



Image: ANSR staff and advocates at the 2022 National Conference on Tobacco or Health

# ASSOCIATION FOR NONSMOKERS-MN 2022 REPORT



The Association for Nonsmokers-Minnesota

[www.ansrmn.org](http://www.ansrmn.org)

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# ASSOCIATION FOR NONSMOKERS-MN

## Mission Statement

The Association for Nonsmokers-Minnesota (ANSR) is a nonprofit organization dedicated to reducing the human and economic costs of commercial tobacco, nicotine and other drug use in Minnesota.

Our core commitments are:

- to protect young Minnesotans from a lifetime of addiction;
- to ensure that all Minnesotans can breathe clean, smoke-free air everywhere; and
- to reduce health inequities and other disparities in relation to commercial tobacco, nicotine and other drugs.

### Contact Information

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## Land Acknowledgement

The Association for Nonsmokers-MN (ANSR) is located in Saint Paul, MN, the traditional homeland of the Dakota people. We acknowledge that the land we currently occupy comes from a legacy of genocide, ethnic cleansing and forced removal caused by U.S. law and policy applied to Indigenous communities.

When referring to tobacco in this report, we are referring to commercial tobacco products and not tobacco used for sacred purposes by Indigenous communities.

## Statement on Racial and Health Equity

ANSR is committed to ensuring that health and equity are considered in every aspect and element of our work. These are not just words to us. They inform our daily actions, including continually striving to uplift voices of Black, Indigenous and people of color. We do not tolerate racism, xenophobia or violence of any kind, and continue to review and ensure that our internal policies are equitable. We remain committed to working in solidarity with our partners to end racism, be anti-racist allies and stop racially-motivated violence.



# 2022 BOARD MEMBERS



**Jeanne Weigum**  
*President*



**Bernie Hesse**  
*Vice President*



**Mary Bergaas**  
*Treasurer*



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*Director at Large*



**Deb Hennrikus,**  
**Ph.D.**



**Martha Hewett**



**Natalie Johnson Lee**



**Lisa Marshall**



**Monique Muggli**



**Paul Pentel**



**Kris Rhodes**

# OUR PARTNERS

ANSR recognizes that our prevention wins could never be accomplished without the help of our partners. Whether we're pushing for tobacco legislation at the State Capitol, navigating the transition to a more hybrid world or engaging the community, our partners bring valuable perspectives to our efforts and enhance the work that we do. Thank you to our many partners who have worked side-by-side with us as we seek to protect Minnesotans from the harms of tobacco, nicotine and other drug use.

## NATIONAL CONFERENCE ON TOBACCO OR HEALTH

In June 2022, ANSR staff and youth advocates travelled to New Orleans for the National Conference on Tobacco or Health (NCTOH). The conference is one of the largest, longest-standing gatherings for tobacco control professionals in the United States and is an opportunity to share best practices and policies to reduce tobacco use with other public health advocates.

ANSR staff and youth advocates presented posters, sat on panels and hosted breakout sessions at NCTOH. See each program's section of the annual report for more details about the conference.

*ANSR's Katie Engman, Molly Schmidtke and Emily Anderson, partner Gabriel Glissmeyer and Tobacco Free Alliance's Melissa Michels at NCTOH.*



# LIVE SMOKE FREE

Since 2007, Minnesota property owners, managers, multi-unit housing residents and local health departments have come to know and trust the Live Smoke Free (LSF) program to deliver comprehensive smoke-free housing resources and assistance. In 2022, LSF continued to be the go-to source for all things smoke-free housing in Minnesota.

## Protecting Minnesotans from Secondhand Smoke

LSF partnered with five local health departments through the Statewide Health Improvement Partnership (SHIP) of the Minnesota Department of Health to provide direct technical assistance to Minnesota property owners, managers and multi-unit housing residents. In 2022, LSF completed a survey of West Saint Paul renters, completed a survey of Minneapolis owners/managers in the Section 8 Project Based Voucher Program, helped implement a new smoking disclosure ordinance for common interest communities in Saint Paul and conducted outreach to many Hennepin County cities. Thanks to this work, Minnesota ended the year with 5,228 smoke-free housing policies that protect approximately 408,051 Minnesotans from secondhand smoke in their homes.

