

Working Together: Advancing Local Policies to Reduce the Cancer Burden in Minnesota

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Contributing Authors

PATRICK STIEG

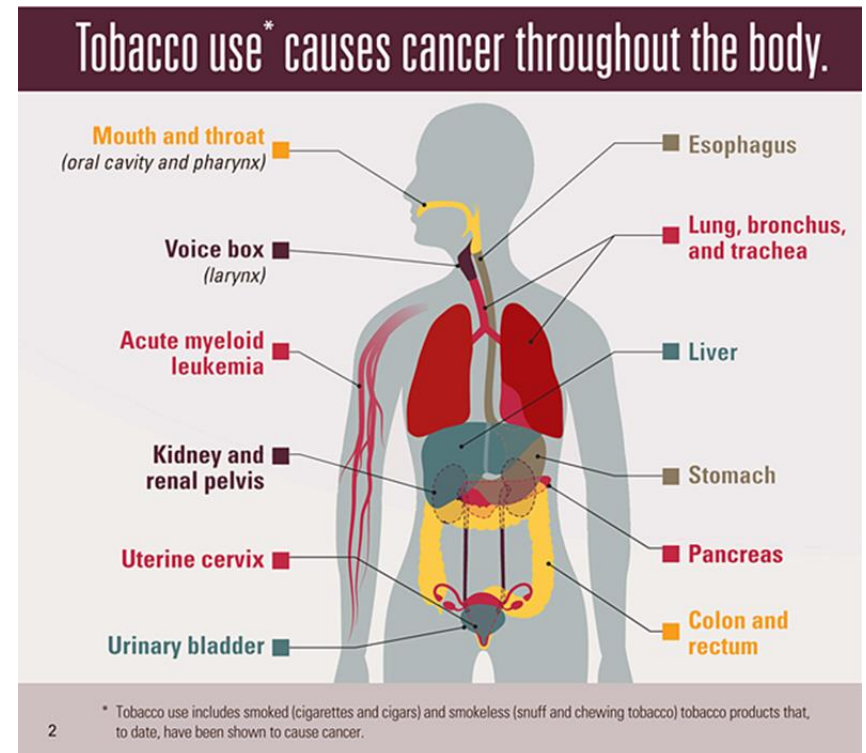
Blue Cross and Blue Shield of
Minnesota, Center for Prevention

MICHELLE STRANGIS

Minnesota Department of Health
Comprehensive Cancer Control Program

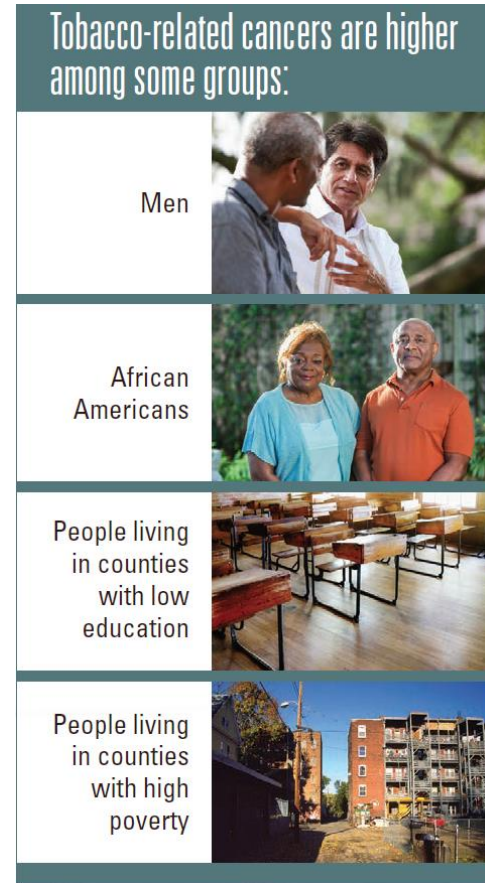
Cancer and Tobacco Use

- Tobacco use causes at least **12 types** of cancer.
- Tobacco use is the **leading preventable cause** of cancer and cancer deaths.



Tobacco-related cancers

**Cigarette smoking
causes 3 in 10 of all
cancer deaths.**



Advancing Policies to Reduce the Cancer Burden in Minnesota



Who will you know?



5 IN 10 MEN ARE LIKELY TO DEVELOP CANCER IN THEIR LIFETIME



4 IN 10 WOMEN ARE LIKELY TO DEVELOP CANCER IN THEIR LIFETIME

4 ways
to
reduce
your
risk



DON'T
SMOKE



EAT
RIGHT



BE
ACTIVE



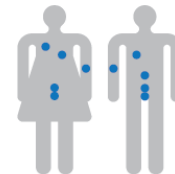
GET
SCREENED

ESTIMATED NUMBER OF MN CANCER SURVIVORS - JAN 2012

266,510

Most commonly diagnosed cancers

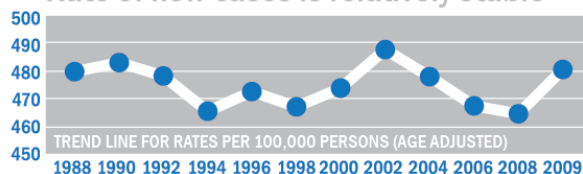
WOMEN
BREAST 31%
LUNG 12%
COLON 10%
UTERINE 7%
SKIN 5%



