



## ANSR helps Benton County Adopt Strong Tobacco Licensing Ordinance

Benton County Commissioners unanimously voted to strengthen their tobacco retail licensing ordinance on Sept. 26, 2022. The changes to the ordinance included updating definitions to match state and federal law; capping the number of tobacco shops at zero; prohibiting the sale of all flavored tobacco products at retail locations, and increasing penalties for violations. The new ordinance also prohibits the redemption of coupons and price promotions for commercial tobacco products sold in the county. ANSR provided technical assistance to this community by helping with strategy around best practices, community organizing and engagement, and messaging.

"I am so proud of the work put into this community, BY the community! It was so much fun to work with this team," ANSR's Katie Engman said.



*ANSR staff Katie Engman and Molly Schmidtke in Benton County for the public hearing and vote.*

ANSR continues to assist with preparing for implementation on Jan. 1, 2023.

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*Benton County Commissioners with public health staff, community members, and ANSR staff after the public hearing and unanimous vote in support of the tobacco licensing ordinance.*

# ANSR Hosts 48th Annual Prevention Program Sharing Conference in Duluth



## Minnesota Prevention Program Sharing Conference

*Growing Hope: The Power of Primary Prevention*

This October, the ANSR's Minnesota Prevention Resource Center hosted the 48th Annual Minnesota Prevention Program Sharing Conference in Duluth marking a return to gathering in-person after two years of virtual conferences. All of the conference sessions were recorded and are available to view online. The conference was funded by the Minnesota Department of Human Services.

This is the first year the Program Sharing Conference was hosted both in-person and virtually; 249 people attended in Duluth and 190 people participated online.

This year's keynote speakers were Dr. Anton Treuer, a professor of Ojibwe at Bemidji State University, Sharon M. Day, Executive Director of Indigenous People's Task Force with the Ikidowin Youth Theatre Ensemble, and Shaun Floerke, JD, President and CEO of the Duluth Superior Area Community Foundation.

If you did not register for this year's conference, but are interested in viewing recorded sessions, contact Madeline at MPRC ([madeline@ansrmn.org](mailto:madeline@ansrmn.org)).

Save the date for next year's conference which will be held October 17th and 18th, 2023 in Brainerd!



*ANSR staff attending and presenting at the Minnesota Prevention Program Sharing Conference.*



*Attendees listen to the keynote presentation during the conference in the Duluth Entertainment Convention Center.*

## Eliminating Price Discounting is a Priority

Promoting commercial tobacco products like chew and cigarettes with price discounts has long been the most powerful tool in the marketing tool box of the tobacco industry. Big manufacturers like Philip Morris and R.J. Reynolds spend more on pushing price discounts than on any other type of advertising. Therefore, it was no surprise that the e-cigarette industry borrowed a page from commercial tobacco's playbook, spending millions of dollars on discounts to attract new users. E-cigarette manufacturers spent \$182.3 million on discounts in 2019 and slightly less in 2020. It was the largest advertising expense for the industry both years.

ANSR's Tobacco Marketing project, funded with a grant from Blue Cross and Blue Shield of Minnesota, collects direct mail marketing materials from chew, e-cigarette and cigarette manufacturers. The vast majority of the mailings include coupons, some discounting the product by 50 or 75 cents but others offering packs for only a dollar or two.

These types of discounts undermine people's resolve to quit. The industry knows it is their most effective marketing tool and uses it extensively including sending electronic coupons to people's cell phones.

Cities, counties and the state can put a stop to this practice by prohibiting price discounting. The City of Saint Paul passed a price discounting ordinance in 2021 and Benton County followed suit this past September, a complement to their already robust retail tobacco ordinances.

Learn more about ANSR's price discounting campaign, Don't Discount My Life, at [www.dontdiscountmylife.org](http://www.dontdiscountmylife.org).

## ANSR Gears Up To Work on Flavored Tobacco Products at the State Legislature

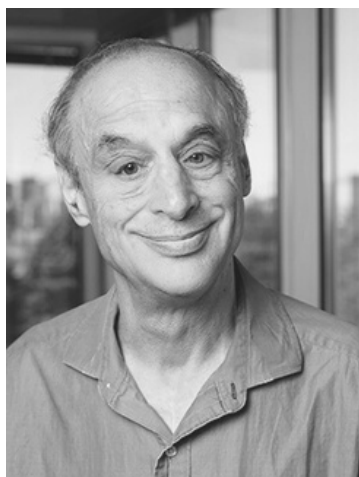


Menthol in cigarettes and chew is used to decrease the harshness of commercial tobacco making it easier to start and harder to stop. Sweet, fruity, and minty flavors in e-cigarettes lure young people into trying vape products and the nicotine keeps them coming back for more. Clearing the shelves of flavored tobacco products would lead to significant public health improvements. ANSR is partnering with other tobacco control advocates in the Smoke-Free Generation Coalition to pass legislation at the state level to accomplish that goal.

