

# Twin Cities Menthol Restrictions

Betsy Brock, MPH  
&  
Alicia Leizinger, MPH



Association for Nonsmokers-MN

# Community Conversations

- June 2015

## MENTHOL:

EASIER TO START, HARDER TO QUIT.

Let's break the hold the tobacco industry has on our community.

Join our community conversation around the issue of menthol cigarettes featuring national experts from the African American Tobacco Control Leadership Council.

### WEDNESDAY, JUNE 17

11:30 am-1:30 pm

Lunch provided

Rondo Community Outreach Library

461 N Dale Street, St. Paul, MN

Hosted by Aurora St. Anthony Neighborhood Development

Corporation and the Association for Nonsmokers-Minnesota

RSVP to Alicia at [alicia@ansrmm.org](mailto:alicia@ansrmm.org) / 651-646-3005

3:00-5:00 pm

Refreshments provided

Brookdale Library, Rm C

6125 Shingle Creek Pkwy, Brooklyn Center, MN

Hosted by Hennepin County Public Health and

LAAMP Policy Champions

RSVP to Ruth at [Ruth.Tripp@hennepin.us](mailto:Ruth.Tripp@hennepin.us) / 612-348-5367



### THURSDAY, JUNE 18

2:30-4:30 pm

Refreshments provided

Walker Library, Calhoun Room

2880 Hennepin Ave, Minneapolis, MN

Hosted by Breathe Free North and

the Association for Nonsmokers-Minnesota

RSVP to Betsy at [betsy@ansrmm.org](mailto:betsy@ansrmm.org) / 651-646-3005

### FRIDAY, JUNE 19

9:00-11:00 am

Breakfast provided

The Wellstone Center, Anna Heilmair Meeting Room

Hosted by the Association for Nonsmokers-Minnesota

and LAAMP Policy Champions

179 Robie Street East, St. Paul, MN

RSVP to Alicia at [alicia@ansrmm.org](mailto:alicia@ansrmm.org) / 651-646-3005

12:00-2:00 pm

Lunch provided

U of M Urban Research and Outreach-Engagement Center

2001 Plymouth Ave N, Minneapolis, MN

Hosted by Breathe Free North

NorthPoint Health & Wellness Center

RSVP to LaTrisha at [latetaw@northpointinc.org](mailto:latetaw@northpointinc.org) / 612-767-9163

Tobacco is still a big problem in Minnesota.



STILL A PROBLEM

.com

# Restrict Non-Menthol Flavored Tobacco Products to Adult-only Tobacco Shops

- Minneapolis
  - Passed July 2015
  - Effective January 2016
- Saint Paul
  - Passed January 2016
  - Effective April 2016

# July 2016-July 2017

- Building menthol coalition
- Meeting with community leaders
- Working on menthol campaign
  - Had to create our own

# August 1, 2016

- Beautiful Lie Ugly Truth campaign kicks off!







**BEAUTIFUL LIE  
UGLY TRUTH**

ABOUT MENTHOL TOBACCO

## ABOUT MENTHOL

Easier to start, harder to quit.

Tobacco companies add menthol to tobacco products to cool the throat and make them taste better.

The tobacco industry has marketed menthol cigarettes as healthier and safer, but they are just as deadly.

Many people choose menthol cigarettes because they believe they are safer than non-menthol cigarettes. They are not.



### MENTHOL USE IN MINNESOTA

**African  
Americans:**

**88%**

of African American adults who smoke use menthol, compared to 25% of adult smokers overall.

**High School  
Students:**

Use of menthol cigarettes among Minnesota high school smokers more than doubled since 2000.

**44%**

of Minnesota high school students who smoke use menthol.

**LGBTQ  
Youth &  
Adults:**

**70%**

of LGBTQ youth smokers smoke menthols.

**36%**

of adult LGBTQ smokers smoke menthol cigarettes.

## HARMFUL EFFECTS OF MENTHOL

Menthol cigarettes cause cancer, heart and lung diseases, and death. Tobacco use, including menthol-flavored products, is still the No. 1 preventable cause of death in Minnesota.