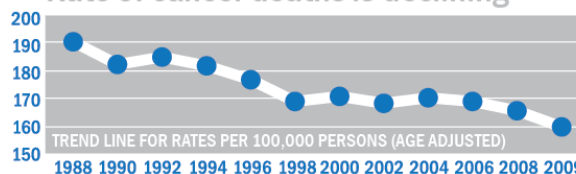
MEN
PROSTATE 33%
LUNG 12%
BLADDER 11%
COLON 9%
SKIN 6%

Cancers diagnosed 2005-2010

Rate of new cases is relatively stable



Rate of cancer deaths is declining



68%

MINNESOTANS
LIVING 5 YRS
AFTER BEING
DIAGNOSED
WITH CANCER



minnesota cancer alliance
working together to eliminate the burden of cancer

CDC funds 65 Comprehensive Cancer Control Programs (US states, DC, tribes, and territories) to:

PREVENTION

CREATE

tobacco-free
environments to
help prevent cancer.

EARLY DETECTION AND CARE

INCREASE

access to early detection
and care for tobacco-
related cancers.

SURVIVORSHIP

HELP

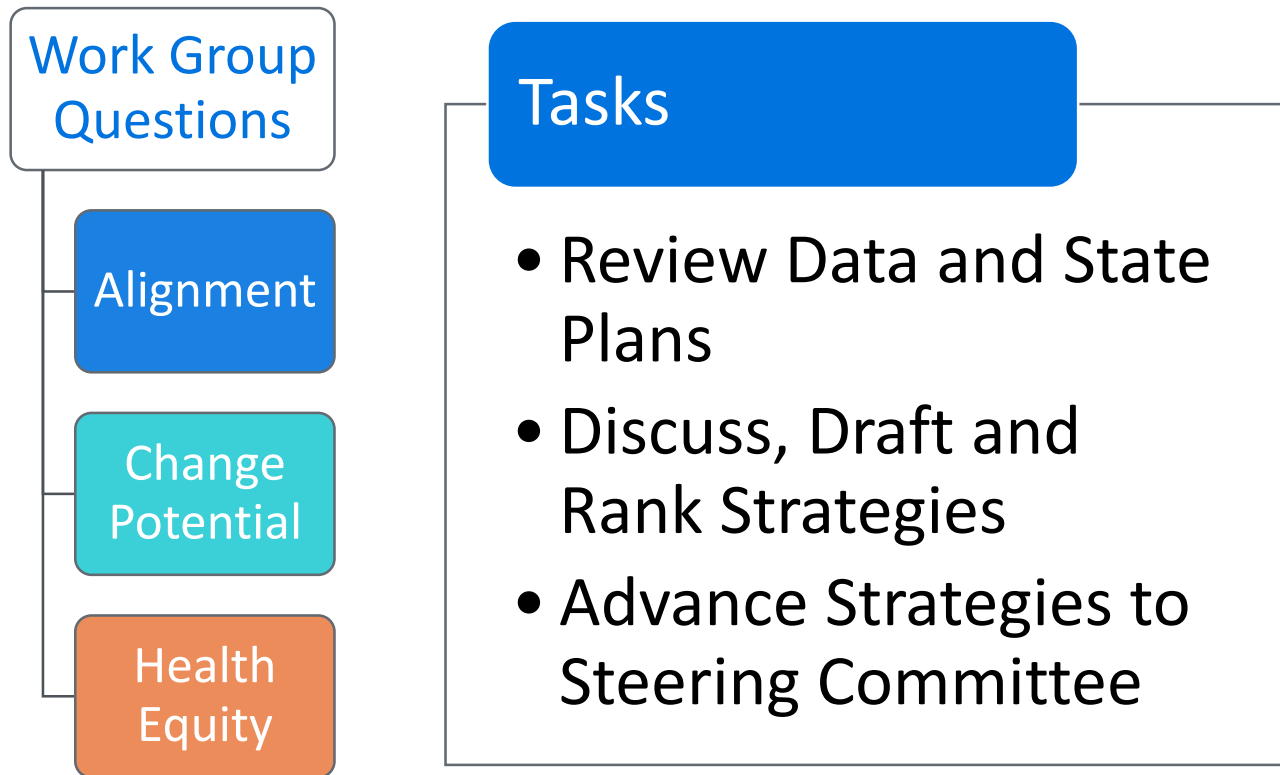
cancer survivors who
use tobacco quit.

