



Association for Nonsmokers - Minnesota

SEPTEMBER 2014 Vol 30 Number 3

Saint Paul sets minimum price for cheap, single cigars

The Ramsey Tobacco Coalition (RTC) is celebrating a huge victory. Saint Paul is now the largest city in the state to require cigars to be sold at a minimum price of \$2.10 unless sold in a pack of five. On Aug. 27, the City Council voted unanimously in support of the ordinance, which will make these products less appealing and accessible to young people.

This work began more than a year ago when RTC conducted an assessment of cigars in the retail environment. Cigars were being sold for as little as 50 cents in Saint Paul stores. Youth members of the group *Vision in Living Life – Change is Possible* saw that as a problem. Low-priced cigars are yet another tobacco industry tactic meant to target youth.

“People my age or even younger than me can get ahold of these cigarillos for cheaper than some candy,” said Kenyan Green, a sophomore at Johnson High and *Vision in Living Life* member.

RTC identified many possible solutions and presented them to the youth, who decided that making these products more expensive was key to reducing cigar use among their peers. The *Vision in Living Life* youth and other coalition partners began educating Saint Paul residents and leaders. Youth members met with each of the councilmembers to explain how the use of these cheap cigars impacts their neighborhoods and lives.

Their hard work paid off. The Saint Paul City Council showed its commitment to protecting the health and safety of its youth by enacting a strong tobacco prevention ordinance.

“I am proud of the members of my youth leadership group for speaking up for a healthier and safer community,” Damone Presley, program director for *Vision in Living Life – Change is Possible*, said.

The City Council voted unanimously to set a minimum price for single cigars at \$2.10 each. All cigars in packages of less than five must

***Thank you for all you
do for ANSR. Please
consider sharing this
newsletter with a friend!***

The annual ANSR meeting is coming soon. Here are the details:

Oct. 16, 2014

2395 University Avenue West

Suite 310

Saint Paul, MN 55114

5:30 p.m.

be priced at \$2.10 each. For example, a two-pack of cigars would cost \$4.20, a three-pack would cost \$6.30 and up to five. Increasing the price of tobacco is the single most effective way to prevent youth tobacco initiation. The ordinance, which puts an end to 50-cent cigars being sold in Saint Paul, will prevent many youth from starting a lifelong deadly addiction.

Council member Dai Thao, sponsor of the ordinance, said during the hearing on the ordinance that it is the council's responsibility to create a healthy community.

"This issue is about the underlying problem of the tobacco companies' intentional marketing to youth and communities of color," Thao said.

Saint Paul joins Brooklyn Center as the second city in Minnesota to pass this strong youth tobacco prevention ordinance. The city set the tone for the rest of the state, said Alicia Leizinger, RTC program and policy specialist.

"Saint Paul has taken a strong stand against the tobacco industry's relentless efforts to addict young people to their deadly products," Leizinger said. "By raising the price of cheap cigars, they took an important step in breaking the cycle of addiction for the next generation. We consider this to be a big first step, but there is more to be done.

"We will work with the City of Saint Paul to inform vendors of the new law. We will continue to work with council member Thao and the rest of the council to find even more ways to help prevent youth tobacco addiction."

Thanks to the partners who worked in conjunction with RTC: Vision In Living Life - Change is Possible youth group, Aurora Saint Anthony Neighborhood Development Corporation, Men Against Destruction, Defending Against Drugs and Social Disorder (MAD DADS), Jóvenes de Salud, Twin Cities Medical Society, Minnesota Department of Health, Minnesota Cancer Alliance, ClearWay Minnesota, Comunidades Latinas Unidas En Servicio (CLUES),



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ANSR submits comments to FDA on regulating electronic cigarettes, other products

ANSR research director Betsy Brock has paper published

American Lung Association in Minnesota and American Cancer Society Cancer Action Network. Our partners were instrumental in advocating for this ordinance. We couldn't do it without them!

More than four years after gaining the authority to regulate tobacco products, the Food & Drug Administration (FDA) has proposed regulations on electronic cigarettes, pipe tobacco, nicotine gels, hookah, and dissolvable tobacco.

Under the proposal, manufacturers of these products must:

- Register with the FDA;
- Provide a list of ingredients;
- Submit new products to the agency for premarket review;
- Include health warnings on the product packaging.

Under the proposal, sellers can't:

- Sell these products from vending machines unless they are in adults-only facilities;
- Sell to minors;
- Provide free samples;
- Make reduced risk claims without evidence.

These regulations are already in place for cigarettes and smokeless tobacco. The regulations do not prohibit television advertising, which has been the case for cigarettes since the early 1970s. The agency also does not propose prohibiting flavors.

The public comment was open from April 25 to Aug. 8. The tobacco and electronic cigarette industries were heavily involved in the process. Of more than 80,000 comments submitted to the FDA on the deeming regulations, most were form letters directly associated with cigar manufacturers and electronic cigarette advocacy groups. It is expected the regulations, whatever their final form, will not take effect for a number of years.

