



Tobacco Use Prevention

Report to the Minnesota Legislature
January 2019



Protecting, Maintaining and Improving the Health of All Minnesotans

January 22, 2019

Dear Legislators:

Thanks to the collective efforts of grantees and community partners who are funded by Minnesota Statutes, section 144.396, Tobacco Use Prevention, Minnesota continues to make steady progress in reducing youth cigarette use. In January 2018, new Minnesota Youth Tobacco Survey data showed youth smoking rates reached their lowest level in state history.

However, now more than ever, Tobacco Use Prevention funds are critically important to keeping our next generation free from the harms of commercial tobacco use. While Minnesota has seen great success in reducing smoking, e-cigarettes and vapes now threaten to trap our youth in a cycle of addiction to tobacco and other drugs. The U.S. Food and Drug Administration has even called youth e-cigarette use an *epidemic*.

Our new data clearly reflect the surge in youth using these products. One in five high school students uses e-cigarettes or vapes, a nearly 50 percent increase since 2014. This is alarming as nearly all e-cigarettes contain nicotine, and popular e-cigarettes, like JUUL, are sleek and concealable and often used in schools by students. Not only can nicotine exposure affect kids' learning, memory, and attention span, it can increase their risk of addiction. Widespread use of JUUL and other vaping products increases the susceptibility of a whole generation of Minnesota youth to addiction, not only to tobacco products, but other substances like drugs and alcohol.

It is no surprise these products are popular among kids. Many are fruit and candy flavored, and we know flavored tobacco products appeal to youth. They are also widely available online and in stores where youth frequently shop.

Our data also show that many communities, such as Minnesota's American Indian, African American, low income, as well as our lesbian, gay, bisexual, transgender, and queer (LGBTQ) populations still use tobacco at higher rates. As a result, these communities will be more likely to suffer harm and premature death caused by tobacco. Culturally competent, tailored, and community-led efforts are vital to addressing commercial tobacco use in these communities.

Tobacco Use Prevention funding supports our collective efforts to address escalating youth use of e-cigarettes and the persistently higher commercial tobacco use within many Minnesota communities, and we need to do more. Minnesota is up against a multi-billion dollar tobacco industry that spends over \$110 million every year promoting its products in our state. And what's more, statewide resources for addressing youth tobacco use and promoting tobacco cessation are reducing dramatically every year. ClearWay MinnesotaSM, which operates QUITPLAN Services (a statewide tobacco cessation quitline for uninsured and underinsured Minnesotans) and also executes counter-marketing and education campaigns targeting youth, is sunsetting in 2022, with the quitline closing in early 2020.

We must do all we can to protect our youth from tobacco's harm. Research shows the more we invest in tobacco prevention and cessation programs, the greater and quicker our impact on reducing these harms.

Addressing the wave of youth e-cigarette use will also require an intensive effort with robust and innovative strategies to combat the impact of new vaping technologies and industry marketing tactics.

Our history shows that Minnesota is capable of taking bold action to protect future generations from tobacco's harm. We are still seeing the health impact and benefits of our progressive policies, like comprehensive clean indoor air, increasing the cost of tobacco, and laws that specifically protect our youth. Looking back on Minnesota's progress in tobacco prevention, I am optimistic we can build on our strengths and implement new approaches to protect our children, grandchildren, and future generations from the devastating health and financial burdens caused by tobacco.

Sincerely,

A handwritten signature in black ink, appearing to read "Jan K. Malcolm". The signature is fluid and cursive, with a long horizontal stroke at the end.

Jan K. Malcolm
Commissioner
PO Box 64975
St. Paul, MN 55164-0975
www.health.state.mn.us

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Executive Summary

While youth cigarette smoking continues to decline, youth use of tobacco products overall increased for the first time in 17 years, according to data from the Minnesota Youth Tobacco Survey. This is largely the result of rapid uptake of e-cigarette among youth and a resurgence in cigar use, with one in five high school students now using e-cigarettes – a nearly 50 percent increase since 2014.

This sudden rise in youth use is alarming as it puts another generation at risk of addiction to tobacco products. Nearly all e-cigarettes contain nicotine, which is highly addictive and can harm brain development as teens grow. Nicotine exposure during adolescence makes it more likely teens will use tobacco or other drugs in the future.

Data also show persistent tobacco use disparities between communities in Minnesota. For example, American Indian, African American, low income, and LGBTQ teens have higher than average tobacco use rates.

Minnesota Statutes, section 144.396, Tobacco Use Prevention (TUP), supports statewide tobacco prevention efforts by providing the funding for two grant community programs, a system of statewide technical assistance and training, and special evaluation and community engagement efforts. Grantees work to reduce tobacco’s harm by implementing local tobacco control policies, systems, and environmental changes through a range of evidence-based strategies, while statewide technical assistance and training helps to build their capacity for doing the work. Additionally, tobacco use surveillance and grantee evaluation efforts help measure tobacco’s harm in our communities.

Through fiscal years 2017 and 2018, TUP helped grantees and community partners make positive impacts in their communities. Grant activities funded by TUP are shown below.

| Tobacco-Free Communities - Community Grantees (11 Grantees) | Tribal Tobacco Prevention Grantees (10 Grantees) | Technical Assistance and Training Grantees (5 Grantees) |
|---|--|---|
| <ul style="list-style-type: none">• Youth tobacco prevention• Cultural practices and education• Retail environment restrictions and tobacco industry influence• Tobacco-free events and outdoor spaces• Cessation referral and integration into existing services and networks• Health systems changes for tobacco treatment | <ul style="list-style-type: none">• Cessation programs implementation• Health systems changes for tobacco treatment• Cultural awareness and education activities• Community smoke-free policies | <ul style="list-style-type: none">• Individual consultation• Group trainings and peer learning• Development of online resources and education materials |

Grantees worked to reduce youth access to tobacco by updating and strengthening ordinances to restrict the sale and use of tobacco products, affecting nearly 310,000 Minnesotans. They also worked to create smoke- and commercial tobacco-free environments, denormalizing use of tobacco products and reducing exposure to harmful secondhand smoke for over 42,000 Minnesotans.

Grantees also worked with 11 clinics or health systems to reduce the number of people who smoke by working to improve the assessment of patient tobacco use and increase referrals to cessation support. Moreover, grantees worked to educate and engage members of their communities through an estimated 1,600 activities across the state, including meetings and presentations, as well as outreach communications via paid and earned media.