GOOD HEALTH FOR ALL

IMPROVE

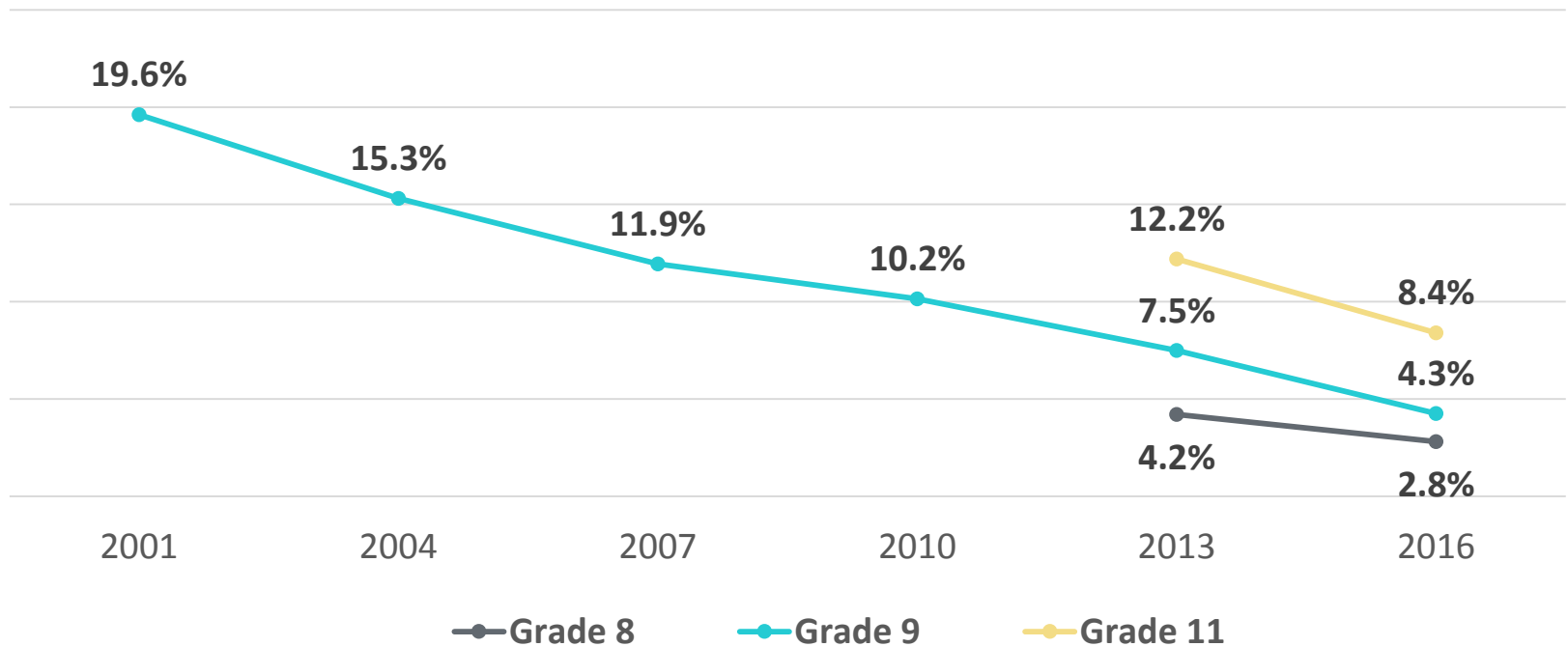
cancer outcomes for everyone,
especially communities
with higher tobacco-related
cancers and deaths.

