



# Aitkin County Public Health's SHIP Program PartnerSHIP News!

*February 2024*

[Aitkin County SHIP Website](#)

[Resources](#)

[Healthy Northland Website](#)



**Addressing the  
serious challenge of  
vaping with our youth**

## Aitkin, Itasca, Koochiching, Carlton, Cook, Lake, and St. Louis counties make up **Healthy Northland**.

Supported by the Minnesota Department of Health's Statewide Health Improvement Partnership (SHIP), Healthy Northland strives to make the healthy choice the easy choice for everyone in Northeastern Minnesota through collaborative and community-based policy, systems, and environmental (PSE) change efforts.

[Visit Healthy Northlands Webpage](#)

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healthy  
northland  
STATEWIDE HEALTH IMPROVEMENT PARTNERSHIP

February | 2024

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## Nurturing a Culture of Staff Wellbeing in Grand Rapids Schools



While the Grand Rapids School District's Wellness Committee has historically focused on student wellbeing, this year the group is shifting its gaze towards school staff. The understanding behind the shift is that when school staff members are fulfilled and supported, they have greater capacity to positively impact students. Jayme Gabler, SHIP Coordinator and Public Health Educator with Itasca County Public Health, explained: "We want to fill teachers' cups, so they can continue to fill students' cups."

*Full Story: Wellbeing in Grand Rapids Schools*

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## The Health Equity Minute

*This Black History Month, we're taking the opportunity to celebrate a few Black public health heroes that have made an impact in our field. [Visit our Facebook page](#) to see more or search these names to read more about their contributions.*

In February's newsletter read about: Nurturing a Culture of Staff Wellbeing in Grand Rapids Schools; Engaging School Staff and Mental Health Professionals in a Regional Community of Practice, along with resources and upcoming events!

[Read the February Newsletter](#)

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FEATURED

## SUCCESS STORY



### Working to Prevent Youth and Tobacco Use

*Editor: Brea Hamdorf, Aitkin County Public Health Nurse*

Every year in the US, more than 448,000 people die from tobacco and exposure to secondhand smoke, making it the leading cause of death in the country. Tragically, each day thousands of kids still pick up a tobacco product for the very first time. The number 1 product of choice for youth is electronic cigarettes or e-cigarettes. Youth vaping is an epidemic problem. Action is needed to reduce youth access to tobacco products and vaping devices.

The dangers of smoking and tobacco use have been a concern since the early 1900s. Throughout the 20<sup>th</sup> century, Minnesota has enacted many policies to reduce tobacco use in communities. SHIP has been working on commercial tobacco prevention outcomes at the point of sale since the 2009 Family Smoking Prevention and Tobacco Control Act paved the way for states and localities to adopt more restrictive tobacco control regulations towards commercial tobacco control and prevention efforts.

Aitkin County Public Health has actively supported this by collaborating with the Aitkin County Sheriff's office to complete "Congratulate & Educate" (C&E) compliance checks for tobacco retailers across the county. These checks are in addition to compliance checks and do not result in fines for retailers or clerks

that sell to an under aged buyer. Instead, education is provided. Congratulations and Thank You's are expressed for retailers that do not sell tobacco products to the under aged buyers. C&E checks can help reinforce education before compliance checks. In 2023, Public Health provided education to 6 retailers. The effectiveness of the education was evident when compliance checks were completed later and only 3 retailers sold to the underage buyer.

Education is also an important part on reducing youth vaping and tobacco use. Public Health has collaborated with each of the districts to help raise awareness among students and staff about the dangers of vaping. Presentations about vaping and how it is particularly harmful to youth were provided to McGregor middle school students as well as Hill City middle and high school students. Emphasis was put on nicotine's effect on the adolescent brain. Hill City school staff also received education about the dangers of vaping and how "Big Tobacco" targets youth through advertising and flavors.

Implementing policy, systems and environmental change is another step in reducing youth vaping and tobacco use. Policy, systems, and environmental (PSE) change strategies are designed to promote healthy behaviors by making healthy choices readily available and easily accessible in the community. PSE change is also created to keep sustainability in mind.

Aitkin County Public Health has worked with the Hill City School district to update their school tobacco policy. This three-tiered policy focuses on providing education and resources to the student, encouraging them to think about quitting, instead of suspensions for students in violation. Beginning discussions are happening with both McGregor and Aitkin School districts on changing policies to include providing the education, resources and support that the students need.

Aitkin County Public Health also acknowledges that preventing youth access at the point of sale is imperative. The Aitkin County Tobacco Ordinance is currently being revised to include regulations that prevent access at the point of sale. The next step in the process is for the ordinance to be presented and reviewed by the Aitkin County Ordinance Committee. After this, a public hearing will take place before the Aitkin County Board of Commissioners vote and pass the proposed ordinance.