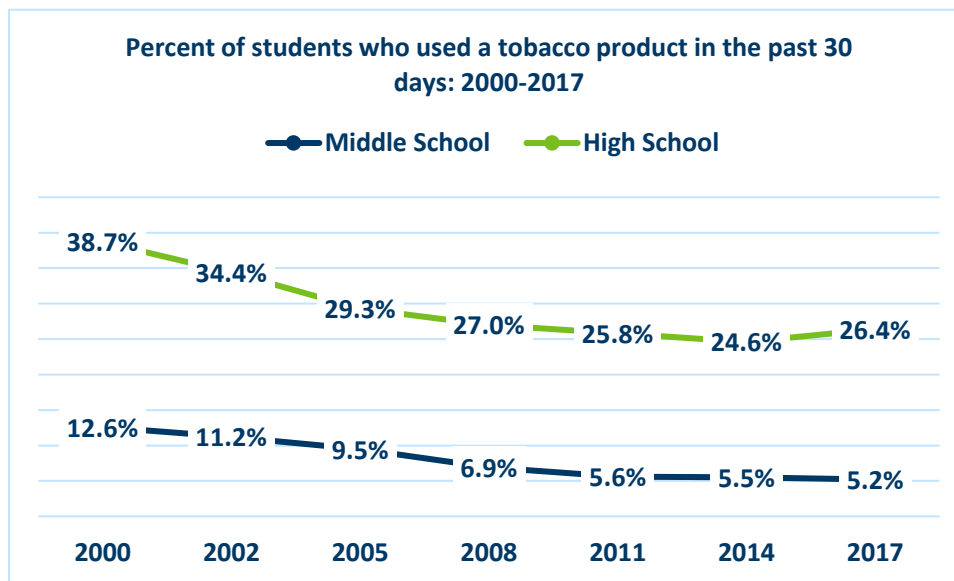
Technical assistance and training grantees were essential in the work by providing 31,480 hours of assistance and training in support of grantees advancing their local work in communities across Minnesota.

Commercial Tobacco Use is Still a Problem in Minnesota

Overall youth tobacco use has increased for the first time in 17 years.

According to the Minnesota Youth Tobacco Survey, less than 10 percent of high school students now smoke cigarettes – a 70 percent drop since 2000. However, despite these declines, tobacco prevention and control work remains vitally important.

Over 26 percent of high school students use tobacco products – up 7 percent from 2014. This is the first increase since 2000 and is the result of rapid uptake of e-cigarettes and recent increases in cigar use (11 percent, up 29 percent from 2014).

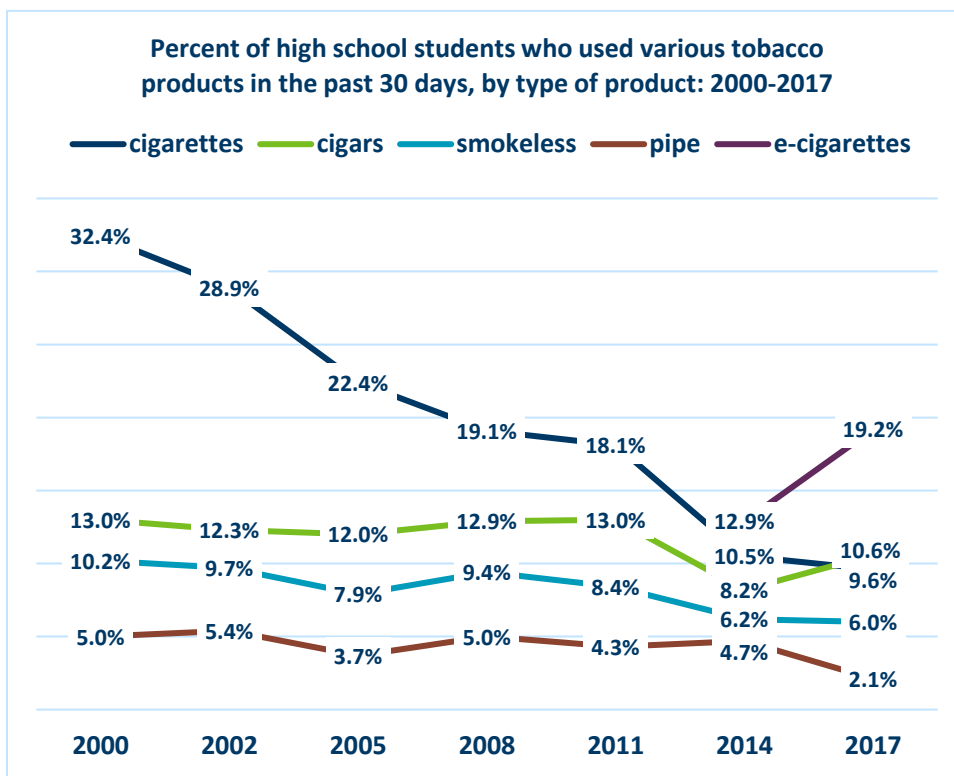


Youth use of e-cigarettes and other vaping products is a public health threat.

Nearly 1 in 5 high school students use e-cigarettes, nearly a 50 percent increase since 2014. This increase is a direct result of the Tobacco Industry’s promotion of these products. E-cigarettes and vapes, like JUUL or Suorin, come in sleek and concealable designs, they are widely promoted and available online and in stores where kids shop, and they come in fruit and candy flavors that appeal to youth.

- Flavored tobacco products appeal to youth. Over 60 percent of high school e-cigarette users report using menthol or other flavored e-cigarettes.
- Two in three (62.4 percent) of high school e-cigarette users report getting their e-cigarettes from friends.
- Nearly one in five (18.4 percent) of high school e-cigarette users age 17 or younger reported purchasing the e-cigarettes directly from vape shops or e-cigarette stores.

- Most students (88.4 percent) have seen ads promoting e-cigarettes. Over half (50.9 percent) had seen ads in convenience stores and other stores, 39.6 percent had seen ads on the internet, and 38.6 percent on TV.



Increasing youth e-cigarette use and nicotine exposure escalate the risk of addiction.

Nicotine primes the adolescent brain for addiction. Because their brains are still developing, adolescents can become addicted to nicotine more easily than adults.¹

Youth exposed to nicotine are more likely to use other substances.

Nicotine can change brain chemistry, making youth more susceptible to addiction. And the earlier the exposure, the greater the risk. Evidence also suggests that, compared to youth who have never used them, youth who have tried e-cigarettes are twice as likely to start smoking in the future.²

New e-cigarette technologies pose greater risks for youth.

Nearly all e-cigarettes contain nicotine, which can harm brain development as teens grow. Popular e-cigarettes like JUUL have developed new technologies using nicotine salts that are absorbed into the body more effectively and come in record-high levels of nicotine. The nicotine levels in these products are not regulated by any state or federal agency.

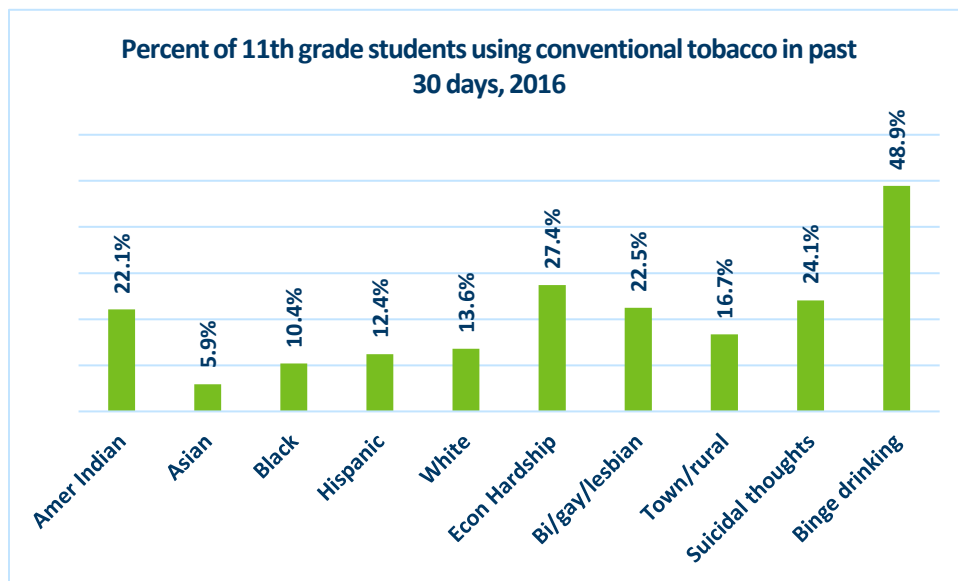
¹ Minnesota Department of Health, *Health Advisory: Nicotine and the Escalating Risk of Addiction for Youth*. 2018.

