaping Epidemic**



## AMERICAN HEART ASSOCIATION SCIENTIFIC STATEMENT

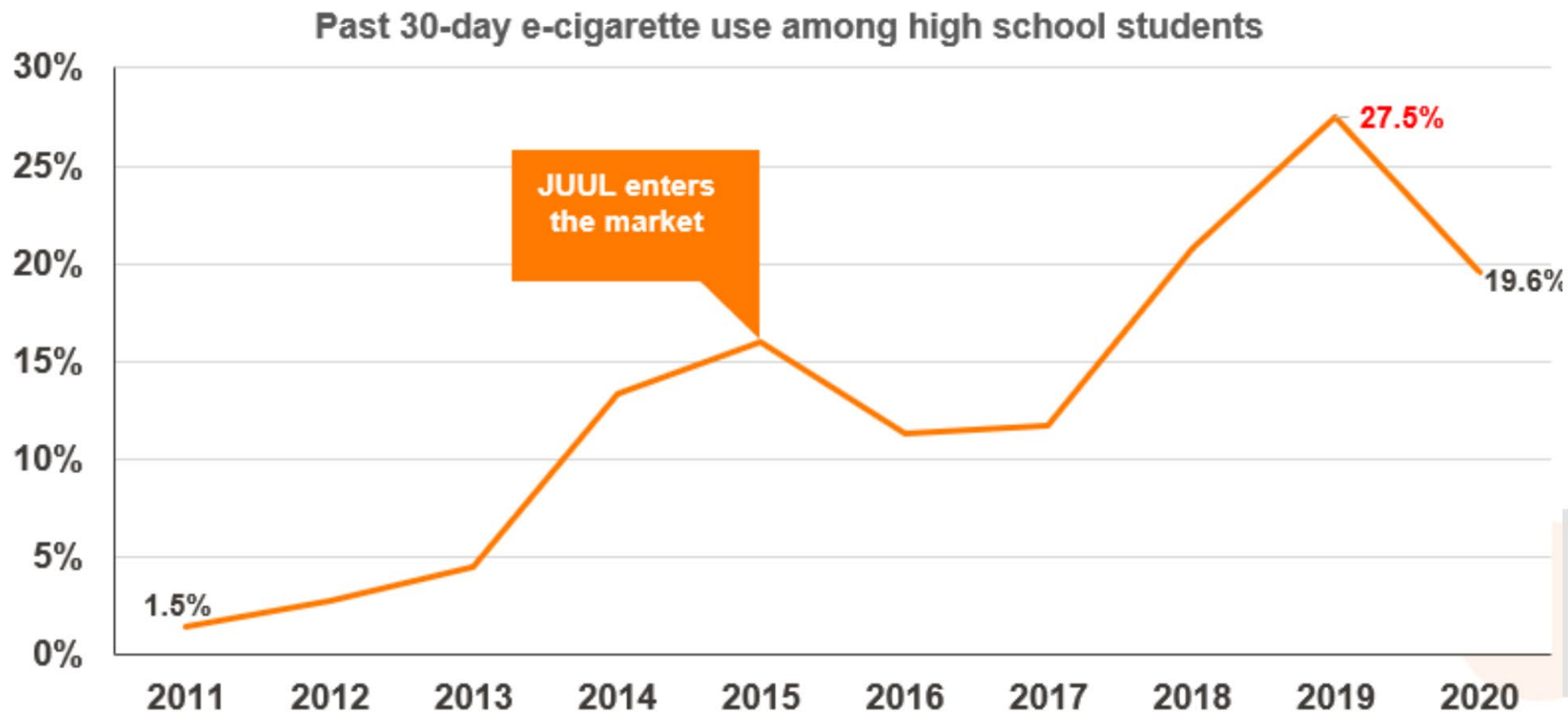
Adolescents may experience short-term respiratory effects from vaping, such as coughing and wheezing, but studies are needed to determine long-term effects on their hearts and lungs.<sup>13</sup>

