THE PROBLEM

11.7% of ND high school students report current cigarette smoking (within the past 30 days).
YRBS, 2015

10.6% of ND high school students report current smokeless tobacco use (within the past 30 days).
YRBS, 2015

22.3% of ND high school students report current use of electronic vapor products (within the past 30 days).
YRBS, 2015

91.3% of ND adults perceive youth tobacco use in their community as a problem.
CRS, 2015

www.breathend.com
Be an advocate for prevention.
www.prevention.nd.gov
HOW DID THIS BECOME A PROBLEM?

Early Age of First Use
33.3% of ND high school smokers report they smoked their first cigarette before age 13.
YRBS, 2015

Accessibility
43.8% of ND high school students report it would be very easy to get tobacco products if they wanted some.
YTS, 2015

Advertising
7 out of 10 kids are exposed to e-cigarette ads.
NYTS, 2015

7 out of 10

89.1%

of North Dakota adults disagree that it is okay for youth to smoke e-cigarettes.
CRS, 2015