

Richfield City Council Work Session March 22, 2022

Richfield Advisory Board of Health Committee & Association for
NonsmokersMN

Jennifer Anderson Community Health Services Administrator & Support
Services Division Manager

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FOR people doing the work. **BY** people doing the work.

Who we are



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.



FOR people doing the work. **BY** people doing the work.

Agenda

- » Youth Use Trends
- » Targeting of the Industry
- » Federal Laws
- » State Laws
- » Local Municipalities Role

Racism is a Public Health Issue



**My family and
community have
been expendable
for the tobacco
companies'
bottom line.**



- Jason
*Father/Husband
& Community Organizer*

**RACISM IS
A PUBLIC
HEALTH
CRISIS.**

Tobacco Industry Targets

- Each year in MN, \$110.5 million in advertising is spent to addict new users and Minnesotans who currently use.
- Targets:
 - Youth
 - Women
 - African American
 - Indigenous
 - LGBTQ (lesbian, gay, bisexual, transgender, and queer)
 - Low Income
 - Those with mental illness

The Cost of Tobacco

\$3 BILLION

IN EXCESS HEALTH CARE
EACH YEAR



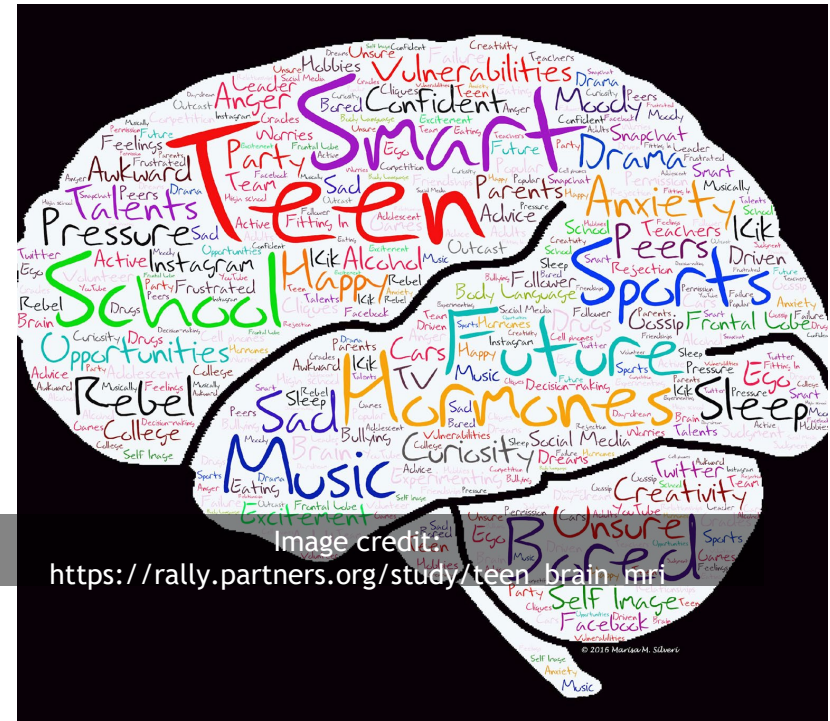
EQUAL TO:



PER MAN,
WOMAN AND
CHILD IN
MINNESOTA.

Impact of Nicotine on the Brain

- ▶ No amount of nicotine is safe for young people
- ▶ Nicotine is highly addictive
- ▶ Youth exposed to nicotine are more likely to use other substances
- ▶ Nicotine is a stimulant



