

# THE ANSR

Association for Nonsmokers - Minnesota

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ANSR staff photo

Menthol Coalition members and advocates celebrate with Minneapolis City Council Members Cam Gordon and Lisa Bender after an ordinance restricting the sale of menthol tobacco products passed.

## Minneapolis restricts sale of menthol products

The Minneapolis City Council showed strong leadership in protecting the health and well-being of its residents on Aug. 4 by restricting the sale of menthol tobacco products to adult-only tobacco and liquor stores.

The council passed the ordinance 10-2. Council Members Cam Gordon and Lisa Bender co-authored the ordinance, which is designed to reduce youth smoking and combat tobacco industry targeting.

“The community, especially many

of our youth and a wide range of community members, asked us to do more to address the unique dangers of menthol tobacco,” Gordon, chair of the Health, Environment and Community Engagement Committee, said. “The deadly consequences of tobacco use are undeniable, and limiting youth access to menthol tobacco is one thing we can do to prevent some people from starting and getting addicted, which will

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The Saint Paul City Council will introduce an ordinance to restrict sales of menthol tobacco on Sept. 6. The public hearing will be Sept. 20. Come at 5:30 p.m. to show your support. As in Minneapolis, the ordinance has a lot of community support. Additionally, the Saint Paul School Board passed a resolution supporting the ordinance. Learn more at: [www.BeautifulLieUglyTruth.org](http://www.BeautifulLieUglyTruth.org)

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improve the health of future generations.”

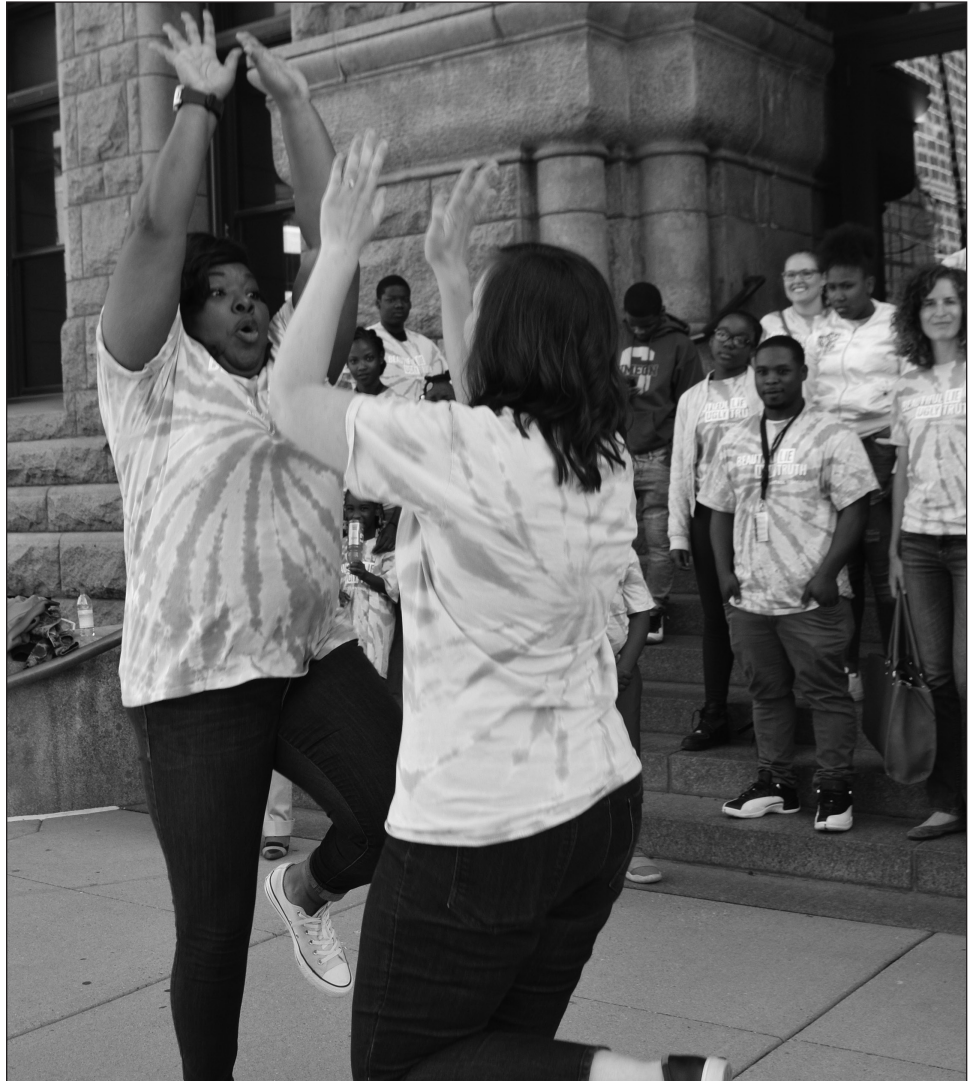
The tobacco industry has targeted the African American community for five decades with menthol tobacco products. The industry also highly targets youth, women and the LGBTQ community.