Beyond direct assistance to properties, LSF provided technical assistance to SHIP grantees working on smoke-free housing strategies throughout the Twin Cities metro area. As part of this technical assistance, LSF hosted virtual, bi-monthly “Smoke-Free Housing Sharing Meetings” for grantees statewide. LSF also partnered with the Public Health Law Center to create an educational resource on an expansion of Minnesota’s Medical Cannabis Program that allows enrolled patients to purchase the raw flower form of cannabis for consumption (i.e., legalizing smoking as a form of medical cannabis consumption by enrolled patients).

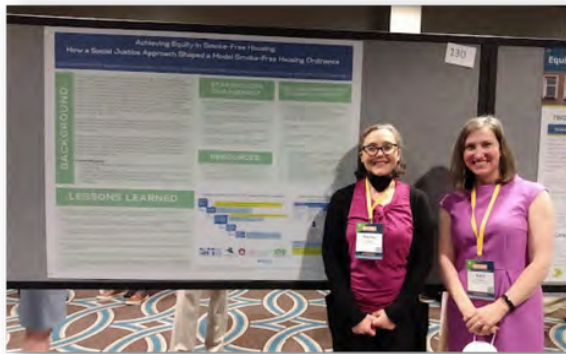
## National Discussion on Smoke-Free Housing

LSF’s reach extended beyond Minnesota’s borders in 2022. LSF and the Public Health Law Center hosted a national gathering of smoke-free housing advocates at NCTOH. Thirty advocates from across the country came together to discuss the intersection of cannabis and smoke-free housing, equitable policies and successes and challenges with compliance and enforcement.



*National smoke-free housing advocates gathering at the National Conference on Tobacco or Health.*

# Model Smoke-Free Housing Ordinance for MN



Public Health Law Center's Rachel Callanan and ANSR's Kara Skahen presenting at NCTOH.

Twenty-twenty-two also marked the conclusion of LSF's multi-year project with Bloomington Public Health to convene an Equitable Enforcement Advisory Committee. Local and national experts from various backgrounds, including public health, law, housing, tenant advocacy, restorative justice and substance abuse, came together to develop an equity-focused model smoke-free housing ordinance for Minnesota. The

group's primary goal was to prioritize residents' perspectives and promote housing stability. After five convenings and multiple draft reviews, the Committee adjourned and the Public Health Law Center began drafting Minnesota's first model smoke-free housing ordinance. Live Smoke Free and the Public Health Law Center gave a poster presentation highlighting this work at NCTOH.

With new funding from a Commercial Tobacco Free Communities grant from the Minnesota Department of Health, Live Smoke Free began promoting and advocating for public smoke-free housing policies at the end of 2022. LSF looks forward to helping Minnesota cities put Minnesota's model smoke-free housing ordinance to use.

**PUBLIC HEALTH LAW CENTER**  
at Mitchell Hamline School of Law

**SMOKE-FREE HOUSING**

April 2023

**MINNESOTA SMOKE-FREE MULTIUNIT HOUSING**  
Model Ordinance

Minnesota communities have the authority to enact local laws to protect their residents from secondhand and thirdhand smoke exposure.

Read the model ordinance at: <https://www.publichealthlawcenter.org/sites/default/files/resources/MN-SF-MUH-Model-Ordinance.pdf>



# MINNESOTA LEGISLATIVE OUTREACH

## Minnesota Congressional Delegation

ANSR continued its engagement with federal lawmakers in 2022, with a specific focus on flavored hookah tobacco, or shisha, and its impacts on the East African community in Minnesota. Thanks to funding from the Campaign for Tobacco Free Kids, ANSR was able to retain East African Community Organizer Said Ahmed to lead this important work. Said conducted education and outreach using culturally-appropriate, translated materials regarding hookah. He also gained community and decision-maker support for including hookah in flavored tobacco restrictions and bans at the local, state and federal level.

ANSR was also able to continue to engage several members of Congress, including Representatives Angie Craig, Betty McCollum, Ilhan Omar and Dean Phillips and Senators Amy Klobuchar and Tina Smith regarding action on tobacco at the federal level. ANSR staff leveraged long-term relationships with lawmakers' district office staff to secure lawmaker signatures on several important letters including letters supporting the FDA's proposed prohibition of menthol tobacco products.

## State Outreach

ANSR engaged Minnesota lawmakers to further the tobacco prevention agenda of the statewide coalition Minnesotans for a Smoke-Free Generation (MSFG). During MSFG Week of Action in early 2022, ANSR staff, youth advocates and partners participated in over 20 meetings with state lawmakers and asked for their support for MSFG's two 2022 policy priorities: removing barriers to tobacco treatments and ending the sale of flavored tobacco products.



