



## Price Discounting, \$15 Minimum Price Policy Passes in Minneapolis

Minneapolis continues to be a leader in adopting strong commercial tobacco prevention policies. The City Council voted unanimously to pass a comprehensive amendment to the city’s tobacco ordinance on April 25, 2024.

The amendment prohibits price promotions and the redemption of coupons for all commercial tobacco and vaping products, sets a \$15 minimum price on cigarettes and chewing tobacco, increases penalties for retailers who violate the ordinance, and ends the sampling loophole for new tobacco products shops.

Saint Paul passed a similar, first-of-its-kind policy



*ANSR staff and advocates after the Business, Housing and Zoning Committee hearing on April 16, 2024.*

in 2021. Now both of the Twin Cities have taken a stand against one of the tobacco industry's most predatory marketing tactics: price discounting.

One-third of adults who smoke regularly use tobacco coupons or discounts to buy commercial tobacco products, and the industry continues to send these coupons to keep folks coming back for more. Higher commercial tobacco prices lead to reduced adult smoking rates, less youth initiation, and more quit attempts and calls to quitlines. All that is bad news for the tobacco companies, so they use discounts to counter the high prices.

The ordinance changes will reduce the appeal of commercial tobacco products and support those who are trying to quit smoking or vaping. We applaud the Council for passing this ordinance and putting their residents’ health above industry profits.

Thank you to everyone who emailed, called, testified, sent a letter of support, attended a council meeting, and spread the word about this ordinance. Your voice matters in creating important public health policy change!

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## Legislative Recap

*What Passed, What Didn't?*

The Minnesota House and Senate wrapped up the 2024 legislative session on May 19. It was a busy year, and there was a lot of movement related to commercial tobacco and cannabis.

### Passed:

#### Moist Snuff Definition Changed

Legislators added 'or similar product containing nicotine' to the moist snuff definition in state law as an attempt to include new oral nicotine products with synthetic or derived nicotine. The change does not affect or change any tobacco product taxation or regulation.

#### Deceptive Vapor Products Sale Prohibition

This legislation prohibits marketing, promotion, advertisement, distribution, or sale of a vapor product that imitates any non-vapor product, including but not limited to food, school supplies, a product based on or depicting a character, personality, or celebrity, and/or a product intended to conceal the nature of the vapor product. These products are already illegal under federal law.

### Not Passed:

#### Flavored Commercial Tobacco Product Sales

While HF2177/SF2123 ultimately did not pass, the Minnesotans for a Smoke-Free Generation coalition made significant progress in advancing the bill this session. The bill made it through two successful House committee hearings and remained alive until the last weeks of session.

#### Flavored Cannabis Sales

The coalition worked with lawmakers to introduce language that would prohibit the sale of flavored cannabis that is burned, inhaled, or vaped. Lawmakers weakened the language in committee, and this amended language did not pass in the end.

## Faith Leaders Attend Mini-Day at the Capitol

The Minnesotans for a Smoke-Free Generation coalition continued to engage lawmakers face-to-face at the Capitol after the coalition-wide advocacy day in March.

Pastors and congregants from Black churches across the Metro and other faith community leaders visited the Capitol on April 18 to meet with lawmakers. They spoke with Senate President Bobby Joe Champion and other legislators to advocate against tobacco industry targeting in the Black community and urge them to support ending the sale of all flavored commercial tobacco products, including menthol, to protect Minnesotans of color. It was an impactful day.



*ANSR advocates and faith community partners at the Capitol on April 18, 2024.*

Thank you to everyone who showed up at the Capitol, contacted their legislators, and advocated for commercial tobacco prevention this session. It takes a village to do this work. Every voice truly makes a difference.

The coalition is already strategizing and planning for next session. We're eager to make 2025 the year that Minnesota ends the sale of flavored commercial tobacco products.

## Out and About at Community Events

Summer is here, and that means ANSR is out and about spreading the word about commercial tobacco prevention! Community events are great opportunities for educating community members, making meaningful connections, and gaining support for local policy initiatives. The events we've attended so far have been fantastic. Read more about a few of them below.

### Mounds View Schools Student Honoring Powwow



ANSR tabled at the powwow at Mounds View High School to connect with Native American community members and advocate for ending the sale of flavored commercial tobacco products at the state level.

### Waterfest at Lake Phalen



Waterfest is all about protecting our local lakes, rivers and water sources. We educated the public about the environmental impacts of commercial tobacco, promoted safe vape disposal practices, and played lots of tobacco trivia!

### Saint Paul Pride



The tobacco industry has a long history of targeting LGBTQ+ folks. At Saint Paul Pride, we celebrated our LGBTQ+ neighbors, educated attendees about industry targeting, and advocated for Nicotine-Free Generation policy in Saint Paul.

We're looking forward to a full summer of community events across the Metro! We'll be in Saint Paul, Minneapolis, Roseville, Burnsville, Shoreview, and Vadnais Heights promoting local policies and sharing resources. Follow ANSR on social media for updates and photos from each event.