# E-Cigarette Use is Surging





# E-Cigarette Use Prevalence: High School, 2011-2020



# Youth E-Cigarette Epidemic

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**1 in 5**



**High school students vape (19.6%)**



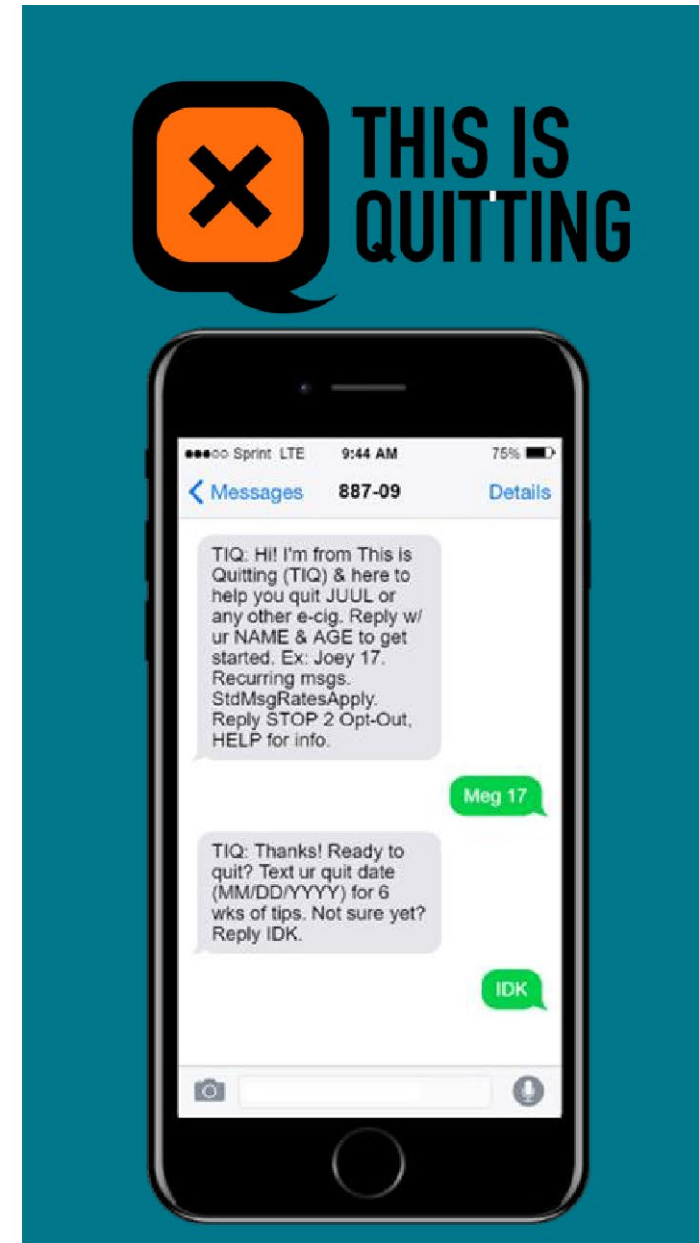
**This is Quitting:  
A Quit Vaping Program for Teens and Young Adults**

# Program Design

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Vaping cessation text messages for teens and young adults

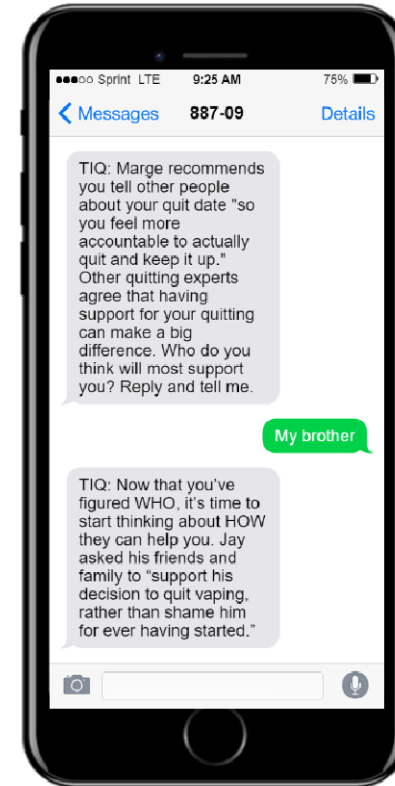
- Confidential, available 24/7
- Easy to enroll: text a designated keyword to 887-09
- Option to set a quit date
- Over 12 weeks of daily text messages



