

AAFP Tobacco and Nicotine Prevention and Control Chapter/FMRP Mini-Grants Minnesota AFP, Minneapolis, MN



Project Overview

The mini-grant allowed us to broaden and advance the Tobacco 21 resolution adopted at the 2016 House of Delegates by engaging members in grassroots advocacy for policy changes that raise the tobacco purchase age from 18 to 21. Members were recruited to train as Tobacco 21 Champions to present at learning events, serve as media spokespeople speakers bureau, testified at city council hearings, connect with local community partners, write letters to the editors and send Call to Action postcards to elected officials. Advocates worked both locally and statewide with success achieved on May 2 when the community of Edina became the first locality in Minnesota to adopt Tobacco 21.

Who, Where and When

Ten members volunteered as Tobacco 21 Champions and provided leadership to engage members between October 2016 and April 2017.

Twelve member learning events reached 197 members in these communities: Detroit Lakes, Minneapolis, St. Paul, St. Louis Park, Maplewood, Rochester, Duluth, St. Cloud and Cambridge between October 2016 and April 2017.

Goals

Engage 300 Minnesota AFP members in local policy and state legislative efforts to reduce and prevent youth smoking by raising the purchase age from 18 to 21 years (Tobacco 21).

Measurements

- Attendance sign in sheets at twelve education events.
- Track the number of Call to Action postcards sent to elected officials by members attending the twelve education events.
- Number of communities working toward adopting Tobacco 21 policy.

What

We engaged 197 members to sign 597 Call to Action postcards that were mailed to local elected officials, state representatives and state senators voicing support for Tobacco 21.

The Minnesota AFP chapter joined the Minnesotans for a Smoke Free Generation coalition comprised of 40+ organizations working to reduce and prevent youth smoking.

On May 2, the community of Edina adopted a local policy to raise the tobacco sale age from 18 to 21. Two members testified at the hearing and several members wrote to the city council and mayor.

How

The Co-Chair from the Minnesotans for a Smoke Free Generation spoke to the Legislative Committee about the coalition's efforts and opportunities for our members to get involved.

Chapter staff attended monthly meetings of the Minnesotans for a Smoke Free Generation and utilized their educational materials.

Chapter staff worked with residency programs, medical schools and clinics to host Tobacco 21 member learning events.

We collaborated with local organizations to identify communities deemed to be "Tobacco 21 ready." We then alerted members who live or practice in those communities and invited them to get involved by writing letters to the editors, contacting city councilmembers and mayors, etc.

0 = # of members who attended a learning session on Tobacco 21 policies
2 = # of members engaged as Tobacco 21 Champions
2 = # of elected officials that received Call to Action postcards from members.

197 = # of members who attended a learning session on Tobacco 21 policies
10 = # of members engaged as Tobacco 21 Champions
597 = # of elected officials that received Call to Action postcards from members.

Results | Lessons Learned

- Introducing Tobacco 21 policy changes at the local and state levels takes much longer than anticipated. Partner organizations have worked for years laying the groundwork for communities to become "Tobacco 21 Ready."
- Each community's tobacco policy differs so providing generic Tobacco 21 ordinance language was not a viable tactic for change.
- The vaping and retail communities are tracking Tobacco 21 activity.

Results 1

197 members learned about Tobacco 21 at twelve learning events.

Results 2

597 Call to Action postcards were signed by members and mailed to city councilmembers, mayors, state senators and state representatives.

Results 3

Edina was the first community in Minnesota to adopt Tobacco 21 policy. Two members testified at the public hearing.

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