

# ASSOCIATION FOR NONSMOKERS-MN



## ANNUAL REPORT



# 2018

# 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 managers

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

## Board members

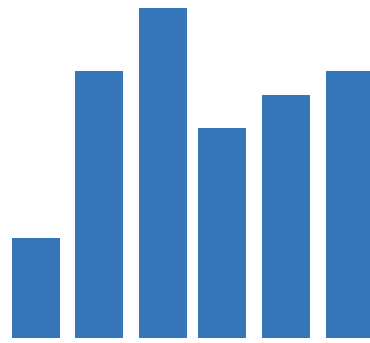
- Jeanne Weigum, President
- Paul Pentel, M.D., Vice President
- Jean Forster, Ph.D., Secretary
- Sandra Sandell, Treasurer
- Mary Bergaas, Director at Large
- Deb Henrikus, Ph.D
- Bernie Hesse
- Martha Hewett
- Jane Korn, M.D.
- Lisa Marshall
- Monique Muggli

Pictured below front (L-R): Martha Hewett, Jeanne Weigum, Lisa Marshall and Bernie Hesse.  
Back: Jean Forster, Mary Bergaas, Sandra Sandell, Monique Muggli and Deb Henrikus.





# LIVE SMOKE FREE



**\$335,556**

Live Smoke Free obtained funding from the Robert Wood Johnson Foundation to support HUD's smoke-free policy rollout nationally.

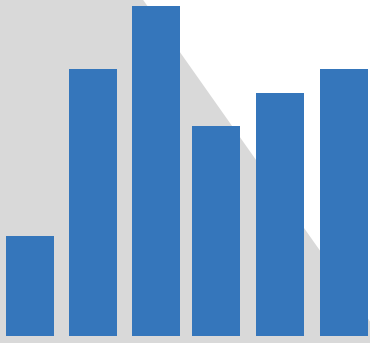
Live Smoke Free (LSF) works to increase the availability of smoke-free housing by providing technical assistance to property managers, owners, and residents of rental and common interest communities, such as condos and town homes. In 2018, LSF provided direct technical assistance to property owners and 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.

LSF also worked closely with city staff and fire departments to conduct research and develop innovative incentives to promote smoke-free housing. Beyond direct implementation assistance, LSF also provided technical assistance to SHIP grantees working on smoke-free housing strategies throughout the Twin Cities metro area. LSF also continued to lead and support efforts to promote compliance and enforcement of the Department of Housing and Urban Development's (HUD) Smoke-Free Housing rule throughout the state.

LSF assisted, directly and indirectly, 1,018 properties to adopt and implement smoke-free policies in 2018. LSF obtained funding from the Robert Wood Johnson Foundation to support HUD's national smoke-free policy rollout, with special focus on the southeast United States. To support this work LSF staff conducted national webinars, presented at in person events, distributed tools, and created new materials to support compliance and enforcement.





**\$584,103**

ANSR's Point of Sale team assisted nine of the 16 cities that passed a Tobacco 21 policy in 2018.

# POINT OF SALE

## TOBACCO 21

The Point of Sale team started work on this initiative in 2017, helping four cities pass the measure, but it really took off in 2018. By the end of the year, 21 total cities had passed Tobacco 21, a measure to raise the tobacco sales age to 21. The ANSR team helped nine of 16 cities in 2018 and 13 of 21 overall. Cities passing T21 policies in 2018 with ANSR's help included Shoreview, Falcon Heights, Minneapolis, Richfield, Roseville, Minnetonka, Lauderdale, Brooklyn Center and Eden Prairie.

## MENTHOL AND OTHER FLAVORS

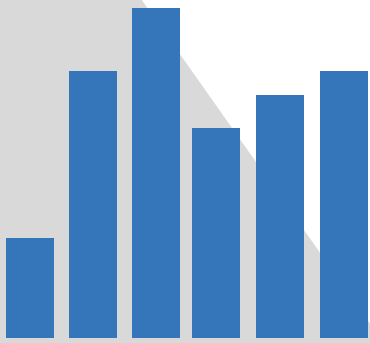
The Point of Sale team worked on implementation for Minneapolis and Saint Paul, which each passed cutting edge policies restricting the sale of menthol tobacco to adult-only tobacco store and liquor stores in 2017. The policies went into effect in 2018. Additionally, ANSR worked on restricting the sale of menthol in other cities. Falcon Heights and Lauderdale restricted the sale of all flavored tobacco products, including menthol, while Shoreview restricted the sale of flavored tobacco products other than menthol products.

## CVS

ANSR received a grant from CVS Health as part of Be The First, the company's \$50 million, five-year initiative to help deliver the nation's first tobacco-free generation and help people lead tobacco-free lives. In 2018, ANSR used the funds to conduct outreach to educators and youth leaders throughout the state about how they can access and use our Tobacco 101 curriculum. Outreach included tabling at education conferences, advertising in publications intended for teachers and school administrators, mailing postcards to all middle and high schools in the state, and launching a web portal where educators and youth leaders can access the curriculum completely online.







**\$264,846**

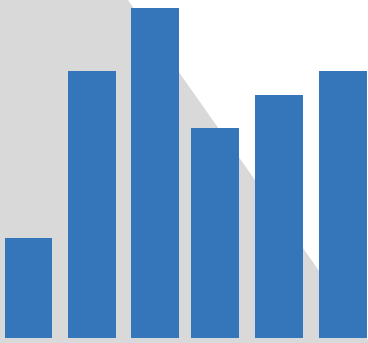
ANSR filled requests for 340 tobacco-free school grounds signs.