² Watkins, S.L., S.A. Glantz, and B.W. Chaffee, *Association of Noncigarette Tobacco Product Use With Future Cigarette Smoking Among Youth in the Population Assessment of Tobacco and Health (PATH) Study, 2013-2015*. JAMA Pediatr, 2018.

E-cigarettes and vapes are also often flavored like fruit and other flavors, have limited odor, and are easily hidden.

Many communities still use tobacco at higher rates.

Significant disparities remain among both youth and adult populations historically targeted by the Tobacco Industry. The 2016 Minnesota Student Survey revealed American Indian, African American, Hispanic students, as well as students that identify as bisexual, gay, or lesbian, students experiencing severe economic hardship, and those that suffer from mental health and substance use disorders, use tobacco at significantly higher rates.



Results from the Minnesota Student Survey. Horizontal line of 8.4 percent is the statewide average.

Culturally competent, tailored, and community-led efforts are needed.

The 2016 Community Voices report³ described the deeply embedded social norm of tobacco use in many communities. Often, tobacco products are widely available, easily accessible, and marketed to target specific communities. Additionally, tobacco use is often seen as a lesser threat compared to other community issues that are reported as more serious or urgent. Communities are often best suited to identify and address their own tobacco-related needs and priorities.³

The report also notes that when quitting, community members wish to use services that are provided by members of their own communities, which are not readily available. There is a shortage of culturally specific and language-appropriate tobacco-related outreach and education efforts and services, which contributes to misconceptions about tobacco. Culturally relevant and peer-to-peer messaging is most effective.

³ Minnesota Department of Health, *Community Voices: Reducing Tobacco-Related Health Inequities*. 2016.

Tobacco Use Prevention's Community Impact

Tobacco Use Prevention funding makes possible the Tobacco-Free Communities Grant Program (TFC) and Tribal Tobacco Grant Program, as well as a network of statewide training and technical assistance providers. These programs provide capacity for a range of 27 organizations across the state, including local public health agencies, community-based organizations, non-profit partners, and tribal governments, to prevent youth commercial tobacco use, engage and educate communities, and work toward local solutions for reducing commercial tobacco's harm.

Reducing youth access

Grantees worked to reduce youth access to commercial tobacco by contributing to efforts to update and strengthen restrictions on the sale and use of tobacco products through education and community engagement.

- The city of Mendota Heights implemented a policy that restricts the sale of flavored tobacco products, limiting access to these products for over 11,000 residents including nearly 2,000 youth.
- The city of Saint Paul adopted a policy that restricts the sale of menthol tobacco to adult-only tobacco and alcohol stores, affecting over 297,000 residents including 75,000 youth.
- Dakota County is working toward a policy that would restrict flavored tobacco sales county-wide, reaching 400,000 residents and over 80,000 youth.
- The city of Staples is working toward a policy that would prohibit sampling of e-cigarettes indoors, reducing access to these products for nearly 3,000 residents in greater Minnesota.

Overall, updated local tobacco ordinances have impacted nearly 310,000 Minnesotans.

Protecting people from secondhand smoke

Grantees worked to create smoke- and commercial tobacco-free environments, helping to prevent tobacco initiation, reduce exposure to tobacco use, and promote a clean-air environments. Working with colleges, cultural centers, senior centers, childcare facilities and more, they supported:

- Implementation of a commercial tobacco-free postsecondary campus policy at Hamline University for over 4,000 college students.
- Thirteen commercial tobacco-free grounds and or events policies. These policies reach priority populations, such as the Somali and Hmong communities, youth, seniors, and individuals with low income, protecting them from exposure to tobacco smoke. For example, the Minneapolis American Indian Center implemented a policy prohibiting the use of commercial tobacco on property grounds.

Helping people quit

Grantees worked to reduce the number of people who smoke by working to improve health care providers' assessment of patient tobacco use and increase referrals to cessation support.

- Four TFC grantees worked with 11 clinics or health systems to assess their tobacco cessation protocols with the goal to improve the assessment of patient tobacco use and provide cessation resources.
- Two clinics implemented systems changes leading to standardized assessment of patient tobacco use status and connections to resources to help patients quit. These changes are helping patients with mental health conditions and those who identify as Latino or LGBTQ get the help they need to stop using tobacco.

Engaging and educating communities

Grantees worked to educate and engage members of their communities on the harms of commercial tobacco through many activities, including meetings and presentations, as well as outreach communications via paid and earned media. Specifically, grantees:

- Educated and engaged stakeholders through an estimated 1,600 activities, including meetings, presentations, and outreach communications.
- Community members were included in the design and planning of the grantees' tobacco work through the creation of Community Advisory Councils, forums, listening circles, and workshops.
- Organized and distributed more culturally based programming, materials, and tobacco resources for grant work in the American Indian community, as well as creating new cessation resources in Hmong, Somali, and Spanish.
- Provided culturally specific commercial tobacco prevention education and teachings to American Indian communities during sweat lodge ceremonies, singing and drumming, and harvesting of plants and wild rice.

Building community capacity

Technical assistance and training providers delivered many tools and resources to help grantees move forward in their local work. These providers:

- Responded to 1,275 individual technical assistance requests for consultation.
- Conducted 150 group trainings, webinars, and conference calls.
- Provided 21,000 hours of technical assistance and training for grantees and their community partners.
- Produced or updated several pieces of informational material (guidance documents, fact sheets and handouts, toolkits, newsletters, signage, videos, sample power points, and surveys, etc.).

Tobacco-Free Communities Grants

The Tobacco-Free Communities Grant Program funds local community grants and technical assistance and training (TA) grants that aim to prevent youth commercial tobacco use, promote cessation, and address tobacco-related disparities in Minnesota using community-driven tobacco prevention and control activities and strategies.

Community grantees help build community capacity, change social norms around tobacco, and foster community readiness and support for tobacco control policies within their communities to protect youth from the harms of tobacco. TA providers support community grantees by ensuring they have the knowledge, skills, and resources necessary to reduce tobacco-related health disparities and the harm from commercial tobacco in their communities.

