



# 2016 ANNUAL REPORT

## Association for Nonsmokers-Minnesota 2016 Annual Report

2395 University Ave. West, Suite 310  
Saint Paul, MN 55114  
651-646-3005  
www.ansrmn.org

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 2016, we made special efforts to promote increased availability of smoke-free affordable 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 (CWMN) grantees working on smoke-free housing strategies.

In addition to support from ANSR general funds, LSF had contracts from Wright, Dakota, Carver, and Hennepin Counties, and the City of Minneapolis and Bloomington Public Health Departments.

LSF assisted, directly and indirectly, 193 properties to adopt and implement smoke-free policies in 2016.

**\$122,458**

**46**

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

**193**

Number of properties LSF directly or indirectly assisted adopting and implementing smoke-free policies in 2016.

**6**

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



# Menthol Coalition Members

- African American Leadership Forum
- Aurora/St. Anthony Neighborhood Development Corporation
- Blue Cross and Blue Shield of MN
- Breathe Free North
- ClearWay Minnesota<sup>SM</sup>
- God Squad
- Greater Friendship Missionary Baptist Church
- Greater Mount Nebo Missionary Baptist Church
- Greater Mount Vernon Missionary Baptist Church
- Indigenous Peoples Task Force
- Lincoln Park Children and Families Collaborative
- Lyndale Neighborhood Association
- MAD DADS of Minneapolis
- Minnesota Association of Community Health Centers (MNACHC)
- Mother St. James A.M.E. Church-Minneapolis
- New Hope Baptist Church
- New Mt. Calvary Missionary Baptist Church
- New Resurrection Missionary Baptist Church
- NorthPoint Health & Wellness
- Pilgrim Rest Baptist
- Progressive Baptist Church
- Rainbow Health Initiative
- Sabathani Community Center
- Shiloh Temple International Ministry
- Southside Urban Coalition
- St. Mark's A.M.E. Church
- St. Peter's A.M.E. Church
- Stairstep Foundation/HWU
- Tobacco-Free Alliance
- True Love Church-Ministries of Arts
- Twin Cities Medical Society
- Vision in Living Life-Change is Possible
- Visions Merging
- We Win Institute



Association for Nonsmokers-Minnesota

## Tobacco Point of Sale Initiatives

### 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.

In 2016, 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 Saint Paul and Shoreview. RTC is funded by grants from ClearWay Minnesota, Minnesota Department of Health(MDH), BCBS and also receives support from local units of government and ANSR general funds.

**\$249,674**

### Beautiful Lie Ugly Truth

The Menthol Coalition was formed by ANSR and NorthPoint Health & Wellness. This work is funded by CWMN and BCBS. The coalition is working to reduce the harm caused by menthol-flavored cigarettes and tobacco.

The Menthol Coalition meets on a regular basis to share information, provide updates about on-going projects, coordinate efforts around community education and advocate for policy change. As a part of its work, coalition members



worked together to create an educational campaign that includes a video, radio ad and

print materials.

Visit [www.BeautifulLieUglyTruth.org](http://www.BeautifulLieUglyTruth.org) for more information.

**\$381,898**



### Technical Assistance

With funding from the Minnesota Department of Health and CWMN, 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 2016, ANSR staff responded to 497 requests for assistance.  
**\$231,780**

### Regional Prevention Coordinator (RPC)

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

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 2016.

**\$87,706**

### 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 183 tobacco-free parks policies or ordinances have been adopted by cities and counties since the program's inception in 2001.



Since 2015, TFYR has partnered with NorthPoint Health & Wellness to promote a comprehensive tobacco-free policy for the entire Minneapolis parks systems.

**\$59,703**

### Tobacco-Free Campus Initiative

The tobacco-free campus initiative worked with post-secondary institutions in the metro to develop and implement tobacco-free programs for their campuses.

During 2016, 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, Augsburg University, and Hubert H. Humphrey Job Corps.

**\$5,776**

**Jeanne Weigum**  
President

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

**Jean Forster, Ph.D**  
Secretary

**Sandra Sandell**  
Director at Large

**Mary Bergaas**  
Treasurer

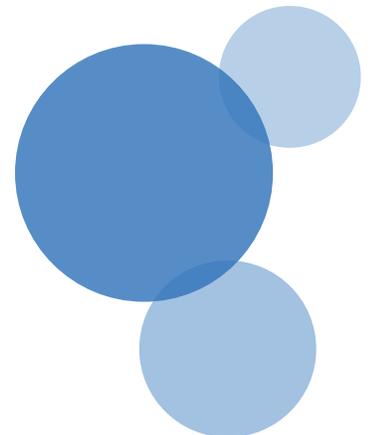
**Bernie Hess**

**Martha Hewett**

**Monique Muggli**

**Lisa Marshall**

**Deb Henrikus**



8

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

**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 2016, we successfully engaged eight individuals from priority populations in tobacco control initiatives by providing high-quality education and training, and meaningful advocacy opportunities.

**\$57,116**

95.5

Compliance percentage rate among all vendors in participating NSTCP cities.

**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.

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 two scheduled tobacco vendor trainings per year.

These trainings are open to all vendors in participating cities and are offered at no cost to the vendor. NSTCP also promotes the new online vendor training developed by ANSR.