It will take the entire community working together to effectively

reduce the impact that vaping and tobacco are having on our youth.

# ALL ABOUT TOBACCO

## KEY INSIGHTS



Public Health  
Prevents. Promotes. Protects.  
Aitkin County

**#1** Preventable Cause of Disease & Death  
6,300 Minnesotans die every year

**540,000** MINNESOTANS STILL SMOKE

Citation: ClearWay Minnesota SM, MDH

**\$7 BILLION**

The annual cost of excess health care and lost productivity due to tobacco related disease

Citation: ClearWay Minnesota SM, MDH

**THE PROBLEM: FLAVORS HOOK KIDS!**

Rural youth try cigarettes and e-cigarettes at younger ages

Citation: 2020 Minnesota Student Survey (MSS)

The percentage of young people vaping **mint and menthol** products in **Aitkin County** is **higher** than the **state average**.

Citation: 2020 Minnesota Student Survey (MSS)

**15,000** AND COUNTING tobacco flavors are on the market today.

Vapes can contain up to **31** different chemicals like Formaldehyde, Acetone, Acetaldehyde and other Carcinogens.

**83%** Of students (Hill City & McGregor) identified vaping a flavored product in the past 30 days, including **66%** of those using **mint and menthol** products.

Citation: 2020 Minnesota Student Survey (MSS)

**AITKIN COUNTY TOBACCO CHECKS 2023**

**6** **JUNE**  
locations sold to an underage buyer

**3** **DECEMBER**  
locations sold to an underage buyer

**PROPOSED ORDINANCE REVISIONS**

**21**

Aligning minimum age of sale to 21 years per State and Federal laws.

**NO TOBACCO**

Removing language about youth penalty for possession of tobacco and tobacco related devices to align with MN State Statute.

**500 FEET**

Including licensing provision prohibiting new licenses within 500 feet of a youth-oriented facility.

**X**

Restricting the sale of flavored tobacco products.

# FLAVORED TOBACCO Youth Impact

**78+% of Minnesota students report that the first tobacco product they ever tried was mint, menthol or flavored.**  
Heavy nicotine use can prime adolescent brains for future substance use!

of young people ages 15-24 who had used e-cigarettes said they started vaping to decrease stress, anxiety, or depression.

Citation: 2020 Minnesota Student Survey (MSS)

**the BIG THREAT OF VAPING in a TINY town**

<https://vimeo.com/showcase/10242052>

**The Big Threat In A Tiny Town**  
The purpose of this video was to educate, and spread awareness around vaping to other students in the McGregor School District. Click on the link or scan the QR code to watch and learn more about how vaping impacts the student atmosphere.

**The State We're In: Teen Vaping**

The commercial tobacco industry uses flavors to attract these kids. Two thirds of current high-school tobacco users in Minnesota reported using a flavored product. Click on the link or scan the QR code to watch and learn more.

<https://www.youtube.com/watch?v=P0KMPkLwDQ>

**HOW HAVE E-CIGARETTES AND VAPING IMPACTED YOUR LIFE?**

*Vaping impacted my life because I used to do it most. I used to think that it helped numb my pain when I was feeling low. It never helped. I've gotten help since I went to counseling. It's changed my perspective on vaping & stuff I'm against it. I don't live when people look around me. I want to thank my parents for helping me out when that happened.*

my age: 15

SOPHE | AMERICAN LUNG ASSOCIATION | SMOKE-FREE GENERATION

View the Infographic

View the Infographic



THE IMPACT ON OUR YOUTH

## VIDEOS



The purpose of this video was to educate, and spread awareness around vaping to other students in the **McGregor School District**. Click below to watch and learn more about how vaping impacts the student atmosphere



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The 2019 Minnesota Student Survey found more than a quarter of Minnesota 11th-graders and 11 percent of 8th-graders used an e-cigarette in the past month. From 2016-2019, the 8th-grade vaping rate nearly doubled.

The commercial tobacco industry uses flavors to attract these kids. Two thirds of current high-school tobacco users in Minnesota reported using a flavored product.

The deliberate marketing tactics used by the tobacco industry have made vaping popular among youth. The Minnesota Student Survey also found that Eighty-eight percent of Minnesota high-school students are exposed to e-cigarette ads. Investigations have revealed e-cigarette maker JUUL targeted kids as young as eight

with marketing including a summer camp, school programs and social media influencers. The state of Minnesota has sued JUUL Labs for illegally advertising to youth and engaging in deceptive practices.

Flavored tobacco products are driving the youth nicotine epidemic, which has erased nearly two decades of progress to reduce youth tobacco use.