Community Grantees

African Immigrants Community Services

African Immigrants Community Services (AICS) provides support services to East African refugees and immigrants in the Twin Cities area. AICS assessed the community's need for commercial tobacco prevention and cessation services by engaging East African community members and leaders through listening circles, community forums, and individual stakeholder interviews. Assessment data will be used to recruit East African youth and women community leaders to train them as peer educators to engage and educate their peers in tobacco and hookah prevention and cessation, with a focus on addressing misinformation about tobacco use.

Highlights

- Held five community forums to engage community members in assessment planning and design to ensure culturally specific approaches.
- Conducted ten key informant interviews with youth and two listening circles with women to understand community attitudes, beliefs, and needs around tobacco prevention and cessation. AICS partners with community schools, mosques, and public housing sites, and is developing a peer-to-peer outreach and education model based on community assets.

Ain Dah Yung Center

Through the Ninijanisag Program, the Ain Dah Yung Center (ADYC) works with American Indian youth between the ages of 8-21 in the Twin Cities metro area to reduce non-traditional tobacco use in American Indian youth and young adults. The Ninijanisag (Our Children) Program educates youth about traditional tobacco use and general health education, engaging them in leadership and advocacy roles for a healthy lifestyle within their cultural context. This culturally responsive program leverages the strengths of the American Indian Community, including learning respect for tobacco as a sacred medicine and understanding how to live life in a good way.

Highlights

- ADYC youth worked with the Ramsey County Tobacco Coalition to support the ordinance that takes menthol commercial tobacco products out of stores visited by youth, specifically Saint Paul. They wrote letters, made signs, and attended the City Council hearing to promote the message that American Indians'

use of commercial menthol and other commercial tobacco products has no connection to the cultural and traditional use of sacred tobacco. ADYC youth further stated that their higher than average use rates show that it is imperative to ensure American Indian youth cannot easily access these products and asked the council to ensure all of Saint Paul's youth are protected from the dangers of commercial tobacco products.

- ADYC youth provided signage throughout the ADYC Cherish the Children Pow Wow common areas where the community gathers and provided numerous planned PSA announcements to increase awareness of the harms of commercial tobacco use and to remind the community that the event is smoke-free. The messaging leveraged strengths of the American Indian Community including learning respect for tobacco as a sacred medicine and understanding to live life in a good way.
- ADYC youth supported the policy and advocacy work of the Minneapolis T21 Coalition by writing letters to the city of Minneapolis Mayor Frey and the Minneapolis City Council, and attended the public hearing to describe the devastating impact commercial tobacco use has on their community. Making sure youth are involved from start to finish is one strategy in educating them on the importance of advocacy and promoting a healthy environment free from harmful tobaccos.

Comunidades Latinas Unidas en Servicio (CLUES)

CLUES is a community organization that specializes in assisting Latino individuals and families to be healthy, prosperous, and engaged in their communities. CLUES assessed tobacco-related health disparities and health needs of LGBTQ Latinos and Latinos living with mental illness through interviews, listening circles, and sharing sessions. Assessment findings will be utilized to develop a community-wide campaign promoting cessation. CLUES also employs Community Health Workers to integrate cessation connections and support into existing services and networks, and partners with local behavioral health clinics serving the Latino population to integrate cessation into their services.

Highlights

- Integrated tobacco assessment, cessation information and referral protocols into both CLUES and Relation Works Therapy behavioral health clinics' intake procedures and forms.
- Surveyed 56 Latino community members identifying as LGBTQ or living with mental illness to understand the unique experiences of tobacco use and cessation in these communities.
- Held two listening sessions with community members, and four listening sessions and 24 key informant interviews with community leaders to understand community needs and gaps in services.
- Collected data from 271 community members and leaders to assess the community's need for cessation services. The assessment revealed key assets and messages that appropriately resonate with community members. CLUES will use information gathered to plan their media campaign and engagement efforts.

Hmong American Partnership

Hmong American Partnership (HAP) works with Southeast Asian refugees and immigrants in Saint Paul to address cultural norms and practices around tobacco use. HAP engaged key community leaders to serve on a community advisory council to drive their work throughout the grant. HAP is assessing the community's knowledge of tobacco and cessation services, engaging and educating youth in tobacco prevention, and assessing the environmental tobacco policies in their community.

Highlights

- Engaged 1,666 community members through 110 stakeholder forums, meetings, and interviews to understand the community's views on tobacco use and needs for cessation support.
- Established a weekly youth group to teach tobacco prevention and leadership skills. The youth group will work on peer communication strategies and messages and develop an educational campaign to make outdoor spaces frequented by youth commercial tobacco free.
- Strategically partnered with other organizations, such as public housing and local businesses, to promote cessation information and resources.

JustUs Health

The Shift MN program of JustUs Health engages with LGBTQ young adults around the Twin Cities metro area. They work to build support for commercial tobacco prevention and control efforts in LGBTQ communities and partner with LGBTQ young adults to develop leadership skills in tobacco control, cessation promotion, health equity, and advocacy. This work includes engaging young adults at community events, collecting and sharing data on LGBTQ tobacco use trends, and developing LGBTQ specific cessation materials. They are also working with JustUs Behavioral Health Clinic staff to integrate cessation referral and support within the clinical setting.

Highlights

- Surveyed 2,395 LGBTQ community members using the Voices of Health survey, which collects information about the social determinants of health and individual health outcomes, including tobacco use.
- Hosted two sober and tobacco-free events to build community awareness and support around cessation and tobacco control policies. JustUs Health is developing a campaign to normalize the quitting process and promote cessation by engaging former tobacco users to share their stories through short videos and blog posts.

Minneapolis American Indian Center

Minneapolis American Indian Center (MAIC) works with American Indian youth in the Twin Cities metro area to develop leadership capacities and skills. MAIC works with native youth to educate about commercial vs. traditional tobacco, traditional uses of tobacco, tobacco industry targeting of Native people, and the harm of commercial tobacco use. They plan to increase youth skills to advocate for smoke-free spaces, identify policy issues, and develop messages in support of policy changes, including working toward a commercial tobacco-free grounds policy for their worksite.

Highlights

- Adopted a new commercial free grounds policy that went into effect November 1, 2018. This policy allows the traditional use of tobacco at the Center while prohibiting commercial tobacco use and e-cigarettes throughout the facility, including grounds, structures, parking lots, vehicles and equipment.
- Sacred Leader youth developed messaging through video making, postcard development, and mural artwork around traditional tobacco and the harms of commercial tobacco.
- Developed capacity for Sacred Leader youth through multigenerational teachings with elders, introduction to harvesting traditional tobacco, and participating in culturally relevant activities such as

traditional tobacco protocols, building a grow lab for sacred medicines, and engaging with many native partners such as Dream of Wild Health.

- Completed successful tobacco retreat with Sacred Leader youth to engage their understanding and knowledge of traditional tobacco for their community, alongside the harms of commercial tobacco use with the support of the Waybinagay curriculum provided by Indigenous People’s Task Force.

Morrison-Todd-Wadena Community Health Board

Morrison-Todd-Wadena Community Health Board works to engage youth in tobacco prevention efforts, and promote and integrate cessation services among low-income rural residents. In all three counties they are working with community organizations, businesses, and events to be tobacco-free and free of tobacco advertising, promotion, and sponsorship. They are also working to improve and integrate cessation protocols into local community clinics and social service organizations. They partnered with local youth groups to educate youth on tobacco prevention and plan to engage these youth in working towards tobacco-free parks and sports field policies, and develop a media messaging campaign.