*ANSR staff and advocates meeting with Rep. Alice Hausman (66A) during MSFG Week of Action.*

The bill to reduce barriers to tobacco treatment made progress in the legislature and was not particularly controversial. The bill would increase the number of professions that can bill insurance for tobacco treatment, eliminate co-pays and allow patients to have unlimited nicotine replacement prescriptions. Since some people attempting to quit smoking need to use nicotine replacement for quite some time, this last provision is particularly important.



In the two hearings in House Committees, no one testified against it. While one might think that would assure passage, the final fate of the bill remained unclear as the session neared its end. The bill was included in a bigger health and human services bill that the full House approved. The companion bill was not heard in the Senate. Ultimately, the House and Senate were unable to reach an agreement on passing major supplemental finance bills, a tax bill and a bonding bill. This means the commercial tobacco cessation treatment bill, which would cost \$79k over three years, did not cross the finish line. Unsurprisingly, the biggest hurdle for the bill was the fiscal note, not the policy itself.

The bill to prohibit the sale of flavored tobacco products did not receive any hearings in the 2022 legislative session. ANSR will continue to work on flavor policies at the local level and will work with the Smoke-Free Generation to promote passage next year.

## Menthol Coalition

ANSR and NorthPoint Health and Wellness also continued to co-chair the Menthol Coalition in 2022. The group's aim is to be influential in state-level work to end the sale of all flavored tobacco, including menthol, throughout Minnesota. The coalition's work in 2022 focused on expanding membership in the faith community, especially Black churches, and creating culturally-appropriate systems for accessing cessation resources.

The coalition is composed of health and community organizations in Minnesota committed to reducing the harm caused by menthol-flavored cigarettes and other tobacco products. Members include churches, youth-serving organizations, health groups and advocacy organizations serving Black, Indigenous and People of Color (BIPOC) communities.

## Beautiful Lie, Ugly Truth Gets a New Look

The refreshed campaign incorporates all flavored tobacco, including menthol. ANSR and its partners collect community members' signatures on postcards (below) to garner support for flavor policies. Learn more at <https://www.beautifullieuglytruth.org>



