

THE ANSR

Association for Nonsmokers - Minnesota

OCTOBER 2018 Vol 34 Number 4



ANSR staff photo

Advocates in Minnetonka celebrate after the city became the 12th in Minnesota to raise the tobacco sales age to 21.

Minnetonka 12th city to raise sales age to 21

Minnetonka joined the momentum to raise the tobacco sales age to 21.

It became the latest city in the Metro when the City Council unanimously voted to raise the tobacco sales age to 21 on Sept. 17.

“This is one of the easiest votes I’ve cast,” council member Tim Bergstedt said. “We are making a decision that will change lives.”

Minnetonka is the 12th city in Minnesota to raise the tobacco sales age to 21. Edina, Saint Louis Park, Bloomington, Plymouth, North Mankato, Falcon Heights, Shoreview, Minneapolis, Saint Peter, Richfield

and Roseville have also raised the tobacco sales age to 21.

Jerry Levine, a resident and advocate, said during a July 23 hearing, “I understand that we have made progress on preventing people from smoking cigarettes, but the tobacco industry is clever. New products like e-cigarettes are addicting the next generation, and thus youth tobacco rates are rising. We can’t let this happen here in our community.”

Many community members showed up in support of this life-saving ordinance. Several community

members and students shared stories of personal loss from tobacco use and nicotine addiction. They urged the council to support the ordinance to prevent another generation from suffering the same fate.

Hopkins High senior Kaitlyn Ziegler spoke about the prevalence of vaping among her classmates.

“It has become a part of school culture to vape at events and on social media,” Ziegler said.

Said council member Patty Acomb, “I’m proud of the young people

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advocating on behalf of themselves and their peers.”

Youth e-cigarette use has increased nearly 50 percent in the past three years, according to the Minnesota Department of Health. Nearly one in five Minnesota High School students currently uses e-cigarettes, according to the 2017 Minnesota Youth Tobacco Survey. One brand of electronic cigarette, JUUL, is particularly concerning, said Kristen Ackert, a public health advocate and ANSR staff member.

“The JUUL delivers nicotine more quickly, more effectively and at higher doses than other e-cigarettes,” Ackert said. “All of that increases the risk of addiction. No amount of nicotine is safe for young people.”

In September, the Food and Drug Administration (FDA) cracked down on JUUL and other top e-cigarette makers because they market to youth. The FDA gave four e-cigarette companies 60 days to show they could ensure youth weren’t able to buy their products.



ANSR staff photo

Hopkins High senior Kaitlyn Ziegler spoke about the prevalence of vaping among her classmates.

give
TO THE
MAX
NOV. 15, 2018

Give to the Max Day is on Thursday, Nov. 15. ANSR works hard to protect all Minnesotans from the harms of tobacco. To help us with this endeavor, make plans to donate. This is a great opportunity to help us continue our work on a statewide day of giving. You can mail a check to the address below or go online at www.ansrmn.org/donate or directly at www.givemn.org and search for ANSR.



The ANSR Bulletin is published quarterly.
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An example of JUUL's early marketing. The bright colors and young models likely make the ad appealing to youth.

JUUL e-cigarette company under investigation for targeting youth

JUUL, the company that makes the wildly popular e-cigarette with the same name, is under investigation by the Food and Drug Administration (FDA) and the Massachusetts Attorney General for targeting youth.

JUUL launched in 2015, and the \$16 billion company now controls more than 70 percent of the e-cigarette market share.

The brand is extremely popular with high school students. In recent months, the company has come under scrutiny for their marketing practices. In particular, many of the early JUUL ads were colorful and featured young models. In addition, marketing materials focused heavily on youth-friendly flavored products such as “cool cucumber” and “crème brulee.”

There is also concern the company didn't sufficiently ensure those who purchased the products online were of legal age.

The FDA ordered JUUL to turn over company marketing and scientific reports in order to help the FDA determine if JUUL specifically

targeted youth. In mid-September, the FDA took it one step further.

The FDA put JUUL and four other e-cigarette companies, Vuse made by R.J. Reynolds, blu made by Imperial Brands, and Logic brand, on notice. They were given 60 days to prove they have the systems in place to ensure young people can't access these products. Failure to do so could result in the removal of these products from the market.

In response to FDA criticism, JUUL has taken several measures. First, going forward they will only feature models 35 years and older in marketing materials. They also don't plan to highlight flavors in company ads. JUUL also launched a youth tobacco prevention “curriculum” for schools.

The curriculum is based on teaching students mindfulness techniques. The company sent a letter to school administrators across the country offering the curriculum. The offer seems a bit deceptive and is reminiscent of a tobacco industry

tactic. Tobacco companies have a long history of developing tobacco curricula. Research indicates these curricula are ineffective at best and counterproductive at worst as they might actually encourage youth tobacco use. JUUL responded to this criticism by saying company executives were unaware tobacco companies have a history of offering curricula. However, at least one member of JUUL's Board of Directors also served on the Board of one of the largest smokeless tobacco companies.

In October, the FDA took the investigation a step further when FDA staffers conducted a surprise inspection of JUUL offices. During this inspection, the FDA seized more than 1,000 documents from the e-cigarette manufacturer. The future of JUUL and the outcome of the investigation of company marketing practices is unknown. In the meantime, JUUL's popularity continues to rise with adults and youth alike.

LIVE SMOKE FREE

Live Smoke Free Program Director Kara Skahen, third from right, was recognized with the National Alliance of Resident Services in Affordable and Assisted Housing's (NAR-SAAH's) National Partner of the Year Award.



Submitted photo

LSF's Skahen receives national award

Live Smoke Free's Program Director, Kara Skahen, received one of the top honors in the nation in the smoke-free housing world.

