



2014 ANNUAL REPORT

Association for Nonsmokers-Minnesota 2014 Annual Report

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The Association for Nonsmokers-Minnesota (ANSR) is a nonprofit organization whose mission is to promote and serve Minnesota nonsmokers in their quest for clean, healthy air; offer support to nonsmokers and organizations across the state and the country; and combat the health, environmental and economic problems resulting from tobacco use. It serves nonsmokers and organizations across the state and country. ANSR is committed to reducing the number of young smokers and to continuously advocate for the rights and health of nonsmokers.

PROGRAM UPDATES

Live Smoke Free

Live Smoke Free (LSF) works to increase the availability of smoke-free housing across the housing spectrum by providing assistance to property managers, owners and residents of rental and common interest communities, such as condos and townhomes. In 2014, special efforts were made to promote increased availability of smoke-free affordable and senior housing through Community Transformation Grant (CTG) and Statewide Health Improvement Program (SHIP) subcontracts. Multiple strategies were employed to accomplish this goal, including the creation and distribution of materials, outreach to nonprofit management companies, and partnerships

Live Smoke Free



with local public health departments. LSF provided technical assistance to SHIP, Tobacco-Free Communities (TFC), Blue Cross Blue Shield of Minnesota (BCBS) and ClearWay Minnesota grantees working on smoke-free housing strategies. In addition to support from

ANSR general funds, LSF had contracts from the Minnesota Department of Health; Wright, Dakota, Scott, Carver, Ramsey and Hennepin Counties, and the City of Minneapolis and Bloomington Public Health Departments. LSF assisted, directly and indirectly, more than 200 properties to adopt and implement smoke-free policies in 2014.

\$168,706

42

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

200

Number of properties directly or indirectly assisted to adopt and implement smoke-free policies in 2014.

9

Number of county or city entities with whom Live Smoke Free has a contract to work on smoke-free housing strategies.



440

Requests for assistance from grantees and other groups ANSR responded to in 2014.

Technical Assistance

Funded by the Minnesota Department of Health (MDH), ANSR staff provided technical assistance to community groups, MDH grantees, BCBS grantees, ClearWay Minnesota grantees and city and school staff working to reduce tobacco industry

influences and increase the number of tobacco-free spaces. During 2014, ANSR staff responded to 440 requests for assistance.

\$291,257

158

Tobacco-free parks policies or ordinances adopted by cities and counties since the program's inception in 2001.

Tobacco Free Youth Recreation (TFYR)

TFYR, a program funded with ANSR resources, has continued its work of training and assisting youth groups to promote tobacco-free recreation through policy development and implementation. TFYR assisted Scott



County in adopting a comprehensive tobacco-free parks policy that also prohibits use of electronic cigarettes in 2014. A total of 158 tobacco-free parks policies or ordinances have been adopted by cities and counties since the program's inception in 2001.

\$500

4

Number of cities who passed youth-oriented tobacco ordinances in 2014.

Ramsey Tobacco Coalition (RTC)

RTC expanded its geographic scope of work to select communities in the metro area, including the City of Minneapolis, to reduce the influence of the tobacco industry. Through a committed group of diverse community partners, RTC works to strengthen and enforce local tobacco ordinances to prevent youth access to and use of tobacco and decrease tobacco promotions aimed at youth. RTC conducted assessments of the retail tobacco environment, trained coalition members and youth to be tobacco prevention advocates, and educated the community



about the importance of reducing the influence of the tobacco industry through policy systems and environmental change. RTC participated in passage of youth-oriented tobacco ordinances in Falcon Heights, Mounds View, White Bear Lake and Saint Paul. RTC is funded by grants from ClearWay Minnesota, MDH, support from local units of government and ANSR general funds.

\$132,227



Tobacco-Free Campus Initiative (TFC)

TFC worked with post-secondary campuses in Ramsey County to develop and implement tobacco-free policies for their campuses under a contract with Saint Paul-Ramsey County Public Health. During 2014, TFC helped the University of Minnesota-Twin Cities, Metropolitan State University and Macalester College

implement comprehensive tobacco-free campus policies. TFC also continued its support of the University of Saint Thomas in maintaining and promoting its tobacco-free campus policy. Work continued towards policies for Hamline University, Saint Paul College and Concordia University.

\$30,537

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 and a grant from MDH. Efforts focus on identifying and tracking marketing tactics, educating city, county and school decision makers about tobacco control best practices and providing technical assistance to tobacco control partners. During 2014, Project WATCH collected samples of more than 1,000 tobacco industry direct mail



marketing pieces, hundreds of screen shots from tobacco industry websites and more than 3,000 tobacco industry emails. Staff presented findings at the Society for Research on Nicotine and Tobacco

conference in Seattle, Wash. Project findings were published in two papers in peer-reviewed journal *Tobacco Control*.

\$30,902

Regional Prevention Coordinator (RPC)

Regional Prevention Coordinators provide resources, consultation 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 seven 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. One of these coalitions was formed with the RPC's guidance, and three additional communities have begun exploring options. The RPC fulfilled 155 technical assistance requests, facilitated 19 prevention related training or work sessions and coordinated two additional prevention trainings since the position began in February 2014.

\$71,040

FINANCIAL HEALTH

ANSR engaged the services of the accounting firm of Harrington and Langer, which audited the 2014 financial records and gave ANSR a clean opinion.

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