[Watch the Video!](#)

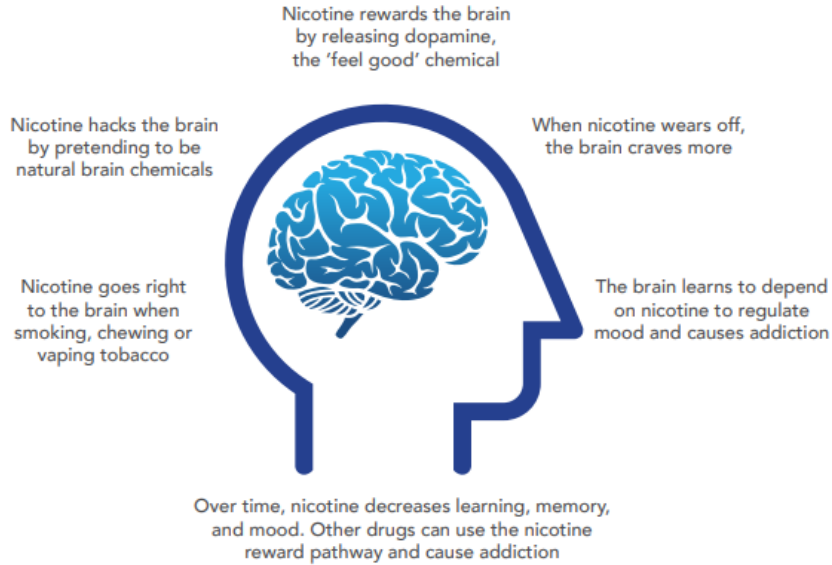
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# HOW NICOTINE WORKS

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Because teen brains are rapidly developing, nicotine addiction happens very quickly. Almost 90% of adults who use nicotine start as teens.



**STOP NICOTINE FROM HACKING YOUR BRAIN.  
TALK OR CHAT WITH A COACH.**

For more information, call or text 1-855-891-9989 or visit [mylifemyquit.com](http://mylifemyquit.com)

© Copyright 2019 National Jewish Health

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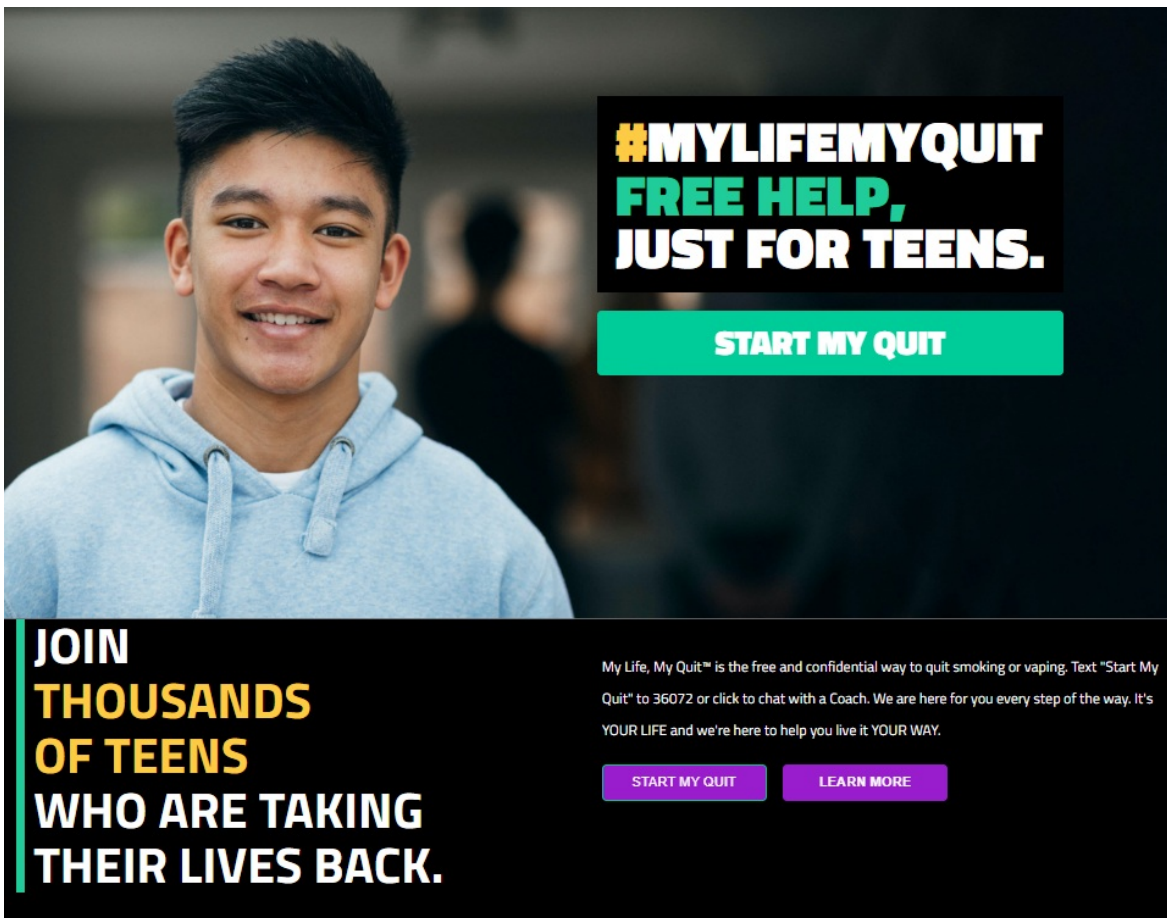