Development of Cancer Plan 2025: Tobacco Work Group

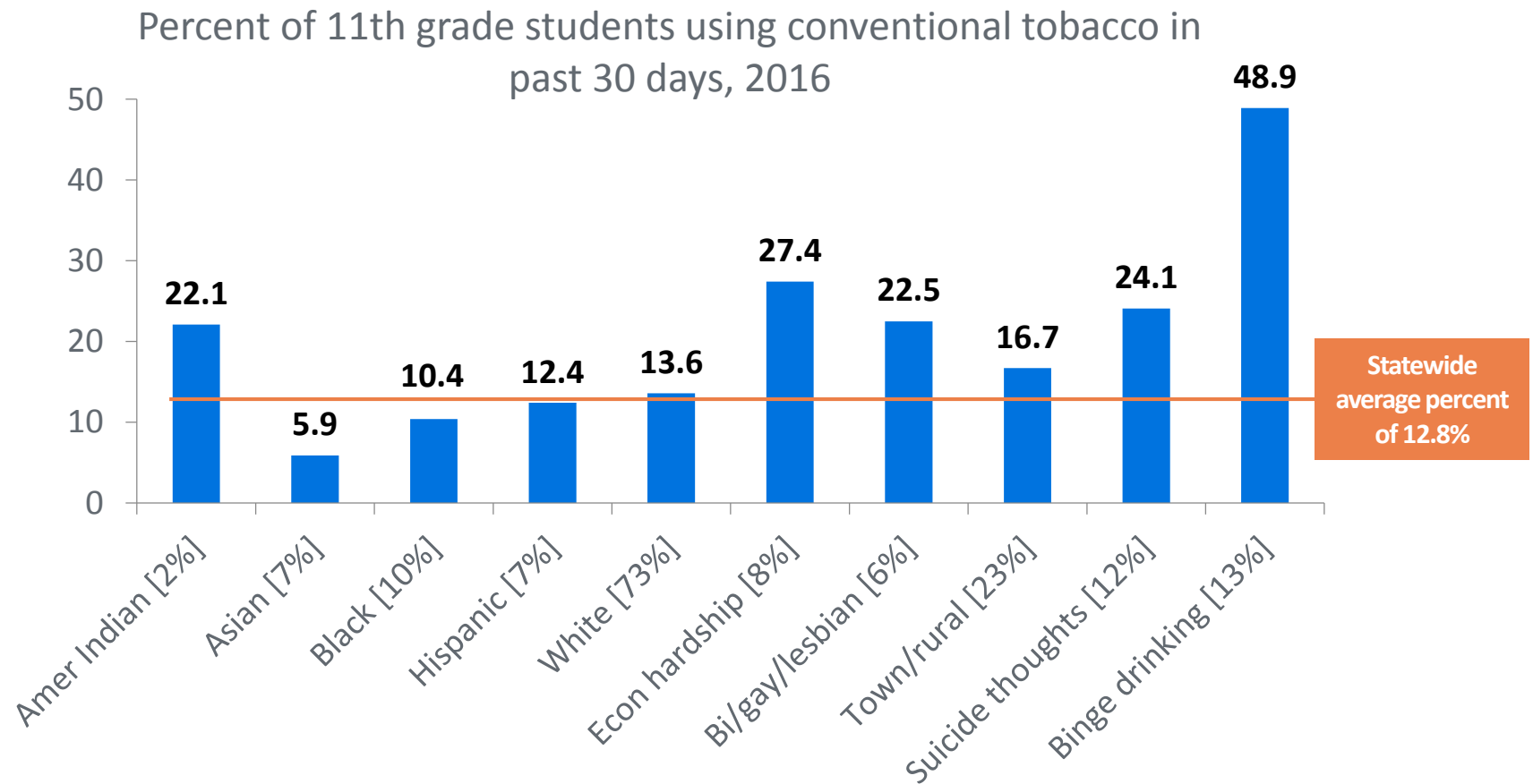


MN Youth Commercial Tobacco Use

Percent of students smoking cigarettes in past 30 days,
by grade: 2001-2016

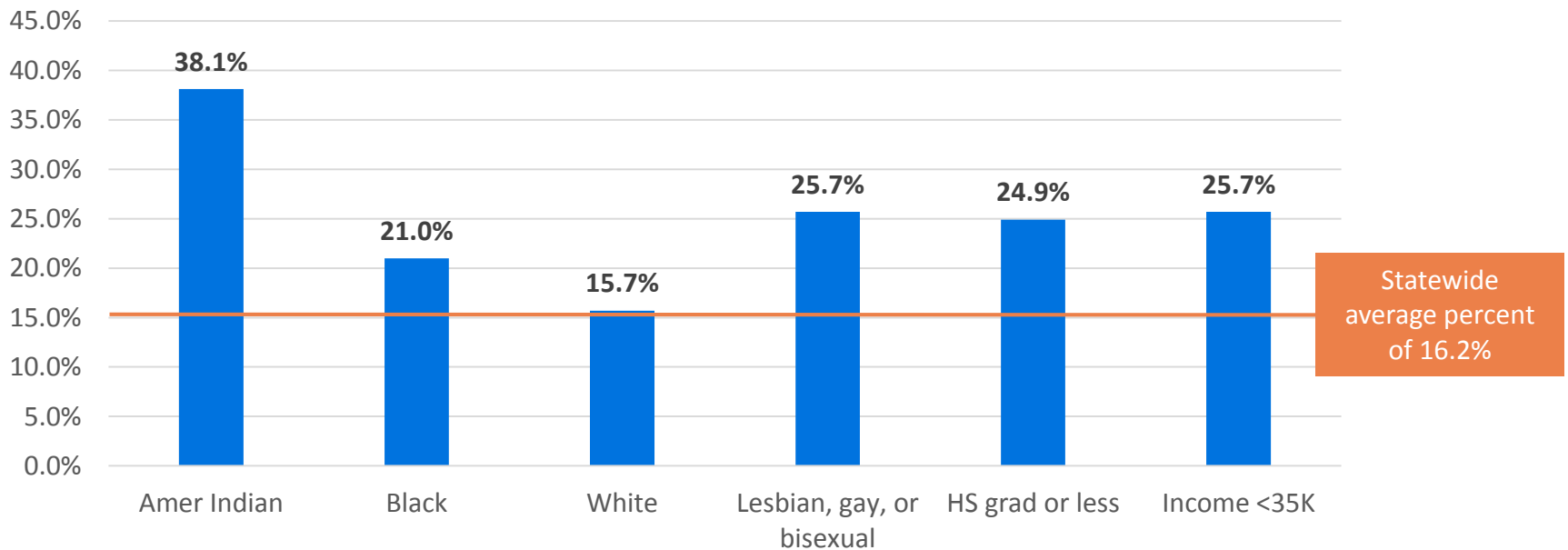


MN Youth Tobacco Disparities



MN Adult Use

Percent of adults who are current cigarette smokers,
by subgroup, 2015



Alignment with State Plans



MN Tobacco Control Framework

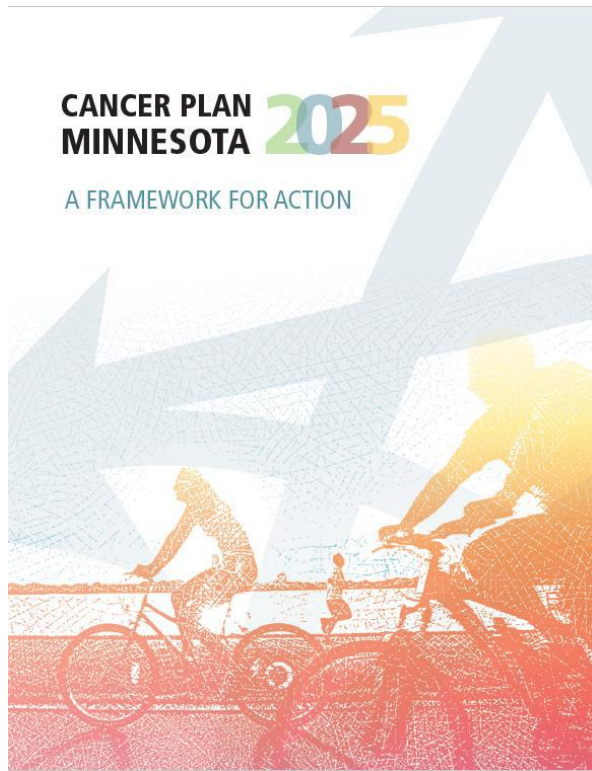
Bold Steps

- **INCREASE THE PRICE OF ALL TOBACCO PRODUCTS** through taxation policies and restrictions on discounts.
- **RESTRICT SALES** of menthol-flavored tobacco products to adults-only tobacco stores.
