

YES ON MEASURE 4

YES 4 **KIDS** | YES 4 **VETERANS** | YES 4 **HEALTH**

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PAID FOR BY RAISE IT FOR HEALTH NORTH DAKOTA, DR. ERIC JOHNSON, CHAIR

I Support North
Dakota Veterans

YES ON MEASURE 4

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**I Support Healthy
North Dakota Kids**

YES ON **MEASURE 4**

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Top 5 Reasons to vote YES on Measure 4

Measure 4 would increase North Dakota's tax cigarette tax from a shamefully low \$0.44 to \$2.20 per pack and increase the tax on all other tobacco products to a proportional rate. New revenues generated by Measure 4 would be allocated to a veterans' tobacco trust fund and the community health trust fund.

- #1 Higher tobacco prices is proven to prevent kids from ever starting.
- #2 Higher tobacco prices is proven to help current tobacco users quit.
- #3 Reducing tobacco-related death and disease saves millions in health care costs.
- #4 Provides new funding for medical, physical, and psychological needs of North Dakota veterans.
- #5 Provides new funding for programs to address the mental health and substance abuse crisis and prevent and treat chronic disease.

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