**COMMERCIAL TOBACCO FREE**

## **RESOURCES**



START YOUR QUIT JOURNEY - TEENS



**#MYLIFEMYQUIT**  
**FREE HELP,**  
**JUST FOR TEENS.**

**START MY QUIT**

**JOIN**  
**THOUSANDS**  
**OF TEENS**  
**WHO ARE TAKING**  
**THEIR LIVES BACK.**

My Life, My Quit™ is the free and confidential way to quit smoking or vaping. Text "Start My Quit" to 36072 or click to chat with a Coach. We are here for you every step of the way. It's YOUR LIFE and we're here to help you live it YOUR WAY.

**START MY QUIT**   **LEARN MORE**

Free Promotional Materials

# START YOUR QUIT JOURNEY - ADULTS



Ready to quit smoking or vaping?



We're here with free help to quit your way.

### Free 24/7 Support for Your Quit

Whether you're quitting for the first time or have tried before, we can help you find your way to quit for good.

-  Free coaching over the phone
-  Free patches, gum and lozenges\*
-  Free emails & text messages

Go to [QuitPartnerMN.com](http://QuitPartnerMN.com) or call 1-800-QUIT-NOW (784-8669) \*18+

## Find the Free Quit Support That's Right For You

Explore our family of free programs to find the one that best meets you where you are.

**Quit Partner™** is here for all Minnesota adults ages 18 and up. Call 1-800-QUIT-NOW (1-800-784-8669) or visit [QuitPartnerMN.com](http://QuitPartnerMN.com).

**My Life, My Quit™** provides free, confidential help, just for teens (13-17). Text "Start" to 36072 or visit [MyLifeMyQuit.com](http://MyLifeMyQuit.com).

**The American Indian Quitline from Quit Partner™** offers a dedicated team of American Indian coaches who understand your culture and respect your traditions. Call 1-833-9AI-QUIT (1-833-924-7848) or visit [aiquit.com](http://aiquit.com).

**The Behavioral Health Program from Quit Partner** offers extra support for those living with a substance use disorder or mental illness, such as anxiety, depression or PTSD. Call 1-800-QUIT-NOW (1-800-784-8669) or visit [QuitPartnerMN.com](http://QuitPartnerMN.com).

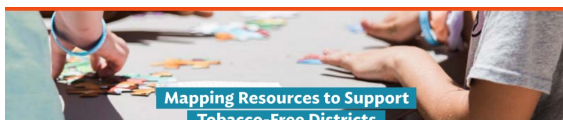
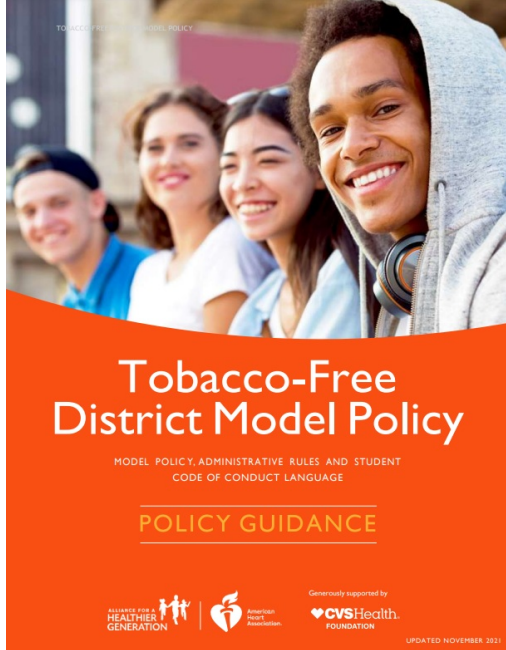
**The Pregnancy Program from Quit Partner** offers extra support if you are pregnant or planning to be. Call 1-800-QUIT-NOW (1-800-784-8669) or visit [QuitPartnerMN.com](http://QuitPartnerMN.com).

Quit Partner is available to uninsured Minnesota residents and those whose insurance does not cover coaching or quit medications.