## Register for the 50th Annual Minnesota Prevention Program Sharing Conference

The Minnesota Prevention Program Sharing Conference is celebrating its 50th Anniversary this year! The annual conference hosted by the Minnesota Prevention Resource Center brings together public health professionals, educators, students, researchers, law enforcement, and others who are engaged in substance misuse prevention across the state to share ideas and learn from each other.

This year's conference will be taking place on October 15th and 16th at the River's Edge Convention Center in St. Cloud. Register at [www.mnprc.org/conference](http://www.mnprc.org/conference) by Friday, September 27th, 2024 to secure your spot! Contact Madeline Bremel at [madeline@ansrmn.org](mailto:madeline@ansrmn.org) with questions.





# ANSR and Student Action Team Attend 2024 EPIC Youth Gathering

ANSR’s Student Action Team and youth partners from Washington Technology Magnet School attended the 2024 E-Cigarette Prevention Initiative Cohort (EPIC) Youth Gathering on June 17 to wrap up a great year of commercial tobacco and vaping prevention advocacy. The full-day event at Radisson Blu Mall of America brought together 10 youth groups funded by Minnesota Department of Health’s Youth E-Cigarette Prevention and Cessation Initiative grant.

Students met and connected with peers from across the state who are working on vaping prevention in their schools and local communities. They attended breakout sessions to write their own raps about commercial tobacco prevention and build their peer-to-peer education skills. They also learned about the legislative process, how nicotine affects the brain, and policy, systems, and environmental change, among other topics.



Former ANSR youth advocates Meghan McFarling and Upendo Gimbi spoke on a panel at the Gathering.

Two former ANSR youth advocates, Meghan McFarling and Upendo Gimbi, spoke on a panel at the gathering. They shared how their experience working with ANSR as high schoolers has influenced their college and post-grad plans and gave advice to the students in attendance.

We’re looking forward to continuing to engage our Student Action Team throughout the summer. We couldn’t do this work without these incredible youth!



The Student Action Team had a blast at the 2024 EPIC Youth Gathering.

## ANSR Donation Form

ANSR is a 501(c)(3) nonprofit organization. Contributions are tax deductible.



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2395 University Ave W, Suite 310  
St. Paul, MN 55114-1512



# Donor Spotlight: Why I Support ANSR

## Dr. Jean Forster



Dr. Jean Forster

Jean Forster, PhD, MPH, is professor emerita at the University of Minnesota School of Public Health and is Director at Large on the ANSR Board of Directors. She has been a board member since 1996.

While on the faculty at the School of Public Health, she conducted community-level policy intervention studies in tobacco control, alcohol, UV exposure, and health equity, particularly among the American Indian community.

Jean's commercial tobacco-related studies include the American Indian Community Tobacco Project, Clean Indoor Air Consequences, the MN Adolescent Community Cohort Study, Tobacco-Free Youth Recreation, Tobacco Policy Options for Prevention, and Tobacco Free Future. For decades, she has helped underpin ANSR's cutting-edge policy, systems, and environmental (PSE) change work with peer-reviewed research and evaluation. Her contributions to the field of commercial tobacco prevention cannot be overstated.

When asked why she supports ANSR, Jean said: "ANSR's advocacy for smoke-free air and reducing youth tobacco use is incredibly effective. Thanks to ANSR's leadership we have some of the best state and local tobacco control policies in the country. ANSR is always breaking new ground."

## CounterTools Store Audits Complete



ANSR staff and partners completed nearly 450 CounterTools tobacco retailer audits in Ramsey, Hennepin, and Dakota Counties this spring. Data collectors visited stores and recorded data on product availability, minimum prices, and advertising to get a picture of the commercial tobacco sales landscape in the Metro area. The data will inform future point-of-sale policy work.

Groups across the state did similar assessments using funding from the JUUL settlement and administered by the Minnesota Department of Health. A big shoutout to everyone across the state who completed CounterTools assessments this year!

## ANSR Student Appears on Podcast



White Bear Lake High School student and ANSR Student Action Team member Audrey McGladdery appeared on the *It's Not Your Fault* podcast in May. She talked with host Brandon Jones about vaping in schools, teen mental health, and her advocacy work.

Scan the QR code to watch the episode on YouTube. It is also available on Spotify and Apple Podcasts.



<https://www.youtube.com/watch?v=nWCS81Jg00c&t=1s>



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Thank you for all you do for ANSR. Please consider sharing this newsletter with a friend!



## Plant Sale Success, Garage Sale Postponed

Thank you to everyone who bought plants at the 41st annual ANSR Plant Sale in May! We raised \$4,132.50 to support ANSR. We could not do this work without your generosity.

Unfortunately the weather was not on our side for the garage sale planned for June 21-22, so we have postponed the sale 'til **July 19-20**. Stop by next month to find some new treasures and support commercial tobacco prevention. All proceeds directly benefit ANSR.

We are still collecting items for the sale! Contact Jeanne at 651-646-3005 or [jw@ansrmn.org](mailto:jw@ansrmn.org) to arrange for a drop off. Please contact Carol at [carol16@q.com](mailto:carol16@q.com) if you are interested in volunteering before or at the sale.



### SAVE THE NEW DATE!

41st Annual ANSR Garage Sale

July 19-20, 2024

9am-5pm daily

1647 Laurel Ave, Saint Paul, MN 55104