Welcome DFC Grantees and ATOD Coalition Members
to the
Tobacco Technical Assistance in Minnesota Webinar
How to Use Webex

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All participants are muted. Type a question into the Q & A panel for our panelists to answer. Send your questions in at any time.

This webinar is being recorded. If you arrive late, miss details or would like to share it, we will send you a link to this recording after the session has ended.
Tobacco Control Funders

ClearWay

BlueCross BlueShield of Minnesota

MDH Minnesota Department of Health

Tobacco Prevention and Control Program
Overview of MDH Tobacco Prevention Grants

Cassandra Stepan
Topics

- Describe MDH’s Tobacco Grant Programs
- Who is Funded?
- Where Are They Located?
- What Are They Working On?
- Contact Information
Tobacco-Free Communities (TFC) Summary

• Tobacco-Free Communities Grant Program
  – 11 Local Policy Grants (local public health and non-profits)
  – Focus on Youth Prevention and Tobacco-Related Disparities
  – 4 Technical Assistance/Training Providers
  – Funding through October 2016

• American Indian Grant Program
  • 10 Tribal Governments
  • 1 Technical Assistance/Training Provider
  • Funding through October 2019

• Strategies include Point of Sale (including e-cigarette regulations), Smoke-Free Housing, Strengthening Cessation Systems in Healthcare Settings, Tobacco-Free Outdoor Spaces, Events, and Worksites
Tobacco-Free Communities Grants
2015-2016
Tribal TFC Grants

(A): Anishinabe
(D): Dakota
- 41 Local Public Health Grants (includes all 87 counties)
- 10 Tribal Government Grants
- Current funding cycle is November 2015 - October 2020
- Required to work with Community Leadership Teams
- Emphasis on community partnerships and health equity
- Reduce tobacco and obesity rates through policy, systems, and environmental change
SHIP

- Schools
- Workplaces
- Health Care Providers

Communities

Tobacco-Free Living Area
- Point-of-Sale
- Smoke-Free Housing
- Tobacco-Free Outdoor Spaces
Questions? What to Connect With a Grantee?

Cassandra Stepan
Local Policy Planner and TA/Training Coordinator

cassandra.stepan@state.mn.us
651-201-3665
Communities Eliminating Tobacco Inequities (CETI)

The goal of the CETI program is to reduce tobacco use in populations that continue to experience high levels of use and secondhand smoke exposure, and continue to be targeted by the tobacco industry. The program supports community-driven, culturally specific efforts that will raise awareness and/or influence organizational policy and local public policy.
CETI Grantees

• American Lung Association of Minnesota
• CLUES
• NorthPoint Health and Wellness
• Lincoln Park Children and Families Collaborative
• Somali Health Solutions
• Lower Sioux Indian Community
• Lao Assistance Center of MN
• WellShare International
ClearWay Minnesota Local Policy Grantees
ClearWay Minnesota

- Created from tobacco settlement dollars
- Mission is to reduce the harm caused by tobacco
- Run mass media campaigns
- Operate QUITPLAN Services

stillaproblem.com

1-888-354-PLAN (7526)
Purpose of local policy grants

Implement local efforts to reduce the harm tobacco causes Minnesotans through coalition building, policy advocacy and public education.
Local Policy Grantees
Grantee Map
Coalition Building
Public Education
Local Policy Advocacy

Bloomington Passes Ordinance To Ban E-Cigs In Indoor Public Spaces
November 18, 2014 1:59 PM

9
View Comments

Minneapolis (WCCO) — With the increasing popularity of e-cigarettes, many cities are taking action to ban the use of them in certain places.

Council committee approves new restrictions on flavored tobacco products

June 22, 2015 // UPDATED 7:47 pm - June 22, 2015
BY: SARAH MCKENZIE
Policy Menu

• Restrict the sale of flavored tobacco products
• Create 24/7 smoke-free home daycares
• Restrict the use of e-cigarettes in public places
• Help multiunit housing units go smoke-free
• Update and strengthen local tobacco ordinances
  – Limit the number of tobacco retailers in a locality
  – Raise the age to sell tobacco to 18
Great Outcomes

During our last grant year, the local policy grantees:
- Published 250 pieces of earned media
- Places 22 pieces of paid media
- Made 109 public presentations
- Participated in 100 community events
- Had 265 points of contact with elected officials
- Passed 45 local policies
State Work: Past Successes

- Freedom to Breathe Act
- Raising the tobacco tax
- Smoke-free foster care
- Common sense regulations for e-cigarettes
State Policy Work Ahead

- Restrict the sale of flavored tobacco products
- Raise the age to purchase tobacco to 21
- Keep the price of tobacco high
- Fund tobacco control work
Sign up for ClearWay Minnesota’s email list to learn more about our work and opportunities to take action.
It’s important to collaborate!

