



Tobacco Use Prevention

2023 REPORT TO THE MINNESOTA LEGISLATURE

1/9/2024

Tobacco Use Prevention: 2023 Report to the Minnesota Legislature

Minnesota Department of Health
Tobacco Prevention and Control
651-201-3535
tobacco@state.mn.us
www.health.state.mn.us/tobacco

As requested by Minnesota Statute 3.197: This report cost approximately \$5000 to prepare, including staff time, printing, and mailing expenses.

*Upon request, this material will be made available in an alternative format such as large print, Braille, or audio recording.
Printed on recycled paper.*

Contents

Tobacco Use Prevention.....	1
Commercial Tobacco Use Is Still a Problem in Minnesota	4
Tobacco Use Prevention Supports State and Local Efforts	7
Commercial Tobacco-Free Communities Grants.....	7
Community-Based Disparities Grant	17
Quit Partner™ Ambassador Grants	18
Technical Assistance and Training Provider Grants.....	20
Tribal Commercial Tobacco Prevention Grants.....	22
Youth E-cigarette Prevention and Cessation Initiative Grants	26
Other Tobacco Use Prevention Efforts.....	27
Financial Report.....	28

Commercial tobacco products are tobacco products manufactured and sold by the tobacco industry, including cigarettes, e-cigarettes, cigars, and chew. Commercial tobacco is different from the traditional or sacred tobacco, also known as Cansasa, Asemaa, or Kinnikinnick, and which are used by American Indian communities for sacred purposes.

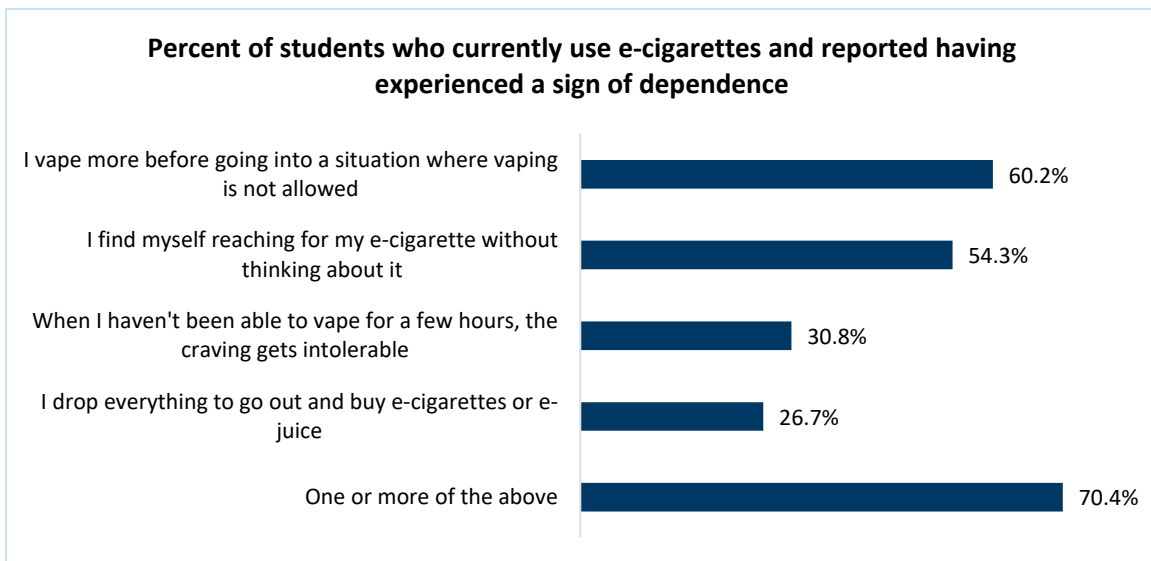
Learn more about [Traditional Tobacco and American Indian Communities in Minnesota](https://www.health.state.mn.us/communities/tobacco/traditional/index.html)
(<https://www.health.state.mn.us/communities/tobacco/traditional/index.html>)

Commercial Tobacco Use Is Still a Problem in Minnesota

Commercial tobacco use kills over 6,300 Minnesotans every year and costs Minnesota \$3.2 billion annually in medical costs. Although overall use rates continue to slowly decline, far too many youth still use e-cigarettes, and commercial tobacco use rates are not falling at the same rate for all communities.

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

Data from the 2022 Minnesota Student Survey shows 14% of Minnesota 11th graders and 6% of Minnesota 8th graders reported using an e-cigarette in the past 30 days. E-cigarettes are the most used commercial tobacco product among youth, and nearly all e-cigarettes contain nicotine. Nicotine is highly addictive. Data from the 2020 Minnesota Youth Tobacco Survey show that overall, 70.4% of students who use e-cigarettes report one or more signs of dependence, and these products are being used with greater intensity.



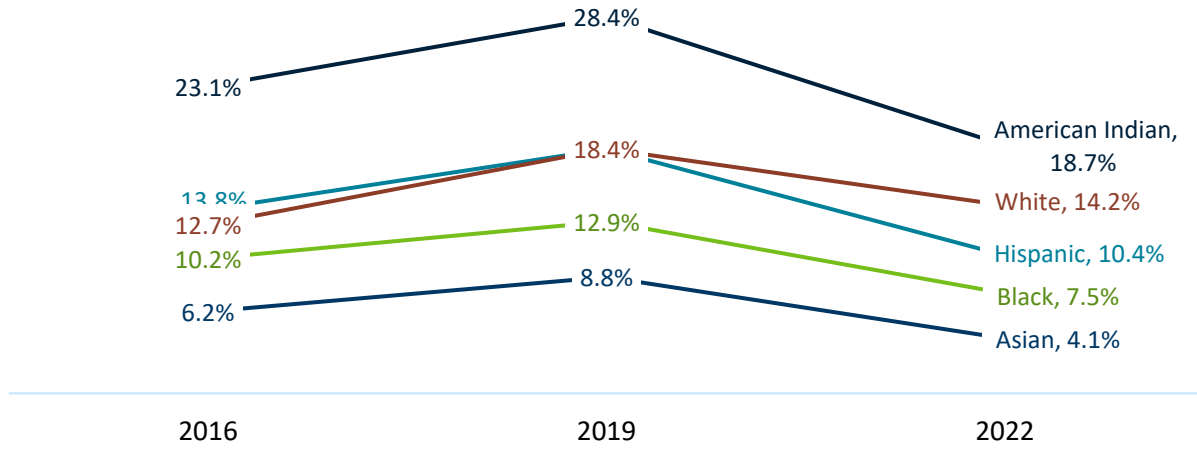
Nicotine can also harm the developing adolescent brain. Because the brain is still developing until about age 25, youth and young adult exposure to nicotine can not only disrupt attention and learning, but it can also lead to future addiction to commercial tobacco use or the use of other substances. No amount of nicotine is safe for youth.

Learn more about the [Health Risks of Nicotine for Youth](https://www.health.state.mn.us/communities/tobacco/nicotine/index.html) (<https://www.health.state.mn.us/communities/tobacco/nicotine/index.html>).

Many communities still use tobacco at higher rates.