Highlights

- Partnered with local public health and social services, businesses, and clinics to integrate cessation referral and information into existing services (food shelves, WIC clinics, dentists, etc.)
- Held two youth leadership retreats where youth learned about tobacco prevention and engaged in activities to develop messages and content for a youth tobacco prevention media campaign.
- Helped a local clinic in Wadena County implement a cessation program through integration with their pharmacy, which 30 people have completed so far.
- Education and engagement efforts of county commissioners led to passing a tobacco-free policy for Todd County Parks and Trails and the city of Staples updating their indoor tobacco-free policy to include e-cigarettes and vaping.

National Alliance on Mental Illness (NAMI) Minnesota

NAMI focuses on engaging mental health workers and people living with mental illness throughout Minnesota. NAMI has focused on increasing the number of mental health workers trained in smoking cessation and increasing cessation treatment and referral by mental health workers by developing and launching an accredited training for mental health workers across the state. NAMI is working toward a commercial tobacco-free grounds policy for their worksite and has completed a staff readiness assessment.

Highlights

- Formed an advisory committee of 12 key stakeholders to guide training development and design.
- Developed a three-hour online training for professionals working with individuals with mental illness. The training includes information on the biological effects of smoking, components of addiction, motivational interviewing, cessation medications, and how to integrate cessation into regular mental health visits.
- Partnered with two community mental health clinics to pilot test the training once completed, and assess knowledge gained from the staff completing the training.

Pillsbury United Communities

Pillsbury United Communities works with African American and other cultural populations in North Minneapolis to increase culturally appropriate connections to cessation services and integration into existing community services, programs, and networks. They use a unique human-centered design process to assess smokers' attitudes and beliefs about smoking, barriers to quitting, and needs for cessation services. They focus on empathy-based approaches to promote and refer commercial tobacco users to cessation services, and encourage the community to give social support to those trying to quit. They also work to expand partnerships with local clinics and other service areas to integrate cessation support and referral.

Highlights

- Conducted over 40 interviews and engaged over 400 community members in human-centered design to understand the unique needs of North Minneapolis residents and cessation strategies that resonate with the community.
- Trained their Community Health Workers to provide tobacco education and cessation referral at community events, and to integrate tobacco assessment, cessation promotion, and referral into their home visits with community members experiencing diabetes and heart disease.
- Partnered with North News – Pillsbury United Community's free North Minneapolis newspaper – to engage youth interns to interview 24 youth on how commercial tobacco use in the community impacts them, and to design, create, and produce a photo campaign promoting alternate youth activities to smoking, which were published in North News and shared with the community.

Tobacco-Free Alliance

Tobacco-Free Alliance works with youth groups and community partners in Ramsey County and nearby cities to address the harms of commercial tobacco among African American, Asian American, Latino, and LGBTQ communities. They work with partners to educate and increase community support for reducing commercial tobacco access and availability, restrict the sale of menthol and other flavored tobacco products, and increase commercial tobacco-free campus policies.

Highlights

- Educated and engaged the community on the health harms of menthol and tobacco industry marketing and targeting practices. These efforts contributed to new limits on the sale of menthol flavored tobacco to adult only tobacco shops and liquor stores.
- Partnered with six youth groups to train over 80 middle and high school students on tobacco harms, tobacco industry practices, and strategies to limit tobacco's influence. These youth presented what they learned at city council meetings, letters to the editor, and over 20 community events.
- Educated over 3,000 community members on the harms of menthol tobacco in the Hmong community at the 37th annual Hmong International Freedom Celebration with the Hmong Youth Tobacco Prevention Team youth group. They will work with Festival leaders to adopt a commercial tobacco-free policy for the 38th annual Hmong International Freedom Celebration.
- Partnered with Hamline University to develop a task force to assess barriers, concerns, and resources for implementing a tobacco-free grounds policy. The work of the task force led to the passage of the tobacco-free campus policy, which went in effect June 2018.

WellShare International

WellShare International serves the East African and Somali communities in the Twin Cities metro area. Their East African Smoke-Free Program (EASFP) focuses on reducing commercial tobacco use and secondhand smoke exposure among children, youth, and young adults. They achieve this through youth education, partnering with local businesses and organizations to implement tobacco-free policies, and raising awareness at community events. WellShare International created a community advisory committee and conducted a community-based assessment through key informant interviews, listening sessions, and focus groups. Assessment results will be used to develop culturally appropriate strategies for cessation integration, referrals, and education.

Highlights

- Educated over 300 youth on the harms of commercial tobacco and hookah use, addiction, and health through weekly classes at local schools and after-school programs.
- Collaborated with community event leaders to adopt commercial tobacco-free policies for the West Bank Athletic Club's Annual Ramadan Soccer Tournament, Somali American Festival Week, and Umatul Islam Center's Annual Summer Picnic, protecting thousands of community members attending these events from secondhand smoke.
- Trained youth groups in photography and engaged them to take photos around their neighborhoods that show the impact of tobacco on the community. The youth wrote a caption for each photo, explaining how it represented the harms of tobacco, and presented them at a PhotoVoice Exhibit, which was attended by over 150 youth and 160 community members.

Technical Assistance and Training Grantees

The Technical Assistance and Training (TA) grants aim to build grantee knowledge, skills, and capacity to carry out the goals of the grant program. The TA infrastructure is designed to address grantees' specific needs, support emerging tobacco control issues, and foster regional and statewide collaborations and partnerships. TA and training is central to the success of the local grant programs and provides critical policy, systems, and environmental change expertise for strategy implementation.

Grantees receive technical assistance on tobacco control best practices including smoke-free housing, tobacco-free outdoor spaces and events, worksites, and point-of-sale strategies. TA grantees also provide education on tobacco industry tactics, tobacco use disparities, community and youth engagement strategies, media and communication planning, and policy development. TA is delivered through individual consultations, virtual and in-person group trainings, facilitated peer-to-peer learning, toolkits, and other materials. Resources are developed with cultural- and community-specific needs in mind.

Five TA providers assist grantees statewide, serving 41 local public health agencies funded through the Statewide Health Improvement Partnership (SHIP) and 11 TFC community grantees. Over the last two years they provided 21,000 hours of support to grantees. Additionally, approximately 1,500 TA requests were fulfilled through phone, email, or training.

American Lung Association in Minnesota

The American Lung Association (ALA) works across Minnesota to eliminate commercial tobacco use and tobacco-related death and disease. ALA maintains commitment to cessation services and education, behavioral health care, and understanding rural-specific dynamics and issues. ALA provides tobacco-specific policy, systems, and environmental strategy TA to Greater Minnesota area grantees.