“I am proud to support our youth in their effort to restrict access to menthol tobacco in order to reduce the likelihood they will start using tobacco products and ultimately suffer from preventable problems, including heart disease and cancer,” Bender said. “We know the marketing of these products is targeted to young people, specifically black youth, and we’ve heard loud and clear from these young people that they do not want these products readily available in their communities.”

The ordinance had tremendous community support, including 50-plus organizations involved in the Minnesota Menthol Coalition, as well as numerous African American Community leaders. State Sen. Jeffrey Hayden and Reps. Rena Moran and Ilhan Omar supported the ordinance.

The community was passionate in placing the health of residents over profits for the tobacco industry.

“Our health is not for sale,” said Juan Jackson, Board Chair for NorthPoint Health & Wellness Center and Board Secretary for the National African American Tobacco Prevention Network.



ANSR staff photos

LaTrisha Vetaw, left, from NorthPoint Health & Wellness Center, and Betsy Brock of ANSR were the co-chairs of the Minnesota Menthol Coalition.

“This menthol restriction is 20 years overdue. There is nothing cool or soothing about a cigarette or making money from harming our youth. We thank our elected officials who’ve chosen to follow the communities’ leadership on this problem.”

At the public hearing on July 24,

more than 50 coalition members and advocates testified in support of the ordinance.

Enforcement of the ordinance will go into effect on Aug. 1, 2018. The number of stores selling menthol tobacco products will be reduced from more than 300 to just 47 adult-only tobacco and liquor stores.

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For more information, contact ANSR at:

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# Edina registers major first

## City first in state to raise sale age for tobacco to 21

The Edina City Council showed strong leadership in protecting the health and well-being of its youth on May 2. The City Council voted unanimously to raise the sale age for all tobacco products to 21.

“For me, it’s a fairly straightforward situation,” Mayor James Hovland said. “The long-term benefits to public health far outweigh the commercial aspects of this. This fits in the realm of what we can do and where we can make a difference. Hopefully, it will percolate up to the state.”

Edina is the first city in Minnesota to raise the age to 21. It joins five states – Hawaii, California, Oregon, Maine and New Jersey – and more than 260 municipalities in protecting youth by raising the sale age for tobacco to 21.

More than 95 percent of current smokers started smoking before they turned 21. If youth don’t start smoking before the age of 21, they likely never will.

Ages 18-21 are a critical time when young people move from intermittent smoking to daily use. Four out of five experimental smokers become daily smokers by age 21.

Needham, Mass., raised the tobacco age to 21 in 2005 and within five years, tobacco use among high school students decreased by nearly half.

Edina first considered raising the age to 21 after a presentation last fall from Community Health Commissioner, Dr. Caleb Schultz.



ANSR staff photo

Advocates in Edina celebrate after the City Council passed an ordinance raising the sales age for tobacco products to 21.

Councilmembers heard from many members of the community during the public hearing, including Dr. Schultz, who has spearheaded the policy effort.

“(Tonight) Edina demonstrated how much we value our children’s health by being the first city in Minnesota to enact a Tobacco 21 ordinance,” Schultz said. “I’m proud of Edina for taking this major step in creating the first truly tobacco-free generation.”

A national consensus is growing to

prevent addictions and future health problems by raising the sale age of tobacco products to 21.

- Research shows that increasing the tobacco age in Minnesota would prevent 30,000 kids from becoming smokers over the next 15 years.

- The tobacco industry heavily targets 18-to-21-year olds with candy flavoring, magazine advertisements and event sponsorships.

- 75 percent of adult Americans favor increasing the minimum purchase age for tobacco to 21.



ANSR staff photo

Advocates in Saint Louis Park celebrate after the City Council passed an ordinance raising the sales age for tobacco products to 21, making Saint Louis Park the second city in the state to pass this.

## Saint Louis Park lifts purchase age to 21

The Saint Louis Park City Council showed strong leadership in protecting the health and well-being of its youth on July 17. The City Council voted 6-1 to raise the sale age for all tobacco products to 21.