The coalition has pushed this legislation for several years and its bills have passed through several committees, but progress has stalled. With many new members in the House and Senate, the coalition is optimistic that passage this session is possible. Expect to hear more about the bill and its progress in the months to come.

Learn more and stay updated at [www.beautifullyeuglytruth.org](http://www.beautifullyeuglytruth.org).

## Donor Spotlight! Why I support ANSR



"It is a pleasure to support the critically important work of ANSR. ANSR has played a unique role on the front lines of reducing tobacco harms and fighting against the tobacco industry for many years. From the pioneering state clean indoor legislation in 1975 to the Freedom to Breathe Act of 2007 and raising tobacco taxes, ANSR has consistently led the way and has been a model for tobacco control both nationally and internationally. This history of success shows what a small highly committed organization can accomplish, often against considerable odds. As a resident of Minnesota and as a lifelong tobacco control advocate, I feel a considerable debt of gratitude to ANSR and look forward to further supporting this vital work in the future."

-Harry Lando, PhD

Professor Emeritus, Division of Epidemiology and Community Health  
University of Minnesota-School of Public Health

## Fundraising Update

Give to the Max Day was a huge success thanks to good folks like you! ANSR has received over \$12,000 in Give to the Max Day donations to continue the work detailed in the rest of this newsletter. Thanks so much from all of us at ANSR! These dollars are vital to helping ANSR achieve its mission of reducing the human and economic costs of commercial tobacco, nicotine and other drug use in Minnesota.



It's not too late to donate. Use the membership form below or visit [www.ansrmn.org/donate](http://www.ansrmn.org/donate).  
Donations are accepted year round.

### ANSR Membership Form

*Already a member? Not your renewal date? Pass this form along to someone you think might be interested. Share your newsletter. Also, please send in your email address to help us update our records.*



I want to help ANSR's ongoing work:

Guarantor  \$100  \$200  Other

Sustaining member  \$50  \$75

Contributing member  \$30  \$40

Regular member  \$25

Associate member  \$15  \$10

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H (\_\_\_\_) \_\_\_\_\_ (W) \_\_\_\_\_

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Contributions are  
tax deductible.*

Anyone wishing to donate to ANSR or renew their membership online may do so at [www.ansrmn.org/donate](http://www.ansrmn.org/donate)

Please mail this form with your check to:  
**Association for Nonsmokers-Minnesota**  
2395 University Ave. W., Suite 310  
St. Paul, MN 55114-1512



# ANSR Updates Mission Statement and Values



ANSR is the oldest Minnesota organization dedicated only to tobacco prevention, however, for the past six years, ANSR's work has extended beyond just tobacco. Changes in the landscape over the last few years have made it increasingly difficult for ANSR to just stick to tobacco prevention. For example, with dramatic increases in cannabis smoking our hard won smoke-free policies in apartments and other public places are threatened. Unlike a decade ago, many of the calls to the ANSR office are complaints of cannabis smoke leaking into people's apartments.

ANSR began providing technical assistance and training six years ago to community groups working on alcohol, tobacco and other drugs (ATOD), under a grant from the Minnesota Department of Human Services. Our tobacco expertise is readily applied to work on alcohol and other drugs and with ANSR's influence, more local prevention coalitions are putting the T back in ATOD and are including tobacco prevention in their local work.

The ANSR board recently updated our mission statement to reflect this change in the needs of tobacco prevention and the opportunity to apply our knowledge more broadly to related topics. The updated mission statement also positions ANSR to better respond to threats to hard won smoke-free policies from cannabis smoke.

ANSR's new mission statement:

ANSR is dedicated to reducing the human and economic costs of commercial tobacco, nicotine and other drug use in Minnesota.

Our core commitments are:

- to protect young Minnesotans from a lifetime of addiction;
- to ensure that all Minnesotans can breathe clean, smoke-free air everywhere; and
- to reduce health inequities and other disparities in relation to commercial tobacco, nicotine and other drugs.

Read more about our values here: [www.ansrmn.org/ansr-values](http://www.ansrmn.org/ansr-values).



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For more information, contact ANSR at:  
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Thank you for all you do for ANSR. Please consider sharing this newsletter with a friend!



# ANSR takes on Public Health in Washington DC



ANSR staff member, Molly Schmidtke, and a long-time youth intern, Anna Grace Hottinger, traveled to Washington DC for the Society for Public Health Education (SOPHE) Advocacy Summit in October. At this summit, Molly and Anna Grace presented on the youth surveys conducted on Mounds View High School students, funded by Ramsey County's Statewide Health Improvement Partnership Initiative. The presentation focused on the importance of peer-to-peer advocacy, the intersections of vaping and mental health, as well as how COVID impacted youth vaping.

While in DC, Molly and Anna Grace shared materials about ANSR and the statewide Minnesotans for a Smoke-Free Generation Coalition with congressional offices like Senator Smith, Senator Klobuchar and Representative Emmer.