- **RESTRICT SALES** of flavored tobacco products to adults-only tobacco stores.
- **MAKE 21 THE MINIMUM** legal age to purchase tobacco products.
- **RESTRICT SALES** of higher nicotine cigarettes.
- **EXTEND THE PROTECTIONS** of the Minnesota Clean Indoor Air Act by including electronic cigarettes in restricted products and expanding the locations covered to include cars with children, lodging, treatment facilities and other places used by the public.
- **ADOPT SMOKE FREE HOUSING** policies in all multi-unit housing.

TOWARD A
HEALTHIER
TOMORROW



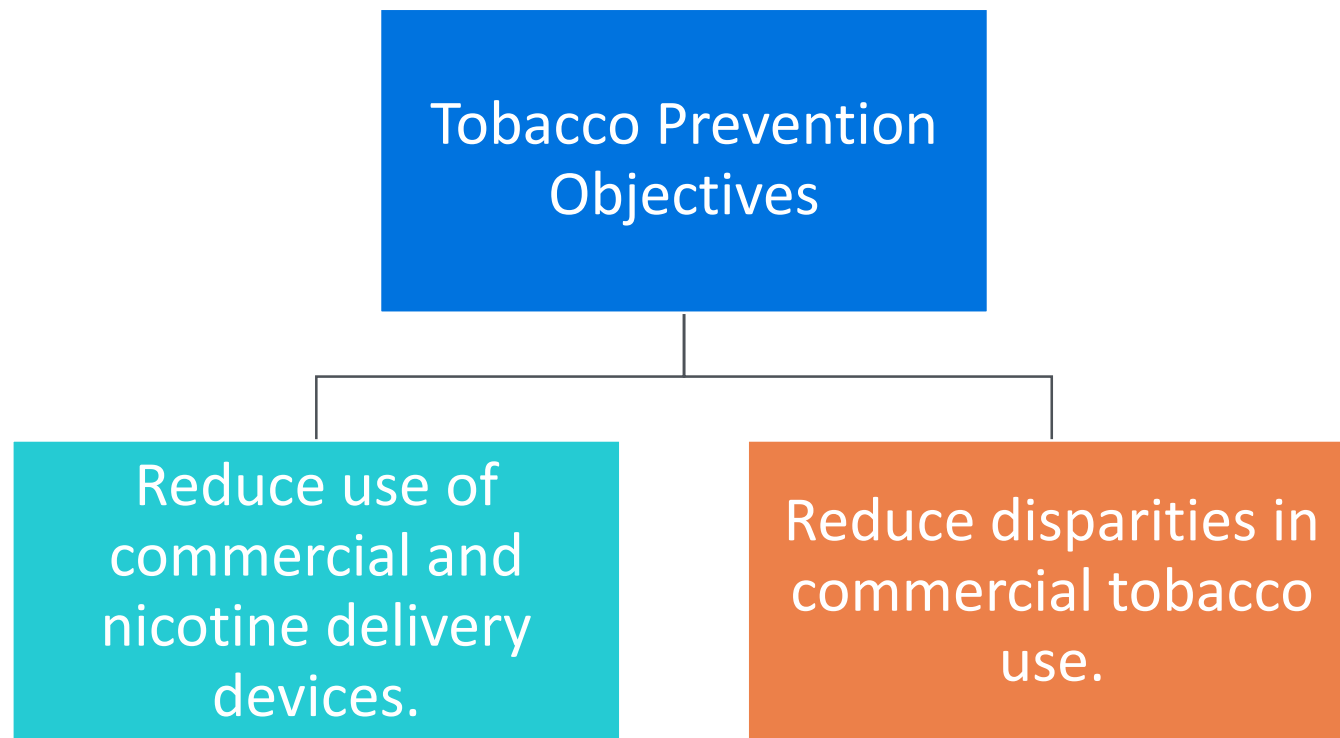
Cancer Plan Minnesota 2025: A Framework for Action