“It’s well-documented that people are more likely to develop a smoking habit if they start as teenagers,” Councilmember Sue Sanger said. “Raising the minimum age to 21 appears to be a very sensible and easy-to-enforce means to accomplish this.”

Saint Louis Park is the second city in Minnesota to raise the age to 21. It joins five states – Hawaii, California,

Oregon, Maine and New Jersey – and more than 260 municipalities in protecting youth by raising the sale age for tobacco to 21. In May, Edina became the first city in Minnesota to raise the age to 21.

More than 95 percent of current smokers started smoking before they turned 21.

If youth don’t start smoking before the age of 21, they likely never will. Needham, Mass., raised the tobacco age to 21 in 2005 and within five years, tobacco use among high school students decreased by nearly half.

“Sometimes cities need to lead, and I am proud my city was willing to take

this important step,” said Matt Flory, resident and president-elect for the Minnesota Public Health Association. “This will prevent a new generation of kids from taking up a dangerous habit. I hope other communities will join us as we work toward a state law.”

Detroit Lakes, Bloomington, Robbinsdale, Mankato and North Mankato are all considering raising the purchase age to 21.

Historically, it has taken a push from the local level to drive progress at the state level. Last year, Sen. Carla Nelson introduced a bill in the senate, but it was after the deadline. However, it opens up the state conversation.



## ANSR now host for prevention center

ANSR is the proud new host of the Minnesota Prevention Resource Center (MPRC). MPRC's goal is to reduce the impact of alcohol, tobacco, and other drug abuse by enhancing the capacity of Minnesota's substance abuse prevention professionals. To achieve this goal, MPRC provides technical assistance, professional development, research assistance, and resources to people working on substance abuse prevention in Minnesota.

MPRC's premier event is Minnesota's annual Prevention Program Sharing Conference held every October.

This conference features two days of learning, more than 25 breakout sessions, and opportunities to network and connect with more than 250 prevention professionals and organizations from across Minnesota.

This year's conference will be held October 19-20 in St. Cloud, Minn.

Three ANSR staff began work on this project on July 1, 2017. Lindsey



ANSR staff photo

Esha Seth, events coordinator, Jackie Siewert, communications coordinator, and Lindsey Smith, program director, began overseeing the Minnesota Prevention Resource Center in July.

Smith is the Project Director and oversees the activities of the resource center. Esha Seth is the Events Coordinator and manages the details of the Prevention Program Sharing Conference and the many other trainings and events hosted by MPRC. Jackie Siewert is the Communications

Coordinator and produces MPRC's web content, social media, and email newsletter.

The Minnesota Prevention Resource Center is a project funded by the Minnesota Department of Human Services, Alcohol and Drug Abuse Division.

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### ROUNDUP

# ANSR Annual Meeting slated for October

The ANSR Annual Meeting will be Oct. 19 at the ANSR office at 2395 University Ave. W, Saint Paul. The meeting will begin at 5:30 p.m.

**Robbinsdale to hold public hearing:** The Robbinsdale City Council will hold a public hearing on Sept. 26 to discuss changes to their tobacco ordinance.

The city will consider raising the sale age for tobacco products from 18 to 21. It will also consider establishing a minimum price for cheap cigars and restricting the sell of flavored tobacco products to adult-only tobacco stores.

**Shoreview youth visits D.C.:** Mounds View High student Meghan McFarling, who was recognized as a Regional finalist by the Campaign for Tobacco-

Free Kids as part of its Youth Advocate of the Year Awards, recently attended a five-day visit to Washington D.C.

While there, McFarling spoke with staff from the offices of Sen. Al Franken, Sen. Amy Klobuchar and Rep. Betty McCollum of Minnesota about the need to regulate all tobacco products, including electronic cigarettes. She also participated in workshops focused on building advocacy skills.

**ANSR assists with website:** The US Department of Housing and Urban Development (HUD) announced a final rule in November 2016 to protect residents from secondhand smoke by prohibiting smoking in public housing. This rule requires all public housing

agencies (PHAs) administering public housing to adopt a smoke-free policy by mid-year 2018, which is 18 months from the effective date of the final rule. The policy must prohibit the use of 'prohibited tobacco products' in all indoor areas, including individual living units, common areas, administrative office buildings, and outdoor areas within 25 feet of those areas.

Tobacco technical assistance providers in Minnesota, including ANSR's Live Smoke Free team, have created a website resource for PHA property managers and residents. The site includes educational resources, implementation tools, and cessation tips. The web portal can be found at [www.sfpublichousingmn.org](http://www.sfpublichousingmn.org).