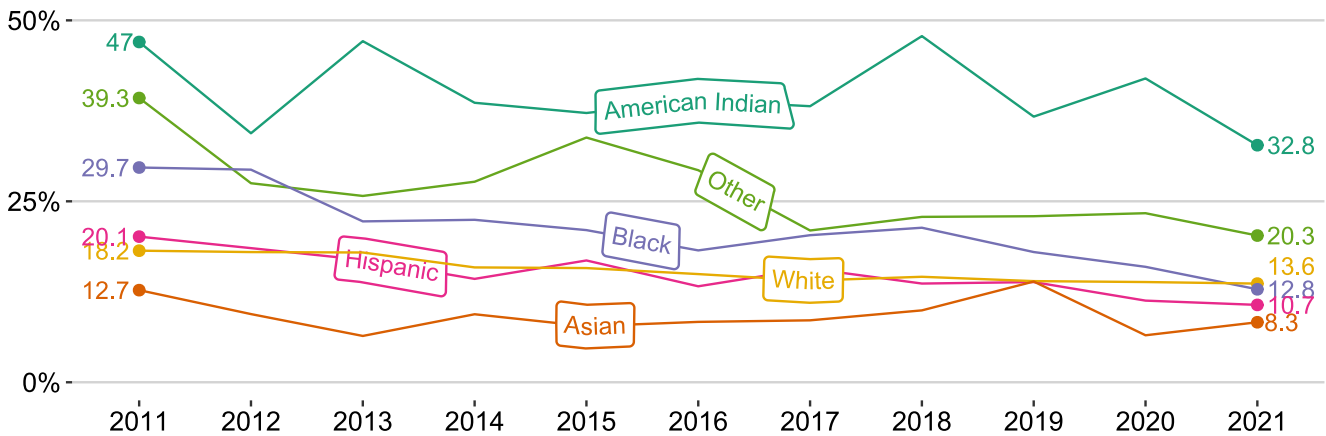
Significant disparities remain among both youth and adult populations historically targeted by the Tobacco Industry. Data show that while, overall, commercial tobacco use is declining, rates are not declining at the same pace for all communities.

Percent of 8th, 9th, and 11th grade students in Minnesota that used commercial tobacco in the past 30 days, by race



Minnesota Student Survey, 2016, 2019, 2022

Percent of Minnesota Adults that Smoke by Race, 2011-2021



Behavioral Risk Surveillance System, 2011-2021

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

The 2016 Community Voices report¹ described the deeply embedded social norm of commercial tobacco use in many communities. Often, commercial tobacco products are widely available, easily accessible, and marketed to target specific communities, including youth. Additionally, commercial 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 commercial tobacco-related needs and priorities.

¹ Minnesota Department of Health, *Community Voices: Reducing Tobacco-Related Health Inequities*. 2016.

Tobacco Use Prevention: 2023 Report to the Minnesota Legislature

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 outreach and education efforts and services, which contributes to misconceptions about commercial tobacco. Culturally relevant and peer-to-peer messaging is most effective.

Tobacco Use Prevention Supports Local, Tribal and Statewide Efforts

Minnesota Statutes, section 144.396, Tobacco Use Prevention (TUP),² supports statewide commercial tobacco prevention efforts by providing the funding for grant community programs, a system of technical assistance and training, and specialized evaluation and community engagement efforts. Grantees work to reduce commercial tobacco's harm by implementing local commercial tobacco control policies, systems, and environmental changes through a range of evidence-based strategies, while technical assistance and training helps to build their capacity for doing the work. Additionally, state surveillance such as the Minnesota Youth Tobacco Survey and grantee evaluation efforts help measure commercial tobacco's harm in our communities.

Grant Activities Funded by TUP

Commercial Tobacco-Free Communities (CTFC) Grants

- Youth commercial tobacco prevention
- Cultural practices and education
- Retail environment restrictions and tobacco industry influence
- Commercial tobacco-free events and outdoor spaces
- Cessation referral and integration into existing services and networks
- Health systems changes for commercial tobacco treatment

Community-based Disparities Grant

- Community engagement
- Social norms and policy, systems, and environment changes
- Cessation promotion
- Cessation referral and integration into existing services and networks

Quit Partner™ Ambassador Grants

- Community engagement
- Quit Partner promotion
- Cessation referral and integration into existing services and networks

Technical Assistance and Training (TA) Provider Grants

- Individual consultation
- Group trainings and peer learning
- Development of online resources and education materials

² [2022 Minnesota Statutes: 144.396 Tobacco Use Prevention \(https://www.revisor.mn.gov/statutes/cite/144.396\)](https://www.revisor.mn.gov/statutes/cite/144.396)

Tribal Commercial Tobacco Prevention Grants

- Cessation programs implementation
- Health systems changes for commercial tobacco treatment
- Cultural awareness and education activities
- Community smoke-free policies

Youth E-cigarette Prevention and Cessation Grants

- Youth commercial tobacco prevention
- Community and youth engagement
- Social norms and policy, systems, and environment changes
- Cessation promotion

Commercial Tobacco-Free Communities Grants

The Commercial Tobacco-Free Communities Grant Program (CTFC) funds local community grants and technical assistance and training (TA) provider grants that aim to prevent youth commercial tobacco use, promote treatment, and address commercial tobacco-related disparities in Minnesota using community-driven tobacco prevention and cessation 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 commercial tobacco. TA providers (**see Technical Assistance and Training Provider Grants, p. 20**) support community grantees by ensuring they have the knowledge, skills, and resources necessary to reduce commercial tobacco-related health disparities and the harm from commercial tobacco in their communities.

2016-2022 Community Grantee Cohort

The Minnesota Department of Health used a competitive process to select 11 community grantees as part of the Commercial Tobacco-Free Communities Grant Program's 2016-2022 Grantee Cohort. Grantees include:

- African Immigrant Community Services
- Ain Dah Yung Center
- Comunidades Latinas Unidas en Servicio (CLUES)
- Hmong American Partnership
- Minneapolis American Indian Center
- Morrison-Todd-Wadena Community Health Board
- National Alliance on Mental Illness (NAMI) Minnesota
- Pillsbury United Communities
- Rainbow Health
- Tobacco-Free Alliance
- WellShare International

Cohort Outcomes

Reducing Youth Access

Grantees worked with 19 jurisdictions to reduce access and exposure to commercial tobacco. They implemented policies in 13 cities and counties and provided enforcement support to one additional city. These policies are helping to reduce youth access and exposure to commercial tobacco by restricting the sale of flavored products or setting minimum price and pack sizes. These policies reduced access to commercial tobacco products for over 756,000 Minnesotans.

Protecting People from Secondhand Smoke

Grantees worked with over 40 organizations and implemented smoke- and commercial tobacco-free environment policies at 31 sites. They provided enforcement support to three additional sites. Policies were implemented at a variety of settings including faith-based organizations, childcare centers, county park grounds, cultural events and spaces, and worksites. These policies helped reduce secondhand smoke exposure for at least 53,000 Minnesotans.