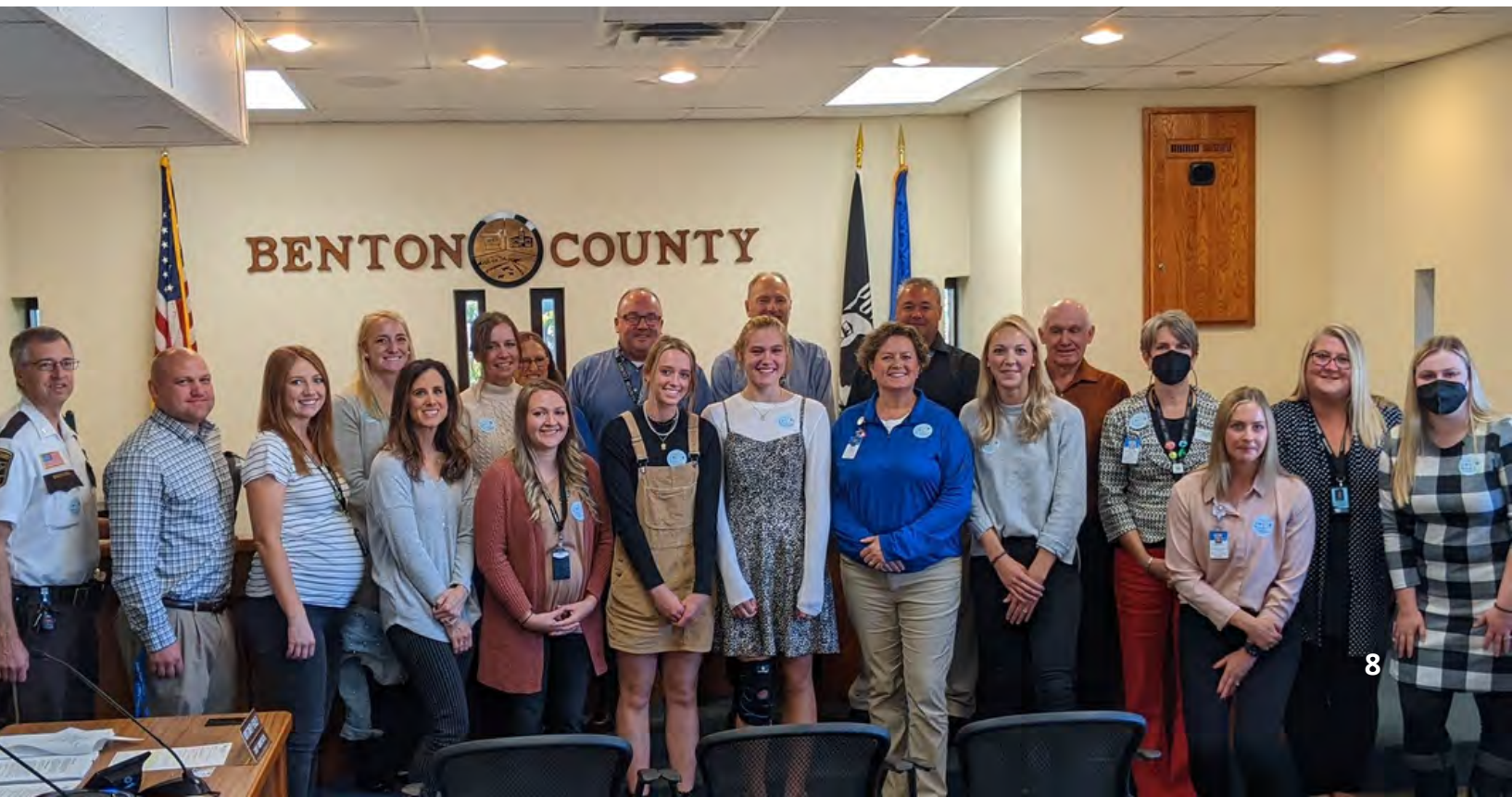
# POINT OF SALE

## License Caps, Menthol and Other Flavors

In 2022, many communities in the Metro and across the state worked to protect their youth and BIPOC neighbors by restricting the sale of flavored tobacco products, including menthol, and imposing licensing caps to reduce the number of retailers in their cities.

- Little Canada prohibited sampling of all commercial tobacco products and capped all tobacco licenses at zero;
- Columbia Heights restricted the sale of flavored tobacco products, including menthol, to adult-only tobacco shops and capped adult-only tobacco shop licenses at four; and
- Benton County restricted the sale of all flavored tobacco products, including menthol, to adult-only tobacco shops and capped all tobacco licenses at zero.

*Benton County Commissioners with public health staff, community members and ANSR staff after the public hearing and unanimous vote in support of the tobacco licensing ordinance.*



## Youth Advocates' Point of Sale Work Highlighted at National Conferences

Students Upendo Gimbi, Anna Grace Hottinger and Meghan McFarling traveled with ANSR staff to NCTOH and shared what authentic youth engagement looks like in commercial tobacco prevention. They sat on the panel “Not About Us Without Us: Engaging Youth and Young Adults on Tobacco Prevention and Advocacy” and presented a poster about Ramsey County youth data collection on vaping perceptions. These students shared about their own advocacy and prevention efforts and discussed the importance of listening to the next generation of advocates.

This opportunity allowed these students to showcase their work on the national stage. With much of tobacco prevention and control, we know we need to engage young people in prevention efforts. Upendo, Anna Grace and Meghan shared best practices and educated numerous tobacco prevention leaders and advocates from national organizations, health departments and nonprofits. They were some of the only young people at this conference of about 2,000 leaders from across the country.



*(From left) Meghan McFarling, Anna Grace Hottinger and Upendo Gimbi sitting on a panel at NCTOH about youth engagement in commercial tobacco prevention work.*



*Molly Schmidtke and Anna Grace Hottinger at the SOPHE Advocacy Summit.*

ANSR staff member, Molly Schmidtke, and long-time youth intern, Anna Grace Hottinger, traveled to Washington DC for the Society for Public Health Education (SOPHE) Advocacy Summit in October 2022. Molly and Anna Grace presented on youth surveys conducted at Mounds View High School, funded by Ramsey County's Statewide Health Improvement Partnership (SHIP) Initiative. The presentation focused on the importance of peer-to-peer advocacy, the intersections of vaping and mental health and how COVID impacted youth vaping. While in DC, Molly and Anna Grace shared materials about ANSR and the statewide MSFG Coalition with the congressional offices of Senator Tina Smith, Senator Amy Klobuchar and Representative Tom Emmer.



