



# 2017

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# ANNUAL REPORT



Association for Nonsmokers-Minnesota

## Association for Nonsmokers-Minnesota 2017 Annual Report

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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 UPDATES

#### Live Smoke Free

Live Smoke Free (LSF) works to increase the availability of smoke-free housing by providing technical assistance to property managers, owners, and residents of rental and common interest communities, such as condos and townhomes.

In 2017, Live Smoke Free provided direct technical assistance to property owners and managers through Statewide Health Improvement Partnership (SHIP) subcontracts with Dakota, Hennepin, and Carver counties, as well as the cities of Minneapolis and Bloomington (including Edina and Richfield). LSF successfully met or exceeded its policy goals and helped lead various smoke-free housing advocacy initiatives within those contract service areas, including community smoke-free housing assessments, lunch and learn educational workshops, and implementation tool development. LSF also worked closely with city staff and fire departments to develop innovative incentives to promote smoke-free housing. Beyond direct implementation assistance, Live Smoke Free also provided technical



assistance to SHIP, Tobacco-Free Communities (TFC), Blue Cross Blue Shield of Minnesota (BCBS), and ClearWay Minnesota (CWMN) grantees working on smoke-free housing strategies throughout the 7-county metro area.

LSF also led efforts to support statewide implementation of the Department of Housing and Urban Development (HUD) Smoke-Free Housing Rule. To support HUD properties going smoke free, Live Smoke Free created a resource web portal: [www.sfpublichousingmn.org](http://www.sfpublichousingmn.org). LSF assisted, directly and indirectly, 243 properties to adopt and implement smoke-free policies in 2017.

**\$127,220**



**45**

Number of years ANSR has worked to educate all Minnesotans about the harms of tobacco and reduce the economic and human impact of tobacco.

**243**

Number of properties LSF directly or indirectly assisted adopting and implementing smoke-free policies in 2017.

**5**

Number of counties or cities with whom LSF has a contract to work on smoke-free housing strategies.



# Menthol Coalition Members

- African American Leadership Forum
- Aurora/St. Anthony Neighborhood Development Corporation
- Blue Cross and Blue Shield of MN
- Breathe Free North
- ClearWay Minnesota<sup>SM</sup>
- God Squad
- Greater Friendship Missionary Baptist Church
- Greater Mount Nebo Missionary Baptist Church
- Greater Mount Vernon Missionary Baptist Church
- Indigenous Peoples Task Force
- Lincoln Park Children and Families Collaborative
- Lyndale Neighborhood Association
- MAD DADS of Minneapolis
- Minnesota Association of Community Health Centers (MNACHC)
- Mother St. James A.M.E. Church-Minneapolis
- New Hope Baptist Church
- New Mt. Calvary Missionary Baptist Church
- New Resurrection Missionary Baptist Church
- NorthPoint Health & Wellness
- Pilgrim Rest Baptist
- Progressive Baptist Church
- Rainbow Health Initiative
- Sabathani Community Center
- Shiloh Temple International Ministry
- Southside Urban Coalition
- St. Mark's A.M.E. Church
- St. Peter's A.M.E. Church
- Stairstep Foundation/HWU
- Tobacco-Free Alliance
- True Love Church-Ministries of Arts
- Twin Cities Medical Society
- Vision in Living Life-Change is Possible
- Visions Merging
- We Win Institute



Association for Nonsmokers-Minnesota

## Tobacco Point of Sale Initiatives

The Ramsey Tobacco Coalition expanded its scope in recent years, working with various coalitions and in Minneapolis, as well as Ramsey and Hennepin Counties, on a number of strategies intended to reduce the harms of tobacco from the point of sale.

### Tobacco 21

The Point of Sale team turned its attention to the growing Tobacco 21 movement in 2017. Policies were passed in five Minnesota cities raising the tobacco sales age to 21, and ANSR coordinated four of those cities.

Edina became the first city in Minnesota to raise the tobacco sales age to 21 in May 2017. It was followed by Saint Louis Park, Bloomington and Plymouth. Studies show 95 percent of current adult smokers started before they were 21. If youth don't start by then, they likely never will.



### Menthol and other flavors

The Menthol Coalition was formed by ANSR and NorthPoint Health & Wellness in 2016, but the action ramped up in 2017. The work is funded by CWMN and BCBS. The coalition worked to reduce the harm caused by menthol-flavored cigarettes and tobacco.

Coalition members worked together to create an educational campaign that included a video, as well as radio and print materials.

Minneapolis became the first city in Minnesota to restrict the sale of menthol-flavored tobacco in July. While Saint Paul appeared to be cruising to a similar policy in quick fashion, the process was slowed



down when the tobacco industry increased its presence in the Twin Cities and put up a

tough fight. Saint Paul adopted the policy restricting menthol tobacco products to adult-only tobacco stores and liquor stores in November. The two policies go into effect on Aug. 1, 2018.

Visit [www.BeautifulLieUglyTruth.org](http://www.BeautifulLieUglyTruth.org) for more information.

Additionally, the cities of Saint Louis Park and Robbinsdale restricted the sale of flavors other than menthol to adult-only tobacco stores.

**\$551,003**





# ANSR Board of Directors

## Technical Assistance

With funding from the Minnesota Department of Health 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 2017, ANSR staff responded to 294 requests for assistance.

**\$197,349**

## Regional Prevention Coordinator (RPC)

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 11 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 various technical assistance requests and facilitated 17 professional development trainings in 2017.

**\$81,964**

## Tobacco Free Youth Recreation (TFYR)

In partnership with NorthPoint Health & Wellness, TFYR successfully advocated for a comprehensive tobacco-free policy for the entire Minneapolis park system. TFYR and NorthPoint trained youth advocates to present findings from an assessment conducted in 2016 to each of the Park Board Commissioners and testify at a Park Board meeting.