Studies have shown that the tobacco industry has manipulated menthol levels to broaden youth appeal.

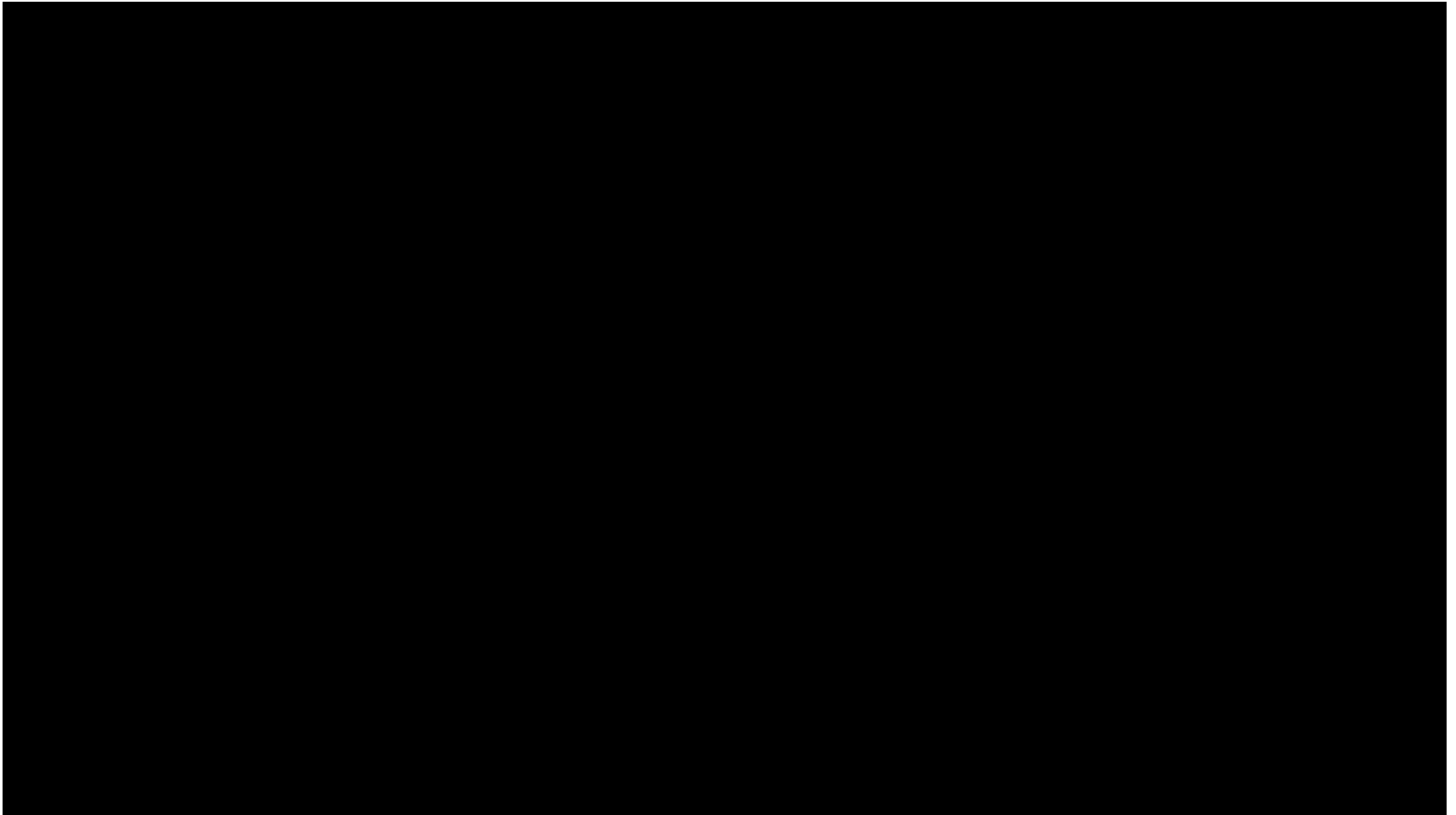
# Video



BeautifulLieUglyTruth

<https://www.youtube.com/watch?v=wDFseDzd63s>

# Campaign Video







Free Spin!!