# Escape the Vape Youth Leadership Summit

In August 2022, the Minnesota Department of Health and the University of Minnesota hosted the Escape the Vape Youth Leadership Summit. The Summit brought together youth leaders from across Minnesota to learn, share and collaborate to help reduce the dangers of vaping through activism and awareness. The event was part of a comprehensive, statewide effort to leverage existing youth programs to make sustainable changes to community policies, practices, systems and environments to reduce youth e-cigarette and commercial tobacco use. Participants learned about factors of mental well-being that contribute to reducing commercial tobacco use among young people.



*Summit participants posing with Goldy Gopher.*

ANSR hosted a session on Advocacy 101, which focused on the importance of youth voices and how to share one's message with decision makers. ANSR staff member Katie Engman and youth partner Anna Grace Hottinger led the session. Students also attended sessions to learn more about sacred tobacco, effective media and communication campaigns and school curriculum about commercial tobacco policy.



*ANSR advocates moderating and sitting on the youth and young adult panel at the Summit.*

Students also heard from a panel of youth and young adults about youth advocacy and what it means to be thoughtfully engaged. ANSR advocates Molly Palm and Murielle Codjia moderated and ANSR advocates Anna Grace Hottinger, Upendo Gimbi and Parker Reindahl sat on the panel. Tobacco Free Alliance's advocate, Eric Li, was also a panelist for the event.



# Price Discounting

On November 3, 2021 the Saint Paul City Council voted unanimously to prohibit the use of coupons and price promotions for commercial tobacco and vaping products. The measure was part of a comprehensive commercial tobacco ordinance that also set a \$10 minimum price for cigarette packs and standard-size cans of smokeless tobacco and increased penalties for retailers who sell commercial tobacco to people under the age of 21. The ordinance came after years of organizing and advocacy led by ANSR and took effect on December 11, 2021. ANSR staff worked closely with partners to implement and evaluate the ordinance in 2022.

ANSR mailed implementation materials such as postcards, clings, and guides to all tobacco retailers in Saint Paul to ensure that stores were in compliance with the new city ordinance. ANSR also worked with the Department of Safety and Inspections to educate retailers.



ANSR staff and partners worked closely to evaluate the ordinance by checking each store for compliance with the minimum price requirements and the now-unauthorized redemption of coupons or price promotions. The evaluation found that only two local stores sold products below the minimum price, no stores accepted coupons, and no stores had price promotions. ANSR compared these stores in Saint Paul with stores in Minneapolis and the metro suburbs and found that all stores in other areas continued to sell products under \$10, accept coupons and have price promotions. The amount of tobacco advertising in Saint Paul has also dramatically decreased since the ordinance went into effect, as advertisements usually announce price discounts or promotions.

ANSR will share these outcomes and lessons learned with other cities to assist with the adoption, implementation and enforcement of price discounting policies elsewhere.

# TECHNICAL ASSISTANCE

In 2022, ANSR staff responded to requests for assistance from MDH grantees for:

- community education;
- planning, strategizing and implementing policy, system and environmental changes in their communities; and
- tobacco-free policies for housing, outdoor air, businesses and county grounds.

## *What is ANSR's role in Technical Assistance?*

With funding from the Minnesota Department of Health (MDH), ANSR staff provided technical assistance to MDH Tobacco-Free Communities, Youth E-Cigarette Prevention and Cessation Initiative (YEPCI) and SHIP grantees as well as city and school staff working to reduce tobacco industry influences and increase the number of tobacco-free spaces in Minnesota.

In 2022, ANSR provided technical assistance to the Benton County Public Health Department as they worked to restrict the sale of all flavored tobacco products, including menthol, to adult-only tobacco shops and cap all tobacco licenses at zero in Benton County. Staff shared best practices with decision makers and engaged the community in the conversation. The ordinance passed with a unanimous vote.

ANSR also worked closely with Ramsey County Public Health to draft language, adopt and implement a comprehensive tobacco-free grounds policy in August 2022.