TFYR and NorthPoint also engaged community members, coalition members, statewide partners, and other stakeholders in advocating for the policy. We supported the implementation of the policy through



media outreach and by providing permanent signage to the park system.

With ANSR resources, TFYR 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.

**\$26,757**

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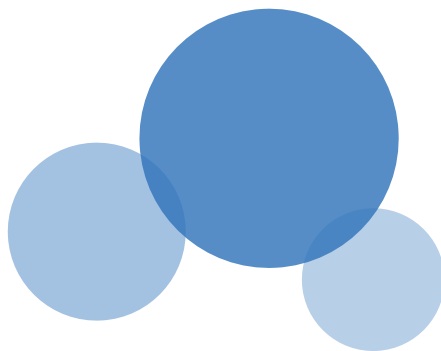
**Martha Hewett**

**Monique Muggli**

**Lisa Marshall**

**Deb Hennrikus, Ph.D**

**Jane Korn, M.D.**





# 6

Number of Policy Champions from priority populations engaged in tobacco control initiatives.

# 96

Compliance percentage rate among all vendors in participating NSTCP cities.

## ANSR Program Managers

**Emily Anderson**  
**Betsy Brock**  
**Katie Engman**  
**Kara Skahen**  
**Tony Bangasser**



### Policy Champions

The Policy Champions project was designed to engage individuals from priority populations (Africans and African Americans, American Indians, Asians, Asian Americans and Pacific Islanders, Chicanos/Latinos, and Lesbian, Gay, Bisexual, Transgender and Queer communities) in advancing policies aimed at eliminating the harm and health disparities caused by commercial tobacco use.

In 2014, ANSR-MN secured funding from Clearway Minnesota to coordinate

the Policy Champions project, which ended in June 2017.

During this period Policy Champions engaged their communities about the harmful effects of tobacco use, how to reduce the effects of secondhand smoke, and help advance policies at the state and local level that restricts the use and access to tobacco products. There were six policy champions engaged in 2017.

**\$24,933**

### 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.

NSTCP recruits, trains and maintains youth buyers for participating communities. All youth are trained, follow a specific protocol, are professional and continually receive feedback after each

time they assist. 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 the online vendor training developed by ANSR. This is located at [www.stopsalestominors.org](http://www.stopsalestominors.org).

**\$3,528**

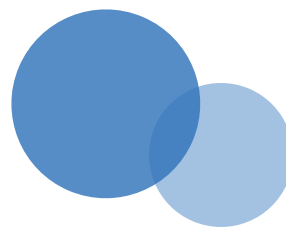
### Minnesota Prevention Resource Center (MPRC)

ANSR became the new grant recipient for the MPRC project in July of 2017. MPRC is funded by the Minnesota Department of Human Services, Alcohol & Drug Abuse Division. Its purpose is to connect 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, MPRC hosted Minnesota's 43rd Annual Prevention Program Sharing

Conference. The project also hosts two professional development courses, Substance Abuse Prevention Skills training and Ethics in Prevention, several times each year throughout the state. Project staff have also assisted community partners in accessing research, interpreting findings for practical application, and identifying useful resources. To learn more about the project, visit [www.mnprc.org](http://www.mnprc.org).

**\$81,020**



**800**

Pieces of direct mail marketing pieces collected by Project WATCH, which monitors tobacco industry marketing tactics.

**294**

Requests for technical assistance from grantees and organizations on tobacco prevention policies.

**2**

Number of cities ANSR helped to pass restrictions on the sale of menthol tobacco products to adult-only tobacco shops and liquor stores.

### Kids in Cars

ANSR's Kids in Cars project continued to lead state, local and national dissemination of the Center for Energy and Environment's (CEE) "Passenger Vehicle Secondhand Smoke Particulate Measurements" research project, which was funded by ClearWay Minnesota.

Building on dissemination efforts in 2016, ANSR presented a webinar titled "The Impacts of Secondhand Smoke in Vehicle." The webinar focused on the research findings, as well as policy recommendations around the impact of secondhand smoke in vehicles. There were approximately 25 participants on the webinar, including members of the public health community and people representing diverse populations.

ANSR presented a poster session at the National Conference on Tobacco or

Health in Austin, Texas, on March 23. The conference draws more than 2,000 tobacco control experts from around the country and provided an excellent opportunity to disseminate the research findings and talk about policy options at the national level.

Our poster, "SmokeFree Cars for Kids: Moving Forward with New Research," explored the significance of CEE's findings, as well as the rationale and best practices for enacting smoke-free cars for children laws.

**\$4,373**



### Project WATCH (Working Against Tobacco Companies' Harm)

Project WATCH 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.

During 2017, Project WATCH collected samples of more than 800 tobacco industry direct mail marketing pieces, hundreds of screen shots from tobacco industry websites and more than 1,700 tobacco industry emails.

Staff presented findings at the Society



for Research on Nicotine and Tobacco conference in Chicago and the National Smokeless Spit Tobacco conference in Albuquerque. Project findings were published in the peer-reviewed journals American Journal of Public Health and Preventative Medicine Reports.

**\$43,917**

### FINANCIAL HEALTH

The accounting firm Harrington, Langer and Associates audited ANSR's 2017 financials. The result of the audit was an unqualified opinion.

A complete set of 2017 financial statements can be found on the ANSR website at: [www.ansrmn.org/boardandfinance](http://www.ansrmn.org/boardandfinance)

Expenses for 2017 were:

Program Expenses \$1,237,729 (87.9 %)
Management Expenses \$159,272 (11.3 %)
Fundraising expenses \$11,850 (0.8 %)