

South Dakota Tobacco Control State Plan 2020-2025

VISION: All South Dakotans will enjoy healthy lives free from the harms of tobacco.

MISSION: Enhance the quality of life for all South Dakotans through prevention and reduction of tobacco use and exposure.

	I. YOUTH TOBACCO INITIATION	II. TOBACCO CESSATION
Goals FOCUS ON	Prevent tobacco use among youth and young adults.	Promote quitting of all tobacco products.
Objectives MEASURE	<ol style="list-style-type: none"> 1. Decrease the percentage of youth grades 6-8 who have ever smoked cigarettes from 9% to 6%. 2. Decrease the percentage of youth grades 6-8 who have ever used e-cigarettes from 8.2% to 7%. 3. Decrease the percentage of youth grades 9-12 who have ever smoked cigarettes from 31.4% to 25%. 4. Decrease the percentage of youth grades 9-12 who have ever used e-cigarettes from 50.6% to 45%. 5. Decrease percentage of adults 18-24 who smoke cigarettes from 18% to 10%. 6. Decrease percentage of adults 18-24 who use e-cigarettes from 9.8% to 8.8%. 	<ol style="list-style-type: none"> 1. Decrease the percentage of adults who currently use tobacco from 26% to 23%. 2. Increase the number of tobacco users enrolling in the SD QuitLine services from 5,520 to 5,900. 3. Decrease the percentage of pregnant women who smoke from 11.8% to 7%. 4. Decrease the percentage of young adults who currently use tobacco from 26.3% to 23%. 5. Decrease the percentage of youth grades 9-12 who currently use tobacco from 29.7% to 20%. 6. Decrease the percentage of youth grades 6-8 who currently use tobacco from 7.3% to 6.5%.
Strategies WORK ON	<ol style="list-style-type: none"> A. Educate partners, decision-makers, and the public about tobacco marketing and sales tactics that target youth. B. Adopt comprehensive 24/7 tobacco-free buildings and grounds policies at all educational institutions. C. Advance evidence-based policy, systems, and environmental changes that discourage tobacco use among youth and young adults. 	<ol style="list-style-type: none"> A. Implement healthcare systems approaches that promote cessation and tobacco-free facilities. B. Promote interventions that support cessation in community settings like workplaces and schools. C. Enhance existing cessation services to include cessation of emerging products and to leverage new technology.

Download the entire South Dakota Tobacco Control State Plan at befreesd.com/about-us/sd-state-plan



Sources: a) South Dakota YTS, 2017 b) South Dakota YRBS, 2015 c) South Dakota BRFSS, 2018 d) South Dakota Vital Statistics Report, 2018 • Revised August 2020



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PRIORITY POPULATIONS

- American Indians
- People with behavioral health conditions
- People of low socioeconomic status
- Pregnant and postpartum women
- Youth (under 18) and young adults (18-24)

	III. TOBACCO EXPOSURE	IV. HEALTH EQUITY
Goals FOCUS ON	Eliminate all types of exposure to tobacco use.	Strive to achieve health equity in tobacco control.
Objectives MEASURE	<ol style="list-style-type: none"> 1. Decrease the percentage of youth grades 9-12 who were in the same room or car as someone smoking from 33.4% to 24%. 2. Decrease the percentage of youth grades 6-8 who were in the same room or car as someone smoking from 26% to 20%. 3. Increase the percentage of adults who report smoking is not allowed anywhere in their home from 85.8% to 94%. 4. Increase the number of tobacco-free parks policies in the state policy monitoring system from 5 to 10. 	<ol style="list-style-type: none"> 1. Decrease the percentage of American Indian youth grades 6-8 who report having ever used e-cigarettes from 17.5% to 15.5%. 2. Decrease the percentage of American Indian adults who currently use tobacco from 47.8% to 43%. 3. Increase the number of tribes with comprehensive smoke free air policies from 1 to 3. 4. Decrease the percentage of Medicaid recipients who use tobacco from 41.4% to 37%. 5. Decrease the percentage of adults with behavioral health conditions who use tobacco from 33.1% to 29.5%.
Strategies WORK ON	<ol style="list-style-type: none"> A. Advocate for smoke- and e-cigarette-free housing. B. Advocate for tobacco-free parks, recreational areas, and rodeo grounds. C. Advocate for tobacco-free workplaces. 	<ol style="list-style-type: none"> A. Use the Tribal Tobacco Advocacy Toolkit to encourage tribal governments to adopt comprehensive smoke-free air policies. B. Enhance reach of cessation services to priority populations by reducing barriers and offering accessible, targeted services. C. Implement approaches that promote cessation at behavioral health facilities, including creating tobacco-free facilities and referring patients to cessation services. D. Educate partners, organizations that serve priority populations, and the public about tobacco-related disparities.



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