

ASSOCIATION FOR NONSMOKERS-MN



ANNUAL REPORT 2019



ANSR

Mission Statement

The Association for Nonsmokers-Minnesota (ANSR) is a nonprofit organization dedicated to reducing the human and economic costs of tobacco use in Minnesota. Our core commitments are to reduce the number of young smokers and to continuously advocate for the rights and health of nonsmokers. In 1975, ANSR helped pass the nation's first comprehensive state clean indoor air legislation.

Program Directors

- Emily Anderson
- Tony Bangasser
- Betsy Brock
- Katie Engman
- Esha Seth
- Kara Skahen

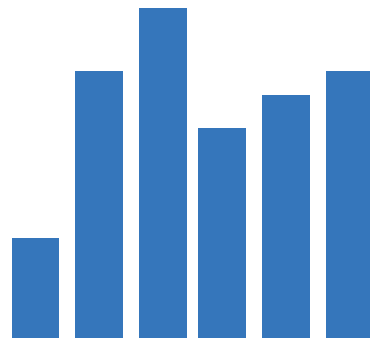
Board Members

- Jeanne Weigum, President
- Paul Pentel, M.D., Vice President
- Lisa Marshall, Secretary
- Mary Bergaas, Treasurer
- Jean Forster, Ph.D., Director at Large
- Deb Hennrikus, Ph.D
- Bernie Hesse
- Martha Hewett
- Jane Korn, M.D.
- Swetha Nayak
- Monique Muggli

Board members pictured below include (l-r):
Lisa Marshall, Bernie Hesse, Jeanne Weigum, Paul Pentel and Martha Hewett.



LIVE SMOKE FREE



\$435,896

LSF assisted, directly and indirectly, 272 properties in Minnesota to adopt, implement, or expand their smoke-free policies in 2019.

For more than 13 years, Live Smoke Free (LSF) has advocated for smoke-free living environments at the local, state, and national levels. It has supported thousands of building owners, managers, residents, and tobacco control professionals in successfully implementing and maintaining smoke-free policies in their communities.

In 2019, LSF provided direct technical assistance to property owners and managers through Statewide Health Improvement Partnership (SHIP) subcontracts with Dakota, Hennepin, and Saint Paul-Ramsey counties, as well as the cities of Minneapolis and Bloomington (including Edina and Richfield). LSF met or exceeded all policy goals and helped lead various smoke-free housing advocacy initiatives within those contract service areas, including educational workshops, implementation tool development, and stakeholder engagement.

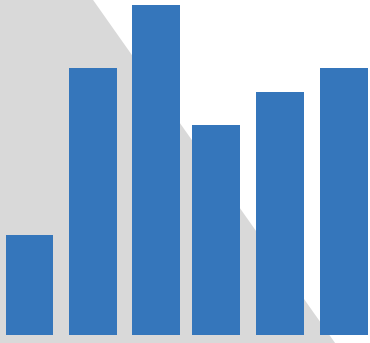
In August 2019, LSF staff Jackie Siewert presented at the National Conference on Tobacco or Health on behalf of a cross-sector partnership with Live Smoke Free, Dakota County Public Health, and Health Partners insurance company. The presentation focused on creating successful partnerships to support smoke-free public housing effectiveness and cessation efforts. It highlighted how community partners helped implement a smoke-free housing policy at Dakota County CDA and provide cessation support to PHA residents.

Beyond direct implementation assistance, LSF also provided technical assistance to SHIP grantees working on smoke-free housing strategies throughout the Twin Cities metro area. As part of this technical assistance, LSF hosted monthly "Smoke-Free Housing Sharing Meetings" for grantees statewide working on smoke-free housing efforts. In 2019, LSF also continued to lead and support efforts to promote compliance and enforcement of the Department of Housing and Urban Development's Smoke-Free Housing rule throughout the United States with Robert Wood Johnson Foundation funding. Notable events organized and hosted during 2019 include:

- Southwest Regional NAHRO Conference in Kansas City
- Southeast Regional NAHRO Conference in Orlando
- four national webinars with more than 400 attendees
- 12 monthly stakeholder engagement calls



LSF staff Jackie Siewert presented during the National Conference on Tobacco or Health in Minneapolis.



\$469,902

ANSR assisted eight communities with a T21 policy and three communities with flavor restriction policies.

POINT OF SALE

TOBACCO 21

Work continued on raising the tobacco sales age to 21 with a number of Metro communities passing ordinances. Arden Hills, Robbinsdale, North Oaks, New Brighton, Little Canada, Hennepin County, Saint Anthony Village and Golden Valley all raised the age.

MENTHOL AND OTHER FLAVORS

Communities in the Metro also worked to protect youth by restricting the sale of flavored tobacco products, including menthol. Arden Hills, Golden Valley and Hennepin County restricted the sale of flavored tobacco products, including menthol.