Helping People Quit

Grantees worked with 22 sites to help integrate cessation connections and support into existing services and networks. They implemented policies or systems changes at 11 sites including family medical centers and community clinics. These changes are helping to standardize the commercial tobacco screening and referral process at various health care centers and helped increase cessation opportunities for nearly 3,000 Minnesotans.

Engaging and Educating Communities

Grantees hosted over 268 community education and engagement events, reaching over 18,000 community members. These events were held in community spaces where community members already gather – cultural festivals, places of worship, community clinics, schools, and public housing, among others, and were designed to authentically engage community members and youth in recognizing and addressing the harms of commercial tobacco use in their communities.

Building Community Capacity

Technical assistance and training were provided to each of the community grantee organizations and their partners on best practices in commercial tobacco prevention and cessation. Additionally, to increase each communities' capacity to address other community challenges, trainings and resources were provided on the fundamentals of effective public health practice, including communications, messaging, community engagement, community organizing, policy change, and assessment and evaluation.

African Immigrants Community Services

During the 2016-2022 grant period, African Immigrants Community Services (AICS) trained East African youth and women in Minneapolis as peer educators on commercial tobacco, especially misinformation on hookah as a cultural activity. The women peer educators engaged circles of women in public housing complexes and provided education on the harms of secondhand smoke and alternatives to hookah, reaching over 400 women directly. The youth peer educators engaged their peers in discussions on e-cigarette and hookah harms through creative outreach, such as a rap battle and social media videos, engaging over 50 youth and reaching over 1,200 youth through peer with messaging. AICS also held several engagement and education events, featuring community leaders such as Imams and doctors to inform parents and community members about the harms of commercial tobacco, healthy alternatives, and cessation resources. These community events were held about four times a year across the grant period and were attended by over 6,000 community members.

Ain Dah Yung Center

Through the Ninijanisag (Our Children) 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 commercial tobacco use in American Indian youth and young adults. The Ninijanisag 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.

During the grant period, the Ninijanisag Program held four tobacco-focused youth summits throughout the state of Minnesota. Three summits were held virtually with nearly 100 youth participating in these events, and one

was held in-person with over 80 youth and family members in attendance. From 11/1/2020 to 10/31/2022, the Ninijansisag Program held over 150 commercial tobacco prevention-based groups (virtual and in person). These groups included commercial tobacco prevention programming, cultural events and crafts, and traditional medicine teachings. Over 30 participants are regularly attending the in person weekly groups.

Ain Dah Yung Center also hosted the first annual ADYC Youth Prevention Retreat in collaboration with the American Indian Family Center and the Indigenous Peoples Taskforce on the White Earth Reservation with over 80 youth and families participating in-person. Attendees participated in talking circles, drum classes, traditional teachings about tobacco, cultural art activities, round dances, and more.

Comunidades Latinas Unidas en Servicio

During the 2016-2022 grant period, Comunidades Latinas Unidas en Servicio (CLUES) assessed commercial tobacco-related health disparities and health needs of LGBTQ Latines and Latines living with mental illness through extensive community engagement, and used the assessment findings to develop a community-wide multi-media campaign promoting cessation, called *Es My Time*.³ The campaign features local community members and includes posters, handouts, social and digital media, as well as ads placed with local Spanish-language media, including placements on Telemundo and Univision during the 2021 FIFA World Cup..

This campaign reached over 20,000 local Latine community members and increased the number of community members seeking cessation services at CLUES. CLUES also trained all their Community Health Workers to provide treatment and integrate cessation connections into existing services and networks currently offered by CLUES. Additionally, they partnered with 6 local behavioral health clinics and pharmacies serving the Latine population to integrate cessation services or referral into their services as well. CLUES was also able to integrate cessation into their other community outreach and engagement efforts, such as including cessation information and referral in emergency food boxes during the pandemic, having a cessation outreach educator at their food pantry weekly, and presenting cessation information at community events, such as *La Fiesta Latino*, each year.

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. During the 2016-2022 grant period, HAP engaged key community leaders to serve on a community advisory council to drive their work throughout the grant, which met quarterly each year. During the grant period HAP worked with community schools to train over 15 peer leaders to educate their peers and younger classes on commercial tobacco harms. These youth leaders reached over 1,000 of their peers, educating them about the harms of vaping and commercial tobacco use. HAP also worked with community partners and festival planners to adopt commercial-tobacco free policies for several large annual cultural events – including the Hmong Freedom Festival and Little Night Market that reached over 25,000 community members. HAP youth also provided cessation education, and HAP also worked with 12 local

³ [Es My Time - Tobacco Cessation Support and Resources \(https://clues.org/services/physical-and-emotional-wellness/tobacco-free-communities/\)](https://clues.org/services/physical-and-emotional-wellness/tobacco-free-communities/)

Hmong and Southeast Asian business owners to adopt commercial tobacco-free policies and engaged 25 local community health practitioners to promote cessation.

Rainbow Health

The Shift MN program of Rainbow Health (formerly JustUs Health) engaged LGBTQ young adults, recruiting cohorts of interns of different ages and from different areas of the Twin Cities metro area, to become peer educators in each of their unique networks. Over the course of the grant, Shift MN trained 28 interns, who created commercial tobacco-free events that fostered community connections, while also providing commercial tobacco prevention education, wellness activities, and cessation resources. The interns were also trained in storytelling, messaging, and media, and they wrote, recorded, edited, and published two seasons of a podcast, *Queering Community Health*, which is available for streaming through Saint Paul Neighborhood Network (SPNN). The episodes cover a range of health topics chosen by the interns, while promoting cessation, and feature guest LGBTQ community leaders from the Twin Cities. Rainbow Health also conducted an extensive health survey of LGBTQ community members, *Voices of Health Survey*,⁴ five times over the grant period to assess community health, wellness, and service needs, including community specific commercial tobacco use information.⁵ They used the survey information to educate the Behavioral Healthcare providers and interns on commercial tobacco harms and integrating cessation treatment and referral into their clinic's behavioral health services.

Minneapolis American Indian Center

Minneapolis American Indian Center (MAIC) works with American Indian youth in the Twin Cities metro area. Through MAIC'S Sacred Leaders Program, a component of the Ginew Golden Eagles Program, youth receive a variety of commercial and traditional tobacco education, such as learning the difference between commercial and traditional tobacco; harvesting traditional tobacco; traditional uses of tobacco; the commercial tobacco industry's targeting of American Indian people; and the harms of commercial tobacco use. Youth develop their leadership and advocacy skills through learning how to advocate for smoke-free spaces, developing and integrating signage into other south Minneapolis residential and commercial spaces, and building a broader commercial tobacco-free community for tomorrow's generations.

Over the course of the grant, the program has averaged 14 participants per group. Youth participated in a series of talking circles that focused on an array of tobacco related topics, for example: stigmas surrounding access to resources for quitting commercial tobacco use (e.g. quitline, nicotine patches, etc.); the impacts of commercial tobacco use by those in their lives; ways in which the Sacred Leaders can positively influence and encourage traditional tobacco use over commercial tobacco use; and sharing their own perspectives, values, and personal experiences with tobacco in general.

