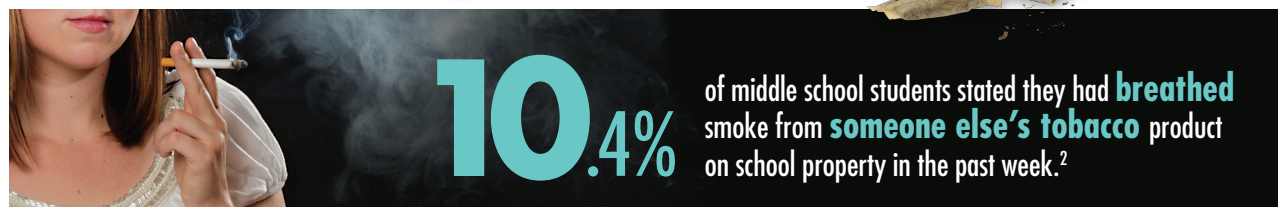
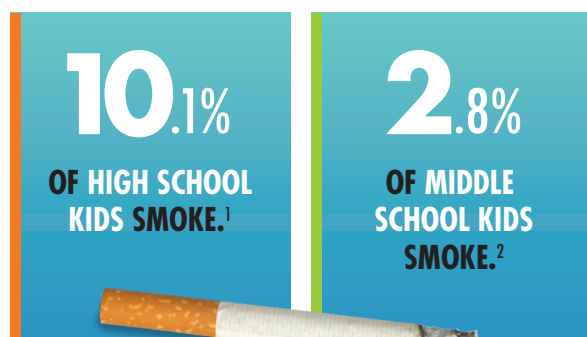


TOBACCO USE AMONG TEENAGERS IN SOUTH DAKOTA IS A PROBLEM.



HERE'S WHY...



Among middle school students who tried to purchase cigarettes, **70.9%** were able to do so, and only **29.1%** of attempts to purchase cigarettes were **refused**. The most common place of purchase was a gas station.²



Among middle school students, **73%** saw **promotion of tobacco** products in convenience stores.²



66.1% of middle school students reported seeing promotion of tobacco products on TV or in movies.²



Having a parent or other household member that uses tobacco contributes significantly to tobacco use in this middle school population. Of those using tobacco, **70.1%** had a **household member that used**, nearly double the household use rates among non-tobacco users.²



34.9% of high school students were in the **same room or car** with someone who was **smoking cigarettes** on 1 or more of the past 7 days.¹



Nearly 68% of school districts overall **did NOT** have a tobacco-free buildings and grounds policy that applied to all persons.³



WHAT CAN WE DO ABOUT IT?

1 Implement a 24/7 tobacco-free buildings & grounds school policy.

A policy combined with school-based education, and community and mass media efforts can effectively prevent or postpone the onset of smoking by **20-40%** among teenagers in the United States.

Tobacco-free policies work because they:

- Provide positive role modeling by adult employees and visitors
- Reduce belief that tobacco use is a normal behavior
- Support tobacco prevention messages
- Prepare students for tobacco-free workplaces
- Reduce exposure to secondhand smoke

To find out if your school district has a comprehensive tobacco-free policy or for more information to help you implement a comprehensive tobacco-free policy in your school, visit **BeFreeSD.com/learn**.

2

The QuitLine works. The majority of young smokers have tried to quit, and the QuitLine works far better than going it alone. **The QuitLine has a 42.9% quit rate** reported at 7 month follow-up for youth tobacco users. By comparison, only about 5% of tobacco users are able to quit on their own, without support. **Free services are available** and designed to help tobacco users kick the habit. QuitLine promotion among school staff, particularly counselors and nurses, is needed. Learn more at **SDQuitLine.com** or call **1.866.SD-QUITS**.

3

Mobilize your community to restrict minors' access to tobacco products in combination with additional interventions, such as supporting retailer education and enforcement of retailer sales laws.



BE TOBACCO FREE