OTHER INITIATIVES

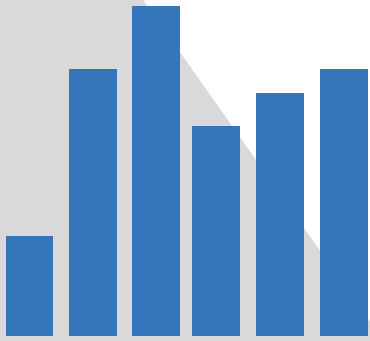
Robbinsdale moved all electronic delivery devices to adult-only tobacco shops and ended the sale of tobacco at municipal liquor stores.

Brooklyn Center also ended the sale of tobacco at municipal liquor stores. Hennepin County and Golden Valley set a minimum price of \$3 per cigar,

Golden Valley put a cap on their tobacco licenses, ended the sale of tobacco in pharmacies and increased their license fees. Saint Anthony Village increased the penalties around compliance checks. Minneapolis put a 2,000-foot distance requirement between tobacco retailers.

Advocates celebrate after helping Hennepin County raise the tobacco sales age to 21 and restrict the sale of all flavored tobacco products.





\$260,847

ANSR responded to 250 requests from MDH grantees for assistance.

TECHNICAL ASSISTANCE

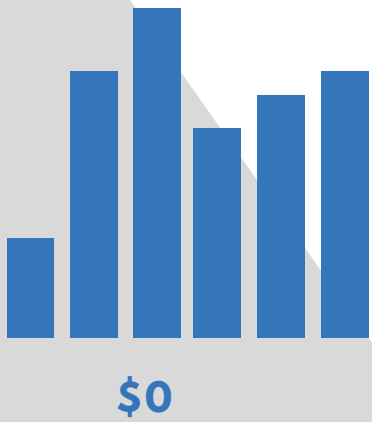
ANSR staff worked with advocates in Isanti County to help pass a T21 policy.

With funding from the Minnesota Department of Health (MDH) and ClearWay Minnesota, ANSR staff provided technical assistance to community groups, MDH grantees (TFC and SHIP), BCBS grantees, CWMN grantees and city and school staff working to reduce tobacco industry influences and increase the number of tobacco-free spaces.

During 2019, ANSR staff responded to more than 250 requests for assistance from MDH grantees for community education, policy, systems, and environmental change planning, strategizing, and implementation, and tobacco-free policies for housing, outdoor air, businesses, and county grounds.

Staff supported eight BCBS and seven ClearWay grantees with media and communications, community engagement, and policy advocacy assistance. In 2019, there was significant Tobacco 21 momentum that spread to SHIP grantees that were eager to work on passing similar point of sale policies in their regions. Staff was able to work one-on-one with county health departments to strategize the pace and direction of their work.





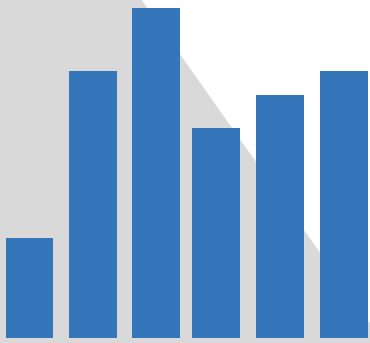
With ANSR resources, Tobacco Free Youth Recreation continues to advocate for tobacco-free parks policy across Minnesota by providing training materials for advocates and decision makers and by maintaining a database of all tobacco-free parks policies.

Visit: tobaccofreeparks.org

TOBACCO FREE YOUTH RECREATION

ANSR staff greet people during an event at Minneapolis Parks during a push for all parks to be tobacco-free.





\$2,301

Vendors in the project had a 95.4% compliance rate in 2019.

NORTH SUBURBAN TOBACCO COMPLIANCE PROJECT

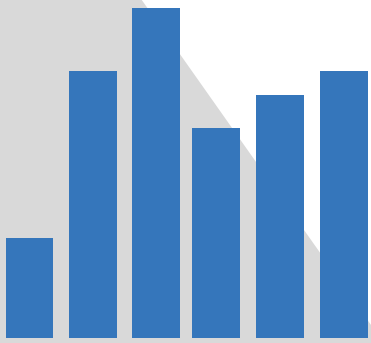
North Suburban Tobacco Compliance Project (NSTCP) offers law enforcement, decision makers, vendors and communities a proven and comprehensive method to ensure youth don't have access to tobacco at the point of sale.

In 2019, the North Suburban Tobacco Compliance Project rate was 95.4 percent, compared to 92.5 percent in 2018 and 96 percent in 2017.

NSTCP recruits, trains and maintains youth buyers for participating communities. All youth are trained, follow a specific protocol and are professional. Each student receives compensation for their time.

NSTCP holds one in-person, scheduled tobacco vendor training per year. The training is open to all vendors in participating cities and is offered at no cost to the vendor. NSTCP also promotes a free, online vendor training developed by ANSR, available at www.stopsalestominors.org. It's available in Spanish and Somali.





