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# TOBACCO MARKETING UPDATE

Reducing Youth Exposure to Tobacco Advertising and Promotion

## Minnesota Legislative and Local Policy Update



### State Updates

**Cessation Funding:** Continued statewide cessation funding was passed. The service now known as QUITPLAN will continue to be available to Minnesota smokers through the Minnesota Department of Health after its current funding ends in 2020.

**Clean Indoor Air:** E-cigarettes were added to Minnesota's clean indoor air policy. As of Aug. 1, 2019, e-cigarettes can no longer be used anywhere smoking is already prohibited. This includes most indoor public places including restaurants, bars and workplaces. This was a popular bill that passed 100-25 in the House and 53-13 in the Senate.

**Tobacco 21:** This bill did not pass, but it made it much further than it has in previous years. Tobacco 21 passed the Minnesota House and made it through one hearing in the Senate.

### Local Updates

38 Minnesota communities have passed Tobacco 21 and 10 have restrictions on menthol and/or flavored products. The following cities passed policies in 2019:

**January** Duluth: T21, menthol & flavor restrictions

**February** Beltrami County: T21

**March** Robbinsdale: T21 & e-cigarette restrictions  
Arden Hills: T21, flavor & menthol restrictions  
North Oaks: T21  
Isanti County: T21

**April** Albert Lea: T21  
Olmsted County: T21  
Austin: T21

**May** Lilydale: T21, flavor & menthol restrictions  
Mankato: T21  
Little Canada: T21  
Mankato: T21

**June** New Brighton: T21  
Wilkin County: T21  
Byron: T21

**July** Stevens County: T21



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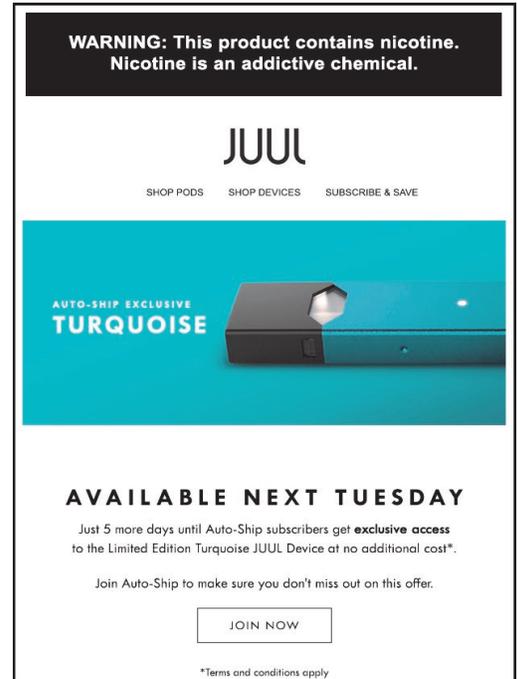
## Hassle-Free? E-Cigarettes and Auto-Ship

By *MADÉLINE BREMEL*

Many large companies, including Amazon and Target, now offer auto-ship programs, where consumers can set a pre-determined schedule to have their day-to-day necessities delivered to them at regular intervals. This convenience means consumers no longer have to worry about running out of groceries, toilet paper, or even dog toys.

The tobacco industry has also taken advantage of this trend. Three of the largest electronic cigarette companies, JUUL, Vuse, and blu, offer auto-ship options for their nicotine pods often coupled with additional discounts and promotions. Vuse offers a 10 percent discount off pods ordered through auto-ship, and blu offers free shipping on auto-ship orders. JUUL promotes auto-ship the most heavily. It offers free shipping and every sixth pod is free. JUUL also offers temporary promotions where users can get limited edition JUUL devices for free when they sign up for auto-ship. The regular price of a JUUL device before tax is \$49.99, so this is quite a deal. On its website, blu promotes its auto-ship program with an article entitled "Autoship: Hassle-Free Vaping is Easier than Ever." It seems like this decision might be worth the hassle.

Auto-ship inherently removes some level of consumer agency from the point of sale and encourages continued use of products. This is particularly troubling when the items for sale are e-cigarette pods high in nicotine. The tobacco industry is keeping consumers hooked with auto-ship, when addictive products conveniently show up on the consumer's door step every month.



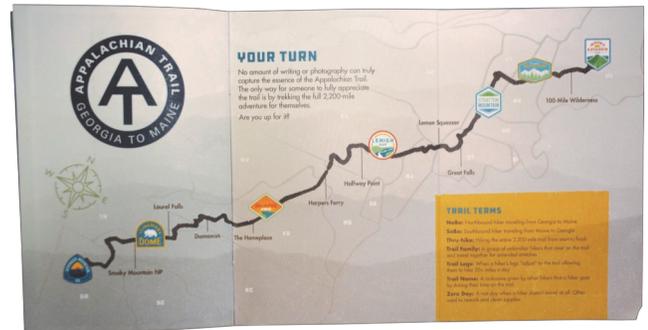
An email from JUUL promoting the limited edition turquoise device

## Mail Items and Giveaways



American Spirit sent out birthday gifts to their mail subscribers this year. Packaged along with a birthday card was a grow-your-own basil kit, complete with planting and watering instructions.

This spring, General Snus promoted the Appalachian Trail. They sent out a 10-page "trail guide" that described several highlights along the trail including Clingman's Dome in Tennessee, and Mount Katahdin in Maine. The last page of the book showed a map of the entire trail and, of course, included \$5 worth of General Snus coupons.



**Questions or to subscribe:  
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