Highlights

- Certified 30 health care providers and their community members as Mayo Certified Tobacco Treatment Specialists to increase in-person cessation counseling in largely underserved populations.
- Hosted two day-long trainings to engage and train 22 grantees and community partners in motivational interviewing in order to more effectively educate and refer tobacco users to cessation services and resources.
- Hosted the Minnesota Tobacco Control Conference Smoke-free Housing Ancillary meeting. This two-hour convening was attended by more than 100 grantees and partners to prepare for the smoke-free HUD rule for public housing authorities.
- Released two new toolkits, the Guide for Mental Health and Substance Use Treatment Professionals and Smoking Cessation for Smoke-free Housing.

ALA provides grantees and their partners with TA and training focused on healthcare systems change which increases the availability of tobacco treatment and services in hard to reach communities. This happens in traditional primary healthcare settings and innovative settings like public housing and community mental health and substance abuse treatment centers.

ALA also worked with Tribal tobacco grantees to help address gaps in communications needs, specifically around the development of documents and materials that could be used to educate community members around the harms of commercial tobacco use and possible community solutions. ALA partnered with Migizi, a creative agency, to garner input from tribal communities and design messaging and content that will resonate with tribal communities across Minnesota. This work is ongoing as community input is still being gathered.

Association for Nonsmokers – Minnesota

The Association for Nonsmokers – Minnesota (ANSR) is dedicated to reducing the human and economic costs of commercial tobacco use in Minnesota. ANSR's core commitments are to reduce the number of young smokers and to continuously advocate for the rights and health of nonsmokers. ANSR provides tobacco-specific policy, systems, and environmental strategy TA to metro area grantees.

Highlights

- Created a Smoke-Free Public Housing Toolkit that includes policy checklists and sample language, resident communications, cessation resources, and signage.
- Developed a youth tobacco education curriculum and hosted a train the trainer webinar for grantees to implement within their youth groups.
- Facilitated monthly Smoke-Free Housing Sharing Meetings to engage grantees and partners working on smoke-free housing initiatives to discuss challenges, brainstorm solutions, identify potential collaborative opportunities and share resources.

The ANSR TA team successfully led TFC grantees in peer-to-peer networking meetings to together gain tobacco control knowledge and build skills to advance their community initiatives. By building relationships with the grantees, ANSR TA identified areas where culturally tailored TA was needed to guide and advance projects and inform their community outreach.

ANSR also created the Minnesota Smoke-Free Public Housing web portal and toolkit. Minnesota's Smoke-Free Public Housing web portal www.sfpublichousingmn.org (which includes an implementation toolkit for PHA staff, an interactive manager forum, and resident resources) is widely used by PHA managers, residents, and public health staff from throughout Minnesota

BRIDGE Team (Asian Media Access Inc.)

The BRIDGE (Bringing Information and Resources for Disconnected Groups' Engagement) Team is a multicultural consulting team working to support grantees with cultural engagement and highlight their cultural integration processes. The BRIDGE Team helps grantees integrate community strengths and culture into communications, community engagement, and evaluation as they work to reduce commercial tobacco use.

Highlights

- Provided logistical and planning support for quarterly TFC grantee gatherings, SHIP regional meetings, and two SHIP statewide meetings.
- Provided logistical and planning support for two Midwest Academy's Organizing for Social Change trainings for TFC and SHIP grantees.
- Created videos and success stories for each of the 11 TFC grantees as part of a monthly TFC Newsletter showcasing grantee highlights and accomplishments.
- Worked with the 11 TFC grantees to support communications and evaluation planning, and assisted with assessment and outreach material development.
- Developed and hosted a webinar- Bicultural Healthy Living: Convergence of Culture, Community, and Health.

The BRIDGE Team has worked with MDH and grantees to ensure community-based work leverages community and cultural assets, and identify how core activities and strategies align to help develop best practices for the community-specific efforts of the TFC grantees.

Counter Tools

Counter Tools has expertise in point-of-sale tobacco control and provides grantees with standardized web-based tools to assess tobacco products and marketing in the retail setting. Grantees pursue and implement evidence-based approaches leading to decreased youth access and exposure to tobacco marketing practices.

Highlights

- Provided the tools and TA for the grantees who successfully completed two rounds of assessments in over 1,500 stores statewide.
- Provided grantee audit data analysis and summaries by county to use in numerous presentations educating communities about tobacco industry marketing in their own communities.

- Customized data sets for 87 counties for the use in the County Tobacco Profiles. The Profiles are used to educate stakeholders and decision-makers about tobacco use and availability in their communities.

In partnership with Counter Tools, grantees successfully completed over 3,000 store assessments – bringing to light the pervasiveness of cheap, flavored tobacco products in stores where youth frequently shop. This project has provided the communities the grantees serve with information to educate and mobilize stakeholders to act on the increasing threat of youth tobacco use.

Public Health Law Center

The Public Health Law Center has expertise in tobacco control policy change and specializes in state and local tobacco-related legal and policy issues, with the mission of improving health through the power of law. The Public Health Law Center provides tailored legal TA to grantees across Minnesota on tobacco-related policy options, policy analysis, and development of model language and resources.

Highlights

- Released new Tobacco 21 model ordinance language for cities and counties.
- Updated comprehensive Minnesota Point of Sale Toolkit to include best practices for tobacco licensing and enforcement.
- Updated Tracking Minnesota Tobacco Laws publication to reflect current federal and state law. This information was widely distributed to cities and counties.
- Held multiple lunch and learns to educate property managers about the cost savings and health benefits of smoke-free buildings.

Throughout the grant period, the Public Health Law Center responded to a large volume of individual requests for ordinance and policy reviews and provided local grantees with the depth and breadth of knowledge needed in a simple, understandable manner.

Tribal Commercial Tobacco Prevention Grants

In Minnesota, tobacco use is highest in American Indian populations. According to the Tribal Tobacco Use Project, 59 percent of adult American Indians in Minnesota smoke. Tribal tobacco efforts address the high prevalence of commercial tobacco use in tribal communities by building strong, community-based tobacco control programs.

Community initiatives include:

- Promoting, providing and collaborating in commercial tobacco treatment and cessation programming.
- Decreasing exposure to commercial tobacco smoke where community members live, work and play by advancing smoke-free policies.
- Engaging communities with knowledge of cultural practices around traditional tobacco and harms of commercial tobacco.

Many tribes are promoting healthy communities free of commercial tobacco and are growing Asemaa (Anishinaabe) and harvesting Cansasa (Dakota) for use as an offering and for ceremonial use.

Bois Forte Band of Chippewa

The Bois Forte Band of Chippewa is working to reduce commercial tobacco use among its members by involving the community in the development and implementation of tobacco messaging, engaging community members in cultural education and activities about the traditional use of tobacco and by providing smoking cessation referral services.

Highlights

- Promoted traditional tobacco use as the norm, as a form of commercial tobacco prevention at events throughout the community.
- Hosted community events to facilitate bringing back traditions and knowledge around traditional asemaa (tobacco) growing and pouch making, to help pass on to the next generation.
- Collaborated closely with the local tribal radio station, KBFT, which has been inspirational for community members, especially youth, to learn about other Native Americans succeeding in their art forms and to learn about resources and local events.

Fond du Lac Band of Lake Superior Chippewa

The Fond du Lac Band of Lake Superior Chippewa prides itself on raising awareness about the difference between traditional and commercial tobacco. They provide culturally specific education and outreach activities including teachings around traditional tobacco and education about the hazards of commercial tobacco use and exposure. This grantee also administers a clinic-pharmacy tobacco cessation program, and continues to promote commercial tobacco free spaces.