## TECHNICAL ASSISTANCE

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 2018, ANSR staff responded to 250 requests for assistance from TFC and SHIP grantees. Staff supported eight BCBS and seven ClearWay grantees with media and communications, community engagement, and policy advocacy assistance. Due to the sharp increase in electronic cigarette usage among school-aged youth, ANSR filled requests for 340 tobacco-free school grounds signs.





**\$19,372**

TFYR conducted a 6-week Mini Quit Challenge for Minneapolis Park & Recreation Board employees.

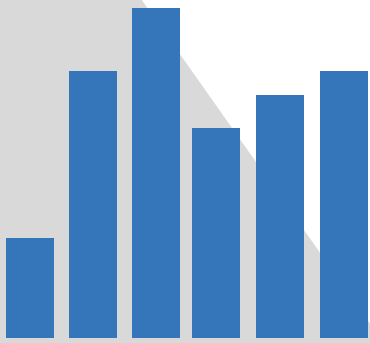
# TOBACCO FREE YOUTH RECREATION

In partnership with NorthPoint Health & Wellness, Tobacco Free Youth Recreation completed Year 3 of a 3-year grant from BCBS to create a tobacco-free Minneapolis Parks system. Year 3 work entailed policy enforcement and promotion activities, with a focus on cessation support for Minneapolis Park and Recreation Board (MPRB) employees. To this end, we conducted a 6-week Mini Quit Challenge for MPRB employees who were trying to quit tobacco. The challenge included weekly “mini quit” tips and prizes, as well as a grand prize of \$250.

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.







**\$2,458**

Vendors in the project had a 92.5% compliance rate in 2018.

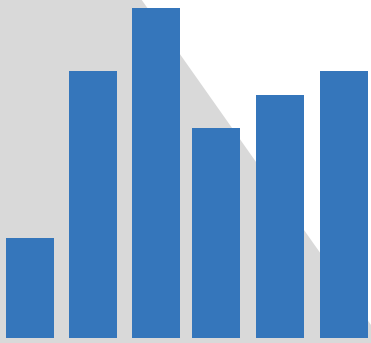
## **NORTH SUBURBAN TOBACCO COMPLIANCE PROJECT**

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.

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, located at [www.stopsalestominors.org](http://www.stopsalestominors.org).





**\$119,153**

The RPC is actively working with 17 coalitions.

# REGIONAL PREVENTION COORDINATOR

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).

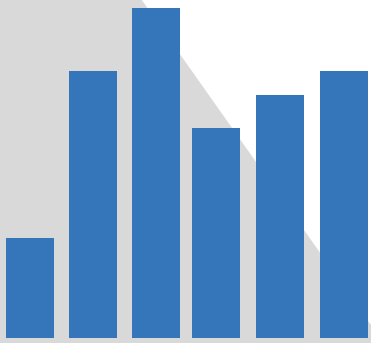
The program is funded by the Minnesota Department of Human Services, Alcohol & Drug Abuse Division.

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 17 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 technical assistance requests and facilitated 11 professional development trainings in 2018.







**\$277,681**

MPRC hosted Minnesota's 44th Annual Prevention Program Sharing Conference with more than 200 attendees.

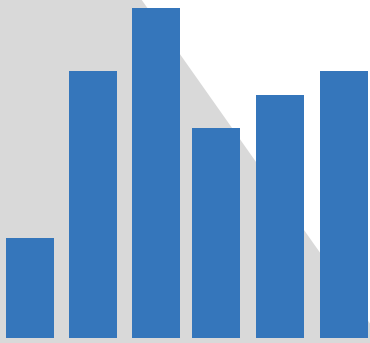
# MINNESOTA PREVENTION RESOURCE CENTER

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, MPRC hosted Minnesota's 44th Annual Prevention Program Sharing Conference, which had more than 200 attendees. 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](http://www.mnprc.org).





**\$39,487**

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

# PROJECT WATCH

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 2018, Project WATCH collected samples of more than 1,156 tobacco industry direct mail marketing pieces, hundreds of screen shots from tobacco industry websites and more than 4,724 tobacco industry emails.



The industry sends out various incentives, like the vinyl records above or the wine opening kit below, to customers to help build brand loyalty.



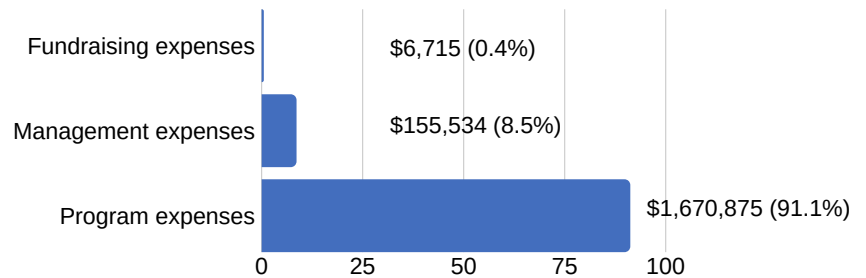


# FINANCIAL HEALTH

The accounting firm Harrington, Langer and Associates audited ANSR's 2018 financials. The result of the audit was an unqualified opinion.

A complete set of 2018 financial statements can be found on the ANSR website at: <http://www.ansrmn.org/about-us/board-of-directors/>

## Expenses for 2018 were:



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