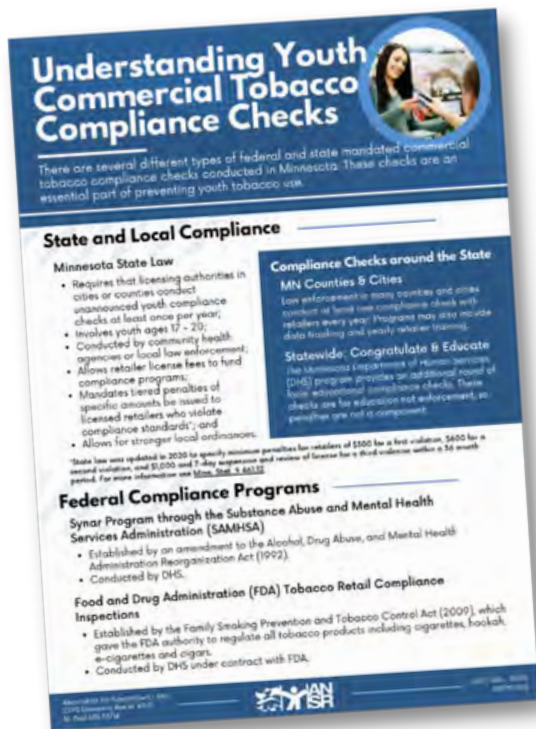
## TOBACCO-FREE YOUTH RECREATION

The Tobacco-Free Youth Recreation program continued to provide training materials for advocates and decision-makers by maintaining a database of all tobacco-free parks policies in 2022.

**For more information, visit:**  
**[tobaccofreeparks.org](https://tobaccofreeparks.org)**

# NORTH SUBURBAN TOBACCO COMPLIANCE PROJECT (NSTCP)

The North Suburban Tobacco Compliance Project (NSTCP) offers law enforcement, decision-makers, retailers and communities a proven and comprehensive method to ensure youth do not have access to tobacco at the point of sale. NSTCP recruits, trains and maintains youth buyers for participating communities. Each student receives compensation for their time.



Compliance checks are conducted face-to-face, as young people attempt to purchase in real-time. In 2022, 89% of NSTCP retailers passed the youth access compliance checks, compared to 88% in 2021. These rates have been below 90% for the past two years due to an interruption in conducting tobacco compliance checks during the pandemic, rapid change in staff working in the service industry and youth using flavored vapes at a high rate.

*ANSR created "Understanding Youth Commercial Tobacco Compliance Checks" and distributed it to all MDH grantees and DHS BHDH grantees and coalitions. This resource explains the different levels of oversight involved in conducting tobacco compliance checks, from federal to local licensing authorities.*

## Congratulate and Educate

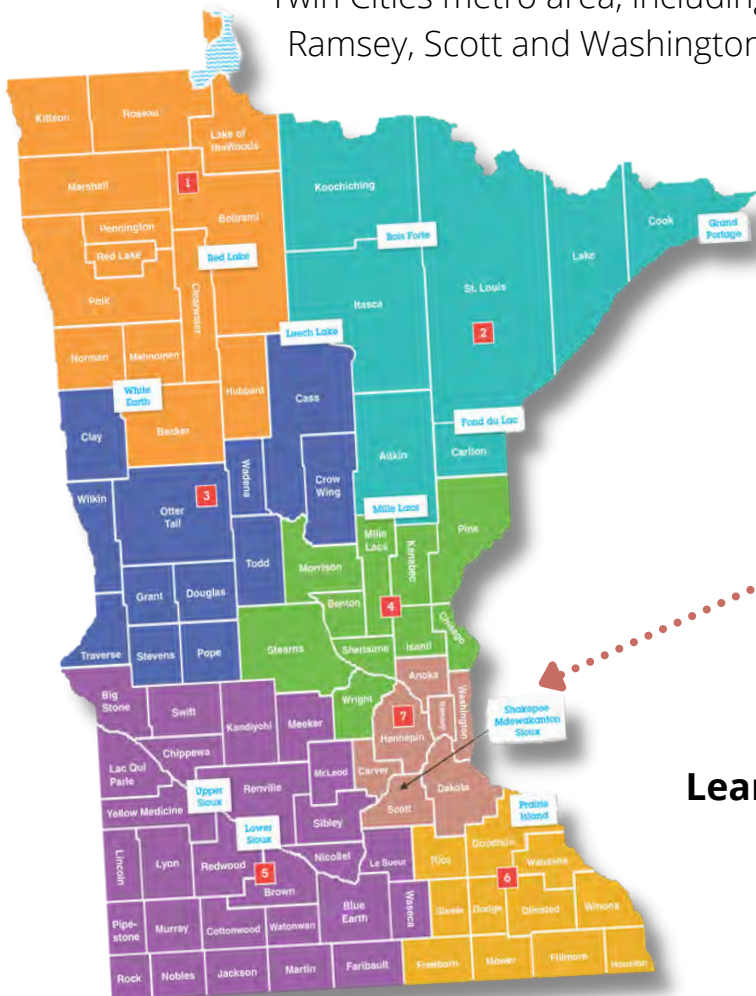
ANSR continued to partner with the Minnesota Department of Human Services to provide support and technical assistance for the Congratulate and Educate program in 2022. The program provides resources to local law enforcement and public health agencies to conduct educational tobacco compliance checks. The checkers either reward those who pass with a certificate congratulating them on their compliance or educate those who fail instead of issuing a citation.