Skahen was recognized with the National Alliance of Resident Services in Affordable and Assisted Housing's (NAR-SAAH's) National Capacity Building Partner of the Year Award. Kara received the award at NAR-SAAH's annual conference in Charlotte, N.C.

This is the highest honor given annually to an individual who goes the "second mile" to improve the quality of life of public housing families.

Skahen's passion for families was reflected in the innovative "Clean Air for All" proposal that was submitted to and funded by the Robert Wood Johnson Foundation. As a result, technical assistance, training and resources are being targeted to

housing developments to enhance the implementation of smoke-free housing nationwide. The benefits will be lasting to residents of all age groups.

Clean Air for All is the Smoke-Free Public Housing Project that provides training and technical assistance to public housing agencies, resident services staff, and public housing residents impacted by HUD's smoke-free public housing rule. This project enhances stakeholders' capacity to transition to and maintain successful smoke-free public housing environments for all.

The project is a collaboration of Live Smoke Free, the National Association of Housing and Redevelopment Officials (NAHRO), and NAR-SAAH.

ADDITIONALLY FOR LSF: Skahen presented to public housing

managers at the Minnesota chapter of NAHRO's annual conference in Duluth.

In addition to being honored at the NAR-SAAH national conference, Skahen gave a plenary and breakout session for resident leaders on HUD's Smoke-Free Rule.

In October, the LSF team attended the Minnesota Multi-Housing Association's Fall Convention Vendor Fair to interact with hundreds of property managers statewide on issues related to smoke-free housing.

Also in October, Jackie Siewert traveled to Atlanta for the NAHRO national conference where she moderated and presented a session for property managers on effective smoke-free policy compliance and enforcement. LSF also developed a training tool for property managers on enforcement.

ANSR Board has some changes

The ANSR Board will have a bit of a different look in 2019.

After decades of service to ANSR, longtime staff and board member Sandy Sandell is retiring. However, she promises not to go away.

Sandy was on the ANSR staff when it was comprised of one volunteer and two part-time paid staff members. Under her direction, ANSR started the nation's first smoke-free, multi-unit housing program. It was called the Initiative for Smoke-Free Housing (ISFH). She also wrote the grant that created and funded our Tobacco-Free Youth Recreation (TFYR) program.

ISFH grew into our award-winning smoke-free multi-unit housing program, Live Smoke Free. TFYR has led the initiative to help hundreds of parks become tobacco-free.

After Sandy left the ANSR staff, she joined the board and continued to serve the organization. She has helped with grant writing and assuring that ANSR's policies comply with current



ANSR staff photo

Longtime ANSR staff and board member Sandy Sandell will retire this year from the board.



Sandell



Nayak

laws and expectations. ANSR will not be the same without Sandy, but her work will continue through the programs she helped create.

ANSR will welcome a new board member, as well, Swetha Nayak.

Nayak has a Master of Public Health in Global Health Policy from

George Washington University. She most recently served as a program manager at WellShare International in Minneapolis, where she supervised its East African Smoke-Free Program. She also conducted a brief internship at ANSR before working with WellShare International.

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ANSR Bulletin

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ROUNDUP

Industry tries work-around to avoid new policy

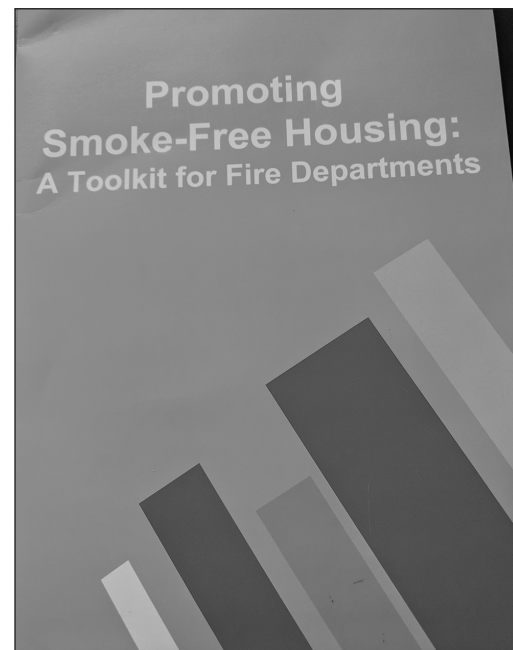
Minneapolis’s menthol ordinance took effect on Aug. 1. In response, around a dozen Minneapolis convenience stores came forward with applications to “split” in two. One half would stay a convenience store and the other half would be a tobacco shop where menthol tobacco could still be sold.

Several members of the Minneapolis City Council were concerned about the uptick in tobacco license applications. Many of the stores that wished to split were located in neighborhoods with an already high concentration of tobacco shops and places that sell tobacco. As a result, a moratorium on new tobacco licenses was introduced in August by Council Member Alondra Cano.

Cano’s district includes much of the Lake Street corridor, where many tobacco vendors are located. The moratorium passed the Council

unanimously in October. This means the city will not grant any new tobacco licenses for one year. During this moratorium period, city staff will study the issue and come up with a long-term solution for the heavy concentration of tobacco vendors in certain neighborhoods. For example, the city could choose to implement a minimum spacing requirement between tobacco shops. Saint Paul currently has a such a requirement, but the Minneapolis zoning code has no such provision.

NEW RESOURCE: Live Smoke Free’s Rose Hauge recently launched a new resource for Minnesota fire departments called “Promoting Smoke-Free Housing: A Toolkit for Fire Departments.” The toolkit is packed full of educational resources and sample tools that fire departments



can use to promote smoke-free housing in their communities. The toolkit can be accessed electronically on the LSF website: www.mnsmokefreehousing.org.