A newly published paper in Tobacco Control (Brock B., Schillo BA, Moilanen M. July 22, 2014) examines the value of tobacco coupons sent through the mail. The paper, "Tobacco industry marketing: an analysis of direct mail coupons and giveaways," shares results from an observational study investigating the content of direct mail marketing items sent in response to registration on select tobacco industry websites.

ANSR remembers longtime friend and supporter, Andy Driscoll

Give to the Max Day coming up in November

The analysis of 659 tobacco company mailings sent between July 2011 and June 2012 reveals that 86.5 percent of mailings contained at least one coupon and that the average coupon value per mailing was \$4.17. Many of the mailings promoted snus alongside cigarettes, which could contribute to dual use.

This study highlights how the industry uses direct mail marketing to reduce the cost of tobacco products, promote the dual use of cigarettes and snus, and build brand loyalty. More research is needed to understand how tobacco companies use direct mail marketing so communities can craft effective policy solutions to counteract this type of tobacco marketing. It can be found online at <http://www.ncbi.nlm.nih.gov/pubmed/25052861>

Andy Driscoll died at age 74 on July 21, 2014, of esophageal cancer after living for many years with smoking caused COPD, even though he had quit tobacco use decades ago.

Andy was a good friend to ANSR and an inspiration for smoking prevention. Andy made his reputation as a tireless fighter for what he thought was good and right. Although he was always willing to talk and exchange ideas, he never let fear of someone else's opinion dissuade him. That sometimes made him an uncomfortable ally, but you always knew where he stood, and he stood proudly for his beliefs.

Andy was an excellent writer and a communications expert. He hosted several news conferences for ANSR during our campaign for smoke-free bars and restaurants. He was intrigued by the new tobacco products the industry developed and hosted a cable TV show with some of ANSR's youth partners discussing cheap, flavored cigars and other novel products. He also invited ANSR's youth advocates to participate in a well-respected talk show on KFAI, Truth to Tell.

Andy had a voice for that which was good and positive for the community. His voice was taken away by tobacco, and we are all poorer for that.

In 2013, ANSR participated in GiveMN.org's Give to the Max Day for the first time. It was a success, and ANSR's supporters, members, board members, family and friends stepped up to give almost \$4,000. This year's Give to the Max Day will be Nov. 13. Keep your eye out for more information, but make plans to help ANSR continue

MN legislature enacts common-sense restrictions on e-cigarettes

Garage sale yields great results again

its strong work. Of course, supporters can give any time by going to our website: www.ansrmn.org/join.

This past legislative session, ANSR successfully worked on a legislative bill to restrict the sale and use of electronic cigarettes.

In May, Gov. Mark Dayton signed a health omnibus bill that included the legislation on e-cigarettes. The final bill required child-proof packaging for all e-cigarette liquids, prohibits e-cigarette use in public schools, bans retail sales of the products from mall kiosks, requires them to be kept behind the counter in stores, allows local governments to pass stronger restrictions and ensures penalties for those who sell e-cigarettes to minors.

In addition, the legislation prohibits use of e-cigarettes in hospitals, health care clinics, doctor's offices and most government-owned facilities, including correctional facilities. Use is also prohibited in any facility owned by the University of Minnesota or Minnesota State Colleges and Universities, including dorm rooms, and all licensed daycare facilities, including home daycares during hours of operation.

Thanks to everyone for your support at our annual Plant & Garage sale this past May. The event was once again a success, raising

ANSR Membership Form

Already a member? Not your renewal date? Pass this form along to someone you think might be interested. Share your newsletter.



I want to help ANSR's ongoing work:

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___ Contributing member ___\$30 ___ \$40

___ Regular member ___ \$25

___ Associate member ___\$15 ___ \$10

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Scott County upgrades parks tobacco policy

a total of \$4,805.14 for the organization. Thanks to our volunteers who helped with setup and staffing of the event and thanks to everyone who made donations or stopped by and shopped. Start setting aside donations for next year. We anticipate another great year with your help!

If you have smaller items you can't store, call Jeanne at 651-646-3005. We have limited storage space available. If you know someone who is getting married and merging households or downsizing, this might be an opportunity to scoop up goodies for next year.

On Aug. 19, the Scott County board expanded the county parks ordinance to limit the use of any tobacco products, including electronic cigarettes, on most park property and in recreational facilities. The previous ordinance only prohibited conventional tobacco use near park buildings.

Roadways, parking lots, individually rented campsites in County owned and operated campgrounds, as well as the use of tobacco in traditional Native American spiritual or cultural ceremonies, are exempted from the policy. Special thanks to Pat Stieg of the ANSR board, who sits on the county Parks Commission. He was instrumental in passing the policy.