



Public Health Advisory Committee

March 26, 2013, 6:00 – 8:00 pm

Minneapolis City Hall

350 S 4th Street, Room 132

AGENDA

Agenda Item	Presenter	Time	Committee Action
Welcome and Introductions	Karen Soderberg	6:00-6:05	Approve agenda
PHAC Logistics and Updates Approve Minutes	Karen Soderberg	6:05-6:55	Approve Minutes
Reports from Sub-Committees: <i>Communications / Operations: Bios/Charter revision/Google groups/application process?</i>	<i>Tara Jensen</i>	6:10 – 6:25	Informational / Updates
<i>Policy & Planning: agenda setting, committee goals?</i>	<i>Rebecca Thoman</i>	6:25 – 6:40	May include specific requests to full committee / recommendations or action
<i>Collaboration & Engagement: areas of expertise/interest? Expectations of engagement?</i>	<i>Happy Reynolds</i>	6:40 – 6:55	
Department Presentation <i>Tobacco Initiatives</i>	<i>Lara Pratt, SHIP Manager Minneapolis Health Dept.</i>	6:55 – 7:15	Report from Dept. Request for PHAC action
		7:15 – 7:25	Questions/discussion
Department Updates	Gretchen Musicant	7:25 – 7:45	Discussion
Information Sharing	Autumn Chmielewski	7:45-8:00	Discussion

Next Meeting Sub-committees: April 23, 2013, Minneapolis City Hall
Operations, Policy & Planning sub-committees meet in Room 132
Community Engagement sub-committee meets in Room 332

Next Meeting of full committee: May 28, 2013, Minneapolis City Hall, Room 132

If there are any problems/changes the night of the meeting, please call 612-919-3855.

Minneapolis Tobacco Prevention Overview / March 2013

Healthy Living Initiative / Minneapolis Health Department

Healthy Living Initiative--comprehensive, citywide effort to reduce obesity, tobacco use and the chronic diseases they cause. 18 initiatives to increase healthy eating, physical activity, smoke-free living

Tobacco Use in Minneapolis

- Large disparities in adult smoking rates by geography, race/ethnicity
- 18-24 year-olds have highest smoking rates
- Youth Smoking Rates--2010 Minnesota Student Survey – Minneapolis Data
 - Smoking Rates by Race and Ethnicity
 - Minneapolis 12th grade, 30 day use
 - Statewide Lifetime Flavored Cigarillo and Snus Use

Minnesota 2011 Youth Tobacco and Asthma Survey

- State Smoking Trends
- Cigars, Cigarillos, Little Cigars: What are strategies for reducing access to these increasingly popular products?
- Cigar Products – Cheap, tasty, appealing to kids
- Emerging Flavored Products – A Dangerous Trend
- Minneapolis Access / Source Location for Tobacco Users

Survey Question: “If you used tobacco in last 30 days, where did you get it?”
(Top four locations)

Minneapolis Underage Youth Tobacco Sales Compliance

- The City of Minneapolis Licensing Office conducts annual underage tobacco sales compliance checks on all 397 licensed tobacco retailers.
- In 2012, only 11 stores (2.75%) failed the inspection because they were selling tobacco to youth.
- Cigarillos: Cheap and Profitable

Cigarillo Sales

- Add price
- 68% vendors selling flavored little cigarillos
- 72% selling single cigarillos

- 68% selling packs of 2-6 cigarillos
- 49% with cigarillo price promotions

Minneapolis Tobacco Prevention Strategies

- **Strategy #1:** Reduce exposure to secondhand smoke
- **Strategy #2:** Restrict places where people can smoke
- **Strategy #3:** Increase Price/decrease youth access

Strategy #1: Reduce exposure to secondhand smoke - Multi-Unit Housing

- Minneapolis Public Housing Authority – 42 high-rises
- Affordable Housing - over 430 affordable housing properties, with focus on:
 - ✓ North Minneapolis
 - ✓ Owners of multiple properties across the city
 - ✓ Most populated buildings

Specific “Asks”

- Ideas for accessing landlords per ward/neighborhood
- Connections to owner/companies

Strategy #2: Restrict places where people can smoke -- Post-Secondary Institutions

- Trade and technical schools
 - ✓ Dunwoody Academy
 - ✓ Aveda Institute
 - ✓ Summit OIC
 - ✓ Minneapolis College of Art and Design (MCAD)
 - ✓ MCTC
- University of Minnesota

Specific “Asks”

- Avenues to influence trade and technical schools
- Support for U of M smoke-free campus policy

Strategy #3: Increase Price/Decrease Youth Access

Actions Taken By Other Cities

- **Flavored Ban.** New York City, Providence RI, Santa Clara County and the State of Maine have prohibited flavored tobacco product from being sold in stores, including flavored cigarillos and Snus.
- **Minimum Pack Size.** Prince George's County in Maryland (5 in a pack), and Boston (4 in a pack), along with six other cities in Massachusetts have all regulated minimum pack sizes.
- **Price Discounting Ban.** Providence, RI prohibited all price discounting schemes such as buy-one-get-one-free and the use of coupons.
- **Pharmacy Ban.** San Francisco, Boston and multiple Massachusetts cities prohibit the sale of tobacco products in pharmacies. Rock County in MN recently passed a pharmacy prohibition.
- **Cigar Tax Increase**
 - There is a proposal pending at the state level to increase the tax rate on cigars, cigarillos and little cigars.
 - Relative cost: pack of cigarettes vs. single-small pkgs of cigarillos/little cigars
 - Price is one of the biggest predictors to smoking rates; Youth are one of the groups most sensitive to price.

Minneapolis Approach

- Educational campaign to:
 - Increase awareness of youth smoking trends, focus on flavored
 - Increase awareness of strategies for reducing access

Specific Asks:

- Knowledge of organizations engaging youth and cultural communities around tobacco use?

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