Toolkit Materials

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## SCHOOL RESOURCES

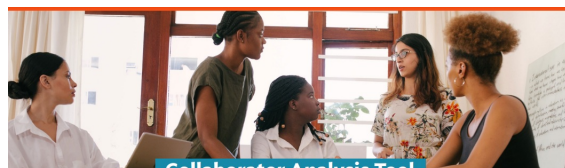


Tobacco use can directly impact student success. Districts play a vital role in ensuring that all students have equitable access to resources that prevent them from using tobacco products and support students who need help quitting. Providing a map of available resources increases the chance that students access what they need to improve overall student success by preventing or reducing tobacco use.

Follow these steps to create and share a Tobacco Resource Map for your school community



PAGE 1 Access more free resources, tools, and trainings in the [Healthy Generation Action Center](#). Need support? Visit our [Get Help Page](#), call (888) 541-6084 or e-mail [help@healthiergeneration.org](mailto:help@healthiergeneration.org).



**Make Projects Successful Through Collaboration**

Having the right people on the team and communicating effectively can ensure successful projects.

This Collaborator Analysis tool is designed to help you explore and pinpoint the individuals needed for your project. By analyzing these essential participants, you can develop a plan for communication and engagement while also managing expectations.

This approach is an effective strategy for considering individuals who significantly influence decisions or could be impacted by them. People with different levels of knowledge or interest can contribute to alignment.

The process involves crafting a plan to engage and collaborate with these individuals, ensuring that everyone is on the same page as you work together.



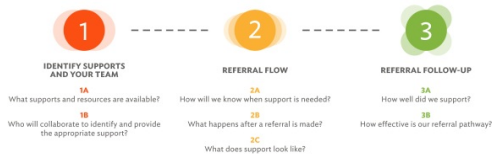
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School communities are at the forefront of providing resources and support far beyond academics. Any time we connect a student or family to potential support, we have made a referral. A referral pathway is a way of documenting and communicating the steps that are taken after identifying a need for support. This helps everyone understand how to get the support they need when they need it.

Use this resource to implement a clearly defined referral pathway that connects people to resources in a timely, consistent, and equitable way.



<sup>1</sup>How is the Time Technical Assistance Center, September 2015.  
<sup>2</sup>This resource will help you create a general Referral Pathway. For more in-depth information, please see the References List at the end of this document.



WELCOME

Support Students through Referral Pathways

- We'll get started at 9:30 AM.
- A recording of today's training, a PDF of the slides, and access to featured resources will be made available via Basecamp.
- Open Mentimeter on your smartphone to participate or respond to "Everyone" in the Zoom chat.
- We will have time for questions at the end of the training.

Scan QR code with your phone's camera to engage with us in Menti.

# NICOTINE AND THE YOUNG BRAIN

## WHAT IS NICOTINE?

Nicotine is highly addictive and found in cigarettes, e-cigarettes, and other tobacco products. When users inhale or otherwise use nicotine-containing products, the addictive drug makes its way quickly to the brain where it drives the release of dopamine, a chemical that signals pleasure and keeps users addicted to nicotine.<sup>1</sup> In young people, 5 mg of nicotine a day is enough to establish a nicotine addiction – about the amount of nicotine in one-quarter of an e-cigarette pod.<sup>2</sup>

Tobacco products have traditionally contained nicotine that is extracted from tobacco leaves. Recently, more products are claiming to contain “synthetic nicotine that was created in a lab.” Newer methods of making synthetic nicotine can produce and isolate the more potent version of nicotine found in tobacco leaves at lower costs, leading to a surplus of new nicotine-containing products like Puff Bar and oral nicotine Bid Pouches that claim to be “tobacco-free” even though they still contain the addictive chemical nicotine.



In young people, 5 mg of nicotine a day is enough to establish a nicotine addiction – about the amount of nicotine in one-quarter of an e-cigarette pod.

## Do e-cigarettes contain nicotine?

E-cigarettes heat up a liquid solution to a high enough temperature so that it produces an aerosol that can be inhaled.<sup>3</sup> The liquid solution almost always includes nicotine, flavoring and a humectant to retain moisture and create the aerosol when heated.<sup>4</sup> While some e-cigarette brands offer nicotine-free products, 9% of e-cigarette products sold in U.S. convenience stores and mass retail locations in 2015 contained nicotine.<sup>5</sup> Many young e-cigarette users are not aware of the nicotine content in the products. For example, nearly two-thirds of young JUUL users aged 15-21 were not aware the product always contains nicotine.<sup>6</sup>

June 2022 NICOTINE AND THE YOUNG BRAIN



## AT WHAT COST? VAPING AND MENTAL HEALTH

### YOUNG PEOPLE ARE FACING TWO RELATED CRISES

The 2022 National Youth Tobacco Survey shows that about 1 in 10 middle and high school students use e-cigarettes, and more than 1 in 4 who use e-cigarettes vape daily.<sup>1</sup> At the same time, symptoms of anxiety and depression in young people have doubled from pre-pandemic levels.<sup>2</sup>

These two crises are not isolated. Though more research is needed about the connections between vaping nicotine and mental health, numerous studies expose the worrying connections between them.