# Program Design (continued)

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- Interactive messages to get to know users
- On-demand support for cravings, stress, relapse, and more
- Evaluation questions at 2 weeks and 1, 2, 3 months post-enrollment



# Text Messages Content

Teens  
13-17

- Context-specific language about school, social norms, and family
- Tailored by product type

Young adults  
18-24

- Context-specific language about school, work, social norms, and family
- Tailored by product type

Program length and content based on quit date

Age appropriate guidance and support for NRT

Cognitive and behavioral tips and coping strategies

Acknowledges social isolation involved in quitting

Social support and social norms around quitting

# Does it work?

- Changes in e-cigarette use at 2 weeks

	Teens	Young adults
I still JUUL the same amount	34.3%	31.4%
I JUUL less	45.4%	46.0%
I don't JUUL at all anymore	22.0%	23.1%

- Comparative effectiveness randomized trial completed with young adults

## Abstinence

**33%**

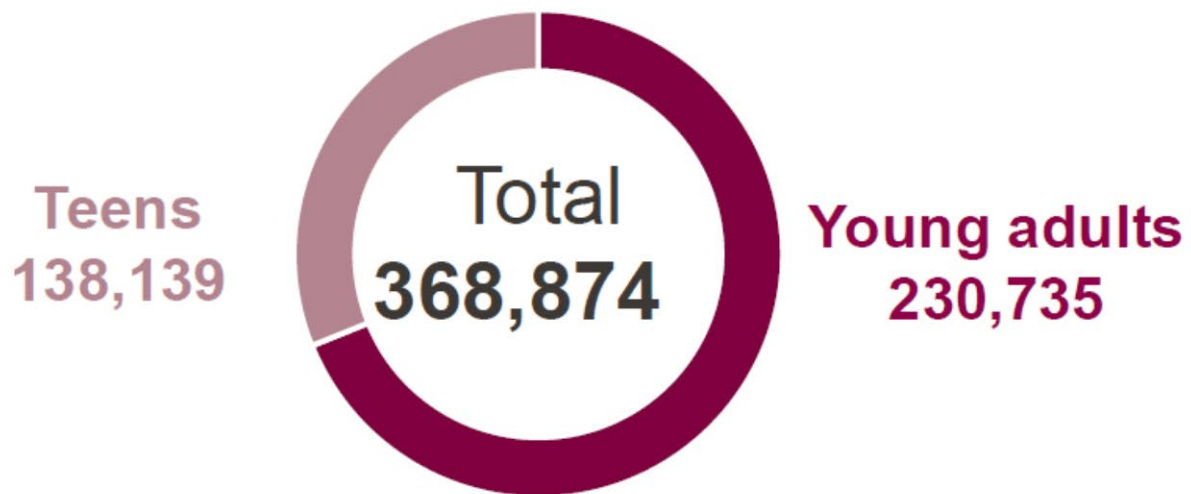
7-day abstinence at 3 mo.

**20%**

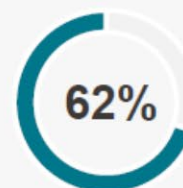
30-day abstinence at 3 mo.

# Uptake and engagement

Jan 18, 2019 – September 7, 2021

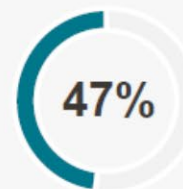


## Engagement



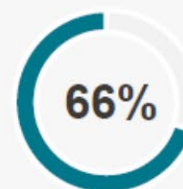
62%

Set Quit Date



47%

Use Extra Support Keywords



66%

Complete Full Program



# Randomized Trial - YA

- Published in JAMA, May 2021
- This is Quitting increased quit rates among young adults aged 18-24 by nearly 40% compared to a control group.
- Participants enrolled in This is Quitting had higher quitting rates regardless of age, race, ethnicity, gender, sexual orientation, nicotine dependence, social influences to vape, and other substance use.