Staff also planned and implemented a Traditional Tobacco Retreat held in South Dakota in August 2022. It was attended by 12 Sacred Leaders. Youth participated in workshops led by local tribal members, giving youth the opportunity to learn about land, history, and traditional tobacco use of the Dakota people. Youths' highlights

⁴ [Voices of Health Survey \(https://rainbowhealth.org/training-education/learn-about-lgbtq-health/voices-of-health-survey/\)](https://rainbowhealth.org/training-education/learn-about-lgbtq-health/voices-of-health-survey/)

⁵ [Voices of Health 2021: Tobacco and E-cigarette Health Access and Experience \(PDF\) \(https://rainbowhealth.org/wp-content/uploads/2022/11/VOH-2021-Tobacco-Snapshot.pdf\)](https://rainbowhealth.org/wp-content/uploads/2022/11/VOH-2021-Tobacco-Snapshot.pdf)

included strengthening their connection to nature/land while exploring the Badlands and creating traditional tobacco ties to offer at the Wounded Knee Memorial. Sacred Leaders designed and painted a mural that depicts different uses of traditional tobacco. They later applied their knowledge gained in the Sacred Leaders program by facilitating an activity with younger youth participants, quizzing them on the images depicted in the mural and sharing the knowledge that they've learned about traditional tobacco and commercial tobacco use over time.

Morrison-Todd-Wadena Community Health Board

Morrison-Todd-Wadena Community Health Board (CHB) worked to engage youth in tobacco prevention efforts and promote and integrate cessation services among low-income rural residents. During the 2016-2022 grant period, staff worked to across the three counties with over 36 community organizations, businesses, and events to offer commercial tobacco-free spaces and spaces free of commercial tobacco advertising, promotion, and sponsorship. They also worked with each county's local health department and community organizations to integrate education and cessation resources into preexisting community services, such as WIC clinics, daycares, and food pantries. The CHB engaged youth in each county to educate over 40 peer leaders and have them develop messaging to reach their peers – including a youth-created PSA that was shown at the only area theater before movies, over a total of 12 months in 2021-2022, reaching the hundreds of community members in the three-county area that visited the theater.

CHB staff also partnered with the local healthcare provider, Astera Health (formerly Tri-County Clinic) to improve and integrate cessation services. They partnered with pharmacy interns to provide cessation services for patients and implement and referral process and connections to other community organizations and clinics. They provided extensive training in cessation services to the clinic staff and partnered with an Orthopedic surgeon at the clinic to pilot a policy requiring commercial tobacco users to complete a cessation program before surgery. This pilot demonstrated success with about one third of patients successfully quitting, and the clinic is now exploring other ways to integrate this policy.

National Alliance on Mental Illness - Minnesota

During the 2016-2022 grant period, National Alliance on Mental Illness (NAMI) Minnesota focused on addressing the need for education and training for behavioral health providers on commercial tobacco harms and skills to help clients quit commercial tobacco use. They engaged local mental health providers and people living with mental illness throughout Minnesota to develop a free, online training, *Smoking Cessation for Mental Health Professionals: Addressing Smoking Stigma, Encouraging Change*.⁶ This training offers four modules, including the harms of commercial tobacco, addressing common misbeliefs about tobacco addiction among providers, skills for helping clients quit commercial tobacco, and treatments, such as nicotine replacement therapy, to help clients quit. The training also offers free CEUs for a variety of health and behavioral health providers and has been taken by over 300 providers in Minnesota.

⁶ [Smoking Cessation for Mental Health Professionals: Addressing Smoking Stigma, Encouraging Change](https://namimn.org/education-and-public-awareness/wellness/tobacco-cessation/) (https://namimn.org/education-and-public-awareness/wellness/tobacco-cessation/)

NAMI piloted partnering with three local behavioral health service providers to promote the training among staff and integrate the training into regular staff training, with a plan to expand the network of clinics that provide the training to staff. NAMI also partnered with community organizations to engage and educate community around commercial tobacco harms, including partnering with Saint Paul Public Housing in 2021 and 2022 to educate and support residents and housing staff on the benefits of smoke-free air laws, enforcing and maintaining policies, and cessation resources. They helped provide weekly cessation education and support for public housing residents, reaching over 80 individuals across the grant period in-person, with the policy support improving the air quality for all residents.

Pillsbury United Communities

During the 2016-2022 grant period, Pillsbury United Communities worked primarily with African American communities in North Minneapolis to increase culturally appropriate connections to cessation services and integrate cessation referrals into existing community services, programs, and networks. They trained their Community Health Workers (CHWs) on commercial tobacco harms, prevention, and cessation, and had them available at the North Market grocery store and Wellness Center, co-created with North Memorial. The CHWs engaged over 600 community members, offered health education sessions in the Wellness Center, and provided cessation education and referral directly to over 60 community members.

Pillsbury United Communities also created a larger campaign, *Quit Minneapolis*,⁷ to promote health and wellness opportunities in the community. *Quit Minneapolis* piloted offering regular group wellness classes, including cessation information, support, and referral. The pilot reached 15 community members, and the information collected from the pilot will be used to develop regular cessation support programming at PUC. They also created a media campaign, promoting cessation and resources available through *Quit Minneapolis*, and reached hundreds of community members through mailings to North Minneapolis residents. Additionally, they partnered with local Black wellness and health practitioners to offer the wellness activities in the pilot program. These practitioners were also trained in commercial tobacco cessation referral, and integrated cessation information into their regular services.

Tobacco-Free Alliance

Tobacco-Free Alliance works with youth groups and community partners in Ramsey and Dakota Counties to address the harms of commercial tobacco among African American, Asian American, Latino, and LGBTQ communities. Over the course of the grant period, they developed several trainings for school staff, city and county leaders, and youth on the harms of commercial tobacco and the importance of policies to protect youth from commercial tobacco. They trained over 80 youth leaders, that educated hundreds of peers. Tobacco-Free Alliance staff provided over 300 presentations, which reached around 1500 school staff, resource officers, city and county officials, parents, and community members. Their youth groups also participated in Day at the Capitol, where the youth were trained in how to talk to lawmakers, and then were able to meet with their representatives and educate them on the harms of commercial tobacco in their communities.

⁷ [Quit Minneapolis \(https://www.quitmpls.com/\)](https://www.quitmpls.com/)

Through the education provided by staff and the youth, they were able to support the passage of over 30 city or county policies that help protect youth from commercial tobacco, including the Ramsey County tobacco-free parks policy, Mendota Height's flavor restriction policy, and St. Paul's restriction of menthol policy. They also work with several partners, including local coalitions and other community organizations, to educate and increase community support for policies to reduce commercial tobacco access and availability and restrict the sale of menthol and other flavored tobacco products targeted to youth. Additionally, during the grant period they worked with four colleges and universities to pass a tobacco-free campus policy. They continue to provide support in maintaining and enforcing these policies, which protect over 60,000 students and staff from second-hand smoke.