COVID & Commercial Tobacco Use

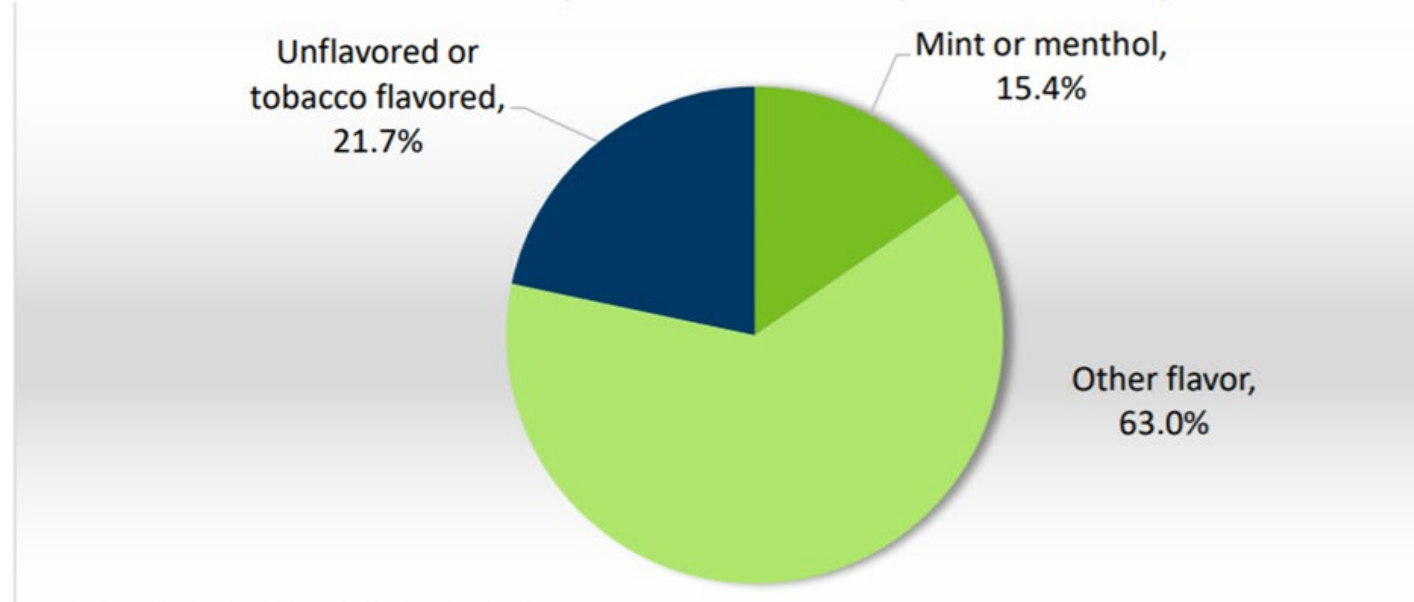
- Because COVID-19 is a deadly respiratory disease, it makes it even more urgent for Minnesota take additional steps to prevent commercial tobacco use and help smokers quit.
- Communities targeted by the tobacco industry, including Black and Indigenous Minnesotans, are some of the hardest hit by COVID-19

Flavored tobacco continues to drive youth use



78% of MN students who first used tobacco, used a flavored product

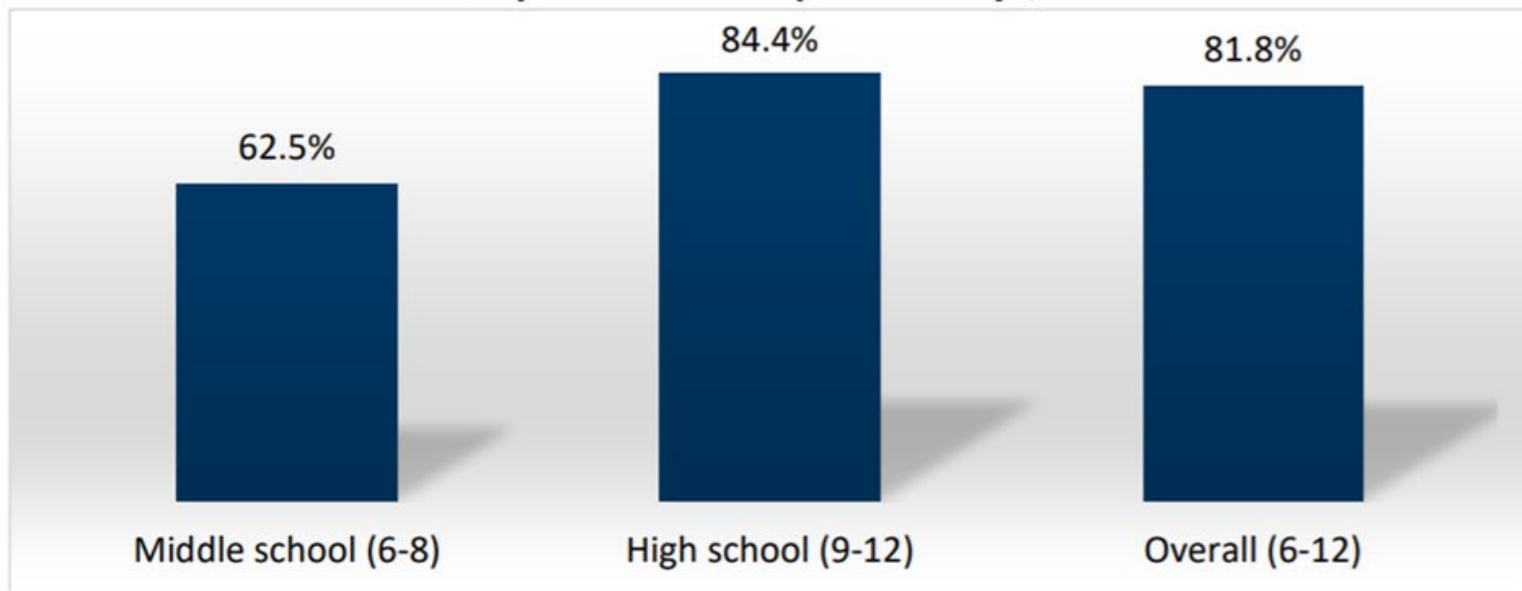
Figure 3. Percent of students who reported that the first tobacco product they ever tried was mint or menthol, some other flavor, or unflavored, 2020.