### THE “STRESS RELIEF” ILLUSION

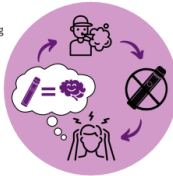
Many young people start and continue to vape because they think vaping will relieve their mental health symptoms. The most common reason youth give for continuing to use e-cigarettes after their first use is “I am feeling anxious, stressed, or depressed.”<sup>3</sup> The illusion that vaping improves mental health was created by the tobacco industry and pushed through marketing, preying on those looking for relief.

**81%**

of young people ages 15-24 who had used e-cigarettes said they started vaping to decrease stress, anxiety or depression.<sup>4</sup>

### THE NICOTINE WITHDRAWAL CYCLE

Part of the illusion comes down to biology. When someone hasn’t vaped in a while, it doesn’t take long for symptoms of nicotine withdrawal like irritability, anxiety, depression and insomnia to begin. Vaping gives the illusion of relief from these symptoms, because consuming nicotine stops feelings of withdrawal. The cycle of symptoms followed by relief can create the false perception that vaping benefits mental health overall, even though it only curbs temporary withdrawal symptoms.<sup>5</sup> It is a difficult cycle to break and Big Tobacco knows it.



## IS Big Tobacco IN YOUR KID’S backpack?

Commercial tobacco products are designed to look like everyday items like candy and school supplies. Don’t let the tobacco industry hook your kids into a lifetime of addiction.



### ▲ = Commercial Tobacco Product

- |                       |                     |                    |                  |
|-----------------------|---------------------|--------------------|------------------|
| 1. Vape ▲             | 7. Hookah tobacco ▲ | 13. Vape ▲         | 19. Flash drive  |
| 2. Mints              | 8. Snack            | 14. Nicotine gum ▲ | 20. Snack        |
| 3. Nicotine pouches ▲ | 9. Hand sanitizer   | 15. Gum            | 21. Pens         |
| 4. Mints              | 10. Lip balm        | 16. Highlighter    | 22. Cigarillos ▲ |
| 5. Nicotine pouches ▲ | 11. Vape ▲          | 17. Vape ▲         |                  |
| 6. Snack              | 12. White-out       | 18. Vape ▲         |                  |

(October 2023)



## FLAVORED COMMERCIAL TOBACCO PRODUCTS

### THE TOBACCO INDUSTRY SELLS MANY TYPES OF FLAVORED PRODUCTS

Flavored commercial tobacco products include cigarettes, cigars, chewing tobacco, blunt wraps, e-cigarettes (also known as vapes) and shisha (tobacco used in hookah). These products help the tobacco industry bypass the FDA’s 2009 ban of flavored cigarettes other than menthol.<sup>1</sup> Menthol is the only flavor allowed in cigarettes.

### COMMERCIAL TOBACCO PRODUCTS ARE OFFERED IN THOUSANDS OF FLAVORS THAT APPEAL TO YOUTH

There are more than 15,000 e-cigarette flavors on the market including a variety of kid-friendly flavors like Cereal Milk, Bazoaka Sour Straws and Gummy Worm. E-cigarettes, specifically disposables, are the most popular commercial tobacco product used by youth.<sup>2</sup>

Cigars, chewing tobacco, blunt wraps, vapes and shisha are sold in fruit, candy, dessert and novelty flavors. Popular flavors include chocolate, piña colada, apple, grape, berry, cotton candy, bubble gum, mango, mint/wintergreen and menthol.

These are “truly candy-flavored tobacco products” as the same chemical flavorings used in commercial tobacco products are also used in popular candy and fruity drinks.<sup>3</sup>

Tobacco companies add menthol to commercial tobacco products to cool the throat and make them taste better.<sup>4</sup>

### FLAVORED PRODUCTS ARE MARKETED TO YOUTH, LGBTQ+ COMMUNITIES AND AFRICAN AMERICANS

The tobacco industry uses flavored products to attract the next generation of smokers.<sup>5</sup>

Young people are much more likely to use flavored commercial tobacco products than adults, and most young users said they would no longer use the product if it was not flavored.<sup>6</sup>

In fact, 85% of youth who vape use fruit, candy or menthol flavored products.<sup>7</sup>



E-cigarette packaging often has colorful designs and resembles popular imagery familiar to youth.