WellShare International

WellShare International (WellShare) serves the East African and Somali communities in the Twin Cities metro area. Their East African Smoke-Free Program focused on reducing cigarette, hookah, and vaping use, as well as secondhand smoke exposure, with a special focus on youth and women. They developed the *Tea for Two* curriculum, which used Community Health Workers (CHWs) to educate women on the harms of commercial tobacco use and secondhand smoke exposure for youth, as well as share cessation support and referrals – while providing an alternative and culturally relevant community building activity other than hookah use.

Through this program they were able to reach over 800 women directly, while the CHWs were able to reach thousands more community members and local events with commercial tobacco education and cessation information. WellShare also partnered with local Imams to provide culturally tailored education on addiction and the harms of commercial tobacco use. Six Imams provided commercial tobacco education during sermons once a month over almost 5 years of the grant, reaching thousands of members. WellShare also partnered with local schools to educate and engage youth around commercial tobacco harms, reaching over 3000 youth. Additionally, they worked with 26 businesses and organizations to implement tobacco-free policies, protecting thousands of community members from second-hand smoke.

WellShare was also able to raise awareness of commercial tobacco harms and alternatives to hookah to thousands of community members by sponsoring and partnering with large community events, such as Somali Soccer Week for 5 years of the grant.

For grantee highlights and stories from the field, visit [Commercial Tobacco-Free Communities Grant Program \(https://www.health.state.mn.us/communities/tobacco/initiatives/tfc/index.html\)](https://www.health.state.mn.us/communities/tobacco/initiatives/tfc/index.html).

2022-2026 Community Grantee Cohort

The Minnesota Department of Health used a competitive process to select 11 community grantees as part of the next Commercial Tobacco-Free Communities Grant Program's 2022-2026 Grantee Cohort. Grants were awarded on 11/1/2022 and grantees include:

- African Immigrant Community Services
- Ain Dah Yung Center
- American Lung Association
- Association of Non-Smokers Minnesota
- Lao Assistance Center
- Minneapolis American Indian Center
- Neighborhood Healthsource
- NorthPoint Health and Wellness Center
- Sierra Leone Community in Minnesota
- Tobacco-Free Alliance
- WellShare International

Additional details on grantee activity and impact will be included in future reports.

Community-Based Disparities Grant

The Communities-Based Disparities grant is a requirement of our funding under the CDC that we supplement with state funding. The grant requires focusing on one population that experiences disproportionate harms from commercial tobacco and persistent tobacco-related disparities. Under this grant we funded Twin Cities Recovery Project (TCRP), a peer-based mental health and substance use recovery organization that predominantly serves Black and low-income residents in Minneapolis, starting 3/1/2021. TCRP is working to educate the community about tobacco harms and targeting by tobacco companies, promote cessation, integrate cessation referral and treatment into their services and programs, promote cessation and support for staff, train other organizations to implement tobacco-free policies and cessation supports and advocate for local and statewide policy efforts to reduce the harms caused by commercial tobacco.

Quit Partner™ Ambassador Grants

The Quit Partner Ambassador Grant Program funds local community organizations to increase awareness and knowledge of Quit Partner⁸ programs in communities that are disproportionately impacted by commercial tobacco and may have been targeted by the tobacco industry. The overall goal is to provide grant funding to engage community members to build trust in Quit Partner programs with the intention to increase utilization and ultimately reduce commercial tobacco use rates among adults within the communities.

American Indian Cancer Foundation

The American Indian Cancer Foundation (AICAF) is a national non-profit and Native-governed organization established to address the cancer inequities faced by Native communities. AICAF is partnering with Tribal communities throughout Minnesota to increase knowledge of Quit Partner programs, particularly the American Indian Quitline. AICAF works to bridge gaps by sharing and promoting resources and tools that engage American Indian communities and build trust in Quit Partner programs and services. AICAF is hosting focus groups with urban and rural tribal communities to identify needs and strategies to increase awareness and utilization of cessation services to the American Indian and Alaska Native populations in Minnesota. As part of this work, AICAF shares existing resources and will develop culturally appropriate resources such as educational materials, toolkits, and trainings to connect Tribal communities and Tribal clinic staff to Quit Partner services.

Amherst H. Wilder Foundation

The Amherst H. Wilder Foundation is a community nonprofit serving the greater Saint Paul metropolitan area. Through direct service, research, and community engagement, Wilder works to break down barriers to improve people's lives and well-being. Wilder's strategic priorities are to improve community mental health and advance social and economic opportunities to promote health equity and prevent homelessness. Wilder's Community Mental Health and Wellness Program leads the Quit Partner Ambassador work and serves a large proportion of Southeast Asian community members. Wilder works to increase access to and engagement in Quit Partner resources. One example of this is through training clinical staff (including Assertive Community Treatment, Wilder Recovery Services, and Center for Social Health) in areas addressing smoking cessation, including how to easily make referrals to Quit Partner services and provide resources to build awareness.

Comunidades Latinas Unidas en Servicio (CLUES)

Comunidades Latinas Unidas En Servicio is the largest Latino-led organization in Minnesota, serving over 15,000 individuals annually through direct services. CLUES advances social and economic equity and wellbeing for Latinos in Minnesota by offering a wide range of services, including comprehensive behavioral health care, child and parent support, community health programming, asset-building (e.g., employment, workforce skills, and housing), financial empowerment, elder care, and youth development. CLUES utilizes existing relationships to engage their community on Quit Partner services and smoking cessation. Through tools including videos and

⁸ [Quit Partner \(https://www.quitpartnernm.com/\)](https://www.quitpartnernm.com/)

Tobacco Use Prevention: 2023 Report to the Minnesota Legislature

communication efforts on social media channels, virtual forums, surveys and community events, CLUES is sharing resources to connect people to services while also identifying barriers and hesitancy to using Quit Partner services and tools.

Technical Assistance and Training Provider Grants

Technical Assistance and Training (TA) Providers are funded to support community grantees in their commercial tobacco prevention and control work by ensuring community grantees have the necessary knowledge, skills, and resources to be successful in achieving their grant goals. TA providers provide a variety of education and skills building opportunities for grantees and community members throughout the grant period, including one-on-one consultation, webinars, facilitating communities of practice, curricula, toolkits, and resources. These opportunities are meant to build the capacity of community organizations and local public health and strengthen their knowledge in foundational public health practices, including assessment, community and stakeholder education, and community engagement. Community grantees also receive TA on specific commercial tobacco control best practices, including smoke-free housing, commercial tobacco-free outdoor spaces and events, worksites, and point-of-sale strategies. TA providers also provide education on tobacco industry tactics, commercial tobacco use disparities, community and youth engagement strategies, media and communication planning, and policy development.

Technical Assistance and Training Providers also help grantees identify and elevate their individual cultural or community strengths and help the grantee use these for addressing specific community needs. This individualized approach to TA helps grantees create community-driven and culturally responsive policy strategies that change community norms related to harmful commercial tobacco and result in sustainable changes that will last after the grant period ends. TA providers also serve as commercial tobacco prevention and control policy subject matter experts and provide individualized consultation to community grantees on stages of PSE change, including strategy development and mapping, policy options, policy adoption, implementation, and enforcement.