Overarching goals:

- Prevention
- Detection
- Treatment
- Survivorship
- Health Equity

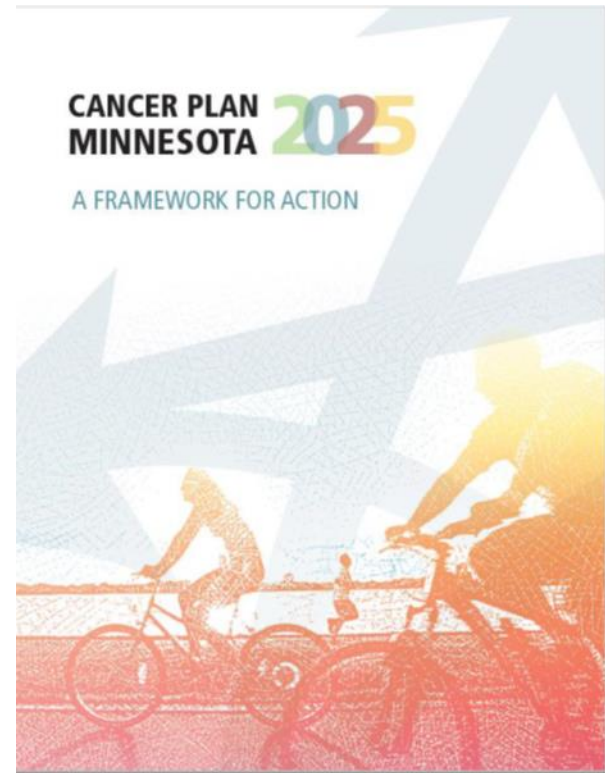
Cancer Plan Minnesota 2025: A Framework for Action



Reduce use of commercial tobacco and nicotine delivery devices

Strategies

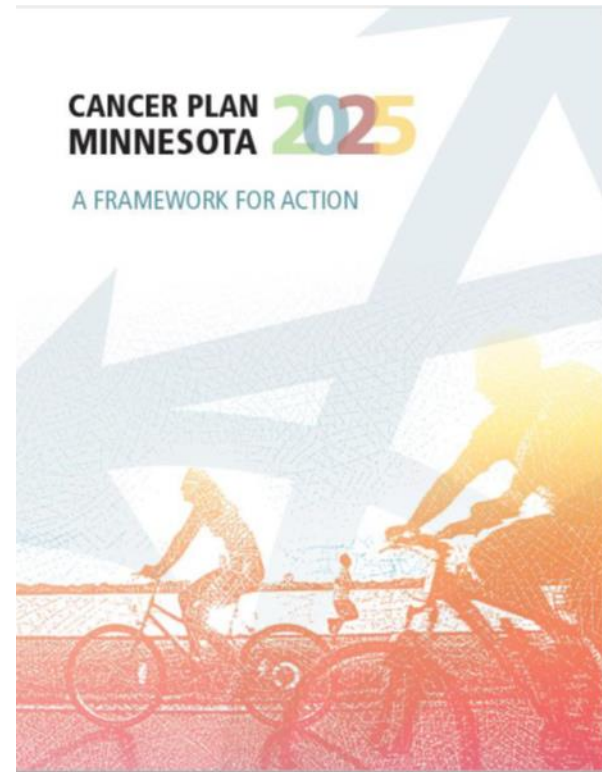
- Price
- Flavored and Menthol
- Tobacco 21
- Compliance and Enforcement
- Support State Surveys



Reduce disparities in commercial tobacco use

Strategies

- Funding
- Create partnerships
- Tobacco-free indoor and outdoor environments
- Collect data from communities with high rates of tobacco use



Opportunities for Involvement

Join the
Alliance

Serve on a
Committee

Participate in
a network

Work on a
strategy

Form a new
action group
or network

Contact a
member to
get involved

Alignment with State Level Efforts Supporting Local Policy Initiatives



Local and Community Connections



Coalition Support



Making our Case

Letters of Support

Testimony

Coalition Support



Letters of Support

Minnesota Cancer Alliance supports CVS decision to no longer sell tobacco products.

