



# 2015 ANNUAL REPORT



Association for Nonsmokers-Minnesota

## Association for Nonsmokers-Minnesota 2015 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 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 2015, we made special efforts to promote increased availability of smoke-free affordable and senior housing through Statewide Health Improvement Program (SHIP) subcontracts. LSF employed Multiple strategies to accomplish this goal, including the creation and distribution of materials, outreach to management companies, and partnerships 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

Wright, Dakota, Scott, Carver, Ramsey and Hennepin Counties, and the City of Minneapolis and Bloomington Public Health Departments. LSF assisted, directly and indirectly, 158 properties to adopt and implement smoke-free policies in 2015.

**\$196,921**



For the health of all residents and guests, this building is 100% smoke free. Thank you.  
www.mnsmokefreehousing.org

**43**

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

**158**

Number of properties directly or indirectly assisted to adopt and implement smoke-free policies in 2015.

**6**

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

**758**

Requests for assistance from grantees and other groups ANSR helped in 2015.

**Technical Assistance**

Funded by the Minnesota Department of Health (MDH), ANSR staff provided technical assistance to community groups, MDH grantees (Tobacco-Free Communities and SHIP), 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 2015, ANSR staff responded to 758 requests for assistance.

**\$291,292**

**169**

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. A total of 169 tobacco-free parks policies or ordinances have been adopted by cities and counties since the program's inception in 2001.

**\$1,200**

**16**

Number of communities who passed youth-oriented tobacco ordinances in 2015.

**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 16 communities, including Minneapolis, Saint Paul, Hennepin County and Ramsey County. RTC is funded by grants from ClearWay Minnesota, MDH, BCBS and support from local units of government and ANSR general funds.

**\$451,545**



### Tobacco-Free Campus Initiative (TFC)

TFC worked with post-secondary campuses in Ramsey County and the City of Minneapolis to develop and implement tobacco-free policies for their campuses. During 2015, TFC helped the University of Minnesota-Twin Cities and Macalester

College promote and enforce their campus policies. Work continued towards policies for Hamline University, Saint Paul College and Augsburg University.

**\$31,875**

### 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 2015, Project WATCH collected samples of more than 900 tobacco industry direct mail marketing pieces, hundreds of screen shots from tobacco industry websites and more than 2,400 tobacco industry



emails. Staff presented findings at the Society for Research on Nicotine and Tobacco conference in Chicago. Project findings were published in the peer-reviewed journal *Preventive Medicine Reports*.

**\$43,028**

### Regional Prevention Coordinator (RPC)

Regional Prevention Coordinators 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. Two of these coalitions were formed with the RPC's guidance. The RPC fulfilled 146 technical assistance requests and facilitated 17 professional development trainings in 2015.

**\$82,800**

**Jeanne Weigum**  
President

**Paul Pentel, M.D.**  
Vice President

**Jean Forster, Ph.D**  
Secretary

**Sandra Sandell**  
Treasurer

**Mary Bergaas**  
Director at Large

**Bernie Hess**

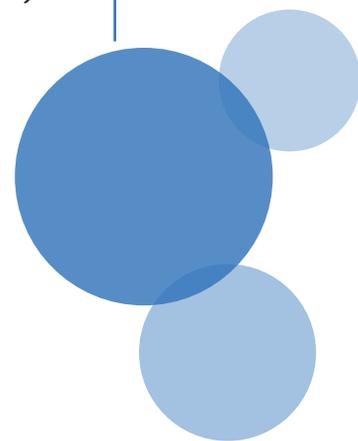
**Martha Hewett**

**Monique Muggli**

**Lisa Marshall**

**Patrick Steig**

**Rachel Widome**



### Policy Champions

The Policy Champions Project is 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 2015, we successfully engaged 10 individuals from priority populations in tobacco control initiatives by providing high-quality education and training, and meaningful advocacy opportunities.

**\$31,036**

### North Suburban Compliance Check Program

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 all youth buyers. All youth are trained, follow a specific protocol, are professional and continually receive feedback after each

time they assist. Each student receives a gift certificate to reimburse them for their time or verification of service hours completed. NSTCP holds two scheduled tobacco vendor trainings per year open. These trainings are open to all vendors in participating cities and cost nothing to the vendor.

**\$4,398**

### FINANCIAL HEALTH

ANSR engaged the services of the accounting firm of Harrington, Langer and Associates, which audited their 2015 financials. The result of the audit was an unqualified opinion. A complete set of 2015 financial statements can be found on the ANSR website at: [www.ansrmn.org/boardandfinance](http://www.ansrmn.org/boardandfinance)

#### Expenses for 2015 were:

- Program Expenses**  
\$1,285,075 (88.9%)
- Management Expenses**  
\$154,100 (10.7%)
- Fundraising expenses**  
\$6,232 (0.4%)

**10**

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

**88.5**

Compliance percentage rate among all vendors in participating NSTCP cities.

### ANSR Program Managers

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