Five TA providers assist grantees statewide, serving 41 local public health agencies funded through the Statewide Health Improvement Partnership (SHIP) and 11 CTFC community grantees.

ACET, Inc.

ACET, Inc. (ACET) provides TA to the ten Youth E-cigarette Prevention and Cessation (YEPCI) grantees, starting 5/1/2022. This includes individual needs assessments, evaluation planning and support, youth engagement training and resources, and connecting grantees to other TA providers and resources. ACET coordinates quarterly trainings for the grantees, facilitates monthly peer group meetings, and supports the Youth Advisory Council. They also helped plan and produce the Youth Summit in August 2022, where we brought together over 200 Minnesota youth to learn about commercial tobacco, develop leadership skills, and network with their peers.

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 is committed 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.

Additionally, 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.

Association for Nonsmokers – Minnesota

The Association for Nonsmokers – Minnesota (ANSR) works to reduce 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.

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.

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.

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.

Tribal Commercial Tobacco Prevention Grants

The Tribal Commercial Tobacco Prevention Grants Program oversees the Tribal Statewide Health Improvement Partnership (SHIP) and the Commercial Tobacco Use, Prevention and Cessation (Tribal Tobacco) Grant Programs. OSHII has taken the time over the past decade to acknowledge the cultural expertise of tribal nations and revamped the Tribal Tobacco grant to include grant activities that are based in both Anishinaabe and Dakota cultures. 10 of the 11 tribal communities, on whose lands Minnesota resides on, partake in this grant, and have tailored the programming to meet the unique needs of their community. OSHII's Tribal Grants Program was created to address chronic disease prevention and commercial tobacco prevention in Minnesota Tribal Nations. The OSHII Tribal Grants Program provides non-competitive, five-year grant opportunities for tribal communities to actualize culturally driven healthy eating, active living and commercial tobacco prevention efforts tailored to their community. This report specifically highlights the Tribal Tobacco Grant work from the past 2 years.

Resiliency and Cultural Connectedness

Tribal nations in Minnesota have a connection to traditional forms of tobacco since time immemorial. These connections often stem to the origins of these nations and are ceremonial tools for traditional lifeways. However, the impacts of colonization have had a deep impact on this connection for tribal nations. From about the late 19th century to the middle of the 20th century, American Indian people were not allowed to practice their traditional ceremonies and their cultures were stripped from their children during the boarding school era. These legal implications and genocidal acts have had lasting impacts on Minnesota Tribal Nations and their relationships to traditional forms of tobacco. These impacts have arguably correlated with current American Indian disparities in commercial tobacco utilization. For example, in Minnesota, commercial tobacco use is highest among American Indian populations. According to the last Tribal Tobacco Use Project survey in 2014, 59% of adult American Indians in Minnesota smoke.

While the struggles mentioned above certainly effect tribal nations currently, there is also resiliency within tribal nations. Resiliency for tribal nations comes, in part, in the form of culture. Recent research on populations who have experienced historical trauma have highlighted the legacies of those impacts on their respective populations, and the importance of culture as a form of resiliency.^{9, 10} Research from victims of the Holocaust highlight that allowing time for culture and a space for grief was quintessential for healing of those individuals and their families.¹⁰ This same concept applies for Tribal Nations in Minnesota, who have all survived a long history of colonization, and who are all currently practicing or reclaiming their cultures in a form of healing. In addition, recent guidance by SAMSHA also indicate that cultural connectedness is a protective factor from adverse health behaviors for tribal nations.¹¹

⁹ Brave Heart MYH, Chase J, Elkins J, Altschul DB. Historical Trauma Among Indigenous Peoples of the Americas: Concepts, Research, and Clinical Considerations. *Journal of Psychoactive Drugs*. 2011;43(4):282-290.

¹⁰ Yehuda R. The On Being Project [Internet]. Minneapolis, MN: The On Being Project; 2017. Podcast. <https://onbeing.org/programs/rachel-yehuda-how-trauma-and-resilience-cross-generations-nov2017/>

¹¹ SAMSHA. Culture is Prevention. In: Connections N, ed. Rockville, MD: Substance Abuse and Mental Health Services Administration; 2018.

Tribal Partners’ Success Summary

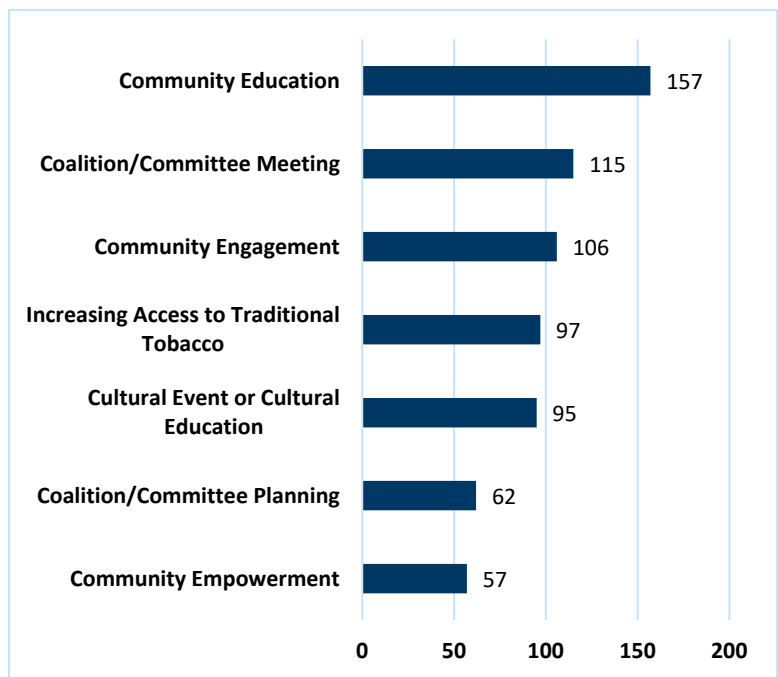
Tribal tobacco partners’ work on reducing high prevalence rates of commercial tobacco use through a variety of grant strategies and corresponding activities. The grant activities are designed work on five strategies: working on assessment, working on engagement and education, increasing access to traditional tobacco, decreasing exposure to commercial tobacco smoke, and cessation and community-clinic linkages. These overarching grant strategies help inform the type of activity that needs to be done to achieve the grantee’s strategic goal. For example, prior to this grant, not all tribal community members had access to traditional forms of tobacco and instead had to use commercial tobacco in their spiritual, ceremonial, and traditional practices. To address this cultural gap, this grant helps fund the cultivation of traditional forms of tobacco to be used by the community. The grant also creates space for education on the harvesting and uses of traditional tobacco and the harms of commercial tobacco. Grant activities also target five different setting areas: schools, worksites, childcare, community, and health care depending on the needs of the community. Lastly, these grant activities take a Policy, Systems, and Environment (PSE) approach, in that they actively work towards making a PSE change within each tribal community to promote traditional tobacco use and culture as prevention in each tribal nation.

Even though our grant work was impacted by the COVID-19 pandemic in each community, our tribal partners still excelled at this work and have produced amazing results thus far. The following sections below are a summation of all 10 Tribal Nation’s Tribal Tobacco work over the past 2 years.