- Many grantees working together on initiatives
- Collaboration happens within and across funding sources
- Collaboration happens within and across geographic areas
- Anyone approaching tobacco policy work should know that they are not alone! Reach out, ask questions and work together!
Tobacco Technical Assistance Providers

PUBLIC HEALTH LAW CENTER
at Mitchell Hamline School of Law

AMERICAN LUNG ASSOCIATION®
in Minnesota

ANSR
American Lung Association, MN TA Team

Erin Simmons
507-382-7421
Erin.simmons@lung.org

Pat McKone
218-726-4723
Pat.Mckone@lung.org

Janelle Koscinski
651-268-7612
janelle.Koscinski@lung.org
The Public Health Law Center
What does the Public Health Law Center do?

- Legal Research
- Policy Development
- Publications
- Trainings
- Direct Representation
- Lobby
Association for Nonsmokers-MN
Technical Assistance Team

www.ansrmn.org
(651) 646-3005
2395 University Ave W · Suite 310 · St. Paul, MN 55114
Jeanne Weigum
jw@ansrmn.org

Esha Seth
esha@ansrmn.org

**State and local tobacco control policy**

Contact **Jeanne** for:
- Questions about state-level tobacco control work
- General policy strategy assistance
- Inquiries about the history of tobacco control in MN

**TA Coordinator**

Contact **Esha** for:
- General TA requests
- When you don’t know which member of the TA team should assist you
- Assistance with creating promotional materials creation and printing
- Signage, materials, etc.
Media Advocacy and Coalition Building

Contact Chris for:
• Help with media outreach
• Sample LTEs and press releases
• Help with layout and design
• Assistance with social media
• Tips and tools for coalition building

Chris Turner
cr@ansrnmn.org
Outdoor Air Policy and Coalition Building

Contact Emily for:

• Assistance with your outdoor air policy work (parks, grounds, college campuses, etc.)
• Help with community outreach and coalition building
• Tips and Tools for youth recruitment
• Help reaching out to decision makers

Emily Anderson
emily@ansrmn.org

www.ansrmn.org/programs/TFC
www.tobaccofreeparks.org
Contact Betsy for:

- Information about tobacco industry marketing
- Help developing policies that reduce tobacco industry influences and youth access
- Program evaluation
- Research
- Survey design

www.ansrmn.org/programs/project-watch
www.projectwatch.org
Local POS Policy and School Policy

Contact Chris for:

• Assistance with point-of-sale assessments
• Help tracking and assessing local ordinances
• Best practices regarding K-12 school policies
• Information about electronic cigarettes and the e-cigarette industry
• Smoke-free housing data tracking

Chris Farmer Lies
chris@ansrmn.org
Smoke-Free Housing

Contact Kara for:

- Technical assistance to property owners, managers, and public health professionals
- Smoke-Free Housing Community Assessments
- Policy Implementation in Affordable, Market Rate, and Common Interest Housing Communities
- Housing Industry Outreach and Engagement
- Resident Outreach and Engagement
- Creation and utilization of educational materials
- Smoke-free housing data tracking

www.mnsmokefreehousing.org

Kara Skahen
kara@ansrmn.org
Smoke-Free Housing

Contact Jackie for:

• Assistance with community outreach
• Help with policy adoption and implementation for smoke-free housing
• Tips directly from a property manager

Jackie Siewert
jackie@ansrmn.org

www.mnsmokefreehousing.org
Regulating the sale and use of tobacco in your community
Policy Options

- Tobacco-Free Grounds
- Electronic Cigarettes and Clean Indoor Air
- Regulating Tobacco in the Retail Environment
Tobacco-Free Grounds Policies

Overview:

• Why work on tobacco-free outdoor areas?
• What do these policies look like?
• Tobacco-free grounds policies in MN: past and present.
The Rationale for Tobacco-Free Grounds Policies

- Help change social norms about tobacco use
- Promote positive role modeling to young people
- Ensure that community members are not exposed to secondhand smoke where they live, work and play
- Reduce harmful cigarette litter
- Strong public support for these policies
- Involve community members in advocacy
Types of Outdoor Areas for Policy Work

- City- or county-owned park and recreation areas
- City- or county-owned municipal grounds
- Fair and rodeo grounds
- Hospital grounds
- Worksite campuses
- College campuses
- Transit stops
What Type of Policy is the Gold Standard?
Comprehensive Policies!

Comprehensive policies are the least confusing and protect the largest number of people.

- Comprehensive means:
  - All grounds covered all of the time
  - Adequate communication and enforcement measures
  - Links to cessation are included
  - Direction for periodic review and updates
Tobacco-Free Public Parks Policy
(178 Total Policies & Ordinances)

Tobacco-Free Parks Policy Key
- Orange: County-Owned Parks Covered
- Purple: Native American Reservation
- Blue: All city- and county-owned Parks
- Yellow: Three Rivers Park District
- White: Denotes policy includes e-cigarettes
- Brown: Denotes policy includes other tobacco
- Red: Denotes policy includes any tobacco

Note: City-Owned Parks covered are listed by county. Metro area listed on separate map.