WANT TO WIN \$25?  
YOU GOTTA WERK!!

Fill Out a  
Postcard

- Grab a postcard and fill it out.
- Don't worry if you will miss it for you.

Activity

- Easy Questions on the Prize Wheel
- Brilliant Questions on the Prize Wheel
- Complete Postcard or Take Photo
- Take Only Menthol Photo
- Answer 1 or 2 Questions on Video

Take a Selfie or  
Answer a  
Question on  
Video

- Smile with the Ugly Menthol Frame OR
- Answer 1 or 2 Questions on Video

Prize

- Lip Balm, Pen, Sticker, Buttons, Stickers, Bag, Any of the Above
- 1st Prize: \$25 Cash Entry & 1st Prize
- 2nd Prize: \$10 Cash Entry & 2nd Prize
- 3rd Prize: \$5 Cash Entry & 3rd Prize
- 4th Prize: \$25 Gift Card Entry & 4th Prize
- 5th Prize: \$25 Gift Card Entry & 5th Prize

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BEAUTIFUL LIE  
UGLY TRUTH

ABOUT MENTHOL TOBACCO

BEAUTIFUL LIE  
UGLY TRUTH











# MINNESOTA MENTHOL COALITION

- 50+ organizations working together to advocate for menthol tobacco restrictions
  - Community groups, African American leadership, health plans, public health, medical community, faith community, etc.

# Minneapolis Menthol Policy



**LaTrisha Vetaw, NorthPoint, Inc.**



**Betsy Brock  
Association for  
Nonsmokers-Minnesota**





# Minneapolis Policy Timeline/Process

- March 13: Educational hearing in Health Committee
- June 16: Formal introduction of ordinance and beginning of t-shirt war!
- July 20: Press conference
- July 24: Public hearing in Health Committee, 60+ supportive testifiers and “Quorum-ghazi”
- August 2: Health Committee take two and Committee of the Whole
- August 4: Final vote



























# Opposition - Minneapolis



**Rev. Al Sharpton**  
National Action Network  
President & Founder



**Host**  
**Pastor Billy G. Russell**  
Pastor of Greater Friendship MBC  
President of Minnesota State Baptist Convention

## NATIONAL ACTION NETWORK PRESENTS:

### Community Leadership Luncheon

Topic: Decriminalizing The Black Community

Banning Of Menthol Cigarettes

January 25, 2017 12-2PM

Location: Greater New Friendship MBC

2600 E. 38th Street

Minneapolis, MN 55408

### Panelists Includes:



Major Neill Franklin  
Ex. Director/Former Narcoatics Agent  
Maryland State Police



Chief John I. Dixon III  
President, Noble



Former Congressman Kendrick Meek  
Former Captain  
Florida State Highway Patrol



Art Way Esq.  
Sr. Drug Policy Manager/Colorado  
DPA (Drug Policy Alliance)

For More Information..Please call Rev. DeVes Toon 646-981-5972/[nanfieldassist@yahoo.com](mailto:nanfieldassist@yahoo.com)  
Greater New Friendship MBC 612-827-7928/[info@greaterfriend.org](mailto:info@greaterfriend.org)



MORE FROM THE HOMEPAGE

✦ s in Eden Prairie  
pilot

Mind of a killer: FBI questions Vegas  
gunman's girlfriend

Tillerson denies he weighed resigning or  
called boss 'moron'

Mixed emotions in Wisconsin town  
Foxconn picked for plant

UN chief: Scientists say  
will be 'new normal'

MINNEAPOLIS

# Lobbyists descend on Minneapolis to fight menthol restriction

Tobacco companies and retailers are pushing back against Minneapolis leaders' move to restrict the sales of menthol cigarettes in the city.