Highlights

- Created a new Pool Atrium smoke-free policy at the Black Bear Casino.

- Promoted the use of traditional tobacco, instead of commercial tobacco, at five of six local pow-wows.
- Updated signage around reservation to include traditional language and positive tobacco messaging.
- Offered tobacco teachings to youth and adults to increase awareness and use of traditional tobacco.

Grand Portage Band of Lake Superior Chippewa

The Grand Portage Band of Lake Superior Chippewa works to engage its members to be advocates for a healthier community by participation in cultural education and activities around the traditional use of tobacco, and by planning and implementing activities that will help their community members live healthy lives. Community members are requesting to use traditional rather than commercial tobacco in ceremonies and offerings and through growing their own they are able to honor that request.

Highlights

- Sponsored smoking cessation classes, cessation referral services, and community health events that engage community members have resulted in several members discontinuing their use of commercial tobacco.
- Facilitated cultural events to deliver the message of the dangers of smoking cigarettes, exposure to smoke, chewing, and vaping.
- Sponsor youth events to introduce traditional games, such as LaCrosse, to promote healthy living and life skills. Youth learned resilience and team work.

Leech Lake Band of Ojibwe

The Leech Lake Band of Ojibwe promote healthy communities by providing cultural education and prevention activities to Leech Lake youth in eleven communities. These youth leaders conduct assessments of the readiness of pow-wow goers to accept the designation of smoke-free areas with the goal of implementing a smoke-free policy for at least one major community pow-wow.

Highlights

- Worked to develop youth leaders through the six Youth Councils that operate in six high schools on and near the Leech Lake Reservation. Each council is very active and operates under Roberts Rules of Order in conducting their meetings. Each council includes a Chairperson, ViceChair, Secretary/Treasurer, Representative I, Representative II. To serve on this council all youth must be commercial tobacco free.
- Established Youth Advisory Councils are working with the Local Indian Councils to develop no smoking policies in designated areas around the five community pow-wows. Youth Advisory Councils develop the policies and bring them to the local Indian Councils for their endorsement and support to assist in moving the policies forward.
- Promoted culture by using Drum and Sacred Regalia at Drum and Dances throughout the eleven communities on Leech Lake and by using only Traditional Asemaa, (and not commercial tobacco) during the opening of each session.

Lower Sioux Indian Community

The Lower Sioux Indian Community works on decreasing commercial tobacco within the community by engaging its members in cultural education and outreach activities, such as pow-wows, health fairs, annual diabetes awareness events, drum groups, and boxing practice. The Lower Sioux Indian Community also trains youth to promote smoke-free spaces in many settings, which has led to the Lower Sioux casino, Jackpot Junction, becoming smoke-free in all non-gaming areas of the facility.

Highlights

- Completed certification through the Mayo Clinic Nicotine Dependence Center, resulting in the Tobacco Prevention Coordinator becoming a Certified Tobacco Treatment Specialist. This will allow their position to be utilized for helping smokers quit and provide better resources in these efforts.
- Began building a cultural canoe camp that will be a center to teach many Tribal traditions and show how traditional tobacco is implemented in those traditions.
- Taught cultural tobacco traditions and facilitated ceremonies as community continues to reconnect with traditional tobacco as a people.

Mille Lacs

The Mille Lacs Band of Ojibwe works to decrease commercial tobacco use within the community by engaging its members in cultural education and outreach activities around the traditional use of tobacco which includes prevention activities that eliminate the use of commercial tobacco, traditional tobacco (asemaa) teachings, round dances, asemaa storytelling in the Ojibwe language, digital storytelling, planting sacred medicine, health fairs, and their community newsletter. Mille Lacs Band of Ojibwe also supports a clinic-pharmacy tobacco cessation program.

Highlights

- Educated over 75 community members about the origin and use of traditional tobacco through oral history via Wintertime storytelling events at the Mille Lacs Indian Museum. Events included spiritual leaders providing prayers, drum groups with songs, youth providing improv skits about the use of commercial tobacco and elders providing beautiful storytelling with stories about asemaa (traditional tobacco) and the protocols around respecting the use of tobacco.
- Worked to build and maintain representation of the Mille Lacs Band on Mille Lacs Area Partners for Prevention (MAPP), a coalition of surrounding communities to prevent the onset and reduce alcohol, tobacco and other drug use among our youth.
- Worked with Mille Lacs Band members to give back to the community by sharing stories about the use of traditional tobacco and commercial tobacco through digital storytelling interviews. Storytelling has been used to share values, wisdom and knowledge to countless generations. Digital storytelling is a contemporary way to share stories through innovative technology and adapted media. Through this method, band members are able to share personal stories, teachings and history which will be documented and archived. These interviews took place at the Mille Lacs Indian Museum. Eventually,

interviews gathered from participants will be created into a short documentary and screened at the Grand Makwa theater film festival in 2019.

Prairie Island Indian Community

The Prairie Island Indian Community (PIIC) works to promote cultural awareness and revitalization as a form of commercial tobacco prevention and reduction. PIIC has made great strides in restoring important cultural plants across the land and within the community, thus working towards restoring cultural ties to the land and its medicines. PIIC also provides education through various outreach events, its Elder's Cultural and Medicinal Garden, and the community's Health Clinic on tobacco cessation and tobacco uses among American Indians.

Highlights

- Worked with the American Indian Cancer Foundation to develop and adopt the Prairie Island Indian Community Healthier Environments Tobacco Policy. This policy prohibits the use of commercial tobacco of any kind including electronic cigarettes or devices within all non-commercial buildings owned by PIIC, within 50 feet of entrances, exits, and windows that open to all non-commercial buildings owned by PIIC, on playgrounds and outdoor recreation areas.
- Tobacco consultant completed certification through the Mayo Clinic Nicotine Dependence Center and is now a Certified Tobacco Treatment Specialist. The consultant collaborates with the clinic staff providing tobacco cessation services. Educational materials on commercial and traditional tobacco are also available at community events, including the yearly Public Safety Day and Health Fair.
- Worked to expand the medicinal and cultural garden. The traditional tobacco and medicine harvested from the garden is being not only used by the PIIC members but is also being shared with people outside the community. There are over 1,000 K-12 students from Minnesota that tour this garden annually learning about Dakota traditional tobacco and medicines.

Red Lake Band of Chippewa

The Red Lake Band of Chippewa Indians provides culturally specific services to community members. Included are cultural education activities at various community events and in the schools. At the employee and teen health fair members are provided education on the dangers of second-hand and third-hand smoke and how to make and use traditional tobacco for healing. The partnerships with various community organizations such as Family and Children Services focused on teaching numerous youth about Keeping Tobacco Sacred utilizing the Ojibwe language and culture.

Highlights

- Produced signage in Ojibwemowin and posted on the Red Lake Indian Health Service campus and provided updated materials to area tribal programs for smoking cessation, smoke-free homes and cars including the American Indian Quitline from QUITPLAN Services.
- Delivered instruction on the traditional tobacco use knowledge focused on the campaign to Keep Tobacco Sacred.