Source: Minnesota Youth Tobacco Survey, 2020.

82% of students who are currently using, used a flavored product

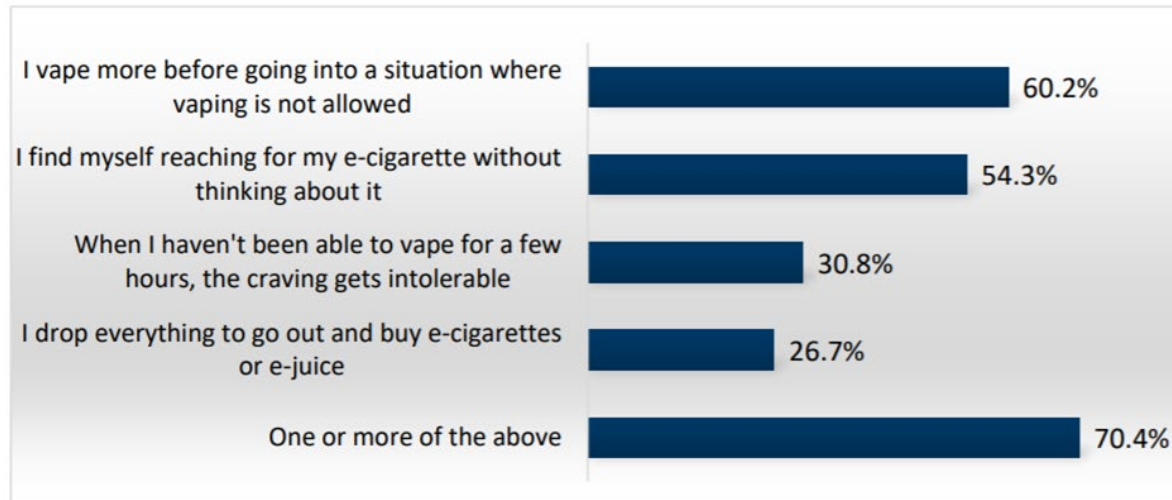
Figure 4. Percent of students who currently use commercial tobacco who used a menthol or other flavored product in the past 30 days, 2020.



Source: Minnesota Youth Tobacco Survey, 2020; note: comparable data for 2017 were not available.

70% MN students are showing signs of addiction

Figure 8. Percent of students who currently use e-cigarettes and reported having experienced a sign of dependence.

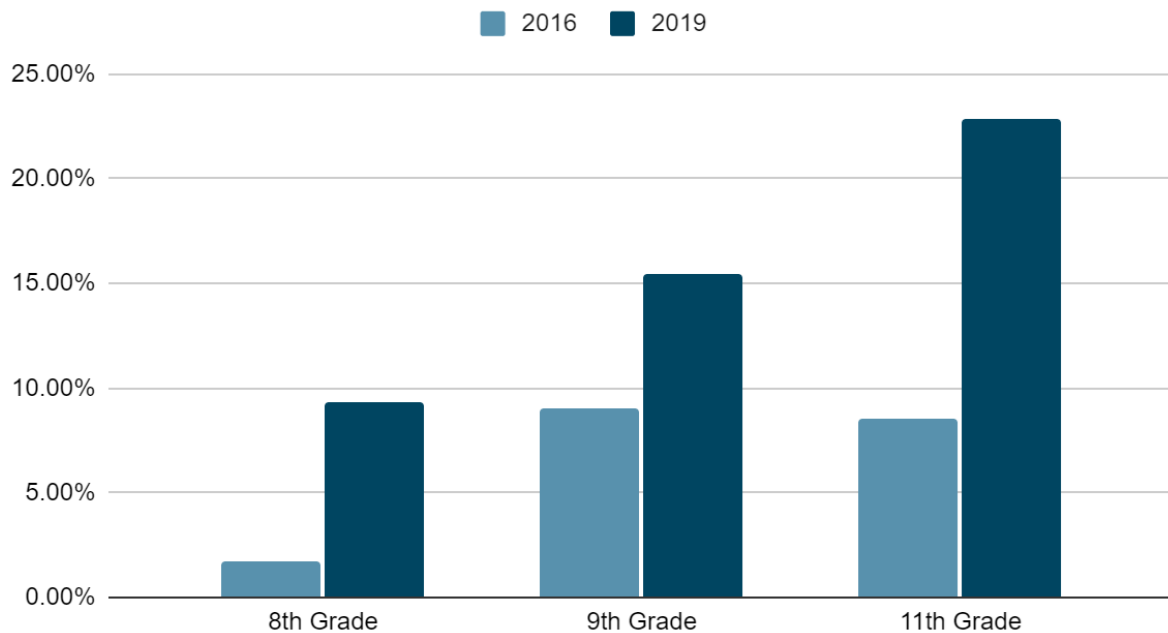


Source: Minnesota Youth Tobacco Survey, 2020. Note: students are in the numerator if they reported experiencing the symptom rarely or more often.