**\$4,040**

**ANSR  
Program  
Managers**

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

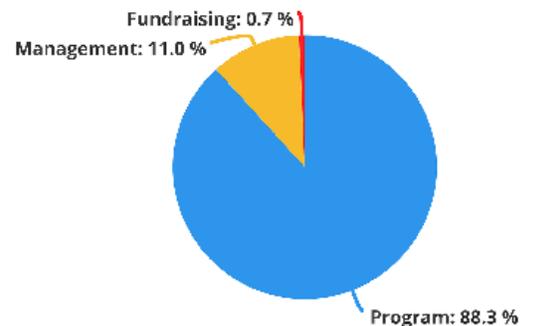
**FINANCIAL HEALTH**

The accounting firm Harrington, Langer and Associates audited ANSR's 2016 financials. The result of the audit was an unqualified opinion.

A complete set of 2016 financial statements can be found on the ANSR website at: [www.ansrmn.org/boardandfinance](http://www.ansrmn.org/boardandfinance)

Expenses for 2016 were:

Program Expenses \$1,354,926 (88.3%)
Management Expenses \$169,501 (11%)
Fundraising expenses \$11,005 (0.7%)



## Minnesota Tobacco Retailer Training

ANSR developed an online tobacco vendor training called Stop Sales to Minors ([www.stopsalestominors.org](http://www.stopsalestominors.org)).

The Minnesota tobacco retailer training is designed to help tobacco retailers comply with Minnesota and federal laws that regulate the sale of tobacco, electronic delivery devices, or e-cigarettes, and tobacco-related devices.

The training is the first of its kind in Minnesota and is available in English, Somali and Spanish. It provides an alternative to the tobacco industry “We



Stop Sales to Minors is intended for tobacco retailers but is freely available to the public. It fills an important gap using an economical web-based training delivery model.

Card” program, which is proven ineffective at reducing illegal tobacco sales.

**\$14,573**

## Tobacco 101 Lesson Plan for Youth Training

ANSR has had a lesson plan curriculum for many years, created by a combination of staff and volunteers.

In 2016, ANSR staff completed a major overhaul of the curriculum. Staff worked closely with a local teacher to correct the format and provide clear instructions for people delivering the lessons.

The new lessons use a multimedia approach and include videos, articles and entirely new activities. ANSR partnered with designers at Mod & Company Design to create a bright and colorful look for the new lesson plans.

The book serves as an introduction to tobacco and policy and includes seven comprehensive lessons that touch on a wide variety of topics including: ingredients in cigarettes; basic harms of tobacco; the role of child labor in

tobacco production; marketing and advertising; flavored tobacco, menthol and e-cigarettes; and the role policy change can play.

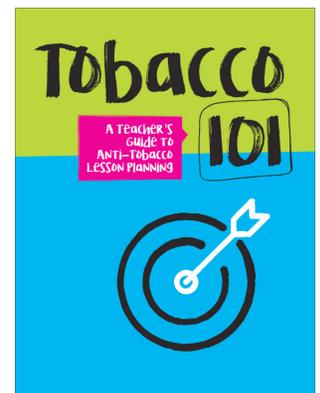
In the final lesson, youth complete store surveys to see how the tobacco industry is working in their neighborhood and create a plan to make policy change in their community.

ANSR will use the new lesson plan curriculum with community partners, including youth-serving organizations. Partner organizations around the state will also have the lesson plan curriculum to use in support of their ongoing policy efforts.

**\$23,081**

**4,201**

Postcards sent to Minnesota tobacco retailers, vape shops, public health directors, and law enforcement agencies.



**71**

Lesson Plan books distributed to grantees around the state for training youth in their communities.



183

Tobacco-free parks policies or ordinances adopted by cities and counties since the inception of TFYR in 2001.

497

Requests for technical assistance from grantees and organizations on tobacco prevention policies.

3

Number of cities ANSR helped to pass restrictions on the sale of flavored tobacco products to adult-only tobacco shops.

### Kids in Cars

ANSR's Kids in Cars project led the state and local dissemination of the Center for Energy and Environment's (CEE) "Passenger Vehicle Secondhand Smoke Particulate Measurements" research project, which was funded by CWMN.

CEE's research yielded first-of-its-kind findings on the impact of secondhand smoke exposure in vehicles under a variety of conditions.

Researchers found that just 30 minutes in a vehicle during and after smoking is about equal to sitting in a typical smoky bar for three hours.

To share these findings with public health organizations, tobacco control advocates, and policymakers, ANSR developed a series of materials including a dedicated page on the ANSR website ([www.ansrmn.org/kids-in-cars](http://www.ansrmn.org/kids-in-cars)), a factsheet about the project results and the potential statewide

policy implications, and an infographic describing, among other things, policy efforts in other states.

ANSR also created a 90-second video that gives a high-level overview of the research findings and encourages advocates to support policy change to make private vehicles smoke-free when children are present.

The video can be viewed here: [https://youtu.be/-e\\_YnLSIKvI](https://youtu.be/-e_YnLSIKvI).

In 2016, ANSR used these materials to share project results and ways to support policy change with public health organizations and tobacco control advocates across the state.



\$8,690

### 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 2016, Project WATCH collected samples of more than 800 tobacco industry direct mail marketing pieces, hundreds of screen shots from tobacco industry websites and more than 1,700 tobacco industry emails.

Staff presented findings at the Society



for Research on Nicotine and Tobacco conference in Chicago and the National Smokeless Spit Tobacco conference in Albuquerque. Project findings were published in the peer-reviewed journals

American Journal of Public Health and Preventative Medicine Reports.

\$40,822

