Twin Cities Menthol Restrictions

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Association for Nonsmokers-MN
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@nsmn.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 LAAMPP Policy Champions
RSVP to Ruth at RuthTripp@hennepin.us / 612-348-5367

THURSDAY, JUNE 18
2:30-4:30 pm
Refreshments provided
Maker Library, Cafeteria Room
2880 Hennepin Ave, Minneapolis, MN
Hosted by Breathe Free North and the Association for Nonsmokers-Minnesota
RSVP to Betsy at betsy@nsmn.org / 651-646-3005

FRIDAY, JUNE 19
9:00-11:00 am
Breakfast provided
The Weisburger Center, Anna Heilmaier Meeting Room
Hosted by the Association for Nonsmokers-Minnesota and LAAMPP Policy Champions
179 Robin Street East, St. Paul, MN
RSVP to Alicia at alicia@nsmn.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 la@northpointinc.org / 412-767-9163

Tobacco is still a big problem in Minnesota.
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!
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

https://www.youtube.com/watch?v=wDFseDzd63s
Campaign Video
• 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 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 Neil Franklin
Ex. Director/Former Narcotics Agent
Maryland State Police

Chief John L. Dixon III
President, Noble

Former Congressman Rondrick 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. DeVerse Toon 612-881-5572/manfieldassist@yahoo.com
Greater New Friendship MBC 612-627-7928/info@greaterfriend.org
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
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
St. Paul’s black leaders want menthol tobacco sale restrictions

By FREDERICK MELO | 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.
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
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
Twitter: @daithao1
Facebook: DaiThaoW1

ENOUGH is ENOUGH ST. PAUL

Coalition of Neighborhood Retailers
www.EnoughIsEnoughStPaul.org
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

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.
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!

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