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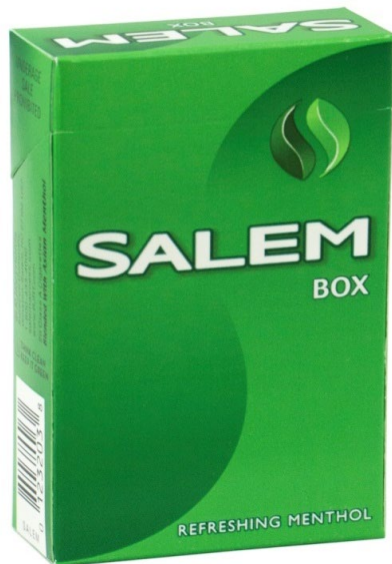
Richfield School District

E-cigarette use in the last 30 days



Menthol = Easier to Start

Menthol = Harder to Quit



BEAUTIFUL LIE
UGLY TRUTH

ABOUT MENTHOL TOBACCO



BEAUTIFUL LIE
UGLY TRUTH

ABOUT MENTHOL TOBACCO

What about menthol...

- Is a chemical compound extracted from the peppermint or corn mint plant or created synthetically.
- Has anesthetic or numbing qualities.
- Is used to relieve throat irritation and produces a cooling feeling.

Menthol is used as an additive in some cigarettes to make them more palatable.

Menthol = Harder to Quit

- Menthol increases nicotine absorption, leading to greater dependence.
- Among high school smokers, those who smoke menthols are more likely to smoke within one hour of waking and more likely to report cravings compared to high school smokers of non-menthols.

Wackowski & Delnevo, 2007. Menthol cigarettes and indicators of tobacco dependence among adolescents. *Addictive Behaviors*, 32(9), 1964-1969.

Menthol: Tobacco Industry Targeting

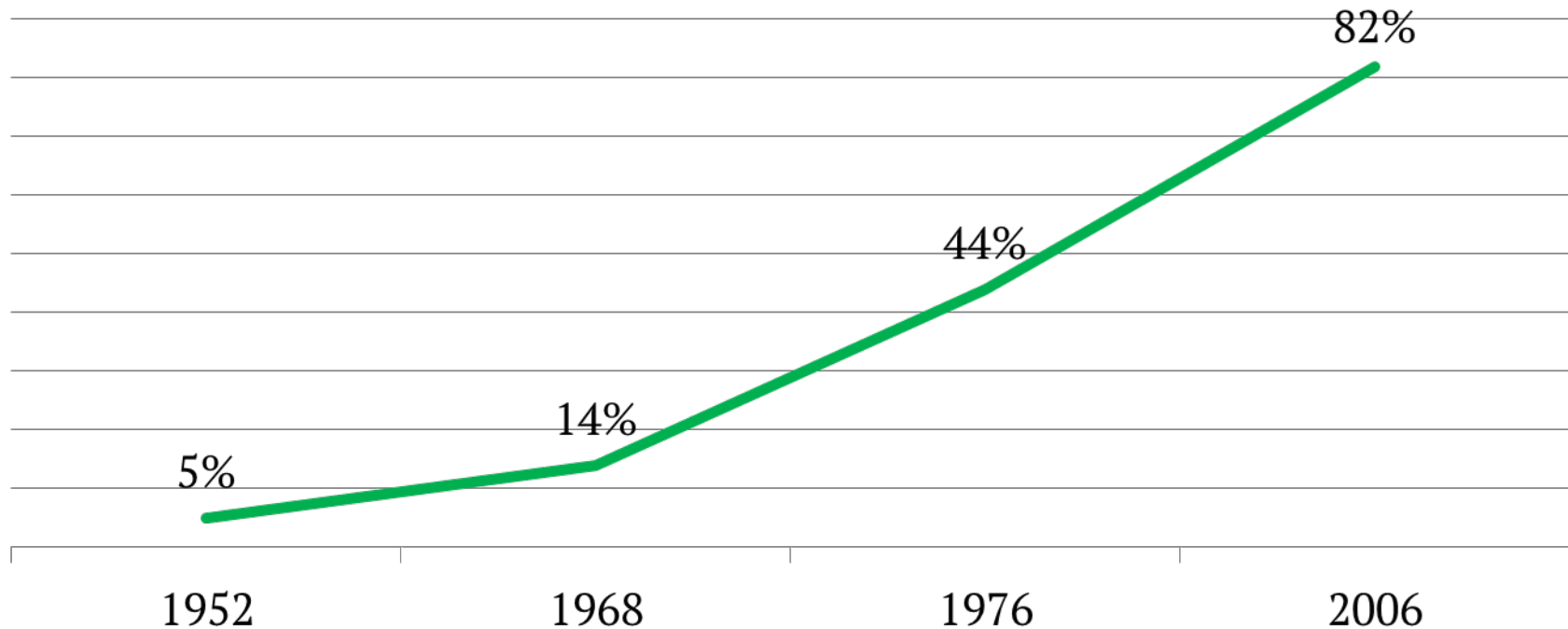
- There is sufficient research to **confirm** that tobacco companies targeted youth, women, LGBTQ and African Americans with menthol marketing
- Research also **suggests** that tobacco companies targeted Latinxs, Asians, and Hawaiian/Pacific Islanders

“We don’t smoke that s _ _ _ . We just sell it. We reserve the right to smoke for the young, the poor, the black and stupid.”