By Emma Nelson Star Tribune | JULY 20, 2017 — 10:28PM



## Top Stories



Small plane crashes in Eden  
Prairie parking lot, killing



# Saint Paul Policy Timeline/Process

- June/July 2017: Meeting with Councilmembers
- Early Sept: Ordinance introduced (with 6 sponsors!)
- Late Sept: Two public hearings
- 4 week delay
- Late Oct: Two amendments
  - Implementation date
  - Liquor store exemption
- Nov 1: Ordinance passed 6-1

# Our Advocacy

- Noteworthy resolutions of support
  - Saint Paul School Board
  - Business Review Council
  - Ramsey County Commissioners
- Letters of support – 59 from organizations
- Emails/calls from residents to Councilmembers
- Meetings with Councilmembers
- Media – Letters to the editor, Press conference

# September 20, 2017: Public Hearing #1



# Press Conference: Sept 25





# Press Conference

TwinCities.com  
PIONEER PRESS

St. Paul's black leaders want menthol tobacco...

NEWS

## St. Paul's black leaders want menthol tobacco sale restrictions



By **FREDERICK MELO** | [fmelo@pioneerpress.com](mailto:fmelo@pioneerpress.com) | Pioneer Press

September 25, 2017 at 3:21 pm

Traielle Godfrey recalled friends taking up cigarettes when they were just kids, emulating their parents and grandparents.

A panel of five black activists [presented their concerns about menthol tobacco sales on Monday at Progressive Baptist Church](#) on St. Paul's East Side, one of several historically black churches that have asked the city to ban menthol cigarettes from convenience stores.



MOST

1





# Opposition – St. Paul

- Former Congressman Kendrick Meek and John Dixon (NOBLE) met with Saint Paul community leaders
- Tobacco industry hired Faegre Baker Daniels and LS2 to lobby against ordinance.
- Coalition of Neighborhood Retailers A.K.A. National Association of Tobacco Outlets (NATO)





**Russ Stark: Don't Close  
Our Neighborhood Stores!**

[www.EnoughIsEnoughStPaul.org](http://www.EnoughIsEnoughStPaul.org)

# YOU SHOULD BE **FURIOUS!**

The St. Paul City Council is getting ready to **BAN** the sale of menthol cigarettes and mint and wintergreen smokeless tobacco products **in this store.**

Please contact **Council Member Dai Thao** today and tell him to **NOT SUPPORT** the menthol, mint and wintergreen tobacco sales ban.

Help protect our store, our employees' jobs, and your right to buy legal tobacco products.

**Council Member Dai Thao**

**Phone: 651-266-8610**

E-mail: [ward1@ci.stpaul.mn.us](mailto:ward1@ci.stpaul.mn.us)

Twitter: [@daithao1](https://twitter.com/daithao1)

Facebook: [DaiThaoW1](https://www.facebook.com/DaiThaoW1)



**Coalition of Neighborhood Retailers**

[www.EnoughIsEnoughStPaul.org](http://www.EnoughIsEnoughStPaul.org)





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Community

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General Snus

September 19 at 1:58pm · 🌟

This ban will restrict the sale of General Mint and Wintergreen at your local retailers. To speak up for your favorite flavors, contact City Council members or attend this week's meeting. Learn more: [enoughisenoughstpaul.com](http://enoughisenoughstpaul.com)

## LEARN ABOUT THE PROPOSED MENTHOL BAN IN ST. PAUL



### CITY COUNCIL MEETING

**Wednesday, September 20, 2017 at 3:30pm**

City Hall, Suite 310 • 15 W Kellogg Blvd • St. Paul MN 55102

**WARNING:** This product can cause  
gum disease and tooth loss.



Like



Comment



Share



# Recommendations

1. Community engagement & young people
2. Don't underestimate the opposition
3. Check-in often with your council champions and supporters
4. Clear talking points/messaging



**THANK YOU!**

**BETSY BROCK**

**[BETSY@ANSRMN.ORG](mailto:BETSY@ANSRMN.ORG)**

**ALICIA LEIZINGER**

**[ALICIA@ANSRMN.ORG](mailto:ALICIA@ANSRMN.ORG)**