# REGIONAL PREVENTION COORDINATOR (RPC)

Regional Prevention Coordinators (RPCs) provide resources, consultation, training and technical assistance to local community coalitions, agencies and other community members in order to support the prevention of alcohol, tobacco and other drug abuse. The program is funded by the Minnesota Department of Human Services, Behavioral Health Division.

The metro-based RPC is actively working with seventeen coalitions and communities on one or more of the following: organizational development, data collection, community assessment, member engagement and outreach, strategic planning, strategy selection and implementation, evaluation and sustainability planning. The RPC fulfilled 84 technical assistance requests and facilitated 14 professional development trainings in 2022. ANSR is host to the Region 7 RPC, which serves the Twin Cities metro area, including Anoka, Carver, Dakota, Hennepin, Ramsey, Scott and Washington counties.



Kayla Baker, Region 7 RPC.

Learn more about RPCs at [rpcmn.org](http://rpcmn.org).



# MINNESOTA PREVENTION RESOURCE CENTER (MPRC)

Minnesota Prevention Resource Center is funded by the Minnesota Department of Human Services, Behavioral Health, Housing and Deaf & Hard of Hearing Services Administration and is hosted at the Association for Nonsmokers-MN. It connects substance abuse prevention professionals and community partners to the quality information and training they need to effectively prevent alcohol, tobacco and other drug abuse.

Project staff also assist community partners in accessing research, interpreting findings for practical application and identifying resources.

**The 2023 Prevention Program Sharing Conference will be held in-person in Brainerd, MN on October 17-18. To learn more about the conference and register, visit [www.mnprc.org/conference](http://www.mnprc.org/conference).**



## Prevention Program Sharing Conference

For 48 years, MPRC has hosted the annual Minnesota Prevention Program Sharing Conference, which engages hundreds of substance misuse prevention coalitions, agencies and individuals statewide. The October 2022 Conference returned in-person after two years of virtual conferences. In addition to the in-person option in Duluth, all sessions were recorded to increase access across the state.

### Event Details:

<b>429</b>	Total registrants (in-person & virtual)
<b>219</b>	In-person attendees
<b>~40</b>	Students and teachers attended



*Molly Schmidtke, Kara Skahen, Jackie Siewert, Kayla Baker and Katie Engman at the 2022 Prevention Program Sharing Conference in Duluth.*

# PROJECT WATCH

Project WATCH, a research program of ANSR, works to expose tobacco industry marketing tactics across the state. The program is funded through a Blue Cross Blue Shield Center for Prevention grant. Project WATCH efforts include identifying and tracking the many marketing tactics of the tobacco industry and informing policy campaigns.

The findings from this program in 2022 were regularly used to create social media campaigns for the MSFG statewide coalition, published in articles in peer-reviewed journals, presented at national conferences and used to educate decision makers on what marketing materials Big Tobacco sends to people's doorsteps.



Findings from Project WATCH were used to inform partners of current industry tactics. These are examples of the tobacco industry appealing to sports fans (below) or championing sustainability to appear eco-friendly (right).