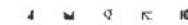


LETTERS

Letter of the Day (Feb. 8): CVS and cigarettes



February 07, 2014 - 6:58 PM



It's not every day that a major retail chain chooses the public good over corporate profit. But that's what CVS did with its decision to stop selling tobacco products. If estimates of \$1.5 billion in lost revenue prove accurate, CEO Larry Merlo and his board made a decision that could pinch. But they made it nevertheless, with vision and courage. Bravo!

The war on tobacco taught us important lessons. Price matters. As cigarette taxes increase, smoking decreases. We also know that access matters. Many of us remember when cigarettes were sold in vending machines. Limiting access to tobacco can prevent youths and young adults from beginning to smoke.

CVS will eliminate the sale of tobacco from more than 7,000 drugstores. That is a tremendous commitment from one organization. Maybe the example will cause Midwestern store owners to think about their social responsibilities. What can they do to improve the health of their communities? The Minnesota Cancer Alliance, a coalition of organizations committed to reducing the burden of cancer, challenges Minnesota businesses to get creative and follow CVS' lead.

WARREN LARSON, Bagley, Minn.

The writer is chairman of the Minnesota Cancer Alliance.



Letters of Support

Local Policy Efforts

- Alexandria
- Lakeville
- Minneapolis
- Moorhead
- Osakis
- Pennington County
- Perham
- Polk County
- Prior Lake
- Red Wing
- Richfield
- Saint Paul
- Savage
- Shoreview



January 11, 2016

Mayor Meehl and Members of the City Council
City of Perham
125 2nd Ave NE
Perham, MN 56573

Dear Mayor Meehl and Members of the City Council:

Thank you for your consideration of a tobacco ordinance that will provide greater protection for youth and indoor air in Perham. Although significant progress has been made in reducing tobacco use among Minnesota youth and adults, much more work remains to be done if we are to realize an elimination of the pain, suffering, disability and death attributed to tobacco related cancers.

The Minnesota Cancer Alliance (MCA) is committed to reducing the burden of cancer in Minnesota. We are a coalition of more than 100 organizations and individuals from diverse backgrounds and disciplines dedicated to reducing the burden of cancer across the health continuum, from prevention and detection to treatment, survivorship, and end-of-life care.

Our members include Fairview Health Services, the Masonic Cancer Center at the University of Minnesota, the Mayo Clinic Cancer Center, Health Partners, Medica, Blue Cross Blue Shield of Minnesota, the Minnesota Breast Cancer Coalition, the Minnesota Hospital Association, the Minnesota Medical Association, Susan G. Komen Race for the Cure, Park Nicollet Cancer Center, Minnesota Ovarian Cancer Alliance, and Minnesota Society for Clinical Oncology, and many other organizations.

The MCA strongly supports the ordinance you are considering and hopes you will take final action to adopt it. There is one provision of the ordinance that I want to specifically call out. I urge you to consider restricting the sampling of tobacco and electronic cigarettes in licensed tobacco shops. By permitting sampling in retail shops, patrons of those and other businesses, including children and youth, will be exposed to dangerous emissions. Studies have shown that emissions from tobacco and electronic cigarettes contain heavy metals, formaldehyde, and other carcinogens that pose serious threats to the community's clean indoor air.

Cancer is the leading cause of death among Minnesotans, and tobacco use is a significant contributor to many forms of cancer. The origin of these tobacco-related cancers continues to be in the initiation of tobacco use among our youth and young adults, as well as a perpetuation of use in adulthood through a lack of comprehensive restrictions on how tobacco is sold, and where tobacco and electronic cigarettes can be used.

The Minnesota Cancer Alliance strongly supports the proposed ordinance and restriction of sampling. Inquiries as to how we can contribute to a reduction in tobacco use rates, and disease and death from smoking-related cancer.

For any questions or further discussion, I can be contacted at kenneth.bence@medica.com.

Sincerely,

Kenneth Bence, MBA, MBA
Chair

2016 STEERING COMMITTEE

CHAIR: Kenneth Bence, MBA, MBA
Medica

VICE CHAIR: Cathy Skinner, MBA
The Art of Us

Ruth Bachman
Individual Member

Anne Carlson
Cancer Cancer Coalition

Katie Englund
Association of Non-Smokers, MN

Dakota Folkways, R.N., M.D., P.A.N.
Individual Member

Matt Flary
American Cancer Society

Thomas Pyle, M.D.
Minnesota Medical Association

Grant Hays
UnitedHealth

Bernard Kunt, M.D., C.E.C.
Hennepin Cancer Center, North Memorial

Daniel Lippich, Ph.D.
University of Minnesota, Mason Cancer Center

Shirley Metzger
Minnesota Department of Health

Jeffrey Rask, M.D.
Minnesota Gastroenterology, P.A.