- Worked collaboratively with Red Lake Indian Health Services Certified Tobacco Treatment Specialist to educate about and distribute culturally specific smoking cessation materials and made referrals to access the Nicotine Replacement Therapies available.

Upper Sioux Indian Community

The Upper Sioux Community provides cultural tobacco education at events like their Suicide Prevention community event, health fairs, and pow-wows. This Upper Sioux Community is also developing an incentive to quit program.

Highlights

- Developed kits for community members to help with cravings and the stress associated with withdrawal symptoms. These kits have been well received from tribal members. The kits include essential medicines and oils that help with stress and help calm the individual down in a culturally specific and holistic manner.
- Worked with tribal members at a community event to measure the carbon monoxide in their lungs and blood with a Covita machine. This is a direct non-invasive measure of blood carbonxyhemoglobin, which is the level of carbon monoxide in the blood. This also measures the level of carbon monoxide that is carried to a pregnant woman's fetus. The Coordinator reached 70 percent of community members with a tabling event strategically placed at a tribal government building during per capita distribution.
- Grew and encouraged the use of traditional tobacco. Traditional tobacco use is in integral part of Dakota culture. However, promotion of commercial tobacco has caused confusion about the difference between traditional and commercial tobacco in the community. As a result community members give out cigarettes at funerals and other cultural events.

The Tobacco Prevention Coordinator is also collaborating with other departments advocating tobacco cessation by holding specific events focused on physical effects of commercial tobacco use on the body and brain. They are working with the Tribal SHIP staff on healthy events that promote healthy physical movement such as the color run (adults), zombie run (youth), Canoe WATA program, and Wicozani Walk. The Coordinator is working with the Diabetes Coordinator on home visits addressing commercial tobacco cessation trying..

White Earth Nation

The White Earth Nation has a vibrant tobacco coalition implementing and updating smoke-free policies at White Earth Nation. White Earth Nation's public health program also supports a clinic-pharmacy tobacco cessation program by assisting with follow-up patient calls for smoking cessation as well as referring people to the Indian Health Tobacco Cessation Program. The White Earth Nation also works to create tobacco-free environments by actively engaging youth and parents to be involved in tobacco-free efforts.

Highlights

- Achieved long term goal of two- 100 percent smoke-free hotels at Shooting Star Casino. The tribe announced to the public that all the hotels would transition to smoke free as of August 2018.

- White Earth Nation tribal programs and community members grew more traditional tobacco this year than any other previous year. As a result of being able to harvest more tobacco, they were able to make a tobacco blend to distribute to community member events and programs for ceremonial tobacco purposes. This helps the tribe with their goal of keeping tobacco sacred.

The public health program also does carbon monoxide testing with Smokerlyzers® in the community to test carbon monoxide levels of the smoker while their partners at Indian Health Clinic test tobacco cessation clinic patients. Carbon monoxide (CO) monitors have been the gold standard to aid in smoking cessation, treatment, and education. The Smokerlyzers instantly measure the amount of carbon monoxide on a smoker's breath and are used as a motivational aid to encourage smokers to quit and to measure their progress while doing so. With the help of the tribe's Public Health nurses, they are able to do approximately 300 smokerlyzer tests annually. According to their report from their cessation partners at Indian Health Services (IHS), they have nearly doubled their quit rates when compared to the previous year.

Other TUP Allocations

Cessation Systems Accessibility

Cessation support and referral to existing resources and services for Minnesota tobacco users is a core component of the work done by grantees. Grantees have worked to integrate referral to telephone counseling within their organizations and partner organizations, such as clinical settings, by embedding the Minnesota Quitline Network (the Network) into the assessment and referral process within the organization. The Network allows organizations to more easily refer tobacco users to cessation support from a trained tobacco cessation coach. As a part of the Network referral process, those organizations enrolled and making referrals use an online data reporting website operated through a vendor known as Professional Data Analysts. Tobacco Use Prevention funding was used to ensure that the data reporting website was accessible. The website was completely reconfigured and the work was successfully completed in June of 2017.

Minnesota Youth Tobacco Survey

Tobacco Use Prevention funding is used to help conduct the The Minnesota Youth Tobacco Survey (MYTS). The survey has been conducted since 2000 by the Minnesota Department of Health to provide comprehensive, in-depth information on the tobacco use of middle and high school students to help design and evaluate prevention efforts. The MYTS is a representative sample survey. The seventh MYTS was conducted in 2017 and revealed that the popularity of e-cigarettes drove the first rise in tobacco use among Minnesota teens ever recorded by the survey.

Financial Report

| | SFY 2017 Awards | SFY 2018 Awards |
|--|--------------------|--------------------|
| Community Grantees | | |
| African Immigrants Community Services | 100,000 | 100,000 |
| Ain Dah Yung Center | 100,000 | 100,000 |
| Comunidades Latinas Unidas en Servicio (CLUES) | 150,000 | 150,000 |
| Hmong American Partnership | 100,000 | 100,000 |
| JustUs Health (formerly Rainbow Health Initiative) | 177,813 | 160,686 |
| Minneapolis American Indian Center | 150,000 | 150,000 |
| Morrison-Todd-Wadena Community Health Board | 150,000 | 150,000 |
| National Alliance on Mental Illness (NAMI) Minnesota | 100,000 | 100,000 |
| Pillsbury United Communities | 150,000 | 150,000 |
| Tobacco-Free Alliance | 150,000 | 150,000 |
| WellShare International | 150,000 | 150,000 |
| Subtotal | \$1,477,813 | \$1,460,686 |
| Technical Assistance and Training Grantees | | |
| American Lung Association in Minnesota | 142,312 | 57,000 |
| Association for Nonsmokers – Minnesota | 162,556 | 130,985 |
| BRIDGE Team (Asian Media Access Inc.) | 166,667 | 200,000 |
| Counter Tools | 39,688 | 69,312 |
| Public Health Law Center | 145,000 | 300,000 |
| Subtotal | \$656,223 | \$757,297 |
| Tribal Tobacco Prevention Grantees | | |
| Bois Forte Band of Chippewa | 82,460 | 82,460 |
| Fond Du Lac Band of Lake Superior Chippewa | 96,991 | 96,991 |
| Grand Portage Band of Lake Superior Chippewa | 76,629 | 82,629 |
| Leech Lake Band of Ojibwe | 135,195 | 135,195 |
| Lower Sioux Indian Community | 79,511 | 79,511 |
| Mille Lacs Band of Ojibwe | 95,276 | 95,276 |
| Prairie Island Indian Community | 77,091 | 77,091 |
| Red Lake Band of Chippewa | 143,195 | 143,195 |
| Upper Sioux Community | 76,562 | 76,562 |
| White Earth Nation | 134,090 | 134,090 |
| Subtotal | \$997,000 | \$1,003,000 |
| Other TUP Allocations | | |
| Cessation Systems Accessibility | 40,000 | |
| Minnesota Youth Tobacco Survey | 49,964 | |
| Subtotal | \$89,964 | |
| Total Funds Awarded | \$3,221,000 | \$3,221,000 |