E-cigarettes come in thousands of flavors such as Rainbow Candy (shown above), Blue Raspberry Ice and Cotton Candy.



Chevy cigars come in bright packages and a wide variety of flavors, such as grape, strawberry, blueberry, tropical fusion and chocolate-vanilla swirl.



Photo Credit: Trinkets and Trash



Non-medical nicotine lozenges, nicotine pouches and nicotine gummies like these pictured above are the second most prevalent nicotine product used by adolescents.

## RESOURCE PACKET FOR SCHOOLS

The following information includes evidence-based strategies and programs we recommend schools consider, including youth education and advocacy, curriculum, treatment, and alternative to suspension programs.

Model policy language available if your school district is looking to implement policies that help prevent vaping. We recommend school districts use a comprehensive approach using multiple evidence-based strategies and programs.

## School Toolkit for E-Cigarette Use Prevention and Cessation

## COMMUNITY RESOURCES



SMOKE-FREE PLACES IN MINNESOTA

December 2023

### SMOKE- & COMMERCIAL TOBACCO-FREE OUTDOORS

Model Ordinance for Minnesota Communities



This model ordinance was prepared for Minnesota cities and counties interested in enacting a policy to establish smoke-free and commercial tobacco-free outdoor areas in their jurisdictions.

Commercial tobacco use is still the leading cause of preventable death in Minnesota.<sup>1</sup> Secondhand smoke has repeatedly been identified as a health hazard; in 2006, the U.S. Surgeon General concluded that there is no risk-free level of exposure to secondhand smoke.<sup>2</sup>

1. MINN. DEPT. OF HEALTH, MINN. COMPREHENSIVE TOBACCO CONTROL FRAMEWORK 2016–2021 (2021), <https://www.health.state.mn.us/communities/tobacco/initiatives/docs/mnframework.pdf>.

2. U.S. DEPT. OF HEALTH AND HUMAN SERVICES, THE HEALTH CONSEQUENCES OF INVOLUNTARY EXPOSURE TO TOBACCO SMOKE: A REPORT OF THE SURGEON GENERAL (2006), [https://www.cdc.gov/tobacco/data\\_statistics/gpr/2006/index.htm](https://www.cdc.gov/tobacco/data_statistics/gpr/2006/index.htm).



TO LEARN MORE OR TO GET INVOLVED, VISIT [www.smokefreegenm.org](http://www.smokefreegenm.org)

### END THE SALE OF ALL MENTHOL AND FLAVORED COMMERCIAL TOBACCO PRODUCTS

Minnesotans agree: We can do more to prevent kids from becoming addicted

Minnesotans for a Smoke-Free Generation supports ending the sale of all flavored commercial tobacco products – including menthol cigarettes, flavored cigars, e-cigarettes, hookah, and smokeless tobacco – to prevent youth addiction, advance health equity and create a healthier future for everyone.

#### FLAVORED PRODUCTS ARE A KEY REASON MINNESOTA IS FACING A YOUTH TOBACCO EPIDEMIC

- In Minnesota, one in seven 11th graders uses e-cigarettes, and 88 percent of those students use flavored e-cigarettes.<sup>1</sup>
- More than 70 percent of youth e-cigarette users in Minnesota are showing signs of nicotine dependence.<sup>2</sup>
- Seven in 10 youth say they use e-cigarettes “because they come in flavors [they] like.”<sup>3</sup>
- In Minnesota, 78 percent of 8th-graders and 65 percent of 11th-grade tobacco users report they use a flavored product.<sup>4</sup>

#### FLAVORED PRODUCTS MASK THE HARSHNESS OF TOBACCO, AND ARE LURING KIDS INTO ADDICTION

- The tobacco industry deliberately uses flavors to attract the next generation of tobacco users.<sup>5</sup>
- Today’s popular e-cigarettes contain high levels of nicotine which harms the adolescent brain development and primes youth for addiction.<sup>6</sup>
- Candy and fruit flavored tobacco products mask the harsh taste of tobacco and are often perceived to be “safer,” but the use of such products, including menthol cigarettes, can still lead to cancer, heart disease and chronic pulmonary diseases.<sup>6,10,11</sup>
- Flavored hookah products are also targeted at youth. Hookah use is not unique to any community or culture and is becoming increasingly common among young people from many different backgrounds.<sup>12</sup>