\$95,859

The RPC is actively working with 15 coalitions.

REGIONAL PREVENTION COORDINATOR

Regional Prevention Coordinators gather at the Program Sharing Conference. ANSR's RPC, Kjirsten Anderson, is in the center.

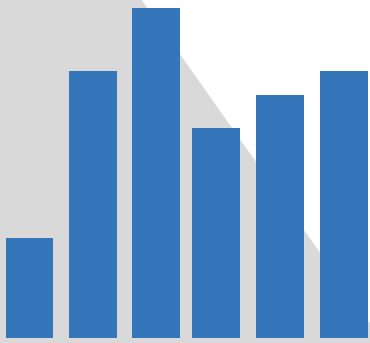
RPCs provide resources, consultation and training and technical assistance to local community coalitions, agencies and other community members to support the prevention of alcohol, tobacco and other drug abuse (ATOD).

The program is funded by the Minnesota Department of Human Services, Alcohol & Drug Abuse Division.

ANSR is host to the Region 7 RPC, who serves the Twin Cities metro area, including Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington Counties.

The RPC is actively working with 15 coalitions on one or more of the following: organizational development, data collection and community assessment, member engagement and outreach, strategic planning, strategy selection and implementation, evaluation and sustainability planning. The RPC fulfilled 145 technical assistance requests and facilitated eight professional development trainings in 2019.





\$308,835

MPRC hosted Minnesota's 45th Annual Prevention Program Sharing Conference in Duluth with more than 200 attendees.

MINNESOTA PREVENTION RESOURCE CENTER

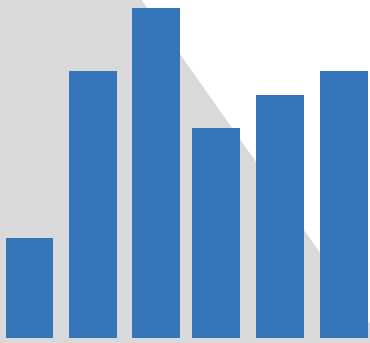
MPRC program director Swetha Nayak gives opening remarks at the 45th Annual Prevention Program Sharing Conference in Duluth.

Minnesota Prevention Resource Center is funded by the Minnesota Department of Human Services, Behavioral Health Division. It connects substance abuse prevention professionals and community partners to quality information and training they need to effectively prevent alcohol, tobacco, and other drug abuse.

In October 2019, MPRC hosted Minnesota's 45th Annual Prevention Program Sharing Conference in Duluth with more than 200 attendees in attendance. The two-day conference offered two keynote speakers and 21 workshop sessions. The project also hosts two professional development courses, Substance Abuse Prevention Skills training and Ethics in Prevention, throughout the state several times each year.

Project staff also assist community partners in accessing research, interpreting findings for practical application, and identifying useful resources. To learn more about the project, visit www.mnprc.org.





\$39,478

Project WATCH collected more than 4,724 tobacco industry emails in 2018.

PROJECT WATCH

Project WATCH, a research program of ANSR, works to decrease tobacco industry influences across the state. The program is funded through a grant from ClearWay Minnesota. Efforts focus on identifying and tracking marketing tactics by the tobacco industry and inform policy campaigns.

In 2019, Project WATCH collected samples of more than 600 tobacco industry direct mail marketing pieces, hundreds of screen shots from tobacco industry websites and more than 4,430 tobacco industry emails.

The findings from this program were regularly used to create social media campaigns for the Minnesotans for a Smoke-Free Generation statewide coalition, publish articles in peer reviewed journals, and presented at national conferences.

The industry sends out various incentives, like the cooler and water bottles below, to customers to help build brand loyalty.

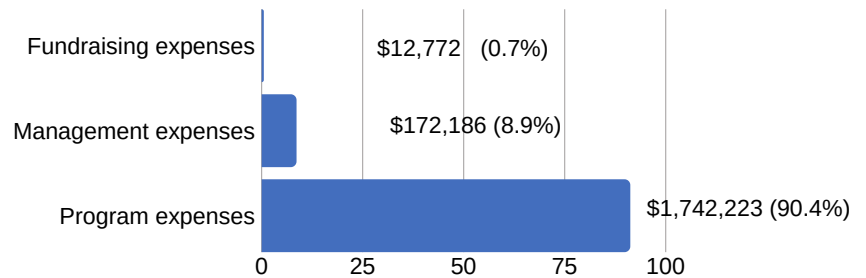


FINANCIAL HEALTH

The accounting firm Harrington, Langer and Associates audited ANSR's 2019 financials. The result of the audit was an unqualified opinion.

A complete set of 2019 financial statements can be found on the ANSR website at: <http://www.ansrmn.org/about-us/board-of-directors/>

Expenses for 2019 were:



The annual plant and garage sale, pictured at right, is one of two fundraisers ANSR participates in annually.