Tribal Tobacco Grant Activities

Over the past two years, our tribal partners have recorded around 700 implemented grant activities in their efforts to address commercial tobacco utilization across Minnesota’s Tribal Nations. Of these, grant activities are categorized into 20 different activity types to ensure alignment with grant workplans. Out of the 20 different activity types, 7 types of activities were the most prevalent across all Tribal Partners. **Figure 1** showcases that community education, coalition/committee meetings, community engagement, increasing access to traditional tobacco, cultural event or cultural education, coalition/committee planning, and community empowerment were the most common activity types across our Tribal Partners.

Figure 1: Tribal Tobacco Activities by Type



Tribal Tobacco Grant Settings

The Tribal Tobacco work is also designed to target specific setting areas in their respective communities based on identified needs and wants of the community. **Figure 2** showcases that by far, most of the Tribal Tobacco is done in the community setting.

Tribal Tobacco Grant Focus

Over the past 2 grant years, much of the Tribal Tobacco grant work has been focused on various forms of education, as seen in **Figure 3**. Additionally, the second most prevalent focus is increasing access to traditional forms of tobacco. Lastly, Minnesota Tribal Nations also focused on cessation and decreasing exposure to commercial tobacco smoke.

Figure 2: Tribal Tobacco Activities by Setting

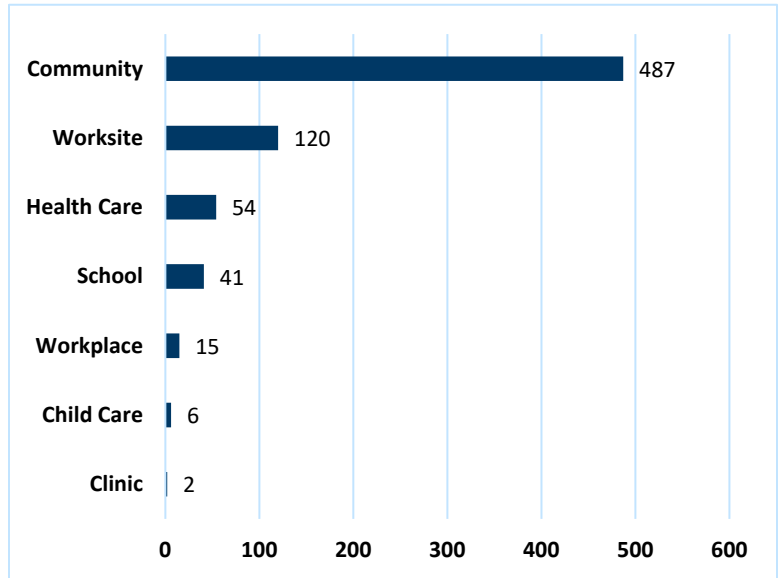
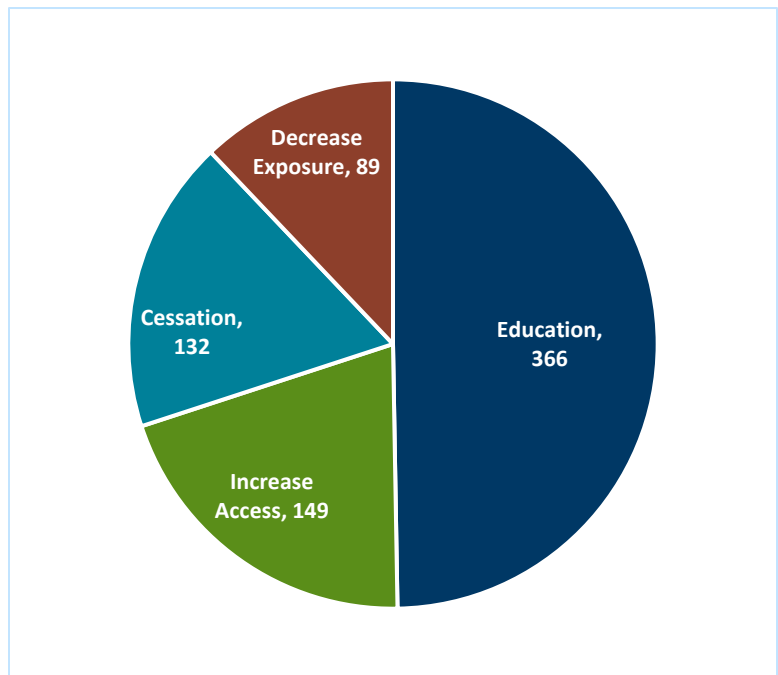


Figure 3: Tribal Tobacco Activities by Focus



Tribal Tobacco Grant Strategies

The activity tracker in **Figure 4** shows that again, education was a top priority of the Tribal Tobacco work being the most prevalent strategy implemented by Tribal Partners. The second most common strategy implemented by our Tribal Partners was Increasing Access to Traditional Tobacco.

Tribal Tobacco Grant PSE Summary

Policy, systems, and environment changes are at the core of how Tribal Partners approach public health practices in their communities. As seen in **Figure 5**, the greatest amount of PSE work has focused on changing the environment in which Minnesota Tribal nations exist and operate. The second most important PSE approach is changing the systems in Minnesota Tribal nations to promote health.

Tribal Tobacco Grant Estimated Reach

Tribal Partners also track how many people are a part of their grant activities or planning activities. While the COVID-19 pandemic certainly hindered this work, our Tribal Partners were still able to reach an estimated 37,000 people over the past two grant years. It also important to note that this reach value is an estimate at best due to collection methodologies, but it is still an impressive accomplishment for our Tribal Partners.