#### THE TOBACCO INDUSTRY TARGETS BLACK, LGBTQ+, AMERICAN INDIANS AND YOUNG PEOPLE WITH MENTHOL TOBACCO

- Menthol flavoring makes it easier for kids to start smoking and harder for adults to quit.<sup>13</sup>
- For decades, tobacco companies have channeled menthol tobacco products into Black communities, causing death and disease.<sup>14,15</sup>
- Nationally, 85 percent of Black people who smoke use menthols, versus 29 percent of white smokers.<sup>16</sup>
- The tobacco industry uses menthol to target Black Americans, LGBTQ+ communities, and youth.<sup>14,16</sup>
- Among Minnesota teens who smoke, 33 percent report smoking menthol cigarettes.<sup>17</sup>
- In Minnesota, smoking rates among American Indians are at epidemic levels 59 percent, and 42 percent of urban American Indians who smoke use menthol cigarettes.<sup>14,18</sup>

#### WEAK FEDERAL RULES ALLOW THE TOBACCO INDUSTRY TO USE FLAVORS TO TARGET YOUTH, MINNESOTANS

- FDA’s failure to end all flavored e-cigarette sales has led to dramatic increases among products still available, including a 1000 percent increase in disposable e-cigarette use by high schoolers.<sup>19</sup>
- Today, disposable e-cigarette Puff Bar is the brand most used by middle and high school e-cigarette users.<sup>21</sup>
- 2.11 million students in the U.S. reported using flavored e-cigarettes, including 1.17 million using mint or menthol.<sup>21</sup>

# RETAILER RESOURCES



Training for retailers to prevent tobacco sales to minors.

## MINNESOTA TOBACCO RETAILER TRAINING

The Minnesota tobacco retailer training is designed to help tobacco retailers comply with Minnesota and federal laws that regulate the sale of tobacco, electronic delivery devices, or e-cigarettes, and tobacco-related devices.

### FORMAT

The training takes approximately one hour to complete and is divided into three sections. There are a total of 25 questions and the retailer must correctly answer 17 questions to be awarded a certificate. The certificate will be emailed to the email address provided by the retailer at registration.

Section 1: Tobacco and Health & State and Federal Laws	Section 2: Compliance Checks and Penalties	Section 3: Avoiding Illegal Sales
10 minute video	5 minute video	15 minute video
10 question quiz	5 question quiz	10 question quiz

Access this **free** training at [www.stopsalestominors.org](http://www.stopsalestominors.org)

Also available in Somali and Spanish

This training was created in 2016 by the Association for Nonsmokers-Minnesota, with assistance from the Public Health Law Center, and made possible with support from the Minnesota Department of Health.



2395 University Ave W, Ste 310, St. Paul, MN 55114 | 651-646-3005 | [www.ansrnmn.org](http://www.ansrnmn.org)

Vist Stop Sales to Minors Online Training Website

**2024 COMMUNITY PARTNER AWARDS**

**COMING SOON**

**STAY TUNED**

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

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# UPCOMING *Events*

SPONSORED BY NORTHSPAN  
**NORTHLAND FOOD FORUM**  
FRIDAY MARCH 22ND, 2024  
PEACE UNITED CHURCH OF CHRIST

WITH KEYNOTE SPEAKER:  
**CHEF BETH DOOLEY!**



Beth Dooley, James Beard Award winning food writer, is a columnist for the Taste section of the Minneapolis-St. Paul Star Tribune, and appears regularly on KARE 11 (NBC) television and MPR Appetites with Tom Crann. She co-authored *The Sioux Chef's Indigenous Kitchen* with Sean Sherman, (winner of the James Beard Award for Best American Cookbook, 2018) and *Savoring the Seasons of the Northern Heartland* with Lucia Watson, (James Beard Award finalist). Her most recent book is *Corn Dance: Inspired First American Cuisine* with Chef and Emmy Award winner, Loretta Oden. Other titles include: *In Winter's Kitchen: Growing Roots and Breaking Bread in the Northern Heartland*, *Minnesota's Bounty: The Farmers Market Cookbook*, *The Northern Heartland Kitchen*, and *Savory Sweet: Preserves from a Northern Kitchen*.

Beth is an Endowed Chair for the Minnesota Institute for Sustainable Agriculture (MISA). Her book, *The Perennial Kitchen: Simple Recipes for a Healthy Future* (a finalist for the IACP Award), connects home cooks to the work of regenerative farmers and producers.

**ALL FOOD SYSTEM ENTHUSIASTS ARE WELCOME!**

JOIN US FOR CELEBRATION, COLLABORATION,  
CONVERSATION, AND MORE!



**9:30 AM** THROUGH **5:00 PM**

RSVP AND MARK YOUR CALENDARS!

BRINGING A POTLUCK DISH IS ENCOURAGED

RSVP to  
Attend!



## SHIP STORY MAP

The Statewide Health Improvement Partnership (SHIP) creates wellness across Minnesota's communities through community-driven, evidence-based, and equity-focused programs that tackle the root causes of chronic diseases.

The image above and the link below will take you to the storymap to explore work across Minnesota.

[We are SHIP](#)

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