January 2020
Minnesota Tobacco-Free Grounds Policies

Tobacco-Free Grounds Policy Key:
- 100% Tobacco-Free County Grounds Policy
- Tobacco-Free County Grounds with Designated Ares
- Smoke-Free Specified Distances from Entrances Only
- No Tobacco- or Smoke-Free County Grounds Policy
* Denotes policy includes e-cigarettes
Other Tobacco-Free Grounds Policies in MN

- All 7 zoos in MN are tobacco-free
- 50+ college and university campuses are tobacco-free
- MANY worksites are tobacco-free (3M, Mayo Clinic, etc.)
Resources Available

• TFYR’s Policy Advocacy Guide for Youth Advocates
• Components of a Successful Tobacco-Free Parks Policy
• A Guide for Creating Tobacco-Free Rodeos
• A Guide for Creating Tobacco-Free Fairgrounds
• University of MN Tobacco-Free Parks and Recreation Study
• Tobacco-Free Parks and Recreation Brochure

Website: www.tobaccofreeparks.org
Electronic Cigarettes and Indoor Air
FREEDOM to BREATHE
E-cigs and Indoor Air State law

• http://www.health.state.mn.us/divs/eh/indoorair/mciaa/ftb/docs/ecig.pdf
Sixteen **counties** and twenty-seven **cities** in Minnesota have added e-cigarettes to their clean indoor air policies.

Cities in Hennepin and Ramsey Counties: Minneapolis, Richfield, Bloomington, St. Anthony, Edina and Eden Prairie

Currently, 49% of Minnesotans are covered by clean indoor air policies that include e-cigarettes.

Updated 1/28/2016
Regulating Tobacco in the Retail Environment: An Overview of Local Point-of-Sale Policy Strategies

Any legal information provided in this presentation does not constitute legal advice or legal representation.
Tobacco Control
Tobacco Modernization & Compliance Act of 2010

Expanded the state laws related to the sale and use of tobacco products and related devices
2014 Legislative Session
Regulation & Enforcement
Retail Licensing Ordinances

• Definitions
• Licensing Requirements
  – Background checks
  – Fees
• Prohibited Sales
• Other Illegal Acts
• Inspections & Compliance
• Violations & Penalties
City/County license required to sell:

- Tobacco
- Tobacco-Related Devices
- Electronic Delivery Devices
- Nicotine or Lobelia Delivery Products

DEFINITIONS

"Tobacco" means any product containing, made, or derived from tobacco that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested by any other means, or any component, part, or accessory of a tobacco product including but not limited to cigarettes; cigars; cheroots;
Prohibited Locations
Self-Service Restrictions

How May I Help You?
Child-Resistant Packaging

• Packaging that was designed or constructed to be:
  – Significantly difficult for children under five years of age to open or obtain a toxic or harmful amount of the substance contained inside within a reasonable time; and
  – Not difficult for normal adults to use properly.

• Tested
• Child-resistant does not mean child proof
• Proof of Compliance: Testing Report
Youth Access
Advanced Approaches
Reducing, Restricting Locations

- License Caps
- Proximity Restrictions
- Ineligible Locations
- Retailer Density Restrictions
Advertising Restrictions

Content Neutral Regulations
Increased Costs

- Minimum Product Prices
- Minimum Product Size
- Prohibited Price Discounts
Increased Age

Minimum Age to:

- Purchase
- Sell (Clerk’s Age)

21+
Flavored Products
http://publichealthlawcenter.org/

Scott M. Kelly, J.D.
Staff Attorney
Public Health Law Center
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scott.kelly@mitchellhamline.edu
Steps for Successful Tobacco Policy Work
• **Step 1: Conduct assessments**
  – Who are your allies and opponents? What does tobacco control currently look like in your community?

• **Step 2: Bring the right people to the table**
  – Form a task force. You can’t do this alone!

• **Step 3: Develop an action plan**
  – Make a list of long-, medium- and short term goals based on your overall goal of policy passage and implementation.

• **Step 4: Draft a policy statement**
  – Don’t start from scratch! There are sample and model policies out there.
• **Step 5: Gain community support**
  – Letters of support, testifiers and earned media are key to showing decision makers where the community stands.

• **Step 6: Prepare for policy passage and implementation**
  – Work with staff and decision makers to abide by the decision making process.

• **Step 7: Implement, communicate and enforce**
  – The work is not done once the policy passes. You should be a resource to the community on communicating and implementing the policy.
Thank you!

Questions?