

South Dakota Department of Health

Tobacco Control Program

Department of Health



Program Goals

- Reduce Initiation of Tobacco Use
- Increase the number of people who quit using tobacco
- Decrease Exposure to Secondhand Smoke
- Target prevention efforts towards those populations with disparate tobacco use

Statewide Program Activity

- SD QuitLine 1-866-737-8487
- Healthcare (IHS, Public, Private) – PHS Treatment Guidelines
- Health Promotion Programs (Diabetes, Heart, Cancer, Oral Health)
- State Agencies (DOE, DSS, DHS)
- Evaluation (BRFSS, YTS, YRBS)
- Annual Training Workshop

Statewide Program Activity

- Business Kits
- Quit Kits
- Referral to other cessation assistance
- LifeSkills
- Materials Development
- Signage

Statewide Program Activity

- Countermarketing:
 - QuitLine Campaign
 - American Indian Campaign
 - Pregnant Woman Campaign
 - Spit Tobacco Campaign
 - Secondhand Smoke Campaign

Local Coalitions

- Any community can apply
- Must address the 3 goals
- Follow federal funding guidelines
 - Ex. Smoking and tobacco use bans
 - Ex. School programming
 - Ex. Countermarketing

Examples of Media - QuitLine



Examples of Media - QuitLine



Examples of Media – TV Ad



Examples of Media - Poster



We can stop this.

IT HAS BEEN SAID OF OUR PEOPLE that our spirits are free because we ate of the land. That our connection to the earth, and to each other is our power – our promise.

And we have overcome much.

But now, I am sad.

I see my people being targeted by Big Tobacco.

And it's working.

I see my family – almost half are using commercial tobacco.

I see my grandchildren's eyes through a cloudy haze of tobacco smoke – their bodies made weaker from exposure – sisters and brothers and cousins overcome by addiction – passing the "chaungee" to one another with no tradition, no ceremony.

My heart breaks to see Big Tobacco crushing our people – spoiling our tradition.

Ask you now to find your power – to help keep our people strong.

Together we can overcome the addiction and we must encourage one another to remember our promises.

Big Tobacco will not crush our spirit.

Find your power.

Find a way to stop.

If you need help, call toll free:
1.866.SD-QUITTS
1.866.732.8777



Examples of Media - Poster

WHO'S GOT THE POWER?
STORY BY SAGGY MORTAL & WALLY BERRY

ME TONY 20

TWO MONTHS LATER

ME TONY 34

LATER AT HOME

ME TONY 55

AT THE REVIEWS

ME TONY 89

A FEW MORE LATER

ME TONY 233

NEVER FORGET

YOU'VE GOT THE POWER!

FACT: One of the main reasons people start smoking is social pressure.

FACT: 5,400 teens start smoking every day.

FACT: While only 2% of daily smokers in high school think that they will quit by smoking in 5 years, more than 40% are still smoking daily 10 to 20 years later.

FACT: In South Dakota, about half of all American Indians use commercial tobacco products and more than 25% of non-Indian people.

FACT: Tobacco has killed more Americans than AIDS, drug & alcohol abuse, gun accidents, suicide and homicide, traffic accidents.

FACT: The South Dakota Quitline is confidential and toll free.

CALL THE SOUTH DAKOTA QUITLINE 1-866-SD-QUITS

Ft. Thompson Coalition – Poster

Elders know addiction is not a tradition.
Keep tobacco sacred.



Ft. Thompson Coalition - Poster

**There are much
better things to do
with your time...**



Quit smoking for life.

Ft. Thompson Coalition - Poster

Secondhand
smoke harms
those you love.

Please don't smoke
around your kids.



Crow Creek Tobacco Coalition · South Dakota Department of Health

Ft. Thompson Coalition - Poster