Research

JAMA Internal Medicine | Original Investigation

## Effectiveness of a Vaping Cessation Text Message Program Among Young Adult e-Cigarette Users A Randomized Clinical Trial

Amanda L. Graham, PhD; Michael S. Amato, PhD; Sarah Cha, MSPH; Megan A. Jacobs, MPH; Mia M. Botticher; George D. Papandonatos, PhD

**IMPORTANCE** e-Cigarettes are the most commonly used tobacco product among young adults (YAs). Despite the harms of nicotine exposure among YAs, there are few, if any, empirically tested vaping cessation interventions available.

**OBJECTIVE** To determine the effectiveness of a text message program for vaping cessation among YAs vs assessment-only control.

**DESIGN, SETTING, AND PARTICIPANTS** A parallel, 2-group, double-blind, individually randomized clinical trial was conducted from December 2019 to November 2020 among YA e-cigarette users. Eligible individuals were US residents aged 18 to 24 years who owned a mobile phone with an active text message plan, reported past 30-day e-cigarette use, and were interested in quitting in the next 30 days. Participants were recruited via social media ads, the intervention was delivered via text message, and assessments were completed via website or mobile phone. Follow-up was conducted at 1 and 7 months postrandomization; follow-up data collection began January 2020 and ended in November 2020. The study was prespecified in the trial protocol.

**INTERVENTIONS** All participants received monthly assessments via text message about e-cigarette use. The assessment-only control arm (n = 1284) received no additional intervention. The active intervention arm (n = 1304) also received This is Quitting, a fully automated text message program for vaping cessation that delivers social support and cognitive and behavioral coping skills training.

**MAIN OUTCOMES AND MEASURES** The primary outcome was self-reported 30-day point prevalence abstinence (ppa) at 7 months analyzed under intention-to-treat analysis, which counted nonresponders as vaping. Secondary outcomes were 7-day ppa under intention-to-treat analysis and retention weighted complete case analysis of 30-day and 7-day ppa.

**RESULTS** Of the 2588 YA e-cigarette users included in the trial, the mean (SD) age was 20.4 (1.7) years, 1253 (48.4%) were male, 2159 (83.4%) were White, 275 (10.6%) were Hispanic, and 493 (19.0%) were a sexual minority. Most participants (n = 2129; 82.3%) vaped within 30 minutes of waking. The 7-month follow-up rate was 76.0% (n = 1967), with no differential attrition. Abstinence rates were 24.1% (95% CI, 21.8%-26.5%) among intervention participants and 18.6% (95% CI, 16.7%-20.8%) among control participants (odds ratio, 1.39; 95% CI, 1.15-1.68; P < .001). No baseline variables moderated the treatment-outcome relationship, including nicotine dependence.

**CONCLUSIONS AND RELEVANCE** Results of this randomized clinical trial demonstrated that a tailored and interactive text message intervention was effective in promoting vaping cessation among YAs. These results establish a benchmark of intervention effectiveness.

**TRIAL REGISTRATION** ClinicalTrials.gov Identifier: NCT04251273

JAMA Intern Med. 2021;181(7):923-930. doi:10.1001/jamainternmed.2021.793  
Published online May 17, 2021.

- [Visual Abstract](#)
- [Invited Commentary](#)  
page 930
- [Supplemental content](#)

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**Corresponding Author:** Amanda L. Graham, PhD, Innovations Center, Truth Initiative, 900 G St NW, 4th Floor, Washington, DC 20001 (agraham@truthinitiative.org).

# Testimonials

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*"I know you can't really respond to this cause you are a computerized program but this helps a lot and I just flushed my JUUL down the toilet! One step closer."*

*"Thanks so much all of the help! I'm feeling confident already."*

*"This is amazing. Never gotten this much support right off the bat."*

# CURRENT CLIENTS OF “THIS IS QUITTING” IN THE U. S.

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American Heart Association

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9 states: MA, VT, RI, NY, KY, MD, IN, WA, ME

1 large health plan

4 local governments:

- NYC
- McLaren Central Michigan
- Staten Island, NY
- Douglas County, OR

2 school districts:

- Chatham County, NC
  - Unified School District 385 (Andover, KS)
-

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