Chris Weisbe
American Indian Cancer Foundation

Sue Schettin
Twin Cities Medical Society

Anne Shewen
Minnesota Community Measurement

Patrick Stig
Blue Cross and Blue Shield of Minnesota

Devon Bunting-Hendy
Susan G. Komen for the Cure/MS affiliate

Ann C. Vogel, M.D., M.S.
Individual Member

Dai Yu
Individual Member

Leah Herbert-Winters
Open Arms of Minnesota

Unity TobaccoCo, Inc.
Cancer Legal Line

Richard Zink
Hennepin County Medical Association

Minneapolis City Council Hearing

**Anne Carlson, Minnesota
Cancer Alliance Steering
Committee Member,
testifying in support of the
flavor tobacco restrictions.**



Minneapolis Flavor Ordinance



COMMENTARY

Counterpoint: Flavored tobacco's risks outweigh any benefits



Ed Andrieski, Associated Press — Ed Andrieski • Associated Press

By EDWARD P. EHLINGER
July 06, 2015 - 6:00 PM

A former U.S. surgeon general's view of proposed Minneapolis limits notwithstanding, the dangers for young people are just too great.

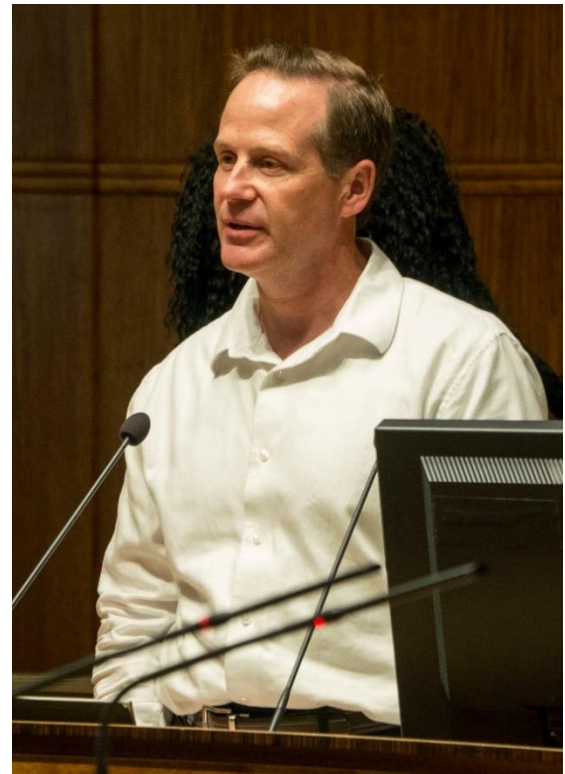
It's not often that a state health commissioner disagrees with a former surgeon general, but the commentary by former Surgeon General Richard Carmona ("Proposed ban on flavored tobacco in Minneapolis is counterproductive," July 3) compels me to do just that. By claiming that e-cigarettes are "a safer alternative to smoking," Carmona advocates against restrictions on where e-cigarettes can be sold and what kind of flavors can be used to enhance their enjoyment and increase their use.

While arguing that it's better public health practice in tobacco control to support approaches that increase e-cigarette use among adults, he ignores the devastating impact this laissez-faire approach would have on children and adolescents.



Saint Paul City Council Hearing

**Patrick Stieg, Minnesota
Cancer Alliance Policy
Committee Chair, testified in
support of flavor tobacco
restrictions.**



Saint Paul Flavor Ordinance



Supporting Menthol Efforts



Tobacco Industry vs. Prevention Spending in Minnesota



\$135.5 Million
INDUSTRY



\$24.3 Million
PREVENTION

A word cloud titled "Cancer Prevention" in large, bold, black letters. The words are arranged in a circular pattern around the title. The words are in various colors (red, blue, green, yellow, orange, purple) and sizes, indicating their relative importance or frequency. The words include:

- Prevention
- Initiatives
- Support
- Awareness
- Collective Voice
- Common Goals
- Learning
- Statewide
- Impact
- Policy Change
- Bring Together
- Save Lives
- Work Together
- Health
- Opportunity
- Education
- Research
- Policy
- Translational
- Healthier
- Resources
- Better Outcomes
- Hereditary Causes
- Living Life
- Strength
- Alignment
- Reduce Disparities
- Good
- Feeling Hope
- Lives
- Learn
- Long-term Change
- Voice for Survivors
- Improving Communities
- Increase Awareness
- Professional
- Piece of Puzzle
- Contribute
- Cancer Care
- Transformative Change
- Hope
- Larger Audience
- Inspiring
- Engage
- Intact
- Active Participation
- Educate Patients
- Personal Connection
- Goals
- Best
- Power in Numbers
- Proactive
- Knowledge
- Healthy Communities
- Future
- Resource
- Activate
- Doors
- Risk Populations
- Addressing Cancer
- Best Practices
- Key Stakeholders
- Makes Difference
- Minnesota
- Connecting
- Research
- Connectedness
- Desire
- Cancer Practices
- Early Detection
- Minnesota Lives

Vision for 2025





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MCA Policy Committee Chair

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Cancer Policy Specialist

Minnesota Department of Health

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