RJ Reynolds Executive, 1971

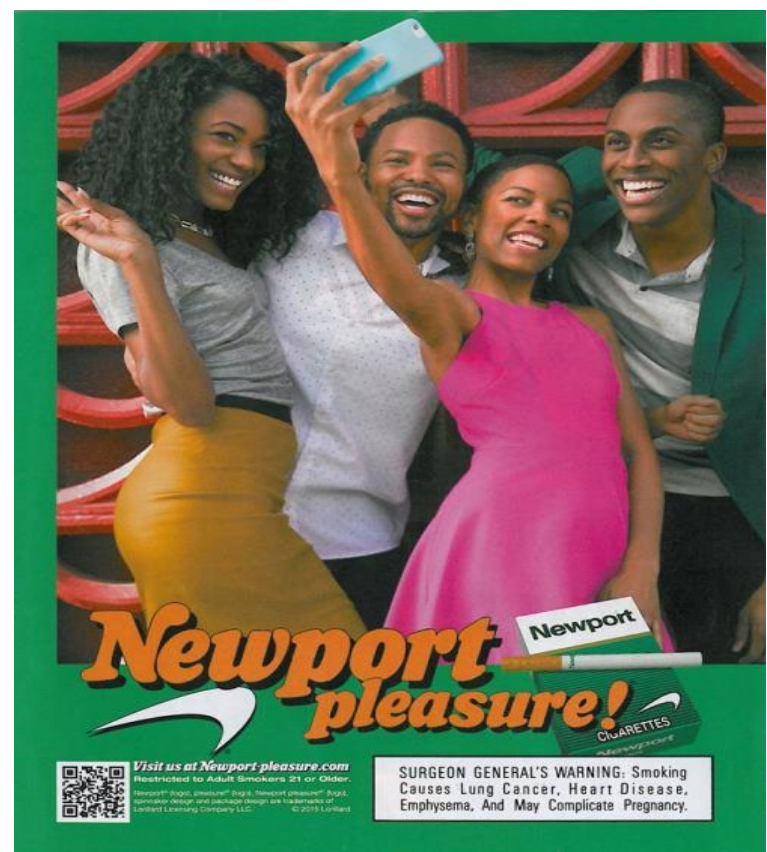
R.J. Reynolds executive’s reply when asked why he didn’t smoke according to Dave Goerlitz, lead Winston model for seven years for R.J. Reynolds.] Giovanni, J, “Come to Cancer Country; USA; Focus,” The Times of London, August 2, 1992.

African Americans Adult Smokers Who Use Menth





1975



2015

Sources: <http://tobacco.stanford.edu/>
<http://tobacco.stanford.edu/>
www.trinketsandtrash.org

N.Y. YANKEE STAR **ELSTON HOWARD**
Smokes **KOOL!**



*I Like that
Clean Taste and
Smooth Feeling
in my Throat*

Elston Howard

**ONLY KOOL BRINGS YOU
REAL MENTHOL MAGIC!**



KOOL
Filter Kings
CIGARETTES

**ALSO
AVAILABLE
WITHOUT
FILTER**


You feel
a new smoothness
deep in
your throat!



You'll agree with Yankee star Elston Howard. When you come up to the Menthol Magic of KOOL, you taste a new crispness, feel a wonderful smoothness deep down in your throat! Remember, only KOOL—no regular filter cigarettes, no other menthol cigarette—gives you real Menthol Magic. Take Elton Howard's advice. Come all the way up to the Menthol Magic of KOOL.

©1966, BROWN & WILKINSON TOBACCO CO. THE MARK OF QUALITY IN TOBACCO PRODUCTS.


HERBIE HANCOCK LIONEL HAMPTON NANCY WILSON MEL TORME GERRY MULLIGAN GEORGE SHEARING ELLA FITZGERALD DAVE BRUBAKER THE CRUSADERS
RON CARTER TONY WILLIAMS CLAYTON KERRY ZOOT SIMS DONALD BYRD FREDDIE HARRISON JOE WILLIAMS ART BLAKEY AND HUNDREDS MORE



Alfred Newman '61

**KOOL JAZZ
FESTIVAL**
Produced by George Wein

New York June 26-July 5



**Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.**

©1966 B & W T Co. 16 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Jan. '60.