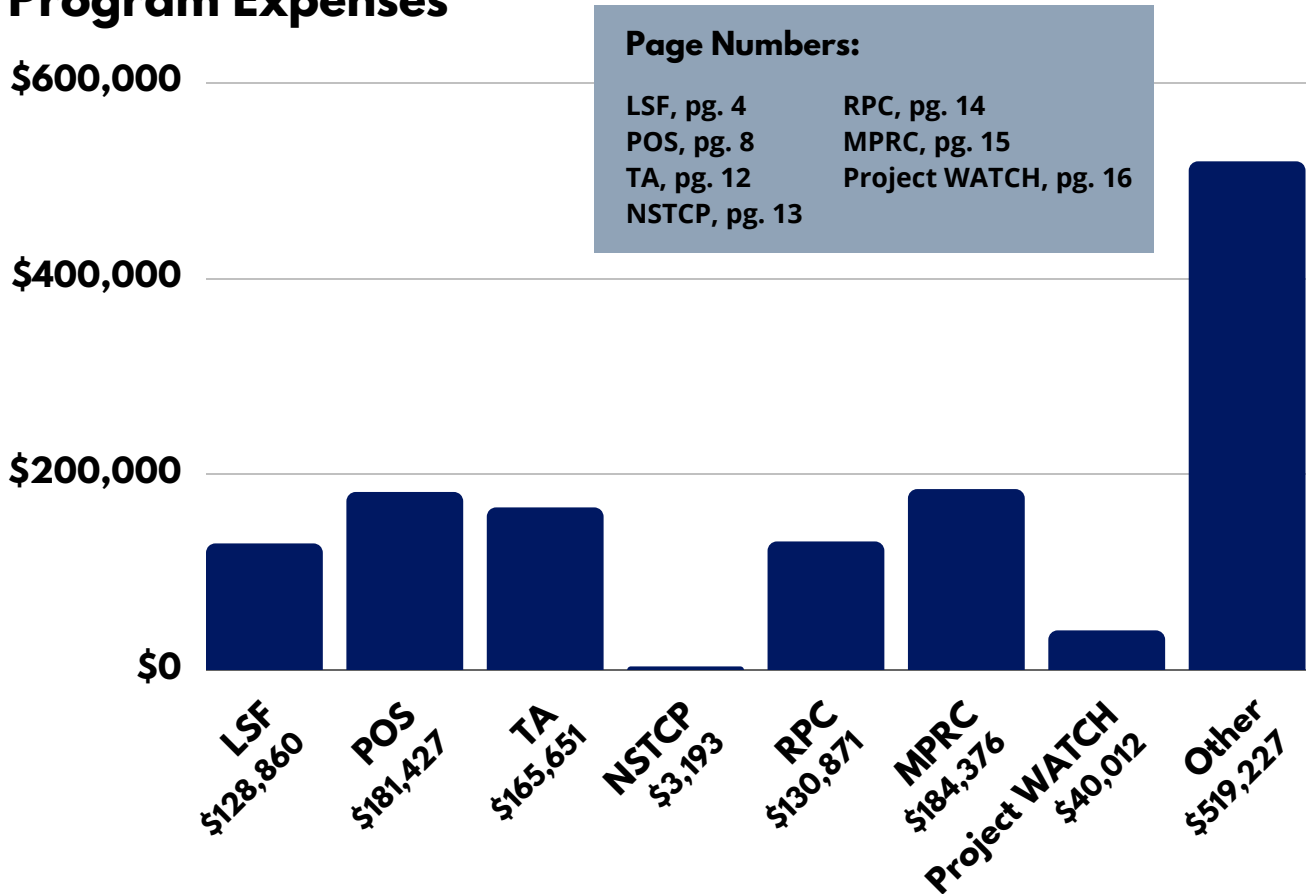
# FINANCIAL HEALTH

The accounting firm Harrington, Langer and Associates audited ANSR's 2022 financials. The result of the audit was an unqualified opinion.

## Expenses for 2022

<b>Fundraising Expenses</b> <b>\$9,127</b>	<b>Management Expenses</b> <b>\$146,009</b>	<b>Program Expenses</b> <b>\$1,353,617</b>
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## Program Expenses



A complete set of 2022 financial statements can be found on the [ANSR website](#). A list of employees can also be found [here](#).

# THANK YOU TO OUR FUNDERS

ASPiRE Center

Bloomington Public Health

Blue Cross Blue Shield of Minnesota Center for Prevention

Campaign for Tobacco-Free Kids

Dakota County SHIP

Hardenbergh Foundation

Hennepin County SHIP

Minneapolis Health Department SHIP

Minnesota Department of Health

Minnesota Department of Human Services

Ramsey County SHIP

Rice Family Foundation

Tobacco-Free Alliance



Thank you to all of our members who make donations, large and small. We appreciate your generosity.







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