Figure 4: Tribal Tobacco Activities by Strategy

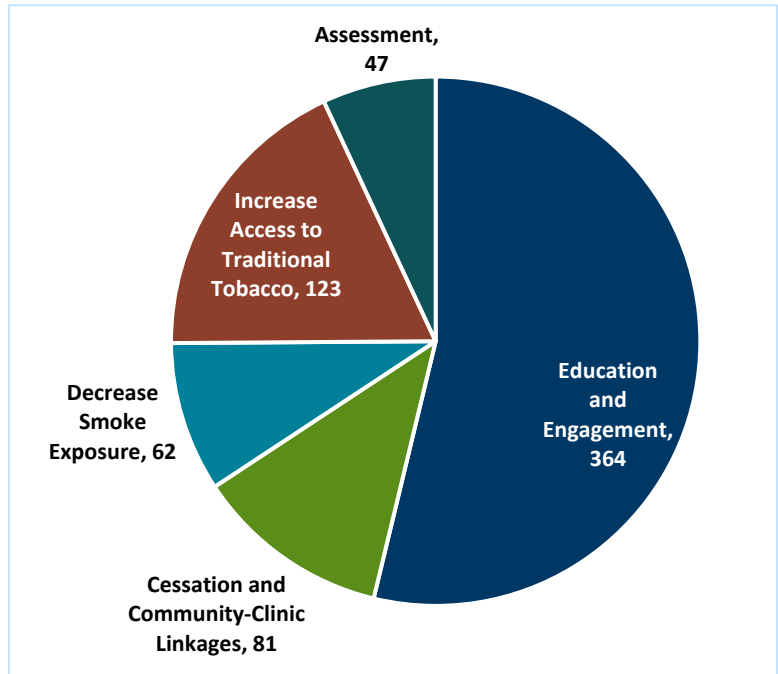
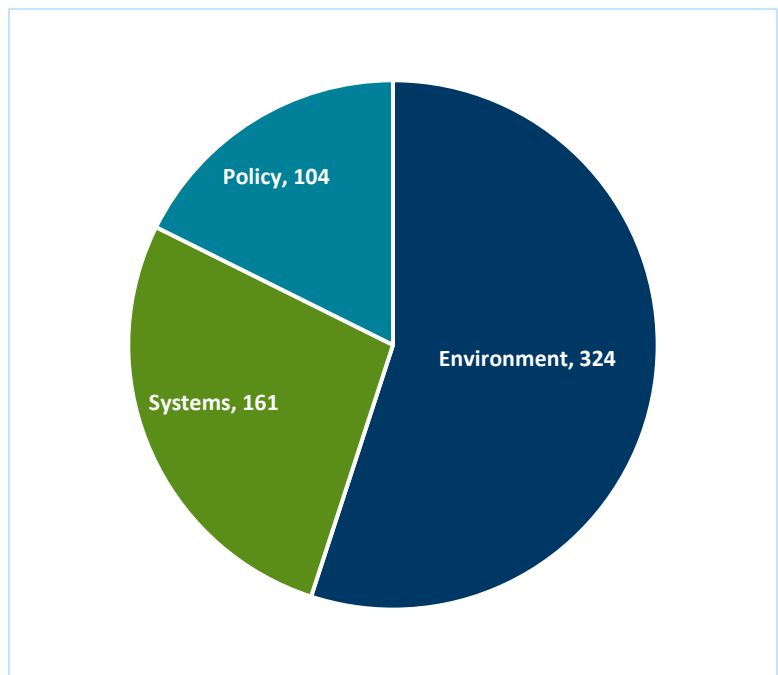


Figure 5: Tribal Tobacco Activities by PSE Category



Youth E-cigarette Prevention and Cessation Initiative Grants

The Minnesota Department of Health has selected 10 new community grantees as part of the new Youth E-cigarette Prevention and Cessation Initiative. These grantees will work to develop and engage youth as essential partners to raise awareness and change social norms and behaviors around youth e-cigarette and commercial tobacco use. Grants were awarded on 03/01/2022 and grantees include:

- Association for Nonsmokers - Minnesota
- Horizon Public Health
- Indigenous Peoples Task Force
- Lincoln Park Children and Families Collaborative
- myHealth for Teens & Young Adults
- Northfield Healthy Community Initiative
- Olmsted County Public Health Services
- Sierra Leone Community in Minnesota
- Something Cool, Inc
- Steele County Public Health

This grant program is a comprehensive, statewide effort to reduce youth e-cigarette and commercial tobacco use. It will leverage existing youth programs to make sustainable changes to community policies, practices, systems, and environments. Grantees will integrate factors of mental well-being that contribute to reducing commercial tobacco use among youth and participate in local and statewide communications efforts.

Additional details on grantee activity and impact will be included in future reports.

Other Tobacco Use Prevention Efforts

ICF Macro (Minnesota Youth Tobacco Survey)

Tobacco Use Prevention funding supports 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 middle and high school student tobacco use to help inform and evaluate prevention efforts. The MYTS is a representative sample, online survey. The 2020 MYTS, which collected student data before schools switched to distance learning, revealed that e-cigarettes remain popular among Minnesota teens. The 2020 survey assessed vaping behaviors in greater detail and revealed that most teens who use e-cigarettes show signs of nicotine addiction. Many teens who use e-cigarettes wish to quit, want help to quit, and have tried to quit but are still using these addictive products. The 2020 MYTS data were released February 23, 2021, and covered broadly by both local and statewide media.

North American Research & Analysis, Inc.

Tobacco Use Prevention funding supported the development of the five-year Comprehensive Commercial Tobacco Strategic Framework: 2022-2026. The North American Research & Analysis, Inc. contract assisted MDH with coordinating and planning several virtual meetings with a 30-person advisory group that provide input, developed an online survey for input from grantees, TA Providers, CHB's and state partners on the plan, and provided a final written plan for MDH...

Financial Report

Grants and Contracts	SFY 2021 Awards	SFY 2022 Awards
Commercial Tobacco-Free Communities Grants (2016-2022 Cohort)		
African Immigrants Community Services	95,000	95,000
Ain Dah Yung (Our Home) Center	90,000	100,000
Comunidades Latinas Unidas en Servicio (CLUES)	150,000	150,000
Hmong American Partnership	90,000	90,000
Minneapolis American Indian Center	135,000	87,920
Morrison-Todd-Wadena CHB	150,000	150,000
National Alliance on Mental Illness (NAMI) Minnesota	95,000	95,000
Pillsbury United Communities	100,000	100,000
Rainbow Health Minnesota	150,000	150,000
Tobacco Free Alliance	150,000	225,700
Wellshare International	125,000	125,000
Subtotal	1,330,000	1,368,620
Community Disparities Grant		
Twin Cities Recovery Project, Inc.	70,000	20,000
Subtotal	70,000	20,000
Quit Partner™ Ambassador Grants		
American Indian Cancer Foundation		65,000
Amherst H. Wilder Foundation		65,000
Comunidades Latinas Unidas en Servicio (CLUES)		65,000
Subtotal		195,000
Technical Assistance and Training (TA) Provider Grants		
ACET, Inc.	0	151,806
American Lung Association in Minnesota	136,100	132,000
Asian Media Access, Inc.	125,000	125,000
Association for Nonsmokers - Minnesota	128,000	180,000
Counter Tools	61,785	0
Public Health Law Center	300,000	320,000
Subtotal	750,885	908,806

Tobacco Use Prevention: 2023 Report to the Minnesota Legislature

Grants and Contracts	SFY 2021 Awards	SFY 2022 Awards
Tribal Tobacco Prevention Grants		
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	79,629	79,629
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	1,000,000	1,000,000
Youth E-cigarette Prevention and Cessation Initiative Grantees		
Association for Nonsmokers - Minnesota		150,000
Horizon Public Health		150,000
Indigenous Peoples Task Force		125,000
Lincoln Park Children and Families Collaborative		150,000
myHealth for Teens & Young Adults		125,000
Northfield Health Community Initiative		150,000
Olmsted County		150,000
Sierra Leone Community in Minnesota		150,000
Something Cool, Inc. (ISD 4 McGregor Public School)		125,000
Steele County Public Health		150,000
Subtotal		1,425,000
Other Tobacco Use Prevention Efforts		
ICF Macro (Minnesota Youth Tobacco Survey)	33,683	0
North American Research & Analysis, Inc.	36,417	3,574
Subtotal	70,100	3,574

Total Funds Awarded	3,220,419	4,921,000
----------------------------	------------------	------------------