TAKE PRIDE IN YOUR FLAVOR

Enjoy smoke-free, spit-free, drama-free tobacco that's packed in a pouch for great tasting, long-lasting anytime enjoyment.

Camel SNUS—the pleasure's all yours.

© 2011 B&W T Co. All rights reserved. Camel, the Camel logo, and SNUS are trademarks of B&W T Co. All other trademarks are the property of their respective owners.



¡Lleno de gusto!

¡Lleno de gusto! Cigars. The pleasure is all yours.



TOTALLY.

LOVE

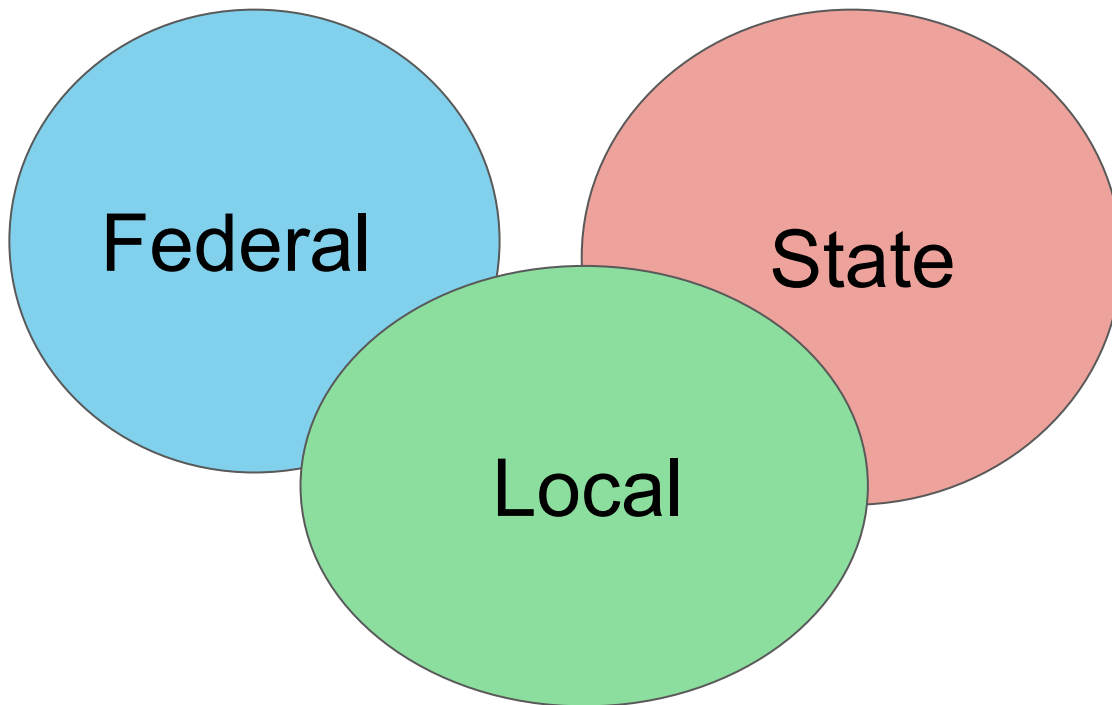
SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

Kings, 16 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC method.

Twin Cities African American Community Survey

- 86% Support more laws to reduce the harms of Smoking
- 88% believe tobacco use is a significant health issue in the African American Community

Everyone had a role to play:



Federal: Tobacco Prevention Policies

December 2019: FDA Regulates

- Increased the age to purchase tobacco to 21 years old
- Temporary ban on some e-cig flavors but leaves thousands of flavored e-cigs on the market.

March 2021: FDA Regulates

- March: Prohibits shipping via USPS: PACT ACT
- April 29th: Review menthol ban petition

Federal flavor restriction: Not included in the temporary ban.

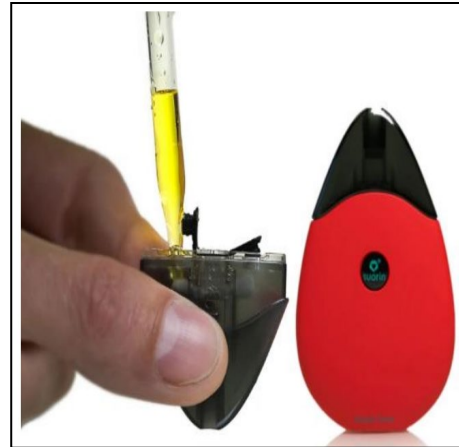
Disposable
flavored
e-cigarettes



15,000+ flavored
e-liquids



Popular open
systems including
refillable Juul
compatible pods



Juul and other
menthol flavored
pods



State:

Tobacco Prevention Policies

Proposed bill: HF 904/ SF1271

Ending the sale of menthol and all flavored tobacco products in MN



Rep. Cedrick Frazier (DFL) District: 45A



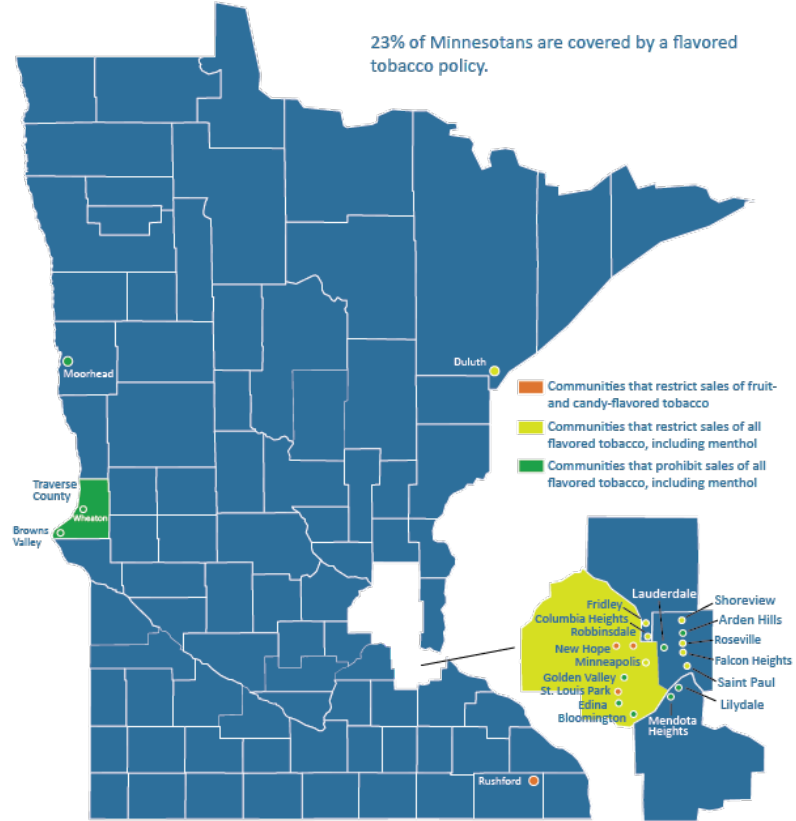
Sen. Bobby Joe Champion (DFL) District: 5C

- House Select Committee on Racial Justice Report to the Legislature
- Flavored tobacco and tobacco related product sale or offer prohibited, and penalties authorized.
 - Chief Author: Rep Frazier
 - Chief Author: Sen. Champion

Minnesota: Restricting the Sale of Flavored Tobacco

Minnesota communities restricting the sale of flavored tobacco

23% of Minnesotans are covered by a flavored tobacco policy.



What can local communities do?

- End the Sale of All Flavored Tobacco Product: e-cigarettes, vapes, e-cigarette liquid, chew, shisha, cigars and menthol cigarettes
- Limit the the number of tobacco retailers in a community



Capping Licenses: What have other cities done?

- **Bloomington:** Capped their licenses at 0. Through attrition, the city will get down to zero tobacco licenses.
- **Golden Valley:** Capped their licenses at 8. At the time, they had 14 licenses. Through attrition, the city will get down to 8 licenses.
- **Saint Paul:** Created two classifications of licenses to sell tobacco. The total cap on the number of Tobacco Shop licenses is 150, compared to the 190 licenses in operation in St. Paul today. The number of Tobacco Products Shops licenses is capped at 25, compared to the 39 in operation today. St. Paul will reach these license numbers through attrition and new licenses can be given only after they fall below these caps.

Richfield Language

- **Capping Licenses Similar to Bloomington:** does not include the succession clause.
- Prohibit the sale of all flavored tobacco products, including menthol.
- **Tobacco sales at municipal liquor stores:** the City of Richfield could write this into ordinance or choose to not renew the license without codifying.
- Increased penalty structure for failed compliance checks.
- Updated definitions, etc.



ABOUT MENTHOL TOBACCO

Menthol Coalition Members

The Menthol Coalition is a coalition of health and community organizations in Minnesota committed to reducing the harm caused by menthol-flavored cigarettes and other tobacco products. We share a common goal of working to reduce the harm caused by menthol tobacco. Tobacco companies have a long and well-documented history of targeting African Americans, youth, women, and other groups with menthol tobacco. Each year in Minnesota tobacco use is responsible for more than 5,100 deaths and almost \$3 billion in preventable health care costs. Ninety percent of adult smokers started before the age of 18 and many young people start with menthol-flavored tobacco because menthol masks the harshness of smoking.

Therefore, the Menthol Coalition supports policies that restrict youth access and exposure to menthol cigarettes and other menthol-flavored tobacco.

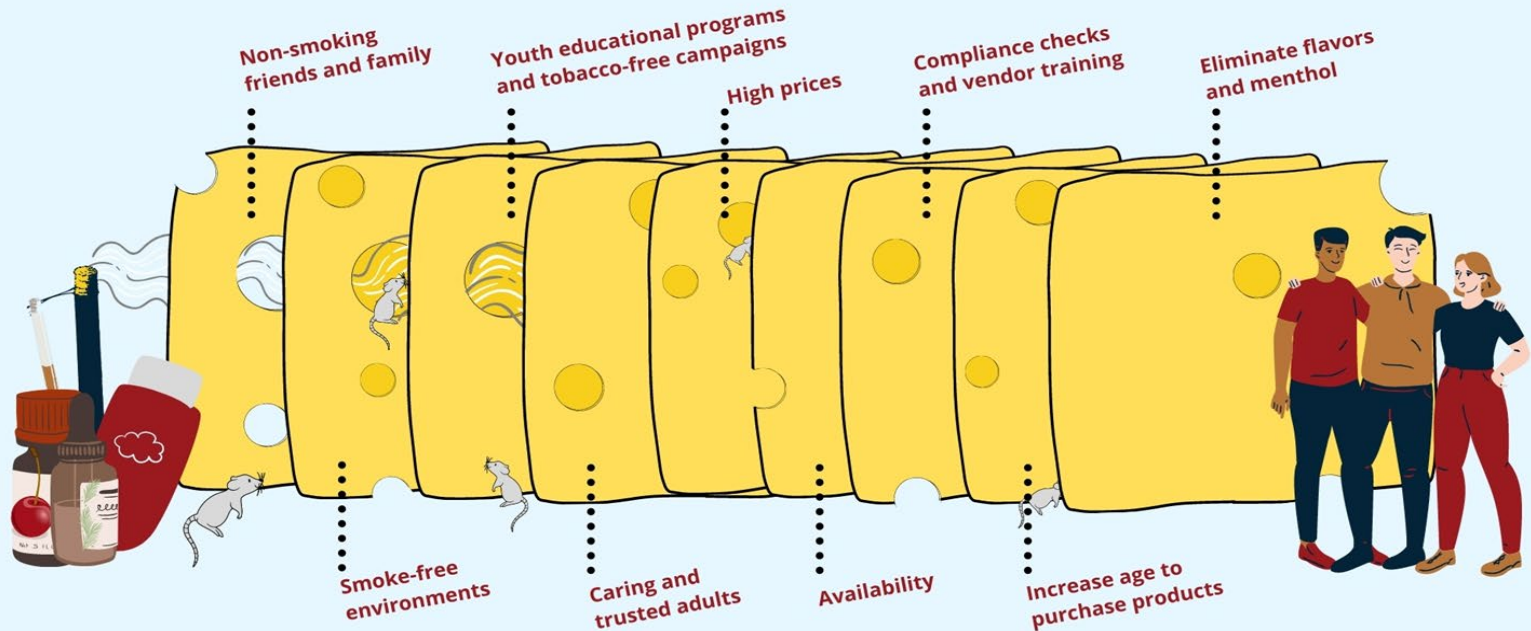
American Heart Association
American Lung Association
Anglos Latinos Motivated to Succeed (ALMAS)
Association for Nonsmokers-Minnesota (ANSR)
Aurora/St. Anthony Neighborhood Dev. Corp.
Blue Cross and Blue Shield of Minnesota
Breathe Free North
ClearWay Minnesota
Comunidades Latinas Unidas en Servicio (CLUES)
Family Tree Clinic
Frogdown Connection
God Squad
Greater Friendship Missionary Baptist Church
Greater Mount Nebo Missionary Baptist Church
Greater Mount Vernon Missionary Baptist Church
HealthPartners
Hmong Health Care Professionals Coalition (HHPC)
Indigenous Peoples Task Force
JustUs Health
Kids First
L.I.F.T. to End Poverty
Lincoln Park Children and Families Collaborative
Lyndale Neighborhood Association
Men Against Destruction -Defending Against Drugs and Social Disorder (MAD DADS)
Minneapolis Urban League
Minnesota Association of Community Health Centers
Minnesota Cancer Alliance
Minnesota Council of Health Plans

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
Open Cities Health Center
Payne-Phalen Community Council
Pilgrim Rest Baptist
Pillsbury United Communities
Positive Image
Progressive Baptist Church
Sabathani Community Center
Shiloh Temple International Ministries
Southside Urban Coalition
St. Mark A.M.E. Church
St. Paul National Association for the Advancement of Colored People (NAACP)
St. Peter's A.M.E. Church
Stairstep Foundation/HWU
Sub-Saharan African Youth & Family Services
Summit Hill Association/ District 16
TakeAction Minnesota
The Center for Black Health & Equity
Tobacco Free Alliance
True Love Church- Ministries of Arts
Twin Cities Medical Society
Vision in Living Life- Change is Possible
Visions Merging
WellShare International
We Win Institute



SWISS CHEESE MODEL OF COMMERCIAL TOBACCO HARM REDUCTION

Effective commercial tobacco prevention happens when interventions are layered together to create a healthy tobacco-free community.



Thank you
for your Leadership!